

Ronald J. Zeytoonian

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Ronald J. Zeytoonian is a Design Principal at S9 Architecture. His approach toward design is one that pursues a timeless and relevant architecture for each of his projects as his leadership as a Principal emerges out of a clear understanding of the collective forces and goals that contribute to a meaningful and project. With over 30 years of exclusive experience in retail and mix-use planning, Ron leads teams of designers and architects with a high level of mentorship, efficiency and the proven knowledge of all formats of aggregate retail centers and open air centers. Ron's background includes valuable insight gained from his involvement in unique retail based mixed-use projects in the Middle East and in China. Ron's projects have enjoyed success through a combined process of creative visioning and a clear understanding of the potential and scope for each individual project.

EXECUTIVE PROFILE

- Over 30 years of experience in the planning and design of retail based mix-use developments
- Comprehensive experience and success in mitigating the needs of his Clients and their project stakeholders
- Extensive experience in Project Management, Value Engineering and Owner's Representation
- Tenant Coordination and Leasing strategy
- Awarded commercial and fine art photographer
- Licensed Architect in NY, MA and NJ

EDUCATION

Bachelor of Architecture, Syracuse University School of Architecture
AIA Henry Adams Certificate of Merit, Second Highest Academic Standing Class of 1984

CERTIFICATIONS

American Institute of Architects, International Council of Shopping Centers

PROFESSIONAL BACKGROUND – KEY POSITIONS

Principal Architect, S9 Architecture, New York, NY
October, 2016-present

Director of Planning and Design, Simon Property Group, Indianapolis, IN
January 2014-November 2015

Principal, Ronald J. Zeytoonian Architect P.C., Weehawken, NJ
January 2010-December 2015

Owner, RJZA Photography, Weehawken, NJ
Current

Associate Principal, FXFOWLE, New York, NY
August 2007-December 2009

Associate Principal, CALLISON New York, NY
January 2005-July 2007

Senior Associate, Greenberg Farrow, New York, NY
January 2003-December 2004

Freelance Architect
January 2002-December 2003

Senior Associate, Elkus-Manfredi Boston, MA
March 1997-December 2002

Senior Associate, Lee Harris Pomeroy and Associates, New York, NY
May 1993-January 1997

Senior Project Manager, Naomi Leff Interior Design, New York, NY
March 1992-April 1993

Ehrenkrantz, Eckstut and Whitelaw (EEW), New York, NY

April 1989-February 1992

Architect, Kallmann McKinnell and Wood, Boston, MA

July 1984-December 1988

KEY PROJECTS AND PROPERTIES

Trinity Hills, Calgary, Alberta Canada / Trinity / S9 Architecture / Project Architect

Urban planning and Architecture for a new mixed-use district within the former Olympic sports district. Three mixed-use sites with unique merchandising concepts and program are connected along a central drive that responds to the dynamic hillside topography.

The Boulevard, Staten Island, New York / KIMCO / S9 Architecture / Project designer

Project Designer for a 420,000SF two level open air shopping center organized along a Main Street Concept.

Lansdowne Park, Ottawa Ontario Canada / Trinity / S9 Architecture / Project Designer

Project Designer for a mixed-use center which includes 450,000SF of retail on two levels with offices and residential blocks above.

Yonkers Gateway Shopping Center, Yonkers, NY / Urban Edge / S9 Architecture / Project Manager

Principal in Charge and Chief Designer. Repositioning of an existing strip center to become a premium shopping destination. The project vision seeks to unite two separate strips of retail buildings: a two-story center with frontages on Central Avenue and a former grocery anchored center at the rear of the site. will be accessed through A new 90-foot-wide central street and plaza, cut through the front building will link Central Avenue to a public plaza that defines a new town center atmosphere. New parking decks will take advantage of the topography, resulting in a minimal impact on the overall urban experience. Total area is 436,000 SF with 1700 parking spaces.

Stanford Shopping Center, Palo Alto CA / SIMON PROPERTY GROUP / Project Manager

Director of Planning and Design. Renovation and expansion of a 1,300,000-sf premium shopping mall. Generated visioning and managed third party design professionals and their consultants. Developed an extensive Tenant Design Manual which became the basis for many other projects at Simon. Managed tenant coordination, signage and wayfinding. This unique open air center blends exquisite landscaping, fountains organized along a sequence of public spaces. A program of 5 covered courtyards provide moments of shade and filtered natural light.

Town Center at Boca Raton, Boca Raton, FL, SIMON PROPERTY GROUP/ Project Manager

Director of Planning and Design. Exterior modernization of a regional mall. Generated vision, managed and provided design support to third party design professionals. Managed tenant coordination, signage and wayfinding. Focus of the design is the new hospitality and valet court which serves as the new iconic front entrance to the center as well as an amenity to the town.

Great Mall of the Bay Area, Milpitas CA / SIMON PROPERTY GROUP / Project Manager

Director of Planning and Design. Exterior and interior repositioning and renovation of a 1,200,000-sf regional shopping mall. Generated vision, managed and provided design support to third party design professionals. The project included a new vision for the food court that became more integrated within mall and overall merchandising concept. Unique wayfinding "beacons" hung above 6 interior courts identify each neighborhood as the shoppers move through the mall.

Concord Mills, Charlotte NC, SIMON PROPERTY GROUP / Project Manager

Director of Planning and Design. Exterior and interior repositioning and renovation of a 1,300,000-sf regional shopping mall. Generated vision, managed and provided design support to third party design professionals. Created a new approach toward signage and wayfinding which improved circulation and "neighborhood" identity.

The Gallery at Westbury, Garden City NY / Equity One / GreenbergFarrow / Project Manager / Design Consultant. Provided exterior storefront design and public circulation components for a two-story high end strip center. Solution for escalator and elevator service mitigates the needs of all stakeholders while providing a strong identity to the overall center.

City Point, Brooklyn, NY / Acadia / RJZA P.C. with Cook + Fox and GreenbergFarrow / Project Manager/Design Consultant
Design Consultant. Provided planning and design for the 5-story retail podium and shopping Galleria.

Beijing CSC, Beijing China / Chinese Consortium / Archilier Architecture/ Design Manager.
Director of Retail Design. Provided Visioning and Schematic Design for a 140,000 m2 retail podium at the base of two SOM designed office towers.

Time Warner Center / Shops at Columbus Circle, New York, NY / Elkus-Manfredi LTD / Project Architect
Senior Project Designer. Lead Designer for the interior for the 500,000SF Shops at Columbus Circle.

King Abdullah Financial District, Riyadh, Saudi Arabia / FXFOWLE / Project Designer-Retail
Associate Principal and Lead Retail Planner. Oversaw the master planning and retail podium design for 4 mixed-use parcels totaling 180,000 m2. The overall development is comprised of over 90 individual parcels organized along a network of sunken pedestrian gardens called "Wadis" at lower grade level and an upper level grade level devoted to vehicular circulation and access to parking.

Madinat Al Arab Waterfront District G9, Dubai, UAE / FXFOWLE / Project Designer-Retail
Associate Principal / Retail Planner
Lead the Master Planning effort and Development Controls for 2,700,000 m2 of retail, residential, hospitality, educational, civic and office uses.

Gateway Center at Bronx Terminal Market, Bronx, NY/ GreenbergFarrow / Project Manager
Senior Associate / Project Architect. Chief planner for 1,000,000 SF of vertical big box retail flanking a 6-level parking deck. Each major anchor has its own dedicated park level and entry ramp resulting from the dramatic change in grades across the site.

Giorgio Armani Le Collezioni, New York, NY / Naomi Leff / Project Manager. Managed the interior design and roll-out of several luxury clothing boutiques in Chicago and NYC.

Aloha Tower District, Honolulu, Hawaii / Project Manager / EEW/ Project Manager. Master Planning and lead design for several retail based mixed-use developments in Honolulu Harbor