

OCEAN DRIVE

Jessica Goldman Srebnick on the Changing Face of Wynwood Walls

By Jon Warech | May 4, 2016 | [People](#)

Through expansion and curation, Jessica Goldman Srebnick is helping Wynwood grow up, without letting it grow old.



Jessica Goldman Srebnick, seen on the roof of the Wynwood Walls expansion, is fulfilling the dynamic vision of her late father.

Under the watchful eye of developer Tony Goldman, the [Wynwood Walls](#) transformed a once-undesirable neighborhood into a vibrant home for internationally acclaimed street art. But for his baby to develop as the late visionary intended, it will fall on his daughter, Jessica Goldman Srebnick, to nurture the area into adulthood.

"I feel like Wynwood is in its toddler stage," says Goldman Srebnick, the CEO of Goldman Properties. "We're walking, we're talking, but we still have a lot of growth ahead of us."

Over the next five years, Goldman Srebnick expects big changes in Wynwood, including an influx of retail, a 434-car parking garage (being developed by Goldman Properties), and office buildings packed with tech companies, start-ups, and co-working space. But as the neighborhood grows, Goldman Srebnick is working to ensure that Wynwood doesn't lose what she calls the "special sauce" that makes it one of the most dynamic communities in the world.

"The art is going to go vertical," she says. "Right now it's all horizontal, but as we start building bigger, it's going to go vertical, which is going to be interesting. Plus, I think you'll see a beautiful marriage of art and architecture in Wynwood. The hope is that we're setting the tone for that."

The evolution has already started at Goldman Properties, which recently expanded the Wynwood Walls by purchasing an adjacent property dubbed Wynwood Garden. While the expansion allows for larger events—like the concert series that Goldman Srebnick is starting in May or high-profile weddings (and nightlife impresario David Grutman's recent engagement)—it also provides room for more street art, which is the foundation of the development.

