

Bernard Zyscovich, AIA

AIA Membership # 30002919



“**Design** is a series of choices, and **architecture** represents a **commitment** to those choices. It is the ultimate conclusion — **conceptually** and **materially**. ”

— Bernard Zyscovich

Suria Yaffar, Assoc. AIA, LEED® AP



“ We consistently search for the **optimum** means to connect a building with the community. The **greater** the architecture’s **contribution** to the community, the more its **value** is **enhanced**. ”

— Suria Yaffar

As Managing Principal of Zyscovich Architects, Bernard Zyscovich leads his 130+-person firm in probing the parameters of design innovation. A dedicated urbanist, Bernard is committed to design that reinforces the cultural, commercial, and recreational opportunities of the urban fabric.

Bernard has given lectures on his theories of *Real Urbanism* to a variety of groups including the Miami Development Summit, the Urban Land Institute, the National Association of Homebuilders, Southwest Florida AIA Conference on Design, and the National Housing and Rehabilitation Association. He has also received numerous awards for his planning and architecture. Among them the AIA Award of Excellence in Architecture for 500 Block of Collins, Miami Beach; AIA Award of Excellence in Architecture for Mirador Garage, Miami Beach; AIA Unbuilt Honor Award for Downtown Miami DDA Master Plan, Miami and the AIA Unbuilt Merit Award for Hollywood Beach Master Plan, Hollywood Beach.

Bernard founded his firm in 1977, and since then, has become an integral part of the South Florida architectural community. The firm is devoted to improving urban neighborhoods through the application of *Real Urbanism*, which creates an authentic environment by providing design solutions for livable communities with diverse populations, cultural amenities, and economic vitality. Working with both public agencies and private developers, Bernard has endeavored to redevelop and revitalize a broad range of communities throughout the United States.

After studying urban design at the Università di Architettura in Venice, Italy, Mr. Zyscovich received his architecture degree at New York’s Pratt Institute.

Suria Yaffar, Assoc. AIA, LEED® AP, Principal and Director of Design, has been with the firm since 1997. During that time she has overseen projects ranging from the design of multifamily high-rise towers to the master planning of many new and redeveloped neighborhoods.

Working closely with the firm’s managing principal, Bernard Zyscovich, Suria has contributed to the firm’s emphasis on innovation in design as well as the development of its theory of *Real Urbanism*. She leads the firm’s urban planning team and, as such, has been instrumental in the success and growth of the firm’s planning practice.

Ms. Yaffar received her Bachelor of Architecture from the University of Miami and her Master of Architecture from Princeton University.

She was a lecturer for many years in the University of Miami’s Architecture Department and an associate professor at Florida International University. She is an associate member of the American Institute of Architects, a member of the American Planning Association, and a member of the Urban Land Institute.

[500 Block]

[Lincoln Cinema]

[Mirador Garage]

[2 Midtown]

[Park Square at Doral]

[Flamingo South Beach]



Jose Murguido, AIA



“Magnificent things are happening in **education** today because of technology--changing program considerations and spacial configurations. Classrooms have become ‘**smarter**’ because they are **globally interconnected**, and **students** can talk to others around the globe.”

— Jose Murguido

Mr. Murguido is Vice President in charge of Architectural Services and leads the firm’s Education and Municipal practice. His understanding of public agencies and their special requirements for timely performance, clear communications and standard procedures has been a key ingredient to the firm’s growth as one of Florida’s leaders in educational facility design.

His experience encompasses a wide variety of public sector facilities from elementary, middle and high schools to university buildings and community centers. Since 1985, Jose has been either the Principal in Charge or the Project Manager for all of our educational and municipal projects. His experience includes over 100 educational facilities.

Jose’s specialized experience includes architectural design, planning, educational prototype development, the survey and analysis of existing facilities, determining appropriate locations of future buildings, analyzing current and future space needs, and Americans with Disabilities Act compliance.

A graduate of New York’s Pratt Institute with a Bachelor of Architecture, Jose is a member of the American Institute of Architects, the Florida Educational Facility Planners’ Association, and the Council for Educational Facility Planners, International.

Anabella Smith, ID



“Whether **envisioning** an unanticipated material for a window sill or applying an unexpected **fabric** or **color** to a chair, we are **focused** on **detail**, on providing **finesse**. We **design** not only for the space, but for the **mood** and **feel** and **quality** of experience of those who inhabit it.”

— Anabella Smith

Anabella Smith, Principal and Director of Interior Design of Zyscovich Architects, has been an integral part of the firm since she joined the team in 1993. During that time she has overseen projects ranging from the interior design of multi-family high-rise towers to the space planning and interior design of large of office facilities.

Working closely with the firm’s managing principal, Bernard Zyscovich, and her diverse and dynamic interior’s team, Anabella has contributed to the firm’s emphasis on innovation and leadership through a commitment to design that minimizes environmental impact and emphasizes the integration of efforts. Her involvement ranges from the actual operation of a space to its environmental performance and sustainability.

Ms. Smith was born in Venezuela, attended Universidad Simon Bolivar in Caracas for a Major in Architecture, and received a Bachelor of Architectural Technology from Florida International University. She has lectured at Florida International University on Design and Sustainability for the Architecture and Interior Design Department. Ms. Smith was awarded the Interior Designer of the Year in 2004 by the American Institute of Architects for her excellence in leadership and notable architecture and interior design work.

[FAU Pine Jog Environmental Education Center]

[Miami High]

[State School BBB-1 North Miami Senior High]

[Broward Government Center West]

[Sardinia Restaurant]

[Mirador]





FIRM HISTORY

As Founder and Managing Principal of Zyscovich Architects, Bernard Zyscovich, AIA, has led his practice to prominence in urban design, master planning, architecture, interior design, landscape architecture and sustainable initiatives. He founded his firm in Miami in 1977 out of the desire to produce impact through ideas, aesthetic expression, and technological innovation. Along the way, Bernard has added partners that have contributed greatly to the firm's growth and success and, in the process, the firm has become a leader in both the profession and the South Florida community.

Zyscovich has grown its staff to 130+, added an office in New York, and continued to work on a variety of projects for residential, commercial, educational, municipal and transportation uses, many of which have garnered awards from organizations such as AIA Miami, Florida AIA, the Urban Land Institute, and the Florida Educational Facilities Planners Association. For example, in 2007, Zyscovich received five Honor Awards from AIA Florida.

As the urban nature of the firm's practice matured, the theory behind a planning method the firm calls *Real Urbanism* developed offering an alternative approach to preventing suburban sprawl, developing economic opportunity, and building community consensus. *Real Urbanism*, an intuitive, common sense means of enhancing the both the planning and design processes, is based on the discovery of origin and invention of new possibilities. Bernard's writing, lectures, and community forums further elucidate the democratic and economic feasibility of bringing into view the full spectrum of

urban opportunities. His essays have appeared in numerous magazines including *Urban Land* and *Multifamily Housing*. His book "*Getting Real about Urbanism: Contextual Design for Cities*" will be published by the ULI in the Fall of 2008.

Zyscovich has applied *Real Urbanism* to the development of brownfield urban neighborhoods, new suburban neighborhoods, ecologically sensitive environments, and as urban infill. In each context, the work has addressed the essential elements of urban vitality, honored authentic origins, and extended value throughout surrounding environs. In 2007, the ULI Southeast Florida/Caribbean District Council presented the firm with its first-ever Project of the Year Vision Award for Grove Garden Condominium. The Vision Award honors individuals and real estate projects from Southeast Florida that exemplify ULI's mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities.

Congruent with the growth of the firm's urban practice, its academic expertise was expanding. Led by partner, Jose Murguido, Zyscovich has become a leader in the design of sustainable and prototype educational facilities. One of the first sustainable public schools in Florida, Pine Jog Elementary/Environmental Education Center is currently under construction, scheduled for completion in 2008. It is a joint project between the Palm Beach School District and Florida Atlantic University and will apply for LEED® Silver certification.

As a matter of fact, well before Green became a popular

byword, the firm recognized the imperative to pursue sustainable design. This was a vital effort for South Florida where the subtropical geography, which is distinct from other regions of the country, makes achieving comfort reliant on the creation of cooler, drier air within. The firm's pursuit of a holistic approach to development is aimed at providing a blueprint for sustainable culture in hot, humid climates that is applicable to planning, architecture, landscape design, and engineering. For example, the firm was among the first in Florida to encourage its professionals to become LEED® Accredited Professionals and adopt the tenets of sustainable design. Each project includes sustainable components and clients are encouraged to register their projects for LEED® certification.

Community and Professional Service

The firm has a long history of giving back to the community and supports many staff members, from principals to interns, in their volunteer and educational efforts. Bernard has served on the City of Miami Urban Development Review Board, the Miami Beach Design Review Board, and is a Past Chairman of the Miami Design Preservation League, the historic preservation group responsible for establishing the Art Deco District of Miami Beach. Cheryl Jacobs, the firm's Director of Community Relations, serves on the boards of several organizations including serving as Vice Chair of the ULI Southeast Florida/Caribbean District Council. Other community and professional organizations in which the firm has active involvement include: the Florida Educational Facilities Planners Association, the Greater Miami Chamber of Commerce, the Miami Beach

Chamber of Commerce, the Coral Gables Chamber of Commerce, the Latin Builder's Association, United Way, Hands on Miami, the Human Services Coalition, The Wolfsonian/FIU Museum and a variety of local cultural organizations.

The firm also has an active in-house educational program—Zyscovich University—that schedules regular classes on technical and special interest issues.

AIA and IDP

As past president of AIA Miami, Bernard has also encouraged others to get involved. Currently the firm has two staff members on the AIA Miami board (Krickel Snow, VP, and Joseph Benesh, Assoc. Director) and others who participate in committees and programs on a regular basis. In 2007, Bernard was given the AIA Miami's highest honor, The Silver Medal.

Our IDP policy has been to encourage and support our intern architects in a number of ways. The firm currently helps with the cost of exams and, as a program of Zyscovich University, organizes classes and study groups. In addition, intern architects are given the opportunity to work on numerous phases of a project from design to construction administration. In addition, as part of our involvement with Hands on Miami and the Arts and Business Council, staff is given a variety of opportunities to meet community service requirements.

PUBLICATIONS

Author	Bernard Zyscovich, AIA
Title	The Techniques for <i>Real</i> Urbanism
Publication/publication date	Book to be Published – 2007 by Urban Land Institute (ULI)
Author	Compilation of Noted Work by L'Arca Edizioni
Title	Zyscovich, Inc.
Publication/publication date	Winter 2006
Author	Bernard Zyscovich, AIA
Title	Sustainable Hedonism, The South Beach Formula for Urban Vitality
Publication/publication date	Preface to South Beach Style by Laura Cerwinske Publisher: Harry N. Abrams, New York, 2001
Author	Bernard Zyscovich, AIA
Title	Parking or Urban Placemaking?
Publication/publication date	Multifamily Trends, Spring 2004
Author	Bernard Zyscovich, AIA
Title	A Miami Midtown
Publication/publication date	Multifamily Trends, Winter 2004
Author	Bernard Zyscovich, AIA
Title	Infill Density
Publication/publication date	Urban Land, June 2003
Author	Bernard Zyscovich, AIA
Title	Urban Infill Solutions
Publication/publication date	Multifamily Trends, Winter 2003
Author	Bernard Zyscovich, AIA
Title	A Vision of the Miami River
Publication/publication date	The Miami Herald, December 1986
Author	Bernard Zyscovich, AIA
Title	The River, Our Most Potent Urbanizing Force
Publication/publication date	The City Slant, (Quarterly) Published by Miami-Dade Community College Wolfson Campus, Spring 1986
Author	Editor
Title	Visionaries
Publication/publication date	Lincoln Road, Spring 2004
Author	William Brantley
Title	Dialogue: Development and Design
Publication/publication date	Urban Land, November/December 2003
Author	Sondra Schneider
Title	Buena Vista: Miami's Newest Utopia
Publication/publication date	Ocean Drive, The Gold Coast Report, Trends in South Florida Real Estate, June 2003

Author	George Pelletier
Title	Design Visionaries
Publication/publication date	Florida International Magazine, July/August 2002
Author	n/a
Title	Immerse Yourself in Design, Lincoln Cinema
Publication/publication date	Interior Design Magazine, Feb 2002
Author	Booth Tarkinton
Title	South Beach, The Nation's Urban Laboratory for Parking Facility Design
Publication/publication date	The Parking Professional, August 2001
Author	n/a
Title	The Achiever
Publication/publication date	Miami Today, June 3, 1999
Author	n/a
Title	Quick Takes: Facelift for the DuPont
Publication/publication date	Miami Business, October, 1998
Author	n/a
Title	Award Winning and Other Outstanding Buildings
Publication/publication date	American School & University, November, 1997
Author	n/a
Title	Capital Bank Reorganizing, Consolidating at Three Sites
Publication/publication date	Miami Today, February 6, 1997
Author	n/a
Title	Pediatric Flagship: A 'Clinical' Example of Design-Build Excellence
Publication/publication date	View on Design, Spring, 1996
Author	Beth Dunlop
Title	Lincoln Road Cinema Design Ranked
Publication/publication date	The Miami Herald, July 12, 1994
Author	n/a
Title	FIU's \$85 Million Expansion Begins
Publication/publication date	The Miami Herald, March 5, 1994
Author	n/a
Title	Toussaint L'Ouverture Elementary
Publication/publication date	Architecture, January 1991
Author	n/a
Title	AIA Award for Excellence, 1990: Toussaint L'Ouverture Elementary School
Publication/publication date	Florida Architecture, July/August 1990



Author Title	n/a Toussaint L'Ouverture Elementary School Sponsored by AIA & American Association of School Administrators
Publication/publication date	AASA - AIA Exhibition of School Architecture
Author Title	n/a Sueño Entre las Palmeras: The Miami Residence of Maurice & Mercedes Ferre
Publication/publication date	A.D. (Architectural Digest International Publication), November 1989
Author Title	Beth Dunlop Lively Arts Section, Big Steps for Little Haiti-Bold New Buildings Signal Hope for Neighborhood's Resurgence
Publication/publication date	The Miami Herald, November 5, 1989
Author Title	n/a Coconut Grove Tudor: The Miami Residence of Maurice & Mercedes Ferre
Publication/publication date	Architectural Digest, February 1989
Author Title	n/a DuFresne & Bradley: Zyscovich & Grafton's Design for Miami Law Firm Dissents from Convention Interior Design, May 1987
Publication/publication date	
Author Title	n/a AIA Award for Excellence 1986, 21st Street Community Center
Publication/publication date	Florida Architect, October 1986
Author Title	n/a N.W. District Police Station Sponsored By AIA & American Correctional Association
Publication/publication date	AIA Exhibit of Architecture for Justice, November 1986
Author Title	n/a Law Offices for DuFresne & Bradley
Publication/publication date	Florida Bar Journal, April 1986
Author Title	n/a Best of Competition IBD Award, The American Way Café
Publication/publication date	Interior Design Magazine, November 1984

AWARDS

ULI Southeast Florida/Caribbean 2007
Vision Award
Grove Garden

AIA Florida 2007
Award of Excellence in Architecture
500 Block of Collins

AIA Florida 2007
Award of Excellence in Architecture
Mirador Garage

AIA Florida 2007
Unbuilt Honor Award
Downtown Miami DDA Master Plan

AIA Florida 2007
Unbuilt Merit Award
Hollywood Beach Master Plan

NAHB Multifamily 2007
Finalist for Best Mid-Rise Condominium Community of the Year
The Meridian

Contractors Resource Center's 2006
Third Annual "A Night with the Stars"
Outstanding Architectural Firm

Contractors Resource Center's 2006
Third Annual "A Night with the Stars"
Outstanding Individual in an Architectural/Engineering Firm, Bernard Zyscovich, AIA

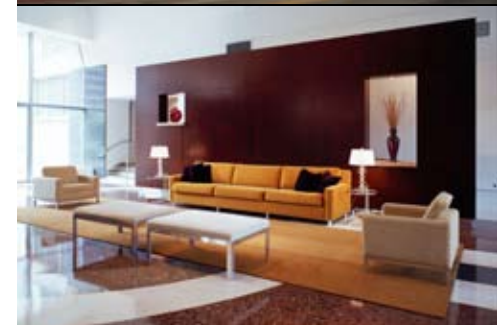
Developers and Builder's Alliance 2006
Community Advancement Awards
Architectural Firm of the Year

Developers and Builder's Alliance 2006
Community Advancement Awards
Real Urbanism Visionary Award, Midtown

The Miami Design Preservation League 2005
Best New Construction in the Historic District
The Meridian

AIA Miami 2005
Award of Excellence in Architecture
500 Block of Collins

AIA Miami 2005
Award of Excellence in Architecture
Flamingo South Beach





AIA Miami 2005
Award of Excellence in Architecture-for Interiors
Crystal Plaza

AIA Miami 2005
Honorable Mention
2 Midtown

FAPA Gold Coast Section 2005
Award of Excellence Main Street Design Standards
City of Coconut Creek



AIA Florida 2005
Unbuilt Honor Award
Master Plan for Midtown Miami, Parcel 2 and Entertainment Block

Interior Design Excellence Awards (IDEA) 2005
Crystal Plaza

Excellence in Construction
ABC 2004 Tarmac
Associated Builders & Contractors



FAPA Gold Coast Section 2004
Outstanding Urban Design Project or Study
Hollywood Young Circle

APA 2004
Outstanding Urban Design Project or Study
Midtown Miami

AIA Miami 2004
Honorable Mention
Mirador Garage



Florida Builders Association 2004
Merit Award
Flamingo South Beach

Pyramid Award 2004
Excellence in Construction
Shops at South Beach



NAHB, 2003
Pillars of the Industry Finalist
Mirador

Midnight Affair 2003
Design Excellence Award for Best Hospitality Project
Mirador

FAPA Gold Coast Section 2003
Outstanding Urban Design Study
17th Street Study

FAPA Gold Coast Section 2003
Outstanding Urban Design Study
The Village at Sailboat Bend

APA 2002
Planning Award for Outstanding Transportation Project
FEC Corridor, Strategic Redevelopment Plan, Miami

APA 2001
Planning Award for Outstanding Architectural Project
Convention Center Hotel Complex-16th Street, Miami Beach

FAPA Gold Coast Section 2001
Planning Award for Outstanding Historical Renovation Project
St. Moritz

AIA Florida 2001
Award of Merit in Architecture
Lincoln Cinema

AIA Florida 2000
Award of Excellence in Architecture
China Grill Restaurant

AIA Miami 1999
Architect of the Year
Bernard Zyscovich, AIA

AIA Miami 1999
Honor Award of Excellence in Urban Design
Anchor Place Garage & Shops

AIA Miami 1999
Honor Award of Excellence in Architecture
Lincoln Cinema

Miami Design Preservation League 1999
Recognition Award for New Design
Lincoln Cinema

Trust for Historic Preservation 1987
Award for Outstanding Achievement in Adaptive Reuse
21st Street Community Center, Miami Beach

AIA 1986
Award of Excellence
21st Street Community Center

AIA 1986
Exhibit of Architecture for Justice
Northwest District Police Station





(LEFT PAGE)
Entrance and Courtyard

(TOP)
Sideview

(BOTTOM: left to right)
Checkers Park
Multi-purpose Room

21ST STREET COMMUNITY CENTER

Location : Miami Beach, FL | Owner : City of Miami Beach Completed 1985

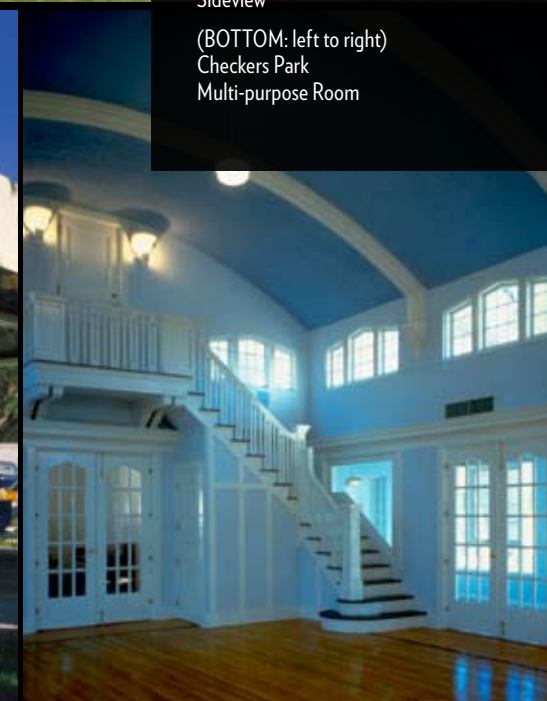
The Miami Beach Community Center was originally constructed in 1916 as the clubhouse for the early Miami Beach Golf Course (the original Carl Fisher clubhouse). It is the oldest public building on Miami Beach.

Zyscovich provided an award-winning historic preservation design for its adaptive reuse that restored the building principally for social activities for elderly residents. The restoration included the historic clubhouse, theater, and band

shell. Newly designed were the chess/checkers club pavilion, dance plaza, walkways, and courtyards.

Awards
Trust for Historic Preservation 1987
Award for Outstanding Achievement in Adaptive Reuse

AIA 1986, Award of Excellence





MIAMI BEACH CONVENTION CENTER DISTRICT REDEVELOPMENT PLAN

Location : Miami Beach, FL | Owner : City of Miami Beach Completed 1993

In 1993, the 332-acre City Center/Historic Convention Center District (City Center) was established as a result of a ten-year master plan developed by Zyscovich in collaboration with Wallace Roberts Todd, Planners. The City of Miami Beach commissioned the team to improve the derelict neighborhood for both residents and tourists alike. A Vision and Master Plan for the Miami Beach Convention Village was developed which brought the first Convention Hotel to the area funded through a new CRA. Zyscovich created a new vision by enhancing connections to the beach and Lincoln Road and providing improved streetscapes and uses. The Loews Hotel, the adjacent St. Moritz historic renovation, and the Anchor Shops parking complex were all created to bring Miami Beach back as a tourist destination for conventions and high end tourists. What followed was a series of public and private improvements which made South Beach one of the more popular tourist markets in the world.

As part of this project, the team identified several development opportunities:

1. Loews Convention Hotel and St. Moritz Renovation
2. Lincoln Cinema Mixed-Use Activity Generator
3. Lincoln Road Retail and Entertainment Corridor
4. Cultural Campus

Zyscovich was privileged to work on several projects that evolved from this redevelopment plan: Loews Convention Hotel Complex Urban Design and Historic Preservation, St. Moritz Historical Preservation and Architectural Design, Lincoln Cinema Architect of Record, Anchor Garage and Shops Architect of Record, 16th Street Master Plan Urban Design.

Awards
 APA 2001, *Planning Award for Outstanding Architectural Project*,

FAPA Gold Coast Section 2001, Planning Award for Outstanding Historical Renovation Project,



(LEFT PAGE)
 Loews Convention Hotel and St. Moritz Hotel

(RIGHT PAGE - top to bottom)
 1. Lincoln Road Cinema by Zyscovich
 2. Historic structures saved and moved; street open to ocean front Loews Hotel
 3. Lincoln Road Pedestrian Retail Street
 4. Miami City Ballet by Arquitectonica

(RIGHT PAGE - left to right)
 St. Moritz: condition in 1993
 St. Moritz today: restoration of destination hotel by Zyscovich
 CRA plan



(LEFT PAGE)
Marquee
(RIGHT PAGE)
Evening view on the corner of
Lincoln Road and Alton Road

LINCOLN CINEMA

Location : Miami Beach, FL | Owner : Finestra Development | Completed 1998

The Lincoln Cinema is an entertainment/retail complex in the heart of South Beach that brings restaurants, shops and an eighteen-screen cinema to Miami Beach's famed Lincoln Road. The complex, which creates a signature west entry to the shopping/entertainment district, is the first movie theater built on Miami Beach in over 40 years.

The cinema has a dramatic 110-foot marquee creating a landmark identity for the entire complex. The Lincoln

Road façade is composed of 42 foot high state-of-the-art architectural colored glass panels, which lights-up and animates Lincoln Road at night.

Awards
AIA Florida 2001, Award of Merit in Architecture
AIA Miami 1999, Honor Award of Excellence in Architecture
Miami Design Preservation League 1999, Recognition Award for New Design



(LEFT PAGE)
Anchor Shops corner of 16 Street and
Collins
(RIGHT PAGE)
Anchor Shops Washington Avenue
façade

ANCHOR SHOPS

Location : Miami Beach, FL | Owner : City of Miami Beach Completed 1999

The construction of the Anchor Hotel Parking Garage and Retail Complex and the renovation of 16th Street restored pedestrian and traffic circulation and the ocean vista revived the only derelict municipal site in Miami Beach.

This garage and retail complex is actually part of a comprehensive master plan that includes the opening of a new street and the design and construction of the new Loews

convention hotel in the City of Miami Beach. The garage services both the hotel and the general public. This parking structure is conceived as an urban building with pedestrian oriented activities at the street.

Award
AIA Miami 1999, Honor Award of Excellence in Urban Design



FLORIDA INTERNATIONAL UNIVERSITY COLLEGE OF EDUCATION

Location : Miami, FL | Owner : Florida International University Completed 1996

The FIU Education Building, a graduate and doctoral level teaching and research facility, is a courtyard building with case method rooms, state-of-the-art video and teleconferencing downlink facilities, conference and seminar space, public spaces, teaching labs, faculty and administrative offices,

and classrooms. Zyscovich provided complete A/E services including programming, interior design, and full-time construction administration. The project also included master planning and design guideline development of an existing mall area on campus.





(LEFT PAGE)
View from south east
(RIGHT PAGE)
View of unit entry from West Avenue

MIRADOR APARTMENTS AND GARAGE

Location : Miami Beach, FL | Owner : Charles E. Smith Residential Completed 2002

The Mirador project was so successful that its existing parking garage quickly outgrew capacity. Accordingly, a fifty-year old, ten-story apartment building with outdated parking infrastructure located opposite the complex, was demolished to make possible the building of a five-story, 528-space garage.

In a totally unique typology, residential use of the structure was secondary to parking. However, those who are not familiar with the neighborhood often believe the project to be a townhouse. The design wraps the structure on three sides with apartments

so that no part of the parking facility faces onto the street at the pedestrian level. Four two-bedroom, two story apartments are located on the front (west) side and one one-story studio on each of the north and south sides. All residential units are provided with individual patios (an aesthetic, privacy, and safety feature) as well as direct access to the garage.

Awards
AIA Florida 2007, Award of Excellence in Architecture
AIA Florida 2004, Honorable Mention



(LEFT PAGE)
Design study view of town center
from Lincoln Road

(RIGHT PAGE - left to right)
Design study of town center park
between Convention Center and
Lincoln Road

Concert hall by Frank Gehry

Design study view of town center
from 17th Street



UPDATED CITY CENTER / CONVENTION CENTER DISTRICT CRA PLAN

Location : Miami Beach, FL | Owner : City of Miami Beach Completed 2002

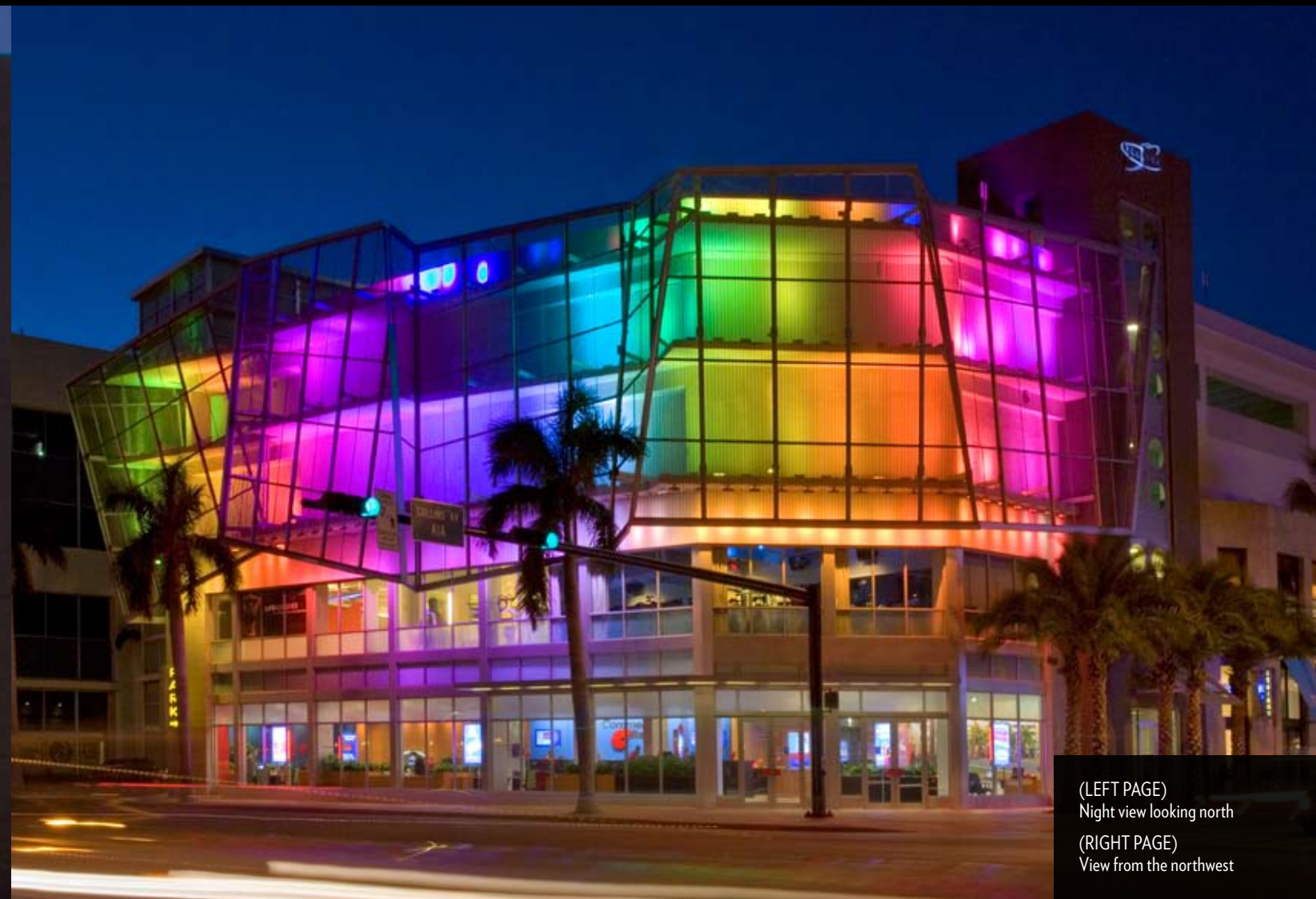
This Master Plan evolved into a master planning initiative which would transform the District into a global destination. As places become successful, residents are burdened with its side effects—traffic, noise, and more people. Zyscovich was hired, ten years after completing the first Convention Center Plan, to suggest a way to alleviate these side effects using two blocks of city-owned parking lots on the east end of Lincoln Road. The firm proposed a new vision for this district by converting the surface lots into a large, neighborhood park and an expanded theatre for the New World Symphony. The plan also included strategies to connect the park to Lincoln Road by enhancing Drexel Avenue and relocating some of the transportation facilities and routes for enhanced transportation linkages. The new Symphony building will be designed by Frank Gehry and

will feature an outdoor screen of symphony performances to enhance the quality of life for South Beach residents. There are analogous opportunities to improve the public realm and the quality of the uses in South Beach by balancing the needs of residents and tourists.

The public park in this area of Miami Beach is a response to the City's character and enhances the community's quality of life. The pervasive 'civic map to the future' which resulted from that vision serves as a highly detailed ten-year master plan of the entire Convention Center District of Miami Beach.

Awards
FAPA Gold Coast Section 2003, Outstanding Urban Design Study





(LEFT PAGE)
Night view looking north
(RIGHT PAGE)
View from the northwest

500 BLOCK OF COLLINS

Location : Miami Beach, FL | Owner : Rabina Properties, LLC Completed 2004

The 500 Block is an ensemble of one- and two-floor townhouse-style retail boutiques with a three-level parking garage. It is built on one of the most visible commercial sites in the historic Art Deco District, a neighborhood of modestly scaled apartments and hotels. The townhouse typology relates to the residential origins as well as to the scale and architectural patterns of this part of the city.

The greatest challenge of the design was the maximization of ground level retail space while minimizing the interior circulation to the above-grade parking facility and adjacent alley. The firm devised an innovative ramping design that allows the boutiques to inhabit a completely different volume from the garage structure. Within this volume, each unit asserts itself toward the sidewalk at a different angle, individualizing its

architectural identity which is further distinguished by varying applications of stone, glass, canopies, and eyebrows.

To further assert the building's presence at a key portal to the city, the architecture is amplified by an origami-like metal screen that wraps around the building at the corner. Illuminated by a state-of-the-art lighting program, the screen transforms the façade at night into a beacon of changing color patterns. Additionally, the screen, which has become a city landmark, conceals the parking garage from view.

Awards
AIA Florida 2007, Award of Excellence in Architecture
AIA Florida 2005, Award of Excellence in Architecture
Pyramid Award 2004, Excellence in Construction



FLAMINGO SOUTH BEACH

Location : Miami Beach, FL | Owner : Apartment Investment and Management Company Completed 2004

Today South Beach's signature rental resort, Flamingo was originally a 1960's retirement complex comprising two Y-shaped, 14-story towers with decrepit swimming pools, acres of surface parking, no landscaping, and no amenities. A \$350 million redesign and market repositioning transformed the dated complex into an urban, 21st Century, full-service multifamily development. Where once not even a newsstand could be found, today art, culture, and recreation are live-in amenities for all tenants, regardless of their economic position on the rental scale.

The Zyscovich plan capitalized on the aesthetic and urban power of the location. The original surface parking lot, located along the 1/4 square mile of waterfront,

was transformed into a nearly two-acre botanical park adjoined by a baywalk, boat slips, and water sports facilities. The original towers received life safety upgrades and were completely remodeled to include 1,100 individual units. Zyscovich increased the size of the average unit as well as the number of apartments overall by 516. A new 32-story tower added another 463 units as well as 10,000 SF of retail space. The complex also gained 24 garden apartments and a seven story, 2,000-car garage which is wrapped by 28 townhomes and topped with a two-story athletic club.

Awards
AIA 2005, Award of Excellence in Architecture
Florida Builder's Association 2004, Merit Award



(LEFT PAGE)
View from main entrance from the north

(RIGHT PAGE - left to right)
View of townhomes and tower from Bay Road

Lobby

Typical apartment interior: living room

Typical apartment interior: view of dining room



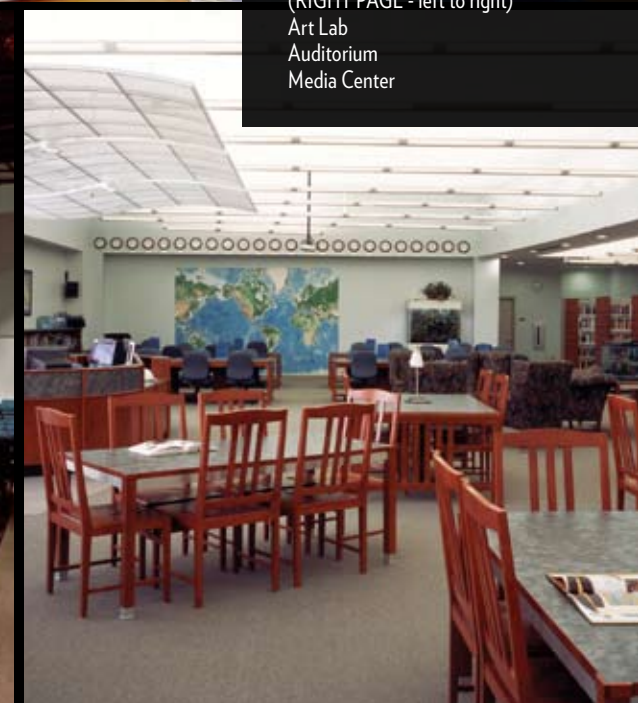
(LEFT PAGE)
Main Entry
(RIGHT PAGE - left to right)
Art Lab
Auditorium
Media Center

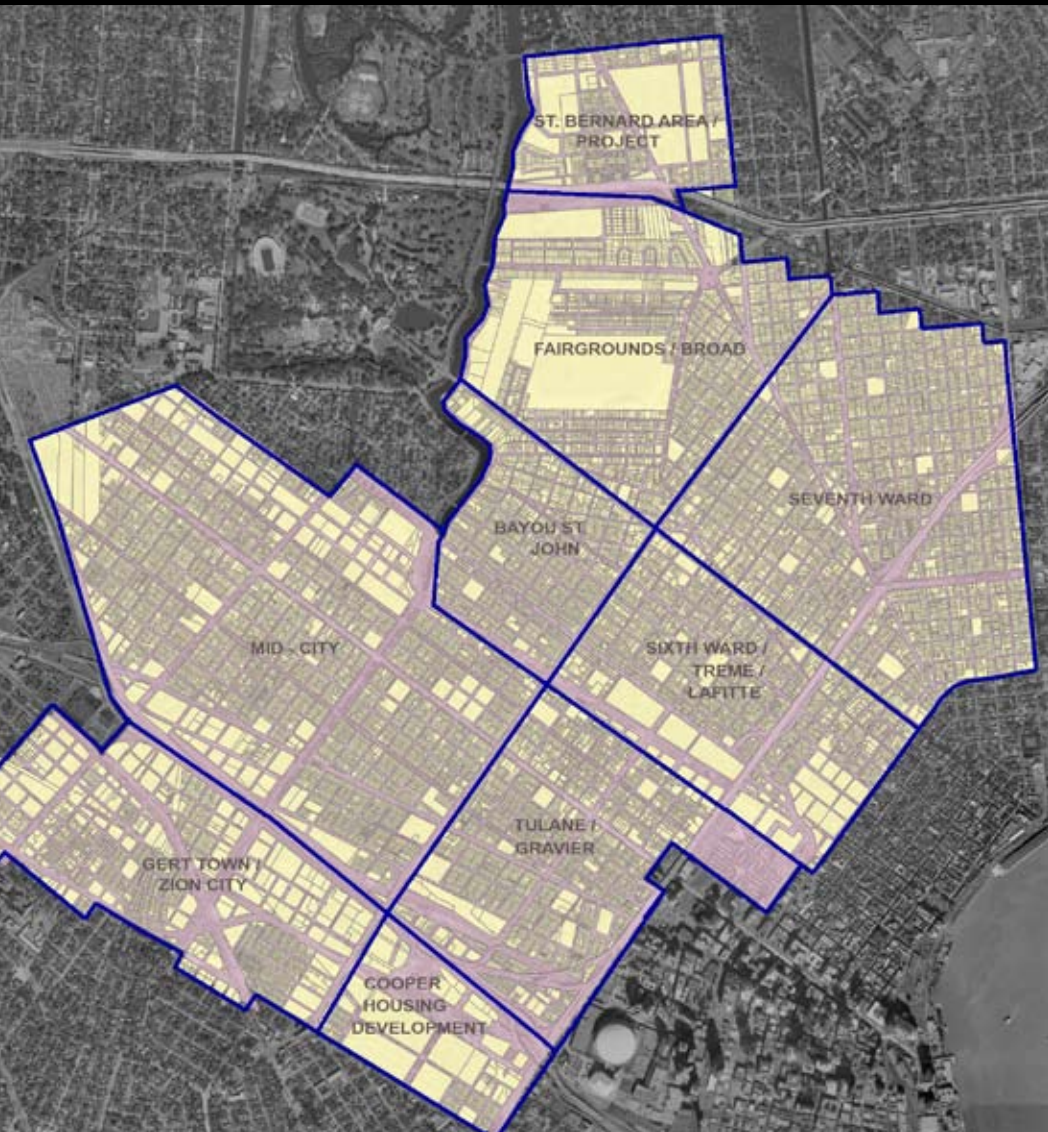
POMPANO BEACH HIGH SCHOOL MASTER PLAN, ADDITIONS, RENOVATIONS & REMODELING

Location : Miami Beach, FL | Owner : The School Board of Broward County Completed 2005

Pompano Beach High School is located on a 40-acre campus which is shared with an existing elementary school, a district regional office and a City of Pompano Beach early childcare center. The design involved shared drop-offs and storm water mitigation areas, which resulted in substantial cost savings. The master planning of the campus also involved working closely with the City of Pompano Beach to close a residential street, which the school now bridges. This innovative concept afforded the opportunity to build the replacement school while the existing school remained operational and created a safer campus environment for students.

This project involved state-of-the-art international and technology magnet programs plus a major phased replacement of classrooms, media and food service components while remodeling and renovating the remaining existing buildings. The work was phased with the existing campus remaining in operation during construction. The project includes over 140,000 SF of new construction, 70,000 SF of remodeling and 80,000 SF of renovation work. The high school was bid below estimate and the new and existing buildings are integrated to compose a seamless campus, which is easy to supervise and operate.





(LEFT PAGE)
 Redevelopment Plan Areas and
 Proposed Neighborhood Views
 (RIGHT PAGE - left to right)
 Neighborhood Rebuilding Plan
 Aerial Rendering of Proposed 'Heart of 7th Ward'
 7th ward key plan



NEW ORLEANS NEIGHBORHOOD REDEVELOPMENT PLAN

Location : New Orleans, LA | Owner : Lambert Advisory Completed 2006

Zyscovich was commissioned by the City Council of the City of New Orleans through Lambert Advisories larger planning group to prepare a reconstruction plan for 5 neighborhoods adjacent to the French Quarter. The three primary goals of the plan are to establish consensus among historically divided neighborhoods, return a sense of normalcy as quickly as possible, and to create a plan that addresses the overall deterioration which pre-existed Katrina. The final plan will be the basis for the receipt of Federal funding, and was a result of an intensive public involvement effort.

The final plan included the following elements:

- Methodologies for enhancing local neighborhood pride while transcending the differences to achieve shared opportunities.
- Identifying key corridors between neighborhoods to create a place where the communities can come together for new social and commercial use.
- Creating networks that tie into the tourist economy.
- Creating a dialogue with the community through public meetings and committees.
- Communication strategies.



(LEFT PAGE)
View from Main Highway
(RIGHT PAGE - left to right)
Residential courtyard
Pool deck over garage entrance
Commercial courtyard

GROVE GARDEN

Location : Coconut Grove, FL | Owner : Aries Development and Management Group Completed 2006

Set back from Main Highway in order to preserve the view and setting, Grove Garden's architecture is designed in the tropical "Old Grove/Key West" style, with tin roofs, indented porches rather than balconies, and latticed walls.

The project includes 38 condo units, five two-story townhouses, 9,300 SF of retail, and two levels of underground parking. The

retail area will include a restaurant, gourmet market (with outdoor dining on the Main Highway-side courtyard) and 1,200 SF of rental office space.

Awards
ULI Southeast Florida/Caribbean 2007, Vision Award





MIDTOWN MIAMI MASTER PLAN

Location : Miami, FL | Owner : Biscayne Development Partners, LLC Completed 2006

The Midtown Miami development is likely to be one of the largest urban infill development projects in the country. The 56-acre site, used by the Port of Miami as a staging facility for truck containers, was identified by Zyscovich as a potential mixed-use district.

As the site's master planners and master architects, the team then partnered with the City of Miami's planning department to examine the zoning and land use and to change the land use from industrial to restricted commercial. Zyscovich then created Special District Zoning and Design Guidelines.

From that point, the neighborhoods within Midtown were further refined:

- The western edge is the retail core with regional and local shopping.
- The northeast portion is an intense commercial zone with neighborhood retail.
- The "Entertainment Block" will provide continuous pedestrian activity.

Awards
Developers and Builder's Alliance 2006, Community Advancement Awards, Real Urbanism Visionary Award AIA Florida 2005, Unbuilt Honor Award APA 2004, Outstanding Urban Design Project or Study

(LEFT PAGE)
Aerial of site during construction

(RIGHT PAGE)
Top: Existing lot with industrial zoning
Bottom: Proposed mixed-use zoning



(LEFT PAGE)
View from the northwest
(RIGHT PAGE - left to right)
Night view looking north
Pool and amenity deck
Pool and amenity deck facing the gym
Hot tub and outdoor lounge

2 MIDTOWN

Location : Miami, FL | Owner : Midtown Miami No. 2, LLC Completed 2007

As the first new building in an entirely new 56-acre downtown neighborhood, 2 Midtown Miami was designed as both metaphor and concrete reality. The 28-floor tower, modeled on the urban streetscape to come, comprises residential and work/live space, recreational and athletic amenities, ground level retail, and internal parking.

Zyscovich designed the complex with an internalized parking scheme, i.e. with residential units lining exposed elevations.

Such a solution to urban livability removes cars from the street face, enhances pedestrian-friendliness, and integrates issues of access and security. Rather than sitting atop a parking podium, the building reaches the ground where street level space for retail, dining, and entertainment encourages 24-hour pedestrian activity, enhancing security and vitality.

Awards
AIA Miami 2005, Honorable Mention



(LEFT PAGE)
Infrastructure improvements: downtown
gateways and open space
(RIGHT PAGE)
Bayfront redevelopment and activation

DDA DOWNTOWN MIAMI MASTER PLAN UPDATE

Location : Miami, FL | Owner : Downtown Development Authority Completed 2007

The update of the Downtown Miami Master Plan is a requirement of the State of Florida as part of the Downtown Miami Development of Regional Impact (DRI). Its purpose is to update growth assumptions as well as illustrate that the projected development uses and densities can be supported in the downtown area with the proper guidance and mitigation.

The Downtown Master Plan is a further opportunity to create a "road map" that merges urbanism and architecture with market, economic, social, and service issues. It will set forth overall and district development strategies, and establish guidelines for future development, as well as requirements for improving and enhancing the public realm.

Under the direction of the Downtown Development Authority (DDA) (working in collaboration with the City and the Miami 21 Initiative), Zyscovich focused primarily on the following:

- Establishing a framework to guide private and public development in coordination with public realm improvements
- Collaborating with the consultant team to establish a market-based rationale for sustainable urban revitalization
- Establishing District Development Strategies to maximize downtown development opportunities
- Establishing a Public Realm conceptual plan
- Recommending storm water improvements and sustainable urban concepts
- Working with the transportation consultant to address the development potential of downtown
- Coordinating with Miami 21's development of zoning recommendations

Awards
AIA Florida 2007, Unbuilt Honor Award

HOLLYWOOD BEACH CRA MASTER PLAN

Location : Hollywood Beach, FL | Owner : Hollywood Beach CRA Completed 2007

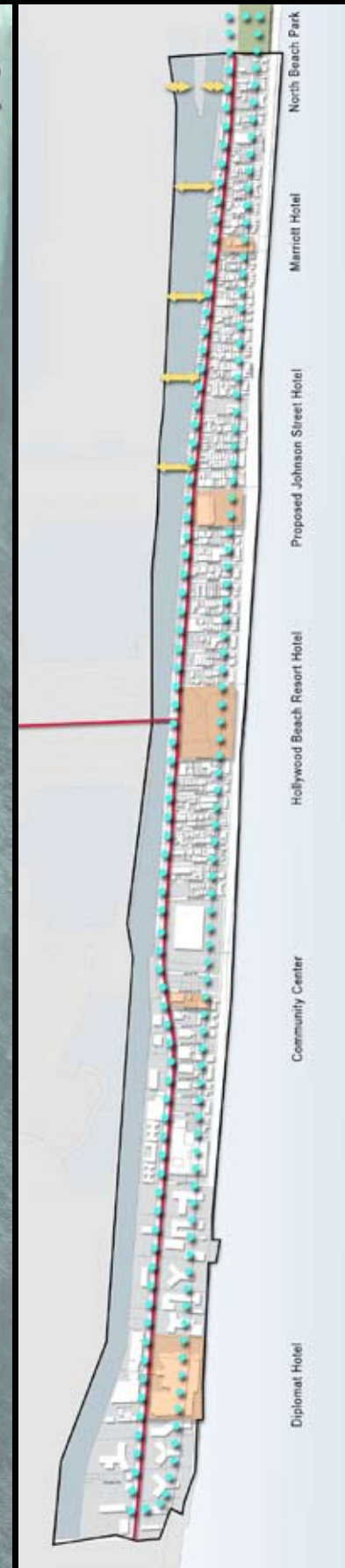
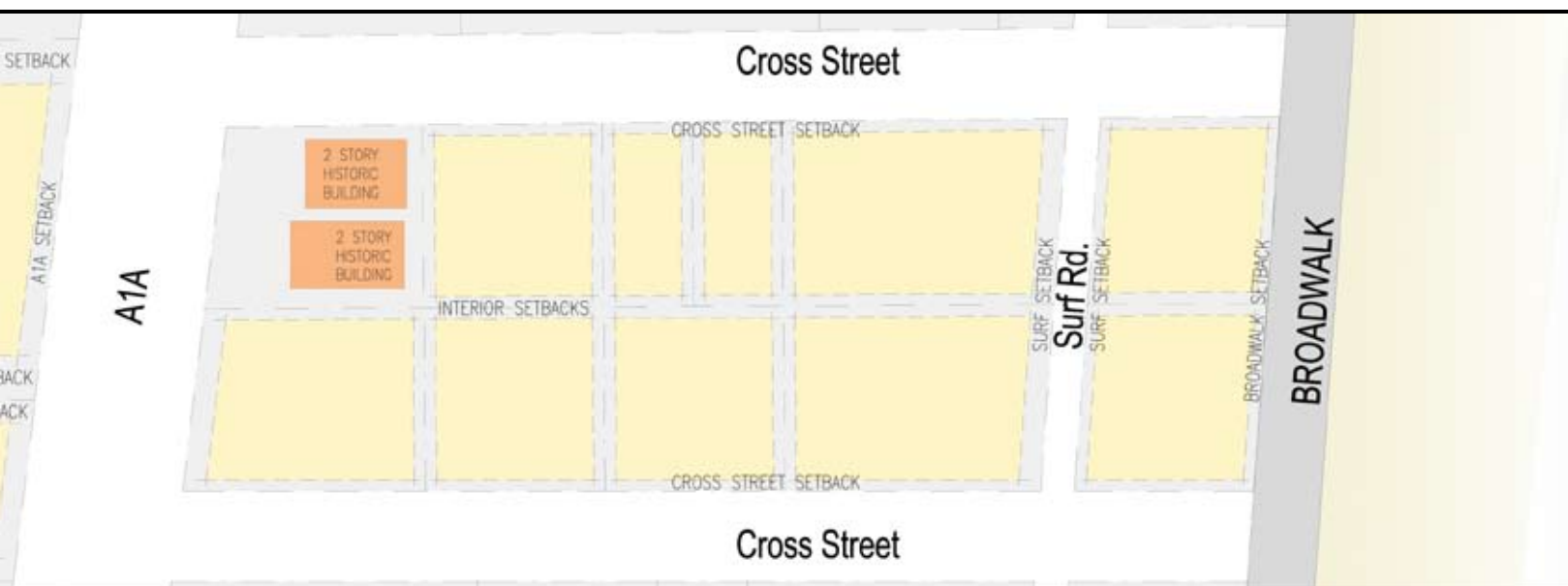
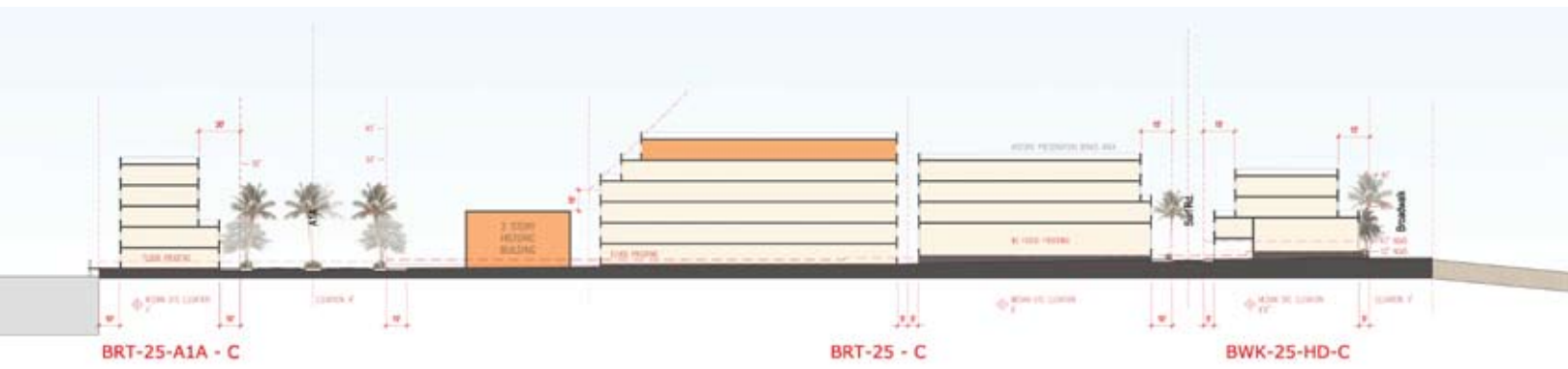
Zyscovich is in the process of completing a new Vision and Master Plan for the Hollywood Beach CRA by focusing on strategies to preserve its funky character, upgrading the quality of the public realm, and supporting new development which is compatible with the existing building fabric. To support the Hollywood Beach CRA's implementation efforts for many of the capital improvement projects identified in the 1997 CRA Plan, the zoning code and land use needed to be revised. Zyscovich reviewed the existing code in comparison to the realities of the development climate, the limitations of the parcels and flood zone requirements.

After meeting with a stakeholder group composed of Beach residents, hotels, and business owners, the design team recommended preserving the character of the building scale in the portion of Hollywood Beach along the historic broadwalk—a 30 foot wide asphalt walkway unique to the South Florida coast line which is the iconic symbol of

Hollywood Beach. Although very little of the building stock was considered to have any historic value, the scale of the buildings along the broadwalk was enough to merit a special district. This designation will allow buildings to exceed the 50% cap on building improvements without having to meet the new FEMA and Florida Building Code requirements which limit ground floor uses to parking and storage. Additional development is permitted one block east of the Broadwalk which is not part of the historic district.

This analysis was conducted for each neighborhood in the Hollywood Beach CRA and assessed connections to adjacent neighborhoods, the Downtown CRA, Dania Beach, and Hallandale Beach.

Awards
AIA Florida 2007, Unbuilt Merit Award



(LEFT PAGE)
Historic structure adjacency diagrams
(RIGHT PAGE - left to right)
Proposed zoning diagram corresponding with land use
Transit system elements
Integrated greenspace framework
Proposed massing diagrams





(LEFT PAGE)
Front Entrance
(RIGHT PAGE - top, left, right)
Courtyard
Grand Entrance
Aerial

MIAMI HIGH SCHOOL MASTER PLAN, HISTORIC RENOVATION, REMODELING & ADDITION

Location : Miami, FL | Owner : Miami-Dade County Public Schools Estimated Completion 2008

Zyscovich was commissioned by Miami-Dade County Public Schools to master plan the restoration of the historic Miami Senior High School to its original grandeur, while updating it to a state-of-the-art high school.

Opened in 1928, Miami Senior High has played a role in the lives of generations of citizens throughout Miami, the state of Florida, and the nation. The once beautiful and elaborate school has been slated for major renovation and modernization, a project for which M-DCPS is committing significant resources. Known as "The Biltmore of Education," its design includes grand interior spaces, open courtyards, colonnades and fountains.

The Zyscovich Education Group has fully analyzed where and how to uncover the original design and to place the required additions. The new plan balances preservation of the historic school while optimizing the existing facility to meet present-day teaching requirements.

The firm is working with community leaders, M-DCPS and stakeholders in a way that allows all to share in the vision of the school's rebirth. Now that the master plan and concept designs have been approved, Zyscovich is producing the construction documents.





(LEFT PAGE)
top: Front Entrance
bottom: Covered Walkway,
FAU Discovery Porch
(RIGHT PAGE)
Cafetorium



PINE JOG ELEMENTARY SCHOOL 03-Y & THE FAU ENVIRONMENTAL EDUCATION CENTER

Location : West Palm Beach, FL | Owner : Florida Atlantic University Estimated Completion 2008

The Florida Atlantic University Pine Jog Environmental Education Center (EEC) is pioneering a new direction for schools in Florida as it includes several innovative program objectives. The first is the location of the EEC and a public elementary school within the 150-acre Pine Jog Nature Preserve. The second is that both the replacement EEC and the K-5 elementary school will be LEED™-certified. The third innovation comes through the multiple synergies that will occur between the state-of-the-art school and environmental center. The buildings will be designed to make many of their environmental benefits obvious to the occupants and teachers – the buildings themselves will teach.

The EEC will attract staff and graduate students who can help the elementary school teachers infuse environmental responsibility into the elementary school curricula. In turn, the elementary school can augment the university-based community-oriented educational mission of the EEC, which will come through shared use of program areas such as food service and CCTV facilities and student teaching opportunities.



(LEFT PAGE)
Plaza
(RIGHT PAGE)
top: Cafetorium
bottom: Gym
Dining Hall (below floor level)

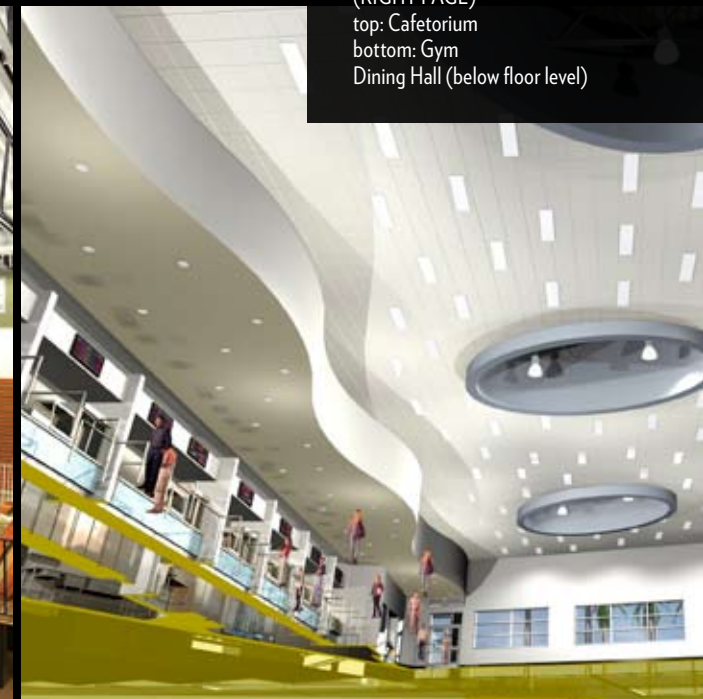
MIAMI BEACH SENIOR HIGH SCHOOL MASTER PLAN, ADDITIONS, RENOVATIONS & REMODELING

Location : Miami Beach, FL | Owner : Miami-Dade County Public Schools Estimated Completion 2009

Miami Beach Senior High phased replacement is situated on a small but prominent urban site with limited access. The master planning included the analysis of 14 buildings, the phased replacement of 10 buildings, and the renovation/remodeling of an additional three buildings, all while more than 2300 students were on campus attending classes.

The architecture celebrates the replacement of the original institution with a new invigorating and enriching facility.

This two-phased project includes the construction of a new state-of-the-art library, community black box theater and auditorium, as well as other program spaces. Phase I of construction will include state-of-the-art classrooms and labs, as well as the library, auditorium and fine arts suite, followed by Phase II, which will include a "Food Court" food service area and a "Health Club" physical education facility.



MARRIOTT OCEAN VILLAGE AND RESORT HOTEL

Location : Hollywood, FL | Owner : Ocean Properties, LTD Estimated Completion 2011

The Marriott Ocean Village and Resort will combine hotel and retail facilities in an architectural setting that recalls the proportions of early Florida-style Mediterranean design. A second floor terrace, entered through both the exterior grand steps and the hotel lobby, will provide a panoramic gathering place. A ballroom with terraces on the east and west sides will offer views of the ocean, Boardwalk, and the Intracoastal Waterway. These and other hotel amenities will be available to the public.

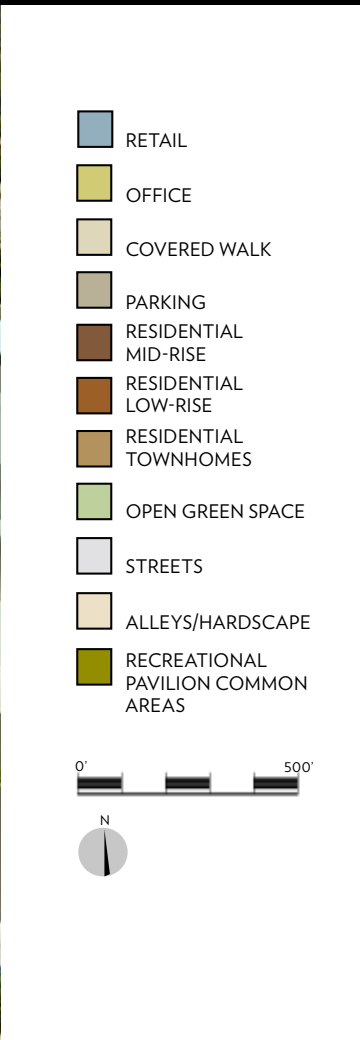
Spanning the two blocks between the ocean and the Intracoastal Waterway, the Marriott Ocean Village and

Resort will provide a social nexus for hotel guests and the community. High above the Boardwalk will be an elevated pool deck and spa with cascading, infinity edge swimming pools and a sunning terrace. Other amenities include a ballroom, conference rooms, entertainment venues, spa, restaurants, and retail.

The expansive views along the Boardwalk will be infused into the architecture through glass balconies on the guest rooms and generous glass door fronts for retail and restaurants. A parking garage will include spaces for municipal parking and hotel guests.



(LEFT PAGE)
Birdseye view from east
(RIGHT PAGE - left to right)
Johnson Street at night
Bottom 3: Boardwalk view



(LEFT PAGE)
Aerial view looking south
(RIGHT PAGE - left to right)
Site plan
Main street
View of the office building from the plaza

PARK SQUARE AT DORAL

Location : Doral, FL | Owner : Shoma Development Corporation Estimated Completion 2011

The Master Plan for the 50-acre former headquarters for Ryder, Inc. , calls for the site, now known as Park Square at Doral, to be rezoned and reallocated for intensive mixed-use. Rather than simply incorporating the ground-use retail as a mixed-use “lite” approach, the firm provided significant percentages of land for office, commercial and residential applications. This provides the Park Square at Doral, a part of the municipality of Doral, with the capability necessary for becoming a new city center for the entire municipality.

The urban vision and development strategy created by Zyscovich, allocates 50% of the property for mixed-use

and high density and the other 50% for a new townhouse community and major park.

A key feature of the plan is an avenue with single lane auto traffic and parallel parking which will lead into an oval plaza that will serve as the regional and local nexus. All community mixed-use zones will share in its use. It will include water features, landscaping for special activities, and a gathering place for market-related activity (shops, food, and beverage). The oval will be formed by two ten-story office towers and a 12-story midrise.





VILLAGE ACADEMY MICROSOCIETY SCHOOL

Art and Sara Jo Kobacker Campus

A Title I Schoolwide Project

Mrs. Sandra Weatherspoon, M.Ed.
Assistant Principal

Dr. Tammy Ferguson
Principal

400 S.W. 12th Avenue, Delray Beach, FL 33444
(561) 243-6100 Fax: (561) 243-6154

Dr. Cindy McDade
Assistant Principal

March 18, 2008

To Whom It May Concern:

It has been with great pleasure that I have been afforded the opportunity to work with Zyscovich, Inc. through the process of designing the only K-12 public school in Palm Beach County. In January 2000, the School Board of Palm Beach County approved a \$7.6 million dollar construction budget for the design and construction of the first phase that what would eventually be the K-12 public school. Zyscovich was awarded this contract after a very competitive process. The first building design housed 200 students in K-2 and opened August 2001.

The second phase of the expansion was the design of a building to house students in grades 3-5. Zyscovich was also awarded this contract after a very competitive process. This design allowed for the expansion to be connected to the existing K-2 building. We opened the doors of the expansion in August 2003. In August 2007, the third phase of the design opened its doors to students in grades 6-9. When enrollment is complete, the secondary school will house students in grades 6-12. It is a three story building that has a courtyard that separates it from the existing elementary school. It is truly a beautiful facility. As a principal, I was thrilled that Zyscovich had been awarded the contract for the final expansion because I had the opportunity to work with them in the past. As a principal, it was an honor to work with architects who listened to my input and believed in my vision of creating a seamless K-12 facility.

In addition the design of the classrooms, the architects did a phenomenal job designing an art and music facility. The original design did not include a gymnasium. Zyscovich listened to not only my concerns about not having a gymnasium, but also listened to the community as they expressed the need to have a gymnasium on the campus. Zyscovich used spectacular innovation to create a gymnasium that would fit on our limited land space.

The final result of their hard work and innovation is a beautiful campus that our students and whole community have enjoyed and will continue to enjoy for many generations. I would like to again express my thanks for a job well done at Village Academy in Delray Beach.

Yours in education,

Dr. Tammy Ferguson, Principal



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Palm Beach County Schools - Rated "A" By The Florida Department of Education
2005, 2006 and 2007

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Miami-Dade County Public Schools

giving our students the world

Facilities Operations & Legislative Support

Ms. Ana Rijo-Conde, Administrative Director

March 31, 2003

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Superintendent of Schools

Merrett R. Stierheim

Re: Zyscovich Education Group

To Whom It May Concern:

Over the past year, it has been my pleasure to work with the firm of Zyscovich Inc. on the Phased Replacement of Miami Beach Senior High School, first in the master plan phase and then in design. This project has many extremely complicated phasing issues to which the Zyscovich Education Group has consistently proposed creative and acceptable solutions.

The firm is currently producing excellent documents that will be used to execute a phasing plan to keep the disruption of the students to a minimum during construction. My experience with the Zyscovich Education Group has proven them to be dedicated to client service and to keeping the progress of the design of the project within scheduling constraints. Also, they have been instrumental in helping the stakeholders focus on the resolution of the key issues

Because of their experienced personnel and extensive expertise, I am happy to recommend the Zyscovich Education Group for any size K-12 project. Their professionals work hard to consistently maintain a high level of service and responsiveness to the owner's needs and concerns. Should you have any specific questions regarding the firm, please feel free to contact me at (305) 995-4583.

Sincerely,

Larry B. Freeland, R.A.
Supervisor II
Office of Capital Improvement Projects

School Board Administration Building • 1450 N.E. 2nd Avenue, Suite 318 • Miami, FL 33132



CITY OF COCONUT CREEK

DEVELOPMENT SERVICES DEPARTMENT
PLANNING & ZONING DIVISION
4800 WEST COPANS ROAD
COCONUT CREEK, FLORIDA 33063

July 13, 2005

To Whom It May Concern

**RE: Zyscovich, Inc.
Letter of Reference**

The City of Coconut Creek commissioned Zyscovich, Inc. to develop the MainStreet Design Standards for a 500-acre tract of land located in the center of the City. In every respect of our relationship during the process, the City found the firm to be knowledgeable, innovative, and highly professional. The Zyscovich team was expeditious in addressing comments generated by the City Commission and City staff during the completion of the project, and was involved in public presentations. We found the design standards to be both thorough and creative, as is the document itself and all presentations related to its development.

If you have any questions regarding this matter, please feel free to contact me at (954) 973-6756 or email jhetzel@creekgov.net.

Sincerely,



Jim Hetzel
MainStreet Project Coordinator
JH

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September 21, 2007

Ted Coyman and Selection Committee
City of Fort Myers
Purchasing & Contracts
Administration Division
1820 Hendry Street
Fort Myers, FL 33902

Re: Recommendation Letter for Zyscovich Architects

To Whom It May Concern:

In my role as Executive Director of the Miami Downtown Development Authority, I have been working with Bernard Zyscovich and the firm's Urban Design Team over the last two years. As the lead Urban Design consultant, their primary responsibility was updating the Downtown Miami Master Plan working in coordination with a multi-disciplined technical team.

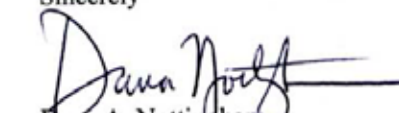
Their staff was always professional and responsive. The team's work reflected the firm's ability to establish a vision, strategy and implementation plan that maximizes market, economic and community opportunities.

Likewise, the firm's ability to conceive as well as communicate innovative urban solutions is one of their most important strengths, which offers their clients a distinct advantage.

I am pleased to recommend Zyscovich Architects for your project.

If you have any questions, please feel free to contact me at (305) 579-6675.

Sincerely,



Dana A. Nottingham
Executive Director

cc: Bernard Zyscovich

SHOMA HOMES.

5835 Blue Lagoon Drive
Shoma Plaza Penthouse • Miami, Florida 33126
Telephone: 786.437.8658 • Fax: 786.437.8616

September 19, 2007

RE: Zyscovich, Inc.

To Whom This May Concern:

Shoma Development Corporation commissioned Zyscovich, Inc. to prepare a Master Plan for the 40-acre former headquarters for Ryder, Inc., now known as Park Square at Doral. The Master Plan called for the site to be rezoned and reallocated for intensive mixed-use and called for significant percentages of land for office, commercial and residential applications. The Zyscovich Design team was able to successfully address the zoning issues, and, working closely with the City of Doral Planning and Zoning Staff, managed to get the necessary approvals to proceed with the project in a timely manner.

The Zyscovich design team worked closely with our staff to create a design for approximately 2,000,000 SF of mixed-use development, including 157,000 SF of retail, 218,000 SF of office space, and mid-rise, high-rise and single family residential. The project has evolved into a new city center for the entire municipality.

I recommend Zyscovich as a reliable and creative group who would be a valuable asset to any project they are associated with.

Sincerely,
Shoma Development Corporation

Masoud Shojaee
Owner/Developer

MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

Miami Beach Redevelopment Agency
Tel: (305) 673-7193, Fax: (305) 673-7772

October 1, 2007

RE: Zyscovich, Inc.

To Whom This May Concern:

The City of Miami Beach has retained the services of Zyscovich, Inc. for a series of important projects throughout the years. Zyscovich prepared a Master Plan to identify the uses for two central blocks and to address the needs of the New World Symphony, which evolved into a master planning initiative that would transform the District into a global destination. The master plan proposed to create a 21st Century Town Center/Park and also included the planning for a 65 ft. high state-of-the-art broadcast space for the future New World Symphony and future expansion to City Hall and the Convention Center.

Ten years later, when the convention center improvements were completed the firm was re-commissioned to update the Plan in order to create additional public and private opportunities for redevelopment of an area a few blocks north of the Convention Center. The implementation of Zyscovich's plan has been instrumental in the revitalization of the area.

Zyscovich has maintained a successful and productive working relationship with the city staff and has always been available to provide clear answers to our questions.

It is my pleasure to advance my recommendation of Zyscovich, Inc.

Sincerely,


Kent O. Bonde
Redevelopment Coordinator

KOB:so

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THE SCHOOL DISTRICT
OF PALM BEACH COUNTY, FLORIDA

DEPARTMENT OF PROGRAM MANAGEMENT
3300 FOREST HILL BOULEVARD, SUITE C331
WEST PALM BEACH, FL 33406
(561) 434-8874 FAX (561) 434-8884

Phyllis J. Karp
Senior Project Administrator

Zyscovich Inc
100 N Biscayne Blvd 27th Floor
Miami, FL 33132

January 31, 2008

Re: Zyscovich Education Group

To Whom It May Concern:

The Zyscovich Education Group has successfully completed several projects for The School District of Palm Beach County. As a Senior Project Administrator for several school construction projects, I have found the firm of Zyscovich to be extremely responsive to the requirements of Palm Beach County School District. In addition, Zyscovich has always delivered their work on time; keeping the schedule of the projects. It has been my pleasure to work with Zyscovich on the following projects: JC Mitchell Elementary School, SD Spady Elementary School, Congress Middle School and the Village Academy projects (both Elementary and Middle/High Schools

I would gladly recommend the Zyscovich Education Group for any size K-12 project. Their experienced professionals are service and client oriented. Should you have any specific questions regarding the firm, please feel free to contact me at 561-719-8286.

Sincerely,

Phyllis J. Karp
Senior Project Administrator

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THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

1400 Northeast Sixth Street, Pompano Beach, FL 33060 TELEPHONE (954) 786-7600 FACSIMILE (954) 786-7877

POMPANO BEACH HIGH SCHOOL
International Affairs with
Informational Technology

William D. Bell, Principal
Billie Miller, Intern Principal
Karl Weaver, Assistant Principal
Bill Bankowski, Magnet Coordinator
Katheryn Cardoso, Guidance Director

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DR. FRANK TILL
Superintendent of Schools

March 24, 2003

To Whom It May Concern:

We were very pleased when Zyscovich was awarded the contract to design Pompano Beach High School. Jose Murguido was a partner and the lead architect for this project. I have had the privilege of working directly with Jose and other support members, and have found them to be responsive to each and every request in a very timely manner. I was amazed by Jose's educational knowledge and how easily he understood the educational implications of his design work. We have a very complex project on a limited site. Jose and his staff have been very sensitive to the fact that during construction, we needed to operate our school while construction took place right next door. We are a full magnet school with unique programming requirements and the design work has taken all of our needs into consideration. If I can be of any other assistance for clarification, I can be contacted at 954-786-7600.

Sincerely,

William Bell

William D. Bell, Principal
Pompano Beach High School

WDB:nk

Transforming Education: One Student at A Time
Broward County Public Schools Is An Equal Opportunity/Equal Access Employer

SCHOOL Folio

School of Architecture

Envisioning the City's Evolution

Miami-based architect and urban planner Bernard Zyscovich, Architecture, '71, heads the firm Zyscovich, Inc., a 120-person firm that designs everything from schools to high-rises to master plans. Yet, 35 years after graduating from Pratt, Zyscovich still cites his years studying on the Brooklyn campus and in Italy as major influences on how he practices urban design. Whether on the corner of Flatbush and Fulton or in Venice's narrow streets, Zyscovich immersed himself in cities, gaining a respect for their context and economic diversity.

It was during his time at Pratt, in the late 1960s and early 1970s, that his philosophy, *Real Urbanism*, evolved. "The city was dealing with difficult issues surrounding racial equality," says Zyscovich. "It was a time of change in our culture and the economic surroundings of the school at the time were a real education."

Zyscovich saw that, "If you take people who live in disinvested or dysfunctional cities and show them designs of courtyard plazas, they become angry, because they are just trying to keep the rats from infesting their houses." He soon understood that "*Real Urbanism* is about making a place based upon what is authentic about that place and not about imposing outside ideas. It is about envisioning a continuing evolution of the city that keeps it diverse and socially equitable. A sense of place is dependent upon the status and the point of time of that — its culture, race and income. You have to ask: Who are the people?"

His design inspiration now comes from multiple understandings of the city — from recognizing how a new grocery store can positively affect a community to preserving existing historic architecture. The long-time activist served as chairman of the Miami Design Preservation League (MDPL) early in his career. The group was important in creating the city's Art Deco District in 1979, which protected the streamlined hotels and Moderne apartment buildings that line South Beach. In years since, he's proudly watched the formerly decrepit neighborhood transform into an international destination while still holding onto a mixed demographic.

Recently, Zyscovich, Inc. was asked by the development and housing advisory firm Lambert Advisory to participate in the New Orleans Neighborhood Rebuilding Plan. The Big Easy, which had been devastated by Hurricane Katrina, had been in steady decline for years prior to the catastrophe and posed an enormous challenge. While the neighborhoods in which he worked—Bayou St. John, Treme/Lafitte, 7th Ward, Fairgrounds, and St. Bernard—were the most difficult because of the injustice and poverty, Zyscovich says, "they also were the most culturally significant neighborhoods, full of music and cuisine."



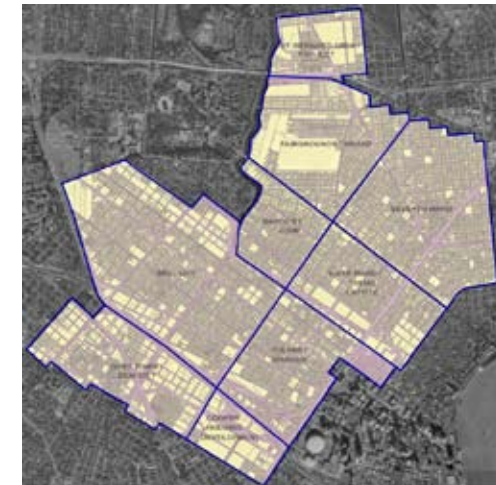
Courtesy of Bernard Zyscovich

"Real Urbanism is about making a place based upon what is authentic about that place and not about imposing outside ideas."

SCHOOL Folio

The Treme district, adjacent to the French Quarter and birthplace of the city's trademark jazz, illustrates the obstacles that faced Zyscovich's team. In New Orleans, wealthier citizens have traditionally lived on higher ground; poorer folks have lived in flood-prone areas. Adding to the problems of low-lying Treme is the I-10 freeway, built in the 1960s, which splits the community in two. When planners went to the neighborhood to help organize the local communities, they found themselves mired in generations-old battles. "People would not go from one side of Treme to the other because, either way, we had had the meeting in the 'wrong church.' White or black, each time we were insulting half the people," recalls Zyscovich.

His team came up with a plan after analyzing New Orleans history and culture, which changes from block to block. They wanted to maintain the area's "sense of self," to use Zyscovich's term, and to unify the district. One element they proposed was tearing down the freeway so the city could weave itself back together. The plan was formally approved at the end of 2006 by the New Orleans City Council and accepted by the Louisiana Recovery Authority. Zyscovich is excited, since this move triggers funding for the embattled city. He hopes that his past experience and sensitivity to place will help New Orleans regain its future. —M.Z. □



The overall New Orleans Neighborhood Rebuilding Plan included nine neighborhoods; Zyscovich was involved in five of them.



Rendering of proposed improvements to the Bayou St. John waterfront.

DESIGN VISIONARIES

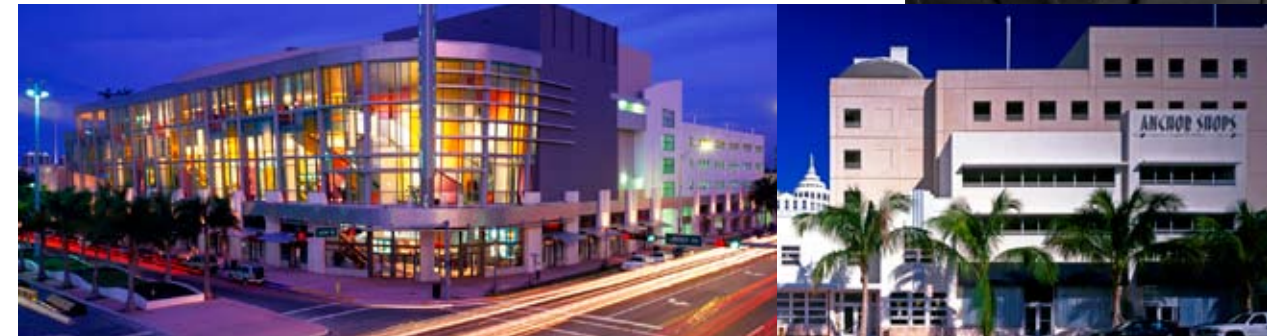
BY GEORGE PELLETIER

When it comes to design, Florida is at the forefront of a revolution. Our leaders are a group of men and women driven to change the facades – and ultimately – the feel of our cities without losing our state's core identity. They are architects and designers whose projects amaze not only us but the rest of the world as well. They are savvy and determined. They take risks and get results. They know the appeal of a perfect structure well, and their portfolios reflect it. Whether they're creating a residential development few know about or a mammoth building admired globally, these visionaries enhance our landscape with each new endeavor. Paradise isn't easy to design, but these individuals are determined to see it happen.



"Miami is already on top internationally. Or perhaps I should say South Beach is on top internationally, and Miami and Orlando share that prominence."

—Bernard Zyscovich



BERNARD ZYSCOVICH, ZYSCOVICH, INC.

South Beach moviegoers surely know **Bernard Zyscovich's** work. No, he's not a film director – but rather the man responsible for the unique look of the Lincoln Cinema and retail complex on the corner of the Lincoln and Alton Roads. (Incidentally, it's the first movie theatre built on Miami Beach in more than 40 years.) After studying his craft in Venice, Zyscovich established his practice in Miami where he was raised. Today, his firm's services range from architecture and interior design to historic preservation and urban design. Currently, Zyscovich has a slew of new ventures coming down the pike. "In addition to a number of large-scale projects, my firm has five urban design projects in progress at this moment," notes the architect. "Our master plan for Miami's Florida East Coast Corridor, which runs primarily along N.E. Ninth Street to NE 79th Street, has just been adopted." Zyscovich says the plan calls for "the creation of a series of districts specific to each neighborhood's nature and links them together in an urban confluence. It elucidates exactly what is needed in areas that require rehabilitation and what will provide the quickest and most effective opportunities for change."

Other projects on the drawing board include plans for the Miami Beach Convention Center District, which centers on the creation

of a park between Lincoln Road and the Jackie Gleason Theatre of Performing Arts. ("It will provide a geographic 'heart' for the city," he adds.) The plan also provides links among the oceanfront hotels, retail and tourist streets, the Convention Center and the performing arts venues. "The plan centers around the New World Symphony's proposed new \$30 million, 65-foot-high "SoundSpace," a state of the art broadcast facility with outdoor audio and video projection," continues Zyscovich. His firm is also planning Fort Lauderdale's Sailboat Bend – what he describes as, "a mixed income urban infill community on an historic 14-acre site." Developed by the Lennar Company, the plan will "revitalize the western edge of the city's Las Olas Boulevard." These projects are in addition to many school and educational facilities that Zyscovich, Inc.'s Education Group is building throughout Miami-Dade, Broward and Palm Beach counties.

Zyscovich's vision of Florida architecturally over the next 20 years is based on what he refers to as "Sustainable Hedonism." "More and more Americans want to live, work and play in one locale," he notes. "Car-free convenience will increase as will the movement of young professionals into urban neighborhoods. Also, benign transportation systems will develop in response to population density and traffic congestion. We're going to see

the return of trolleys, and the widespread development of shuttles and electric buses."

As for Florida's role in architecture on an international level, Zyscovich replies, "Miami is already on top internationally. Or perhaps I should say South Beach is on top internationally, and Miami and Orlando share that prominence." Zyscovich says the challenge to getting international recognition is to do "progressive work." He believes that opportunity is abundant along Florida's East Coast, where "cities like Fort Lauderdale and West Palm Beach can become as culturally and urbanistically progressive as Miami Beach."

When asked about his flagship achievements, two come to mind. "First, the 1993 City of Miami Beach 10-year Master Plan, on which our firm collaborated, that created the 332-acre City Center/Historic Convention Village Redevelopment and Revitalization Area City Center," he states. And the second? "The Lincoln Cinema," he answers. "It has become everything I imagined it could be – a civic center for popular culture, a social mecca, a gathering place with a sense of grandeur." He concludes, "Most gratifying is how people use the soaring lobby space and outdoor balconies to enjoy the greatest of all urban pleasures – people watching."

50 VISIONARIES



VISIONARIES Bernard Zyscovich

TEXT BY MARILYN RODRIGUEZ
PHOTO BY RICK DELGADO

One of South Florida's leading architecture and design firms, Zyscovich, Inc. was born over 25 years ago when award-winning architect Bernard Zyscovich risked everything for his vision, to weave an integrated urban fabric into South Florida.

"I love what is happening locally because of our diversity, and you can only really get that in the city," Zyscovich says. "I wanted my work to reflect that, and by and large it has. We've designed cities, buildings and the interior of buildings, so I feel very complete."

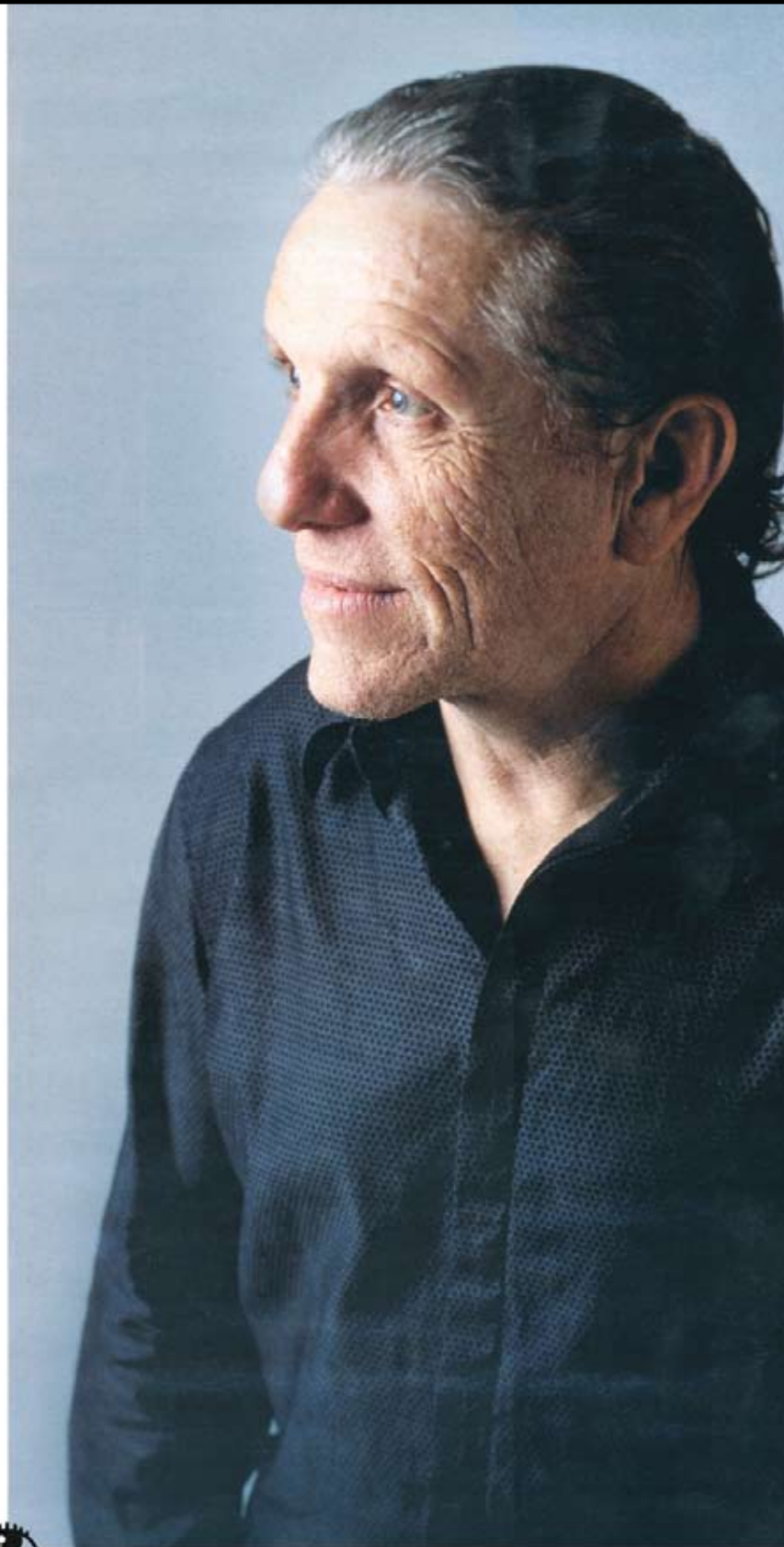
Zyscovich, who started working on renovations from his home just after the birth of his son, owns a 90-employee firm in Downtown Miami that focuses on urban design, architecture, site location analysis, space planning, master planning, interior design and historic preservation. His projects include the Flamingo South Beach, Anchor Place and Regal Cinemas on Lincoln Road.

"The thinking that has gone into these projects is what Miami Beach could be: exciting, with an edgy design, full of color, a lively atmosphere and lusciously landscaped," Zyscovich says. "Miami Beach has to constantly keep reinventing itself at a higher level of interest, fascination, design, activity and free thinking; and that is how the city will become the most incredible place to live."

The City of Miami Beach has hired Zyscovich to create the next vision for Lincoln Road. The project includes a park that will bring much needed vegetation to the area and serve as a central gathering place for outdoor symphony performances.

"It would create a new excitement for the next stage in the life of the city," says Zyscovich. "Performances by the symphony in this park would bring a whole new dimension to the area."

"The greatest thing about Miami is its international relationship to multicultural activities and its natural environment," says Zyscovich. "This is the largest subtropical city in the country and that is significant. My vision is to use urban design and planning to take advantage of that."



HEAVY HITTERS IN EDUCATION

APRIL 28-MAY 4, 2006 | SOUTH FLORIDA BUSINESS JOURNAL 23

Nominations for Heavy Hitters in Education were invited from the public and selected by the editor. Inclusion is based on the applicant's prominence, achievements and community involvement.

JOSE MURGUIDO

VP, Zyscovich

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- E-mail: jose@zyscovich.com



If Miami's Zyscovich firm is the 500-pound gorilla in the educational building design niche, then Jose Murguido is the man with all the bananas. He was the first employee to join the fledgling Zyscovich architectural firm in

1982. Today, as a partner and head of the 50-employee Education Group, he is a very busy executive. His group currently has 15 South Florida educational facilities in the design or construction phase, and under his leadership has designed elementary, middle, high and specialty schools in the tri-county area.

The Education Group's reputation under Murguido's leadership has been to produce buildings with flexible designs that incorporate speed of construction and cost savings.



Next, he will be turning his firm's attention to high-performance "green" building design. He

thinks schools can be healthier and more environmentally friendly places for student achievement.

The hard work is already paying off. The firm won the Best High School in Florida 2006 award from the Florida Educational Facilities Planners for the new Coral Glades High School in Palm Beach County.

BERNARD ZYSCOVICH

A public/private partnership is transforming a desolate inner-city container yard into a mixed-use, urban community of diverse and sustainable neighborhoods.

Midtown MIAMI

THE 56-ACRE URBAN NEIGHBORHOOD, now known as Midtown Miami, was no more than a sprawling, inner-city railroad container yard, fenced off from the surrounding neighborhood and disrupting the city's street grid. Driving past the site on any of the arterial streets was like driving past a high-security cemetery, desolate and impenetrable. Its only noticeable feature was its emptiness. Even though historic neighborhoods had once flourished around it, the site contributed nothing to the betterment of its now blighted surroundings. Nothing could thrive close to so large an urban void.

Owned by the Florida East Coast Railway (FECR), the site was the largest parcel of vacant land in Miami's urban core and was used to store empty cargo containers. The FECR was unlikely ever to consider selling it, as the inherent value of the industrial parcel was

too low to support redevelopment. In addition, railway rights supersede municipal authority. Since both county and city previously had attempted to acquire the property from the FECR, without success, how then could a developer?

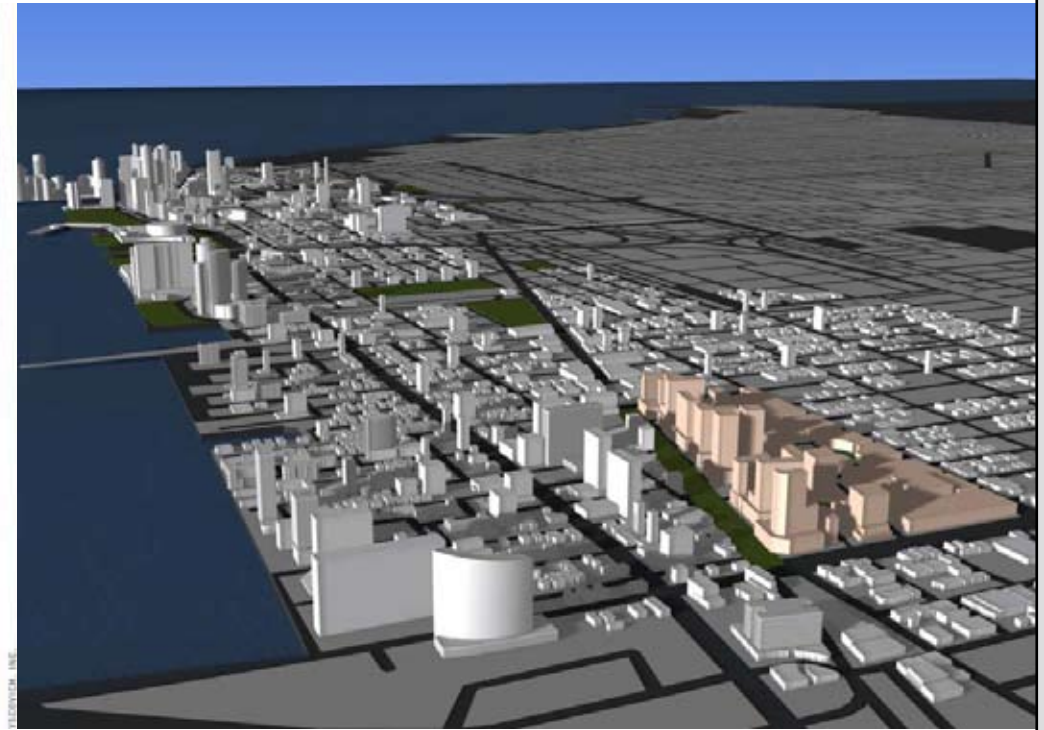
In the early 2000s, Miami City Commissioner Johnny Winton foresaw that the city of Miami was ripe for redevelopment along its entire eastern corridor. This 85-block, 2,000-acre area runs parallel to Biscayne Bay, alongside the path of the FEC railway tracks, and includes the 56-acre railroad brownfield as well as some of the oldest neighborhoods in Miami. A champion of urban potential, Winton prompted the city to retain Florida International University's (FIU) Metropolitan Center, a think tank, to study the area's economics and job creation potential. Ned Murray, the Center's principal investigator, turned to a local firm to create a vision and pro-

vide the urban design for what became known as the FEC Railway Strategic Redevelopment Plan. Neisen Kasdin, a Miami-based urban strategist, was brought in to assist with policy.

Fifty-six acres of underused city land can be a major deterrent to local growth and prosperity, especially when the land is surrounded by residential and commercial neighborhoods in need of enhancement. In addition, this vast brown-field area was virtually at the geographic center of the potential redevelopment area.

It became apparent that the key to development in the eastern corridor of the FEC Railway Corridor involved the removal of the storage yard from the railway. The zoning, thus, was changed from industrial to C-2 commercial (the crash of the telecom industry terminated the potential for fiber-optic use of the corridor). A phasing plan gave the

A 56-acre freight container yard, the largest parcel of vacant land in Miami's urban core (opposite page), is slated to include 3,000 condo lofts, 150,000 square feet of office space, and 140,000 square feet of commercial space (middle). The project, which runs parallel to Biscayne Bay, creates a new urban neighborhood for Miami (below).



MIDTOWN MIAMI



A 600,000-square-foot retail center, the Shops at Midtown Miami will be located on 26 acres of the site and will include up to 900 rental units. The shops are scheduled to open this fall.

Port of Miami one year to relinquish the site; and a fully visualized development plan enabled the FECR authorities to analyze the site's possibilities from a developer's point of view and, thereby, become convinced of the proposal's viability.

Meanwhile, Murray and FIU's Metropolitan Center had found that the industrial and warehouse zone at the western edges of the study area had at one time been a historic employment site. It was also clear that the only commercial opportunities nearby were the Miami Design District to the north, which had not yet achieved its potential, and the new Miami Performing Arts Center to the south, a project mired in problems for years. Further market analysis showed that shopping was underserved in this part of the city, especially

when it came to big-box retailers.

It was assumed, however, that the entire project had to be greater than the sum of its many diverse parts. A master plan was created using an approach to urban design termed "real urbanism," which bases sustainable development on the origins of a neighborhood, an approach that does not impose a fixed methodology, but rather applies development patterns according to local needs and economic conditions. Stakeholder meetings were held with community groups to discuss their issues, concerns, and ideas regarding improvements and opportunities.

In addition to the degraded physical condition of the environment and a lack of jobs, the existing transit system was inefficient. There was no direct bus route north

to south through the area's neighborhoods, and residents had to travel time-consuming long, circuitous routes to traverse the three miles to downtown. In response, it was suggested that the original trolley system along the FECR tracks be revived.

The ultimate vision for the entire FEC Railway Corridor called for the creation of a series of districts, specific to each neighborhood's origin, to be linked together in an urban confluence. The next step suggested identifying significant development opportunities along the corridor and creating a new urban neighborhood out of the existing void and part of the surrounding communities. City of Miami project manager Bob Schwartzreich called on interested developers and property owners to create a vision for the revitalization

of the corridor into a vibrant community of diverse and sustainable neighborhoods. This helped propel the project from idea and design to architectural drawings.

A plan for the container yard identified each development block and included capacities for each use, number of residential units, parking, retail and commercial opportunities, and transit and open-space requirements. It was recommended that new subdistricts be

Miami offered \$6 million, and a group called Biscayne Development Partners offered \$35 million based on the city's acceptance of the entire FEC Railway Corridor Redevelopment Plan, which had given Biscayne confidence in gaining eventual approvals. After the nine months required for changes in land use, Biscayne Development Partners took title to what would become Midtown Miami.

The city of Miami worked in part-

At present, the city is working with a private transportation consultant to revive the historic trolley, first identified in the broad FEC Railway Corridor Plan, and to incorporate it into Midtown Miami as well as into the neighborhoods south of the central business district. Once fully constructed, which is expected to take about five years, Midtown Miami will become Miami-Dade County's first urban, mixed use, compact, infill development with a

Few cities to date have succeeded in developing public private projects on a scale equal to that of Midtown Miami, which is among the largest urban infill development projects in the country.

imposed on the C-2 zoning to encourage mixed use, mandate maximum block sizes (to be integrated into the existing street grid), and make additional height and setback provisions like those of cities with higher densities. Companion design guidelines were created to encourage design harmony within the site through a hierarchical pattern of streets and gateways.

The final plan indicated three major development opportunities and actions for implementing them, including potential zoning changes, coordination with different agencies, and recommendations for additional consultant studies.

As a result of the plan, the FECR chose to entertain best and final offers from the city and private sectors—without due diligence and with a 90-day closing. The Port of

partnership with the developer to bring about necessary changes in land development regulations and in lobbying various public agencies for nearly \$86 million. Zoning categories specific to the concept were created, including design guidelines that allowed for an accelerated design approval process for the character of each block and building. The plan included residential units, both rental and condo, as well as commercial/retail uses, offices, and entertainment. The city hired a transportation consultant to incorporate the proposed trolley into the Miami-Dade Metropolitan Planning Organization's 2025 plan, along with improvements to the adjacent Biscayne Boulevard. The city adopted the two zoning overlay districts for the two new subdistricts and their companion design standards.

functional transit system. It also will serve as an example of the state's effort to redirect growth away from the Florida Everglades and farmland and toward derelict urban areas.

Few cities to date have succeeded in developing public/private projects on a scale equal to that of Midtown Miami, which is among the largest urban infill development projects in the country. **U**

BERNARD ZYSCOVICH is managing principal of Zyscovich, Inc., a Miami-based planning and architecture firm that provided the urban design for the Florida East Coast Railway Strategic Redevelopment Plan and created the master plan for Midtown Miami. The Miami Beach-based firm, Kimley-Horn and Associates, secured the entitlements and led the landscape/streetscape design for the project.

CONDO HOTEL

NEW APPROACH

Touched by elegant tradition and minimalism, a residential tower gets a sophisticated, no-frills makeover

DESIGN BY ANABELLA SMITH | ZYSCOVICH INC. PHOTOGRAPHY BY JAMES WILKINS

TEXT BY LEISHA CHEW-YOUNG



Anabella Smith is a storyteller. Or so it would seem, looking at her two, floating sky-high millwork panels guarding a backdrop of silk organza, hand-sewn with sequined and metallic thread. A mysterious, ethereal light glows all around, shrouded in an air of mystery. And just to keep you guessing, she places an infinitely curved statuary marble counter atop a base of mirrored chrome tile. It is classic modernism with a twist of 70s retro — and this is just the reception desk.

The look comes courtesy of the vision of Miami design and development firm Zyscovich, Inc., and Smith, the woman at the head of the firm's interior design department. Her canvas? Crystal Plaza, a two-story residential tower, originally built in 1967 in Arlington, Virginia, whose 17,674-square-foot lobby was in dire need of a makeover. With a budget of approximately \$1 million, what had been a dim and desolate space is now a brilliant tableau of elegant earth-tone area rugs, chrome mirrors and mahogany wood panels, with an illuminated, sprawling ceiling granting the finishing touch.

As a seasoned interior designer allied with a development firm renowned for its urban vision, Smith ensured that she balanced modern materials with plush fabrics, like mohair and velvet. In so doing, she created a haven that speaks to minimalism touched by elegant tradition. And to make the space appear intimate, she created different areas, each allowing for the building's residents to entertain, work and relax in sophisticated surroundings.

Looking beyond the grand lobby's reception desk are casual groupings defined by custom-designed rugs. The long, sleek line of the sofa is softened by rich, red cushions, which speak to the mahogany millwork paneling behind it. Decorative table lamps add to the soft accented illumination.

1. Minimalism speaks to elegant tradition in the seating area. The long sleek sofa is softened by mahogany millwork paneling behind as decorative lamps add soft, accented illumination. 2. Common area with chair and table groupings arranged for conversation. 3. Carrying the tower into the high-tech age, a fully wired Internet café. 4. In the grand lobby of the Crystal Plaza, mirror tile animates the traditional public space with a modern aesthetic. 5. The Club Suite.

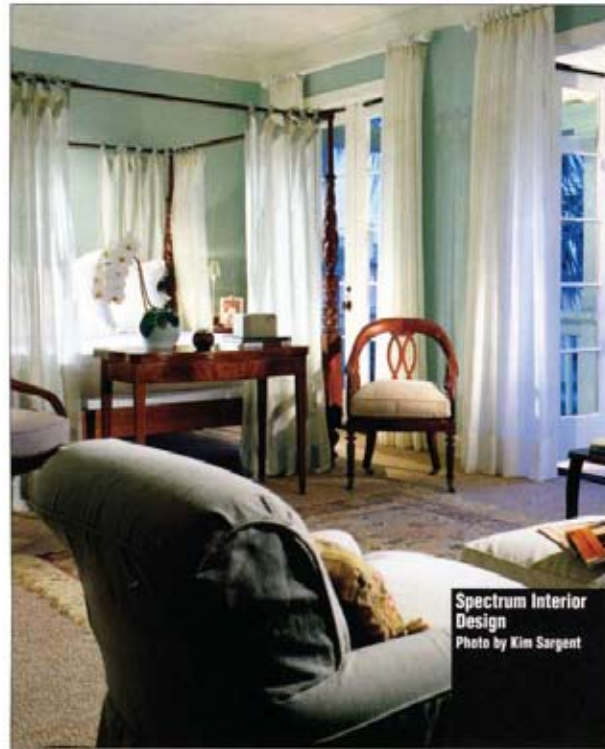


"The Club Suite was furnished for sociability," says Smith, referencing the Corbusier coffee tables and club chairs in the party room. These, along with the candles, substituting a traditional fireplace, and pool table that sheds its "beer hall" look for a stylish cream felt, creates a relaxing aura for sophisticated residents.

Color is infused through plush, purplevelvet, Cubist-inspired sofas, softened by plump yellow cushions. Subtle and muted, with a hint of vivid intensity, the color palette — accents of burnt oranges and greens blended with rich browns — creates a synthesis of sentiments that allow spaces to be clean and unadorned, yet maintain an effortless serenity. The Cubist inspiration spreads to the white, square light fixtures hanging above the pool table and square bar stools adorned in the same purple velvet.

Throughout, polished chrome and stainless steel collides with rich and romantic mahogany millwork, offering a trace of youth and vibrancy, yet remaining mature. However, Smith held onto a whisper of the old design by resurfacing, restoring and retaining any hints of original material she could. From the original terrazzo on the floor of the grand lobby to the bronze room dividers, which had been located throughout the original lobby. Mirror tile replaced the original wood and terrazzo on columns throughout the lobby, animating traditional spaces and again proposing a more modern aesthetic.

Smith also carried the tower into the high-tech age, with a fully wired Internet café. Club chairs equipped with laptop tablets sit in sync with Saarinen tables and Bertio chairs, accentuating the fusion of the classic modernist masters and the new age of technology.



Spectrum Interior Design
Photo by Kim Sargent

Louis Shuster
Shuster Design Associates, Inc.

"In almost 25 years as an interior designer, my philosophy and vision of good design remains constant and unchanged. I truly listen to my clients. I translate their wants and needs to creative yet functional and timeless design."

Fort Lauderdale
954/462-6400



Anabella Smith, IIDA
Zyscovich, Inc.

"Whether envisioning an unanticipated material for a window sill or applying an unexpected fabric or color to a chair, we are focused on detail, on providing finesse. We design not only for the space, but for the mood and quality of experience of those who inhabit it."

Miami
305/372-5222



Anne Folsom Smith, ASID
Anne Folsom Smith Interior Design

"In designing homes, you want to create a partnership between the client's vision of the project and your capacity to make it a reality. Listening is the key to a successful relationship."

Sarasota
941/957-0434



Paola D. Smith
Paola D. Smith & Associates

"During the past 25 years, my career has encompassed all aspects of design. My feeling is: the essential key to satisfied clients is sensitivity to interpreting their needs."

Fort Lauderdale
954/761-1997



Susan Schuyler Smith, ASID
Spectrum Interior Design

"I try to take a fresh approach to design, blending both color and architecture into a place of understated elegance. I combine the finest fabrics and furnishings, ones with unusual textures and finishes, and translate these raw materials into a distinctive, timeless environment."

Vero Beach
772/234-4427



Howard Snoweiss, IIDA
RTKL Associates, Inc.

"All of our work tends to be timeless and appropriate, not trendy, for we maintain that good design is a brilliantly crafted symphony that reflects the soul, satisfies the senses, and enhances the life experience — all, ideally, within budget."

Coral Gables
786/268-3200



RTKL Associates, Inc.
Photo by Jeffrey Jacobs

MIAMI TODAY

Thursday July 19, 2007

DDA, Zyscovich unveil master plan for downtown

By RISA POLANSKY

Downtown Development Authority officials and consultant Bernard Zyscovich this week unveiled their long-discussed master plan for downtown Miami, introducing a scheme designed to enhance the physical and economic landscape of downtown.

"Downtown is in the midst of a renaissance, and we want to make sure we're heading in the right direction," said Miami Commissioner Joe Sanchez, chairman of the development authority.

The 150-page proposal is designed to "identify the weaknesses of downtown and build on the strengths," Mr. Zyscovich said.

Main thrusts include reducing traffic, offering more access to the waterfront, increasing parkland and attracting new businesses.

The idea is to create a livable community and a tourist destination geared toward urban tourism, a trend Mr. Zyscovich said brings visitors to destinations not just to view a single attraction but to experience life in the area.

Some cities revamp their downtowns as a result of "triggering events" such as the opportunity to host the Olympics, he said.

Downtown Miami's trigger: "billions of dollars of investment," he said.

The plan identifies downtown's economic state and projects its future, outlining ways to grow, "positioning Miami as a world-class economic center," said Davon Barbour, the authority's manager of economic development.

The plan forecasts downtown's \$8 billion tax base to grow to \$22



This rendering of the Bayfront Redevelopment and Activation, is part of the Downtown Development Authority's vision for downtown presented this week with its 150-page master plan.

billion by 2015, he said.

It projects 70,000 downtown residents by 2030 with an average household income of \$62,000 and lists about 5 million square feet of new office space under construction or approved and about 3.8 million square feet of retail space under construction or approved.

The goal, Mr. Barbour said, is to capitalize on the growth and make downtown more livable, business-friendly and economically diverse.

That would mean more mixed-income housing, cultural venues, incentives to businesses, customer-service initiatives, marketing initiatives, industry outreach and improved transportation and infrastructure.

The plan outlines target industries for the area - film and entertainment, financial services, international business and urban tourism.

"With the right product of-

fering," Mr. Barbour said, downtown would have the "opportunity to capture shoppers" not only through tourists from the downtown area but also from throughout Miami-Dade County.

This is why the plan aims to "capture and connect local markets," Mr. Zyscovich said, and "touch every part of downtown to make sure we hold it all together."

Removing truck traffic from downtown with a proposed tunnel between the Port of Miami and the MacArthur Causeway is an "absolute criteria for downtown 10 work," he said.

To reduce local traffic, possible solutions include a proposed streetcar system in Miami and underground parking.

He called Biscayne Boulevard downtown's "impenetrable barrier" and suggests in the plan removing a center median of parking to allow an expansion of the waterfront parkland and

a narrowing of the roadway.

The plan includes "not only big ideas," he said, but also "specific and digestible" ideas that can "happen immediately."

It calls for involvement from both the public and private sector, as "the most effective way to leverage investment in a city is if you can get public and private working together," he said.

Mr. Sanchez said he hopes to shape the plan with comments and suggestions from the public as well as from area stakeholder agencies such as the Miami Parking Authority, Bayfront Park and the city's community redevelopment agencies.

Hank Klein, chairman of the Greater Miami Chamber of Commerce attended the meeting after naming the revitalization of downtown as a main goal for his one-year term, which began last month.

The "vision, strategy and ac-

tion plan," said Dana Nottingham, development authority executive director, is to serve as an "attachment to Miami 21," the city's proposed zoning code and blueprint for growth, which was deferred at a commission meeting last month to allow for more hearings and fine-tuning.

The plan, which now is a working draft, must receive commission approval.

"This is the first step this master plan takes," Mr. Sanchez said. "It starts here."

Mr. Zyscovich was unable to finish his presentation after a bomb threat called in to a Wachovia employee cut short the workshop, in the Wachovia Financial Center, 200 S. Biscayne Blvd., where the authority is based.

After investigation, police determined no threat.

The presentation is to be resumed at the authority meeting at 8:30 p.m. Friday.

BAYFRONT REDEVELOPMENT AND ACTIVATION

Parking or Urban Place Making?

Density—far from an ugly word—is key to making cities vital, diverse places to live. Multifamily development, whether new construction urban infill, adaptive use, or condominium conversions, is booming in some of the nation's largest cities. (See "Something for Everyone: A Look at the Nation's Top Condominium Markets," page 26.) In the drive to create within dense urban areas a more pedestrian-friendly, human-scale environment to which residents are drawn, the question arises—"Where do I park the car?"

Frequent participants in public hearings know that, inevitably, the greatest concerns aired at these civic gatherings are not high-level quality-of-life issues, but basic issues of traffic and parking. This concern is the result of increased interest in urban life, people's growing desire to live in the city, and the fact that the more popular a destination becomes, the more intense its parking problems also become. As long as individual vehicles—rather than public transportation—remain the primary means by which people travel to, from, and through the city, parking will remain America's most chronic civic grievance.

American cities, historically, have been slow to confront the impact of parking. In 1946, only 70 cities had included parking requirements in their zoning plans. But with the coming of the age of interstate highways in the late 1950s, most cities began instituting such requirements. In the 1960s, city officials eagerly used urban renewal as a tool for flattening cities to create more parking spaces and widening roads to relieve congestion. "The architecture of the exit ramp" afflicted even such notables as Philip Johnson (with his IDS building in Minneapolis) and John

BERNARD ZYSCOVICH

Aside from the weather, there is no question more discussed in our cities today than that of automobile parking.

—U.S. CONFERENCE OF CITIES, 1928



Portman (with his tower-with-a-parking-structure Renaissance Center in Detroit). Spurred by the freeway revolt, the oil embargo panic, environmental and preservation consciousness, and a blight of highway eyesores, a movement toward "advocacy planning" called for a strategy to shift the car's dwelling place.

By the end of the 20th century, the parking ideal had evolved into the notion that the only good parking is no parking—or, at least no visible parking. Some designers turned their efforts toward camouflaging or adorning the parking garage. Others focused on creative siting. The simple truth is that no major 20th century architect, not even Frank Lloyd Wright, has escaped the need to address parking. (Wright designed one of the country's first built-in garages in one of his famous Oak Park houses.)

One parking space typically requires 325 to 375 square feet (more than half the size of an average 600-square-foot studio apartment). A parking structure comprises access, ramps, stairways, aisles, and elevators, and its form is among the most predetermined of all building types: spaces are straight or angled; ramps are spiral or double helix. Decisions on these designs are based more on the size of the lot and the number of cars to be accommodated than on any aesthetic consideration.

Some firms strive to make aesthetics and "added value" integral to the concept and design of parking facilities. As often happens when art meets the pragmatic, it is the constraints that govern creativity. Three examples by Zyscovich, Inc., from Miami's dense urban core illustrate different approaches to the difficult issue of addressing multifamily residents' parking needs.



Garden apartments line the facade of the garage at the Flamingo. The garage is connected to the apartments at each level, allowing residents to walk directly to their apartments from their cars.

The issue of parking must be regarded in terms of its contribution to urban quality: it can no longer be addressed as a stand-alone event. In order to serve the larger social and aesthetic concerns, parking needs to be regarded as a function that can be combined with other functions—such as housing, retail space, and education. Only after added value is considered should issues of site selection, economics, and design be determined.

The Flamingo

At the Flamingo, a 1,600-unit rental apartment complex, the parking requirements included the re-siting of acres of surface parking, the siting of a drop off location, and the design of a new 2,000-car parking garage. Massive in size and monumental in scale, the Flamingo is part of what originally was a long string of inexpen-



In Midtown Miami, the flagship building 3541 features an internalized parking scheme that removes cars from the street face, enhances pedestrian friendliness, and integrates issues of access and security.

sive, mid-rise, rental apartment buildings built in the 1960s. The Flamingo's Y-shaped buildings were not designed specifically for Miami Beach and were not well situated on their locations, despite fronting on a residential street on the east and overlooking Biscayne Bay on the west. The picturesque site is so prominent, in fact, that it is visible across the skyline from downtown Miami.

To avoid the construction of a massive parking podium with a residential tower that would have blighted both the residential street front and the view from and to the Bay, the design "book ended" the six-story parking facility with habitable, animated space in the form of garden apartments. The garage is connected to the apartments at each level (vibrationally and psychologically buffered by a corridor), allowing residents to walk directly to their apartments from their cars. Parking assignments further facilitate this convenience. The parking structure also includes a fitness center high above the Bay with ample parking at its level as well. Three-story townhouses on the east side of the garage edge the street and reinforce the urban character. Apartments on the west side have expansive views overlooking the water.



One of the primary objectives at the Flamingo was to liberate the acres of surface parking located between two of the existing towers. With the exception of a circular driveway that leads in to and out of a central drop off point, lush gardens, walks, and promenades replace all views of cars. The intent of this broad-sweeping, aesthetic enhancement was to give the entire apartment complex the function and feel of a resort.

Mirador

With the successful renovation of another outdated rental complex built on Miami Beach in the 1960s—the Mirador—the existing parking garage became obsolete. To the plan for the 1,200-unit, three-tower property was added the design for a new garage, wrapped on three sides with apartments, so that at pedestrian level it is not visible from the street. Four two-bedroom, two-story apartments will be located on the front entrance side. One one-story studio will be located on both the north side and the south side. The Mirador garage apartments will also have individual patios. This aesthetic feature gives each apartment direct access to the



A rendering of the parking structure at the Mirador. The garage is wrapped on three sides by apartments at pedestrian level, so that it is not visible from the street.

garage and to exterior walkups while providing privacy and safety. In accordance with city requirements, the garage will also accommodate rooftop parking.

Midtown Miami

Midtown Miami is an entirely new 30-acre city on the site of the former Buena Vista rail yards, master planned by Zyscovich, Inc. In order to establish an aesthetic and pedestrian-friendly street character, the area was zoned to prohibit exposed parking garages.

The project can be considered a microcosmic version of a highly functioning 21st-Century city if created "from scratch." The neighborhood's flagship building, presently called 3541, is a 28-floor prototype for a series of buildings that will make up the entire urban neighborhood. It includes residential and work/live space, recreational and athletic amenities, ground-level retail space, and internal parking.

Internalized parking schemes can offer some of the most critical of solutions to making the urban environment more livable. Cars are removed from the street, pedestrian friendliness is enhanced, and issues of access and security are integrated. The architects designed 3541 with living units on all three sides of the six-floor, 497-space garage. The units line a mews face, the staggered mass of a mid-rise face, and the extruded mass of the tower face. At ground level, 10,000 square feet of retail, dining, and entertainment space encourages daytime and nighttime activity. The overall plan keeps the neighborhood perpetually under watch, further increasing security.

The issues of parking require that city governments, urban planners, commercial developers, and architects together commit to working toward the overall concept of urban place making. Otherwise, cities simply will have to endure congestion—which, in the end, may serve to remind people that public transportation can be a better alternative. ■

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Point of View

BERNARD ZYSCOVICH

Sustainable Hedonism

South Beach today is the lusty face of the true urban future.

Urban energy is sexual—exciting, provocative, unpredictable. Vital cities, in their perpetual compression, integration, and reconfiguration, are possessed of limitless sources of pleasure and danger. Moreover, they promote self-expression. Self-conscious and voyeuristic, they are hotbeds of fashion, art, and exhibitionism, places to see and be seen in. Vital cities are up all night.



Think Berlin in the 1920s. Paris in the 1950s. Tokyo in the 1980s. Barcelona in the 1990s. New York and Rome eternally. And South Beach since its revival 20 years ago. Each embodies or embodied a collision of social, religious, ethnic, political, and sexual cultures and age groups. Each was or is creating community within a state of constant flux.

While the new urbanism would have us believe that urban vitality is generated by a specific type of programmatic development, the truth is virtually antithetical: the requisite sexual pulse of urban excitement derives from the conscious embrace of chaos as entertainment and density as nourishment. Vital cities evolve layer by layer and change hour by hour.

South Beach as a draw for art, fashion, and sexual expression exemplifies the viability of “sustainable hedonism” more than any other city in America, or perhaps in the western world. It is simultaneously historic and contemporary, local and international, touristic and residential, seasonal and perpetual. Yet underlying this dynamic of contradictions and orientations, it is the city’s hedonistic appeal—

of sun, sea, flesh, and flash—that catalyzes its vitality.

What makes South Beach so urbanistically relevant today is that its hedonistic qualities are what America is seeking everywhere—from the workplace to the gym, from the amusement park to the shopping mall. In South Beach, socializing, shopping, entertainment, and a convenient workout are all at hand. It is a one-step escape without leaving the neighborhood.

Americans have learned that life does not have to be differentiated according to the seasons, time zones, or stages in order to partake of diversion. We do not have to wait for a raise or a vacation or retirement to have a variety of pleasures available at every moment. No one more than the dot.com entrepreneurs embraced this fusion of entertainment and work. Adapting their offices to adult playgrounds, they became workaholic hedonists, filling up 12-plus-hour workdays with recreation as intense—and available—as their labors. Combine yuppie drive and hippie indulgence with dot.com ingenuity, and Dionysian Calvinism is born.

The transportation of this philosophy from the office to the street is the true form of contemporary urban vitality. Picture adaptive use and urban mixed use in overdrive and you have South Beach, where gyms, clubs, beaches, and sidewalks host a continual parade of nubile skin and gay flamboyance. At virtually any hour, you can have the makings for a fabulous body—or at least the sight of one—within a stone’s throw in any given direction.

For those who built and frequented early Miami Beach, pleasure was a destination, dreamed of and planned for, but certainly not a perpetual way of life. A seaside escape for the Jewish middle class, it was a place to bathe in the ocean, go to the theater, and socialize with friends who, too, came seeking respite from the gray North. Once the season was over, however, one went back home—and to work. For those of today’s generation who do not want to be limited in when and where they work, the urban vitality of such a place as South Beach makes “all the world a stage,” i.e., an office, a playground, a trysting spot. South Beach is puritanism’s fall-en frontier, furthermore, it is the living, growing, gritty manifestation of all that to which the new urbanism merely aspires. South Beach is the lusty face of the true urban future.

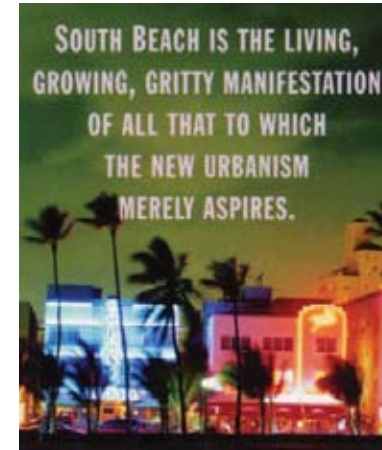
Sustainable hedonism, spiritually descended from the consciousness of the 1960s, expresses the urban imprint of indulgent former hippies who, having known hallucination, are unwilling to live without fantasy. Where better than

a sandbar whose architecture was developed as a stagecraft to act out a generation’s fear of ennui? And who better to pave the way than the generation that had grown bored with the blandness and security of the 1950s, traveled the world, experienced the thrill of redefining life, and understood idealism. If the 1980s was about the resurgence of pleasure seeking it was the children of the 1960s who opened the disco doors—and who pointed the way to South Beach’s revitalization.

From its inception, the development of Miami Beach has been more about fulfillment of the subconscious than creation of the material. Its architecture, drawn from cinemagraphic, industrial, and nautical design, is what you think art deco architecture would be in such a place. However, while streamlined in appearance, the style makes little sense in reality, for the buildings are neither machines nor ships nor stage sets. Their thinly veneered facades are plays on the wistful dreams of movie images and the futuristic.

Totally nonprogrammatic, the tropical deco style is static in comparison to the power of its illusion. Compared with its stylistic contemporaries—modern, Victorian, shingle style, and classical architecture—the art deco architecture of Miami Beach is literally superficial, its art deconess occurring purely on the surface. And unlike the art deco architecture of other parts of the world, its richness does not occur in the differentiation of material: there are no aluminum or brass inlays and few glass mosaics. Totally economical, the stylistic effects are all created in stucco and extend only as far as the lobby. From its inception, therefore, the built environment of South Beach—simple, inexpensive, and decorative—has been stagecraft.

While the architectural concentration of the historically designated, one-square-mile Art Deco District was built, essentially, at the same time (the decade of the 1930s), it is important to note that it was also created one building at a time, in a sequence based on patterns that were driven by a slow and methodical evolution of what was important: economically conveying tropical resort and seasonal life. Even though the style’s consistency is largely a result of its simultaneity, it is also the product of a number of like minds. The architects and builders of the tropical deco form were all intent on applying the most romantic and captivating imagery of the time. Nevertheless, the unity of style is a virtual phenomenon, a case in which the environment appears to be the product almost of one mind. Who really were these guys and how did this happen? Did they



meet together, smoke cigars, and have a secret handshake? We know their names and something of their histories, but how is it that they decided, individually and in concert, that working in this one style would be so interesting?

Today these facades have become layers of surfaces and textures, revealing 60 years of so-cial history. When the revival movement for the restoration (and designation) of the Art Deco District began in the late 1970s, it was, once more, the superficial that served as bold.

In 1982, designer Leonard Horowitz painted pastel pink the exterior of the venerable Friedman’s Bakery, where nearly all the Beach community converged on Friday afternoons for their Shabbat challahs. Horowitz, whose family came to the beach from New York every year for half a year during the entire course of his childhood, articulated the layers of color and detailing in a way that made the building appear confectionary (ideal, of course, for a bakery). More than simply the color itself, it was also the way he treated the color—like cake frosting—that inverted the impression of the building and that of the other buildings whose new palettes followed. Originally white, the building surface textures changed with the [changing] effects of light, evoking a carving or bas relief. The confectionery colors, on the other hand, inverted the traditional anticipation of a building, creating a sort of anti-architecture.

Architects want to convey a building’s weight and rootedness to the ground. They are interested in the material and its relationship to the form and how the structure meets the street. Horowitz’s palette, however, made the buildings look like petits fours. His use of color abstracted them, objectified them, made them look weightless. And it was this weightless effect that gave the buildings so magical a look

in photographs. In one fell swoop, the tropical deco architecture of Miami Beach gained a new career: architecture as fashion accessory.

The color-generated rebirth of the Art Deco District was a revelation—an architectural coming out. Like the population that embraced the district, the architecture itself seemingly was transformed from straight to gay. The buildings, no longer weighted by the depressing modernist browns and beiges imposed on them in the 1970s, suddenly exhibited pride in their decorative quality. Gay pride and deco pride. Gay liberation and architectural liberation. In Miami Beach, the two movements became synonymous.

The irony of this social evolution lies again in South Beach’s origins. Founded by and for the Jewish middle class that was excluded from other American resorts, the community’s population was as homogenous as its architecture. This and the subsequent generations of the 1940s and 1950s were the survivors of the Great Depression. They knew what hardship meant and were willing to work and sacrifice for their leisure reward. They lived by the layaway plan, paying on installments for the deferred pleasures of their day in the sun.

The east side of the island—Washington Avenue, Collins Avenue, and Ocean Drive—was then, like today mainly touristic, i.e., dense with hotels and shops. Easy accessibility to social activity and the ocean was accommodated by ground-floor lobbies, verandas, and porches. The sidewalk was the community “living room,” the stage on which the theater of life could be observed and where promenades brought people together. From Washington Avenue west, the island was predominantly residential. While providing less mixed-use activity, it was nevertheless also designed for pedestrian friendliness, its buildings sharing the same stylistic treatments. The cross streets like Lincoln Road bridged the divide between east and west. Today, this remains the basic pattern of the city; while it is the philosophy of life—and the vast need to accommodate cars—that has changed.

The most pressing issue for South Beach today, aside from parking, is how to sustain the social qualities and creative energy that have marked it from its inception while promoting its growth as an urban nexus. The answer is fundamental: by bringing arts and culture to the center of life and green to where there is concrete. ■

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URBANISM

by Hugo H. Ottolenghi

The rising

MIAMI ARCHITECT SAYS PLEASANT, STABLE NEIGHBORHOODS CAN 'ASCEND' BY CONCENTRATING ON QUALITY OF LIFE

The great architects whose work set standard - the Frank Lloyd Wrights and I. M. Peis of the world and even such relative unknowns as Lusby Simpson - see beyond a building's design to the way it fits on a street, in a neighborhood or as part of a city.

Wright designed fallingwater, the world famous home in Mill Run, Pa., to fit so completely into its setting by a forested stream that structure and site became a single composition. The result was named the most important building of the 20th century by the American Institute of Architects.

Pei's design for Johnson & Johnson's world headquarters was intended to spark urban redevelopment in New Brunswick, N.J.'s then shabby downtown. The city's signature structure has been described as a building within a park, a park within a city.

And Simpson, the unemployed, Queens, N.Y., architect who designed Bryant Park Behind the New York Public Library on Fifth Avenue, created an oasis with great lawn, treelined walks and sighing fountains to complement its imposing neighbor.

Bernard Zyscovich, a Miami native and incoming president of AIA's local chapter, has also set his

hand to urban design. His firm, Zyscovich, Inc., has created a master plan to turn two blocks of Miami Beach's convention center district into a modern-day Bryant Park. He's also working on revitalization of Miami's Design District and what's called 79th Street corridor in northern Miami.

Zyscovich spoke about the ways architecture impacts South Florida life with real estate editor Hugo H. Ottolenghi.

You call your view of architecture and planning "Real Urbanism" How does that contrast with the notion of "New Urbanism" put forth by Andres Duany and Elizabeth Plater-Zyberk, dean of the University of Miami School of Architecture, contending that restoring traditional neighborhood patterns is essential to restoring functional, sustainable communities.

I call it Real Urbanism because when someone does planning within a city, they need to take into account not only what it looks like, but how it came to be.

The premise is simple: What we all want as human beings is to have an ever-increasing quality of life, whatever that means at whatever state in life you are. If you are a poor person, for example, you want to own your own house one day and to have a more secure life. Urban life has the potential for that if it's done properly. "Properly" means knowing where you are at and designing a way of life that corresponds to the characteristics of that place and is not artificial. It needs to be real, and "real" is diversity and things to do and places to go and creating strong neighborhood ties and community. I



Bernard Zyscovich, incoming chapter president of the American Institute of Architects, has a master plan to turn two blocks near the Miami Beach Convention Center into something resembling New York City's Bryant Park.

don't believe that those things are limited to small towns. You can have a tremendous sense of community as a New Yorker living in New York; you can have the same in Tokyo and Kendall.

Certain places have a particular ethnic make-up, certain economic groups. There might be specific understanding regarding historic buildings or historic preservation, or maybe some archeological feature or particular kind of business that is prevalent within the neighborhood. Those kinds of things need to be taken into account to create a place where people will want to live. The solution in Miami Beach might be different than the solution in Miami or Hialeah or Homestead.

Are there patterns to these elements and their solutions?

Cities find themselves in three situations: disinvested, stabilized or ascending. There

are examples in our community of all three. Miami Beach went from old people on the porches, to the Mariel boatlift and the sense of crime and disinvestments, to moving forward to a point where today it's an international city, it's a sustainable environment as an international city. The plan that we just did for Miami Beach is based upon the question: "How do we prevent a place from coasting?" Growth in a place that's ascending is primarily oriented toward quality-of-life issues.

What are the characteristics of a disinvested community?

Places where property values are declining, or at least not growing. Places where there is a lot of vacant land or abandoned buildings, where job growth and the economics are not flourishing. Places where there is not a sense of a community center, where

people do not congregate and activate the streets.

For example?

The project we are working on now, the 79th Street corridor, which is west of Miami and east of Hialeah, that whole swath down to Miami International Airport is disinvested.

How do you distinguish that from a place that's simply poor?

That's the point. A place that's poor still has the characteristics of vitality that comes from a community. Up until recently, Wynwood and Little Haiti were what I characterize as stabilized - not a huge growth in property values, but also not a decline in values. Buildings are inhabited. There are drugstores, grocery stores, things like that, which make a living and provide a community service. It's a place where people say, "I've made it. I have a little place to live. I've got a job."

Your proposed city center project on Miami Beach would create a geographic heart from which all sorts of activities would radiate. Does this kind of geographic heart pump life into the community?

There always needs to be a heart. The heart of Miami Beach is not figuring how do we get people out of their houses. People are already out on the streets. The question is, "What can we do for Miami Beach that would raise it to another level?" The conclusion was that Miami Beach doesn't have green space. There is no center of congregation where there would be a great festival or something happening at which a large part of the community would congregate.

What characterizes a stabilized community and where does it go?

A stabilized community has a drugstore and a youth center where the kids go. It's a perfectly fine environment in which to raise a family. There needs to be things to do without getting into the car.

Is that element essential to an ascending community?

Yes. I was at a City Commission meeting where they were trying to do a dedication and there was no way the community could participate

in some kind of epoch-making event. The room wasn't big enough. You can't go to Lincoln Road, you can't go to Collins Avenue, you can't go to Flamingo Park because there's no "there" there. I'm talking about a higher level of civilization. Bryant Park in New York was our model.

Why Bryant Park?

It's connected to the New York Public Library's main branch. It is a space surrounded by buildings in the city. It's more like a void in the fabric, a respite within a sea of concrete. That's what I was thinking for 17th Street. Like Bryant Park, it would be a place where people congregate, a place to hang, have a picnic, to listen to music, to have a fashion show - something that could be there for the overall community. All those things happen in Bryant Park.

But not all communities can afford or even want something like Bryant Park.

I would not suggest every city begin with that. It's more important to begin with: "How can I get people who live here to feel like they would be happy having dinner in their own town rather than getting into a car and going somewhere else?"

In a disinvested city, the question isn't, "How do we make a cultural center?" The question is, "How do we get people to come here, to buy a lot and build a building, even if it's a Walgreens?"

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need to get in some shops or figure out a way to get people in this downtown area to create a bookstore and a coffee shop."

Can a government body create a community, or does it have to happen on its own, organically? And does much community grow in a planned way or unplanned?

One of the things about Real Urbanism is that it has to be authentic. In the old days, people would settle a place. And there would be enough people living there that it made business sense for someone to open a general store so people didn't have to go to the next town.

In this recent incarnation, Miami Beach grew up like wildflowers. People came, they fixed up buildings, they created little shops. No one did a full-fledged rehab in Miami Beach in its first 10 years. All they did was cosmetic stuff. Later on, when there were enough people and the fashion photography and international models came, suddenly there was a whole other influence at which point public-private partnerships happen.

How does what's happening in Miami Beach contrast with what's happening in CityPlace in West Palm Beach?

CityPlace is remarkable because the public-private partnership happened so quickly and with such scale that it's amazing it was built so easily. In that regard, it was not organic. Maybe if they built a quarter of CityPlace and focused more on the housing and then built more of CityPlace, they could probably have done it in a more organic way. Maybe people would have bought the blocks between CityPlace and Clematis Street and it would have filled in a different way.

Does Real Urbanism work for every town? Would it work for Sunrise, which wants to increase density with a building code requiring a

minimum of eight stories for development at its western edge?

Sunrise has an opportunity, but they have to be really diligent. If they're going to go out in the country side, so to speak, and try to develop a more densely packed environment that would help to create car-free, pedestrian friendly streets, they will have to be diligent and not let sprawl happen.

Part of that should be they should no longer behave like a sub-urban community. There needs to be a certain number of jobs and workplace activities so that people don't have to drive to downtown Fort Lauderdale. Because if there aren't those things, it's nothing more than a facade.

What about Coral Gables, with the new apartments and the revival of Miracle Mile?

I think the Gables is an excellent example of something more organic. The empty-nesters decided they don't want to have a five-bedroom house and would rather live closer in. Look at Miracle Mile. It's open at night; it's becoming a real cafe society. The Gables used to shut down at night.

It's a classic example of trying to add more pleasure to their lives. It never would have happened if the city was just trying to sustain itself. They improved the landscaping along Miracle Mile; they opened up cafes. It was a community that was stable that wanted to move to ascending. 3

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URBAN INFILL SOLUTIONS

The opportunities for multifamily developers and architects to create successful urban infill density solutions are as diverse as they are profitable.

BERNARD ZYSCOVICH

Urban infill projects introduce energy and resources into cities and neighborhoods. Density remains the key to successful urban infill, providing the cultural, psychological, and energetic nourishment by which a city perpetually regenerates itself; promoting the assimilation of varied approaches to living, working, and playing; and stimulating a vast range of opportunities and activities.

The opportunities to create successful and profitable urban infill density solutions are as they are real. They range from high-end townhouses, apartments, condominiums, and ancillary services to affordable housing for the working class (subsidized and other cost-reducing programs that introduce housing into market-rate environments). Yet regardless of the form, scale, nature, and character of these solutions, all are essentially about making pedestrian-friendly streets and enhancing urban diversity.



The Grand Flamingo, repositioned as a full-service resort for renters, used urban infill to create a connection to South Beach.

The Key to Successful Urban Living

Urban infill generates profit for developers and benefits for residents in direct proportion to the value that it adds to a neighborhood. How does an urban infill solution sustain or develop context; how does it create urban connections within that context; how does it spur renovation and/or restoration in disinvested neighborhoods?

In an urban environment, knowledge of the factors that energize and sustain city life is critical. Vital cities are those that allow for the creation and integration of new ways of living and let people gather and connect both deliberately and coincidentally. They are unique, seasonal, and romantic, simultaneously historic and contemporary, local and international, tourist-driven and residential, chaotic and orderly. They evolve layer by layer and change by the hour.

Edmund N. Bacon, in his book *Design of Cities*, published in 1976, explains how cities function as stages of evolution: "Life is a continuous flow of experience; each act or moment of time is preceded by a previous experience and becomes the threshold for the experience to come." The wise developer, therefore, understands and provides for this continuum along with the other qualities of urban living.

Multifamily projects range from inner-city reclamation to resort-style upgrading. Good design makes infill density effective by recognizing how urban concerns, regardless of their economic extremes, share the same fundamental needs. At the top

of any "fundamental needs" list is diversity. "Cities, towns, neighborhoods, and commercial districts should be unpredictable and idiosyncratic, shaped by the unexpected and colorful, and as interesting as life itself," says author Roberta Brandes Gratz in her book, *Cities Back from the Edge: New Life for Downtown*.

Diversity addresses the economic, cultural, architectural, and recreational. It is concerned with safe, pedestrian-friendly, human-scale environments; parks and recreational sites; neighborhood schools; a distinct architectural and cultural character honoring the location's origins; mixed commercial, business, and market activity; cultural and civic activity; and amenities suitable to the project's economic stratum.

For some developers and architects, the endeavor to create successful infill density may be entirely internal, i.e., the addition of amenities for residents and the updating of existing building interiors, such as condominium, hotel, and/or time-share. For others still, the effort can entail conceptual regeneration of a vast area involving degrees of master planning and architectural design and redesign. In all cases, the ability to offer affordable market rates is of paramount importance. Of equal importance is the developer's commitment to the project's style of living.

All successful urban infill solutions begin with appropriate responses to existing context. Their appropriateness is based directly on the level of a city's vitality. The vital city is one of three distinct cities and/or urban neighborhoods. The other two are the stable city and the disinvested city.

The Mirador, a repositioning of a retirement community, reflects the area's dynamic character.



Vital Cities and Neighborhoods

Vital cities, as Jane Jacobs describes in her book *The Death and Life of Great American Cities*, teem with life. Their dense aggregation of population and architecture compels human interaction. Density thus leads to relationships, provides for responsibilities, and mirrors a culture's value of humanity.

Examples of this type of city neighborhood today are Miami's South Beach and Brooklyn's Williamsburg. Energetic and steadily appreciating in value, they thrive as a result of a new sense of identity. An enhanced quality of life is what compels urban infill density in these places. The goal of the developer

The cosmopolitan appeal of the Mirador delivers full-service, resort-style living for renters.



or architect in vital cities and neighborhoods is to articulate new avenues of growth and enhancement.

For more than two decades, South Beach has embodied urban reinvention. Aside from parking, its most pressing issue today is how to promote growth while sustaining the social qualities and creative energy that have characterized the neighborhood since its inception. Two recent multifamily projects there have incorporated the essence of urban life, turning art, culture, recreation, and other indulgences into live-in amenities.

Denver-based Apartment Investments & Management Company (AIMCO)-the largest apartment real estate investment trust (REIT) in the world- and Charles E. Smith Residential, a division of Arlington, Virginia-based Archstone-Smith Trust, another large apartment REIT, desired to reposition their multifamily rental properties on South Beach from retirement income populations reflective of the area's newly dynamic character. Both projects are located within blocks of each other on the city's bayfront artery, West Avenue.

The Grand Flamingo, owned by AIMCO, was originally known as Morton Towers and consisted of two 15-story buildings erected in the 1960s. Charles E. Smith owns the Mirador-formerly called Forte Towers and comprising three 16-story towers. A 1,200 unit rental apartment complex, it was also built during the mid-to early 1960s.

AIMCO determined its need for a vast program of rehabilitation and expansion and added a 32-story residential tower and a six-floor, 2,000-car parking garage sandwiched between mid-rise apartments and townhouses. Charles E. Smith wanted a projectwide upgrade of its public spaces and improvements on individual units as they turned over. Both companies, however, recognized the importance of an overall conceptual reposition.

That reposition was based on an understanding of South Beach's unique brand of urbanism, one of recreational and cosmopolitan appeal. Accordingly, it was determined the properties would deliver the best returns as full-service resorts for renters. At the Mirador, Charles E. Smith provided a tanning lawn; various pools with distinct family, lounge, and play atmospheres; coffee bars; hair salons; an office center offering supplies and services; a state-of-the-art bayfront fitness center; and a gallery for residents also add to the convenience of South Beach-style urbanism.

At the Flamingo, AIMCO originally wanted to eliminate all studio apartments. Typically, first-time renters occupy the studios and vacate them quickly, with little regard for the physical property. The architect on the project urged AIMCO to keep the studios, considering them critical to the population and cosmopolitan mix. The renovation included one-, two-, and three-bedroom apartments as well.

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To enhance the Flamingo's resort-like character, AIMCO provided a mall-like marketplace that includes a travel agency, a center offering business supplies and services, dry cleaning drop-off, pet care, a green grocer, a magazine seller, a shoe-shine stand, a cyber cafe, a florist, and gathering areas wired for laptops. In addition, there is a 14,000-square-foot, state-of-the-art gym that looks out over the bay. Also, three floors of a newly built tower will be equipped with executive or corporate suites, and the building will have a 24-hour doorman and concierge.

Stable Cities and Neighborhoods

While functional, typically blue-collar stable cities and neighborhoods are not known for high energy. They have had little or no substantial architectural renovation over decades and their principal shopping centers and amenities average at least 15 years in age.

The goal of the developer or architect in stable urban environments is to introduce infill elements that will generate vitality. No city or neighborhood grows desirable without first making its streets and cultural offerings more vibrant. The developer or architect must create an urban ambience in which the streets serve as public living rooms, places in which people "want to see and be seen."

Neighborhoods with vibrant street life do not have to offer infill solutions with the rich amenities that can flourish only in the vibrant cities. An excellent example of such a neighborhood is Boston's Chinatown. Here, the Massachusetts Housing Finance Agency conceived a 23-story, multiuse development, to be called the Metropolitan, which will include rental and for-sale housing with community space, commercial and retail space, a public garden, and underground parking.

Of the total 251 residential units, 46 percent are reserved for low- and moderate- income households, including 81 rental and 34 ownership

units. The rental units will be restricted to households earning no more than 60 percent of median income. Eleven studios and two one-bedroom units will be restricted to households earning to more than 30 percent median income, targeting homeless individuals. The affordable ownership units will be reserved and priced for households earning no more than 80 percent, 100 percent, and 120 percent of median income.

Structured as a condominium, the project will be composed of for-sale residential space (118 individual unit owners); commercial uses with various office, retail, and community spaces; and a garage. This mix of uses and residents of various economic strata will add significant density to the neighborhood, infusing with it a vitality that extends beyond the development's contained space.

Disinvented Cities and Neighborhoods

Disinvented cities and neighborhoods are those that lack a basic standard of living. Once historically significant or viable, they now languish or are in decline, lacking supermarkets, banks, movie theaters, variety in stores, and restaurants other than fast food establishments. Some suffer from poor sanitation, overcrowding, neglected streets, and crime. Generally, property values continuously depreciate, there is copious vacant land, and the infrastructure is poorly maintained or is disintegrating. Subsisting on public subsidy, many residents have essentially no advocacy.

To reclaim these urban environments, a developer or an architect must make residents feel they belong and are protected by providing job opportunities, economic enhancements, and the underlying elements that support supermarkets, restaurants, and new housing- the resources that make a neighborhood functional.

Such an example is a section of Miami's N.W. 79th Street corridor. The city wanted to develop a viable urban vision for a transit-oriented development (TOD) where Amtrak, TriRail, Metrorail,

and the Florida East Coast Railroad converge. Fundable urban design solutions for the areas undervalued and poverty-ridden neighborhoods were a part of this vision.

In addition to coordinating market data provided by the economist group Hammer Siler George of Washington, D.C., on such economic tools as tax abatements, empowerment zones, community redevelopment areas, and tax-increment financing (TIF), studies of the N.W. 79th Street corridor also address shopping, housing, warehousing, and industrial uses that benefit specifically from their proximity to transit.

The intent of the plan is the attainment of reasonable quality of life for those living in the area, giving them access to food and materials that now lie beyond the area's boundaries. Because it is understood that housing alone cannot provide an increased standard of living, architectural studies also identify catalyst development projects-regional shopping and entertainment, and industrial and warehouse uses that would bring in jobs. All solutions identified are tied to existing transportation facilities.

Initially, architectural ideas were focused on replacing an outdated, first-generation shopping mall that had been a neighborhood anchor. The redevelopment will include mixed uses such as quality retail and housing. The housing will be primarily townhouses and multifamily apartments. This reintroduction of a retail and residential mix will revive the original sense of community.

In addition, the plan calls for the development of themed industrial parks and updated facilities in an adjoining industrial section that, owing to its poor infrastructure and security, is obsolete. This effort also is intended to bring jobs to the area.

Five Steps to Success

When identifying and developing urban infill solutions that generate added value, most developers and architects generally go directly to number five in the five-step

process-create a profit-making project. To develop a successful urban context, it is important to attend to steps one through four before embarking on the fifth one.

Step One: Examine the context

Study the history, geography, culture, job access, and transportation issues, as well as the ethnic background of residents, of the development area. Increase the density of existing services and amenities where the population will support them and introduce those that are lacking. Build less-dense projects in environments where vacancy prevails. Study demand and recognize what is not being satisfied. For example, would an abundance of new, larger apartments stimulate the market, or would a greater density of smaller units? Is there a new population-empty nesters or an entry-level workforce, perhaps- with a pent-up, unsatisfied need for urban proximity that could be enticed into moving into the neighborhood?

Step Two: Ignore the Boundaries

Look at the big picture: clues to a successful solution often exist outside the development area. Nearby neighborhoods, for example, may be saturated in terms of housing, office, or recreational space. Their building types may be outmoded. The development area might flourish with the introduction of catalytic projects. Inventory the existing building stocks and identify needs and appropriate amenities, including parks. What exists outside the boundary that does not exist within? Taking such a broad view informs and stimulates the creative process.

Step Four: Identify Opportunities and Funding Services

What kind of project could the city support or endorse? What type of product will interest private developers? For example, the financial demands of rental versus condominium projects are significantly different. Which products will be the most appealing and the most profitable? What public/private partnerships will provide opportunities that would not be achievable by one source

alone? What reuses of disinvested land are possible?

Step Five: Create a Profit-Making Project

The best way to build a profit-making project is to follow steps one through five...and to enlist clients who desire to make a profit in accordance with civic improvement. Create an infill project that will catalyze the surroundings and odds are you will make money. ■

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Florida's first green school breaks ground in Palm Beach County



Dr. Ken Jessell, left, David Anderson, Frank Brogan, Dr. Art Johnson, Jeff Koons and Robert Diffenderfer

Palm Beach County School Superintendent Dr. Art Johnson and Florida Atlantic University President Frank T. Brogan joined representatives of the community last month to break ground for Florida's first green elementary school and a new facility for the Pine Jog Environmental Education Center, a unit of FAU's College of Education.

The new school, scheduled to open in August 2008, will have an environmental focus, integrating the natural areas of Pine Jog and green elements of the building into the curriculum.

The school will be the first public elementary school in the state, and among only a dozen in the nation to become certified by the Leadership in Energy and Environmental Design (LEED) as a green building. Members of the community, including friends of Pine

Jog, representatives from the school district and FAU, as well as representatives of Pirtle Construction Company and the architectural firm of Zyscovich, gathered to hear remarks from Superintendent Johnson, President Brogan, Palm Beach County Commissioner Jeff Koons, FAU Foundation Interim Executive Director Ken Jessell, and Mr. David Anderson, executive director of Audubon of Florida. Air Force Junior ROTC Color Guard members from Lake Worth Community High School gave the Presentation of Colors, which was followed by a musical presentation by the elementary chorus of FAU's AD. Henderson University School. Pine Jog Board of Directors Chairman Robert Diffenderfer welcomed the guests and speakers. The first green elementary school and new Pine Jog facility are the result of a significant

collaboration between the Palm Beach County School District, FAU, the FAU Foundation and Pine Jog Environmental Education Center. Fifteen of the total 150 acres was leased by the FAU Foundation to the school district for the new school and the new Pine Jog facility. The school district will build a 15,000 square foot facility for the Pine Jog Environmental Education Center and by agreement will share school facilities with Pine Jog. Pine Jog was established in 1960 to educate young people about their natural environment and instill in them a sense of stewardship. Since 1970, Pine Jog has been affiliated with FAU. The groundbreaking event was made possible through the support of Pirtle Construction Company, Royal Concrete and Zyscovich Architects. ■

School of Architecture

Envisioning the City's Evolution

Miami-based architect and urban planner Bernard Zyscovich, Architecture, '71, heads the firm Zyscovich, Inc., a 120-person firm that designs everything from schools to high-rises to master plans. Yet, 35 years after graduating from Pratt, Zyscovich still cites his years studying on the Brooklyn campus and in Italy as major influences on how he practices urban design. Whether on the corner of Flatbush and Fulton or in Venice's narrow streets, Zyscovich immersed himself in cities, gaining a respect for their context and economic diversity.

It was during his time at Pratt, in the late 1960s and early 1970s, that his philosophy, *Real Urbanism*, evolved. "The city was dealing with difficult issues surrounding racial equality," says Zyscovich. "It was a time of change in our culture and the economic surroundings of the school at the time were a real education."

Zyscovich saw that, "If you take people who live in disinvested or dysfunctional cities and show them designs of courtyard plazas, they become angry, because they are just trying to keep the rats from infesting their houses." He soon understood that "*Real Urbanism* is about making a place based upon what is authentic about that place and not about imposing outside ideas. It is about envisioning a continuing evolution of the city that keeps it diverse and socially equitable. A sense of place is dependent upon the status and the point of time of that — its culture, race and income. You have to ask: Who are the people?"

His design inspiration now comes from multiple understandings of the city — from recognizing how a new grocery store can positively affect a community to preserving existing historic architecture. The long-time activist served as chairman of the Miami Design Preservation League (MDPL) early in his career. The group was important in creating the city's Art Deco District in 1979, which protected the streamlined hotels and Moderne apartment buildings that line South Beach. In years since, he's proudly watched the formerly decrepit neighborhood transform into an international destination while still holding onto a mixed demographic.

Recently, Zyscovich, Inc. was asked by the development and housing advisory firm Lambert Advisory to participate in the New Orleans Neighborhood Rebuilding Plan. The Big Easy, which had been devastated by Hurricane Katrina, had been in steady decline for years prior to the catastrophe and posed an enormous challenge. While the neighborhoods in which he worked—Bayou St. John, Treme/Lafitte, 7th Ward, Fairgrounds, and St. Bernard—were the most difficult because of the injustice and poverty, Zyscovich says, "they also were the most culturally significant neighborhoods, full of music and cuisine."



Courtesy of Bernard Zyscovich

"Real Urbanism is about making a place based upon what is authentic about that place and not about imposing outside ideas."

The Treme district, adjacent to the French Quarter and birthplace of the city's trademark jazz, illustrates the obstacles that faced Zyscovich's team. In New Orleans, wealthier citizens have traditionally lived on higher ground; poorer folks have lived in flood-prone areas. Adding to the problems of low-lying Treme is the I-10 freeway, built in the 1960s, which splits the community in two. When planners went to the neighborhood to help organize the local communities, they found themselves mired in generations-old battles. "People would not go from one side of Treme to the other because, either way, we had had the meeting in the 'wrong church.' White or black, each time we were insulting half the people," recalls Zyscovich.

His team came up with a plan after analyzing New Orleans history and culture, which changes from block to block. They wanted to maintain the area's "sense of self," to use Zyscovich's term, and to unify the district. One element they proposed was tearing down the freeway so the city could weave itself back together. The plan was formally approved at the end of 2006 by the New Orleans City Council and accepted by the Louisiana Recovery Authority. Zyscovich is excited, since this move triggers funding for the embattled city. He hopes that his past experience and sensitivity to place will help New Orleans regain its future. —M.Z. □



The overall New Orleans Neighborhood Rebuilding Plan included nine neighborhoods; Zyscovich was involved in five of them.



Rendering of proposed improvements to the Bayou St. John waterfront.