

Progressive Projects

AN ECO-CONSCIOUS DEVELOPER AND A LEADING LEED-CERTIFIED ARCHITECT PONDER THE EFFECTS OF SUSTAINABILITY ON THE BOTTOM LINE. MODERATED BY JULIA FORD-CARTHER



Eduardo Costantini, CEO at Argentinean development firm Consultatio, met with pioneering sustainable architect Jaya Kader Zebede of KZ Architecture to address how, in eco-conscious projects, a focus on holistic housing trumps a dedication to the bottom line but still pays off.

Eduardo Costantini: We ended up in Miami because we go for the quality, not for market share. The community liked what we've done [with Oceana Bal Harbour] in terms of not being too aggressive, not to maximize footage, to reduce the footprint, and then to increase the setbacks. Instead of having a big building for the garage—it's like a wall—you have the garden. We gave the community open space and access to the beach. You have to take into account the volume of not only the building but also the surroundings, to make something that is harmonious with the whole community of Bal Harbour. Given that fact that we reduce the impact of [Oceana Bal Harbour], we're creating a beautifully designed building with all the attributes, including sustainability. The community pays a lot of attention to the gardening, to the landscaping, above all.

Jaya Kader Zebede: Which is a connection for pedestrians to relate to the ocean. We architects are a bit romantic, and we want to do beautiful things and contribute to the environment. Dealing with developers over the years, it's all about the bottom line. There's not that element of bringing sustainable practices into the project.

EC: In general, developers underestimate the value. If you go for beauty and quality, in the end, you will have a better bottom line.

JKZ: If we bring sustainable practices into the project, we bring [clients] who have that sort of sensibility.

EC: We already started selling. We don't have to act in relation to maximizing the bottom line. The whole concept should include the sustainability of any project; you cannot make a building without taking into account that



ABOVE: Eduardo Costantini and Jaya Kader Zebede at the Oceana Bal Harbour sales center; LEFT: Rendering of KZ Architecture's Luna Rossa, in Bay Harbor Islands.

factor. It's impossible.

JKZ: When I did a home in 2008, which was the first silver LEED-certified home in Miami-Dade County, we had to dig to find sustainable products. Now, you can't be in business without having sustainable products offered. Also, the [South Florida building] codes have changed where they're more stringent in terms of energy consumption.

EC: One of our values is sustainability. It's not just exclusivity. We got the LEED certificate for [Oceana] Key Biscayne, and we are trying to get silver for [Oceana Bal Harbour]. The building has some advantages because of the location, the proximity to transportation. There are some technicalities: the landscaping, the energy saving, the facility for bicycles, water, and recycling. We are striving to get the silver certification even though people don't demand that. I think you need to educate them and they start appreciating. This site has public responsibility.

JKZ: That's the new urbanism, where it's great to have a project that fits within a context or community that you're proud or happy to be a part of. *Oceana Bal Harbour, 10201 Collins Ave., Bal Harbour, 786-414-2929; oceanaresidences.com; KZ Architecture, 7580 NE Fourth Ct., Ste. 116, Miami, 305-865-9911; kzarchitecture.com* **OD**