

The Herald

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Buyers line up at condo site

Realtors, brokers and buyers camped out on lounge and beach chairs Thursday night to purchase condominiums at RADIUS, a building that will overlook Young Circle.

BY JERRY BERRIOS
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In a sign of Hollywood's growing cachet, dozens of Realtors, brokers and regular buyers camped out on lounge and beach chairs on a 19th Avenue sidewalk Thursday to buy units in a condominium tower that has yet to be built.

The condominium is the RADIUS, on Young Circle. The sales office opens at 10 a.m. today.

In order to buy a condo today or Saturday, a person must have visited the RADIUS website, filled out information and received an invitation to the two-day VIP opening.

Sales are open to the rest of the public on Sunday.

Real estate agent Elena Paz was the first person in line at 5:30 a.m. Thursday.

"We knew it was going to be busy," said Paz, of Miami Beach.

She said she has waited in line all night for concert and football tickets, but never real estate.

Although this scene might be common in Miami Beach, this is Hollywood's first foray into high-demand downtown condo housing.

About 1,600 people registered in advance to buy a RADIUS unit.

The 12-story building with penthouses will be located in the northwest part of the cir-



WALTER MICHOT / HERALD STAFF

READING THE RULES: Jon Rashotsky speaks to prospective buyers at the site of the RADIUS condominium on Young Circle in Hollywood Thursday. Sales start today.

cle and will have 285 condominiums, ranging from one to three bedrooms and one or two bathrooms. Prices range from \$185,000 to \$600,000. The building is scheduled to open in the summer of 2006.

Plans also call for 44,000 square feet of space for offices, shops and restaurants.

Pamela Russell showed up at 8:30 a.m. Thursday and said she has never waited all night for anything, until now.

"The area is coming up," Russell said. "The price is decent. It is a good investment."

If she buys a RADIUS condo, Russell will trade her 45-min-

ute commute from West Palm Beach to Hollywood for a five-minute walk.

Russell owns the Woman's Glory Beauty Salon at 1909 Harrison St., a few blocks from the condo at 200 N. Young Cir.

Farther down the sidewalk, 12-year-old Evan Stanley told passersby that the growing crowd was a tryout for *American Idol*. Evan was actually getting a real-life lesson in buying property and making investments, organized by his mother Joanne Stanley.

"You have to be creative when you are home schooling," Stanley said.

The family wants to buy a

two-bedroom, two-bath condo. They'll either live in it or treat it as an investment.

"It has so much to offer here," Stanley said. "It is the hub of Hollywood. It is trendy, accessible to the beach and shopping."

Jon Rashotsky, owner and president of Absolutely Fabulous Events in North Miami Beach, presided over the list of waiting buyers.

"This isn't waiting in line to see Norah Jones," Rashotsky said, referring to the Grammy Award-winning singer.

"This is waiting in line to make a life-changing investment."

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BUYING FRENZY IN HOLLYWOOD



MARSHA HALPER/HERALD STAFF

Prospective buyers of units at the Radius condominium — to be built next to Young Circle in Hollywood — line the sidewalk at the Radius sales tent on Friday, seeking a shot at buying apartments in the 12-story, 285-unit building. Developer Steve Berman said deposits have been placed on all 285 units, but he expects some cancellations. To buy a condo Friday, a person must have filled out information at the Radius website and received an invitation to the two-day VIP opening. Among the early birds was Larry Lemke of Miami, who's waving his cellphone at friend, Tony Panza of Fort Lauderdale, also a prospective buyer. The sales office, 1895 Tyler St., opens to the general public on Sunday.

UP FRONT



The former Cleveland Clinic site will be home to twin 12-story towers.

It takes cash to get on Sapphire VIP list

BY ED DUGGAN

ALTMAN DEVELOPMENT CORP.

Chairman: Joel Altman

Web site:

www.sapphirecondos.com

Project: Sapphire

Sales agent: Premier Sales Group

Sales center: 3330 E. Oakland

Park Blvd., Fort Lauderdale 33308

Phone: (954) 567-2007

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carolyn@premiersalesgroup.com

Tire kickers need not apply. Only prospects who fork over a \$2,500 refundable deposit will initially get to see the Sapphire's twin 12-story towers on A1A in Fort Lauderdale.

The project's sales will be first conducted only from a VIP list, comprising those who have indicated they want an appointment to buy, according to Carolyn Ellert, co-owner of Premier Sales Group, Sapphire's exclusive sales agent.

While a cash deposit to bid at auctions is often standard operating procedure, the deposit appears to be a new concept for condo projects.

"It's an upscale project and we respect our buyers' time," Ellert said. "In order to offer a fair chance to everyone, we decided on the VIP list so that we could offer everyone guaranteed appointments. We didn't want busy people to stand around all day waiting and getting frustrated just for a chance to buy."

VIPs get first choice

Those first to register for the VIP list get the earliest appointments, Ellert said, with registrants expected to be seen within a half-hour window of their appointment times.

"If they decide to buy, the appointment deposit will be applied to the

\$20,000 refundable reservation deposit. If they don't buy, the \$2,500 will be refunded," she said.

Sales are expected to start sometime in August.

Even with the initial deposit, turnout is expected to be strong for the Sapphire because of both its location and its price - starting at less than \$400 a square foot.

"The two-bedroom apartments will start from the \$400s, the three bedroom apartments from the \$600s," said Joel Altman, chairman of Boca Raton-based Altman Development Corp., developer of the Sapphire.

While the community is on neither the ocean nor the Intracoastal Waterway - it is two to three blocks from each - there will be views of both from about the fourth floor up.

Altman confides that he was able to purchase the A1A tract - the former site of the Cleveland Clinic - after what he describes as "a beauty contest."

The seller wanted to make sure the developer had both the wherewithal and reputation to produce something compatible and in keeping with the upscale beach community.

"We have a reputation for quality floor plans and attention to detail," Altman said. "Add in architect Kobi Karp's designs and our initial pricing and we are creating real value for the community and the future owners."

Groundbreaking is planned for the first quarter of 2006 with completion in the fourth quarter of 2007.

E-MAIL RESIDENTIAL real estate writer Ed Duggan at eduggan@bizjournals.com.

SAPPHIRE SET TO SPARKLE

The Altman Companies of Boca Raton has announced plans for Sapphire, a 172-unit residential condominium that will contribute to the exciting redevelopment of Fort Lauderdale Beach. Located on the site of the former Cleveland Clinic, on A1A amid the tranquil waters of the Atlantic Ocean and the Intracoastal Waterway, Sapphire will rise as the only new construction development of its magnitude on that stretch of A1A, along the beach.

Sapphire will have two 12-story condominium towers with 86 contemporary style two and three bedroom residences in each, many with stunning ocean and intracoastal views. The spacious, luxury residences will range from 1,274 to 1,888 square feet with expansive balconies and terraces. And, 12 penthouses will range from 1,573 to 2,680 square feet.

With its prime location just steps away from the beautiful white sandy beaches of Fort Lauderdale, Sapphire offers a vibrant lifestyle and contemporary modern living. Convenient to oceanfront and intracoastal dining, the many boutiques, art galleries and restaurants on Las Olas Boulevard, the exciting nightlife of downtown Fort Lauderdale, the renowned Broward Center for the Performing Arts and the newly remodeled Galleria Mall, residents of Sapphire will be able to experience the ideal Fort Lauderdale lifestyle.

"Sapphire will be the new jewel of Fort Lauderdale beach," explains Joel Altman, chairman of The Altman Companies. "Our company's attention to design and detail is the key to our outstanding results. With Sapphire, we have worked very closely with our architects, interior designers and our sales and marketing firm to ensure that Sapphire exceeds even the highest expectations of homebuyers." "There is a very strong market for new and exciting communities like Sapphire on Fort Lauderdale beach," said Laurie Ingber, co-owner of Premier Sales Group, the exclusive sales and marketing agent for Sapphire. "Sapphire residents will be getting so much more than a condominium, they will be getting a fantastic lifestyle. With a prime location by the beach yet minutes from Las Olas and downtown, so many luxury amenities and the rare opportunity to be a member of the Harbor Beach Marriott Resort & Spa, the possibilities for residents are endless."

Designed by Miami-based architectural firm Kobi Karp, Sapphire will glisten with the most modern architectural elements — a

sparkling white building with blue glass and stainless steel exterior accents. The interior will have a sophisticated contemporary look created by Interiors by Steven G. Among the many interior features of Sapphire are expansive windows, many with stunning ocean and intracoastal views; kitchens with granite countertops, contemporary European-style cabinetry, and stainless steel appliances; master bedrooms with spacious walk in closets; as well as master baths with luxurious soaking tubs and separate glass enclosed showers, contemporary European-style cabinetry, marble flooring and vanity tops, and designer fixtures. Residences will also feature full size washer and dryers; pre-wiring for ceiling fans; high-speed wiring network for telephone, cable TV and Internet access; energy efficient climate controls; energy efficient, impact resistant windows; and safety sensor fire sprinklers.

Upon completion, Sapphire's community amenities will include a 25-meter pool with sun shelf, lushly landscaped recreation deck, private cabanas and whirlpool spa; men's and women's locker rooms with steam rooms, saunas and treatment rooms; a club room with full kitchen and flat screen televisions for private events; a fully equipped fitness center with aerobics studio; residence concierge; a controlled access garage with 24-hour valet or self parking; a business center and conference room; 24-hour attended lobby with closed circuit TV. Optional amenities will include a laundry and dry cleaning service and housekeeping. Individual storage rooms will be available for purchase.

In an unprecedented move, Sapphire homebuyers also will receive a membership to the prestigious Harbor Beach Marriott Resort & Spa. Located just south of Sapphire, residents will have full use of the exclusive oceanfront beach club, including a tranquil 22,000 square-foot, full-service spa; an 8,000 square-foot free-form, lagoon-style swimming pool; a fully equipped fitness center; three restaurants to suit every taste, 50 private beachfront cabanas and much more. With eight spacious two and three bedroom floor plans available, pre-construction prices begin in the \$400s for two bedroom residences and from the \$600s for three bedroom residences. Groundbreaking is set for the first quarter of 2006 and completion slated for fourth quarter of 2007.

For more information log on to www.sapphirecondos.com



Take Refuge Downtown Orlando's **Sanctuary** offers a safe haven for people seeking calm in the midst of urban action. The South Beach-inspired high-rise, which features one, two, and three-bedroom residences as well as 12 penthouses, adds to the continued revitalization of the growing city center. Blending contemporary



architecture with luxurious features, amenities include a fifth floor pool deck with cabanas, a dramatic grand lobby, and personalized design for each unit. Exercise gurus also enjoy a private fitness room and nearby jogging around the picturesque Lake Eola. Prices range from \$455,000 to \$2.75 million. 130 South Eola Street, Orlando, 407/422-4664



Hot Ticket Die-hard Noles fans and political fanatics have a new reason to cheer. **Tallahassee Center**, an 11-story building gracing the state's capital, brings much-needed residential luxury to Kleman Plaza. Steps away from Florida State University, the Civic Center and the Capitol, residents here will also enjoy quick access to the art galleries, restaurants, and theater that make up downtown Tallahassee. Only in town for the Legislative Session or select playoffs? The 114 condominiums come fully furnished — completely equipped and decorated — and offer convenient amenities including a clubroom, meeting facility, and private parking. Just don't forget to bring your game face. Prices range from \$300,000 to \$800,000. 215 West College Avenue, Tallahassee, 770/436-2600

URBAN PIONEERS

City-savvy residences for metropolitan lifestyles in the center of it all

Mixed Use If you like to live, work, exercise, shop, and eat without leaving the building (or by just strolling around the block), **Terrazas Coconut Grove** offers exactly that. "From our spacious Sky Lofts and panoramic views of Biscayne Bay and the city landscape, to our ground-level retail shops and office suites, Terrazas Coconut Grove truly offers a complete lifestyle package," says Miguel Angel Barbagallo, TIG director. Residential perks include a seventh-floor recreational deck with oversized pool overlooking the Grove; people watching is prime from private wrap-around terraces and impact-resistant floor-to-ceiling windows. Slated for completion in 2007. Residences start at \$350,000. 2900 S.W. 28th Lane, Miami, 305/347-5999



Beachfront Dazzler Sandwiched between white sand beaches, the business district and the thriving Las Olas community, **Sapphire** is Fort Lauderdale's new premiere address. Stylish and sophisticated from the inside out, interiors designed by Steven G include marble floors, European cabinetry and designer fixtures; private balconies boast stunning views of the Intracoastal and the Atlantic Ocean. Completion is slated for late 2007. Prices range from \$400,000 to over \$1 million. 3330 East Oakland Park Boulevard, Fort Lauderdale, 954/567-2007