

green  
town

# GreenTown Rockford

November 12 | Embassy Suites Rockford Riverfront

# Step-by-Step Small Scale Development Counts

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Rethink, Reframe, Reimagine, Redesign



## Once upon a time



Professor of Sociology and Sustainability  
Studies



Accidental Developer

**It all began with a single net-zero house...**





## A conversation with Kathy



# A deal at the The Local Cup

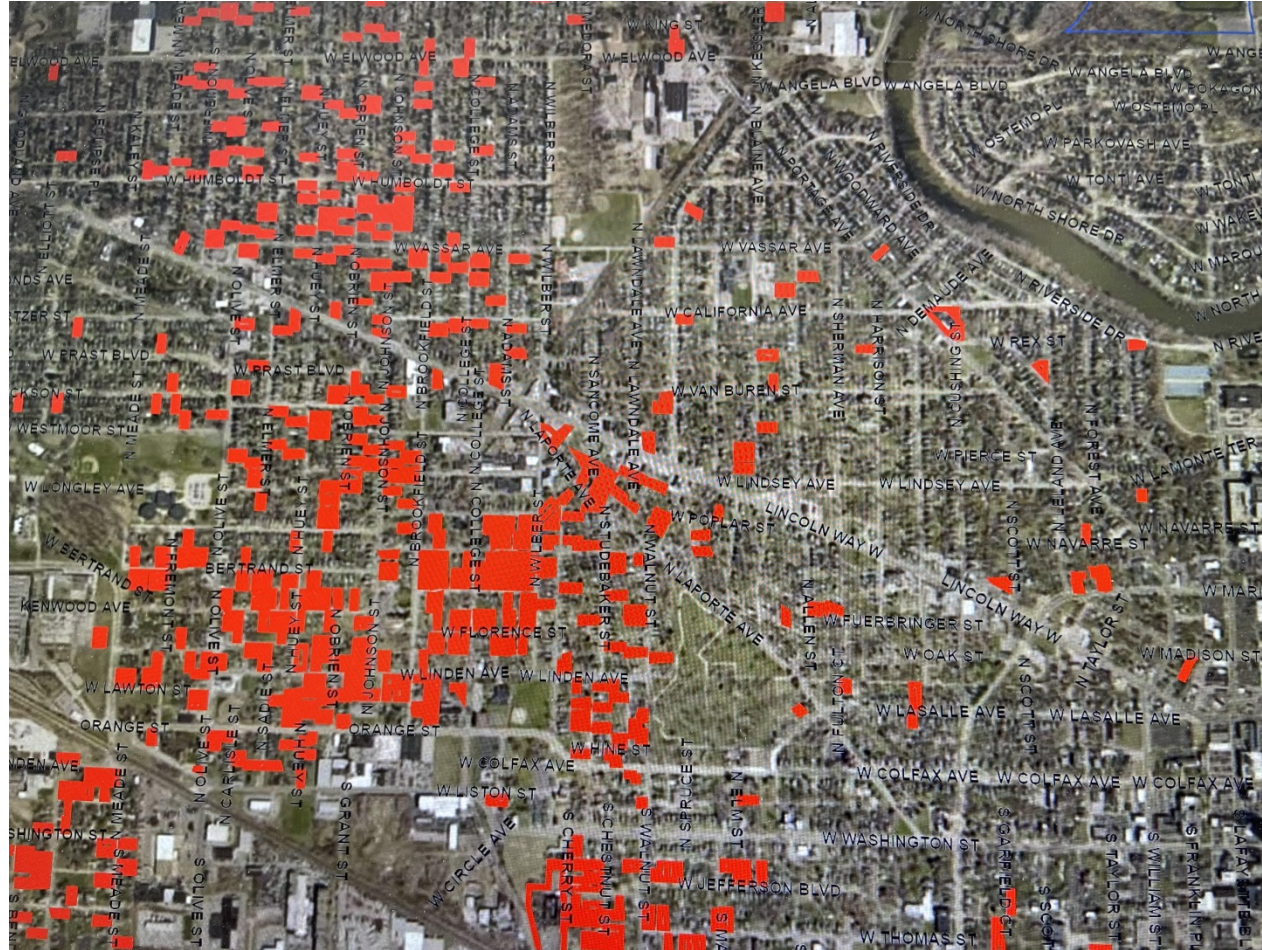


# The problem next door





# And then the tax sales started





# IncDev to the rescue



# Incremental Development: Creating Wealth in Neighborhoods to Stay in Neighborhoods



Cultivating 1000 small developers  
and cities that support them

The Calvary is not coming

<https://www.incrementaldevelopment.org/>



# The Accidental Developer



# Clean, clean, clean





# What happened to the problem next door?



# Shetterly Triangle and Habitat





# The elephant in the farm



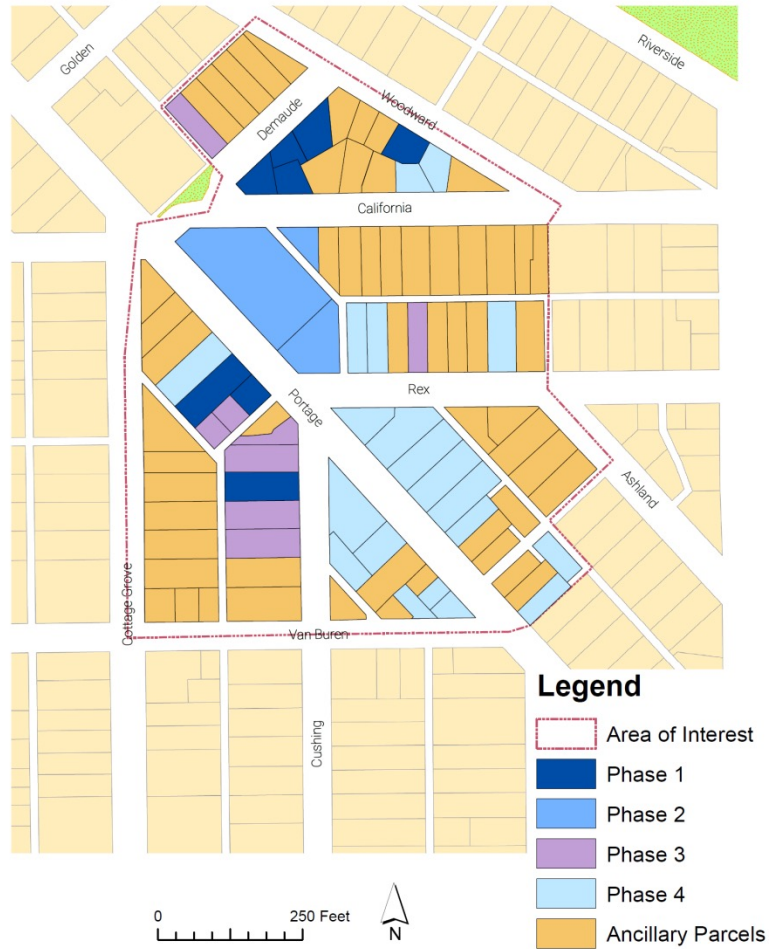
# Tiny things can make a big difference



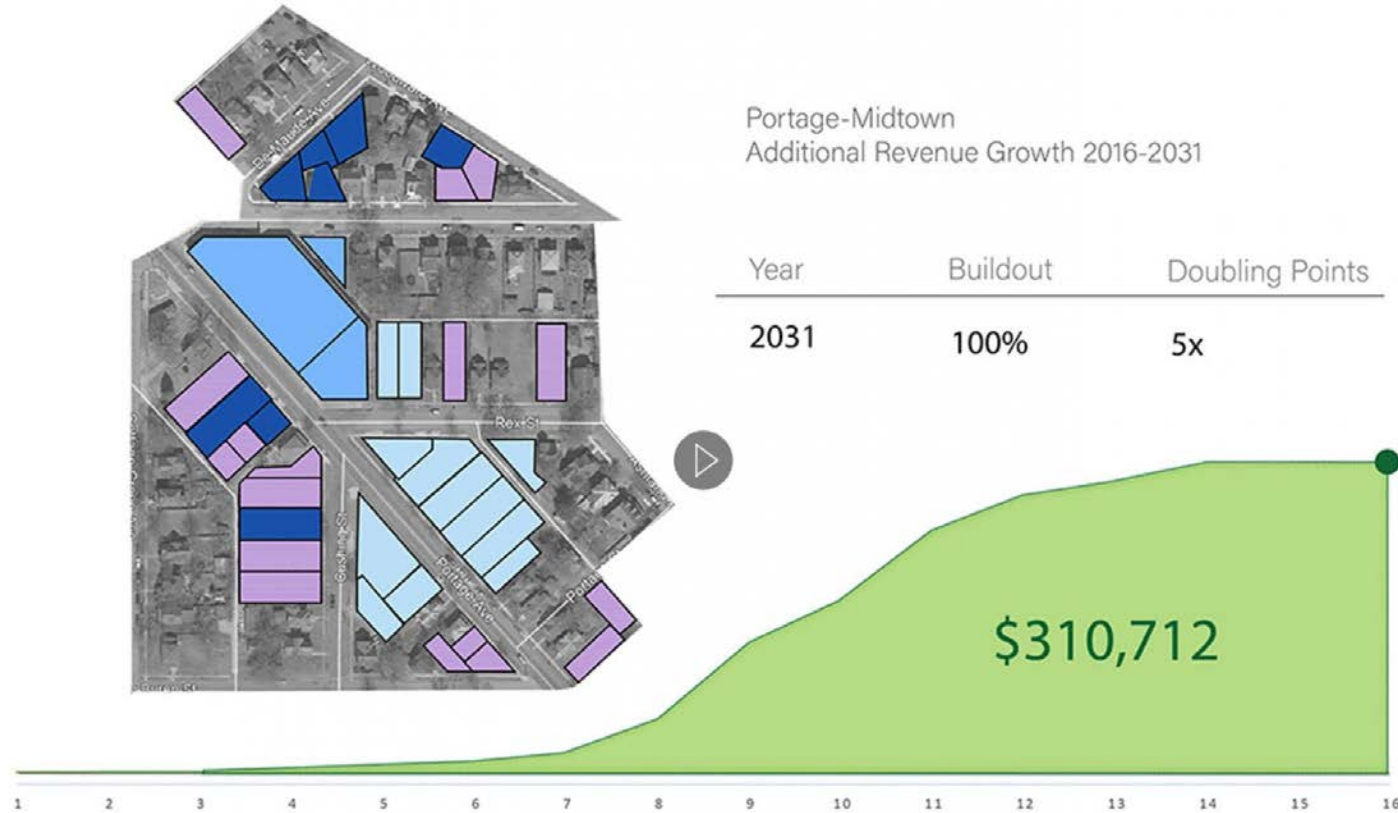


# The farm today and tomorrow

Portage-Midtown: Phased Buildout



# Small development counts





# It takes an ecosystem



Private, Public, Not-for-Profit, Community

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