

## Three questions with Bernard Zyscovich

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Bernard Zyscovich's architecture firm has designed many landmark South Florida properties, and it's playing an instrumental role in crafting plans for some trendy Miami neighborhoods.

Developer Moishe Mana hired Miami-based Zyscovich Architects to design Mana Wynwood, the 9.72-million-square-foot mixed-use area, and envision the future of his 38 properties in downtown Miami, mostly on Flagler Street. With clients from Key West to New York, the firm has grown to 100 employees.

**What are the latest trends in development clients are bringing you?** Miami has really grown, to a large extent, based on foreign investment and condo development. These days, people have started talking about the fact that there may not be as much energy and action in that industry now, and people are thinking about what they will do next.

People, in general, are wanting to live in a more urban mixed-use environment, more active during the day and with nightlife. Put that together with the incredible time it takes to go across town, or even go a few blocks, and they start to develop some very interesting specializations. Some are interested in senior living ... with the idea that they want to live a more urbanized life. They don't drive anymore. The group is interested in a more active community.

The other age group that is starting to develop a specialization is millennials, and any people having a hard time finding a way to earn enough money to live. That means micro units .... The cost per square foot is more, but the total rent is less.

**How are you working with Moishe Mana to integrate his plans for Flagler Street with the changing demographics of Miami?** We are looking at retrofitting and possibly creating new buildings in downtown. We are trying to define an urban lifestyle and build a brand of what it means to be involved in a Mana property .... It's like SoHo House, as opposed to just a restaurant.

If you have enough buildings, like Moishe does downtown, you have a place to live and a place for a friend to stay at a hotel and a place to have a drink.

A lot of the buildings have quite a bit of square footage on upper floors and have been run as cheap office space. We are looking at what could we do to create something of higher value so people feel connected to that spot.

**If Mana Wynwood is approved, what type of users will he look to bring there?** In Wynwood, we are looking for new industries. We are looking for an arts infrastructure. We are looking for larger users that can be the basis and reason for construction of a new building. We are looking at bringing in containers and pop-up stores, and making use of vacant land for temporary uses while we are searching for the right answers and working on our entitlement process with the city.