



K's Motel in the 1950's



Goldenway Motel in the 1970's



Cool Scoops Ice Cream Parlor/ Russo Residence, 2002



Paul and Lori Russo preparing furniture for the new room during the Trading Spaces episode in 2006



Cool Scoops, Paul Sr., Lori, Paul, Jr. & Ashley Russo with Jill Roach and designers and carpenters from Trading Spaces, 2006



THIS OLD MOTEL

TV - AIR CONDITIONING - VACANCY

Cool Scoops

BY JESSICA WESTERLAND



Have you ever noticed how much your own home changes over the years? Additions, renovations, redecorating- sometimes it takes a minute to recognize your own home in old pictures! The building that you may know as Cool Scoops ice cream parlor in North Wildwood is a perfect example of just how much change one structure can undergo.

Cool Scoops is located on 12th and New Jersey Avenues in North Wildwood. As vibrant and interesting as the building looks, it also has an equally as vibrant history. It began as a small, two bedroom private home in 1954. In 1961 the owners added extensions on the left and right sides to make the home a little larger. In 1967 there was an addition added to the front, which was turned into Rachel's beauty parlor.

In 1970 Margaret Wish bought the building, added a second floor and added more space on the back of the original house. The second floor and part of the downstairs became the Golden Way motel, while the beauty parlor operated in the front and a small area in the back was used as her home.

Margaret Wish retained ownership of the building until 1979, when it was sold to another owner who ran the motel as it was for many years. The building again changed hands in 1987, and was later foreclosed. Margaret Wish took the opportunity to regain ownership, and renamed it the Abri Motel. She ran the motel but left the beauty parlor abandoned. By 2000 due to poor maintenance and lack of care from tenants, the building fell into disrepair. In 2001 the Russo family, the current owners, purchased the building "in an attempt to revitalize the town's doo-wop theme, and planned on building a 50's style ice cream parlor."

The Russo family had their work cut out for them. The plumbing and electrical wires were beyond repair, and there were holes and damage in the many of the ceilings and walls. The rooms were filled with dilapidated apartment furniture, trash, refuse, and all of the old beauty parlor equipment.

Despite the building's condition, the Russos could see the potential, from the first time Paul Russo Sr. noticed the 50's style architecture. Undaunted by the appearance, the Russo

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Above is a preview of what's in store at Cool Scoops for Summer of 2011 as they celebrate their 10th Anniversary. Above center: Paul & Lori Russo celebrated 25 years of marriage on March 23rd, 2010

family completely remodeled and refurbished the bottom floor into Cool Scoops Ice cream parlor in only several months. Cool Scoops opened up June of 2002.

The building went from an eyesore, to Cool Scoops, an eye catcher. The outside is painted teal and coral, and you can't help but find yourself wanting to wander into the brightly lit building. "There is always something to look at, at Cool Scoops!"

Cool Scoops has several themed rooms, each with their own collections of memorabilia. In the car room there is a recreation of a drive in movie theatre with authentic car booths and drive in speakers. In the Happy Days room there is an original 1950s television that plays old time movies all night long, while customers sit in 1950's style booth seating. The dining room is a diner replica with soda fountains and bar stools and the service area has a Rockola jukebox, 6ft tall Elvis statue, and real 1957 Chevy countertop. All of the rooms have 1950's pictures, posters, and knickknacks decorating the walls giving customers lots to look at while waiting to be served. A lot of the great items in Cool Scoops were Paul Russo Sr.'s, who has been collecting 50's memorabilia for years.

This was only the first phase of the Russo family's plan to bring new life to this building. They had to tear out and redo the entire second floor that used to be hotel rooms and apartments, and turn it into a comfortable family home with bedrooms, living room, dining room and kitchen spaces. In June 2006 the TV program Trading Spaces accepted Paul Russo Sr.'s challenge to redo 2 bedrooms, one in 1950s theme and one in 1960s theme. The rooms came out so well the Russo's didn't change a thing! In January of 2008, the building was completed with a brand new kitchen.

It is amazing to see a building change and grow over the years, and the Russos truly did bring a whole new vitality to the block by creating the Doo Wop Cool Scoops Ice Cream parlor. Their motto is "Cool, timeless and delicious," and that is exactly the Cool Scoops experience.