

MADRID STREET HISTORIC DISTRICT

07b

The district represents the Florida land boom of the 1920s through the 1930s and represents the Mediterranean Revival Style. The Period of Significance is from 1925 through 1939.

OVERVIEW AND BOUNDARY

DESCRIPTION

Madrid Street is identified as a potential historic district located within the Croissant Park neighborhood in the southwest quadrant of Fort Lauderdale. The boundaries include selected parcels of the Madrid Street Historic District which follow the rectilinear boundaries of the north and south side of Southwest 20th Street, bounded by Southwest 3rd Avenue to the east and Southwest 4th Avenue to the west. Originally, the potential Madrid Street Historic District was located outside of the town limits of Fort Lauderdale which was then in Dade County. Eventually this area was annexed into Broward County and the City of Fort Lauderdale.

STATEMENT OF SIGNIFICANCE

The proposed Madrid Street Historic District appears eligible for listing on the National Register of Historic Places under Criterion A in the area of community development as an intact example of early suburban development in Fort Lauderdale and under Criterion C in the area of architecture as a cohesive neighborhood of early twentieth century residential design. The district represents the Florida land boom of the 1920s through the 1930s and represents the Mediterranean Revival

Style. The structures retain a high degree of integrity of location, design, setting, materials, workmanship, feeling, and association. The Period of Significance is from 1925 through 1939.

DEVELOPMENT CONTEXT

EARLY PLATTING OF FORT LAUDERDALE AND PALM CITY

Arthur T. Williams, originally from Fernandina, Florida, was the son of Marcellus A. Williams, a Deputy United States Surveyor for the State of Florida. In 1870, Marcellus A. Williams was assigned to survey southeast Florida “from the North end of Biscayne Bay to the South end of Lake Worth and between the Everglades and the Atlantic Ocean.”¹ While Arthur T. Williams traveled throughout South Florida with his father, Williams recalls staying in a “very pretty tropical hammock which lay between the [New River] Sound and the present Lake Mabel [located to east of Port Everglades].”² In the 1870s, Lake Mabel was unnamed but later became Lake Mabel, in a tribute to Williams’ wife.

Later, in 1887, Williams and James A. Harris, purchased land within the present Croissant Park and Poinciana Park Neighborhoods in Fort Lauderdale from the Florida Land and Improvement Company. From this purchase, Williams and Harris platted an early residential development called



“Palm City” consisting of 500 city blocks. At the time, “a 50’ by 100’ lot had a \$10 price estate tag, and one could buy a whole block, 200’ by 400’, for \$200.”³

CROISSANT PARK

In 1925, five hundred and seventy acres of the former Placidena development was purchased and replatted by Gilbert F. Woods, Thomas E. Hoskins, and Joseph P. Young. The area was renamed “Croissant Park” for G. Frank Croissant. Croissant was then the general manager of Woods, Hoskins, and Young, a large land development firm based in Chicago. Croissant was selected to lead the development of this area.

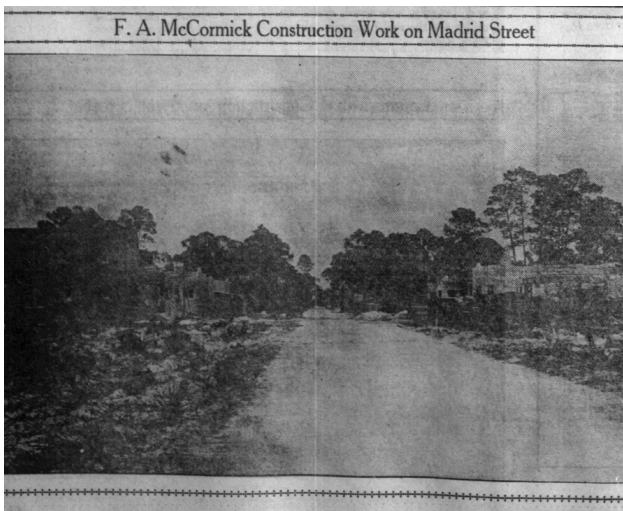
Woods, Hoskins, and Young were active in South Florida and purchased areas surrounding Croissant Park, although the Croissant Park plat was the largest.

Re-plats were aptly named variations of the name Croissant Park including “River Section of Croissant Park,” “Park Section of Croissant Park,” “South River Section of Croissant Park,” and “West River Section of Croissant Park.” In 1928 the firm purchased additional areas that are immediately adjacent to Croissant Park; however these plats were not named for Croissant and were plainly named variations of “Resubdivision of Lauderdale.”

In 1925, the F.A. McCormick Construction Company of Cincinnati developed a portion of the Park Section of Croissant Park. Behind this development was Frank A. McCormick who purchased 42 lots to construct a series of what were described as bungalows and two-family homes that were referred to as “St. Louis Apartment type houses.” The F.A.

McCormick Construction Company boasted that “all will be genuine “McCormick Built” houses, a term that has come to be synonymous in Cincinnati with all this is satisfactory in building construction.”⁴ Frank McCormick’s nephews, Robert McCormick and Lester McCormick primarily managed local operations.⁵

A full page advertisement in the Fort Lauderdale News featured a series of photos of properties that were under construction throughout Croissant Park. One photo within this advertisement was labeled “F.A. Construction Work on Madrid Street.” Madrid Street is now SW 20th Street, which is the location of the Madrid Street Historic District.



“Croissant Park Sales Are In Excess of \$700,000 Since January 1st.” Fort Lauderdale News (Fort Lauderdale, Florida). 19 February 1926, Friday. Page 20.

ARCHITECTURAL CONTEXT

ARCHITECTURAL STYLE DESCRIPTIONS

Within the Madrid Street Historic District all of the properties are residential. Each residence was originally constructed as a single-family home and is one-story in height. Clad in stucco, each residence typically has a flat roof with a parapet. Each structure possesses several characteristics of Mediterranean Revival structures which most often included sculpted wing walls, rounded arches, and decorative barrel

tile detailing at the parapet coping.

Architectural styles represented within the Madrid Street Historic District include the Mediterranean Revival Style which is described below and comes from the architectural Intensive Level Architectural Resource Survey of Fort Lauderdale completed in 2020 and edited to identify specific stylistic features found within the Croissant Park and Poinciana Park neighborhoods.⁶

MEDITERRANEAN REVIVAL: The Spanish Revival style and the Italian Renaissance Revival style are often referred to collectively as the Mediterranean Revival style and were the most popular styles during the Florida land boom of the 1920s. In Florida, the Spanish Revival style was introduced by Henry Flagler in his grand hotels constructed along the path of his Florida East Coast Railroad, one of which was the Hotel Ponce de Leon in St Augustine completed in 1888. The style was adapted to include a more regional dimension by local architects Maurice Fatio and Addison Mizner. The Mediterranean Revival style is noted for the combination of one and two story sections, a plan shape that included an interior courtyard, arcades and loggias, flat roofs, terracotta barrel-tile coping, columns, decorative door surrounds, decorative tiles, and ornate



327 SW 20 Street

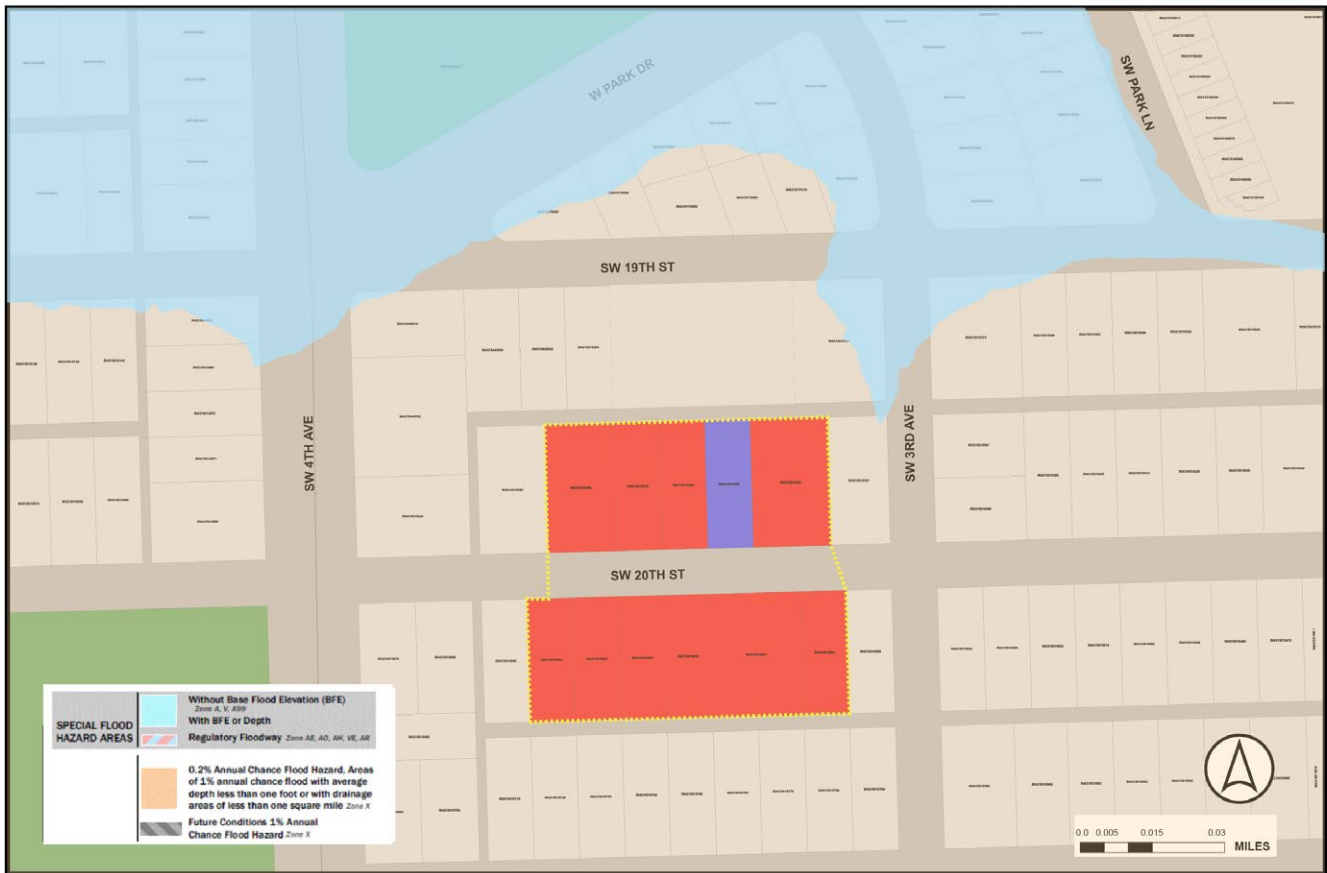
FLOOD ZONE ANALYSIS

Flood hazard areas identified on the Flood Insurance Rate Map (FIRM) are identified as a Special Flood Hazard Area (SFHA). SFHA is defined as the area that will be inundated by the flood event having a 1-percent chance of being equaled or exceeded in any given year.

All 14 total properties are within the 100-year flood SFHA, labeled as the AH flood zone.

The 1-percent annual chance flood is also referred to as the base flood or 100-year flood. SFHAs are labeled

as Zone A, Zone AO, Zone AH, Zones A1-A30, Zone AE, Zone A99, Zone AR, Zone AR/AE, Zone AR/AO, Zone AR/A1-A30, Zone AR/A, Zone V, Zone VE, and Zones V1-V30. Areas subject to inundation by 1 percent annual chance shallow flooding where average depths are between one and three feet. Base Flood Elevations (BFEs) derived from detailed hydraulic analyses are shown in this zone. Mandatory flood insurance purchase requirements and floodplain management standards apply.



FOOTNOTES

- 1 Williams, Arthur T. "Memories: Surveying South Florida in the late 1870s." Broward Legacy. Winter/Spring 1986. Pages 2-10.
- 2 Ibid.
- 3 Wiley, Eugene E. "G. Frank Croissant 'America's Greatest Salesman'" by Eugene E. Wiley. New River News. Summer 1982. Pages 4-12.
- 4 Advertisement. Fort Lauderdale News (Fort Lauderdale, Florida). 1 September 1925, Tuesday. Page 9.
- 5 "Home Building Gets A Boost in Croissant Park." Fort Lauderdale News (Fort Lauderdale, Florida). 29 July 1925, Tuesday. Page 9.
- 6 Intensive Level Architectural Resource Survey: Fort Lauderdale, Florida. Erica Mollon Consulting. City of Fort Lauderdale, Department of Sustainable Development. 2020.

CONTRIBUTING STATUS MAP AND PROPERTY INFORMATION



| Site Number | Address | Architectural Style | Contributing or Non-Contributing | Folio |
|-------------|-------------------|-----------------------|----------------------------------|--------------|
| BD02056 | 314 SW 20 ST | Mediterranean Revival | Contributing | 504215015601 |
| BD02057 | 316 SW 20 ST #1-2 | Mediterranean Revival | Contributing | 504215015610 |
| BD02058 | 322 SW 20 ST | Mediterranean Revival | Contributing | 504215015620 |
| BD02059 | 328 SW 20 ST | Mediterranean Revival | Contributing | 504215015630 |
| BD02060 | 330 SW 20 ST #1-3 | Mediterranean Revival | Contributing | 504215015640 |
| BD02061 | 327 SW 20 ST #1-4 | Mediterranean Revival | Contributing | 504215015260 |
| BD02062 | 323 SW 20 ST | Mediterranean Revival | Contributing | 504215015270 |
| BD02063 | 319 SW 20 ST | Mediterranean Revival | Contributing | 504215015280 |
| BD02064 | 309 SW 20 ST #1-3 | Mediterranean Revival | Contributing | 504215015300 |
| BD07756 | 315 SW 20 ST | No Style | Non-Contributing | 504215015290 |
| BDO2055 | 304 SW 20 ST | Mediterranean Revival | Contributing | 504215015591 |

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Davis, H.C. Croissant Park: Re-Subdivision of Placidena. Scale 1" = 100'. Fort Lauderdale, Broward County,

Florida. Plat Book 4, Page 28. December 1924.

Davis, H.C. Alta Vista Terrace. Scale 1" = 100'. Fort Lauderdale, Broward County, Florida. Plat Book 8, Page 31. September 1925.

Davis, H.C. Resubdivision of Blocks 45, 46, 66, and 67 of Lauderdale. Scale 1" = 100'. Fort Lauderdale, Broward County, Florida. Plat Book 6, Page 18. April 1925.

Davis, H.C. River Section of Croissant Park. Scale 1" = 100'. Fort Lauderdale, Broward County, Florida. Plat Book 7, Page 50. May 1925.

Davis, H.C. South River Section of Croissant Park. Scale 1" = 100'. Fort Lauderdale, Broward County, Florida. Plat Book 7, Page 50. July 1925.

Davis, H.C. Lauderdale Pines. Scale 1" = 100'. Fort Lauderdale, Broward County, Florida. Plat Book 8, Page 27. August 1925.

Davis, H.C. Park Section of Croissant Park. Scale 1" = 100'. Fort Lauderdale, Broward County, Florida. Plat Book 8, Page 39. September 1925.

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