

## Options on the table for Hollywood's Orangebrook Golf Course.

By [Brian Bandell](#) – Real Estate Editor, South Florida Business Journal  
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Hollywood officials are set to select a development team for the 245-acre Orangebrook Golf & Country Club to renovate the golf course and build a commercial project.

The City Commission will meet March 1 to select a winning bidder among four teams. The top-ranked team is led by [Ernie Els](#), who has won four PGA major championships.

The Orangebrook course is located at 400 Entrada Drive, on the west side of Interstate 95 just north of Pembroke Road. Hollywood Mayor [Josh Levy](#) said redoing the course was part of the general obligation bond projects city voters approved in 2019. However, the \$24.7 million allocated from those bonds to Orangebrook is not enough to renovate the course, build a new clubhouse and add walking trails. The new estimate is \$36 million to \$40 million, he said.

In July 2020, the city received an unsolicited offer from Green Lynx LLC to renovate Orangebrook in exchange for building a hotel. That triggered a bidding process for a public private partnership (P3) for the property. After CBRE marketed the property on behalf of the city, four teams submitted bids by the Oct. 6, 2022, deadline.

Levy said that, in exchange for a developer paying about \$40 million to renovate the golf course, the developer would build apartments on a small portion of the property.

“The public-private bargain is: By allowing apartments on 5% of the property, we get the new golf course and amenities on 95% of the property without costing us anything,” he said. “A golf resort hotel is also proposed in order to help sustain the golf course with a recurring stream of enough players .... Plus, the unused Orangebrook bond funds (\$24 million) could be used to fix other parks.”

Levy noted the city would receive a significant amount of tax revenue from the private development on the site.

The city's Evaluation Committee ranked the four teams Dec. 19 after considering their proposals. While the [Ernie Els](#) Group has the highest ranking, Levy noted that runner-up GCF Development /PPG Development was only narrowly in second place and has a lot of community support.



Ernie Els Group proposal for the Orangebrook golf course in Hollywood.

## ERNIE ELS GROUP

Ranked first: Jupiter-based [Ernie Els](#) Group, led by the South African golfer. Its partners are Norby Design for golf course design, Peacock + Lewis as the clubhouse architect, Kast Construction, golf course operator Landscapes Unlimited, Meyer Jabara Hotels, and developer Apex Real Estate. The golf component would be an 18-hole championship-level course, an 18-hole par-3 course with shorter distances, a 15,000-square-foot clubhouse with a restaurant and pro shop, a driving range and a putting course. Covering 10 to 20 acres under lease with the city, the private development would have 811 apartments, 27 villas and a 160-room hotel. The apartments would include 15% workforce housing. For the financial terms, the developer would pay 10% of the gross revenue from golf operations to the city.



The GCF Development / PPG Development plans for the Orangebrook golf course in Hollywood.

### GCF DEVELOPMENT / PPG DEVELOPMENT

Ranked second: Hollywood builders GCF Development, led by Chip Abele, and PPG Development, led by [Ari Pearl](#). Their team includes Kobi Karp Architecture & Interior Design, golf course designer [Rees Jones](#), Accor Hotel, ClubCorp for golf, GT McDonald for commercial construction and QGS for golf course construction. There would be two full-size 18-hole courses, a 34,000-square-foot clubhouse with a restaurant, a pro shop, a fitness facility and a banquet hall, a lighted nine-hole practice course, and a driving range. It would lease 5 to 7 acres to build 750 apartments and a 175-room hotel, including 100 units of workforce housing. The financial terms call for a 50/50 split of the profits from the golf course and clubhouse with the city.

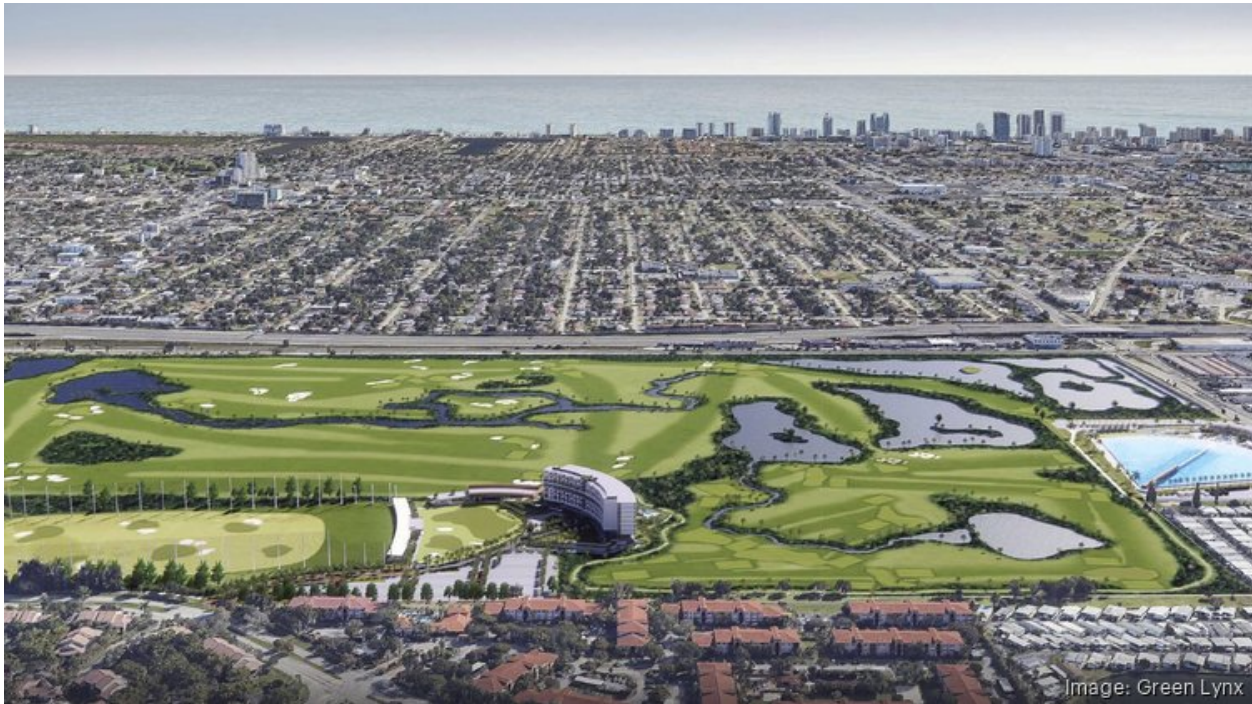


[Enlarge](#)

The E2L Real Estate Solutions plans for the Orangebrook golf course in Hollywood.

#### **E2L REAL ESTATE SOLUTIONS**

Ranked third: Maitland-based E2L Real Estate Solutions. Its team includes Richard Mandell Golf Architecture, Leo A Daly, Hendrick Brothers Construction, golf operator Troon and senior living firm Wellstar. Its golf element would consist of a 27-hole course and a nine-hole par-3 course, a 15,000-square-foot clubhouse, a putting course and pickleball courts. It would lease 9.5 acres to build 210 senior living units and 198 hotel rooms. The financial terms would consist of 1.25% of gross hotel revenue, \$300,000 in flat rent for the residences and 75% of net operating income of golf operations to the city.



[Enlarge](#)

The Green Lynx plans for the Orangebrook golf course in Hollywood.

#### GREEN LYNX

Ranked fourth: Green Lynx. Its team includes golf architect [Josh Pettit](#), clubhouse architect MKDC, and Castlewood Properties. There would be an 18-hole championship-level golf course, an 18-hole par 3 course, a 20,784-square-foot clubhouse, a surf park, and a driving range. The developer would build a 230-room hotel, but no residential. Unlike the other developers, it would take \$17.8 million from the city's general obligation bond to renovate the course. It would then give the city a share of the revenue – ranging from 2% to 4.15% – from golf, the hotel and the surf club.

Pearl noted that his PPG and GCF team are the only local developers in the running, and they both have plenty of experience building in Hollywood and renovating local golf courses. Pearl is currently finishing up renovations to the Diplomat golf course.

Pearl also noted that [Rees Jones](#) has designed seven venues that have hosted the U.S. Open and nine venues that have hosted the PGA Championships. He provided a letter of endorsement of his Orangebrook bid from Kenneth R. Kennerly, executive director emeritus and senior adviser to the board of directors of the Honda Classic, a PGA Tour event in Palm Beach County.

Kennerly sent a similar letter of support to the Els Group.

“It’s time for South Florida to have a major PGA event,” Pearl said. “Orangebrook is the site for that to happen.”