

Sharon M. Woods, CRE | MA | MCP
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BIOGRAPHICAL PROFILE



Our Founding Principal at LandUse|USA is Sharon M. Woods, who is a certified Counselor of Real Estate (CRE) and has over 20 years of experience in Land Use Economics and Real Estate Consulting.

Sharon has 10 years of experience as a forecaster for several Fortune 500 retail companies, including Target Corp./Dayton-Hudson; Macy's, Inc./Federated; and Sears Holdings/Kmart Corp. (as the Director of Real Estate Market Strategies.)

Sharon has been providing professional services for both private and public-sector clients since 2001. Her experience working with private-sector developers is invaluable in formulating economic growth strategies based on land use economics. And, her experience with retailers and extensive list of contacts is invaluable in recruiting merchants and entrepreneurs that help create jobs.

LandUse|USA specializes in feasibility studies, market strategies, community and economic development, urban planning, place-making and retailer recruitment. We promote the highest and best use of land supported by sound economics of supply and demand. Our work is also supported by smart urban planning, economic realities and implementation plans.

Our services are customized to represent the unique needs of municipalities and developers – with a solid appreciation for retailer, shopper and resident preferences. We often collaborate with site planners, urban planners and landscape architects to design optimal strategies that enable projects to achieve their fullest potential.

NATIONAL AFFILIATIONS

Counselors of Real Estate (CRE Certification)
American Planning Association (MCP Certification)
International Council of Shopping Centers (ICSC)
Association of American Geographers (AAG)
Assoc. of Market Research Professionals (AMRP)
National Trust for Historic Preservation (NTHP)

MICHIGAN AFFILIATIONS

Community Economic Dev. Assoc. (CEDAM)
Michigan Downtown Association (MDA)
Michigan Municipal League (MML)
Michigan Association of Planning (MAP)
Lansing Economic Area Partnership (LEAP)
Clinton County Economic Alliance (CCEA)

TENURE W/ FORTUNE 500 RETAILERS

Sears Holdings; Kmart Corp.
Real Estate Market Strategies
2000 – 2001; Director



Macy's, Inc.; Federated Dept. Stores
Market Research and Analysis
1993 – 2000; Senior Manager



Target Corp.; Dayton-Hudson Corp.
Area Research, Site Analysis
1990 – 1993; Senior Analyst



ADVANCED EDUCATION

Miami University of Ohio
Master's Degree (MA) – 1990; Summa Cum Laude
Urban Planning and Applied Geography

University of Wisconsin
Bachelor's Degree (BA) – 1988
Urban Planning and Applied Geography
Minor in Mathematics

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Curriculum Vitae

Professional Consulting; 2001 – 2012

Ms. Sharon M. Woods is the Principal and Founder of LandUse|USA, a professional consulting firm that serves the entire United States from its offices in central Michigan. She has twenty years of professional experience, including a decade in professional consulting preceded by tenure with Fortune 500 firms, including Target Corp./Dayton-Hudson; Macy's/Federated and Sears Holdings/Kmart Corp.

Sharon provides expert counseling and advisory services in real estate, land use economics and community development. She specializes in developing optimal market strategies for developers, planners, foundations, lenders and investors, retailers, jurisdictions and public-sector agencies. Her expertise spans all categories of land use, including retail, commercial, residential, office, industrial, warehousing, logistics, aviation-related, medical and mixed-use.

Employment History; 1990 – Current

Professional Consulting (2001 – Current; Director; Principal)
Sears Holdings, Inc.; Kmart Corp. (2000 – 2001; Director)
Macy's Inc.; Federated Department Stores (1993 – 2000; Senior Manager)
Target Corp.; Dayton-Hudson Corp. (1990 – 1993; Senior Analyst)

Advanced Education; 1985 – 1990

University of Michigan – Extension; Master Citizen Planner – 2009
Middleton School of Real Estate; Continuing Education – 2002
Miami University of Ohio; Master of Urban Planning; Applied Geography – 1988 – 1990
University of Wisconsin; Bachelor of Urban Planning; Applied Geography – 1985 – 1988

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Conference Presentations

“Turn on 28th” Corridor Renovation and Retrofit (Award-Winning; AIA Grand Valley)
Michigan Association of Planning – October 2011

Performance Metrics for Site Decision-Making and Land Use
National Brownfield Conference – May 2008

Supporting Great Planning with Smart Economics
Michigan Association of Planning – October 2006

Utilizing Geography Degrees in the Current Job Market; Alumni Bicentennial Meeting
Miami University of Ohio; Department of Geography – August 2006

Lifestyle Centers; Michigan Downtown Association – October 2005

Volunteer Teaching

Real Estate Site Selection, Location Analysis; Michigan State University – Oct. 2011 (2 classes)

Junior Achievement Program; Minneapolis Public Schools – 1992 School Term (6 classes)

Memberships and Affiliations

Counselors of Real Estate – CRE

International Council of Shopping Centers – ICSC

Congress for New Urbanism – CNU

American Planning Association – APA

Michigan Association of Planning – MAP

Michigan Downtown Association – MDA

Michigan Municipal League – MML

Michigan Master Citizen Planner Program – MCP

Lansing Regional Chamber of Commerce – MRCC

Lansing Economic Area Partnership – LEAP

Clinton County Economic Alliance – CCEA

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Introduction

Our company principal and founder, Ms. Sharon M. Woods, has over twenty years of professional industry experience in Real Estate Development Research. The first half of her career included tenure with Fortune 500 companies, including Dayton-Hudson/Target Corp. (Minneapolis), Federated/Macy's (Cincinnati), and Kmart/Sears Holdings (Troy, Michigan). She has been in professional consulting for over a decade and has worked on over 150 projects for private and public sector clients, as listed in the following pages.

Consulting Projects – 2011 – 2012

<i>Project Type</i>	<i>Market and State</i>	<i>Status</i>
Retail Impact Analysis	City of South Haven, MI	<i>underway</i>
Corridor Improvement Strategy	City of Niles, MI	<i>underway</i>
Retail Market Strategy	Grand Blanc Township, MI	December 2011
Farmers' Market Strategy	City of Kalamazoo, MI	November 2011
Downtown Market Strategy	Village of Kalkaska, MI	October 2011
Downtown Market Strategy	City of St. Clair, MI	October 2011
Marketing, Implementation Plan	City of Oklahoma City, OK	April 2011
Corridor Market Strategy	City of Wyoming, MI	March 2011
Towne Center Market Strategy	Greater Cincinnati, OH-KY-IN	February 2011
Business Campus Strategy	City of Coldwater, MI	January 2011

Consulting Projects – 2008 – 2010

<i>Project Type</i>	<i>Market and State</i>	<i>Published</i>
Towne Center Market Strategy	City of Oklahoma City, OK	December 2010
Boundary Agreement Strategy	City of Merrill, WI	November 2010
Retail Anchor Recruitment	City of Jackson, MI	October 2010
TOD Master Plan Strategy	Village of Prairie Grove, IL	May 2009
Senior Housing Strategy	City of Traverse City, MI	April 2009
Urban Grocery Strategy	City of Jackson, MI	April 2009
Economic Growth Strategy	City of Merrill, WI	February 2009
Downtown Market Strategy	City of Rogers City, MI	December 2008
Downtown Market Strategy	Village of Ravenna, MI	October 2008
Business Campus Assessment	City of Coldwater, MI	June 2008

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Consulting Projects – 2008

<i>Project Type</i>	<i>Market and State</i>	<i>Completed</i>
Retail Market Strategy	Coppell; Dallas-Ft. Worth, TX	June
Retail Market Strategy	Orland Park; Chicago, IL	June
Economic Growth Strategy	Gaines Twp.; Grand Rapids, MI	June
Economic Growth Strategy	Old Booklyn; Cleveland, OH	June
Economic Growth Strategy	Scio Twp.; Ann Arbor, MI	May
Retail Market Strategy	Toledo, OH	May
Retail Market Strategy	Westland; Detroit, MI	April
Residential Market Strategy	Grand Haven, MI	March
Mixed-Use Market Strategy	Bowling Green, KY	March
Forensic Research, Fiscal Impact	Ann Arbor Twp., MI	March
Residential Market Strategy	Salt Lake City, UT	January
Mixed-Use Market Strategy	Gibraltar; Detroit, MI	January
Retail Market Strategy	Kalamazoo, MI	January
Residential Market Strategy	Johnson Co.; Kansas City, KS	January

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Consulting Projects – 2007

<i>Project Type</i>	<i>Market and State</i>	<i>Completed</i>
Retail Market Strategy	Battle Creek, MI	Dec.
Residential Market Strategy	Downers Grove, IL	Dec.
Residential Market Strategy	Byron Twp, Grand Rapids, MI	Nov.
Residential Market Strategy	Taylor, MI	October
Residential Market Strategy	Nashville, TN	October
Retail Market Strategy	St. Clair, MI	October
Master Plan Review	Lapeer, Oakland Co., MI	Sept.
Residential Market Strategy	Village of Redford, MI	August
Retail Market Strategy	Mt. Pleasant, MI	August
Residential Market Strategy	Iowa City, IA	August
Mixed-Use Market Strategy	Waterford Twp., MI	July
Residential Market Analysis	Palm Coast, FL	July
Residential Market Assessment	Voorhees, NJ, Philadelphia	July
Mixed-Use Market Strategy	Louisville, Oldham Co., KY	June
Medical Feasibility Analysis	Olde Town, Lansing, MI	June
Fiscal Impact Analysis	Troy, MI	May
Commercial Market Strategy	Lincoln, Alcona Co., MI	May
Residential Market Strategy	Midland, MI	May
Residential Market Strategy	Biloxi-Ocean Springs, MS	May
Retail Market Strategy	Swartz Creek, MI	April
Retail Market Strategy	Westland, MI	April
Downtown Market Strategy	Howell, MI	March
Residential Market Strategy	Fayetteville-Rogers, AR	March
Residential Market Strategy	Pittsburg, PA	March
Retail Market Strategy	Birmingham, MI	Feb.
Residential Market Strategy	Lansing, MI	Feb.
Retail Market Strategy	West Branch, Ogemaw Co., MI	Feb.
Residential Market Strategy	Perry, MI	Feb.
Economic Growth Strategy	Village of Lincoln, MI	Jan.

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Consulting Projects – 2006

<i>Project Type</i>	<i>Market and State</i>	<i>Completed</i>
Downtown Market Strategy	Howell, MI	Dec.
Downtown Market Strategy	Escanaba, MI	Dec.
Retail Market Strategy	Meridian Twp., MI	Nov.
Downtown Market Strategy	Adrian, MI	Nov.
Retail Market Strategy	Eaton County, MI	Nov.
Retail Market Strategy	Long Branch / Monmouth Co., NJ	Oct.
Residential Market Strategy	Grand Traverse Co., MI	Sept.
Mixed-Use Market Strategy	City of Mt. Pleasant, MI	Sept.
Economic Growth Strategy	Oscoda County, MI	Sept.
Residential Market Strategy	Howell, MI	August
Residential Market Strategy	Bath Twp., MI	August
Residential Market Strategy	Boise, ID	August
Mixed-Use Market Strategy	Kenosha, WI	July
Residential Market Prioritization	Wisconsin and Illinois	July
Residential Market Strategy	Grand Traverse Bay Area, MI	July
Retail Location Strategy	Nampa and Pocatello, ID	July
Retail Location Strategy	Price and Cedar City, UT	July
Retail Location Strategy	Tucson, AZ	July
Mixed-Use Market Strategy	Racine, WI	June
Forensic Research; Mixed-Use	Huron Twp., MI	June
Retail Market Strategy	Walker / Grand Rapids, MI	April
Mixed-Use Market Strategy	Grand Traverse Bay Area	April
Residential Market Strategy	Zeeland, Holland, MI	March
Residential Market Strategy	Grand Rapids, MI	March
Retail Market Strategy	Lansing, MI	Feb.
Downtown Market Strategy	Albion, MI	Feb.
Residential Market Strategy	Howell, MI	Jan.
Retail Market Strategy	Fishers / Indianapolis, IN	Jan.

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Consulting Projects – 2005

<i>Project Type</i>	<i>Market and State</i>	<i>Completed</i>
Land Use Feasibility Analysis	Pleasant Prairie, Kenosha, WI	Dec.
Economic Growth Strategy	Dearborn Heights, MI	Nov.
Downtown Market Strategy	Hart, MI	Nov.
Residential Market Strategy	Bristol / Kenosha, WI	Nov.
Residential Market Strategy	Madison, WI	Oct.
Residential Market Strategy	Post Falls / Spokane, WA	Oct.
Retail Location Strategy	Las Vegas, NV	Sept.
Retail Location Strategy	Phoenix-Mesa, AZ	Sept.
Retail Market Strategy	Lafayette, LA	Sept.
Retail Market Strategy	Kansas City / Johnson Co., MO	Sept.
Mixed-Use Market Strategy	Springdale, AR	July
Downtown Market Strategy	Iron Mountain, MI	June
Retail Market Strategy	Grand Traverse Co., MI	June
Residential Market Strategy	Auburn Hills / Detroit, MI	June
Residential Market Strategy	Mt. Clemens / Detroit, MI	June
Residential Market Strategy	Dundee, MI	June
Residential Market Strategy	Linden-Fenton, MI	May
Downtown Market Strategy	Belleville, MI	April
Residential Market Strategy	Wyoming / Grand Rapids, MI	March
Residential Market Strategy	Grand Traverse Bay Area, MI	March
Residential Market Strategy	Putnam Co., WV	Feb.
Mixed-Use Market Strategies	Ashwaubenon / Green Bay, WI	Jan.

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Consulting Projects – 2004

<i>Project Type</i>	<i>Market and State</i>	<i>Completed</i>
Retail Market Strategy	Pleasant Prairie, Kenosha, WI	Dec.
Residential Market Strategy	Zeeland, Holland, MI	Dec.
Mixed-Use Market Strategy	Lansing Twp., MI	Nov.
Mixed-Use Market Strategy	Cannon Twp., Grand Rapids, MI	October
Economic Market Analysis	Columbia, MO	October
Downtown Market Strategy	Roscommon, MI	Sept.
Retail Market Strategy	Wyoming, Grand Rapids, MI	Sept.
Mixed-Use Market Assessment	Stamford, CT	August
Retail Location Strategy	Orange Co., CA	July
Retail Location Strategy	Riverside-San Bernardino, CA	July
Retail Location Strategy	San Diego, CA	July
Retail Market Strategy	Big Rapids, MI	June
Forensic Research, Market Strategy	Acme Twp., MI	June
Mixed-Use Market Strategies	Marshall, MI	June
Retail Location Strategy	Salt Lake City, UT	May
Residential Market Strategy	Atlanta, GA	April
Retail Market Strategy	Bowie, MD	March
Economic Growth Strategy	Manistique, Schoolcraft Co., MI	March
Downtown Market Study	Grayling, Crawford Co., MI	Feb.
Forensic Research, Analysis	Toledo, OH	Jan.

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Consulting Projects – 2003

<i>Project Type</i>	<i>Market and State</i>	<i>Completed</i>
Forensic Research, Real Estate	Franklin, Nashville, TN	Nov.
Residential Market Strategy	Southgate, MI	Sept.
Retail Market Strategy	Georgetown, Grand Rapids, MI	Sept.
Downtown Market Strategy	Beaverton, MI	Sept.
Retail Market Strategy	Port St. Lucie, FL	July
Retail Market Strategy	Oyster Bay, Long Island, NY	June
Downtown Market Strategy	Glenview, Chicago, IL	April
Urban Redevelopment Strategy	Santurce, Jan Juan, PR	Jan.

Consulting Projects – 2002

<i>Project Type</i>	<i>Market and State</i>	<i>Completed</i>
Residential Market Strategy	Milwaukee, WI	November
Retail Market Strategy	Milwaukee, WI	October
Downtown Market Strategy	Muskegon, MI	October

Sears/Kmart Projects – 2001

<i>Project Type</i>	<i>Market and State</i>	<i>Published</i>
Nationwide Market Prioritization	Nationwide	December
Montgomery Ward Acquisition	Los Angeles, CA	September
Kmart Market Wide Strategy	Atlanta, GA	July
Kmart Market Wide Strategy	Kansas City, MO-KS	June
Kmart Market Strategy	Mobile, AL	March

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Macy's/Federated Projects – 2000

<i>Project Type</i>	<i>Market and State</i>	<i>Published</i>
Bon Marche Expansion Strategy	Spokane, WA	September
Gottchalk's/Lamont's Strategy	Washington and Idaho	April
Mervyn's Market Analysis	Washington, Oregon, Idaho	July
Major Retail Location Analysis	Northwest States	July
Bon Marche Expansion Strategies	Great Falls, Kalispell, MT	May
Bon Marche Furniture Strategies	Portland, OR	July
Rich's Market Strategy	Nashville, TN	July
Rich's Market Strategy	Atlanta, GA	October
Kohl's Impact Analysis	Atlanta, GA	August

Macy's/Federated Projects – 1999

<i>Project Type</i>	<i>Market and State</i>	<i>Published</i>
ZCMI Acquisition Strategy	Nationwide	September
Emporium Acquisition Strategy	Washington and Idaho	November
Bon Marche Expansion Strategy	Seattle, WA	April
Bon Marche Baseline Sales	Spokane, WA	March
Bon Marche Expansion Strategy	Boise, ID	March
Bon Marche Expansion Strategy	Helena, MT	August
Bon Marche Furniture Strategies	Portland-Vancouver, OR-WA	October
Rich's Expansion Strategy	Atlanta, GA	March

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Macy's/Federated Projects – 1998

<i>Project Type</i>	<i>Market and State</i>	<i>Published</i>
Bon Marche Expansion Strategy	Issaquah, WA	August
Emporium Acquisition Strategy	Washington and Idaho	November
Bon Marche Expansion Strategy	Seattle, WA	April
Bon Marche Baseline Sales	Spokane, WA	March
Bloomington's Market Strategy	New Haven, CT	June
Lazarus Market Strategy	Cincinnati, OH	April
Lazarus Market Strategy	Columbus, OH	January

Macy's/Federated Projects – 1996 – 1997

<i>Project Type</i>	<i>Market and State</i>	<i>Published</i>
Bon Marche Expansion Strategy	Bend, OR	June
Bloomington's Market Analysis	Greater Miami, FL	February
Bloomington's Market Strategy	Las Vegas, NV	May
Macy's Market Study	Long Island, NY	December
Macy's Expansion Strategy	Wenatchee, WA	September
Bloomington's Market Strategy	Washington D.C.	December

Target/Dayton-Hudson Projects – 1990 – 1993

<i>Project Type</i>	<i>Market and State</i>	<i>Published</i>
Venture Stores Acquisition	Greater Chicago, IL-WI-IN	1993
Target Expansion Strategy	Greater Chicago, IL-WI-IN	1993
Target Marketwide Strategy	Greater Columbus, OH	1992
Target Marketwide Strategy	Greater Kansas City, KS	1991
Target Stores Market Strategy	Greater Madison, WI	1991
Target Expansion Strategy	Greater Sacramento, CA	1990
Target Expansion Strategy	Greater Milwaukee, WI	1990