



TIMOTHY S. SALES

275 Anita Drive
Pasadena, CA 91105

*Research
Insight
Strategy*

T 626-817-2175
timsales@me.com

Timothy S. Sales Biographical Summary

Timothy Sales is an urban planner with a professional focus on using research and market analysis to assist clients create economic development investment strategies based on real world market feasibility. With over 20 years experience, Mr. Sales has assisted public agencies, private developers and non-profits implement development strategies involving a wide range of residential, commercial and industrial uses. He has delivered market and economic feasibility studies for residential, retail, restaurants, entertainment and cultural venues, and managed large-scale mixed-use feasibility efforts in support of master planning.

Mr. Sales currently provides independent feasibility planning consulting services to a range of governmental, for-profit and non-profit clients throughout California. In the past two years, he has completed successful market underwriting for a 57 unit \$14MM non-profit housing development (including NMTC), supported for-profit developers and investors with land acquisitions valued at over \$70MM, conducted financial feasibility for a major sports arena in Canada, and assisted local governments with strategy for retail re-positioning projects.

He developed and implemented all strategic marketing activities for Centex Homes in Southern California, and company-wide for John Laing Homes. Designing standard data systems, research methods and metrics and conducted primary consumer research in support of land acquisition, product development, operational marketing and sales.

Prior to working in residential development, Mr. Sales was a founding partner of a real estate development and consulting firm specializing in out-of-home entertainment, retail and destination real estate products. He provided concept creation, feasibility planning and project leadership for the firm's projects.

Mr. Sales began his career working for a regional real estate consulting firm as a junior staff member and advanced to the position of Vice President. During his tenure, he provided clients with regulatory analyses and project entitlement attainment services, conducted financial analyses, and served as project manager for many of the firm's projects. While in graduate school, Mr. Sales originated, fund-raised and managed the historic rehabilitation of an architecturally significant apartment building designed by acclaimed modernist Richard Neutra.

**PUBLIC SECTOR
SELECTED PROJECT EXPERIENCE**

Downey Catalytic Retail Site Strategy -- Downey, CA

Provided Economic Development Department with positioning and key tenanting strategy for two large vacant in-fill sites as part of strategy to re-build retail tax base and improve neighborhood quality.

Marin Co. Community College Retail Joint Development Study -- Kentfield, CA

Conducted feasibility and developed market-driven site program for site designated as excess property.

Barnsdall Art Park Management Study – Los Angeles, CA

Working for the City of Los Angeles Department of Parks & Recreation, developed management structure and implementation plan for enhancement of historically significant Frank Lloyd Wright house and cultural park in Hollywood, CA. Resulting improvement project completed in 2005.

Warner Grand Theatre Operating Plan – San Pedro, CA

Selected from competitive RFP issued by the City of Los Angeles Cultural Affairs Department, strategized and planned community-based operating approach for local performing arts center in historic theatre.

Lincoln Avenue Corridor Development Project – Altadena, CA

For the City of Pasadena, conducted a market analysis and highest and best use study for local redevelopment area.

Downey NASA Site Re-use – Downey, CA

Assisted consultant to City of Downey with the marketing of redevelopment opportunity and land sales related to large Federal surplus property asset.

Broadway Theatres Revitalization Strategy – Los Angeles, CA

Led team charged with the first major re-use study of the Broadway historic theatre district on behalf of the Community Redevelopment Agency of the City of Los Angeles.

Malibu Development Planning – Malibu, CA

Represented private clients with the City of Malibu to advocate for development rights as part of initial General Plan process for newly incorporated city.

Magnolia Avenue Retail & Economic Development Strategy – Riverside, CA

Conducted market opportunity and highest and best use analysis for major retail corridor, sponsored by the City of Riverside.

Stat's Site Redevelopment Mixed Use Project – Pasadena, CA

Represented private client in discussions with City and transit agency for the joint-development of mixed use project at light rail station.

Poco Way Low Income Housing Redevelopment – San Jose, CA

Conducted market analysis and provided policy recommendations to city redevelopment agency to increase effectiveness of low income housing programs in target neighborhood.

South Park Stakeholders Group – Los Angeles, CA

On behalf of private land owners group, created development strategy for under-developed are of downtown Los Angeles. Represented group in discussions with CRA-LA.

Western Growers Property – Avondale, AZ

Hired by City of Avondale to conduct initial development planning study for large highway-adjacent parcels in support of potential redevelopment project.

Minority Contractor Bond Program – Los Angeles, CA

Conducted program overview and financial analysis in support roll-out of credit enhancement program to increase competitiveness of minority contractors working with the City of Los Angeles.

Financial Consulting Services to Distressed Historic Properties – Los Angeles, CA

In wake of major earthquake, assisted owners of historic properties with tapping into recovery funds provided by the City of Los Angeles & FEMA.

Taxes and Fees Competitiveness Study – Los Angeles, CA

Interfaced with municipalities and jurisdictions throughout Southern California to develop database of taxes and fees in support of competitiveness study sponsored by the Milken Institute.

**OTHER REPRESENTATIVE SKILLS
& PROJECT EXPERIENCE**

Business Planning: Feasibility and Operating Projections

Mr. Sales's work in real estate analysis has extended into the analysis and planning of operating business ventures. Both as a sub-set of real estate projects (i.e., tenants) and as stand-alone ventures, Mr. Sales has completed business plans for a wide range of entertainment and leisure time activities.

San Manuel Casino Retail Entertainment Center – Highland, CA

Sports Arena (Client Un-disclosed) -- Canada

Florida Wild! Eco-tourism Resort Study – St. Joe, FL

CNN Studio Tour Expansion Strategy – Atlanta, GA

Comic Relief Restaurant – Las Vegas, NV

Vegas! Restaurant – New York, NY

Universal Studios Concepts – Various

Fox Broadcasting – Sports Team Stores – Los Angeles, CA

Real Estate: Place Making / Ideation

Mr. Sales' has participated in, and led, many creative development sessions to generate new project ideas. Such "ideation" processes are often requested when there is a desire to freshen old concepts or to help established companies or established projects to engage consumers in new ways.

The Pier at Cesar's Palace – Atlantic City, NJ
Century Plaza Towers – Century City, CA
Tokyo Dome Redevelopment Project – Tokyo, Japan
Universal CityWalk Osaka – Osaka, Japan
Fashion Show Mall – Las Vegas, NV
Crested Butte Mountain Resort – Crested Butte, CO

Consumer Research: Needs Assessments & Customer-Centric Experience Planning

Mr. Sales has assisted clients in reviewing existing business process and products to understand their impact on customer perceptions and attitudes, working with clients to develop business enhancements and physical space programs attuned to addressing customer needs, thereby improving customer engagement and satisfaction.

'Generation Next' New Home User Study, Program & Plan Development – Western U.S.
Visitor-Oriented Guest Photo Business – Buena Park, CA
New Office Building Sales & Marketing Gallery – Century City, CA
'The Zone' Youth Retailing User Study and Program Strategy – Glendale, CA
Special Event Business User Needs Assessment & Operating Plan – Century City, CA

Real Estate: Development Management

Mr. Sales often serves multiple functions in his role as development manager. In addition to being tasked with overall team and project management, he typically plays a lead role in defining project vision and conducting project feasibility. He is adept at collaborative team leadership, with strong skills in translating complicated physical planning, design and business concepts into actionable directions.

Loveland Church Campus – Ontario, CA
StoneCrest Retail Entertainment Center – Atlanta, GA
Port Canaveral Luxury Yacht Marina – Coco Beach, FL
Lincoln Avenue Corridor Development Project – Altadena, CA
Downey NASA Site Re-use – Downey, CA
Universal CityWalk New Development Projects – Orlando, FL & Denver, CO
Universal Studios Experience, Beijing – Beijing, PRC
Malibu Development Planning – Malibu, CA

Neutra / Landfair Project – Westwood, CA

Real Estate: Research, Planning & Feasibility

Complimenting his creative and concept development expertise, Mr. Sales' has significant experience with a wide range of real estate analysis methods and processes, both in the fields of market research and project-level financial feasibility analysis. Given his training as an urban planner, he often extends such work with contributions in the areas of physical planning, public policy and implementation management.

Lincoln Avenue Strategic Plan & Market Study – Pasadena, CA
Magnolia Avenue Retail & Economic Development Strategy – Riverside, CA
Stat's Site Redevelopment Mixed Use Project – Pasadena, CA
Low Income Housing Market Study – Lompoc, CA
Poco Way Low Income Housing Redevelopment – San Jose, CA
South Park Stakeholders Group – Los Angeles, CA
Western Growers Property – Avondale, AZ
Morongo Desert Casino Resort Master Plan – Cabazon, CA
Queensway Bay Entertainment District Feasibility Study – Long Beach, CA
San Manuel Casino Retail Entertainment Center – Highland, CA
Hollywood & Highland Feasibility Study – Hollywood, CA
Sony Development Project Analyses – San Francisco, CA; Denver, CO; Chicago, IL

Branding & Sponsorship

Brand development and sponsorships have become critical elements in many new business ventures and real estate projects. Mr. Sales has led clients through explorations of brand extension and enhancement, with efforts typically oriented towards creating new revenue streams or introducing a brand into a new platform or consumer space.

USA Networks – West Hollywood, CA
Land Rover – No Specific Location
The Zone @ Glendale Galleria – Glendale, CA
Ralph Lauren Polo Resort Project – Jacksonville, FL
American Golf Corporation – Nationwide Locations
Eastman Kodak Company – Hollywood, CA
NASCAR Coasters – No Specific Location

Residential Development: Strategic Marketing

In his role with Centex Homes, Mr. Sales was the key manager in charge of strategic marketing for the Los Angeles / Ventura Division. He has crafted the position to be significantly involved with most areas of the homebuilding business from strategy to sales. His responsibilities include: supporting development of long-term land strategy based on macro-economic demand & supply trends and consumer attitudinal research; providing traditional real estate

market evaluations and feasibility studies in support of land acquisitions; conducting primary consumer preference research in support of product development; extending customer profiling techniques and knowledge in support of operational marketing; and, performing detailed pricing studies to maximize revenue opportunities for each neighborhood phase release. Mr. Sales has provided strategic marketing support for over 100 proposed and active neighborhoods since joining Centex, covering a wide range of products and markets, including:

- RiverPark Masterplan (Centex / Shea / Standard Pacific JV) – Oxnard, CA
- Fusion Townhomes – Hawthorne, CA
- Ritter Ranch – Palmdale, CA
- Stone Canyon Preserve – Claremont, CA
- Lake Ave Podium Condos – Pasadena, CA
- Thousand Oaks Scattered Site In-fill – Thousand Oaks, CA
- Wingfield East & West – Oxnard, CA
- Beach City Bungalows – Torrance, CA
- Fagan Canyon Masterplan – Santa Paula, CA
- Age-Qualified Stacked Flats – Torrance, CA
- Milestone – Newhall, CA
- Legends – Saugus, CA