

The Small Difference



JIM HEID, FASLA
Founder CRAFT DnA

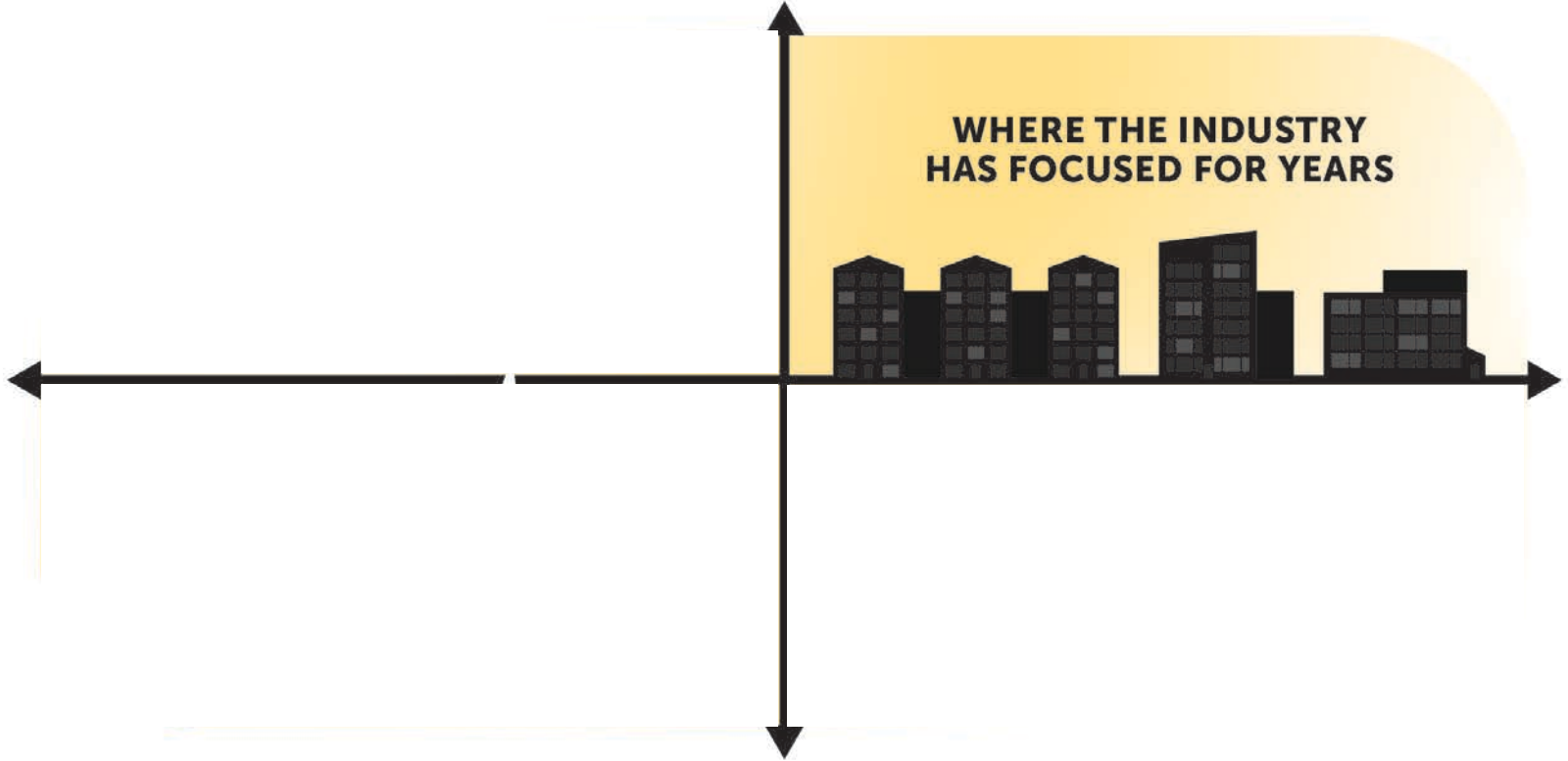
© All Rights Reserved 2025

DCI In The Game
April 1, 2025

Corporate + Institutional

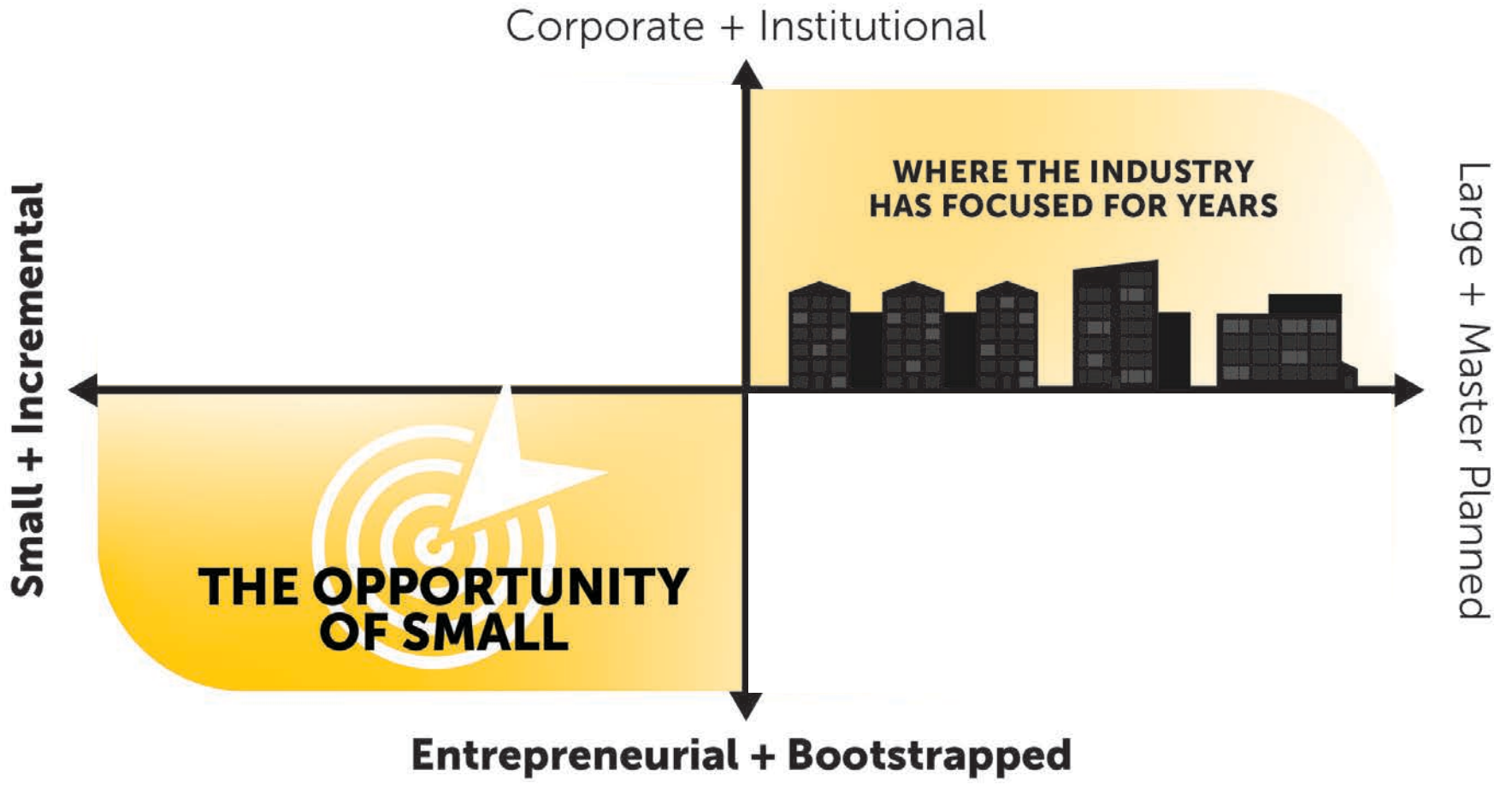
**WHERE THE INDUSTRY
HAS FOCUSED FOR YEARS**

Large + Master Planned



Real Estate As Individual Assets







Or Community Ecosystem?

The Tenets of Building Small

h3 Hotel



Hotel Healdsburg

Healdsburg Plaza

Antique Harvest

h2 Hotel



Fit In.



235 Healdsburg Ave

HEALDSBURG AVENUE, Healdsburg
Image Credit: David Baker Architects

A photograph of a modern bar's exterior at night. The bar has a long, low counter with a dark top and a light-colored base. Behind the counter, a well-stocked bar with various bottles is visible. Several people are seated at the bar, and others are standing. The building's facade is a mix of light-colored panels and dark horizontal slats. A glowing blue 'open' sign is mounted on the right side. Greenery is visible on the left and right sides of the frame. A large white text overlay reads 'Humane. Scale.'

Humane. Scale.

H2 HOTEL Healdsburg, CA
Piazza Hospitality. DBA Architect Image Bruce Damonte

BUILDING
small



Incite Investment.



Design Matters



A Joie for Building

THE LITTLE HOUSE, Healdsburg, CA
Image: CRAFT DnA

Do. Don't Talk.

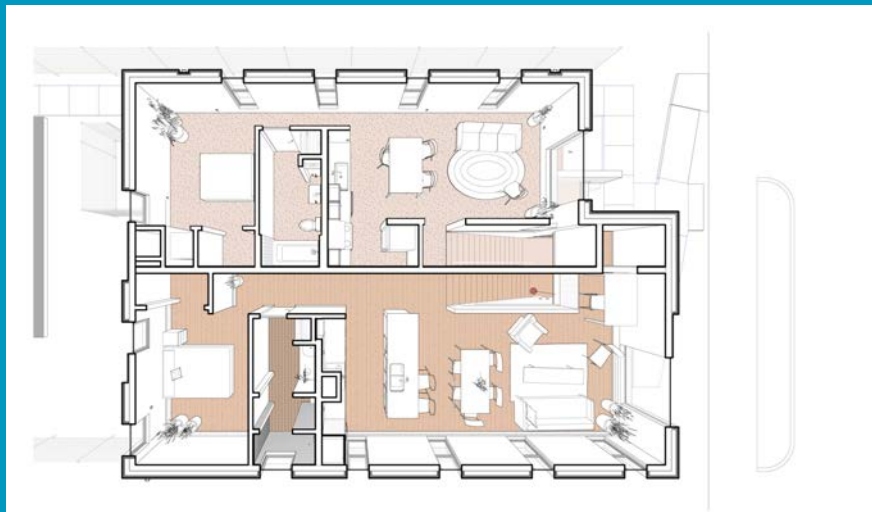
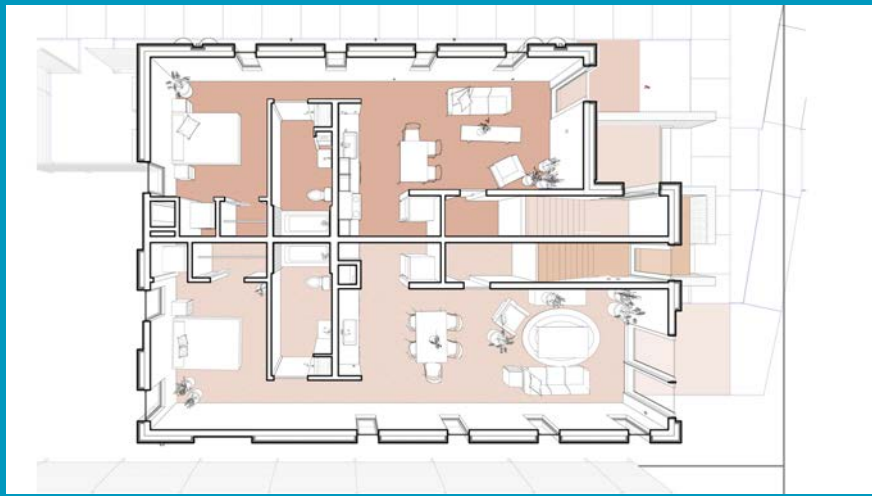


A Small Tour

Start Small



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



Highest and Best Use For whom?





THE OCEAN (After) Portland, OR
Guerilla Development Image: Brian Foulkes

Respect Your Neighbors

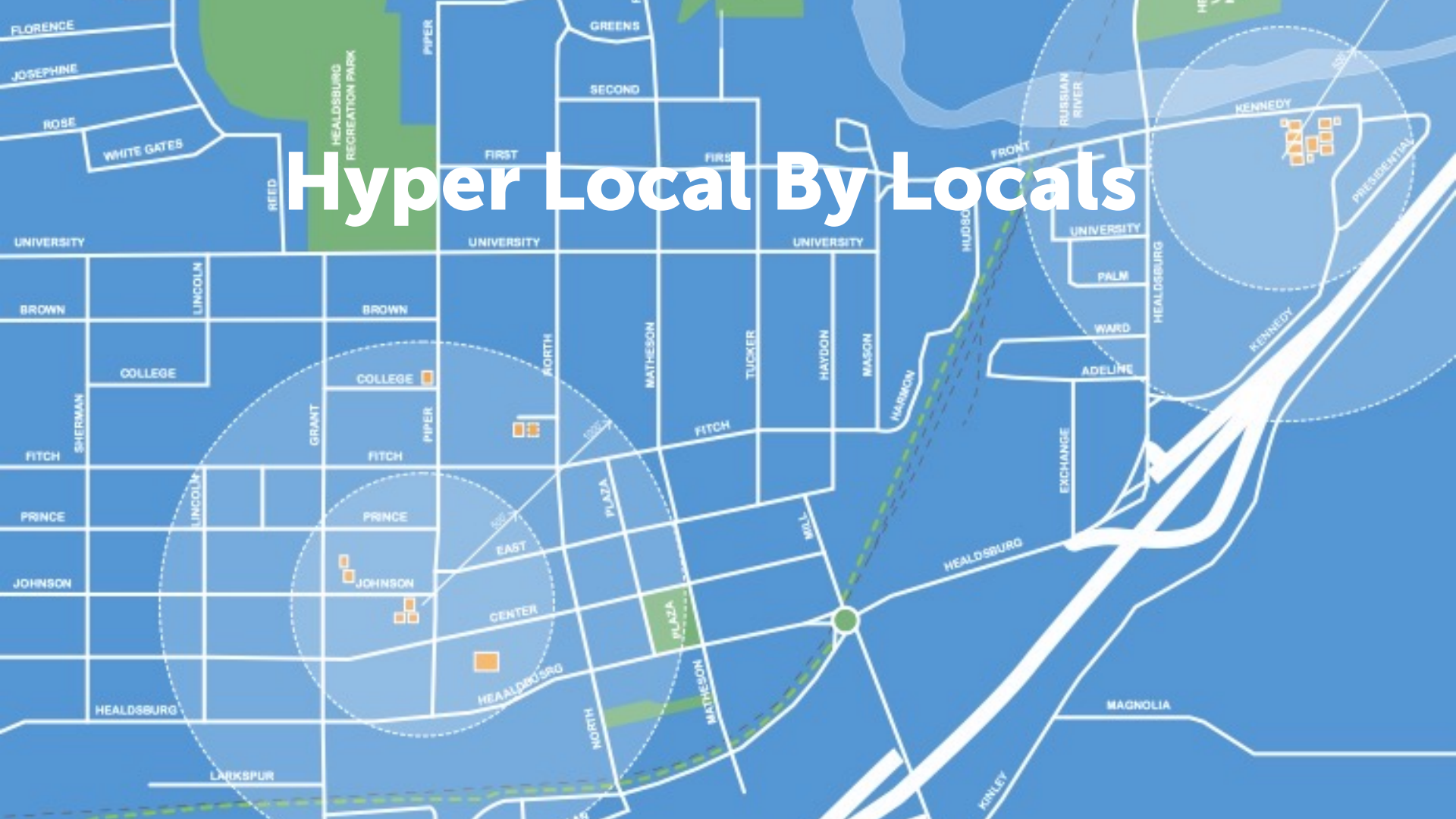


HOTEL BELLA GRACE, Charleston, SC
Goff D'Antonio Architects, Image: Paul Cheney



HOTEL BELLA GRACE, Charleston, SC

Hyper Local By Locals











Build Community Not Commodity









Become the Catalyst

PROXY SF, SAN FRANCISCO, CA





WE LIKE
LIVING



AETHER



PROXY SF, SAN FRANCISCO, CA





AVALON HAYES, SAN FRANCISCO, CA

SMALL is:

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



‘...“The people who are crazy enough to think they can change the world are the ones who do.” — Steve Jobs.’



the book

BUILDING

small

**A TOOLKIT
FOR REAL ESTATE
ENTREPRENEURS,
CIVIC LEADERS,
AND GREAT
COMMUNITIES**

Fayettevill, AR
OCT 5-7



JIM HEID



the forums



Fayetteville, AR
OCT 5-7



buildingsmall.mn.co

▼ QUICKSTART

- [? About](#)
- [🗣️ Take a Tour with Me](#)
- [👥 Find Your People](#)
- [🍳 The Kitchen Cabinet](#)

▼ BUILDING SMALL

- [🏠 What is Small?](#)
- [🏠 **Resources for Building Small**](#)
- [📺 Small Online](#)

▼ EXPERIENCING SMALL

- [🗣️ Small Scale Developer Forum](#)
- [📺 Upcoming Forums](#)
- [🎓 Small Scholars](#)
- [📁 The Vault](#)

Updated 5mo ago

Visible

Edit

Doing. Development. Different.



buildingsmall.mn.co



jimheid fasla

www.jheid.com

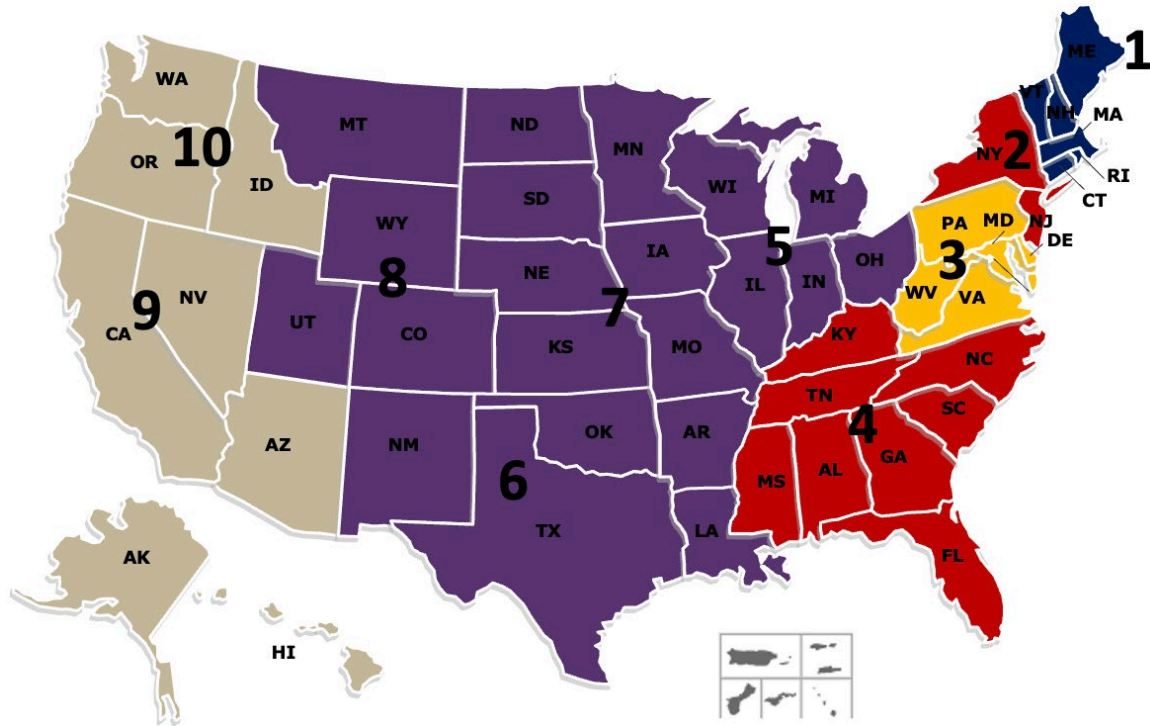


TAB
Technical Assistance
to Brownfields

KANSAS STATE
UNIVERSITY

KSU TAB: Who We Are & What We Do

Technical Assistance to Brownfields (TAB)



What is TAB?

- A national program funded by U.S. EPA
- Services provided are **FREE** and tailored to address specific community needs
- Assist communities and tribes with the brownfield assessment, cleanup and redevelopment process
- Planning, environmental and economic development expertise
- Webinars, workshop, e-tools (e.g., BiT, TAB EZ) and online resources
- And much, much more...

Who are the TAB Service Providers?

[University of Connecticut](#) EPA Region 1

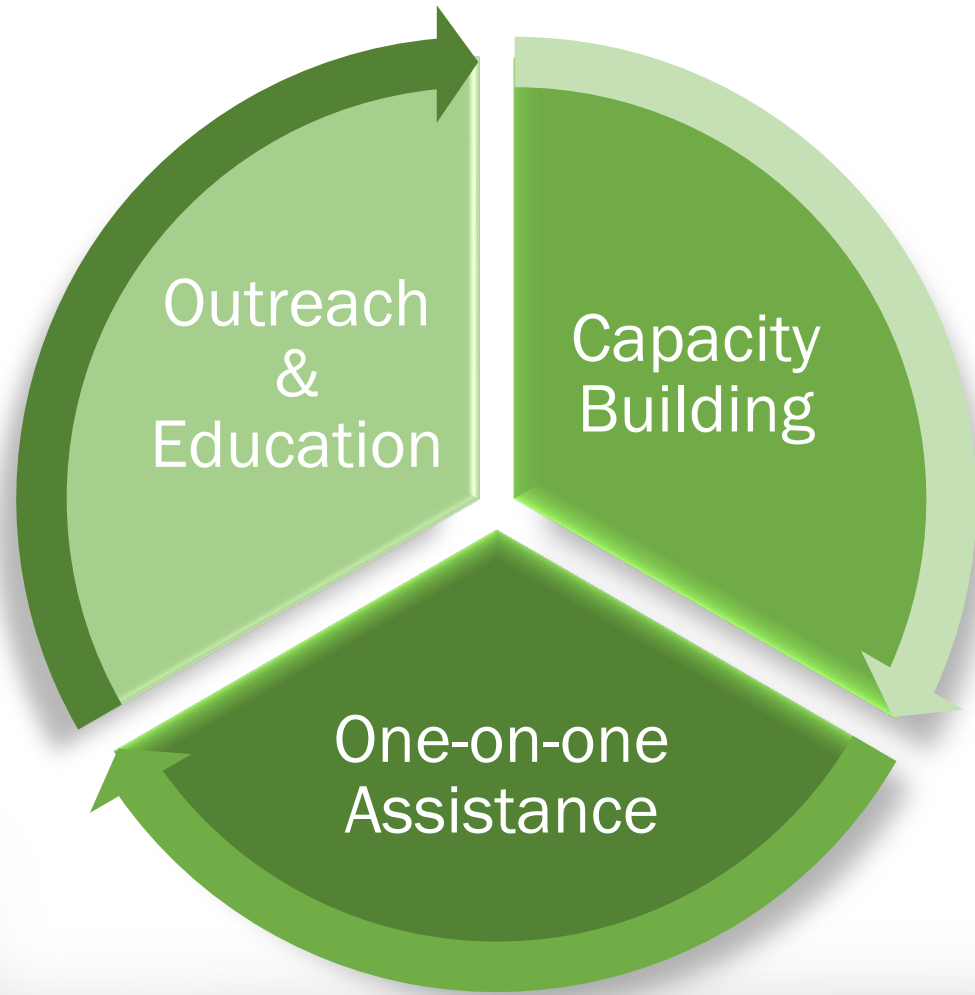
[New Jersey Institute of Technology \(NJIT\)](#) EPA Regions 2 & 4

[The West Virginia University](#) EPA Region 3

[Kansas State University](#) – EPA Regions 5, 6, 7 & 8

[Center for Creative Land Recycling \(CCLR\)](#) EPA Regions 9 & 10

KSU TAB Resources & Assistance



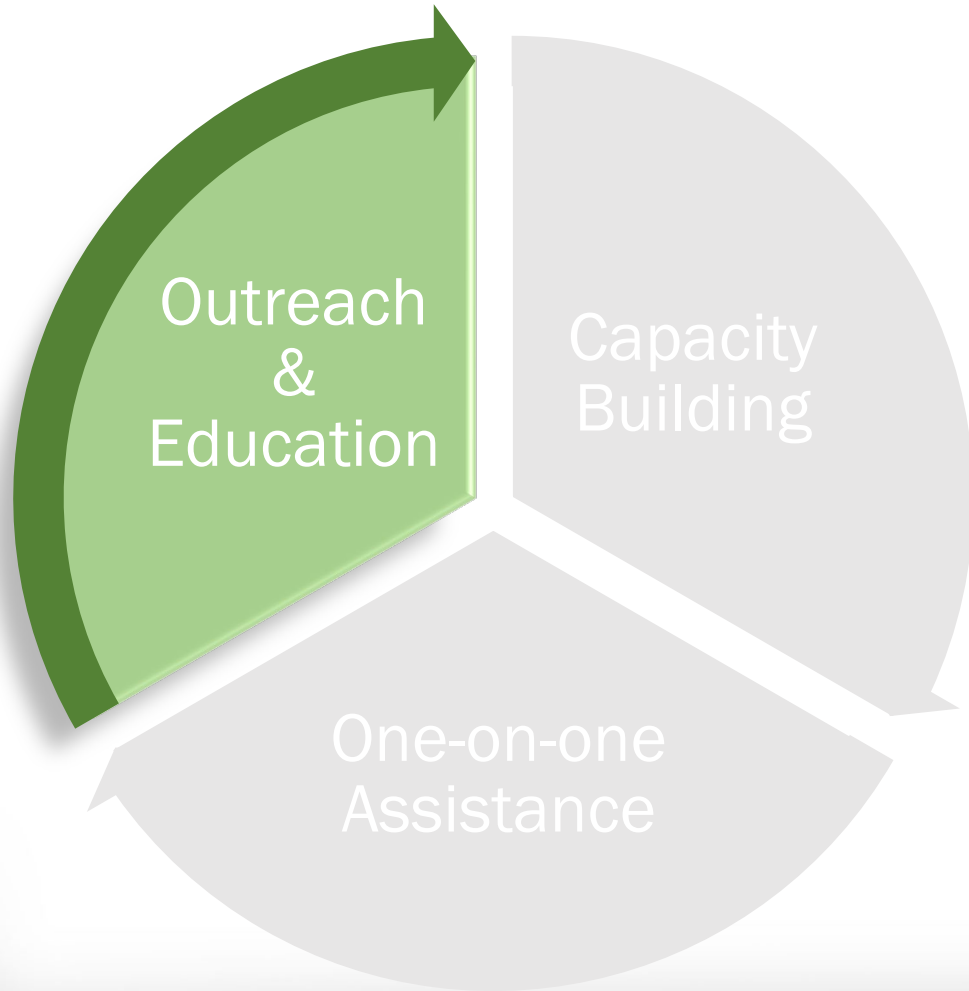
All services are FREE

**Services are provided by:
KSU TAB Staff & as needed,
KSU TAB Partners**

Three main categories of services

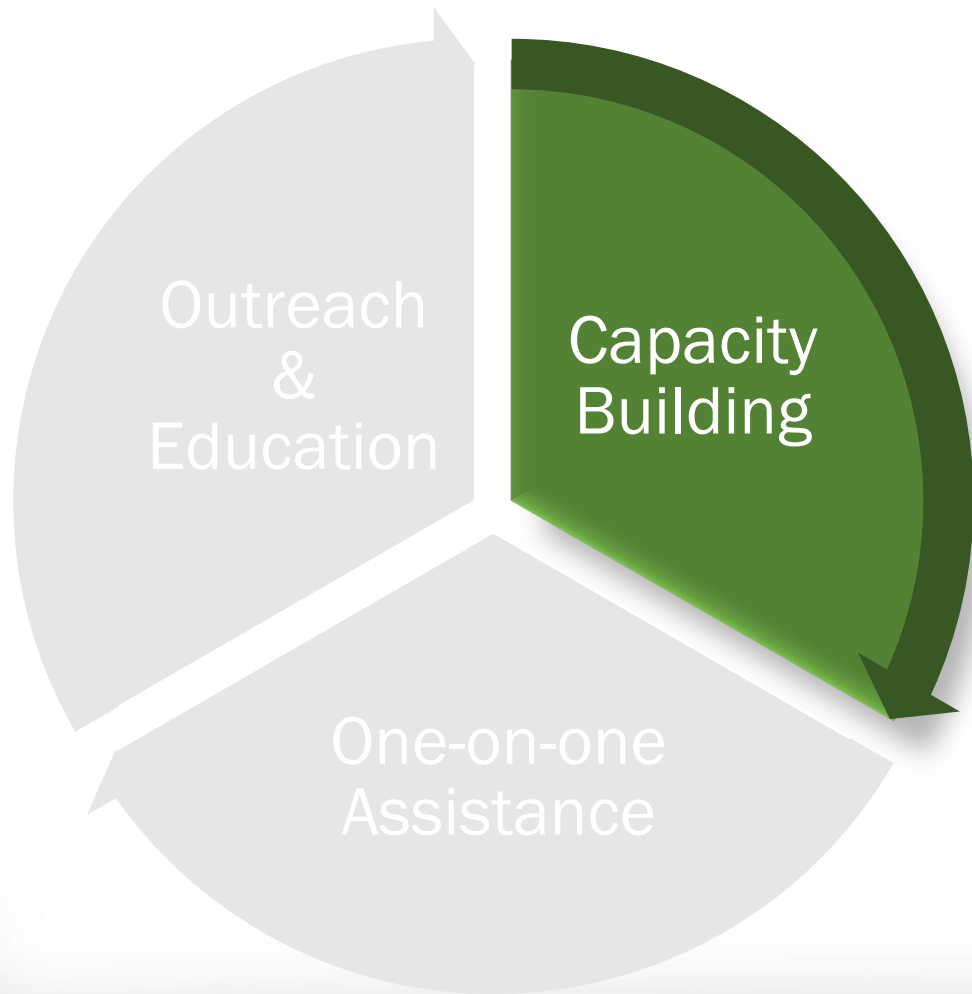


KSU TAB Resources & Assistance



- Workshops & Webinars
- Presentations
- Laneshift's Active Transportation Academy
- Brightfields Academy by Rocky Mountain Institute
- Resources Database

KSU TAB Resources & Assistance



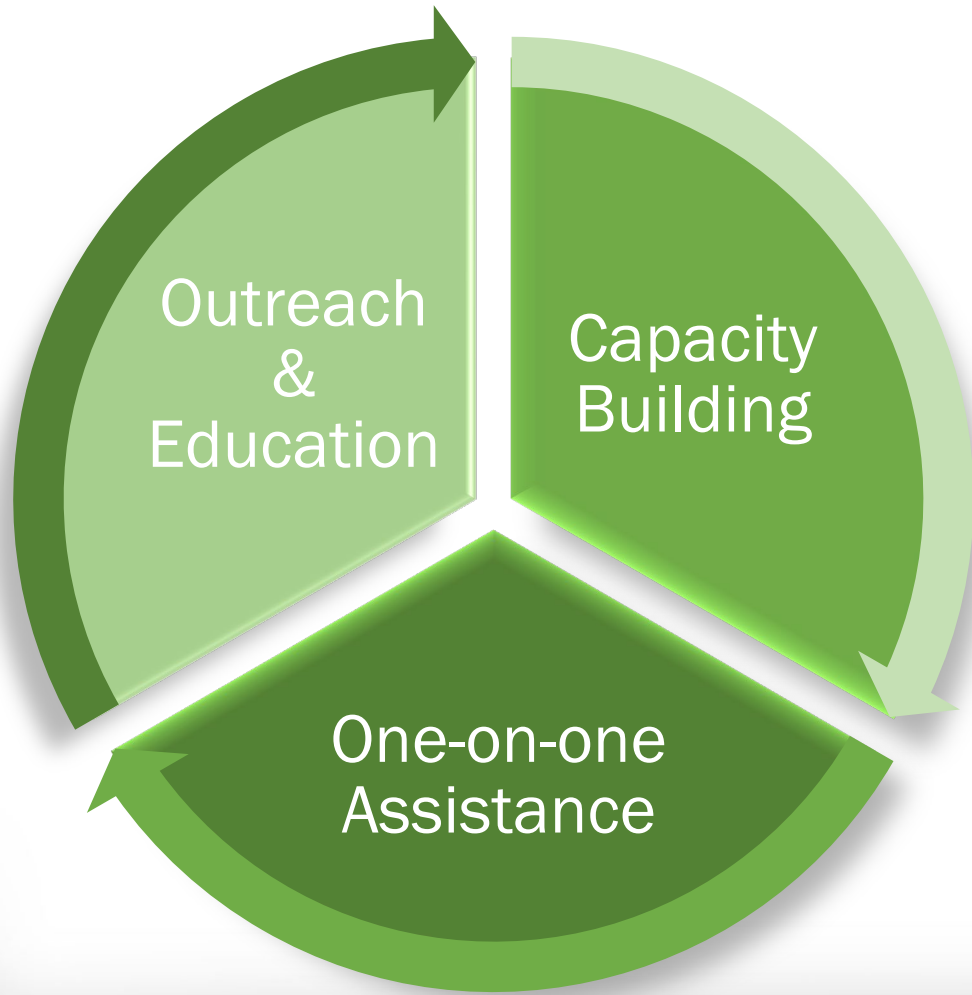
- [Brownfield Inventory Tool \(Bit\)](#)
- [TAB EZ](#)
- [Platform for Exploring Environmental Records](#)
- Community Benefits Calculator
- RFP/RFQ Template and Review
- MARC Grant reviews

KSU TAB Resources & Assistance



- Identify & Prioritize Sites
- Strategic Planning and Redevelopment Visioning
- Market Analysis, Proformas, & Feasibility Studies
- Conceptual Renderings
- Resource Roadmaps
- Technical Report Reviews
- And more!

KSU TAB Resources & Assistance



To request services:

Email or call your regional TAB Coordinator!

No formal application process



TAB
Technical Assistance
to Brownfields

KANSAS STATE
UNIVERSITY

Brownfields 101

What is a brownfield?



“A real property in which the expansion, redevelopment, or reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminate.”



Generally, Brownfield properties:

- Have liability concerns (or fear of the unknown)
- Have low acquisition costs
- Can be repurposed to meet important needs
- Are eligible for various grant funds/tax incentives

What is the Brownfields Law?

Small Business Liability Relief and Brownfields Revitalization Act (1/11/2002)

- Provides liability protections for buyers
- Provides funding for brownfield assessment and cleanup to:
 - Local governments (including Development Organizations), nonprofits, States, and Tribes
 - Requires community involvement
 - Redevelopment must benefit community (e.g. creates jobs/provides housing)



How do we tackle brownfields?

- ▶ **Do your Environmental Due Diligence**
- ▶ **Get funding for assessments and cleanups**
- ▶ **Types of Brownfield Grants**
- ▶ **Get help from your TAB provider**



How do we tackle brownfields?

▼ Do your Environmental Due Diligence

- Perform a Phase I Environmental Site Assessment *before property acquisition*
- Needed for liability protections
- Required for Brownfields funding

▶ Get funding for assessments and cleanups

▶ Types of Brownfield Grants

▶ Get help from your TAB provider



How do we tackle brownfields?

▶ Do your Environmental Due Diligence

▼ Get funding for assessments and cleanups

Non-competitive funding

- Regional EPA Targeted Brownfields Assessment Programs
- State Brownfields Programs (*e.g. State Department of Environmental Quality*)
- Local Brownfields Programs (*e.g. Regional Planning Commissions or COGs*)

Competitive grant funding

- Funds given directly to the applicant to hire contractors to perform assessments/cleanups

▶ Types of Brownfield Grants

▶ Get help from your TAB provider



How do we tackle brownfields?

▶ **Do your Environmental Due Diligence**

▶ **Get funding for assessments and cleanups**

▼ **Types of Brownfield Grants**

Assessment: Phase I ESAs and Phase IIs, cleanup planning, planning activities

Multipurpose: Assessments and cleanups

Cleanup: Cleanup, health monitoring, monitor/enforcement of institutional controls

Revolving Loan Fund: Provide low or no interest loans and/or subgrants for cleanup

▶ **Get help from your TAB provider**



How do we tackle brownfields?

- ▶ **Do your Environmental Due Diligence**
- ▶ **Get funding for assessments and cleanups**
- ▶ **Types of Brownfield Grants**
- ▼ **Get help from your TAB provider**

Your TAB partner can help you through the entire Brownfield process! We help with:

- Community Engagement & Community/Economic development
- Grant review
- Environmental Procurement & Technical document reviews
- So much more!



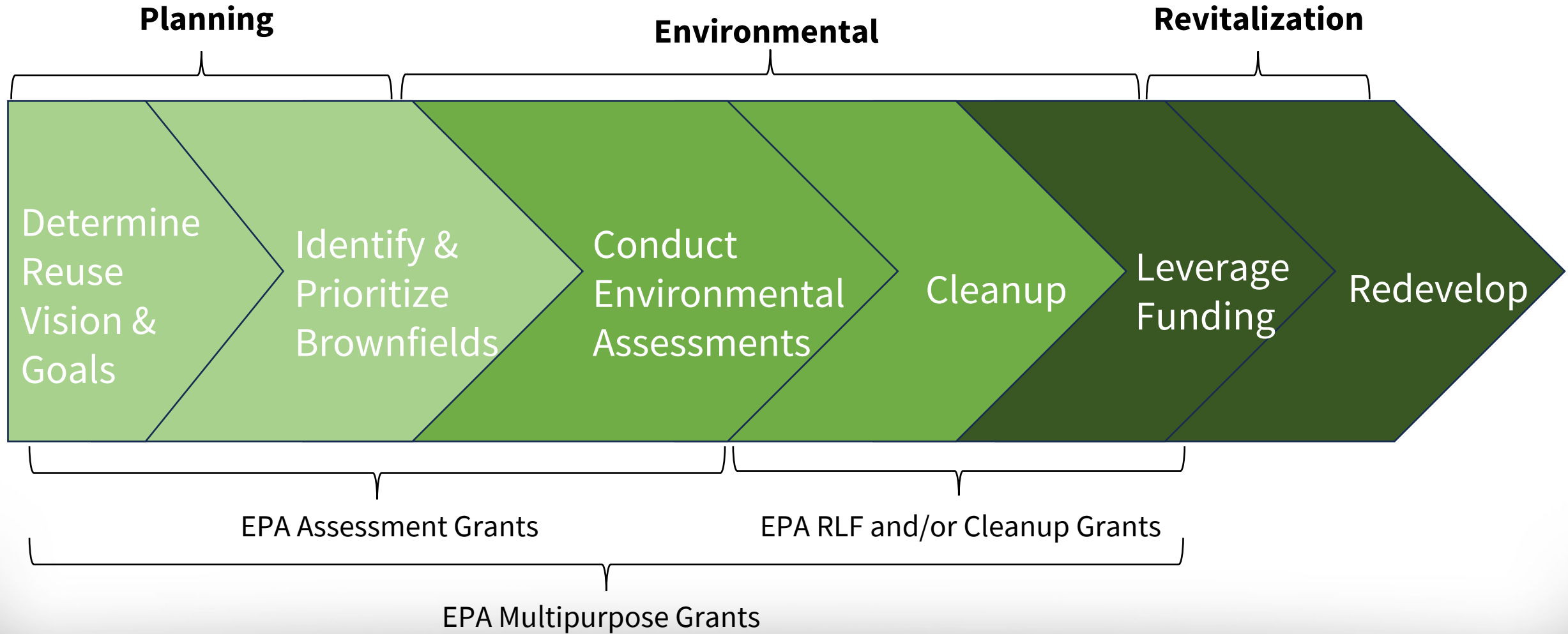


TAB
Technical Assistance
to Brownfields

KANSAS STATE
UNIVERSITY

Redeveloping Brownfield Properties

Brownfields Redevelopment Process



Determine Reuse & Vision Goals

▼ Identify stakeholders & engage with the community

- Get their input on redevelopment ideas
- Understand the needs of the community
- Encourage their involvement in the process



▼ Set redevelopment goals

- What are the economic, community, and environmental needs & opportunities to DRIVE redevelopment?
- Do community plans exist? If so, review for already established goals. If these plans do not exist, work with stakeholders to create them.

Identify & Prioritize Sites

▼ Identify potential Brownfields

- Properties with asbestos, lead based paint
- Old gas stations
- Vacant lots / abandoned buildings
- Meth labs

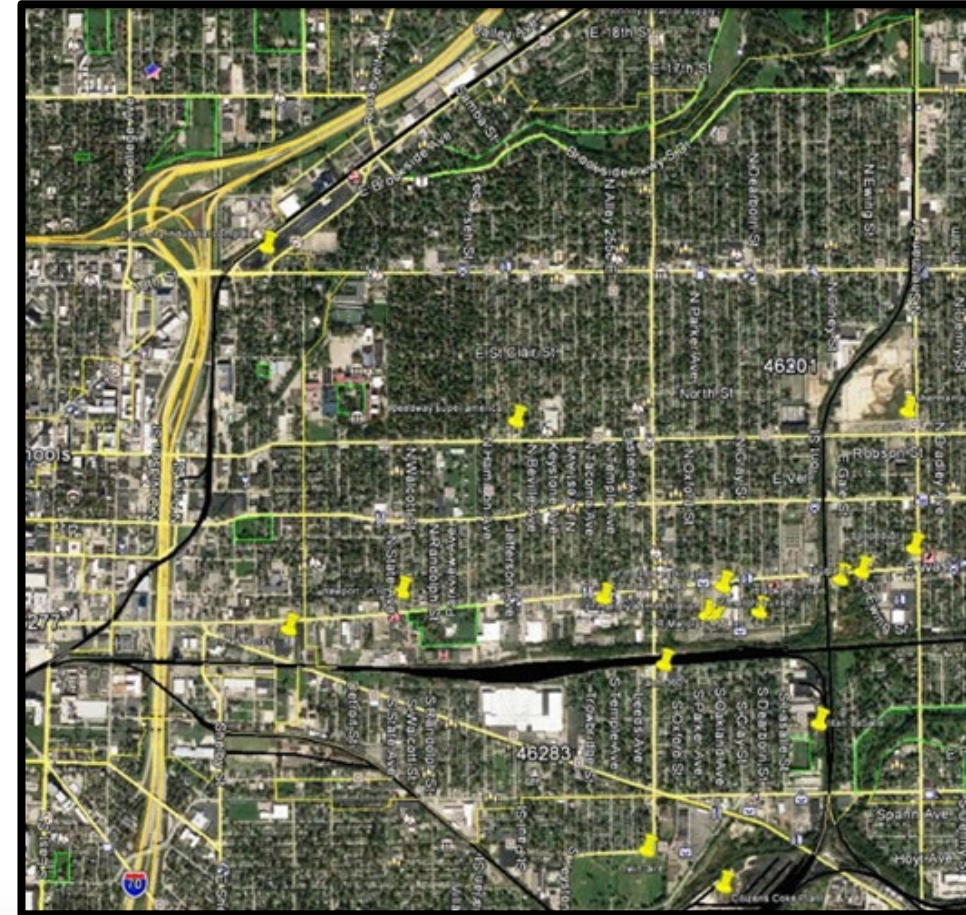
Tools for identifying possible Brownfields:

[Platform for Exploring Environmental Records](#) (PEER)

Inventory your community's potential sites:

[Brownfields Inventory Tool](#) (BiT)

► Prioritize potential Brownfields

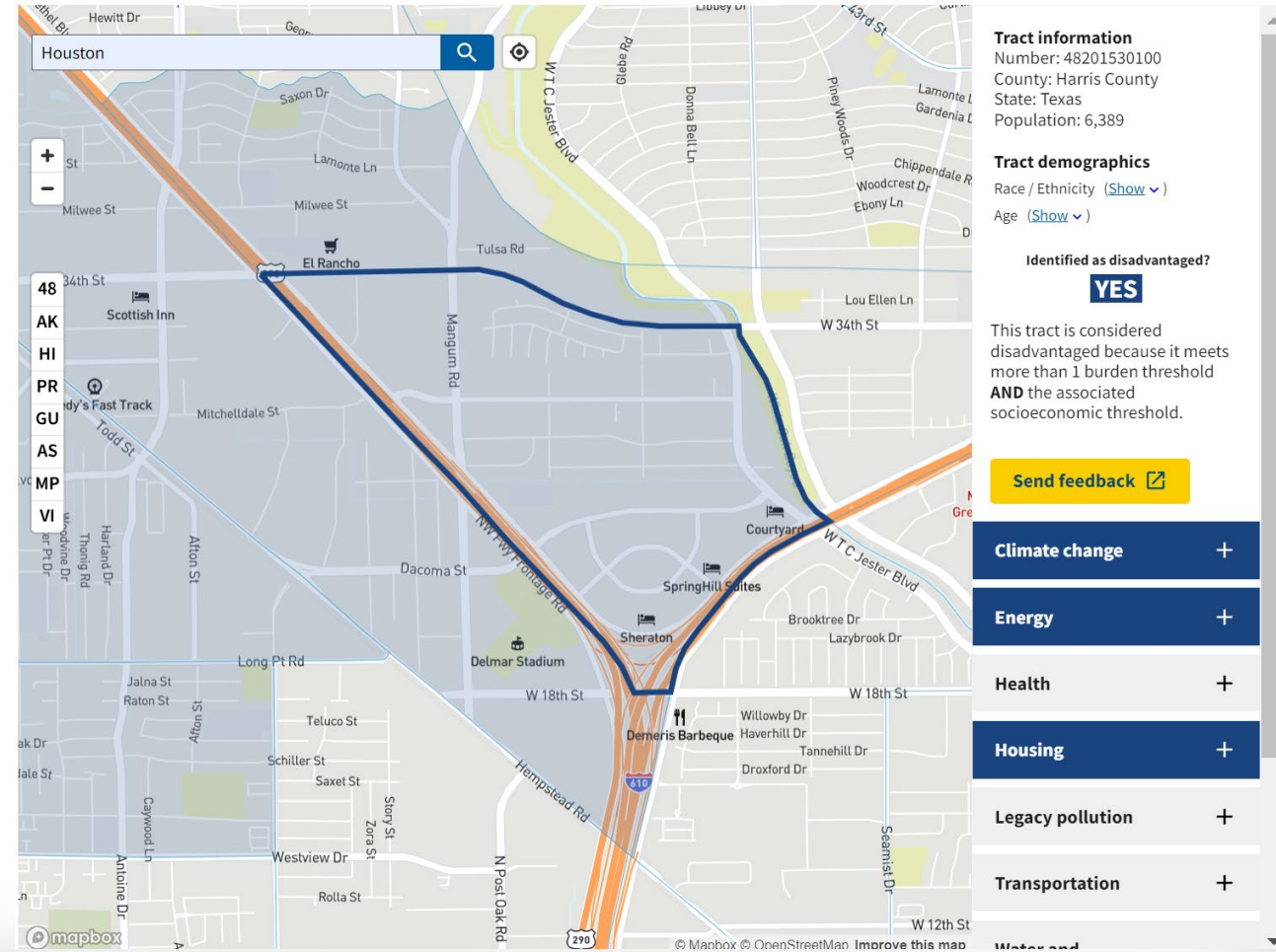


Identify & Prioritize Sites

► Identify potential Brownfields

▼ Prioritize potential Brownfields

- What sites are in areas with sensitive or environmentally vulnerable populations?
- What sites pose the biggest health and environmental threats?
- What sites align with other redevelopment goals



Conduct Environmental Assessments

Phase I ESA – a records review of the property to identify possible sources of contamination

Phase II ESA – collect soil, groundwater, and air samples to determine if contamination is present and at what levels

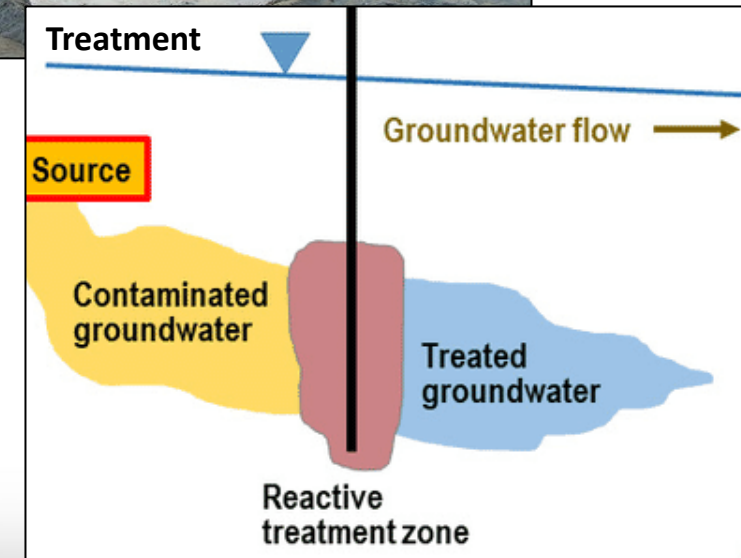
Cleanup planning (as needed) – Evaluate the costs and requirements to cleanup a site to applicable standards based on the future land use of the property.

Must be done by a qualified environmental professional & needed to understand site conditions and make informed decisions regarding cleanup and reuse.



Brownfields Cleanup, as needed

- The goal is to prevent exposure to contaminants by:
 - Treatment, removal, containment
 - Land use or institutional controls (if residual contaminants remain)
- Important to understand
 - What is the future land use?
 - How clean is clean for your project?
 - What is required to receive a Cleanup Certificate or No Further Action (NFA)?
 - Are continuing obligations necessary?
 - How much will it cost, and who will pay for what?
- Plan and agree with other partners up front – No more Fear of the unknown!



Leverage Funding & Resources

Loans

- EDA
- HUD
- Brownfields revolving loan funds
- SBA
- USDA

Grants

- HUD's CDBG
- EPA MARC Grants
- EDA public works

Equity capital

- SBA Small Business Investment Cos.

Tax incentives and tax-exempt financing

- Targeted expensing of cleanup costs
- Historic rehabilitation tax credits
- Low-income housing tax credits
- Industrial development bonds
- Energy efficiency construction credits

Tax-advantaged zones

- HUD/USDA Empowerment Zones
- HUD/USDA Enterprise Communities
- Opportunity Zones

& many others!

Planning

Environmental

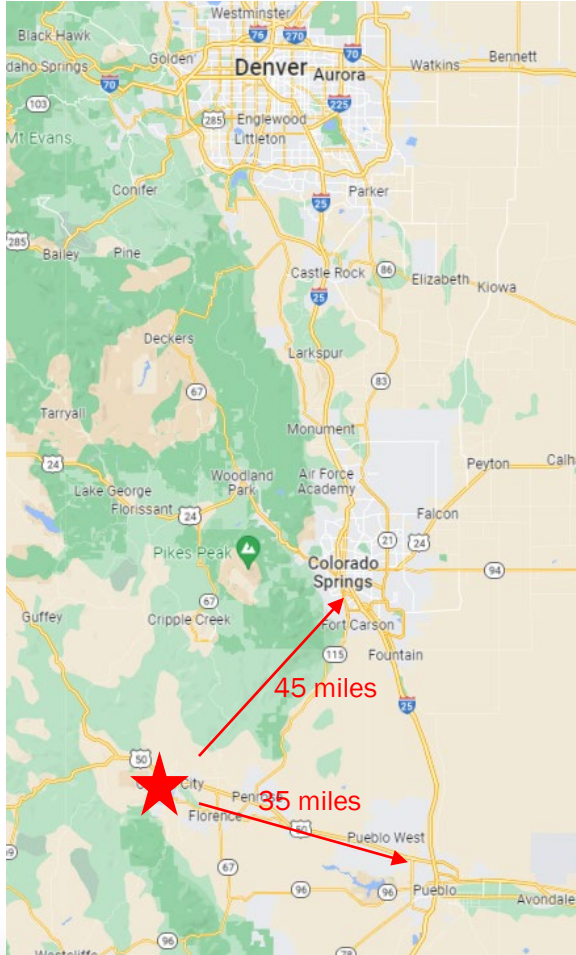
Revitalize



Case Study: Cañon City, CO



Economic Development Challenge



- 5th Most Historic City in Colorado
- Once a thriving rural commercial hub with history in mining, building materials, railroad transit, Arkansas River access and resources
- Home to original Colorado Territorial Prison, now several Colorado and Federal Prisons
- Considered part of the Colorado Front Range, the creation of I-25, combined with urbanization, greatly affected the economy.
- Now heavy in tourism – home of the Royal Gorge, Royal Gorge Bridge, Royal Gorge Route Railroad, Rafting, Fly Fishing, Mountain Biking, vast open space access.
- Several opportunities for redevelopment from past industry to modernize our economy.

Past & Future EPA Grants

2018 Fremont County Coalition Assessment Grant - \$600,000

Partnership between [Fremont County](#), [Cañon City](#), [Florence](#) and [FEDC](#).

- (8) Regulated Building Materials (RBM) Survey
- (2) Phase I
- (5) Phase I & Phase II

2021-22 Targeted Brownfield Assessment Grants

- Skyline Steel RBM assessment – Asbestos
- New Method Laundry – (2) Phase I and (2) Phase II assessments
(Projected to lead into cleanup & demolition after acquisition)

2020 Canon City Multipurpose Grant - \$800,000

- ([Riverfront](#)) Skyline Steel Assessment, Cleanup and Redevelopment
- ([Riverfront](#)) Ready Ice Plant Redevelopment
- ([Downtown](#)) New Method Laundry Assessment and Cleanup
- ([Riverfront](#)) Black Hills Clark Station Redevelopment
- Other Main Street & Riverfront Redevelopment Opportunities

2025 (Future) Cleanup Grant – Skyline Steel and New Method Laundry

- Not yet awarded
- Continuation of work conducted under EPA TBA and recently completed Multipurpose Grant
- Proposed cleanup approaches for two priority sites, the Skyline Steel property and the New Method Laundry property



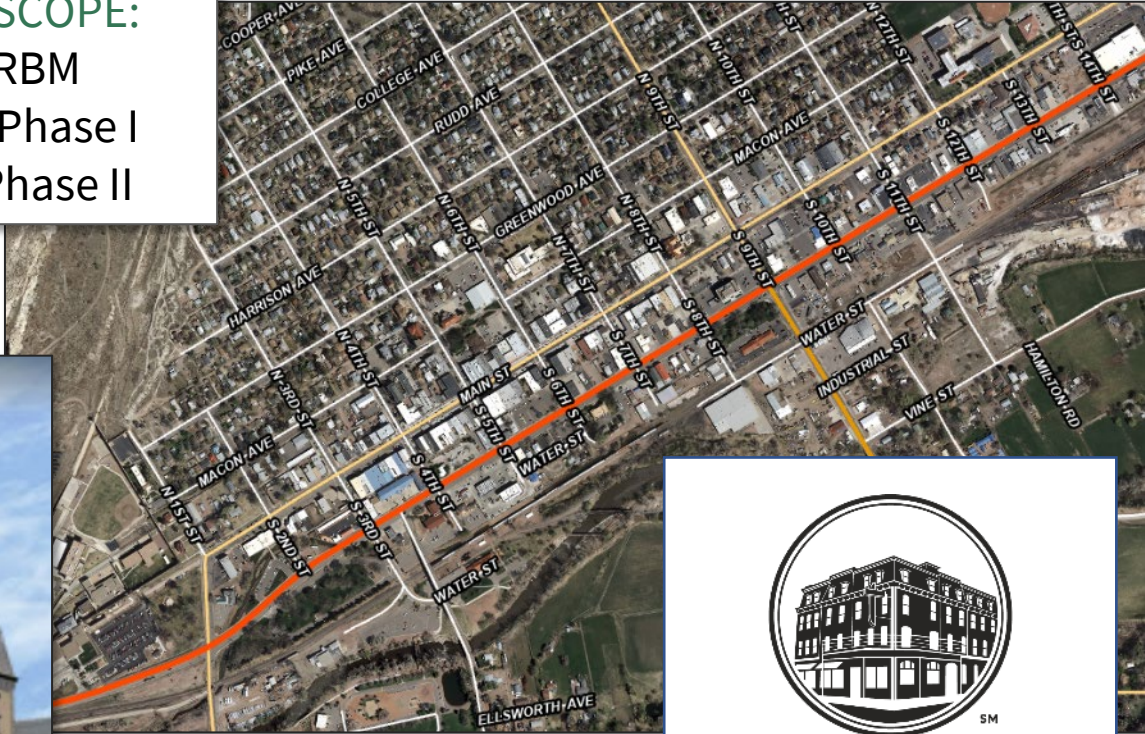
2018 Fremont County Coalition Grant

Hotel St. Cloud

\$12 Million Historic Downtown Revitalization



PROJECT SCOPE:
2018 – RBM
2022 – (2) Phase I
Possible Phase II



2020 Multipurpose Grant



New Method Laundry

Project Funding & Scope

- TBA – (2) Phase 1 & (2) Phase II
- TBA – (1) Well Resample
- MP – Phase II (parking lot)

Discussion items:

- Evaluate existing spill to determine level of natural flow of contaminants and clean up requirements
- How to take possession
- What funds to use for clean up
- Demolition & future site use

OBJECTIVE:

- Site Clean-up and Redevelopment (Structurally unsafe building causing considerable risk to public health and safety risks and neighboring buildings)
- Initial development – downtown parking, with eye on future development possibilities depending on extend of contamination

2020 Multipurpose Grant

Riverfront:
Skyline Steel / Ice Plant

Project Funding & Scope

- 2018 Phase 1 & Phase II
- TBA – RBM (asbestos)
- 2020 MP – Phase I,II, Cleanup



OBJECTIVE:

- Site Clean-up and Commercial Redevelopment (Hotel? Restaurants? Mixed use?)
- Rezone from historic industrial use to Riverfront Mixed Use and modernize Riverfront asset.
- Clean up shoreline, create north shore Riverwalk and expand river recreation amenities



TAB
Technical Assistance
to Brownfields

KANSAS STATE
UNIVERSITY

Questions?

Contact Info

Maggie Belanger

KSU TAB, Senior Director
maggiejessie@ksu.edu

784.532.0782

Kate Lucas

KSU TAB, Assistant Director for EPA Region 8
katelucas@ksu.edu

817.565.2885



ksutab.org

Community Heart & Soul[®]

— Guided by what matters most —

In the Game

Downtown Colorado Inc.

April 1, 2025



Origin of Community Heart & Soul

- Founded by Lyman Orton, Proprietor The Vermont Country Store
- Orton served on his town's planning commission when divisive proposals were being considered
- Frustrated that decisions affecting the town's future were made without the guidance of the majority of residents
- There had to be a better way...



3 Principles of Heart & Soul

CommunityHeart&Soul
— Guided by What Matters Most —



Imagine

Phase 1

Heart & Soul teams are formed to build awareness, interest, and commitment in all segments of the community.



Connect

Phase 2

Stories are gathered from residents, leading to the development of Heart & Soul Statements that identify what matters most and reflect what they love about their



Plan

Phase 3

Residents develop action plans to guide future town planning based on their Heart & Soul Statements.



Act

Phase 4

Heart & Soul Statements are officially adopted by town and city councils, incorporated into comprehensive and other plans, and are used to guide future policies and decisions.





1

New leaders
and volunteers
emerge



2

Trust is
Built



3

Downtowns are
re-energized


4

Pride is restored

5

History and culture
are honored





“When a community takes the time to get to know itself, it gains a sense of identity and purpose that informs decisions about its future.”

-Lyman Orton, Founder
Community Heart & Soul

Community Heart & Soul[®]

— Guided by what matters most —

**Thank you for joining us
as we come together to build successful
futures for small cities and towns across the
United States!**

DiAnn Butler, Certified Coach
dbutler@co.grand.co.us