



# Doing Development Different

**BUILDING  
SMALL** LLC



Carolinas

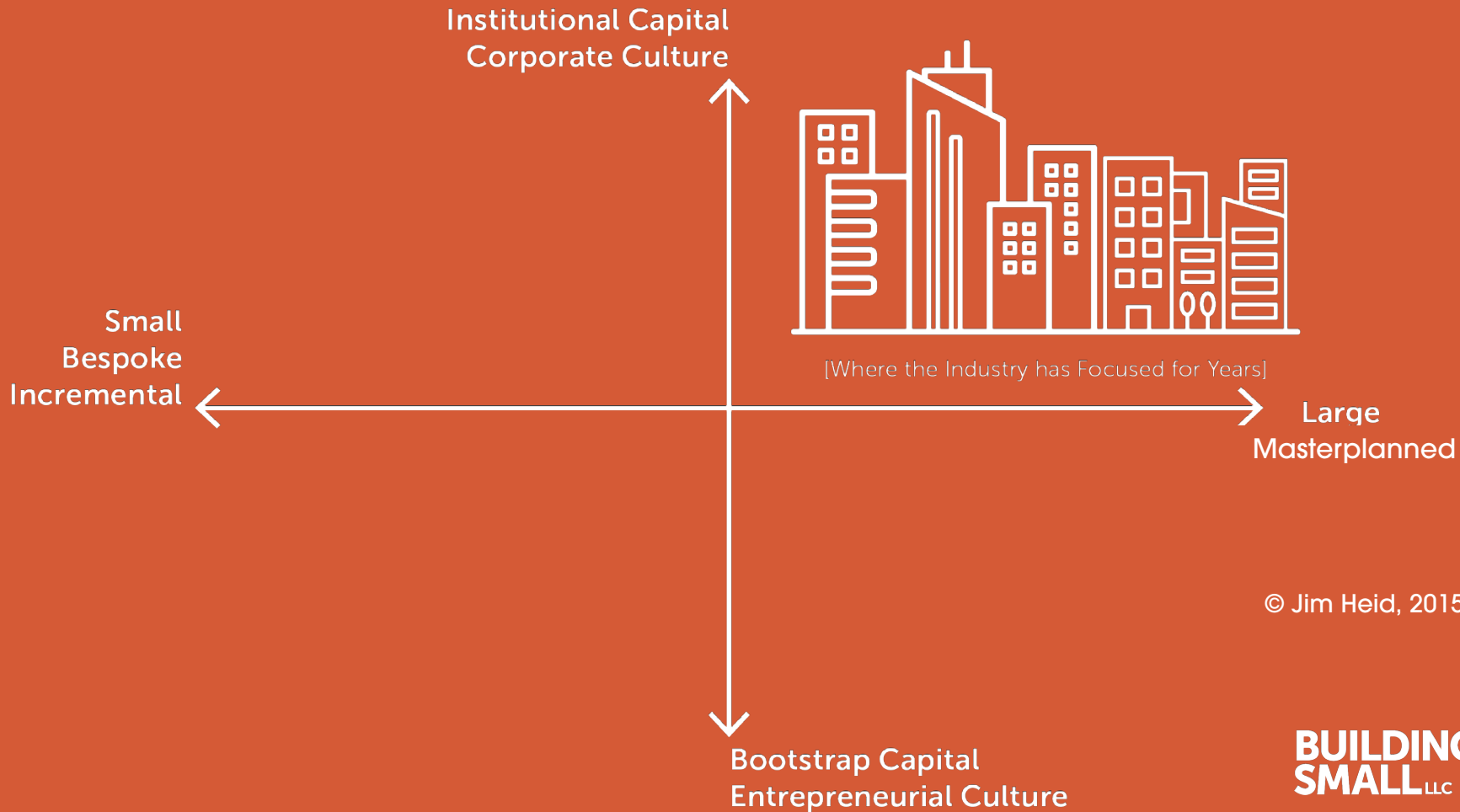
**Jim Heid** FASLA

Founder + CEO, Building Small LLC

© 2026 Building Small All Rights Reserved

‘Coherence – when a complex system is far from equilibrium, Small islands of coherence in a sea of chaos have the capacity to shift the whole system to a higher order.’

Nobel Prize-winning chemist and physicist **Ilya Prigogine**



© Jim Heid, 2015

**BUILDING  
SMALL**LLC





NODA, Charlotte NC

The image shows the exterior of a restaurant named 'Haberdish' at night. The building has a dark grey brick facade. The name 'HABERDISH' is written in large, white, stylized letters across the brick wall, with a white hat icon above it. The entrance is a set of double glass doors with a small concrete step leading up to them. On either side of the doors are large windows with white frames. The window on the right has the number '3106' in the upper right corner. The interior of the restaurant is visible through the windows and doors, showing a warm, lit space with brick walls, tables, and chairs. There are several potted plants in the foreground, and a menu board is visible on the left. The overall atmosphere is cozy and inviting.

HABERDISH

NODA, Charlotte NC



Alloy, Charlotte NC

Institutional Capital  
Corporate Culture



[Where the Industry has Focused for Years]

Small  
Contextual  
Incremental

Large  
Masterplanned



[The Opportunity of Small]

Bootstrap Capital  
Entrepreneurial Culture

© Jim Heid, 2015

**BUILDING  
SMALL**LLC

# 14 years, 24 cities, 300+ projects





5

Things that Connect Us

A photograph of three women seated in a panel discussion. The woman on the left is speaking into a RØDE microphone. A laptop on a table next to her displays a 'CASE STUDY' slide. The woman in the middle has a name tag that says 'CANDACE'. All three are wearing orange lanyards. The background features a brick wall and a blue curtain.

**Developing with Conscience.**



# Incremental Experimental.

**XS House, Philadelphia**  
Ward Callahan and ISA Architecture



JSEUM  
OCIETY

open

# Humane. Scale.

**H2 HOTEL** Healdsburg, CA  
Piazza Hospitality. Image Bruce Damonte

**BUILDING**  
small



# Design Forward.

**RIVERHOUSE** Healdsburg, CA  
Small Solutions, Inc Image Kim Carroll



# Doing. Not Talking.

**BANDSAW BUILDING** Birmingham, AL  
David Baker Architects. Image Bruce Damonte



**PROXY SF** San Francisco, CA  
Envelope A+D

PART

the  
**what**  
and  
**why**  
of ***small***

# SMALL IS NOT

- ✓ A Product
- ✓ About size and dollar value
- ✓ Where you wait to scale
- ✓ Easier than big



THIS WAS *SMALL*

Courtesy New York Historical Society

# SMALL IS

- ✓ Method for building enduring places
- ✓ A broader view of 'return'
- ✓ Long term hold and value creation
- ✓ Building projects *AND* neighborhoods

# TRANSECT AGNOSTIC

UB-URBAN

T4 GENERAL URBAN

T5 URBAN CENTER

T6 URBAN CORE

# URBAN



**CHOPHOUSE ROW** Seattle, WA  
Dunn & Hobbes | Image Andrew JS (Left) Lara Swimmer (Right)





# SUBURBAN

**WINDSOR + THE NEWTON** Phoenix, AZ  
Venue Projects Image: Andrew Pielage

small



# RURAL

MODERN GENERAL Santa Fe, NM

BUILDING  
small

# What Does Small Look Like?

**BUILDING  
SMALL<sub>LLC</sub>**

# Individual Assets?



# Or an Ecosystem?



ing Small, 2023



# Alumina

## Oklahoma City, OK

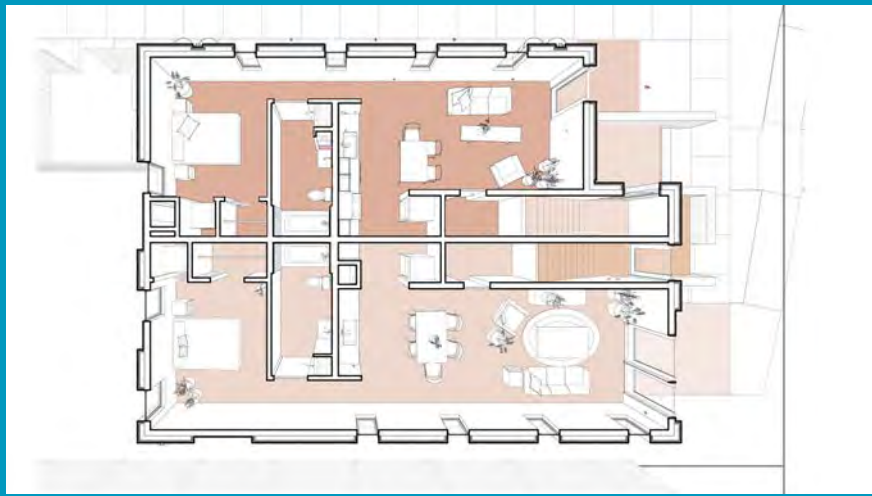
Sam Day, Architect

All Images: Leonid Furmansky

**BUILDING  
SMALL**LLC



ALUMINA APARTMENTS, Oklahoma City  
Sam Day Architect | Image Credit Leonid Furmansky





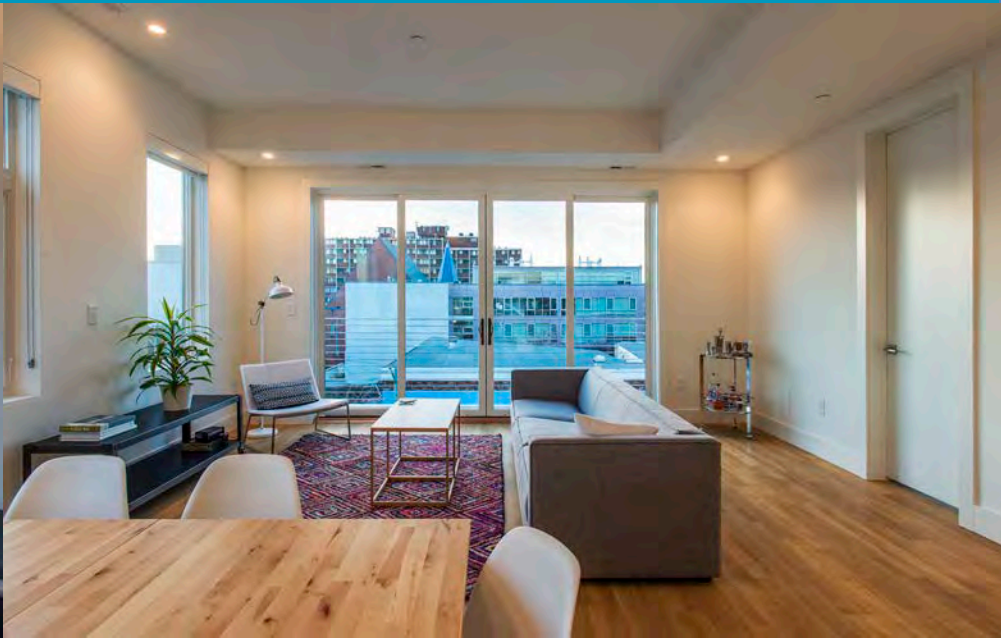
# Oslo

## Washington, DC

Ditto Residential

**BUILDING  
SMALL**LLC







# RiverHouse

Healdsburg, CA

CRAFT Development

**BUILDING  
SMALL**LLC



12 units (including ADUs)

1.2 acres (NIC riverfront)

Zoning R1:6000

As-of-right

3 unit types

6 years acquisition to exit

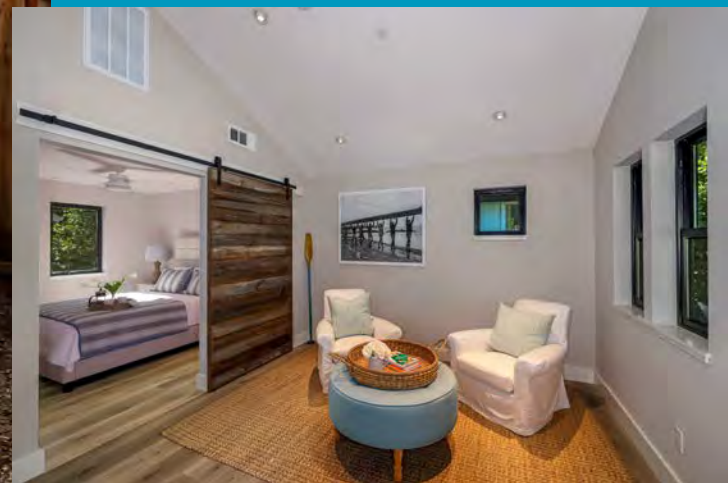
5 National awards











**As of 2022, 19% of all housing  
units produced in CA is an ADU**



<https://cayimby.org/reports/california-adu-reform-a-retrospective>

**BUILDING**  
small



# XS House

Philadelphia, PA

ISA, Architecture,

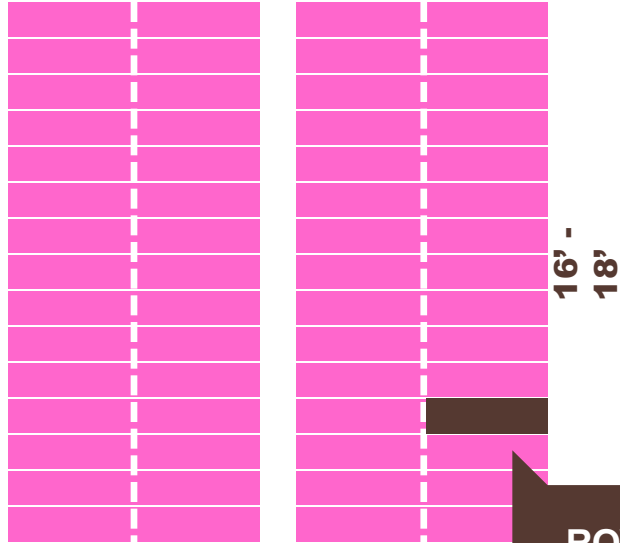
**BUILDING  
SMALL**LLC

# HOUSES

Subject lot  
12' x 29'

1250 SF  
Six floors

50'-80'



ROWHOUSE!



FOR GRADUATE PROGRAMS  
10 DAYS LEFT TO APPLY

ONE WAY  
→

12th St

1st St

永豐瓊儀館

CROSS STREET BULLY  
1000 12TH ST, PHOENIX, AZ 85004





# The Wash

Nashville, TN

Hamilton Development

**BUILDING  
SMALL**LLC



THE WASH, Nashville, TN (Before)  
Image: The Cauble Group



**The Wash, Nashville, TN**  
Leasing Plan: The Cauble Group



The Wash, Nashville, TN (Before)  
Image: The Couble Group



# Small or Big?

[its not a binary choice]



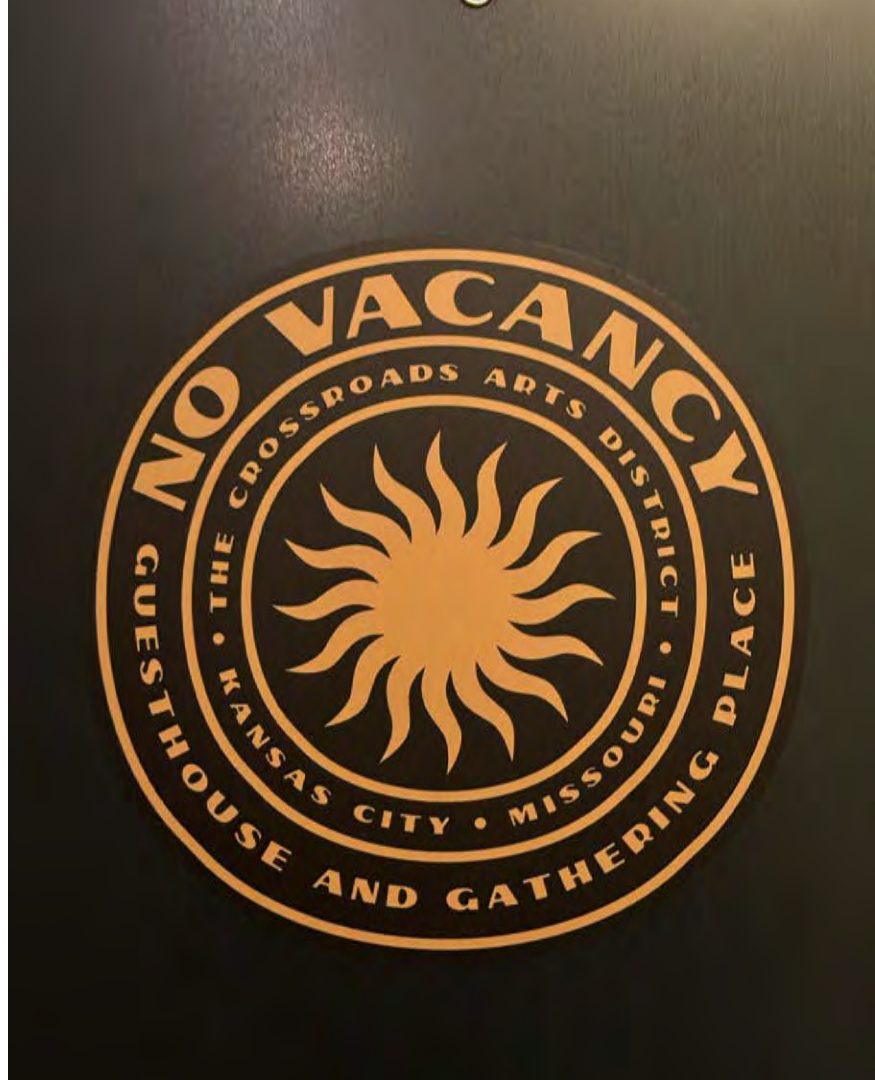
# Crossroads District

Kansas City, MO

**BUILDING  
SMALL**LLC









What's happening this Friday??

What's happening this Friday??



- 1 Art & Galleries
- 2 Arts Organizations
- 3 Entertainment
- 4 Event Spaces
- 5 Food & Drink
- 6 Health & Beauty
- 7 Hospitality
- 8 Local Craft Beverages
- 9 Shopping
- P Parking
- MAE Main St MAX (RideKC bus)
- MCB Truost Ave MAX (RideKC bus)
- SC KC Streetcar

**ART & GALLERIES**

- 60 **Anne Garney Art**  
1920 Wyandotte St, Unit 5  
816-842-3388  
annegarneypaintings.com
- 4 **Bauer Creative**  
115 W 18th St  
563-543-0624  
robbauear.com
- 15 **beggars table church & gallery**  
2010 Baltimore Ave  
816-500-0280  
beggartable.com
- 77 **Belger Arts Center**  
2100 Walnut St  
816-474-3250  
belgerarts.org
- 84 **Belger Crane Yard Studios**  
2011 Tracy Ave  
816-474-7316  
belgerarts.org

**ARTS ORGANIZATIONS**

- 69 **ArtsKC**  
108 Southwest Blvd  
816-221-1777  
artskc.org
- 64 **Kansas City Ballet**  
1911 Broadway Blvd  
816-331-2232 x1323  
kcballet.org

- 1 **Belger Glass Annex**  
1703 E 19th St  
816-474-7316  
belgerarts.org
- 40 **Blue Gallery**  
1219 E 19th St  
816-527-0823  
bluegalleryonline.com
- 76 **The Bunker Center for the Arts**  
104 E 6th St  
715-805-7639  
facebook.com/bunkca
- 27 **Buttonwood Art Space**  
3013 Main St  
816-285-9000  
buttonwoodartspace.com
- 95 **Cerbera Gallery**  
2011 Baltimore Ave  
844-202-9303  
cerberagallery.com
- 3 **Cheryl Eve Acosta Sculptural Jewelry**  
115 W 19th St  
787-507-6161  
cheryleve.com
- 46 **egawa + zbyrk**  
1824 Grand Blvd  
816-472-6342  
egawazbyrk.com
- 5 **Firehouse Gallery #8**  
1800 Locust St  
816-876-6868
- 79 **Four Chapter Gallery**  
238 W 19th St  
915-685-1161  
fourchaptergallery.com
- 34 **Jones Gallery**  
177 Walnut St  
816-421-2111  
jonesgallerykc.com
- 58 **Leedy-Voukos Art Center**  
2012 Baltimore Ave  
816-474-1919  
leedy-voukos.com
- 52 **Sherry Leedy Contemporary Art**  
2004 Baltimore Ave  
816-221-2626  
sherryleedy.com
- 90 **Steven Dragan Art Studio**  
1800 Wyandotte St, Suite 100  
816-298-6054  
sdraganaart.com
- 78 **Studio Above**  
2016 Baltimore Ave, #203  
913-269-7624  
facebook.com/studioabove
- 68 **Studios Inc**  
1702 Campbell St  
816-994-7154  
studiosinc.org
- 55 **Kansas City Symphony**  
1701 McGehee St, Suite 200  
816-471-1100  
kcsymphony.org
- 30 **Outreach Event Space**  
112 W 18th St  
816-694-7453  
outreacheventspace.com
- 41 **Union**  
1721 Baltimore Ave  
816-394-0648  
maaa.org
- 38 **The Belfry**  
1532 Grand Blvd  
816-471-7111  
thebelfrylounge.com
- 62 **Booch Lounge**  
1809 Grand Blvd  
816-809-5070
- 17 **Buffalo State Pizza Co. + Bar**  
1815 Wyandotte St  
816-442-7441  
buffalostatopizza.com
- 48 **Cafe Corazon**  
110 Southwest Blvd  
816-994-7315  
cafeacorazonkc.com
- 11 **Chartreuse Saloon**  
1627 Oak St  
402-326-5304  
chartreusesaloon.com
- 98 **Crushed Red / Black Market**  
1800 Campbell St  
314-267-1686  
crushed-red.com
- 21 **Extra Virgin**  
1900 Main St  
816-842-2205  
extravirginkc.com
- 56 **Farina**  
19 West 19th St  
816-758-6600  
farinac.com
- 8 **Farrell's Jack Stack Barbecue**  
101 W 22nd St  
816-472-7427  
jackstackbbq.com
- 42 **Green Dirt on Oak**  
1801 Oak St  
816-835-8140  
greendirtfarm.com
- 44 **grünauer**  
101 W 22nd St  
816-285-3254  
gruenaer.com
- 49 **International Taphouse**  
403 E 18th St  
816-701-6066  
internationaltaphouse.com
- 85 **King G**  
500 E 18th St  
816-652-0383  
kinggkc.com
- 73 **Lyric Opera of Kansas City**  
1725 Holmes St  
816-471-4935  
kcoopera.org
- 29 **Mid-America Arts Alliance**  
2109 Baltimore Ave  
816-421-1388  
maaa.org
- ENTERTAINMENT
- 36 **Bazoooka's**  
1717 Main St  
816-421-1915  
bazoookashowgirls.com
- 7 **The Bird Comedy Theater**  
103 W 19th St, Ste. B  
816-929-4383  
Thebirdkc.com
- 12 **Green Lady Lounge**  
1809 Grand Blvd  
816-216-2954  
greenladylounge.com
- 17 **Buffalo State Pizza Co. + Bar**  
1815 Wyandotte St  
816-442-7441  
buffalostatopizza.com
- 48 **Cafe Corazon**  
110 Southwest Blvd  
816-994-7315  
cafeacorazonkc.com
- 18 **The Truman**  
601 E Truman Rd  
816-205-8560  
thetrumankc.com
- 37 **Union Station**  
30 W Pershing Rd, Suite 400  
816-480-2288  
unionstation.org
- EVENT SPACE
- 24 **1739 Gallery**  
1739 Walnut St  
816-492-5103  
1739gallery.com
- 67 **Abbott Hospitality**  
1720 Cherry St  
816-982-1024  
abbotthospitalty.com
- 83 **The Bauer Event Space**  
115 W 18th St  
816-984-8533  
thebriandthebauer.com
- 92 **Cakewalk Events**  
1701 McGehee St  
816-200-2925  
cakewalkeventskc.com
- 39 **The Guild KC**  
1021 Locust St  
816-471-8550  
theguildkc.com
- 22 **KC Cork Dork Event Space & Wine Storage**  
1700 Broadway Blvd  
816-600-0357  
kccorkdork.com
- 28 **The Maverick**  
1911 Broadway Blvd  
816-310-0600  
themaverickkc.com



# Downtown Chandler

Chandler, AZ

City Economic Development

**BUILDING  
SMALL**LLC





# THE BIG MOVES

- ✓ Acquire & aggregate catalyst sites
- ✓ Build 1,200 parking spaces in 2 garages
- ✓ Seed built form with 250,000 SF of office
- ✓ Invest in the Public Realm

# THE SMALL MOVES

- ✓ Plug and Play Infrastructure
- ✓ No Required Parking
- ✓ No Chains
- ✓ No Drive Throughs
- ✓ Façade Grants





# REFINE THE GRAIN

- ✓ Survey Landowners
- ✓ Project future infrastructure demand
- ✓ Design and upgrade utilities to meet need
- ✓ Trash ‘co-ops’

# **NO SMALL RETURN**

City investment \$1.00

Private return \$4.70



**Small is...seeing real estate as  
the MEANS to the end, not the  
end itself**

# Get More Small

[jim@buildingsmall.net](mailto:jim@buildingsmall.net)

