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## BEST PLACES TO LIVE

# Magazine: Hooray for Hollywood

Hollywood is one of the top 100 best places to live, according to Money Magazine.

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Money Magazine has picked Hollywood as one of the 100 best places to live -- a distinction the city plans to add to its municipal résumé.

Ok, maybe it's not No. 1. Maybe it didn't make the Top 10. But -- No. 70 -- Hollywood still beat out arch-nemesis Pembroke Pines and other Florida cities such as Boca Raton and Jupiter. Pines is the second-largest city in Broward, having swiped the title from Hollywood in 2002.

"Hollywood should be very proud, because when you look at the thousands of towns across the country that we looked at for this list, there were 100 of them that really rose to the top," said Keith Carroll, Money Magazine's director of communications. "They are the cream of the crop."

The article is in the magazine's August issue.

It's the second time this summer that Hollywood is in the national spotlight. GQ Magazine's July issue touted Le Tub, a Hollywood beach watering hole, as having the country's best burger.

Money Magazine teamed with OnBoard, a Brooklyn, N.Y., data-analyst firm, and started out by looking at cities with a few criteria: population greater than 14,000; above-median household income; population growth; and real-estate appreciation over the past five years.

If a city was more than 60 miles from a major airport or 30 miles from a major teaching hospital, it was scratched from the list. Rankers also considered education scores, unemployment, income growth, crime and arts resources.

After some mind-numbing calculations and explanations, the list was whittled to 100.

Moorestown, N.J., ranked at the top. The other Florida finalists are Lake Mary near Orlando (86), Lutz near Tampa (63), and Ponte Vedra Beach near Jacksonville (50).

"It puts us in a 'Who's Who' category," said Hollywood Mayor Mara Giulianti. "It is really legitimate."

She says it's possible for Hollywood to move up in the rankings next year, if the magazine considers the same cities.

"We need to be doing more of what we are doing," Giulianti said.

Resident watchdog Pete Brewer, who frequently criticizes the City Commission's actions, said if city officials could curb spending, the city could move up on the magazine's rankings.

"The taxes are getting out of control," Brewer said. "People like myself who are retired can't afford to live here anymore."

Realtor Lloyd Feinberg said Hollywood has been overlooked for years, but it has easy access to the Fort Lauderdale-Hollywood International Airport, Miami Beach and major highways such as Interstate 95 and Florida's Turnpike.

"One of the major draws for people coming out of state is the convenience of the location," said Feinberg. "What is real estate about ultimately? Location. Location. Location."

Plus, home buyers have a chance of finding a reasonably priced property in Hollywood compared with other South Florida cities, Feinberg said.

Ken Crawford, president of the Hollywood Council of Civic Associations, said the city's neighborhoods are key to its success.

"I think the city of Hollywood has kept its small-town charm," Crawford said. " . . . They have kept the old neighborhoods intact."

When he travels locally or out of town, Crawford tells people he lives in the best little city in Florida.

"We aren't over-populated like Miami-Dade," Crawford said. " . . . We aren't over-commercialized like Fort Lauderdale."