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## 2019 AIA Fellowship

Nominee Jeffrey J. Gunning

Organization CallisonRTKL

Location Dallas, Texas

Chapter AIA Texas Society of Architects; AIA Dallas

### Category of Nomination

Object 2 - Practice (Management)

### Summary Statement

Jeff Gunning redefines the retail / mixed-use idiom as a catalyst for community, shares his knowledge widely across the profession, and ignites a passion for explorative scholarship in student architects.

### Education

University of Oklahoma, Norman, Oklahoma 1976-1984

Bachelor of Architecture 1984

Bachelor of Science in Environmental Design 1981

Licensed in: Alberta; Arizona; British Colombia; District of Colombia; Florida; Georgia; Hawaii; Kansas; Minnesota; New Jersey; New York; Ohio; Oklahoma; Ontario; Texas; Texas (Interior Design); Utah; Virginia

### Employment

CallisonRTKL, August 2014 - present, 4 years

RTKL Associates Inc., July 1984-August 2014, 30 years

Architectural Design Group, September 1981-December 1982 1.2 years

# ALTOON | *Strategic*

October 1, 2018

Mary P. Cox, FAIA, Chair, Jury of Fellows  
**The American Institute of Architects**  
1735 New York Avenue, NW  
Washington DC, 20006

Re: Sponsorship of Jeffrey, J. Gunning, AIA

Dear Ms. Cox and Members of the Jury of Fellows,

For several decades Jeff Gunning and I have been professional adversaries and good friends. From a geographic distance we have followed parallel trajectories, sustained similar core values, and thrived on what we learned from one another. Possessing a physically tall and magnetic presence, he nevertheless is one who leads by listening, acts by building consensus, and shares acquired knowledge unselfishly. He leaves in his wake a calmer climate of understanding.

As a former President of the Institute, I am often called upon to write on behalf of worthy candidates. I do not abuse this privilege, but select candidates only after careful consideration. In this instance, I called upon the wisdom of two authors whose works have had a profound impact on our profession. In 1992, the AIA Board commissioned a study on the future of architectural education and practice. In it Dr. Ernest Boyer of The Carnegie Foundation concluded that the highest responsibility for this profession was that of building community, which became the title of his treatise. This mandated a professional paradigm shift from selfishness to selflessness.

And, writing in his Ten Books on Architecture in the 1st Century, Vitruvius spoke of three elements essential to support great architecture—firmness, commodity, and delight. Understanding that interaction informs an outcome from complimentary positions, they help us appreciate the irreducible interconnectivity of converging forces. Accordingly, you will observe in his submittal that Jeff's unwavering leadership and service to enable academia, the profession, and the client industries he serves illustrates his natural instinct and unwavering commitment to sustain the very same support structures so essential to Building Community. Jeff gives back in each of these areas.

Leadership itself embodies three essential characteristics—the ability to define a vision, the capability to inspire others to embrace that vision, and the willingness to take all necessary risk to achieve a vision. Together they define a person with selfless character whose magnetism enables others to reach and become their very best, but, more importantly to do so in service of the profession as it aspires to the benefit of the greater community it serves.

I am pleased to confer my unqualified support of Jeffrey Gunning, AIA's nomination and encourage your elevating him to the AIA College of Fellows.

Respectfully,

Ronald Arthur Altoon, FAIA, LEED AP  
President & CEO  
**ALTOON Strategic, LLC**

*Jeff Gunning redefines the retail / mixed-use idiom as a catalyst for community, shares his knowledge widely across the profession, and ignites a passion for explorative scholarship in student architects.*

### **Sparks a Meaningful Dialogue on Community and Local Economies**

Over a 35-year career building a global practice, Jeff Gunning is an acknowledged leader within the retail and mixed-use design community—a passionate but accessible expert who unselfishly shares his expertise and lessons learned with colleague and competitor alike. **Jeff has logged over 40 engagements with the Urban Land Institute (ULI) and International Council of Shopping Centers (ICSC) as well as six AIA National Conventions.** These engagements, typically on a shared stage with clients and other practitioners, have sparked a deep and meaningful dialogue about the role of retail and retail-driven mixed-use in our communities and local economies. Jeff shares ideas not only about the evolving design landscape but also how to enrich neighborhoods, transform communities and improve the built environment.

### **Shares Knowledge and Research to Drive a New Type of Retail Design**

No other building typology in the last decade has undergone such cataclysmic change as retail, and Jeff has been instrumental in driving a new idiom. Evolving from a single-use, suburban model to a more complex, urban district of mixed uses and civic elements, Jeff's work proves that the design of successful commercial environments is no less demanding than any other building type. Indeed, Jeff has hastened the typology's evolution toward respectability, especially among fellow architects.

**Jeff was a founding member of the Advisory Board of the AIA Retail Entertainment Knowledge Community (REC), the first AIA knowledge community devoted to retail.**

### **Defines a New Retail Paradigm Through Research and Dialogue**

A vital aspect of resilient commercial developments is the enlightenment of clients on the role of architecture in strengthening communities and serving as a catalyst for economic development or urban regeneration. Jeff leads an ongoing and impatient pursuit of the future of retail—knowledge and insights aimed at helping clients predict how retail design must evolve in line with the consumers and communities it serves.

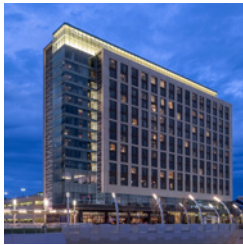
**Jeff's *Retail of the Future* research initiative pursues new ideas and models on the design of stores, retail centers and mixed-use projects, encouraging stakeholders to expand beyond known prototypes and conventional approaches.**

### **Promotes Expanded Cultural Experience Through Study Abroad**

Jeff's fascination with the traditional European High Street was sparked by a life-altering semester in London--the first step in a journey that would lead to a portfolio of work in more than 10 countries. As a way of igniting that spark in others, and promoting the profession's next generation, **he serves as a founding member of the Professional Advisory Board for the Division of Architecture at the University of Oklahoma College of Architecture.**

Concurrent with a reinvigorated College study abroad program, Jeff spearheaded a campaign that established a \$61,000 endowment that has helped increase the average rate of support from \$4,750 to as much as \$7,500 per student. The program has sent students to Dubai, Mexico, Uganda, Zambia and throughout Europe.

## US and Canada Experience



**Tysons Corner Center**  
McLean, VA  
Over 30 years of personal involvement, most recently the addition of hotel, residential and office (by others) around a “floating” elevated plaza that links to Metro and creates a vibrant urban park. 2015

*Vice President-in-Charge, Retail*



**Roosevelt Field**  
Garden City, NY  
Renovation / expansion of existing retail center, adding new luxury oncourse and food court overbuild and celebrating iconic skylights. Full operations were maintained throughout construction. 2016

*Vice President-in-Charge*



**Bellevue Square Renovation**  
Bellevue, WA  
Interior renovation of 1MSF downtown retail center increasing sales by 35%. Wood panels warm existing exposed concrete without compromising integrity. In association with Sclater Partners. 2008

*Vice President-in-Charge*



**Ala Moana Masterplan**  
Honolulu, Hawaii  
Masterplan for mixed-use expansion of highest sales/SF retail center in the US, adding two residential towers, re-locating an existing anchor and adding a luxury hotel (in progress). 2016

*Masterplan Team Leader*



**666 Fifth Avenue**  
New York, NY  
Conceptual design for 7-level retail podium at the base of a Zaha Hadid residential / hotel tower featuring a 7-level art wall sponsored by MOMA (unrealized). 2016

*Concept Designer*



**Ballston Quarter**  
Arlington, VA  
“De-malling” of enclosed retail center to a mixed-use district with new 24 story, 400-unit residential tower and open-air street. In association with Cooper Carry. Opens 2019.

*Project Design Lead, Retail*

## US and Canada Experience



**Collin Creek Research**  
Plano, Texas  
*Retail of the Future* case study to uncover a creek buried under a mall site in the early 1980s, using the green amenity to build real estate value while de-malling the site (unrealized). 2017

*Competition Advisor*



**Frisco Station**  
Frisco, TX  
225-acre masterplanned community adjacent to Dallas Cowboys "The Star" development, organized around a linear green belt connecting hike / bike trails throughout. Opens 2020

*Vice President-in-Charge, Masterplan*



**Liberty Center**  
Liberty Township, OH  
Masterplan plus residential and retail design for 100-acre mixed-use district including multi-family, office and Marriott Hotel on former foundry site. In association with ka architects. 2016

*Vice President-in-Charge, Masterplan*



**Lone Star Brewery District**  
San Antonio, TX  
Adaptive re-use of former 40-acre brewery into mixed-use development, utilizing former brewery building as a retail concourse and food hall, preserving rusticity of original buildings. Opens 2020

*Vice President-in-Charge*



**Metropolis at Metrotown**  
Burnaby, British Columbia  
100-year masterplan to gradually replace department stores with mixed-use developments and park space in a new urban grid, leaving mall concourse as an urban arcade. In association with Stantec. Opens 2024

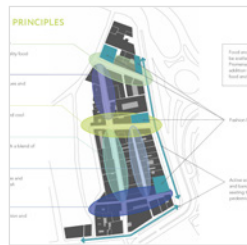
*Lead Designer, Masterplan*



**Victory Park**  
Dallas, TX  
Masterplan expansion of underperforming sports district, followed by design of streetscape retail and entertainment / multi-family stack fronting re-furbished park. 2018

*Vice-President-in-Charge, Masterplan and Retail*

## Latin America Experience

**Casco Viejo**

Panama City, Panama  
Masterplan for several blocks in historic "old city" (a World Heritage Site), converting buildings to retail, multi-family and office uses and re-furbishing streets with art, furniture, lighting and graphics. Opens 2024

*Vice President-in-Charge,  
Dallas Team*

**Metromall Bogota**

Bogota, Colombia  
Enclosed three-level retail center with restaurant cluster positioned along primary facade, with views to mountains and to new city-mandated park below. In association with Grupo Roble. 2017

*Retail Sector Leader*

**The Panambi Collection**

Sao Paulo, Brazil  
Luxury, boutique center with a "collection" of pavilions featuring local brands and retailers animating its main exterior facade. In association with Lopez Dias. 2017

*Vice President-in Charge*

**MetroMall**

Panama City, Panama  
New, enclosed retail center that solves a complex network of interconnected shopper paths on multiple levels while maintaining an efficient commercial diagram. In association with Grupo Roble. 2011

*Vice President-in-Charge,  
Client Management*

**Multiplaza Escazu**

San Jose, Costa Rica  
Multiple expansions of existing retail center over 20+ years, the latest including an open-air restaurant cluster on a constricted site. In association with Grupo Roble. 2011

*Vice President-in-Charge,  
Client Management*

**Rio 2016 Olympic Park Competition**

Rio De Janeiro, Brazil  
Honorable Mention Award. One of six (of 60) global entries recognized, with post-games strategy to retain and convert venues to create a much needed neighborhood. In association with Alphaville. 2014

*Vice President-in-Charge*

## Europe and UK Experience



**Palladium**  
Prague, Czech Republic  
Five-level urban center constructed within historic block, converting former barracks and stables. World Heritage Site. With BOSE. 2007

*Vice President-in-Charge,  
Design*



**Centro Oberhausen**  
Oberhausen, Germany  
Mixed-use development with enclosed center and open-air street connecting arena and transit. Former steel factory site. With RKW. 1993

*Concept Designer*



**GUM2000 Redevelopment**  
Moscow, Russia  
Renovation of historic "State Department Store" on Red Square, adding additional leasable area vertical connections and dining. 1997 (unrealized)

*Concept Designer*

## Asia Experience



**LaQua Tokyo Dome City**  
Tokyo, Japan  
New urban retail center, including entertainment uses and spa building. With Takenaka. 2004

*Lead Designer*



**2008 Beijing Indoor Olympic Stadium**  
Beijing, China  
AIA Dallas award-winning 19,000-seat stadium competition design. 2003 (unrealized)

*Design Team Leader*



**GardenWalk**  
Chiba, Japan  
New enclosed expansion of existing outdoor retail center. With Mitsui Fudosan. 2003

*Vice President-in-Charge,  
Design*



**Aeon Mall Itami**  
Hyogo Prefecture, Japan  
New multi-level retail center connected to the JR Itami Station. With D Brain. 2002

*Leader of Japan Practice*



**Kinshicho Olinas**  
Tokyo, Japan  
Dense, urban mixed-use development including retail, office and residential. With Tokyo Tatemono. 2007

*Vice President-in-Charge*

## Middle East Experience



### 360 Mall

Kuwait City, Kuwait  
New luxury retail center designed with modern interpretations of traditional Middle Eastern design elements, featuring an unconventional circular plan diagram and vertical green wall system. With OHA & Ahmadiyah. 2008

*Vice President-in-Charge*



### Al Kout

Kuwait City, Kuwait  
Unique retail / hotel mixed use with triangular plan diagram, with central ramp connecting below grade and rooftop parking through three levels of shopping. With KEO. 2018

*Concept Designer*



### Yas Mall

Abu Dhabi, UAE  
3M-SF enclosed center adjacent to Ferrari World. Brought in during construction to design new, more commercially viable scheme on existing column grid. With AECOM. 2012

*Concept Designer*



### Hadaeq Qatar

Doha, Qatar  
190,000-SM mixed-use development including retail, entertainment and office using ETFE skylights. 2009 (unrealized)

*Vice President-in-Charge*



### Mall of Saudi

Riyadh, KSA  
New retail center with hotel designed to reflect local mountain, desert and wadi elements. With K&A. 2023

*Vice President-in-Charge*

***“Jeff’s innovative circular plan broke the typical mold for enclosed malls, creating a fresh, new experience and making 360 one of the top centers in the Middle East.”***

**Mohammad Marzouk**

*Chairman, Tamdeen Group, Kuwait*



*Jeff engages with industry organizations as a way of sharing best practices and advancing the profession's collective understanding of retail design.*



## Advancing the Profession's Collective Understanding of Retail Design

### AIA Retail and Entertainment Knowledge Community

- Founding Member, Advisory Board, Retail Entertainment Knowledge Community, American Institute of Architects, 2005-present
- Chair, Advisory Board, Retail Entertainment Knowledge Community, American Institute of Architects, 2008-2009

As a founding member of the AIA Retail Entertainment Knowledge Community, Jeff promoted retail architecture as the lynchpin for livable communities at AIA seminars, workshops, and roundtables. Today, REC has over 2,900 members in all 50 states, three U.S. territories and 46 countries.

The REC's stated mission is to foster the creation, discussion and dissemination of knowledge about retail environments among practitioners, developers, retailers and the general public; discussions focus on the impact of retail environments on the quality of life in communities. The REC was awarded full status as a Knowledge Community in 2008.

As the REC stands as an ideal forum to touch not only peer architects but the industry at large, Jeff worked to establish partnerships between retail organizations and the AIA, including an award for retail innovation co-sponsored by AIA and Retail Traffic magazine in 2011. He organized and spoke at six REC sponsored events during AIA National Conventions, including:

**AIA National 2009 San Francisco**, "Market Street Retail: An Urban Renaissance" Workshop, Charrette and Tour of Westfield San Francisco Centre.

Jeff moderated a presentation on three recent retail projects along Market Street, including Westfield San Francisco Centre, a re-use of an historic department store, each including the developer and the architect. A charrette with attendees focusing on how to expand the project followed, along with a tour of the project.

**AIA National 2010 Miami**, "CSI Miami: Conceptualize, Strategize, Implement," a re-vitalization playbook for Flagler Avenue. This cleverly titled presentation highlighted a conceptual plan to re-vitalize historic Flagler Avenue, conceived by Jeff along with a retail market analyst and prominent designer Kiku Obata.

**AIA National 2013 Denver**, "Retail Design Around the World: Challenges and Guidelines for American Architects." Jeff tapped his love for exploring new cultures and international design by organizing and moderating a panel featuring several US-based architects working globally.

The discussions focused on design that resonates locally while following proven commercial design principles.

Jeff continues to share expertise through the REC, contributing to their blog and attending the state-of-retail discussion at the AIA 18 Convention in New York City. Jeff's pioneering work in establishing the REC and generating much of its early content brought a new sense of rigor to retail design, literally raising the bar for innovation and quality as well as a platform for community enrichment.

**IMPACT:** *Jeff advanced the profession's cumulative understanding of retail architecture and elevated the role of architects in retail and entertainment markets, which constitute nearly 25% of all nonresidential construction spending.*



## Creating Programs to Drive Retail Design Forward

### ICSC Future Image Competition

In 2009, Jeff was asked by the International Council of Shopping Centers to lead ICSC Future Image Competition, an ideas competition to envision the future of retail. Organizing the competition in 2009 and again in 2010, and leading a distinguished retail architect advisory group, he drove a process that sought “innovative ideas to progress current thinking on the shopping experience,” which yielded entries from multiple practices and a winning entry by a student in Italy. The competition jurors included Brook Hodge from The New York Times and Barry Bergdoll, Curator of Architecture and Design at the Museum of Modern Art. Results and juror comments were featured at a presentation / discussion moderated by Jeff during the ICSC ReCon Convention in Las Vegas.

**IMPACT:** Jeff challenged his fellow architects to abandon conventional paradigms, especially during a recessionary period, driving new strategies for the adaptive re-use of “big box retail” to more viable, community-focused uses.

### ICSC Centerbuild Forward

**Committee** Jeff serves as Chair of the Forward Committee for the planning of the annual ICSC Centerbuild Conference, charged with provoking the planning committee with trends and insights to ensure that program content challenges the status quo.

**IMPACT:** Jeff recrafted the industry’s preeminent forum to greater relevancy and influence at a time of great change and economic upheaval.



## Engaging with Academia to Inspire the Next Generation

### OU Study Abroad Scholarship

**Endowment** Jeff’s passion for global design began in 1980 with a study abroad program while at the University of Oklahoma. Living in London with a professor and 20 OU students, with access to the Architectural Association library, his appreciation for cultural exploration through design was born. That curiosity and respect for culture still characterizes Jeff’s work, resulting in built projects in 10 countries. In 2008, Jeff joined OU’s Professional Advisory Board for the Division of Architecture to reimplement study abroad as a key aspect of the architecture curriculum. Jeff led efforts to create an endowment to provide today’s

students with transformative design / travel experiences, raising \$50,000 to fund the program. Through Jeff’s leadership with the PAB and other College efforts, study abroad scholarship funds have reached \$61,000.

**IMPACT:** Jeff leaves a lasting legacy for future architects—the opportunity for OU students to experience the inspirational spark that comes from world travel, exploration and scholarship.

**“Through fund-raising successes that began with Jeff’s effort, OU Architecture students now have access to multiple scholarship opportunities for study abroad.”**

### Guy Patton

CEO, University of Oklahoma Foundation

## Retail of the Future

### Leading the Retail Industry into a New Design Paradigm

In 2015, at the request of multiple clients, Jeff initiated a research study on the future of retail in light of the growing influence of e-commerce, shifting demographics and consumer behaviors. He enlisted a team of retail designers and researchers from around the globe to analyze and conceptualize next-wave scenarios, identify emerging trends and giving contour to a new retail paradigm.



The study, *Retail of the Future*, incorporates ideas on the design of stores, centers and mixed-use developments,

with particular focus on mobility, food, form and function, and retailing. As word of the research spread among the retail community, Jeff was asked to present the findings to a number of major players. Hines, Macerich, UBS, Morgan Stanley, Deutsche Bank, JLL, and General Growth Properties were among those who praised

the comprehensive nature of the study, with one developer stating that he "... had never seen so many current trends and future predictions captured in one place."



The ensuing dialogue has sparked ongoing exploration, including further study of failing malls across the country,

and continues to evolve. The study stands today as a "living document" that is available as a reference for architects, retailers and developers committed to better commercial design, a stronger consumer experience and an enriched sense of community.

At the 2016 ULI Fall Meeting in Dallas, Jeff assembled a panel discussion utilizing a *Retail of the Future* study to re-vive or re-purpose five dead or dying malls around the metroplex. Three developers and a brand strategist reviewed the five diverse approaches and discussed how retail centers must rely on powerful design to create an emotional connection with customers.

At the 2016 ICSC Centerbuild Conference, Jeff's research was the subject of a panel discussion among an architect, developer, a digital technology expert and a leasing professional. The content challenged the status quo and demonstrated how the retail industry can flourish in a technology-driven world.

**IMPACT:** *Jeff's research has helped to recast retail and entertainment design as an expertise-based profession sustained by research, scholarship and proven models.*

***"Jeff and his team made a presentation to our senior leadership group here in Cleveland in 2016, focused on his Retail of the Future research. It was among the most relevant and useful discussions we've had as we evolve our mixed use development strategy to meet a changing retail landscape."***

**James Ratner**

Client, CEO, Forest City Enterprises, Ohio

***"Jeff came to El Salvador in 2015 to share his initial vision for Retail of the Future. His ideas became a change agent for our company's approach to retail design and development."***

**Francisco Rodriguez**

Architect, Client, Grupo Roble (retired),  
San Salvador, El Salvador

*Jeff has developed an award-winning portfolio of work, including local, regional and national recognition from the AIA as well as such trade organizations as the ICSC and ULI.*



American Institute of Architects



360 Mall, **AIA/ Retail Traffic SADI Award**, 2011

Beijing Olympic Stadium, **Citation**, AIA Dallas, 2003

Diamond City Terrace, **Citation**, Built Projects, AIA Dallas, 2003

Ken Roberts Memorial Delineation Competition, **Merit Award**, AIA Dallas, 1987

In-Town Housing Competition, Impact Dallas Competition, **Honor Award**, AIA Dallas, 1985



International Council of Shopping Centers

Roosevelt Field, **Commendation**, US 2017

Liberty Center, **Commendation**, US 2017

Tysons Corner Center, **Honoree**, VIVA Awards, 2017

Tysons Corner Center, **Gold Award**, US 2016



Roosevelt Field Dining District, **Commendation**, US 2016

Lenox Square, **Silver Award**, US 2015

Yas Mall, **Gold Award**, MENA 2015

Multiplaza Escazu, **Gold Award**, Latin America 2012

Metromall Panama, **Silver Award**, Latin America 2012

360 Mall, **Gold Award**, MENA 2011

Multiplaza Pacific Luxury Avenue Expansion, **Honoree, VIVA Awards**, 2010

Bellevue Square, **Silver Award**, US 2010

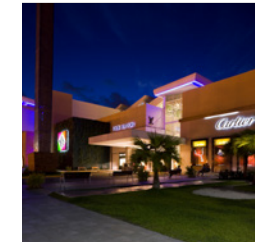
Palladium, **Finalist**, ICSC Europe 2009

Multiplaza Pacific Luxury Avenue Expansion, **Gold Award**, Latin America 2009

Lalaport Kashiwanoha, **Certificate of Merit Award**, Asia 2008

Tysons Corner Center Expansion, **Certificate of Merit**, 2007

Kinshicho Olinas, **Certificate of Merit**, 2007



Multiplaza Pacific, **Certificate of Merit**, 2006

Diamond City Soleil, **Certificate of Merit**, 2006

Gardenwalk Parkside, **Finalist**, 2006

Shopping Center Iguatemi Fortaleza, **Certificate of Merit**, 2005

2.2 AWARDS AND HONORS AND INDUSTRY RECOGNITION



International Council of Shopping Centers (Con't)

LaQua, **Certificate of Merit**, 2005

The Streets at Southpoint, **Design Award**, 2003

Citrus Park Town Center, **Certificate of Merit**, 2000

Oak Park Mall, **Certificate of Merit**, 1999

Raffles City, **Certificate of Merit**, 1999



Lenox Square, **Certificate of Merit**, 1997

Tysons Corner Center, **Innovative Design and Construction Award**, 1989

Other Awards

Yas Mall, Commercial Project of the Year, **Construction Week Awards**, 2015

Yas Mall, Best International Shopping Center, **Global Retail and Leisure International Awards (RLI)**, 2015



Rio 2016 Olympic Park Competition, **Honorable Mention**, 2011

360 Mall, International Shopping Centre of the Year, **Global Retail and Leisure International Awards (RLI)**, 2010

360 Mall, **The Architecture Award (Retail)**, Arabian Property Awards, 2010

LaQua, **Pacific Coast Builders Conference Gold Nugget Award of Merit**, June 2005

Citrus Park Town Center, **Superior Achievement in Design and Imaging (SADI)**, 2000

QuickFood Cafes, Citrus Park Town Center, American Corporate Identity, **Award of Excellence**, 2000



Main Street at Flatiron, **Merit Award**, Texas Chapter, American Society of Landscape Architects, 2000

Meadows Town Center, **Merit Award**, Texas Chapter, American Society of Landscape Architects, 2000

Malibu SpeedZone, **Superior Achievement in Design and Imaging (SADI)**, 1999

Malibu SpeedZone, American Corporate Identity, **Award of Excellence**, 1998

Lenox Square, American Corporate Identity, **Award of Excellence**, 1996

Tysons Corner Center, Fairfax County, VA, **Exceptional Design Award**, 1990

Tysons Corner Center, **Craftsmanship Award**, Washington DC Building Congress, 1990

Tysons Corner Center, **Design Award**, Monitor Centers & Stores of Excellence, 1989

*Jeff is a prolific writer and has found both traditional publications and social media to be an effective forum for sharing ideas, lessons learned and best practices. Jeff is a “go to” expert for his take on matters related to design, shopping and commercial mixed-use development.*



“Tysons Corner Center Celebrates 50 Years of Growth,” *ICSC.org Industry News*, August 2018

“Online Shopping versus In-Store Retail: Turf War or Beautiful Friendship?” *Urban Land*, August 2018



“Light is the Theme: The Mall Yesterday and Today,” *Building Design and Construction* magazine, May 2018

“Facing Headwinds, Malls Reinvent Themselves,” *Building Operating Management*, March 2018 (quoted)

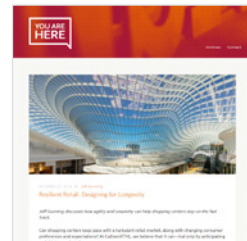
“Future Suburbs will Focus on Walking,” *Star Telegram*, February 2017 (quoted)

The Mall of the Future: An Rx for New Life,” *You Are Here*, CallisonRTKL Blog, February 2017

“Right Mix of Technology, Amenities Key for Mall Survival,” *Facilities Magazine*, March 2017 (quoted)

Profile: Meet Jeffrey Gunning, *Voyage Dallas*, August 2017

“Development Proposal for Norman,” *The Oklahoman*, September 2017 (quoted)



“Resilient Retail: Designing for Longevity,” *You Are Here*, CallisonRTKL Blog, October 2016

“Designing for a Win-Win. How to Connect Districts and Demographics Around Sports Entertainment Hubs,” *You Are Here*, CallisonRTKL Blog, October 2015



“Shopping Mall”, *Gaodi International*, 2012

**SHOPPING CENTER BUSINESS**

“A World of Possibility,” *Shopping Center Business*, September 2011

“What US Retailers Must Embrace to Survive and Thrive in a Green Economy,” *Estates Gazette*, FOCUS: Retail, Winter 2010 (quoted)



“360° Mall” *Time and Space Magazine*, Hong Kong, November 2010

“Retail Development,” Chapter, *ULI Development Handbook Series*, Fourth Edition, Urban Land Institute 2008

“The Life in Lifestyle Centers,” *Urban Land*, August 2006

“Generation Mall,” *Shopping Center Business*, May 2005

“Building Security,” Chapter 19, *Handbook for Architectural Planning and Design, Retail Security Design*, McGraw-Hill, 2004

2.3 SIGNIFICANT PUBLICATIONS AND MEDIA RECOGNITION

“The Streets at Southpoint,” *Retail Traffic*, May 2003

“Changing Regional Malls,” *Retail Construction* magazine, May 2002

“Main Street: Reality vs. Hype,” *Shopping Center World*, May 2002

“Traditional Regional Malls Aren’t Dead; They Are Morphing into a New Life Form” *Shopping Center World*, May 2002

“Enhancing Retail Performance,” *Shopping Centre News*, November 1999

“It’s in the Details,” *Shopping Center World*, April 1999

“Designs on the Future,” *Shopping Center World* (Roundtable Article), March 1999



“The Retail Village of a New Era,” *Shopping Center World*, Retail Architecture Supplement, September 1998

“An Out of the Ordinary Retail Market,” *Urban Land*, September 1998

“U.S. Retail Trends—Southside Works,” *Dialogue*, July 1998

“U.S. Retail: Trends—Lenox Square,” *Dialogue*, July 1998

“Trends to Watch,” *Urban Land*, July 1998

“Retail’s New Hook,” *Urban Land*, July 1998



“The More Things Change, the More They Stay the Same - Repositioning and the Future of Retail,” *Shopping Center Business*, April 1998

“The Sky’s the Limit in Shopping Center Design,” *Shopping Center World*, May 1997

“Lenox Square: Expansion Through Overbuild,” *The ICSC Guide to Renovating and Expanding Shopping Centers the Smart Way*, International Council of Shopping Centers, 1997

“Expansion Attracts New Retailers at Lenox Square,” *Shopping Centre News*, April/May 1996

“Designing for Today’s Merchant: Keeping Pace with New Trends in Retail Architecture,” *Texas Architect*, July 1995

Broadcast Interviews

“The Decline of the US Mall,” TV and Online Interview, *Al Jazeera*, November, 2016



“What’s the Buzz About Mixed Use?” *Wall Street Week*, TV Interview by Geoffrey Colvin at Pentagon Row, December 2004

“The New Face of Retail,” CNN *BusinessWire*, TV Interview, October 2002

2.3 SIGNIFICANT PUBLICATIONS AND MEDIA RECOGNITION

Advisory Boards and Memberships

Member, Board of Visitors, Christopher C. Gibbs College of Architecture, University of Oklahoma, 2018

Juror, International Council of Shopping Centers, US Design and Development Awards, 2009-present

Founding Member, University of Oklahoma College of Architecture, Division of Architecture Professional Advisory Board, 2008-present

Juror, ICSC Viva Awards, Best of the Best Global Awards, 2017-Present

Chair, ICSC Future Image Competition, 2009-2010

Chair, Finance and Development Committee, University of Oklahoma College of Architecture, Division of Architecture Professional Advisory Board, 2008-2014

Member, Urban Land Institute CRC Gold Council, 2001-2006

Member, Urban Land Institute CRC Green Council, 2006-2012

ICSC Centerbuild Planning Committee, 2013-Present

Member, Urban Land Institute UDMUC Bronze Council, 2012-present

Chair, Forward Committee, ICSC Centerbuild Planning Committee, 2018



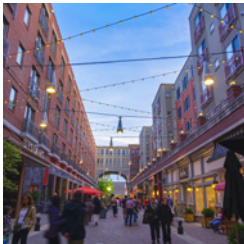
*Jeff is firmly committed to sharing what he knows, creating a ripple effect of knowledge and dialogue within the design community. He collaborates with a core group of professional organizations for exchanging ideas, sharing best practices and elevating retail design within the community.*



American Institute  
of Architects

"Retail of the Future," Dallas Knowledge  
Community, **AIA Dallas 2016**

"Retail Design Around the World:  
Challenges and Guidelines for American  
Architects," **AIA National Convention,  
Denver 2013**



"Bethesda Row:  
A Retrospective  
Look at a  
Retail Icon,"  
**AIA National  
Convention,  
Washington, DC  
2012**

"Sooner Born: Tales from an Architecture  
Family," **AIA Central Oklahoma,  
Oklahoma City 2012**

"CSI Miami: Conceptualize, Strategize,  
Implement... Ideas for Flagler Avenue,"  
**AIA National Convention, Miami 2010**

"Market Street: A Retail Renaissance,"  
**AIA National Convention, San  
Francisco 2009**

"A Tale of Two Malls: Northstar and  
Central Park," Learning from San Antonio,  
**AIA National Convention, San Antonio  
2007**

"Creating the Magic: Walt Disney  
Imagineering," **AIA National  
Convention,  
Los Angeles 2006**

REKC Roundtable: "Raising the Bar for  
Retail," **AIA National Convention, Los  
Angeles 2006**



International Council  
of Shopping Centers

"International Inspiration: A Look at the  
Best of the VIVA Awards Winners," **ICSC  
Centerbuild, Phoenix, 2017**

"Defining Retail and Mixed-Use  
Development Opportunities in Today's  
Markets," **ICSC Centerbuild, Phoenix,  
2014**

"Beyond Borders: The South," Panel  
Moderator, **ICSC Centerbuild, Phoenix,  
2013**

"Trends Changing the Retail World," **ICSC  
ReCon Academy, Las Vegas, May 2013**

"New Borders: Design and Development  
in Latin America," **ICSC Centerbuild,  
Phoenix, 2012**

"Underperforming Retail Properties:  
Making them Soar Again," **ICSC Recon  
Latin America, Cartagena, Colombia,  
2012**

"Latin American Retail: 10 Things to  
Know," **ICSC Centerbuild, Phoenix,  
2011**



"The Power of  
Shopping Center  
Design to Attract  
Customers,"  
**ICSC ReCon  
Latin America,  
Mexico City,  
2011**

"Green It Like You Mean It," **ICSC Retail  
Green Conference, Phoenix, 2010**

## 2.4 SPEAKING ENGAGEMENTS AND TEACHING EXPERIENCE


**International  
Council of Shopping  
Centers (Con't)**

"Design Trends in Latin America," **ICSC Latin America Conference, Panama 2009**

"Palladium Prague: Layers of History," **ICSC Centerbuild, Phoenix, 2009**

"Global Trends in Shopping Center Design," Roundtable, **ICSC Centerbuild 2009**

"Partnering," **ICSC Centerbuild, Phoenix, 2008**

"Have We Lost Our Design Mojo?" **ICSC Centerbuild, Phoenix, 2007**

"The Further Future of Food," **ICSC Centerbuild, Phoenix, 2007**

"The Future of Food," **ICSC Centerbuild, Phoenix, 2006**

"Lifestyle Centers: Experience Gained and Lessons Learned," **ICSC CenterBuild, Phoenix, 2004**

"Two Sides of the Streets at Southpoint," **ICSC Centerbuild, Phoenix, 2002**

"Turning Around Distressed Properties," **ICSC Asia, Taipei, Taiwan, Fall 1999**

"Citrus Park Town Center: Staging an Experience," **ICSC Centerbuild, Phoenix, 1999**

"Malibu SpeedZone," **ICSC Centerbuild, Phoenix, 1997**


**Urban Land Institute**

"Today's Mixed Use," **ULI Japan, Spring 2004**

"Lifestyle Centers: Myth and Reality," **ULI CRC Gold Council, Fall 2003**

"Reinventing Retail, Two Sides of the Streets at Southpoint," **ULI Spring 2003**

"ULI Workshop, Shopping Centers and Next Generation Retail: Developing Leading Edge Projects," **ULI Spring 2003**

"Idea-Driven Developments," **ULI New York, Las Vegas 2002**

"Lifestyle Centers," **CRC Gold Council Panel, ULI Las Vegas 2002**

"Retail as Social Lubricant," **ULI Fall Meeting, Spring 2001**

"Places in Action: Prototypes for Success" **ULI Boston, Fall 2001**

"Main Street: Retail's First Trend," **ULI CRC Gold Council, Boston, Spring 2001**

"The Lenox / Phipps Story," **ULI Atlanta, Spring 1999**

"Trends in Shopping Center Design," **ULI Dallas, Fall 1998**


**Royal Institute of  
Chartered Surveyors**

"Defining the Space: Global Architectural Trends," **RICS Conference, Montego Bay, Jamaica, 2007**

2.4 SPEAKING ENGAGEMENTS AND TEACHING EXPERIENCE

Teaching Experience

Guest Critic, **University of Oklahoma**,  
College of Architecture, Spring 2014

“Today’s Souk: Modern Retail Design  
in the Middle East,” Center for Middle  
Eastern Architecture and Culture  
Symposium, **University of Oklahoma**,  
March 2013

Entertainment Design, **Harvard  
University**, Summer 2000

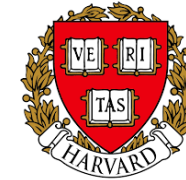
The Experiential Design of RTKL,  
**University of Oklahoma**, College of  
Architecture, Fall 1999

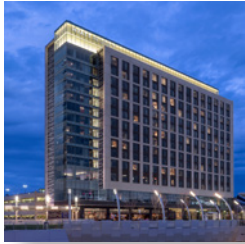
Guest Critic, **Kansas State University**,  
College of Architecture, Spring 1992

Guest Critic, **University of Oklahoma**,  
College of Architecture, Fall 1990

Guest Critic, **Texas A & M University**,  
College of Architecture, Fall 1991

Guest Critic, **University of Notre Dame**,  
College of Architecture, Spring 1987, 1988



**Built**

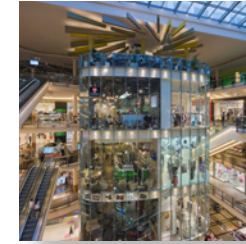
**Tysons Corner Center**  
McLean, VA



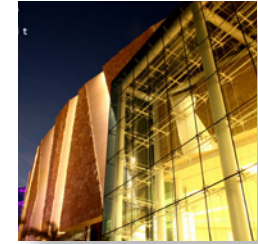
**Victory Park**  
Dallas, TX



**Roosevelt Field**  
Garden City, NY



**Palladium**  
Prague,  
Czech Republic  
With Bose  
International



**360 Mall**  
Kuwait City, Kuwait  
With OHA Engineering  
Consultant, Ahmadiyah  
Contracting and Trading Co.

**Under Construction**

**Ballston Quarter**  
Arlington, VA  
With Cooper Carry



**Frisco Station**  
Frisco, TX




**Lone Star  
Brewery District**  
San Antonio, TX

**Research**

**Retail of the  
Future**



**Retail of the  
Future: Collin  
Creek**



EXHIBIT

# 3.1 TYSONS CORNER CENTER

MCLEAN, VA

COMPLETED DATE: 2015

MASTERPLAN ARCHITECT: RTKL

DESIGN ARCHITECT: RTKL

ARCHITECT OF RECORD: RTKL

ROLE: Vice President in Charge, Retail

## AWARDS:

- Honoree, International Council of Shopping Centers VIVA Awards, 2017
- International Council of Shopping Centers, Gold Award, US 2016
- International Council of Shopping Centers, Certificate of Merit, 2007
- International Council of Shopping Centers, Innovative Design and Construction Award, 1989
- International Council of Shopping Centers, Exceptional Design Award, 1990
- Craftsmanship Award, Washington DC Building Congress, 1990
- Design Award, Monitor Centers & Stores of Excellence, 1989

## PUBLICATIONS

- "Tysons Corner Center Celebrates 50 Years of Growth," ICSC.org Industry News, August 2018

**CONTEXT**

Arguably one of the most successful retail centers in the United States, Tysons Corner Center is the quintessential example of the traditional model—single use, enclosed, well anchored.

**DESIGN CHALLENGE**

Challenged to re-examine that conventional wisdom, Jeff approached the project as a dense, urban mixed-use district with a combination of indoor and outdoor spaces, links to public transit and a strong community focus.

**DESIGN STRATEGY**

The centerpiece of the scheme is an elevated outdoor plaza that creates a community hub for concerts, movies, and other social and cultural events. The plaza, which functions essentially as a town square, links the center to elements of what has become an urban district—a 16-story hotel, a 30-story residential tower and a 22-story office tower—as well as a pedestrian friendly connection to the new Metro station. As a result, Tysons Corner Center is no longer a suburban edge city condition but a dense, urban neighborhood.

**OUTCOME**

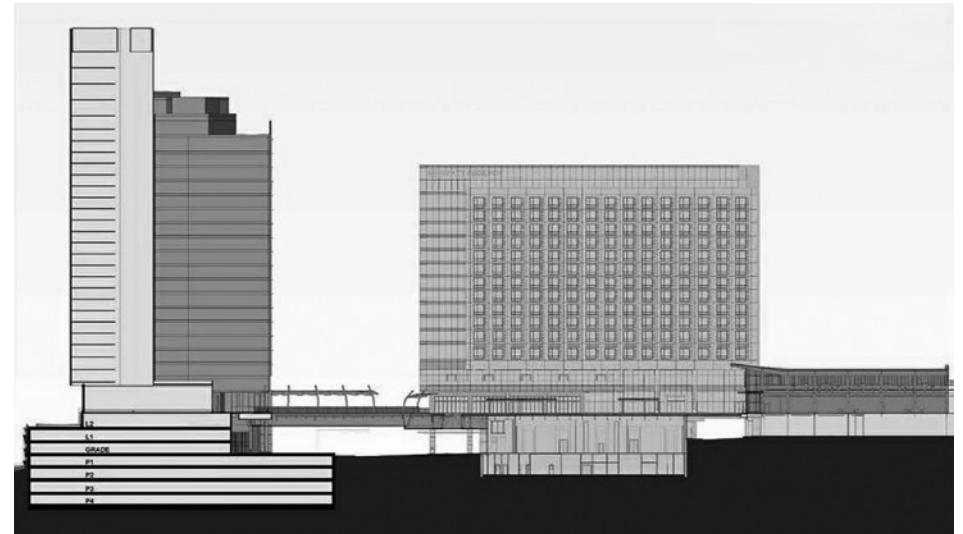
Jeff's approach to Tyson Corner Centers redefines the traditional idiom, pushing an extremely successful development to the next level of expression by applying urban, mixed-use fundamentals and creating a cherished community venue along the way.

**RESPONSIBILITY**

I have personal knowledge the work described above was under the direction of the nominee.

**Lance K. Josal FAIA**

Chairman Emeritus  
CallisonRTKL Inc.



EXHIBIT

# 3.2 VICTORY PARK

DALLAS, TX

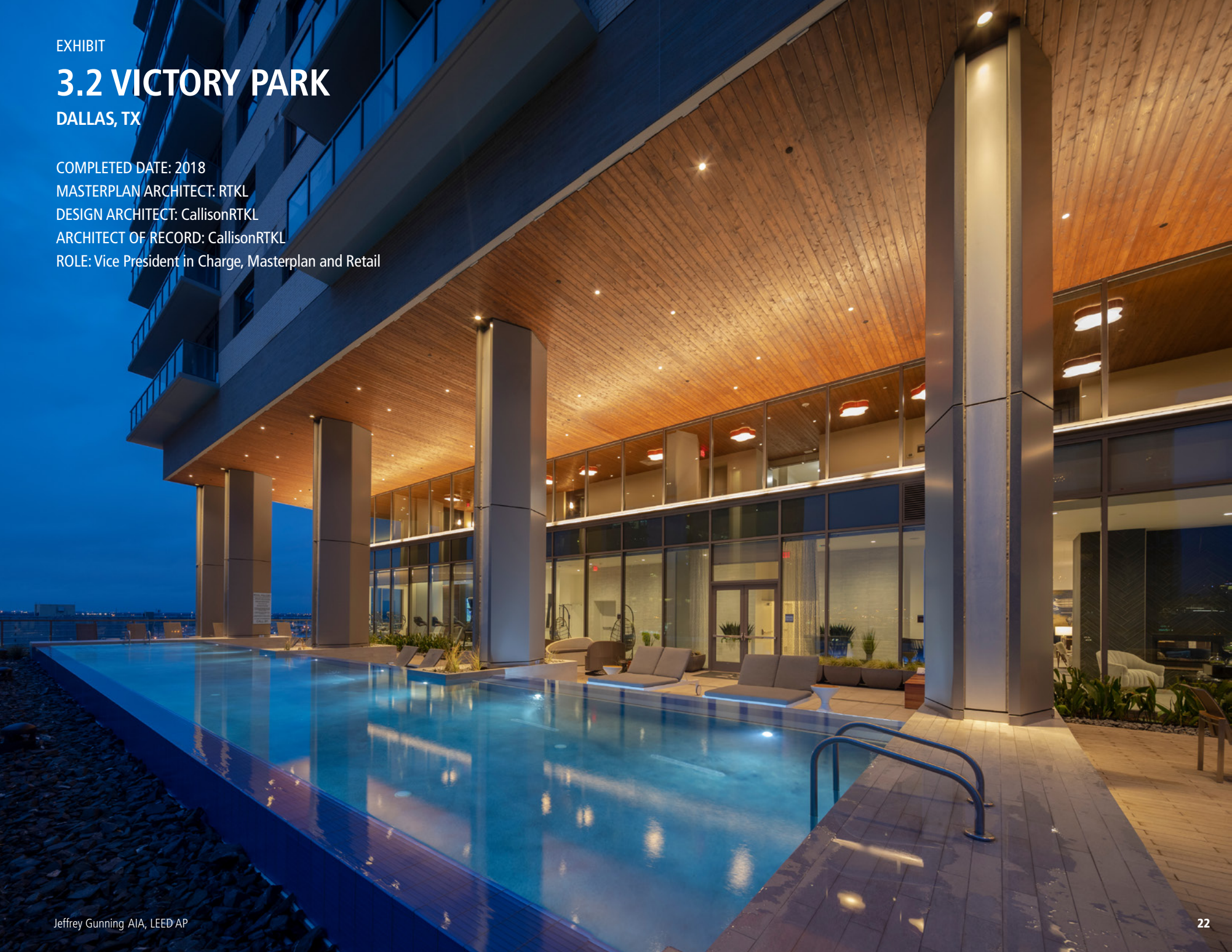
COMPLETED DATE: 2018

MASTERPLAN ARCHITECT: RTKL

DESIGN ARCHITECT: CallisonRTKL

ARCHITECT OF RECORD: CallisonRTKL

ROLE: Vice President in Charge, Masterplan and Retail





### CONTEXT

Created some 20 years ago, Victory Park was intended to regenerate a long-neglected section of Dallas—a commercial catalyst driven by a new sports arena.

### DESIGN CHALLENGE

The renaissance never fully sparked, and Jeff was asked to develop a masterplan that addressed many long-standing impediments to successful mixed-use development.

### DESIGN STRATEGY

Jeff's plan, which breaks the site into three sections, relies on basic urbanistic principles and creates a critical mass of commercial uses to activate the neighborhood—especially on non-event days. He replaces a one-way street system surrounding Victory Park Lane with a two-way system, slowing traffic and promoting a safer, more inviting pedestrian environment. Sidewalks are widened, and street furniture and public art enhance the public realm and encourage street activity.

The scheme also inserts two new buildings (Blocks D and G) to create a two-sided retail condition—a more traditional High Street spine that connects the project's disparate uses (arena, retail, residential and office) into a cohesive, active neighborhood.

### OUTCOME

By creating a viable density and critical mass, the project has transformed Victory Park from a stigmatized development to a vibrant new district with momentum. Appropriately targeted tenants have leased the new spaces, the cinema and restaurants have ignited successful commercial synergy, and the residential units have created a there there—the core of community.

### RESPONSIBILITY

I have personal knowledge the work described above was under the direction of the nominee.

*Thomas Brink AIA, LEED AP*

Vice President  
CallisonRTKL Inc.



EXHIBIT

# 3.3 ROOSEVELT FIELD

GARDEN CITY, NY

COMPLETED DATE: 2016

DESIGN ARCHITECT: CallisonRTKL

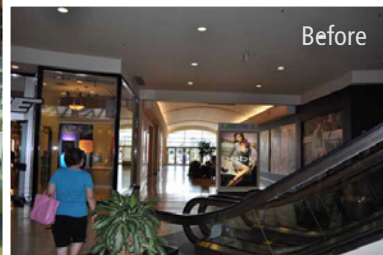
ARCHITECT OF RECORD: CallisonRTKL

ROLE: Vice President in Charge

AWARDS:

- International Council of Shopping Centers, Commendation, 2017
- Roosevelt Field Dining District, International Council of Shopping Centers, Commendation, 2016





### CONTEXT

Like Tysons Corner Center in McLean, VA, Roosevelt Field is one of the great ships of retail that launched during America's post-War suburban explosion. Though it has gone through numerous renovations and expansions over the decades (it was originally designed by I.M. Pei in the 1950's), Roosevelt Field is quintessentially old school—multiple anchors, 250+ in-line shops, food court, multi-plex and ample parking—but reflects exactly what today's shoppers want. People come here to buy things. Indeed, the center is among the most successful in the country and caters to a broad demographic—from Manhattan sophisticates to the region's working-class roots.

### DESIGN CHALLENGE

So, then, how to renovate? Bring it up to contemporary consumer expectations? And add a luxury anchor?

### DESIGN STRATEGY

Jeff responds to the challenge by erring on the side of restraint. His design is reductive rather than additive—it eliminates under-utilized areas and replaces them with higher performing tenancies, strengthens connections and pedestrian flows and updates entries with more contemporary, crisper elements. Environmental signage throughout is simplified as are bulk-head treatments, columns and courts spaces. The food court is reconfigured to reflect today's focus on enhanced dining experiences.

In the concourse that connects the existing center to a new Neiman Marcus, the palette of materials is clean, contemporary and quality. Storefronts are designed with a simple elegance that serves as an ideal platform for luxury brands.

### OUTCOME

Roosevelt Field breaks no rules. In fact, it has over the years established the rules. Jeff clearly understands this by working within the idiom to bring out, enhance and advance the qualities that make it such a successful commercial project.

### RESPONSIBILITY

I have personal knowledge the work described above was under the direction of the nominee.

### *Norman M. Garden FAIA*

Executive Vice President  
CallisonRTKL Inc.



EXHIBIT

## 3.4 PALLADIUM

PRAGUE, CZECH REPUBLIC

COMPLETED DATE: 2007

CONCEPT DESIGN: Bose International

INTERIOR DESIGN ARCHITECT: RTKL

ARCHITECT OF RECORD: Architekten-  
Ingenieure PSP

ROLE: Vice President in Charge

DESIGNAWARDS:

- Finalist, International Council of Shopping Centers, Europe, 2009
- Building of the Year, Central & Eastern Europe Real Estate Quality Awards, 2007
- Best Overall Development, Construction & Investment Journal, 2007
- Best Shopping Center Development, Construction & Investment Journal, 2007
- Czech Invest Awards, Commercial Real Estate of the Year (Brownfield), 2006

**DESIGN CHALLENGE**

Challenged to create a modern commercial development within the historic context of Prague's city center and a World Heritage site, Jeff designed Palladium as a series of inter-connected components which complement as much as they contrast with the existing urban fabric. Scale, materiality and sequence were all critical as were connections into the neighborhood through pedestrian paths and access to public transit.

**DESIGN STRATEGY**

Jeff's design integrates the 1780's barracks and an 1850s stable as the project's main entry which opens to a five-level atrium—a dramatic counterpoint to the city's density. Offices line the space in a U configuration, allowing for views of the center's bustling concourses as well as a massive skylight that brings natural light through all five levels.

Prior to construction, archaeologists uncovered the foundations of 12th Century structures—palace walls and Romanesque column bases—and these elements have been respectfully celebrated in the design.

Stonework, artefacts and historic elements are preserved and displayed throughout, with informational signage explaining their provenance. Art and music are celebrated throughout, with local Czech art and sculpture positioned throughout the public spaces.

**OUTCOME**

The project addresses the need for viable, modern commercial development within the historic context of Europe's High Streets—a juxtaposition of new and old—and proof that successful retail can enhance a neighborhood.

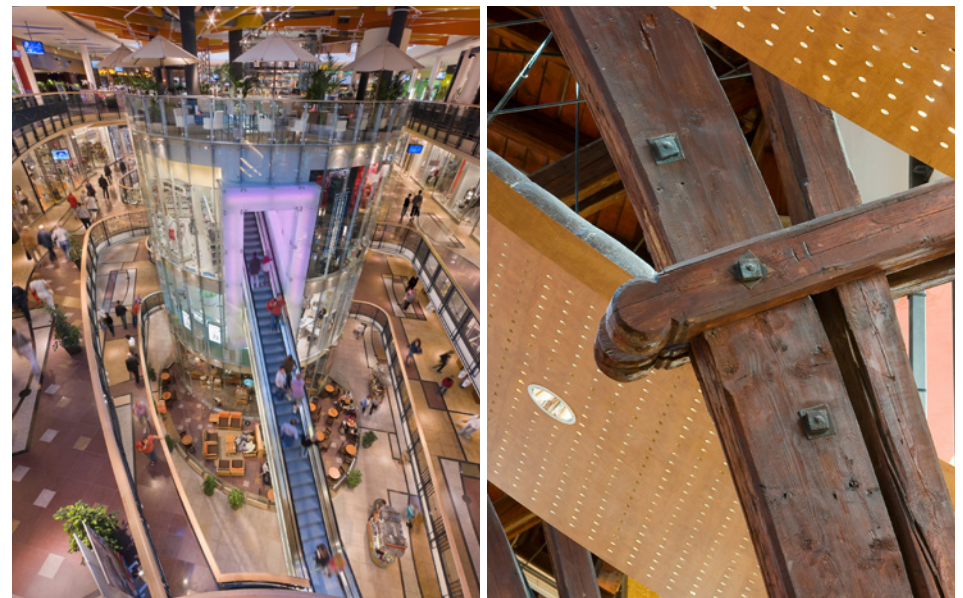
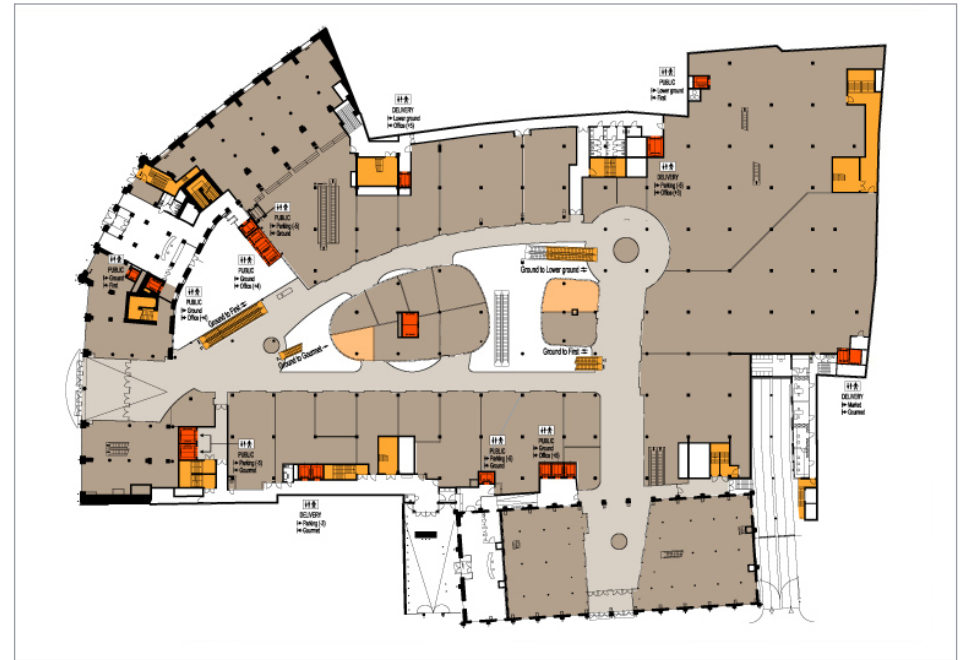
**RESPONSIBILITY**

I have personal knowledge the work described above was under the direction of the nominee.

***Kenneth J. Christian AIA***

Director

CallisonRTKL Inc.



EXHIBIT

# 3.5 360 MALL

KUWAIT CITY, KUWAIT

COMPLETED DATE: 2008

DESIGN ARCHITECT: RTKL

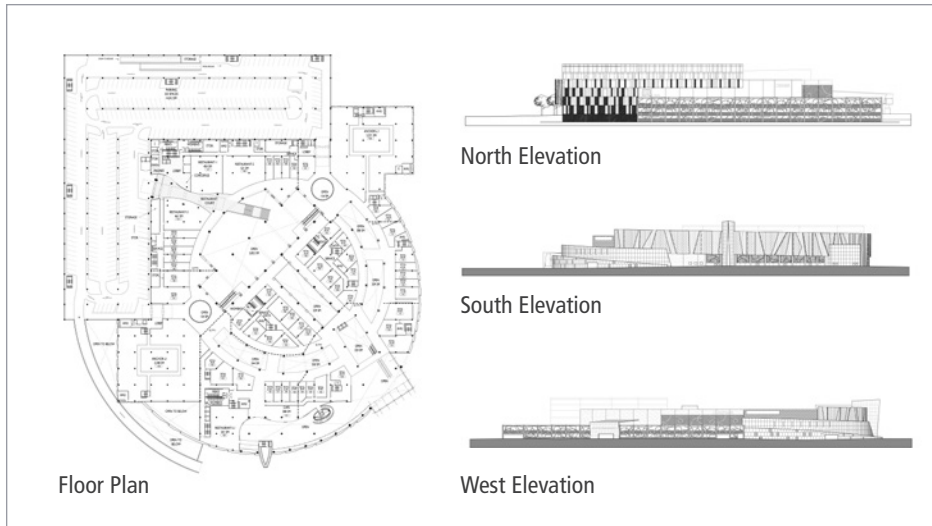
ARCHITECT OF RECORD: OHA Engineering Consultant and  
Ahmadiyah Contracting and Trading Co.

ROLE: Vice President in Charge

AWARDS:

- International Council of Shopping Centers, Middle East and North Africa, Gold Award, 2017
- AIA/Retail Traffic SADI Award, 2011
- International Council of Shopping Centers, Middle East and North Africa, 2011
- International Shopping Centre of the Year, Global Retail and Leisure International Awards (RLI), 2010
- The Architecture Award (Retail), Arabian Property Awards, 2010





### CONTEXT

Because of the region's harsh climate and oppressive heat, Jeff's Middle East clients often see enclosed retail centers as community gathering spots rather than commercial enterprises. Families typically spend the day shopping, dining and attending the cinema, so the goal is often to create spaces that provide opportunities, diversity and balance for shoppers and local residents.

### DESIGN STRATEGY

Addressing a site with complex zoning restrictions, Jeff abandons the traditional "dumbbell" configuration of the standard mall and creates a circular plan (hence the 360 name) to capture the required retail frontage and leasable area.

### OUTCOME

Jeff's solution creates a circulation path that encourages strolling and avoids the tedium and monotony of the traditional model.

Interior spaces are designed to give respite from the climate. A soothing color palette, materials and patterns all contribute to a comfortable, sophisticated environment that feels as much residential as it does commercial.

The scheme also features a Solar Garden, which incorporates one of the largest installations of irrigated greenwall technology in the world—some 21,000 plants on a vertical wall that serve as a natural bio-filter.

### RESPONSIBILITY

I have personal knowledge the work described above was largely responsible for design.

### *Lance K. Josal FAIA*

Chairman Emeritus  
CallisonRTKL Inc.

EXHIBIT

# 3.6 BALLSTON QUARTER

ARLINGTON, VA

COMPLETED DATE: 2019

DESIGN ARCHITECT: RTKL

ARCHITECT OF RECORD RESIDENTIAL: CallisonRTKL

ARCHITECT OF RECORD RETAIL: Cooper Carry

ROLE: Project Design Lead, Retail





### CONTEXT

Jeff leads the design team transforming an existing 1980's enclosed retail mall into a mixed-use centerpiece of a growing, vibrant community outside of Washington, D.C. The design solution addresses the single-use, inward-focused development—a relic of its time—through an urbanistic approach that incorporates multi-family residential, streetscape retail, restaurants and curated public spaces to appeal to the neighborhood's growing population of upwardly mobile residents.

### DESIGN STRATEGY

Jeff's team reweaves a network of pedestrian connections by reconfiguring the old mall's circulation, literally blowing off the roof to maximize street-facing tenancies along an internal (but open-air) two-level street. The parti is unabashedly urban—dense, multi-layered and multi-use—but retains various elements of the existing scheme, including a Macy's department store, to strengthen the neighborhood fabric. Residential, the project's financial engine, strengthens the commercial mix, activates the area across different day parts and lends variety to overall project massing and rhythm.

### OUTCOME

The project has captured the interest of the industry—an example of "de-malling the mall" as well as a return to the primacy and importance of the High Street to urban neighborhoods. Currently under construction, Ballston Quarter has already sparked a mini-urban renaissance, enriched the local community with the promise of commercial vibrance and civic amenities, and brought residential life back to a district that sorely needs it.

### RESPONSIBILITY

I have personal knowledge the work described above was under the direction of the nominee.

**Marc A. Fairbrother AIA,**  
LEED Green Associate  
Vice President  
CallisonRTKL Inc.



EXHIBIT

# 3.7 FRISCO STATION

FRISCO, TX

COMPLETED DATE: 2020

MASTERPLAN ARCHITECT: RTKL  
DESIGN ARCHITECT: CallisonRTKL  
ARCHITECT OF RECORD: CallisonRTKL  
ROLE: Vice President in Charge, Masterplan



**CONTEXT**

Frisco, TX, stands some 25 minutes north of downtown Dallas and has consistently ranked as one of the fastest-growing U.S. cities for two decades. The town has been recognized by Money Magazine as one of the top 100 places to live in the U.S.

**DESIGN CHALLENGE**

To capture this momentum and attract the region's young, tech-obsessed workforce (which has been slipping off to places like Austin), Hillwood Properties challenged Jeff to create a new type of downtown—a place that includes “smart, creative and healthy” as its fundamental principles.

**OUTCOME**

At 242-acres, Frisco Station is a model of just how transformative new developments are becoming for today's modern workforce through urbanistic, mixed-use principles that emphasize pedestrian connections, affordable and diverse residential options and resilient landscaping and de-emphasize reliance on cars and single-use sensibility. The park's landscape includes

gardens, trails, water features, urban plazas and serves as the natural drainage site for the development's stormwater runoff.

The district is unified by a unique fitness program that features a medical and wellness campus, hiking and biking trails, and a “smart” infrastructure that takes advantage of wearable technology to connect a fitness-focused community.

**RESPONSIBILITY**

I have personal knowledge the work described above was under the direction of the nominee.

**Mike Berry**

President  
Hillwood

***“Businesses across the globe are taking a much more holistic view of their operations and recognize that workers are happiest when they are energized by their surroundings. We have incorporated this into Frisco Station and expect it to inspire our residents.”***

**Robert Folzenlogen**

Senior Vice President of Development Hillwood Properties



EXHIBIT

# 3.8 LONE STAR BREWERY DISTRICT

SAN ANTONIO, TX

COMPLETED DATE: 2020

MASTERPLAN ARCHITECT: CallisonRTKL  
DESIGN ARCHITECT: CallisonRTKL  
ARCHITECT OF RECORD: CallisonRTKL  
ROLE: Vice President in Charge





### CONTEXT

With roots that date to the late 19th Century and a connection to Adolphus Busch, the Lone Star Brewery had become an abandoned (yet visible) eye-sore to the people of San Antonio.

### DESIGN CHALLENGE

The site's owners asked Jeff to create a redevelopment plan that re-uses as many existing structures as possible—the site is characterized by its vast warehouses and silos—and preserves the industrial details of the architecture.

### DESIGN STRATEGY

Jeff's plan creates a vibrant, mixed-use neighborhood that re-uses some 90% of the existing buildings for offices, a cinema, restaurants, a hotel and residential space. The brand's iconic red and white identity plays a large role in the scheme, as do the large low-slung structures, perfect for commercial uses.

### OUTCOME

The industrial, gritty elements are maintained throughout though new local materials have been introduced to help knit the scheme and add modern touches. An abandoned pond is restored to serve as a bio-retention pond for runoff. Gathering spaces around a great lawn, minimal signage and unique landscaping provide a space for community gatherings.

### RESPONSIBILITY

I have personal knowledge the work described above was under the direction of the nominee.

### *Lance K. Josal FAIA*

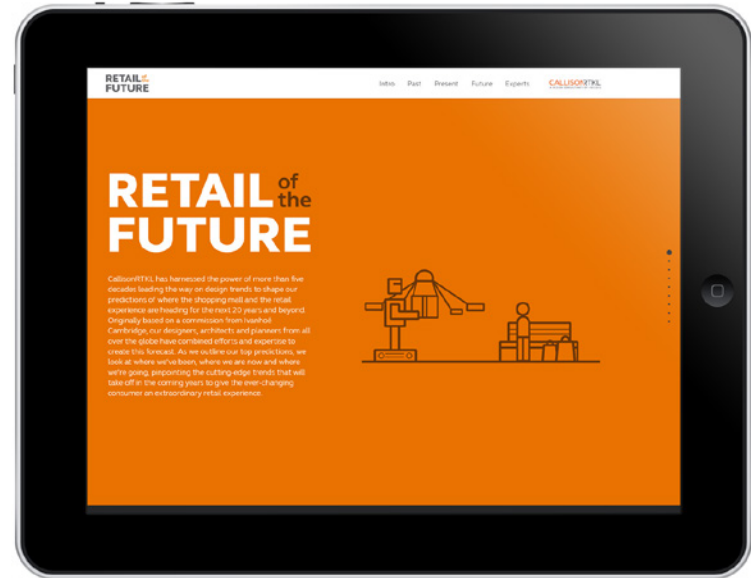
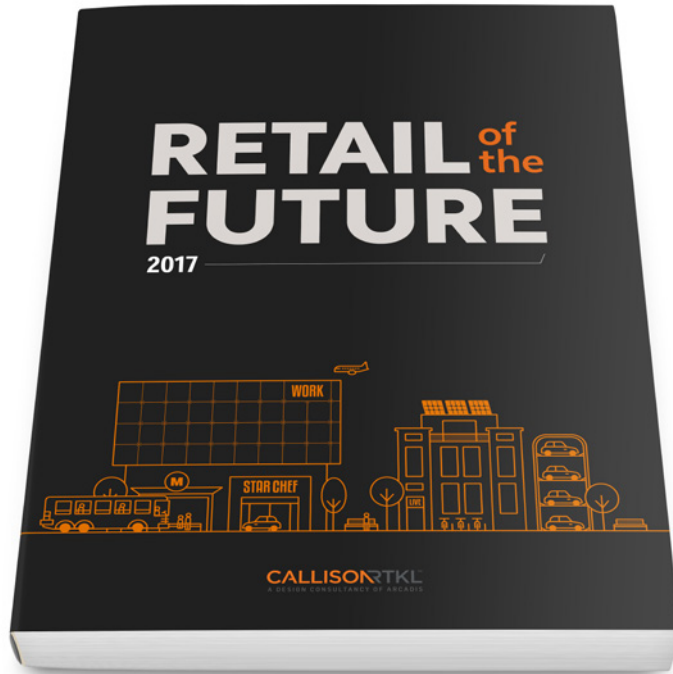
Chairman Emeritus  
CallisonRTKL Inc.

# 3.9 RETAIL OF THE FUTURE

## RESEARCH

COMPLETED DATE: 2017

ROLE: Research Project Leader





***“Jeff has been a great resource for Hines as we think about the future of mixed-use and our responsibility to creating more relevant and sustainable developments. Jeff’s Retail of the Future research ... was the focus at our recent mixed-use conference with Gerald Hines.”***

**Kenton McKeehan**

Senior Managing Director  
Retail Resources Group  
Hines

**CONTEXT**

In 2016, Jeff initiated within his practice an ongoing research project focused on trends, societal influences as well as demographic/psychographic factors driving the evolution of retail design. Published as *“Retail of the Future,”* and originally based on a commission from Ivanhoe Cambridge, the research has been the subject of multiple panel discussions and presentations at industry events throughout the United States, Latin America, Europe and the Middle East.

**OUTCOME**

The dialogue among practitioners, clients, and city officials has fostered a community with a stronger appreciation for how retailers, developers and municipalities must innovate and adapt to embrace a rapidly changing retail landscape. Industry luminaries like Forest City, Morgan Stanley, Macerich, UBS, Canadian retail developer Ivanhoe Cambridge and Hines have all acknowledged the positive development influence of Jeff’s research in predicting how innovative retail design is helping to transform and evolve their business.

Regularly cited by business and trade publications, the study stands today as a “living document” that is available as a reference for architects, retailers and developers committed to better commercial design, a stronger consumer experience and an enriched sense of community.

**RESPONSIBILITY**

I have personal knowledge the work described above was under the direction of the nominee.

**Derek Coss**

Senior Vice President  
Chief Development Officer  
Ivanhoe Cambridge

EXHIBIT

# 3.10 RETAIL OF THE FUTURE: COLLIN CREEK MALL

RESEARCH  
PLANO, TX

COMPLETED DATE: 2017

ROLE: Competition Advisor



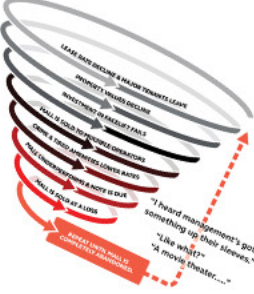
## CONTENTS

- Our Team 1
- Context 2
- A Systems Approach 3
- The Planes 4
- Conclusions 5

## THE DEATH SPIRAL OF A DYING MALL

**"Dude, what's going on with the MALL?"**

The mall? The mall. The mall is DEAD, man.



## 5-10 YEARS



## A SYSTEMS APPROACH

...of the mall's physical and social systems, and how they interact. This approach is based on the idea that the mall is a complex system, and that understanding its components and their interactions is key to its success. The systems approach involves looking at the mall from a holistic perspective, considering the physical, social, and economic systems that make up the mall's environment. This approach is based on the idea that the mall is a complex system, and that understanding its components and their interactions is key to its success.

# 3.10 RETAIL OF THE FUTURE: COLLIN CREEK MALL

## CONTEXT

When Macy's decided to close its store at Collin Creek in Plano Texas, the community grew concerned that the retail center would become just another victim in the downward spiral of the American mall. Growing out of his *Retail of the Future* initiative, Jeff led a Dallas-based team on a specific application of ideas and approaches generated by the research.

## STRATEGY

Jeff and the team developed a series of strategic interventions over time to slowly decommission functionally obsolete sections of the center, while at the same time making key investments that support the long-term viability and financial stability of the site. The interventions followed a well-defined program: natural; infrastructural; economical; social.

## OUTCOME

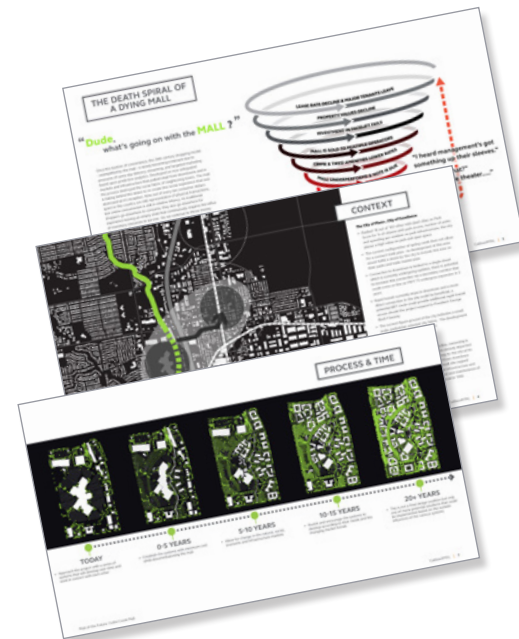
The effort has had a number of key outcomes:

- It elevated the dialogue on how single-use development models can evolve to accommodate a new and dynamic consumer as well as development possibilities
- It has encouraged the City of Plano to explore redevelopment scenarios that attract potential investors
- It has activated the community, who are concerned that the site will become a civic blight

## RESPONSIBILITY:

I have personal knowledge the work described above was under the direction of the nominee.

**Lance K. Josa** FAIA  
Chairman Emeritus  
CallisonRTKL Inc.





**Jeff Gunning Headshot**

David Whitcomb

**360 Mall**

Mitch Duncan

**Aeon Mall Itami**

David Whitcomb

**Bethesda Row**

CallisonRTKL

**Bellevue Square Renovation**

David Whitcomb

**Centro Oberhausen**

David Whitcomb

**Garden Walk Makuhari****Parkside Expansion**

David Whitcomb

**Hyatt Regency Tysons**

David Whitcomb

**Kinshicho Olinas**

Nacasa &amp; Partners Inc.

**LaQua Tokyo Dome City**

Courtesy of Tokyo Dome

**Lenox Square**

David Whitcomb

**Liberty Center**

David Whitcomb

**Metromall Panama**

David Whitcomb

**Multiplaza Escazu Costa Rica**

David Whitcomb

**Multiplaza Pacific Luxury****Avenue Expansion**

David Whitcomb

**Palladium**

Concept Design: Bose International

David Whitcomb

**Roosevelt Field Mall**

David Whitcomb

**Tysons Corner Center**

David Whitcomb

DC Aerial Photos Inc.

**Victory Park Block G, The 23**

David Whitcomb

**Yas Mall**

Bill Lyons