

HOLLYWOOD IN H PERSPECTIVE D

by Marlyn Kemper

A substantial portion of this issue of Broward Legacy is dedicated to the remarkable history of Hollywood, Broward County's second largest city. Located along a stretch of the Intercoastal Waterway which was formerly considered part of New River, Hollywood's natural history is as ancient as any of Broward County's. As a settled community, however, Hollywood is undeniably a product of the twentieth century. Founded during the early 1920s by pioneer real estate developer and city builder Joseph W. Young, it was one of Florida's first planned cities, and its example in this regard was followed by many subsequent Broward County communities. In many ways, the story of Hollywood epitomizes the history of southeastern Florida over the

past sixty years. The great events and issues which have shaped that region's past, including the land boom, the burst and subsequent depression, World War II and post-war expansion, and the problems caused by rapid development, have all been keenly felt in Hollywood.

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With Hollywood resounding to the din of construction as the South Florida building boom reached its zenith, the charter calling for Hollywood's incorporation, drawn up by attorneys T. D. Ellis, Jr. and L. O. Casey, was formally adopted; and Joseph Wesley Young, his son John, Paul John, Sr., Dave Fessler and Ralph Young were administered their oaths of office on November 28, 1925.¹ Because Hollywood had not been a legal entity until that date, a voters' registration list had not been compiled. Therefore, the first commission members had been appointed by the Florida legislature.² When the commission convened at its first session, Joseph Wesley Young was named mayor. In turn, Young sponsored the appointment of C. H. Windham of Long Beach, California, as Holly-

wood's first city manager.³ Two months later, Young resigned in order to focus his energies on the development of the Hollywood Hills Section.

The fact that Hollywood existed at all was an astonishing personal triumph for Joseph Wesley Young. An innovative urban developer, Young presided over the transformation of "tomato land and a jungle of pine forest, palmetto, and other tangled undergrowth" into a "modern made-to-order city."⁴ Armed with a comprehensive plan for guiding the development of the central as well as the peripheral areas, Young created a harmonious city compatible with "the natural beauty of the landscape."⁵ Designed "to captivate the eye and charm the fancy," Hollywood was billed as "a democratic city where plain everyday folks could

find health in its sunshine and ocean breezes, wealth in its predestined opportunities, and happiness in the contentment of a full life."⁶ Here was a haven with magnificent beaches, beautiful drives, and palm fringed avenues strategically located in the heart of America's winter playground in which instant paradise was possible.⁷

Young, with his vision of a decent human environment for Hollywood's citizenry, was confident of Hollywood's future prosperity. His "dream city," which had a subtropical climate characterized by its long humid summers followed by mild dry winters and averaged seven feet above sea level,⁸ evolved during the 1920s. Hollywood's growth came to a stand still during the Depression; but Hollywood's years of economic paralysis and civic bankrupt-

cy were succeeded by the city's emergence during the years subsequent to World War II as the second most populous jurisdiction in Florida's Broward County.

Situated 26.09 degrees north of the equator, in the southeastern portion of the State of Florida, Broward County encompasses approximately 1,200 square miles, roughly 25 miles north to south and 55 miles east to west.⁸ Located in the heart of the Southeast Florida Gold Coast, which includes the Atlantic Coastal counties from Palm Beach south to the Keys, Broward County ranks ninth among Florida's counties in terms of land area and contains twenty-nine jurisdictions, of which twenty-eight are incorporated municipalities, as well as the unincorporated

area.⁹ Broward's western two-thirds, amounting to 790 square miles, consist of the Conservation Area and the Seminole Indian Reservation, thereby leaving 410 square miles of the county east of the South Florida Water Management District 11 Levees available for potential development.¹¹

Broward County occupies only one section of a much larger geographic unit, the Floridian Plateau, which is a projection of the North American continental land mass separating the Atlantic Ocean from the Gulf of Mexico.¹²

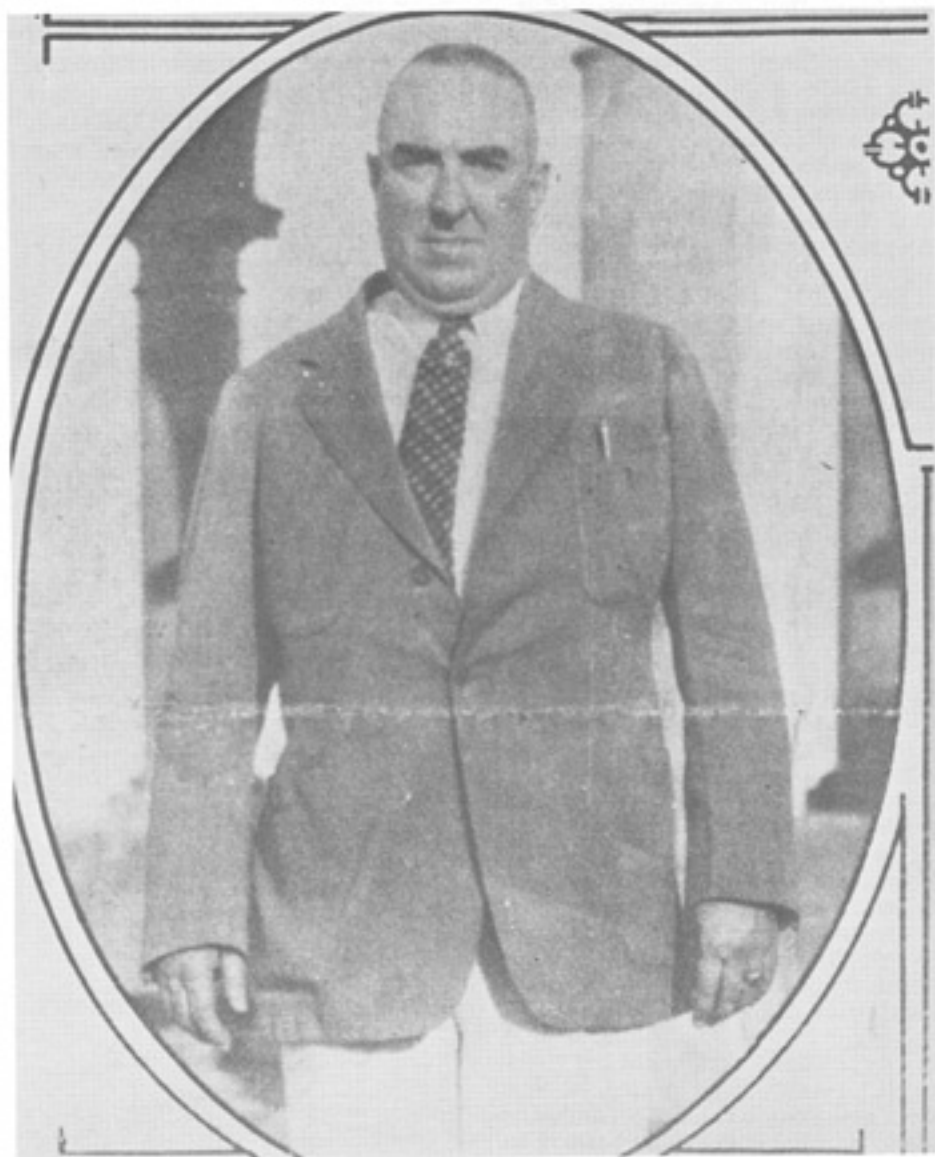
Following the acquisition of Florida in 1821 by the United States, the Broward County area prior to its 1915 incorporation had been a part of St. Johns, Monroe, Mosquito, Dade, St.

Lucie, Brevard, Palm Beach, and the stillborn Leigh Reed Counties.¹³

Before its development by Young, Hollywood was little more than a soggy wilderness. Among the most distinctive physical features of Hollywood's flat landscape were New River, which extended southward with its inlet located up until 1923 between present-day Sheridan Street and Hollywood Boulevard; and the Seminole Haulover, a narrow strip of land between New River and the Atlantic Ocean.¹⁴ West of the New River Inlet was the present-day West Lake tract, a comfortable habitation site from which Seminole Indians could utilize the inlet for ocean fishing and travel.¹⁵ Here on or about July 28, 1840, Captain William B. Davidson recorded a serious skirmish between seven privates in his command and a band of twelve to fifteen Seminole Indians.¹⁶ Subsequent to encounter, Captain Davidson reported he dispatched another "command of 30 men in two boats under Lieutenant Rankin down to the inlet to scour the mangrove hammocks and to follow up the trail of the Indians if discovered. The command did not return until the next evening. Having found the trail of the enemy at a point near the position from which they fired on the boats, Lieutenant Rankin with his party followed it up with a great deal of zeal and perseverance, through the weather was oppressively warm and the duty severe, from an extensive marsh from three to six miles, and then in a pine barren which borders on New River several miles west of the post. Here the Indians must have taken canoes and pushed for their stronghold in the Everglades."¹⁷

Broward's New River is among the earliest marked and charted land marks in the nation. The landmark was noted by Juan Ponce de Leon during his 1513 quest for the Fountain of Youth when he discovered Florida. The Rio Salado, "Salty River," is identified with New River Inlet by Dr. Cisco in the Freducci map of 1514-1415.¹⁸ This map, probably the first to bear the name Florida, was based in part on data obtained from the Ponce de Leon expedition.¹⁹ In 1631 the New River, then called R. Nova, was designated above the Bay of Biscayne on the French map *Septemtrio America*.²⁰

While performing the first scientific survey of East Florida, William Gerard DeBrahm came to this Broward area just as a series of monster storms had struck and sparked changes in New River.²¹ In a handwritten report about the New River region later presented to King George III of England, DeBrahm wrote: "The great rains in May 1765



Joseph Wesley Young, founder of Hollywood.

filled this River and its Marshes with so much water that its weight within and the Sea without by the force of the N.E. gales demolished the Bank and made this inlet."²²

In 1830 Stephen Russell Mallory, future United States Senator and Confederate Secretary of the Navy in Jefferson Davis' cabinet, was unemployed and broke.²³ That year he travelled from Key West to New River to help Richard Fitzpatrick establish a plantation on the Frankee Lewis Donation in present-day Fort Lauderdale. He spent about twelve months there fishing, hunting, and learning woodcraft from the Seminoles before he returned to Key West to become a customs agent.²⁴ Mallory noted in a memorandum concerning the region: "In the neighborhood of New River, upon all its forks and branches, and between its two principal arms, there is much good land lying in small detached parcels and upon which tropical fruits will readily grow; the cocoanut, lemon, and lime have been successfully tried. This, just about New River, is a fine country for a man with small means, say three or four hands, who wishes to be independent. The woods and streams abound with game and fish, frost is rarely seen, the county grows profusely and its preparation is a bagatelle. The most indolent man I ever knew prospered there. New River bar may be crossed in four and one-half feet and at times more water. I have seen two large steamboats seven miles up. It runs parallel with the seacoast in a direct line and is separated from the sea only by a ridge of land from 75 to 250 yards wide for five miles and then branches off, the best branch being the left or south one, along which Fitzpatrick and Cooly were located with others. Cooly's hammock on the right side of this branch is good land. The left side of this 5-mile stretch of New River is bordered by salt-marsh land from one-fourth to three-fourths of a mile wide. This land is worth an examination as it is said to be rich. The pine woods are covered with saw palmetto and contain many ponds, low grounds, in which the water during the wet season collects."²⁵

Although accounts of military operations by United States army troops against the Seminole Indians dominated most reports of South Florida between 1835 and 1842, descriptions of physical features were occasionally published in monographs, scholarly journals, and popular newspapers. Army surgeon Jacob Rhett Motte who kept an account of life in field and camp from 1836 to 1838 wrote upon reaching New River: "This river seems to have been very appropriately named for there is

sufficient evidence that what is now called New River was at no very remote period a part of the ocean. The river is separated from the Atlantic by only a narrow neck of land, about ten miles long and fifty yards wide, its course being for that distance south and perfectly straight, parallel with the sea beach."²⁶

Dr. Frederick Leitner, a naturalist who was killed while serving under the command of Lieutenant L. M. Powell, noted in a series published in 1836 in *The Charleston Mercury* that South Florida contained "a dreary succession of shell bluffs, pine and mangrove forests, saw palmetto tracts, lakes, lagoons, cypress ponds, hammocks, savannas, marshes, morasses, islands and innumerable smaller or lesser tortuous and shoaly water courses."²⁷ Confined to the pine barren between Cape Florida and New River where it grows in abundance, Dr. Leitner discovered "the Indian arrow root termed fewoape in the Indian language of the Seminoles (*Zamin Integrifolia*), a small stemless perennial vegetable with cone shaped flowers and pinnate leaves resembling somewhat those of the sago palm, only differing in size. To the Indian, this is one of the most valuable products of the vegetable kingdom as the root which attains sometimes the weight of five or six pounds yields to him a farina called coonty which constitutes next to the maize his principal breadstuff."²⁸

Another early visitor to this region was Dr. Benjamin Strobel, who came to the New River about 1830.²⁹ Like Mallory and Dr. Leitner, he claimed the Indian arrow root called coonty was found near New River in abundance. In publishing his findings in *The Charleston Courier*, Dr. Strobel noted: "The Everglades are bounded on the eastern side by a ridge of high sandy land — high in comparison with themselves. The growth upon this land consisting of pines, saw palmetto, and in some few places, particularly along the borders of the rivers flowing into the sea, of narrow strips of live oak hammock, and occasionally a few hickories and cabbage palmettoes are met with."³⁰

Two decades later in an account accompanying a military map of the Florida peninsula south of Tampa Bay, Lieutenant J. C. Ives wrote that although "the ordinary mode of communication between Forts Lauderdale and Dallas is by water" there is "a wagon road a few miles inland . . . laid down upon some sketches of the vicinity. It leaves the west branch of New River at the site at the old fort and runs nearly parallel to the coast passing to the west of a sawgrass marsh which extends some miles to the south. It



Natural features of the Hollywood area are depicted in detail from the 1844 "Sketch of the Southern Part of Florida" (above, and an 1883 U.S. Coast and Geodetic Survey map (below).



follows throughout its whole extent a dry belt of country grown up with pine, palmetto, and county . . . The whole distance by land from Fort Lauderdale to Fort Dallas is about 25 miles."³¹

In the early 1880s, Dr. James Alexander Henshall explored present-day Broward and published his observations in *Forest and Stream*. Said Dr. Henshall: "Rushing in and out with the tide at New River fishes can be seen by the thousands snapping at anything even a bit of white rag tied to the hook and thrown to them by a strong hand line."³² From the site of old Fort Lauderdale, New River "runs southerly, to its mouth, and parallel with the sea beach, the intervening strip of ridge being nowhere much over a hundred feet in width . . . New River, for six miles above its mouth, is the straightest, deepest, and finest river I have seen in Florida, although a narrow one."³³

The years of 1883 and 1884 marked the mapping of vegetation along the coast of present-day Broward for the United States Coast and Geodetic Survey. The survey showed fresh water marsh populated much of the low lying basin between the first inland ridge and coastal dune in the area now occupied by the Intracoastal Waterway and a large concentration of mangrove habitat near the mouth of New River.³⁴ Additionally, a mangrove stand was positioned along Whiskey Creek, a stream which originally flowed from Lake Mabel, the site of what is now Port Everglades.³⁵ Most likely, hurricanes which triggered the opening and closing of New River Inlet prior to 1900, caused the flow of some salt water up Whiskey Creek thus sparking the development of this mangrove stand.³⁶ Since the twentieth century, the impact of urban development and continuing salt water intrusion have destroyed the marsh and fresh water habitat thereby allowing the spread of mangroves throughout this region, particularly in what is now the West Lake tract, and resulting in the replacement of one natural community by another.³⁷

On December 24 and December 28 of 1894 and again on February 6, 1895, a brutal freeze sent temperatures plummeting and killed citrus crops, vegetables, and cocconut palms as far south as West Palm Beach.³⁸ The unrelenting cold brought business to a standstill and sparked the decision by financier and pioneer Florida developer Henry Morrison Flagler to plan an extension of the Florida East Coast Railway nearly seventy miles to Miami, an area where no damaging frosts had occurred.³⁹ After the railroad was completed, there was opportunity for a new start; a number of homesteaders settled in what

is now Broward County.

Because the natural drainage over much of yesterday's Broward was poor, its population was concentrated primarily in the eastern areas along the coast. At the time of the county's incorporation in 1915, Broward's 4,763 citizens were sprinkled in the three incorporated towns of Dania, Pompano, and Fort Lauderdale as well as in the settlements of Deerfield, Hallandale, Davie, Colohatchee, and Progresso. The county had an assessed valuation of 2.5 million dollars and contained 75 miles of rocky road.⁴⁰ In Fort Lauderdale, then dubbed the "Gateway to the Everglades," there still were no road and bridge to the beach. The only way to reach Davie was by barge. Even that was no easy feat as C. Edward Viele discovered when the boat which was transporting his family's furniture capsized and his grand piano floated down New River.⁴¹ Miramar, Lauderdale Lakes, and Plantation were desolate tracts and Hollywood, not yet on the drawing board, was still mostly muckland and swamp.

Prior to the time when development and the high value for land pushed out Broward's truck farming industry, agriculture dominated the economy. Land use reflected the character of the soil, drainage conditions, and location with respect to transportation sources.⁴² Higher areas in present-day Hollywood were valued as farmland by Hallandale grower Olaf Zetterlund and Dania growers Martin Frost, Harry T. Tubbs, Sr., Elliott Chapman Edge, John Gregory, Richard Swanson, and Stephen M. Alsobrook.⁴³ Beans, squash, cabbage, and tomatoes were sited in the "West Marsh" between the present-day Seaboard Air Line Railway tracks and what is now Park Road; and tomatoes were cultivated in productive acreage in the "East Marsh" between what is now the Intracoastal Waterway and present-day 14th Street.⁴⁴ Hacked out by farmers growing vegetables, present-day Johnson Street was a narrow artery running east.⁴⁵ A large pineapple field covered the site of what is now Watson Circle; turpentine mangoes were planted in the vicinity of present-day Polk and Taylor Streets; and tomato patches dotted what are now Funston, Rodman, and Dewey Streets.⁴⁶ In 1910, Fred Zirbs, who was reportedly the first to live on Hollywood soil, established a five acre farm in the present-day 1200 block of North 17th Court.⁴⁷ Here he grew peppers and tomatoes.⁴⁸ His farm stock included a mule, bull and calf; three cows; 130 beehives; and chickens, pigeons, and ducks.⁴⁹

Joseph Wesley Young, once credited

"with being the spark that ignited the Florida land boom," initially came to South Florida from Indianapolis, Indiana, in January 1920 to determine the feasibility of establishing subdivisions on the outskirts of Miami.⁵⁰ The following July, Young returned to select a site for a "dream city."⁵¹

A city builder with a true flair for pageantry, Young was born on August 4, 1882 in Gig Harbor, Washington, a lumber mill town on the Puget Sound.⁵² In 1896, at the age of fourteen, he went to sea aboard a two-masted sailing vessel bound for ports in eastern Asia and the South Seas; he then joined the gold rush at the Yukon and published a Seattle newspaper.⁵³ In 1903, Young settled in Long Beach, California, to manage a grocery store; he later invested in real estate and platted Signal Hill, a Long Beach subdivision which was destroyed by flood.⁵⁴ After developing land into subdivisions near the Arizona cities of Globe and Phoenix, Young moved to Indianapolis, Indiana, in 1917, where he sold oil and mining stock and subsequently organized a real estate investment agency called the "Homeseekers Realty Company."⁵⁵

That summer of 1920, rumors of dangerous reptiles, swarms of blood-sucking leeches and voracious mosquitoes did not stop Young who "dressed in cowhide boots and khaki" explored "every nook and cranny" in the area several miles north of the Dade-Broward line.⁵⁶ Even though the acreage not under cultivation was covered with tall pines, scrub palm, mangrove jungle, and marsh, Young was impressed with what he saw.⁵⁷ Quietly, on February 18, 1921, Young negotiated the purchase from Stephen M. Alsobrook of a square mile tract of farmland in present-day Hollywood⁵⁸ legally described as section 15-42S-51E, the area now circumscribed by 22nd Avenue, Washington Street, 14th Avenue, and Johnson Street.⁵⁹ The price was approximately \$175 an acre.⁶⁰ Young called this parcel the nucleus of a dream city which would be designed "for everyone from the opulent at the top of the industrial and social ladders to the most humble of working people."⁶¹ Young then began acquiring options for an additional tract adjoining the first on its north border.⁶² Eventually, Hollywood comprised an area of more than three square miles with one full mile of ocean frontage.⁶³ The development of a project of such magnitude separated by miles from the nearest settlement and hampered by poor transportation facilities called for "a corps of men of courage and resourcefulness sharing Young's vision and enthusiasm and an army of

workers who could meet hardship and like it."⁶⁴ In mid summer of 1921, a staff of draftsmen under the direction of architects skilled in municipal planning transposed Young's ideas to blueprints.⁶⁵

That fall, A. C. "Tony" Mickelson, head of field work for Young's Hollywood empire, hacked roads through heavy undergrowth and muck, established boundaries for Central Hollywood, and directed crews who cleared underbrush and natural vegetation from the area which was heavily populated by rattlesnakes, sand flies, and mosquitoes.⁶⁶ Mickelson staked out Hollywood's first lot at the corner of what is now Hollywood Boulevard and 21st Avenue, placed markers in the Hollywood beach section when there were no local bridges or roads east of present-day 17th Avenue, and supervised the entire layout of Central Hollywood as it is today.⁶⁷ Recalled Mickelson, "Trainloads of materials and machinery began to arrive, barracks for the crew of workmen were built, and Hollywood was underway."⁶⁸

"A city planned with vision and consummated by scientific engineering,"⁶⁹ Hollywood was built to be colonized swiftly, to function effectively, and to offer the promise of equal opportunity for all settlers. From Indianapolis, Indiana, came the idea of a broad boulevard and of the several circle parks intersecting it; from Long Beach, California, came the plan of building restrictions, zoning, and the oceanfront development and the inspiration for the deep water harbor and world port now known as Port Everglades; and

from Hollywood, California, came the concept of the city's name.⁷⁰ "To combine with customary comforts and conveniences a unitary design through which the social, aesthetic, and recreational needs of coming generations would be met," a grid plan was adopted.⁷¹ The grid with its rectangular blocks bounded by parallel streets extending in two directions and crossing each other at right angles could be effected without precise data on local topography and was readily surveyed with lots easily numbered for sale.⁷² Moreover, with its capacity for quick extension for any distance and in any direction, the grid was well suited for future growth.⁷³ Unlike other cities which "grew up spontaneously with no more intelligent planning than beavers devote to their tribal industries,"⁷⁴ Hollywood, a city built upon cultivated farm acreage, filled-in mangrove swamps and tracts of palmettoes and Caribbean pines,⁷⁵ was destined to become "a tradition in the annals of American town building."⁷⁶

Young viewed town building as an art. "Towns like houses can and should be built from definite plans with adequate provisions for future contingencies."⁷⁷ A municipal zoning system was introduced "to avoid growth by accretion just as one might string out a set of dominoes."⁷⁸ The leading feature of this system was secured by dividing the city into sections or districts. "In Hollywood, certain areas have been set aside for retail businesses and still others for wholesale enterprises while in a district to itself conveniently removed from residential sections, factories and

industrial plants will be located. This is as it should be. The owner of a good home in Hollywood will take consolation in the thought that he need never worry about seeing an unwelcome garage or machine shop built next door."⁷⁹

Young's municipal zoning system called for uniform and consistent building restrictions to safeguard investors. "One section is without restrictions as to the cost of homes; another section is given over to buildings costing not less than \$2,500.00; and buildings in the remainder are to cost not less than \$7,500.00. Cheaper homes may be built of wood; the more expensive ones and all public structures are of the prevailing hollow cement block and stucco."⁸⁰ Unlike those municipalities in which "accident determined the setting and necessity shaped the contour,"⁸¹ Hollywood, "the city with a preconceived destiny,"⁸² was heralded as "the forerunner of the new type of city that is as certain to replace the old as the automotive vehicle has replaced the ox cart."⁸³

Located "on the shore of a tropical sea,"⁸⁴ Hollywood, a readymade city in which "for a small outlay of money the average family can have an attractive winter or year round residence in the midst of unsurpassed natural and architectural beauties," impressed visitors.⁸⁵ J. E. Booth of Rhode Island who toured Hollywood in the spring of 1922 said, "In every other new town I have seen started, houses have been built from paper for there were no restrictions. I am glad to see Florida's Hollywood adopt the modern methods of city building with restrictions on all lots



Hollywood Boulevard under construction, 1921.



Well-dressed guests on the porch of the Hollywood (later Park View) Hotel, June 21, 1923.

and a zoning system enforced."⁸⁶ As a result of Young's careful planning, "Hollywood would avoid the mistakes that most cities have made. Narrow streets would not be congested with unforeseen traffic nor would there be an unsightly hodgepodge of ill assorted buildings; factories impinging upon attractive homes; beautiful vistas marred by squalid surroundings; and uprooted paving awaiting benighted sewers."⁸⁷

"Built by one corporation with the zoning system established from the beginning and restrictions thrown around it in its entirety so that nothing disagreeable or detrimental could be built in any of its districts," Hollywood was planned "for all mankind from the person of millions who seeks a fine estate on the oceanfront and the person who has been active in business and professional life who seeks rest and moderate amusement and a desirable climate to the person who wishes to work and raise fruits and vegetables and have a happy contented home where he can be comfortable."⁸⁸

Young recruited a dozen salesmen to establish a branch of the Homeseekers Realty Company in South Florida and raise cash to underwrite the Hollywood project by hawking subdivisions in the Allapattah Section of Miami.⁸⁹ He also acquired the "House of the Seven

Gables." This recycled Hollywood farmhouse served as initial headquarters for the Hollywood Land and Water Company, the formed title of the Joseph Wesley Young business organization which was founded in 1920-1921.⁹⁰ News accounts related that the word "water" in the title did not refer to waterfront developments or ocean beach property which later would be put up for sale.⁹¹ Rather, the word "water" meant just that: "good old Adam's Ale, aqua pura as it comes from the ground."⁹² To promote Hollywood's palatable drinking water and earn "a substantial income" for his organization, Young intended "to sell bottled water obtained from seven deep wells located in Block 43 of Central Hollywood folks in Miami where the water supply was unfit for drinking; hence the title."⁹³

In the spring of 1922, the Hollywood Land and Water Company had offices in Miami, Palm Beach, Fort Lauderdale, Jacksonville, Live Oak, Tampa, Orlando, Tallahassee, and Indianapolis.⁹⁴ One year later, the Hollywood Land and Water Company added offices in New York City, Chicago, Cleveland, Kansas City, and Detroit.⁹⁵

In the fall of 1923, the Hollywood Land and Water Company opened a welfare department to assist financially troubled employees and to sponsor

Thursday night get-togethers at the sales pavilion on the corner of Hollywood Boulevard and what is now 16th Avenue.⁹⁶ For property owners wishing to dispose of holdings, the Hollywood Land and Water Company extended its service in February 1924 and launched a resale department known as the Hollywood Investment Company with I. N. Berry, Jr. in charge.⁹⁷ The Hollywood Boat and Transportation Company came into existence as a subsidiary department of Young's umbrella organization that summer to oversee construction of bridges for the Hollywood Lakes Section and beach development.⁹⁸ By 1925-1926, the Hollywood Land and Water Company was composed of twenty-six departments ranging from the accounting, auditing, entertainment, hotels, sales, garage, landscape, and legal departments to the Hollywood Insurance Agency, Hollywood Bond and Mortgage Company, and Hollywood Securities Corporation.⁹⁹ These departments covered every phase of building a city.

It was said that Young, who revolutionized selling methods, started Hollywood on a shoestring. Frank Dickey, who was associated with Carl Fisher in the development of Miami Beach prior to replacing retired Royal Air Force Colonel A. F. Jenkins as Hollywood's chief engineer,¹⁰⁰ recalled that in instal-

ling the streets and sidewalks in Central Hollywood "delays in the work schedules were the most annoying situations to arise. Several blocks of a curbing job would be laid out, forms built, and cement ready to be mixed for instance when the order would come to lay men off. The money had run out."¹⁰¹

To stimulate investment, Young offered prospects free excursions to Hollywood, free lunches in a large canvas tent at the corner of Harrison Street and what is now 21st Avenue near the Florida East Coast Railway tracks, and then a tour of the town.¹⁰² The latter included a trip to Johnson Street, Hollywood's first east-west thoroughfare, and the narrow pontoon bridge which spanned the Intracoastal Waterway.¹⁰³ Eventually, Hollywood had a fleet of busses which constantly imported speculators from around the nation and three sales pavilions to accommodate the visiting crowds.¹⁰⁴ After hearing sales pitches "with no obligation to buy," these potential clients were given free meals, free band concerts, and free accommodations at the Hollywood Hotel, the Lincoln Hotel, or the Lingerlong Apartments.¹⁰⁵ To attract investors unable to travel to "the scene of the action," Young hired the Kniffin Coutant Photo Films Company of Hialeah to make movies of the city for newsreels and advertised Hollywood in full page color layouts in magazines of national circulation including *Colliers* and the *Saturday Evening Post*.¹⁰⁶

News accounts relate that Young "in the early days assured his salesmen they would have abundant cause to be

proud of their connection with the Hollywood Land and Water Company."¹⁰⁷ O.E. Behymer, who was a member of the Hollywood Land and Water Company sales force and then named editor of *The Hollywood Reporter*, the *Hollywood Magazine*, and *South*, recalled, "It required no small degree of faith to catch Young's vision; but every salesman had it and soon there was a nucleus of buyers who also envisioned the possibilities. In 1921, Hollywood was pine forest and tomato lands. By 1923, the program Young sketched became a reality."¹⁰⁸

To encourage sales, Young sponsored contests for realtors with thousands of dollars in prizes for the winning entrants.¹⁰⁹ In "the largest real estate contest ever held," J. M. Kagey, as captain of a team of eleven men, secured a total of \$426,260.00 worth of business for the Hollywood Land and Water Company over a ten week period ending April 19, 1924, and captured first place.¹¹⁰ Since Kagey owned a Pierce Arrow and Jordan, he accepted \$5,000.00 in cash from contest sponsor Young in lieu of the two sedans to which he was entitled for winning the competition.¹¹¹ Kagey used part of this cash award for the erection of "his handsome home in the domestic Spanish style of architecture situated at 1650 Harrison Street overlooking Circle Park and the Golf Club House."¹¹²

Young planned Hollywood "from the very beginning with provisions ample for future needs and with proper adornments to satisfy normal human cravings."¹¹³ In keeping with Young's predi-

lection for a blend of Spanish and Moorish architecture, commonly referred to as the Spanish Colonial Revival style, his architects and engineers designed structures which featured domes, balconies, red tiled roofs, pastel tinted stucco walls, arches, and tiled floors.¹¹⁴ For Young, determined to avoid "the long interval of patient waiting for conveniences and the graceful amenities which make for genuine living," no project seemed too ambitious for his model city.¹¹⁵ During the same era, these structures were erected: the Hollywood Central School, Hollywood State Bank, Hollywood Post Office, Park View and Great Southern Hotels, Flora Apartment Hotel, Hollywood Printing and Publishing Company, the Hollywood Golf and Country Club, and the Florida East Coast Railway passenger depot.¹¹⁶ In the belief that transportation was the key to Hollywood's success, Young had financed construction of the depot which featured a cream-colored rough textured stucco facade and decorative cupola to ensure perpetual passenger service.¹¹⁷ Young realized his goal of enabling the rest of the nation to migrate to his "dream city" on April 6, 1924, when, amid hype and hoopla, the "Floridian" became the first passenger train to highball across the rails of the Florida East Coast Railway and make a scheduled stop in Hollywood.¹¹⁸

Signs of growth were everywhere. "From whatever direction Hollywood is approached, new structures greet the eye. . . . Apartments and public buildings are springing up and littered debris of lumber and concrete piled here and there mark the spots where future structures will stand."¹¹⁹

By 1924, Young announced the time was at hand for his Hollywood Land and Water Company to devote its energies to building private residences on an extensive scale.¹²⁰ That year, Young occupied his home at 1055 Hollywood Boulevard built at a \$30,000.00 price tag.¹²¹ "Of authentic Spanish-Moorish design,"¹²² the home reflected a style that spoke of delightful climate, of luxury, and of sophistication.¹²³ Even though Young's home was decorated baroquely with imported crystal chandeliers, heavy carved furniture, Cuban tile in the entrance way, and iron gates leading into the dining room and living room, and acclaimed Hollywood's outstanding showplace, Young planned to construct an even more ornate executive mansion north of Johnson Street along the oceanfront costing a quarter of a million dollars.¹²⁴

Most of the public buildings constructed by Young were presented to the city when it was incorporated. Until the



Hollywood's Spanish style Florida East Coast Railway depot, completed in 1925 and reconstructed after the 1926 hurricane nearly demolished it.

time of incorporation, "the Hollywood Land and Water Company which then owned streets and lots not sold controlled the police and other public affairs."¹²⁵

In conformity with Young's policies, all public mention of any new developments within the city such as the construction of important public buildings or the installation of public utilities was withheld from the media until the improvements in question had taken a tangible form.¹²⁶ No attempt was made by Young to exaggerate Hollywood's "splendid achievements" for "Hollywood's record would speak for itself."¹²⁷

In April 1922, with a fleet of motor trucks, caterpillar tractors, road graders, scrapers, a steam shovel, and a ten-ton roller, Hollywood had the most extensive and complete street building equipment of any city in Florida.¹²⁸ All streets were paved initially with native rock of coral formation excavated from the banks of drainage canals;¹²⁹ and by September 1924, main business thoroughfares including Hollywood Boulevard, Harrison Street, and Tyler Street had been oiled and sanded.¹³⁰ News accounts relate that "the transition from white coral rock to black topped arteries relieves eye strain and adds immeasurably to the appearance of the city."¹³¹ Within a two year time span, Hollywood had thirty-two miles of paved streets and twenty-six miles of sidewalks and curbing.¹³² "If sidewalks were placed end to end, they would extend all the way to Miami."¹³³ Although work began on the new Beach Highway (A1A) from Johnson Street south across the first mile of beach which the Hollywood Land and Water Company developed as the first of its oceanfront properties in 1924,¹³⁴ it was not until May 1933 that the new Beach Highway from Hollywood to the Dade County line was officially opened.¹³⁵ The Everglades Construction Company, the contractor for the project, suffered severe financial setbacks in constructing the route due to the marshy terrain which triggered the sinking of the roadbed on several occasions.¹³⁶

In keeping with Young's scheme for a harmonious city, "all water mains and telephone wires in the business district were underground and were confined to alleys in residential areas so that streets may not be dug up as building progresses. No provision is contemplated for street cars as all street traffic must move on rubber tires whereby the usual racket of cities is to be prevented."¹³⁷

The names for streets in Central Hollywood were chosen by Young's personnel in Indianapolis.¹³⁸ "Beginning

with the beginning of Hollywood's environs on the south, there is the first street which bears the name of Washington for America's first president, then Adams, Jefferson, Madison, Monroe, Jackson, Van Buren, and Harrison, all of which run east and west. After Harrison Street, there is a break for Hollywood Boulevard. Then north of the Boulevard and parallel with its course run Tyler, Polk, Taylor, and Filimore Streets, Pierce, Buchanan, Lincoln, and Johnson, this last the first street to be graded and paved."¹³⁹ For streets south of the presidential string in the South Hollywood Addition, A. C. "Tony" Mickelson, then in charge of surveys for Young, selected the names of officers he served with during his days in the Navy "Dewey, Rodman, Plunkett, Wiley, Mayo, Fletcher, and Moffett."¹⁴⁰ About Funston Street, Mickelson said, "General Frederick Funston was a Commander-in-Chief of the U. S. Army before World War I. I had to sneak his name in there along with the names of the seven Navy admirals."¹⁴¹ With the exception of Farragut and Sims, "the names of two admirals slipped in by some Navy person in the Hollywood Land and Water Company drafting department,"¹⁴² streets north of the presidential string were named for generals "Sherman, Lee, Sheridan, Thomas, and Pershing."¹⁴³

Called "the widest paved street in Florida," Hollywood Boulevard, the heart and soul of the city, was ninety-two feet between curbs with fourteen foot sidewalks on either side.¹⁴⁴ Designated the municipality's dominant transportation and communication artery, the thickened spine of the city center was quickly lined with Hollywood's most important commercial structures. In the spring of 1922, residents were advised that ornamental lighting posts every forty feet would soon furnish illumination and make Hollywood Boulevard "a great white way from the Dixie to the Sea."¹⁴⁵

Johnson Street, the first east-west artery paved all the way from Dixie Highway to the beach, a distance of slightly more than two miles, was completed on January 10, 1923.¹⁴⁶ A pontoon bridge spanned the Intracoastal Waterway and at the beach the paving widened out to fifty feet in order to provide parking and turning space for cars.¹⁴⁷

Sited in the heart of the city and encircled by Hollywood Boulevard and Federal Highway, Hollywood Circle Park was designed by George Schmidt, Young's first chief engineer who was fired in 1921 "for not moving fast enough,"¹⁴⁷ Dedicated as Harding Cir-

cle on March 13, 1923, it was renamed Young Circle on January 22, 1935.¹⁴⁸ Laid out with three circle walks and majestic botanical gardens, covering an area of ten acres, and billed as the largest of its kind in the State of Florida, Young Circle was considered Hollywood's social and recreational center, "a gathering place for strangers and townspeople."¹⁴⁹ City Hall Circle, now known as Watson Circle, on Hollywood Boulevard and 26th Avenue was designed by Louis Platt in 1924.¹⁵⁰ Sam Whitehead has been credited with laying out Hollywood Hills and the crescent drive intersecting the 4000 block of Hollywood Boulevard that since 1932 has been known as Academy Circle.¹⁵¹ Young's inspiration for Hollywood's circles was triggered by his panoramic view of the great circular space in downtown Indianapolis provided by his ninth floor office suite for the Homeseekers Realty Company in the Indianapolis Merchants Bank Building.¹⁵²

As early as 1922, the Hollywood Land and Water Company had its own nursery for the propagation of hundreds of varieties of plants and shrubs with landscape architect Charles Olsen in charge.¹⁵⁴

Olsen's largest job was landscaping the Hollywood golf course. Although the foundation for the Hollywood Golf and Country Club had not been laid, the first nine holes of the eighteen hole Hollywood golf course were completed by the winter of 1922.¹⁵⁵ March 13, 1923, marked the arrival of President Warren Harding and a coterie of officials including General Charles Dawes, General Charles Sawyer, United States Shipping Board Chairman A. B. Lasker, and Washington publisher E. B. McLean for a golf match and then luncheon at the Hollywood Hotel, the second building constructed by the Hollywood Land and Water Company in central Hollywood.¹⁵⁶ The Hollywood Golf and Country Club officially opened on New Year's Eve, 1924, with a big bash featuring the Ziegfeld follies' queen of the shimmy Gilda Grey.¹⁵⁷

On June 1, 1926, L. B. "Slats" Slater and Eleanor Forbes were married in one of the most extravagant weddings ever held at the posh Hollywood Golf and Country Club. Slater recalled that "the roof was rolled back and we danced under the stars on a glass floor illuminated with colored lights. It was quite a deal."¹⁵⁸

With floodwaters sloshing over roads, it took Slater sixteen hours to drive from DeLand, where he then was attending Stetson University, to Hollywood during his first trip to Broward in September 1924. Slater, who was "court-

ing Eleanor Forbes, the only daughter of Hollywood Land and Water Company sales manager Arlie Forbes," recalled, "Thick hordes of mosquitoes had to be brushed off screen doors before entering homes, and land crabs made Hollywood Boulevard a slippery, smelly mess."¹⁵⁹ According to Slater, many early Hollywood settlers lived lavishly; and even though it was Prohibition, wherever Slater went he was served liquor that had been imported from Nassau. "I was just a poor country boy and the high life impressed me," he explained.¹⁶⁰

With people anxious to purchase land on the deferred payment plan, by 1925, the Florida real estate boom was approaching its zenith. Clogged with speculators scrambling for acreage, Hollywood looked as though it had been transformed into one giant, frenzied real estate exchange. Hollywood grew at a dizzying pace. It seemed the flow of easy money would never cease as tourists threw dollars around like confetti and speculators bought house-lots and acreage sight unseen. Lots in Central Hollywood, the first section to be cleared, developed, and opened for sales,¹⁶¹ jumped in price more than 500 percent.¹⁶² "Engineers and executives stormed and fretted because materials and supplies could not be delivered fast enough."¹⁶³

Once construction of Hollywood's streets, sidewalks, and the first buildings, including the Hollywood Land and Water Company garage, community firehouse, and the electric and water plants, were completed in Central Hollywood, "subdivisions sprang up all over Hollywood."¹⁶⁴ By 1923, the Santry Corporation had platted Hollywood Lawns and Dixie Gardens.¹⁶⁵ That year, St. James Park, "a handsome settlement of homelike bungalows on the East Dixie," was nearing completion; lots were up for sale in North Hollywood and South Hollywood, two new additions to Hollywood lying immediately adjacent to the city proper; and blueprints were drawn up for "Venetian Villa, a subdivision just east of the golf links and bordering the south side of Johnson Street destined to surpass in beauty and charm anything of its nature yet conceived by man."¹⁶⁷ Hollywood journalist O. E. Behymer commented, "It is a grand and glorious feeling to realize that we have arrived at that enviable state as a city development when we can have subdivisions dedicated to our progressiveness."¹⁶⁷

The first couple to occupy a home in Central Hollywood east of the Florida East Coast Railway tracks was Emma and George Roden.¹⁶⁸ The Roden bun-



Crowd on the Boardwalk at Hollywood beach celebrates the Fourth of July, 1925. Note bathing casino in right background.

galow at 1901 Madison Street featured a solar water heating plant on its roof and was constructed in February 1922.¹⁶⁹

November 1922 marked the start of intensive development of Hollywood Little Ranches, a tract situated along Dixie Highway just adjoining the central section of Hollywood within a few minutes walk of the business center.¹⁷⁰ Deep lots along Dixie Highway were cleared off and streets graded.¹⁷¹ Water mains were extended to the central part of Hollywood Little Ranches and electric light poles set and wires strung for the convenience of the settlers.¹⁷²

Within the month, over 400 half acre lots in Hollywood Little Ranches were sold and some twenty families were living on small farms.¹⁷³

The John Murray home, a five room bungalow at 2432 Hollywood Boulevard, was the first structure west of the Florida East Coast Railway tracks built in Hollywood Little Ranches.¹⁷⁴ Recalled Murray: "We bought a half acre in Hollywood Little Ranches from a salesman we met in Jacksonville... A sand path lined with palmettoes was the front walk to our home. Our backs ached from the long trip to Dania in soft sand and rock for groceries and



Opening day at the Hollywood Beach Casino, May 30, 1925.

mail.¹⁷⁵ Several farms managed by poultry farmers and vegetable growers on a sharecrop plan were subsequently established by the Hollywood Land and Water Company in this section to supply products for company-owned tourist facilities.¹⁷⁶

By December 1923, Hollywood Little Ranches boasted an imposing 850 residences, a two story business structure, and a fifty room modern hostelry. Originally called the Turner Apartment House, this three story concrete facility at 2140 Lincoln Street was tailor made "to meet practical needs of practical people in a practical way."¹⁷⁷ That December, residents suggested calling the section popularly known as Hollywood Little Ranches by the name "West Hollywood."¹⁷⁸

Heralded as "Hollywood's new town for Afro-Americans" and a "major milestone in urban development, Liberia was situated one mile north of Central Hollywood and slightly west of Dixie Highway.¹⁷⁹ Created to shelter black laborers employed by the Hollywood Land and Water Company in clearing sections and laying streets and sidewalks, Liberia was a separate town in which potential residents could control their own municipal affairs.¹⁸⁰

Liberia was laid out along "modern lines."¹⁸¹ Blueprints called for Liberia to contain streets of ample width paved with ojus rock; electric lights and water furnished from central plants; a block for a school and churches; and a five acre circle park similar in design to Hollywood's Young Circle.¹⁸² No stores were permitted in residential sections.¹⁸³ All businesses were confined to commercial districts.¹⁸⁴ According to the July 1923 issue of *The Hollywood Reporter* announcing Liberia, ". . . through opening of this new town, Afro-Americans can share something of the

prosperity Hollywood has brought to the East Coast of Florida."¹⁸⁵

Once a "wild, inaccessible piece of land," the Beach Section of Hollywood, a tract stretching a mile north and south and nearly a quarter of a mile east and west between the inland water route and the Atlantic Ocean, began in January 1922 taking on the appearance of a development.¹⁸⁶ After chief engineer Frank Dickey completed preliminary surveys of the Beach Section, subsequently called Hollywood Beach, First Addition, crews began clearing away the mangroves and utilizing a hydraulic pressure washing system to force down the sand ridge and dislodge palmetto roots along the beach in order to create a firm and level surface for the eventual construction of buildings and streets.¹⁸⁷ That month, 250 lots out of 600 lots were sold.¹⁸⁸ Completion of the Johnson Street artery to the beach on January 10, 1923, made Hollywood Beach, First Addition, the center of activity.¹⁸⁹ By February 1924, the first permanent structure, a \$10,000.00 residence built by J. L. Frank three blocks south of the proposed Hollywood Beach Casino, was nearly finished.¹⁹⁰

Proposals to transform Hollywood's beach into "one of the most attractive resort centers on the east coast" called for "keeping hilarity and frolic separated from beach residents who may prefer a more quiet and ordered existence."¹⁹¹ Included in the scheme to develop "a refuge from inclement winters and depressingly hot summers,"¹⁹² were a gigantic pier a half mile in extent reaching out into the ocean a distance of 800 feet which would house the most elaborate and extensive amusement complex in the State of Florida¹⁹³ and the Broadwalk, a unique pedestrian cement promenade thirty feet in width along the shore for a dis-

tance of one and one-half miles which was patterned after Atlantic City's boardwalk.¹⁹⁴ The Broadwalk's construction was triggered by Young in order to give Hollywood a nationwide reputation as "the Atlantic City of the South."¹⁹⁵ Between the Broadwalk and the ocean was a strip of coastline graded down to the water's edge which was dedicated to the city as a permanent bathing beach.¹⁹⁶

Through Young's foresight, Hollywood boasted Florida's largest and best appointed bathing pavilion. There, 40,000 celebrants gathered on July 4, 1925, to mark the nation's 149th birthday.¹⁹⁷ Those who had the financial means to do so attended Hollywood's Independence Day golf tournaments, greased pole climbs, sack races, bathing beauty parade, and the Caesar LaMonaca band concert.¹⁹⁸ To top the events was a water show which featured fancy diving, swim meets, canoe tilting, and log rolling contests at the Hollywood Beach Casino on the Broadwalk, just south of Johnson Street.¹⁹⁹ Constructed at an estimated cost of a quarter million dollars, the Hollywood Beach Casino was regarded as a potential year round center for social life. It boasted 824 locker rooms, 80 shower baths, a shopping arcade, and an Olympic-sized swimming pool.²⁰⁰

For awhile, Young could not be stopped. While negotiators were still dicker-ing about the final details in the settlement of the Florida East Coast Railway freight embargo which brought South Florida construction screeching to a halt in the fall and winter of 1925, he began taking action. Undaunted by the rail transportation slowdown with its restrictions on carload shipments of lumber, brick, tile, cement, lime, plaster, iron, and steel,²⁰¹ Young hired his own sea-borne fleet to transport build-



The Hollywood Beach Hotel, Broward County's largest at the time of its completion in 1925. A close look

at this October 12, 1926 photo reveals damage from the September hurricane of that year.

ing supplies for his growing city. He even dispatched two freighters to Belgium with requisitions to bring back cement for the plush, multi-million dollar Hollywood Beach Hotel.²⁰²

A landmark occupying an 800-foot beachfront parcel, overlooking the Atlantic Ocean, and marking the east terminal of Hollywood Boulevard, the Hollywood Beach Hotel was widely regarded as "Florida's largest and most beautiful hotel."²⁰³The facility which was constructed at a cost of more than three million dollars²⁰⁴ was seven stories high and had 500 rooms all with baths.²⁰⁵ Rates including meals were \$12.50 and up; for two in a room, the fee was twenty dollars and up.²⁰⁶ After it formally opened in February 1926, the Hollywood Beach Hotel became the scene of classy parties, the winter home of northern industrialists and the visiting quarters for scores of celebrities.²⁰⁷

In contrast to the Hollywood Beach Hotel, "tent city" also was completed.²⁰⁸ This complex, bordered by Washington Street and the Boardwalk, consisted of hundreds of cottage-like structures equipped with "running water, electric lights, comforts, and conveniences" and roofed with colorful striped canvas.²⁰⁹ Inspired by tent cities found along California's beaches, Hollywood's tent city "where many people of the better class could live with their families for a few weeks or months"²¹⁰ was considered to be the forerunner of contemporary, luxury motels.²¹¹

"A superb district with the choicest residential spots in the state," the Hollywood Lakes Section was offered to the public on March 1, 1923.²¹² The property was exactly one mile square. It was situated to the east of the central unit and immediately west of the beach, just a fraction over a mile from the ocean at its most distant point.²¹³ Hollywood Boulevard, from the Dixie Highway to the ocean, was designed to pass directly through the center of this district.²¹⁴

Every foot of this mile square platte as Section 14 contained rich marl soil where flowers and ornamental shrubbery could be grown in profusion.²¹⁵ Already, vast sums of money had been spent by the Hollywood Land and Water Company in "magnificent landscaping."²¹⁶

The name "Lakes Section" was derived from two artificial lakes then being excavated by two construction dredges on either side of Hollywood Boulevard.²¹⁷ According to the November 1923 issue of *The Hollywood Reporter*, "These two parallel lagoons, containing a total of 175 acres, will be the largest artificial lakes in the State of Florida. They extend west from the

Florida East Coast Canal for a distance of almost a mile. At the western extremities are two expansive circular turning basins of ten acres each, where yachts and houseboats can dock in the very heart of the city. At the eastern headwaters, where the lakes begin, is a rectangular sheet of water in either lake, more than a quarter of a mile across. The connecting waterway between the two basins has a uniform width of 470 feet, or almost the length of a average city block."²¹⁸

In addition to Hollywood Boulevard, destined to be "one of the most picturesque drives in the country" which ran between the two lakes, landscaped drives and parkways and "beautiful homes of the better sort" were planned "to give to this section the tone and standing which its natural setting calls for."²¹⁹ Homes in the Hollywood Lakes Section in 1923 ranged in price from \$5,000.00 to \$7,000.00.²²⁰

In 1924, the "Broward," the largest shallow water dredge ever used in Florida, was added to the Hollywood fleet dredging the Hollywood Lakes Section.²²¹ Built specifically for this important engineering task by the Ellicott Machine Corporation of Baltimore at a cost of \$125,000.00, the "Broward" was fueled by distillate stored in two enormous inside tanks and was operated by a crew of 21 men working in three shifts.²²²

News accounts relate that the "Broward's enormous rotary knives cut into the solid earth and eat it away in huge chunks. The job is done as neatly as an expert spader slices off the top soil in a garden....Roots and rocks have little power to impede the progress of the mechanical digester. Everything goes. As soil is dislodged and broken up, it is sucked through sixteen inch conduits and forced out through terminal pipes where it is rapidly making new land."²²³ In just three days of having "Broward" on the job, "the northeast corner of the Hollywood Lakes Section adjoining Johnson Street had been filled to an average depth of from three and a half to four feet."²²⁴

The Hollywood Land and Water Company announced that all soil would be removed in the lake basins down to the coral rock bottoms which varied from only a few feet to nine and ten feet in places thus assuring firm clear bottoms in both lakes.²²⁵ The tons of rock removed from the lake bottoms were earmarked for paving streets in the Hollywood Lakes Section and on the beach. This procedure was designed to reduce the cost of paving and save time in eliminating long hauls.²²⁶

On April 11, 1924, fire broke out on board the "Broward" and the dredge

sank.²²⁷ Young, who was up north at the time, called chief engineer Frank Dickey and sent him to Baltimore to order a replacement.²²⁸ In addition to the "Broward II," dredges maintained by the Hollywood Land and Water Company's engineering department included the "Hallandale" and the "General." Following completion of North Lake and South Lake in the Hollywood Lakes Section, the dredges were transferred to Lake Mabel to start the work of transforming it into present-day Port Everglades.²²⁹

Young had a grand flair for strategy and devised the idea of developing present-day Port Everglades while he was grounded in a speedboat on Lake Mabel's mud flats with engineer R. D. Wells.²³⁰ Subsequently, Young purchased land parcels which extended from Lake Mabel to his Hollywood holdings. Furthermore, he invited General George W. Goethals, chief engineer of the Panama Canal, to Broward to substantiate his claim that one day Lake Mabel could be a major port of call; its shipping lines would stretch to such international harbors as Liverpool, Hamburg, Cherbourg, Panama, Buenos Aires, and New York.²³¹

Recalled A. C. "Tony" Mickelson: "Joseph Wesley Young was a born promoter gifted with imagination and tremendous vitality. When he decided to create a deep water seaport at Lake Mabel, he took me to the site and told me that someday right where we were standing we would see foreign ships coming into a world harbor. That mudhold became the site of present-day Port Everglades."²³²

In February 1922, Hollywood only had five families which lived east of Dixie Highway. That year, one room in the Messick home at Madison Street and present-day 16th Avenue was transformed into a school for six youngsters.²³³ In 1923, Hollywood's first hotel opened;²³⁴ the Business Men's Association, Hollywood Post of the American Legion, Chamber of Commerce, and Hollywood Women's Club were chartered;²³⁵ and 2,500 vacationers representing nine states were counted on a December day at the beach.²³⁶ The year of 1924 marked the opening of the Hollywood Theater, Hollywood's first cinema, and the Hollywood State Bank, "a symbol of commercial integrity and financial strength;"²³⁷ the founding of Hollywood's first newspaper, the *Hollywood News*, a weekly edited by J. Rogers Gore;²³⁸ and the utilization of Hollywood Boulevard as a landing strip by a Hollywood Land and Water Company photographer flying a Curtiss JN-4, a World War I model known as the "Jenny."²³⁹ The year of 1925 brought

the organization of the Hollywood Kiwanis Club; the opening of Hollywood Central School; and the construction of the Hollywood Boulevard bridge across the Intracoastal Waterway at a cost of \$110,000.00.²⁴⁰

By January 1926, Hollywood had 2,420 dwellings, 36 apartment buildings, 252 business buildings, 30 garage apartments, and six hotels with three more under construction.²⁴¹ Its assessed valuation was twenty million dollars.²⁴² The city boasted three bands and five orchestras; 165 telephones in use; and 41 miles of streets, 100 miles of sidewalks, and 60 miles of water mains.²⁴³ Hollywood had 18,000 acres within its corporate limits including six and one-half miles along the oceanfront.²⁴⁴ Hollywood's population was 18,000.²⁴⁵ Impressed with Hollywood's phenomenal progress, residents from Dania and Hallandale that January petitioned the Florida legislature and the Hollywood city commission to annex their communities to the Hollywood corporation.²⁴⁶

Hollywood became an official entity on November 28, 1925. Ten days later, Hollywood city commissioners borrowed \$200,000.00 to finance municipal operations.²⁴⁷ When the city government was activated, Young proposed the selection of C. H. Windham of Long Beach, California, as Hollywood's first city manager.²⁴⁸ Until Windham arrived on March 15, 1926, to take over the post, Walter H. Seely and George D. Porter conducted the affairs of the city. Windham resigned on September 4, 1926, to become first general manager of Port Everglades. The two-story building at 219 North 21st Avenue, constructed by Hunt Brothers of Miami²⁴⁹ and completed in July 1924, was transformed from headquarters for the Hollywood Publishing Company into Hollywood's first city hall.²⁵⁰

During the memorable summer of 1925 with scores of apartment houses and hotels being projected for Young's "dream city," speculation had been quick and easy; and everybody was making money on land prices. Lots were bought from blueprints with only a ten percent down payment. This binder did not finalize the transaction but few people worried about future installments, for nine purchasers out of ten acquired lots with only one goal, to resell, and planned to transfer their binders to other speculators at a prodigious profit.²⁵¹ In the wake of a November stock market slump and subsequent tightening of bank loans and an income tax law requiring payment of a tax on at least fifty percent of any gain from property sales,²⁵² the spring of 1926 brought a drastic decline in real estate activity. As a result, people who

held binders on property could not dispose of their stake and began defaulting on payments. Cases were reported in which land encumbered with assessments and taxes amounting to more than the cash originally obtained for it and blighted with half completed development reverted back to the original owners.²⁵³ The bubble had burst; revenues suddenly dropped; and business came nearly to a standstill. A wholesale deflation seemed inevitable.

To renew confidence of investors and reverse the downtrend, Young decided to forge ahead with the development of the entire Hollywood Hills Section as a single unit.²⁵⁴ Previously, the Hollywood Land and Water Company had paved streets and constructed curbs and sidewalks in each district of Hollywood as it was opened and then commenced with building homes and apartments.²⁵⁵ Lacking the equipment and machinery necessary to install the miles and miles of streets and sidewalks for all of Hollywood Hills in one fullscale operation, in June 1926, Young for the first time hired a contractor for the job.²⁵⁶ The contractor selected by Young was Samuel Horvitz whose firm, the Highway Construction Company of Ohio, was then doing paving work in Miami.²⁵⁷ The Highway Construction Company of Ohio had completed the majority of its stipulated job agreement for the Hollywood Hills Section when the hurricane of September 18, 1926, slammed into the city.²⁵⁸

At the time when the storm battered Hollywood and left behind a trail of death and destruction, Young was in New York acquiring financial support for his model municipality.²⁵⁹ After he heard about the hurricane, he immediately chartered a train and made the trip to South Florida in a record thirty-one hours.

Young discovered that many Hollywood residents were overwhelmed by the wind velocity and extensive flooding which accompanied the rains. Many were as isolated as if they had been marooned in Antarctica. When it became impossible to get to a hospital, an overturned septic tank at Ralph Thompson's manufacturing plant on Garfield Street was utilized as a delivery room shelter.²⁶⁰

The monster hurricane claimed thirty-seven lives.²⁶¹ Trees were uprooted, wires were downed, and signboards and roofs were sent flying. Shingle, stucco, and concrete houses and buildings were demolished resulting in millions of dollars in property losses. Just as the Boulevard Apartments on Hollywood Boulevard, west of Ninth Avenue, was about to collapse, Dr. and Mrs. L. W. McCormick and T. D. Ellis, Jr. scrambled aboard a barge in order to

reach the Park View Hotel and rejoin their neighbors.²⁶² When the hurricane finally subsided, people dug themselves out and counted their blessings.

As Chairman of the Hollywood Relief Committee, Young took charge of the rebuilding program and supervised the distribution of food, clothing and medical supplies. Advertisements for 2,000 laborers, at a daily rate of five dollars per person, were placed in county newspapers. In addition, funds were allocated for repairing the Broadwalk and planting trees on the beach.²⁶³

To bolster morale, the Hollywood Municipal Band, under the direction of Caesar LaMonaca, assembled on Hollywood Boulevard to play rousing marches and concerts.²⁶⁴ Southern Bell began restoring telephone service; rights-of-way were granted to the Seaboard Air Line Railway through Hollywood.²⁶⁵

Hollywood's first hospital was established by Dr. Harrison A. Walker in a building at 324 Indiana Street;²⁶⁶ the Hollywood Woman's Club sponsored the opening of a public library;²⁶⁷ plans were implemented for a "permanent" city hall in Hollywood's "westside circle," now known as Watson Circle.²⁶⁸ Community residents vowed to begin anew. Nonetheless, after the initial surge of action, thousands went back north. They were unable to cope with the staggering tasks of rebuilding. The population of Hollywood fell from 18,000 to 2,500. Central beach lots, which once sold at prices ranging from \$3,000.00 to \$10,000.00, then fetched between \$10.00 and \$300.00 each. The split of Hallandale and Dania from the Hollywood corporation, sparked by voters unwilling to pay municipal taxes to a bankrupt Hollywood, further dramatized the agony.²⁶⁹

Even though housing construction came to a virtual standstill and the job picture grew bleak, Young still championed Port Everglades. Scheduled for Washington's Birthday in 1928, the ceremony marking the creation of Port Everglades attracted 20,000 spectators. Photographers represented Pathe, Fox, Metro-Goldwyn-Mayer, and Hearst Newsreels and considerable attention was paid around the nation.²⁷⁰ For many, the high point was when President Calvin Coolidge would press a golden telegraph key on his desk in the White House which, in turn, would detonate a double blast of dynamite and remove the last bit of sand separating the Atlantic Ocean from Lake Mabel, thereby creating the deep water seaport. Ironically, the explosives failed to detonate but the port was opened symbolically anyway.²⁷¹

But, that was not the only snafu con-



Samuel Horvitz, founder of Hollywood, Inc.

ected with the port's opening. Broward pioneer Myrtle Anderson Gray, then head bookkeeper with Young's Tropical Dredging and Construction Company and the only woman among 500 men employed at the port, recalled that the night before the ceremony a storm washed away the barrier separating the Atlantic Ocean and Lake Mabel. "There wasn't any land left to blow up."²⁷² To salvage the ceremony, dredges piled back the sand "so there would be something to detonate and something to see."²⁷³

With the hope that the projected port facilities would spearhead business and industrial development, Young acted to prevent further sales' defaults in Hollywood by writing to Sheriff Paul Bryan and Judge Fred B. Shippey: "Since the official opening of Lake Mabel Harbor, located between Hollywood and Fort Lauderdale, to world shipping, Hollywood had passed into a new era of prosperity; and, therefore, lot owners would be entitled to substantial discounts on their contracts."²⁷⁴

With fee schedules set and plans finalized for the canals, turning basins, jetties, piers, and sea walls within the port district, Young also helped launch the movement, "Believers In Hollywood, Inc." to lure back financial investors.²⁷⁵ Initial officers of the organization were Philip Adler, president; John Matson, vice president; and Charles

Drake, secretary. In response to an invitation to join the group, legislator Herbert Drane commented, "I consider it a great honor to be thought of in connection with Hollywood because in my opinion it is destined to be a very great port. It is built upon a firm foundation with a magnificent harbor in front and some of the richest agricultural lands in the world immediately back of it. I visited Hollywood nearly two years ago when the idea of a harbor was merely a harbor of dreams, but I believed in it and I am glad to know that this is one of the times when dreams come true."²⁷⁶ John Martin, Governor of the State of Florida from 1925 to 1929, and T. V. O'Connor, Chairman of the United States Shipping Board, also endorsed the Hollywood movement. The latter noted that, upon completion, "the harbor would be easy of access, safe, and commodious."²⁷⁷

Despite last ditch efforts to promote the port, Young saw his Hollywood project turned into a vast boondoggle. Expansion into the Hollywood Hills Section was apparently his ultimate undoing. Young invested millions of dollars into his "dream city" in the belief that it would prosper. Following the 1926 hurricane, his empire collapsed.

Young, who had paid only \$203,000.00 of the \$266,000.00 owed to the Highway Construction Company of Ohio, had ordered the firm to stop work in the Hollywood Hills Section on February 2, 1927.²⁷⁸ The following August, with the Highway Construction Company of Ohio's founder Samuel Horvitz claiming Young was indebted to him for \$63,000.00 as well as for profits he would have acquired had paving work continued, Young signed a revised contract promising escalating payments beginning at \$100,000.00 a month.²⁷⁹ Unable to reactivate his selling and development operations, Young found himself heavily in debt. Consequently, he sent his attorneys to Cleveland to prevent Horvitz from collecting on the contract; but after a Cuyahoga County judge ruled in favor of Horvitz, awarding him two million dollars, and Young's attorneys were subsequently unsuccessful in their mission to overturn the Ohio judgment through litigation in the Florida Supreme Court, in settlement of the debt, Young on September 1, 1930, lost control of his vast Hollywood holdings on the steps of the Fort Lauderdale courthouse at sheriff's auction. The year of 1930 inaugurated an agreement between Young's two major creditors, the Highway Construction Company of Ohio and the Mercantile Investment and Holding Company of New York, and the formation of three new corporations, Hollywood, Inc., Hol-

lywood Land Company, Inc., and the Mercantile Certificate Corporation, to consolidate and eventually liquidate all of the tax liens, mortgages, and foreclosed properties including thousands of lots in the Hollywood Hills area and North Central Beach, formerly owned by Young.²⁸⁰

Despite the crash, Young managed to retain his Hollywood Boulevard home; and he continued working with his proposal for a summer resort in the Adirondack Mountains near Old Forge, New York, subsequently called Hollywood-In-The-Hills, which would eventually complement the Florida development at Hollywood.²⁸¹ Young even purchased acreage near Vineland, New Jersey, where he hoped to plat another subdivision.²⁸² However, in December 1933, while in New York, he was stricken with a form of influenza.²⁸³ Confident that the Florida sun would rid him of the infection, he returned to Hollywood to restore his health.²⁸⁴ On April 28, 1934, while conferring with Joe Kelly, chief of the firm's public relations department, about Hollywood-In-The-Hills in his study at his Hollywood Boulevard home, Young without warning slumped forward in his chair.²⁸⁵ Death reportedly was instantaneous from heart failure.²⁸⁶ Hollywood's founder Joseph Wesley Young was dead at the age of fifty-one.²⁸⁷ Young's estate listed total Broward County property holdings of \$3,500.00. This included \$1,000.00 in real estate and \$2,500.00 in personal property.²⁸⁸

As conditions steadily deteriorated in Hollywood in the wake of the monster September 1926 hurricane, sales ebbed and business enterprises of every kind shut down. Land values collapsed. Scores of homeowners lost their property because they could not meet mortgage payments. Tax bills remained unpaid.

Florence Lubinski Gassler, who accepted every available nursing position in order to pay her grocery bills, recalled: "Most of my cases were confined to the Hollywood Beach Hotel because guests there were the only ones with money. If you worked for local residents you usually didn't get paid. Back then, nurses earned six dollars for an eight hour shift; seven dollars for a twelve hour shift; and eight dollars for a twenty hour shift."²⁸⁹

In July 1932, the Hollywood city commission met in an emergency session to resolve the city's most pressing problem, a shortage of money. The fiscal crunch resulted in an autumn ordinance which authorized the issuance of scrip, in lieu of cash, to pay municipal employees their salaries.²⁹⁰ Hollywood was in such a slump that municipal em-

ployees could not quit because they were unable to secure jobs elsewhere. Thus, for nearly two years, they struggled along with letters of credit in lieu of hard currency. Times were so difficult that the city raised revenue for its bankrupt treasury by collecting a share of the profits from local gambling casinos.²⁹¹

However, there were some signs of progress. In 1930, work started on the construction of route U.S. 1 from south Dania, along the former East Dixie Highway or Eighteenth Avenue, to the Dade-Broward line. The Hollywood Hills Inn, on the third circle on western Hollywood Boulevard, had been designated as the focal point for the Hollywood Hills Section. In 1932, however, it was transformed into the Riverside Military Academy.²⁹² That year, the American Society of Civil Engineers, Florida Medical Association, and the Florida Congress of Parent Teachers Association held conventions at the Hollywood Beach Hotel.²⁹³ In 1934, the Orange Brook Golf and Country Club and Dowdy Field, a ballpark on Dixie Highway between Johnson and Hayes Streets, were opened. In 1935, the city commission secured a loan for the construction of a water softener system at the municipal water plant located at Hollywood Boulevard and 35th Avenue. In addition, Fiesta Tropicale, an annual festival with a Latin-American theme, was inaugurated.²⁹⁴

In 1937, Samuel Horvitz purchased the interests of his partners in Hollywood, Inc. and affiliated companies, opened a real estate office in Miami, and launched a selling program aimed at the eastern section of Hollywood.²⁹⁵ Meanwhile, upon learning that Young allegedly had appropriated funds paid by a number of investors on their parcels to finance projects sponsored by the Hollywood Land and Water Company instead of paying off their mortgages as promised, Horvitz ensured that all of



Servicemen parading down Hollywood Boulevard promote the Third War Loan drive, September 12, 1943.

the tampered deeds were awarded to each of the affected investors free and clear.²⁹⁶ Tax and title specialist L. B. "Slats" Slater worked for Hollywood, Inc. from 1937 to 1946. Said Slater: "Mr. Horvitz was quite a wonderful guy. He respected a contract and lived up to it. During the Depression, Mr. Horvitz was Hollywood's largest taxpayer. He paid property taxes to the city when almost nobody else did. He was a very good planner and organizer and as soon as he got into town things started popping."²⁹⁷

To promote Hollywood as a vacation center, the Hollywood Beach Hotel stayed open year round in 1939. That year, general manager Oscar Johnson announced 42,000 booklets had been printed and \$8,000.00 had been spent on advertising the famed hostelry.²⁹⁸ Touted as the ideal resort for those seeking comfort, the Hollywood Beach

Hotel boasted such amenities as the world's largest hotel solarium and a privately leased wire connecting the facility with the New York Stock Exchange.²⁹⁹ When the Young empire crumpled subsequent to the September 1926 hurricane, the Hollywood Beach Hotel was acquired by Albert Rosenthal, Edwin Rosenthal, and E. I. Kaufman.³⁰⁰ Pioneer civic leader Robert Anderson recalled that in the ensuing Depression the Hollywood Beach Hotel was Hollywood's biggest employer.³⁰¹

Hollywood's population rose from 2,689 in 1930 to 4,500 in 1935 to 6,239 in 1940.³⁰² On July 21, 1940, Hollywood's Great Southern Hotel on 19th Avenue and Hollywood Boulevard erupted in flames.³⁰³ Aroused by cries of fire, the hotel's thirty-seven guests grabbed whatever they could find and fled. Shortly after the Hollywood fire department arrived at the scene and laid lines to battle the blaze, supplementary fire units were summoned from Dania, Fort Lauderdale, and Miami.³⁰⁴ The embers were doused within two and one-half hours, but, not before Gilbert J. Higgins, the first fireman in Hollywood's history to be killed while fighting a fire, was electrocuted when a high tension wire broke and fell on his back.³⁰⁵ During the 1926 hurricane, this boomtime structure had served as a makeshift hospital for more than 1,000 persons; and, in the 1930s, when gambling was a major Hollywood industry, the hotel had boasted a gaming room.³⁰⁶

With the advent of World War II, Hollywood experienced one of its periodic booms. The Riverside Military Academy



Riverside Military Academy, c. 1967. By this time the old Hollywood Hills Inn in the center of the circle had been replaced by a new barracks building.

was transformed into a United States Naval Air Gunners' School; the Hollywood Beach Hotel became a United States Naval Indoctrination and Training School; and, the Hollywood Golf and Country Club was converted into an entertainment center for servicemen by the Chamber of Commerce.³⁰⁷

Robert Anderson, who handled all Hollywood draft deferments, recalled that army pilots sprayed insect repellants over the community to eliminate pesky biters so that G.I.s could train on Hollywood's beaches and that German submarines attacked the Merchant Marine within sight of the Hollywood shoreline.³⁰⁸ It was a time of tension and turmoil. Beaches were covered with debris from wartorn vessels; explosives floated ashore.

As fighting escalated, Hollywood mobilized for the wartime effort.³⁰⁹ Scores joined the Civilian Defense Corps and volunteered for war work with the Red Cross. Blackouts were enforced. Few drove the ocean route after sunset. And, the evening social life along the waterfront evaporated.

In 1943, Hollywood residents turned out at the polls to pass a referendum calling for the establishment of a post-war improvement fund for the creation of a sewer disposal plant and sanitary sewer system.³¹⁰ After the war, soldiers with "sand in their shoes" returned to Hollywood as year round residents and a nationally known real estate investor, Ben Tobin, acquired the Hollywood Beach Hotel from the Navy.³¹¹ As the

Navy took its departure, workmen and members of the hotel staff readied the facility for tourist occupancy.³¹² The hotel opened on December 20, 1945.³¹³ Projects postponed because of building restrictions, scarcity of materials, and a manpower shortage during the war years were undertaken.³¹⁴ The facility was repainted and refurbished; additions were made; and a building permit was secured in 1948 for what officials termed the largest swimming pool and cabana colony in America.³¹⁵

Hollywood's population surged from 7,500 in 1945 to 14,351 by 1950.³¹⁶ Even two hurricanes in the fall of 1947, which triggered flooding and damaged the Broadwalk, uprooted trees and leveled buildings, did not hinder Hollywood's growth. Throughout the late 1940s, lots sold in the beach district were built up with numerous small apartments and scattered parcels in the area between the Florida East Coast Railway tracks and the City Hall and in the southeastern portion of Hollywood were developed for single family housing.³¹⁷

The year of 1950 brought the opening of the Bank of Hollywood, later called the Hollywood Bank and Trust Company and now known as the Barnett Bank of Hollywood, with \$320,000.00 in assets.³¹⁸ A personable Robert Anderson helped establish the Bank of Hollywood and was named bank president in 1955. In 1955, Anderson also entered the political arena and was named to the Miramar city council. In September 1966, he was appointed to the Holly-

wood city commission to replace B. L. David who resigned to become judge of the court of record. Anderson was elected to the post for the full four-year term in 1967 and was named Hollywood's vice mayor.³¹⁹ When Anderson once was asked how he could find time for politics in his hectic schedule he told the press that "a busy man can always find time for something important and helping to govern Hollywood is of the utmost importance."³²⁰

If some civic leaders flushed crimson in February 1951, it was understandable. That was the year when the one million dollar bond issue referendum, providing for the establishment of Hollywood's Memorial Hospital, did not pass at the polls because too few freeholders turned out to make the election valid.³²¹ The setback was serious enough to prompt a score of civic leaders including S. S. Holland, Nelson Elsasser and Henry D. Perry, to launch an extensive campaign in support of the project and to secure as co-sponsors officials at Fort Lauderdale's Broward General Hospital.³²² On March 31, 1951, the referendum passed with a vote of 4,342 for and 158 against. Consequently, on February 16, 1953, the first ten patients were admitted to the medical facility situated at 35th Avenue and Johnson Street.³²³ At the time, it contained one hundred beds.

One Sunday morning near sunrise in 1953, a Navy plane bound from Jacksonville to Guantanamo Bay in Cuba, dropped a 1,300 pound torpedo in a palmetto patch near the densely populated southwest section of Hollywood.³²⁴ The torpedo was shaken loose when the plane, then on a practice anti submarine flight, hit rough weather at approximately 8,000 feet.³²⁵ A bomb disposal squad was rushed by helicopter to Hollywood from Opa Locka to dismantle the torpedo. Although there was no explosion, Hollywood city manager Joseph Watson pressed hard for a moratorium on military training flights over the city during subsequent talks with the armed forces.³²⁶

Watson had been named to the post of Hollywood city manager on June 6, 1952. Following his appointment, he brought stability to a municipality which had employed twenty-one city managers in a twenty-five year period.³²⁷ Affectionately known as the dean of Broward County city managers, Watson survived a number of municipal upheavals "by having the good sense to steer clear of politics."³²⁸ When asked the secret to eternal tenure in a city hall job in which some city managers had a tough time lasting even a couple of weeks, Watson tactfully replied, "I just do my job. I've been lucky to



Joseph Watson, retired army general and longtime Hollywood city manager.

have had excellent city commissioners to work with."³²⁹ A top notch administrator who learned that missing a garbage collection would get the public angry quicker than anything else, Watson admitted that he would rather be a leader than a boss. Widely admired for his efficiency and acumen in making tough, bold decisions, Watson maintained that the most difficult part of his job was putting together a sound budget.³³⁰

A one-time president of the Florida City Managers Association and Broward County League of Municipalities, Watson became the first city manager in the nation to receive an award from the National Recreation and Parks Association after he converted a six acre abandoned rock pit on Hollywood Boulevard into David Park.³³¹ Watson died at the age of 72. City Hall Circle, his home during his eighteen year tenure as Hollywood's city manager, has been renamed Watson Circle in his memory.

In 1954, the year following the arrival of William D. Horvitz, the youngest son of Samuel Horvitz, in Hollywood to join his father's organization, Hollywood, Inc. proceeded with its first planned housing development.³³² After the area was filled, street improvements were put development. After the area was filled, street improvements were put in, and a thirty acre tract was set aside for a future shopping center subsequently called the Hollywood Mall. Lots in the Central Golf Section running from the Orange Brook Golf Course to Arthur Street and bounded by Park Road on the west and by the Seaboard Air Line Railway tracts on the east were offered to individuals and builders.³³³ Following the death of Samuel Horvitz in 1956, William D. Horvitz became Hollywood, Inc.'s new president.³³⁴

The year of 1958 brought the launching by Hollywood, Inc. of the Hollywood Hills Section, a subdivision containing fully developed building sites already provided with alleys, paved streets, sidewalks, and utilities;³³⁵ the inauguration of a planning and zoning department; and the opening of the Diplomat Hotel and Country Club. In the ensuing years, this tourist and convention magnet built by Samuel Friedland has attracted top name entertainers and such dignitaries as Presidents Gerald Ford and Jimmy Carter to Hollywood.³³⁶

By the late 1950s, Hollywood consisted of two independent units, namely, Old Hollywood, which followed along lines established by Joseph Wesley Young, with the central business district as its core area, and West Hol-

lywood, an unincorporated section with its focal point at U.S. 441 and Hollywood Boulevard.³³⁷ West Hollywood was dubbed a "bedroom community." These two entities were separated by a two mile corridor of undeveloped acreage which was transformed into Hillcrest, a development platted by Ben Tobin,³³⁸ and the 860 acre subdivision called Emerald Hills just north of Hollywood Hills Stage Seven which was opened by Hollywood, Inc. in early 1969.³³⁹

By 1960, Hollywood had 229 miles of streets, 194 miles of water mains and 13,019 meters; and 6,707 apartment and motel units, 2,422 hotel rooms, and 12,171 single-family homes within its city limits.³⁴⁰ The first full line department store in Hollywood, Sears-Roebuck and Company, opened its doors in 1964 in the 325,000 square foot air-conditioned Hollywood Mall.³⁴¹ That year, the new eighteen story Home Federal Tower also opened. It became the county's tallest cooperative office-apartment building.³⁴² In 1966, Hollywood, Inc. and Enterprise Developers of Fort Lauderdale began the development of the South Florida Industrial Park. Designed to bring "light industry" to Hollywood, the South Florida Industrial Park was comprised of 150 acres at the intersection of Interstate 95 and Sheridan Street, bounded by Stirling Road on the north and the Seaboard Air Line Railway tracks on the west.³⁴³

The year of 1967 saw Hollywood with 35,045 single-family residences, 1,985 duplexes, 753 apartment buildings, 595 hotels and motels, 61 condominiums, and 17 trailer parks.³⁴⁴ That year, the City of Hollywood razed Hollywood's Florida East Coast Railway passenger depot at 420 North Twenty-First Avenue to straighten North Twenty-First Avenue and provide for additional parking spaces.³⁴⁵

Another historic site, Hollywood Hills Elementary School, fell by the wayside over the Christmas holidays in 1974 as demolition crews, armed with bulldozers and wrecking balls, turned the doomed landmark to rubble. This forty-eight year old building at Taft Street and Thirty-Fifth Avenue sported peeling paint, shuttered windows, and boarded doors. Found to be structurally unsound, it came tumbling down to make way for additional parking spaces for the new school which had been built on the same campus.³⁴⁶

Constructed when the land boom was reaching its frenzied peak, Hollywood Hills Elementary School, the city's second educational facility, was designed to ease overcrowding at Hollywood Central. When the first session

for elementary grades one through six originally began in the new Spanish-mission style building on October 4, 1926, veteran educator Marguerite Hatchett recalled, "It was just havoc. There were hardly any windows in place. Desks had not been fastened down and just one set of books was available for two hundred youngsters. In the absence of principal Ethel Yates, who was unable to reach Hollywood due to the enforcement of martial law following the killer hurricane, I had to take the post of acting principal and open the school myself."³⁴⁷

In the ensuing economic slump, scores of Hollywood residents departed. Consequently, enrollment at Hollywood Hills Elementary School declined. Finally, in May 1928, the facility was closed. The school later was operated by Riverside Military Academy and then used for public elementary classes before it was razed.³⁴⁸

Within the corporate boundaries, structures symbolic of Hollywood's past include the Joseph Wesley Young home at 1055 Hollywood Boulevard, the Hollywood Woman's Club at 501 North 14th Avenue, the Great Southern Hotel on 19th Avenue and Hollywood Boulevard and the Hollywood Beach Hotel which lies at the foot of Hollywood Boulevard on the beachfront. In 1970, Ben Tobin sold the Hollywood Beach Hotel to the Florida Bible College.³⁴⁹ President and founder of the then nine year old non-denominational school, Dr. A. Ray Stanford said that the 834 room hotel would house almost 600 Bible College students; and the public rooms on the lower floors would be turned into classrooms.³⁵⁰ When the Hollywood Beach Hotel closed in 1970, rates were sixty dollars a day for the full American plan which included free golf.³⁵¹ Patrons within the past decade included Vice President Spiro Agnew, George Jessel, Roberta Peters, Sophie Tucker, Dick Shaun, and Emmett Kelly, Sr.³⁵² The Florida Bible College complex was subsequently sold in 1980. New owner Isaac Gamel, who contracted to buy the college complex for sixteen million dollars plans "to turn it into a showcase hotel unmatched in South Florida."³⁵³ Said Gamel: "We'd like to restore it the way it was originally built. We'd like to give it a European-type motif. We plan to make it a five-star hotel."³⁵⁴

According to the Hollywood Growth Management Department, almost a third of Hollywood's area was acquired through eight annexations between 1953 and 1969.³⁵⁵ The 1954 opening of State Road 820, the westward extension of Hollywood Boulevard which connects State Road 7 with U.S. 27,

triggered the city's expansion to the west. The Hollywood Growth Management Department relates that Hollywood's facilities had reached U.S. 441 by the year 1962.³⁶⁶ According to a 1963 report from the Hollywood Growth Management Department, the city's boundary again moved farther west to Florida's Turnpike from southern Pembroke Road to the Seminole Indian Reservation in the north.³⁶⁷ In 1964 and 1965, Hollywood acquired territory east of the Turnpike extending as far south as University Drive.³⁶⁸ In 1969 the city's northern boundary between the Seminole Indian Reservation and Interstate 95 was extended from Sheridan Street to Stirling Road.³⁶⁹

With growth both upward and outward, Hollywood experienced its major population increase between 1960 and 1970, according to the Hollywood Growth Management Department.³⁷⁰ Earlier, Hollywood's population spiraled from 22,978 in 1955 to 35,237 in 1960 to 67,500 in 1965 and from 106,873 in 1970 to 121,400 in 1975.³⁷¹

With the influx of new residents during the 1960s, Hollywood's facilities became overburdened.³⁷² At this time, Hollywood's growth was "uncontrolled" as a result of incompatible land uses; the allowance of excessive housing densities; and the lack of coordination between public services and new development.³⁷³ To guide future growth, the city established a growth management program in which land use controls were revised to improve the quantity and quality of development and public improvements were scheduled so that growth could coincide with public services.³⁷⁴ March 1972 saw the Hollywood city commission place "an interim 25-unit-an-acre density cap on new construction" in order to curtail high-rise development, the chief manifestation of unmanaged growth.³⁷⁵ In 1973, the Hollywood city commission established building moratoriums, which temporarily halted major construction and provided the city with time in which to conduct land use studies, for areas with significant problems.³⁷⁶ That year inaugurated Hollywood's adoption of new subdivision regulations which prescribed criteria for lot layouts and street improvements.³⁷⁷ Subsequently, each new subdivision was required by the city to have land allocated "for public parks in amounts related to the projected population of the development."³⁷⁸

The year of 1974 saw Broward County citizenry approve a home rule charter that called for comprehensive land use planning by the county. In 1975, support for growth management became statewide.³⁷⁹ That was when the

Florida Legislature passed the Local Government Comprehensive Planning Act directing all local governments to establish an "economically feasible" comprehensive plan to address land use, utilities, traffic circulation, recreation and open space, natural resources, coastal zone management, housing port facilities, and mass transit.³⁸⁰ For Hollywood's comprehensive land use plan, the city has been examined intensively by the Growth Management Department.³⁸¹ To facilitate this in-depth analysis and encourage public participation, Hollywood was separated into twenty-one neighborhoods which later were consolidated into eight planning districts.³⁸²

The Hollywood land use plan calls for Hollywood to remain primarily a residential community.³⁸³ Almost half of the city will be residential if it is fully developed in accordance with the plan.³⁸⁴ Hollywood's original development was dominated by single-family residences.³⁸⁵ Single-family residences will continue to occupy a majority of residential acreage in Hollywood even though multi-family acreage will triple.³⁸⁶ The second largest land use category in the city is public rights-of-way.³⁸⁷ In 1976, public rights-of-way occupied approximately twenty percent of the city's land area.³⁸⁸ This proportion is expected to remain the same under the plan.³⁸⁹ The Hollywood land use plan, however, provides for expanded commercial and industrial development.³⁹⁰ Industrial land is expanded to two and one-half times its present area; commercial land increases about fifty percent. The year of 1976 saw one fifth of the city undeveloped.³⁹¹

Hollywood's economic base is primarily support services for its commuting workers, retirees, and tourists.³⁹² While construction constituted a major segment of the city's economic base in the past, as Hollywood becomes more fully developed, construction will become less important.³⁹³ To counteract this change and achieve economic stability, Hollywood will have to broaden its light industry and commercial activity, according to the Growth Management Department.³⁹⁴ This expansion will result in more local jobs and should reduce, therefore, Hollywood's impact on regional commuting routes.³⁹⁵

Hollywood's basic transportation network is firmly established.³⁹⁶ The city is crossed from north to south by regional transportation routes.³⁹⁷ The busiest road through Hollywood is Interstate 95; the second busiest road is U.S. 441, locally known as Route 7.³⁹⁸ Florida's Turnpike, a toll thoroughfare with one interchange in the city, is the third busiest artery.³⁹⁹ Local trafficways are di-

rected east to west.⁴⁰⁰ The primary trafficways, which bring people from western areas to city facilities, particularly the beach, and to the major north-south routes, are Stirling Road, Sheridan Street, Hollywood Boulevard, and Pembroke Road.⁴⁰¹ A participant in the Broward Area Transportation Study (BATS), which maps out transportation improvements for all of Broward County, Hollywood depends upon Broward County for its mass transit.⁴⁰²

Hollywood has a city commission-city manager form of government. Its elected officials include a mayor and four commissioners. The mayor is elected for a two year term; the commissioners are elected for four year terms.⁴⁰³ The commissioners' terms are staggered with commission elections held every two years.⁴⁰⁴

The year of 1971 saw Cherokee, Sioux, Creek, Arapaho, Cheyenne, and Navajo tribesmen come to the Seminole Indian Reservation to celebrate the "Pageant Of The Unconquered Seminoles."⁴⁰⁵ Situated along Stirling Road at U.S. 441 since 1924, the 481 acre Seminole Indian Reservation is a politically independent entity within the City of Hollywood.⁴⁰⁶

The 1970s recorded other accomplishments and events. Civic projects in Hollywood during this decade included the establishment of downtown mini-parks, a nine-hole golf course, and an art and culture center, as well as the completion of ten miles of sidewalk in a 27-mile sidewalk expansion program and the installation of 7.5 miles of a 36-mile bikeway system.⁴⁰⁷ Designed to interconnect major recreation areas and link the western sections with the beach, the bikeway system is planned to provide residents with an alternate mode of land transportation.⁴⁰⁸

On June 12, 1975, Cathleen Anderson was the first woman appointed to the Hollywood city commission; she fulfilled the unexpired term of Thomas Wohl who resigned from office. Following her election to the Hollywood city commission on March 9, 1976, Mrs. Anderson was the first woman named to the post of Vice Mayor of Hollywood.

Nicknamed "the Diamond of the Gold Coast,"⁴⁰⁹ Hollywood celebrated its fiftieth anniversary in conjunction with the celebration of the American Revolution Bicentennial.⁴¹⁰ To mark this dual observance, Hollywood became one of the first municipalities in South Florida to be designated a "bicentennial community."⁴¹¹

Although two hurricanes nearly hit Hollywood in the 1970s, the major weather occurrence of the decade was the snowfall of January 19, 1977. As of

1977, Hollywood had within its jurisdiction, 17,229 acres equivalent to 26.9 square miles.⁴⁰³ Its tourist business was situated along U.S. 1 and on the beach.

Hollywood sports a variety of parks which are regional, community, and local in scope. Proposals by the Hollywood Growth Management Department for Hollywood's future include opposition to a proposed new turning basin at Port Everglades on the basis that this basin would harm the endangered manatees and mangroves; increased development restraints for the environmentally sensitive North Beach Section where no development would be permitted east of Hollywood's dune preservation line; and designation of the wetlands within the West Lake tract for complete preservation.⁴⁰⁴ Bordered by the Intracoastal Waterway on the east; by Johnson Street on the south; by the City of Dania on the west; and by the Dania Cut-Off Canal on the north, Hollywood's West Lake tract is an important bird rookery and sanctuary and fish nursery grounds. The West Lake tract encompasses 1,500 acres; it is the only substantial mangrove estuarine community which remains in Broward.⁴⁰⁵

Hollywood's major retail centers include the Hollywood Fashion Center, located at the intersection of Hollywood Boulevard and U.S. 441, the Hollywood Mall at Hollywood Boulevard and Park Road, and the Taft Street Shopping Center, west of Florida's Turnpike.⁴⁰⁶

The Fort Lauderdale-Hollywood International Airport extends from Hollywood to Fort Lauderdale between U.S. 1 and Interstate 95. Moreover, ninety percent of Port Everglades, which covers 1,334 acres, is within Hollywood.⁴⁰⁸

A "dream city" conceived at the dawn of the 1920s, Hollywood was designed by Joseph Wesley Young. A visionary urban developer, Young sought to protect environmental quality, prevent misuse of land, and enhance property values by guiding Hollywood's physical growth and development. To assure a desirable, pleasing, and attractive city in which to live, work, and to play, Young provided for the rational use of land for immediate requirements and established a pattern to guide future growth. Through the application of growth management tools, including zoning and land development regulations, Young stimulated the establishment of a basic transportation network, set aside a variety of recreational and open space areas to meet existing and future needs, encouraged the creation of residential neighborhoods protected from encroachments, and provided clean and attrac-

tive surroundings for commerce and industry. In the process of developing Hollywood, Young revolutionized real estate selling methods and triggered the provision of many community services including police and fire protection, a potable water supply, schools, and utilities. Under his guidance, Port Everglades, Florida's deepest harbor and the largest seaport on the lower east coast, evolved from the dredging of Lake Mabel. The style for Young's ready-made city adjacent to the Atlantic Ocean in the center of the Gold Coast region of southeast Florida primarily was a blend of Spanish and Moorish architecture commonly referred to as the Spanish Colonial Revival style. Carved out of cropland, pine forests, palmetto, scrub and other tangled undergrowth, Hollywood burgeoned into a thriving cosmopolitan community and popular tourist resort; the city was incorporated in November 1925 with Young as its first mayor. The monster hurricane of September 18, 1926 turned Young's "dream city" to shambles. Although Young attempted to reinstate selling and development operations, he could not fulfill contractual obligations for the building of streets and sidewalks through a large section of the newly emergent Hollywood owed to the Construction Company of Ohio directed by Samuel Horvitz; and ultimately the unpaid accounts payable by Young to this firm were reduced to judgment. In 1930, three new corporations, Hollywood, Inc., Hollywood Land Company, Inc., and the Mercantile Certificate Corporation, were formed by Young's two big creditors, the Construction Company of Ohio and the Mercantile Investment and Holding Company of New York, to consolidate and eventually liquidate all of the tax liens, mortgages, and foreclosed properties previously owned by Young. Young, who had poured millions of dollars into his Hollywood empire, ultimately lost control of most of his assets; he was practically insolvent when he died at the age of fifty-one on April 28, 1934 in his Hollywood Boulevard home.

In 1937, Samuel Horvitz acquired the interests of his partners in Hollywood, Inc. and affiliated companies, established a real estate office in Miami, and inaugurated a sales program in the eastern area of Hollywood. Hollywood, Inc. with Samuel Horvitz at its helm controlled 25,000 lots situated in the following locales: the Hollywood Central Beach Section, the Central Beach Business Section, the Hollywood Hills Section, the Lake Mabel Section, Hollywood Lakes Section, and the Central Golf Section. The year of

1953 saw Samuel Horvitz's son William D. Horvitz join his father's organization; the following year Hollywood, Inc. launched its first planned housing subdivision subsequently called Orange Brook Golf Estates. On February 15, 1962, William Horvitz became Hollywood Inc.'s president, a post he still holds. Even though much of the land originally acquired by Hollywood, Inc. has been sold, Hollywood, Inc., with the exception of the telephone and electric utilities, is still Hollywood's largest taxpayer.⁴⁰⁷ Over the years, Hollywood, Inc. has added thousands of homes to Hollywood and promoted the development of commercial and industrial properties including the Hollywood Mall, the Post Haste Shopping Center, and the South Florida Industrial Park, a complex with sixty corporate facilities which provide 2,000 jobs.⁴⁰⁸

Times were bad in Hollywood following the September 18, 1926, hurricane. With Hollywood washed out by the monster storm, Hallandale and Dania residents withdrew their communities from the Hollywood corporation; the auto tourist trade slumped; housing construction stood dormant; the job picture grew bleak; and the watchword became austerity.

World War II spearheaded the rejuvenation of the Hollywood economy; since then construction has increased and the population has soared. For the year of 1975, Hollywood, a flourishing city committed to the tourist, the seasonal resident, and the retiree, contained fifty-nine churches and six synagogues; 10 banks with total deposits of \$381,662,262.00 and two local federal savings and loan associations with total assets of \$969,547,486.00; five golf courses; seven miles of continuous public beach; 27,500 homes; and 34,581 apartments, condominium apartments, and duplexes. A metropolis that has grown outward and upward, Hollywood, with a population of 125,400 and real estate and personal property valuations of \$1,068,095,076.00, was classified that year as Florida's seventh largest city.

Among the fastest growing cities in the nation, Hollywood continues to enlarge and to change. Reasonable and resolute land use planning to enhance the quality of life enjoyed by city residents and to improve the quantity of new development and public services based on such techniques as subdivision regulations, zoning, design quality and planned unit development ordinances, moratoriums, and capital budgeting for capital improvements will ensure that Hollywood's progress and future growth will be harmonious with the policy objectives of its citizenry.



Hollywood Boulevard, looking east from the F.E.C. Railway tracks toward Young Circle and the Hollywood Hotel, 1925.

FOOTNOTES

1 — HISTORY OF HOLLYWOOD (1920 TO 1950) by Virginia Elliott TenEick. Hollywood: City of Hollywood, 1966, p. 230.

2 — Ibid., p. 230.

3 — Ibid., p. 230.

4 — "The Growth of Cities," by D.C. Nevin, THE HOLLYWOOD REPORTER, November, 1923.

5 — Ibid.

6 — "Hollywood Is A Democratic City," THE HOLLYWOOD REPORTER, July 15, 1922.

7 — Ibid.

8 — BROWARD COUNTY AND HILLSBORO INLET, FLORIDA. House Document Number 91, February 18, 1965, p. 24.

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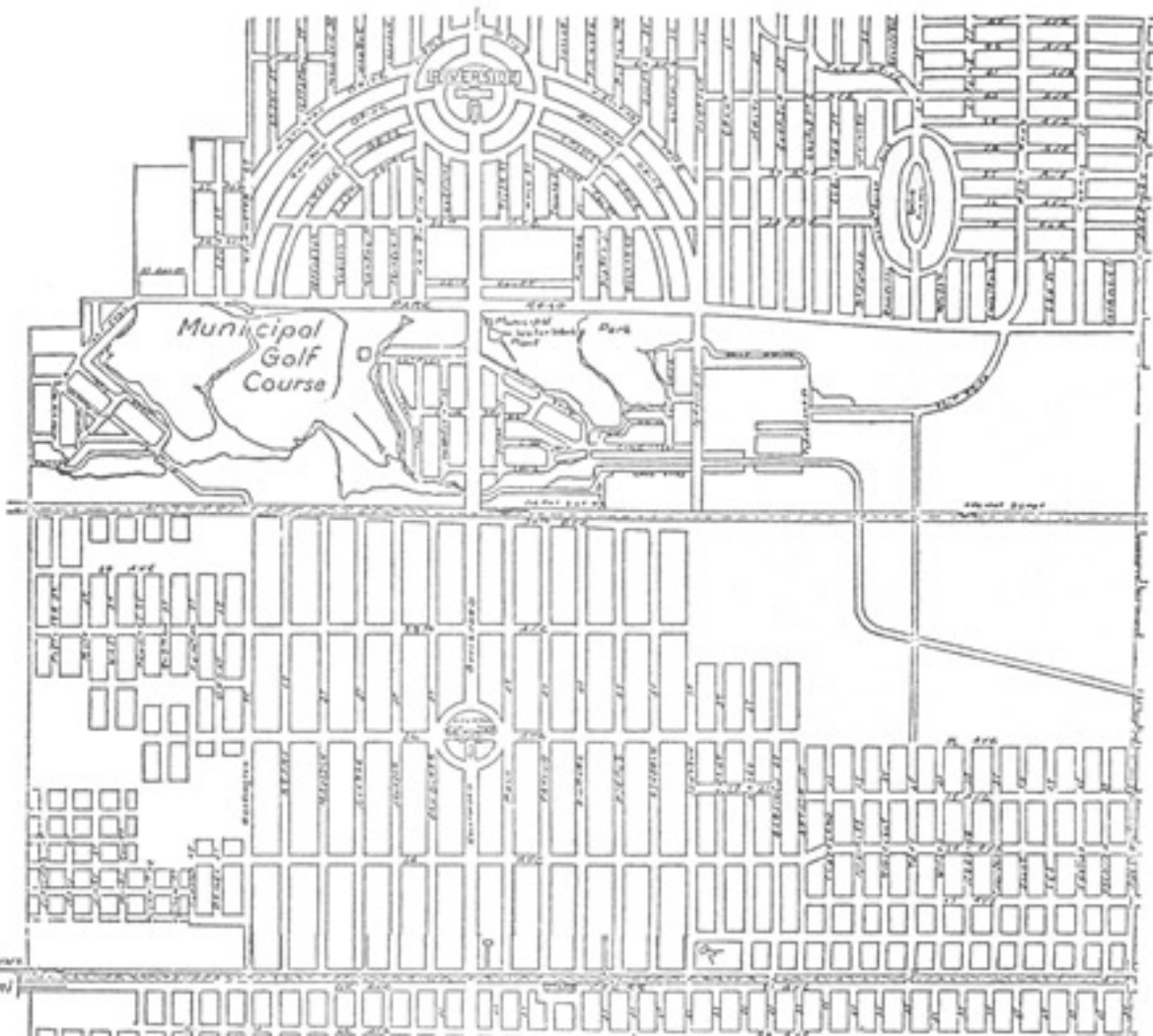
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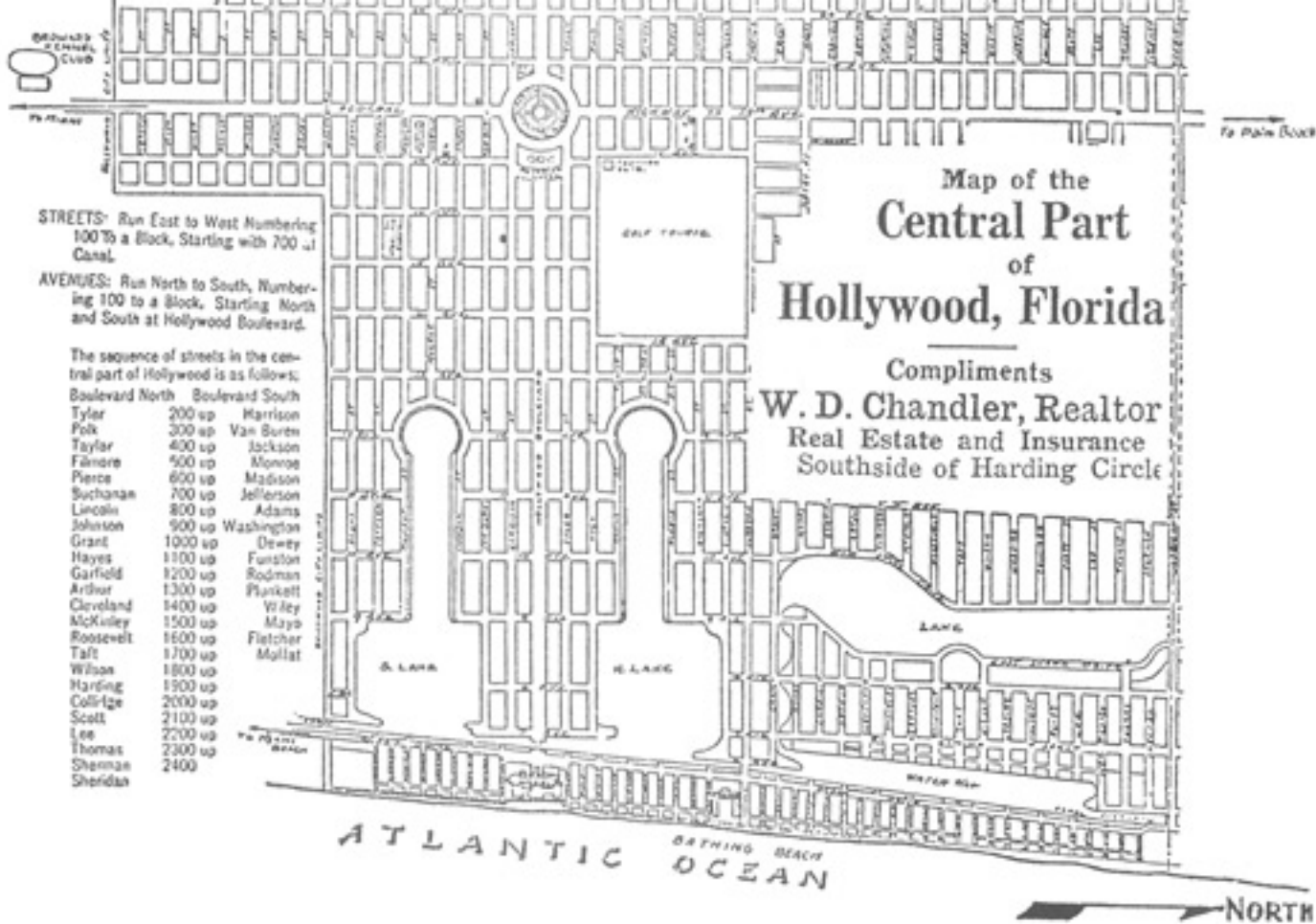
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Map from the early 1930s shows Hollywood's unique lay-out, including grid system, boulevard circles, and lakes.



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