

NewsRoom

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Section: REAL ESTATE

HOLLYWOOD BEACH CLUB BEGINS ANOTHER CHAPTER

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The **Hollywood Beach** Hotel, one of **Broward** County's best known landmarks, has survived several hurricanes, a depression and a world war.

And the sprawling facility on the ocean at the eastern end of **Hollywood** Boulevard has seen many a Christmas come and go.

This holiday season, it's in the process of beginning another chapter in an illustrious life that dates back to 1925... of recapturing its days of grandeur with plans for a 1980s-style renovation.

It's a fitting present for that grand old lady of South Florida.

Warren Rapkin, one of the principals in **Hollywood Beach** Hotel Associates, says that plans include 100,000 square feet of commercial mall development and 350 **resort** condominium units, consisting of fully furnished efficiencies and one-bedroom units.

Rapkin noted that the \$12 million renovation will include a four-story parking garage and a separate membership **beach** club with spa, whirlpool, exercise equipment and related facilities. The mall will have specialty shops, service establishments, a movie theater complex, and several dining spots.

"The **Hollywood Beach Resort** Condominium represents the rebirth of **Hollywood**," Rapkin said. "It is Cinderella's castle at the end of the main boulevard. We plan to promote tourism along with the city fathers in order to attract people to this area. We have one of the most beautiful, restored beaches along the coast, and the time is right to move into the style of the 1980s with a grand building that has attracted presidents, kings, dignitaries and the wealthy over the decades."

He pointed out that the hotel once put **Hollywood** on the map as a city devoted to tourism. In February 1925, pioneer real estate developer and investor Joseph W. Young opened the **Hollywood Beach** Hotel, which took 600 men 90 days to build, working around the clock. The estimated cost for the structure at that time was set at \$3 million, including the opulent Renaissance-style furnishings.

A series of major disasters - both natural and man-made - challenged the oceanfront hotel in its early days. She weathered the devastating 1926 hurricane, becoming an emergency center for the homeless, then fell victim to the Great Depression.

During World War II, the hotel was used as a Naval officers school. After the war, she became a hotel once again. But, in 1971, the Florida Bible College took over the fading resort facility.

In 1980, the hotel found itself in the hands of another owner, Isaac Gamel, who pledged to restore the facility as Young would have imagined it for the 1980s. While the tower itself was created for time-share units, Gamel and his associates reserved the original hotel complex for condominiums and as a resort center for all to enjoy.

``Everything is being totally renovated to today's standards,`` Rapkin said. ``The condos are priced to sell from \$39,990 for an efficiency and from \$74,990 for a one-bedroom unit. All units will have kitchens, are newly and fully furnished, including stereos and new remote control color television. The furniture package will include a sleep sofa, built-in wall units, Murphy bed, mirrored walls, vinyl wall coverings and new carpeting. We anticipate many local people as well as frequent vacationers will want a residence on the ocean in a complex that is planned to include everything from specialty shops to restaurants and theaters.``

He noted that the **Hollywood Beach Resort** Condominium units are being sold in fee simple - each unit to one owner. Each buyer receives a warranty deed and title insurance policy, and there is no recreation or land lease.

The **Hollywood Beach** will offer 300 efficiencies and 50 one-bedroom condominiums.

``Purchasing a condominium at the **Hollywood Beach** will be like buying a home anywhere else,`` he said. ``The difference is that there will be professional on-site management available should individual owners want to rent their condominiums when they are not in use.``

Gamel said that the hotel's ballroom ``will be transformed into six movie theaters to reflect the times. We plan to take advantage of the ocean promenade and boardwalk to create a totally new atmosphere for Hollywood. It will be a place where families or couples can spend the day, where parents can sample exotic foods and kids can eat pizza.``

He explained that the four-story parking garage will accommodate 500 cars, with the mall including a bank, news stand, service-oriented shops and office space.

``We also plan to cater to the Canadian market, with several French Canadian franchises adding an international flavor,`` Gamel added. ``We hesitate to even call this a mall, because it is entertainment as well as consumer oriented. . . a place where all ages can enjoy good food and fun.``

Gamel said that applications are now being accepted for leasing of space, with the mall scheduled to open in late 1986. Condominium models are just being introduced.

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--- **Index References** ---

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