Frank Croissant House

1313 South Andrews Avenue

Fort Lauderdale, FL

HISTORIC LANDMARK DESIGNATION REPORT

Prepared by
Michaela M. Conca
Broward Trust for Historic Preservation, Inc.
Fort Lauderdale, FL 33304

REPORT FOR THE CITY OF FORT LAUDERDALE

TO THE HISTORIC PRESERVATION BOARD AND THE CITY COMMISSION

ON THE POTENTIAL DESIGNATION OF THE PROPERTY NAMED

FRANK CROISSANT HOUSE

LOCATED AT

1313 SOUTH ANDREWS AVENUE

AS A HISTORIC LANDMARK

Written By: Michaela M. Conca and Stan Schane, AIA

President, Broward Trust for Historic Preservation

Stan Schane, Architects, AIA

Passed and Adopted On:

Resolution Number:

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I. General Information

Historic Name:	Frank Croissant House
Current Address:	1313 South Andrews Avenue
Architect:	Francis L. Abreau
Date of Construction:	1925
Location:	1313 South Andrews Avenue, Fort Lauderdale, FL
Present Owner:	1313 South Andrews Corporation
Present Use:	Commercial Office
Zoning:	SRAC-SAe
Folio Number:	504215AA0010
Boundary/Legal Description:	A PARCEL OF LAND BEING ALL OF LOT 7, AND 8, TOGETHER WITH PORTON OFLOT 9 BLOCK 22, CROSSANT PARK, ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK 4, PAGE28 OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA, SAID PARCEL BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS: BEGIN AT THE SOUTHEAST CORNERR OF SAID LOT 7: THENCE ON AN ASSUMED BEARING OF N. “00.00.00” W., ALONG THE EAST LINE OF SAID LOTS, 7,8, AND 9, A DISTANCE OF 118.9 FEET THENCE N. “89. 40. 19” W., A DISTANCE OF 125.00 FEET, TO A POINT OF THE WEST LINE OF SAID LOT 9; THENCE S. “00.00.00” E., ALONG THE WESTLINE OF SAID LOTS7, 8, AND 9, A DISTANCE OF 119.40 FEET TO THE SOUTHWEST CONER OF LOT 7; THENCE N. ’90.00.00’ E., ALONG THE SOUT LINE OF SAID LOT 7 A DISTANCE OF 125.00 FEE TO THE POINT OF THE BEGINNING. SAID LANDS SITUATED AND BEING WITHIN THE CITY OF FORT LAUDERDALE, BROWARD COUNTY, FLORIDA AND CONTAINING 0.342 ACRES, (14,881 SQUARE FEET) MORE OR LESS.

Setting:

This 1926 mediterranean Revival building is located on the west side of South Andrews Avenue between SW 13th Street and SW 14th Street in Township 50 South, Range 42 East, Section 15 in Fort Lauderdale, Broward County, Florida. This two-story building has a clay tile structural system that rests on a continuous block foundation.

The exterior of the building is clad in stucco. The building has a combination of flat and gabled and shed roof area. The flat roof area has an ornamental shaped parapet. The gable and shed roof areas are covered with clay roof tile. A second-floor addition on the back of the structure was built in 1996 which included an office space and exterior stairway leading to the second floor.

The front entrance of the building faces Andrews Avenue with a two-story section on the north and west face and a one-story section on the south side.

The entrance is centrally located with an entry stair leading up to a small patio area and the front door. There is a main parking lot located on the south side of the building and a parking lot area on the north side of the building that serves the building to the north.

Integrity:

The main house structure and ornamental elements still remain today. A second-floor addition was completed in the rear of the building around 1996, and the windows have been changed out but still replicate the original design. Design elements such as the arched windows, entry door feature, second floor balconies and mosaic tile features are still prevalent today.

i. Location Maps

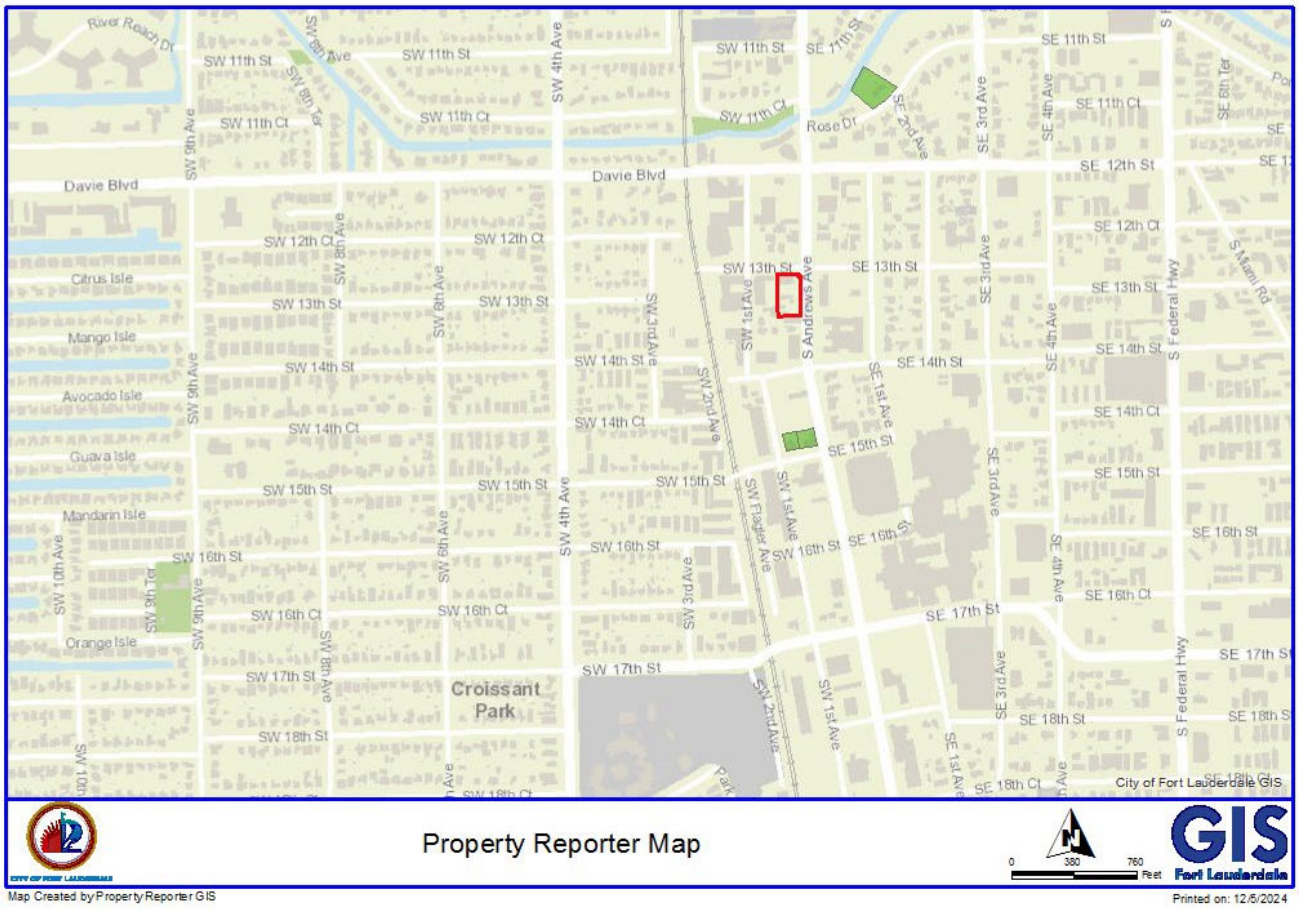


Figure 1: City of Fort Lauderdale GIS Maps, City of Fort Lauderdale Property Reporter

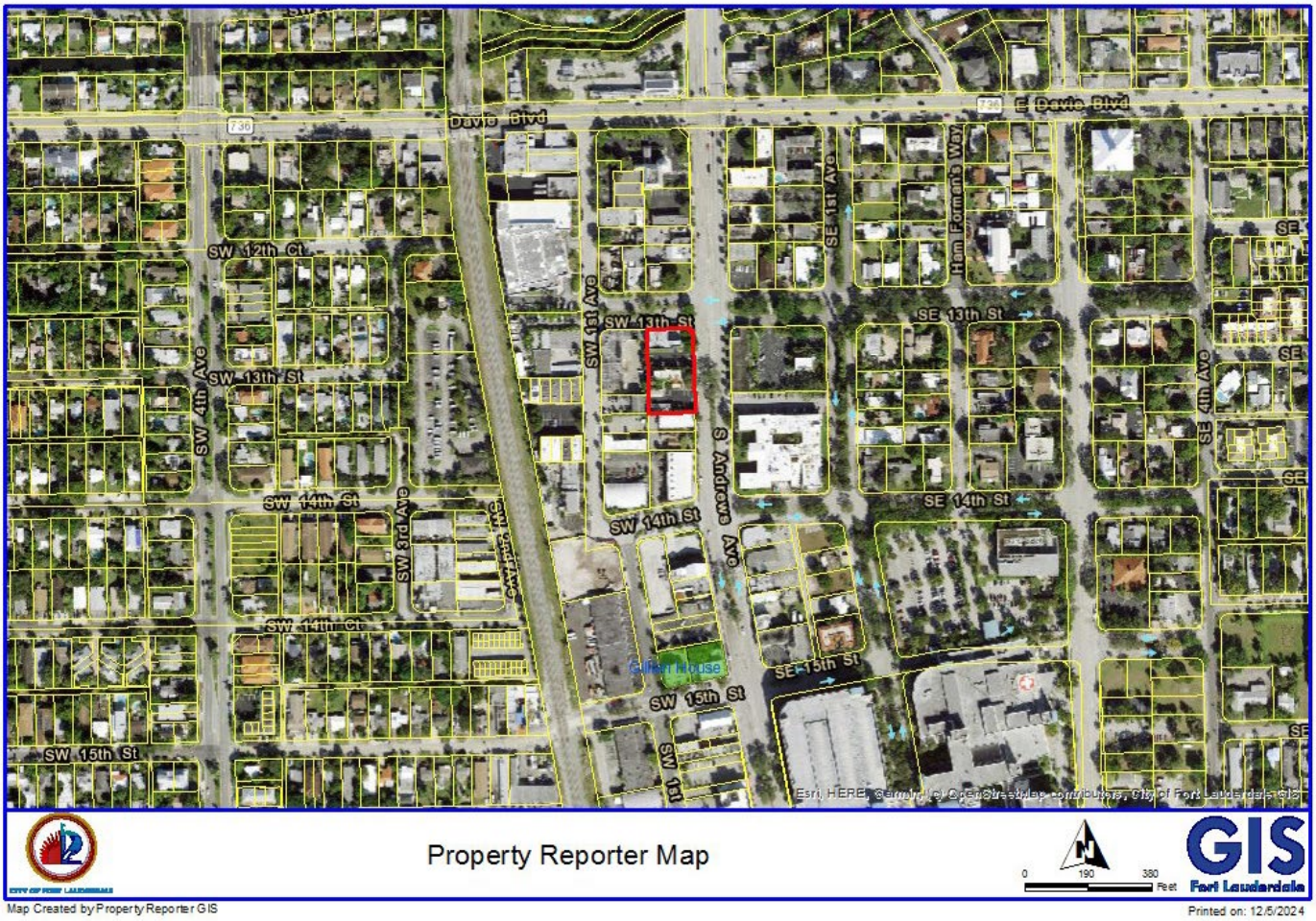
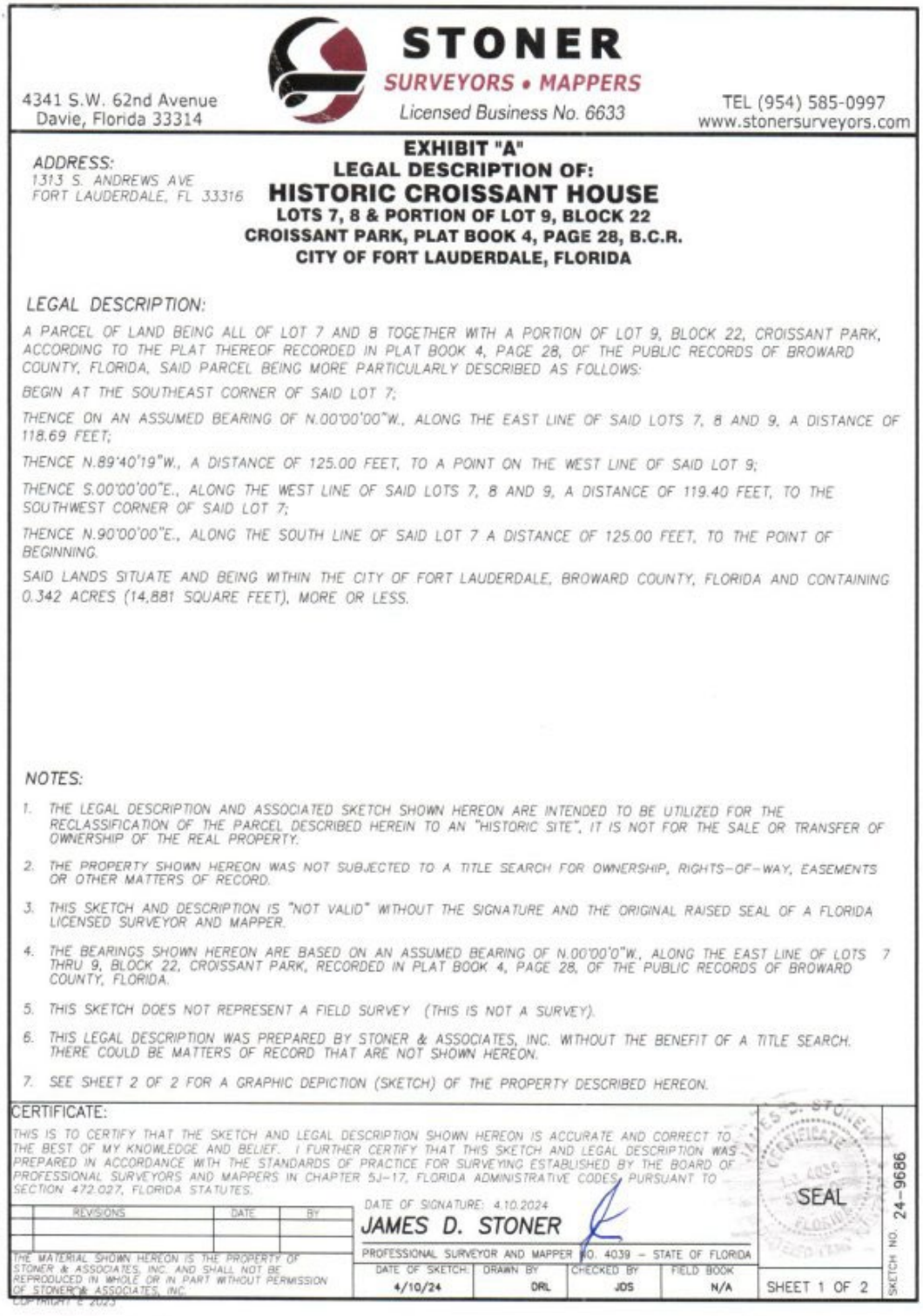


Figure 2: General Location of 1313 S. Andrews Avenue

ii. Property Surveys



STONER
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Licensed Business No. 6633

4341 S.W. 62nd Avenue
Davie, Florida 33314

TEL (954) 585-0997
www.stonersurveyors.com

EXHIBIT "A"
LEGAL DESCRIPTION OF:
HISTORIC CROISSANT HOUSE
LOTS 7, 8 & PORTION OF LOT 9, BLOCK 22
CROISSANT PARK, PLAT BOOK 4, PAGE 28, B.C.R.
CITY OF FORT LAUDERDALE, FLORIDA

ADDRESS:
1313 S. ANDREWS AVE
FORT LAUDERDALE, FL 33316

LEGAL DESCRIPTION:

A PARCEL OF LAND BEING ALL OF LOT 7 AND 8 TOGETHER WITH A PORTION OF LOT 9, BLOCK 22, CROISSANT PARK, ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK 4, PAGE 28, OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA, SAID PARCEL BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGIN AT THE SOUTHEAST CORNER OF SAID LOT 7;

THENCE ON AN ASSUMED BEARING OF N.00°00'00"W., ALONG THE EAST LINE OF SAID LOTS 7, 8 AND 9, A DISTANCE OF 118.69 FEET;

THENCE N.89°40'19"W., A DISTANCE OF 125.00 FEET, TO A POINT ON THE WEST LINE OF SAID LOT 9;

THENCE S.00°00'00"E., ALONG THE WEST LINE OF SAID LOTS 7, 8 AND 9, A DISTANCE OF 119.40 FEET, TO THE SOUTHWEST CORNER OF SAID LOT 7;

THENCE N.90°00'00"E., ALONG THE SOUTH LINE OF SAID LOT 7 A DISTANCE OF 125.00 FEET, TO THE POINT OF BEGINNING.

SAID LANDS SITUATE AND BEING WITHIN THE CITY OF FORT LAUDERDALE, BROWARD COUNTY, FLORIDA AND CONTAINING 0.342 ACRES (14,881 SQUARE FEET), MORE OR LESS.

NOTES:

1. THE LEGAL DESCRIPTION AND ASSOCIATED SKETCH SHOWN HEREON ARE INTENDED TO BE UTILIZED FOR THE RECLASSIFICATION OF THE PARCEL DESCRIBED HEREIN TO AN "HISTORIC SITE", IT IS NOT FOR THE SALE OR TRANSFER OF OWNERSHIP OF THE REAL PROPERTY.
2. THE PROPERTY SHOWN HEREON WAS NOT SUBJECTED TO A TITLE SEARCH FOR OWNERSHIP, RIGHTS-OF-WAY, EASEMENTS OR OTHER MATTERS OF RECORD.
3. THIS SKETCH AND DESCRIPTION IS "NOT VALID" WITHOUT THE SIGNATURE AND THE ORIGINAL RAISED SEAL OF A FLORIDA LICENSED SURVEYOR AND MAPPER.
4. THE BEARINGS SHOWN HEREON ARE BASED ON AN ASSUMED BEARING OF N.00°00'0"W., ALONG THE EAST LINE OF LOTS 7 THRU 9, BLOCK 22, CROISSANT PARK, RECORDED IN PLAT BOOK 4, PAGE 28, OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA.
5. THIS SKETCH DOES NOT REPRESENT A FIELD SURVEY (THIS IS NOT A SURVEY).
6. THIS LEGAL DESCRIPTION WAS PREPARED BY STONER & ASSOCIATES, INC. WITHOUT THE BENEFIT OF A TITLE SEARCH. THERE COULD BE MATTERS OF RECORD THAT ARE NOT SHOWN HEREON.
7. SEE SHEET 2 OF 2 FOR A GRAPHIC DEPICTION (SKETCH) OF THE PROPERTY DESCRIBED HEREON.

CERTIFICATE:

THIS IS TO CERTIFY THAT THE SKETCH AND LEGAL DESCRIPTION SHOWN HEREON IS ACCURATE AND CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF. I FURTHER CERTIFY THAT THIS SKETCH AND LEGAL DESCRIPTION WAS PREPARED IN ACCORDANCE WITH THE STANDARDS OF PRACTICE FOR SURVEYING ESTABLISHED BY THE BOARD OF PROFESSIONAL SURVEYORS AND MAPPERS IN CHAPTER 5J-17, FLORIDA ADMINISTRATIVE CODES, PURSUANT TO SECTION 472.027, FLORIDA STATUTES.

DATE OF SIGNATURE: 4.10.2024
JAMES D. STONER
PROFESSIONAL SURVEYOR AND MAPPER NO. 4039 – STATE OF FLORIDA

SEAL

REVISIONS	DATE	BY

DATE OF SKETCH	DRAWN BY	CHECKED BY	FIELD BOOK
4/10/24	DRL	JDS	N/A

SHEET 1 OF 2

SKETCH NO. 24-9686

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Figure 3: Property Survey, Sheet 1 of 2, 4/10/2024

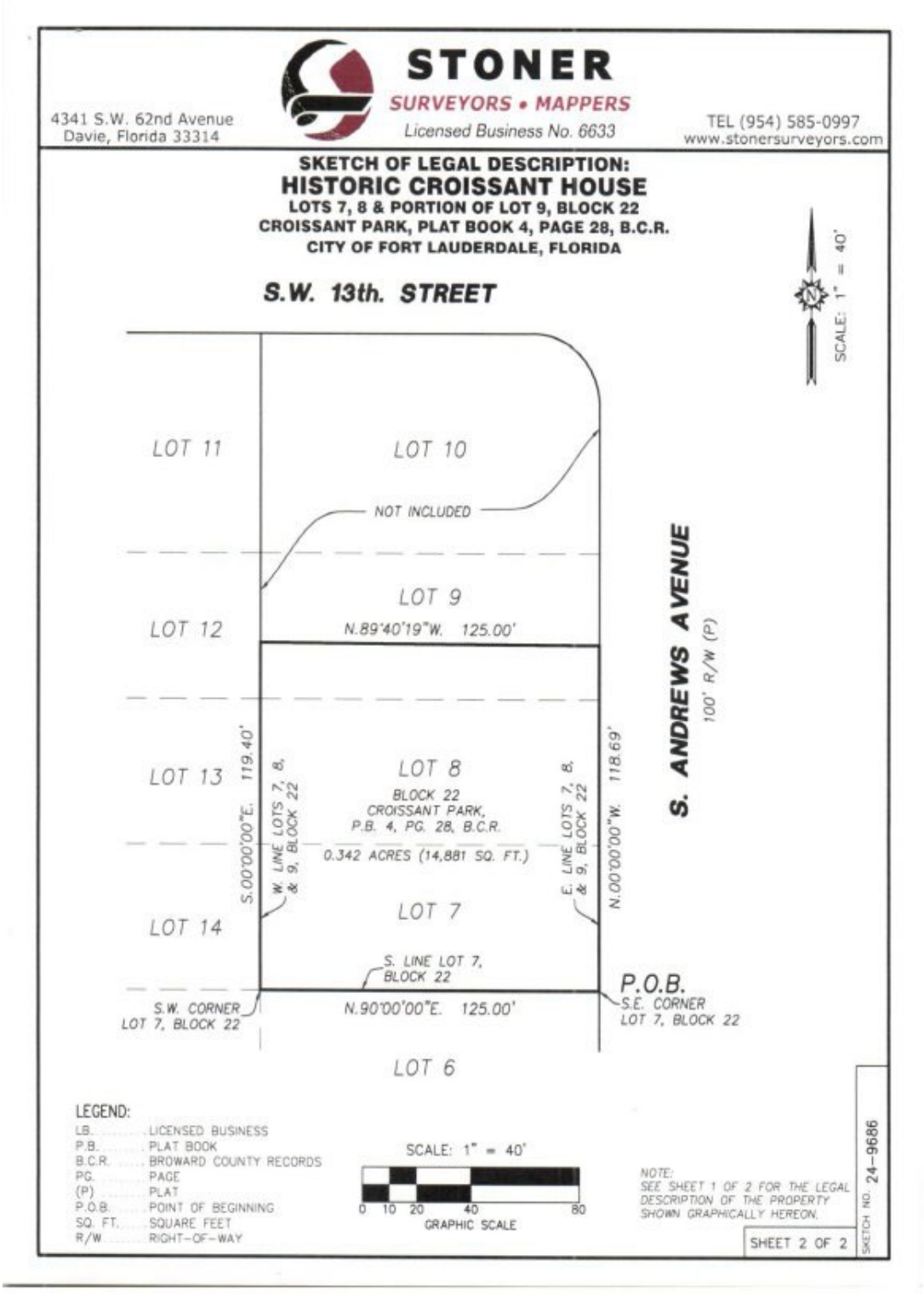

Figure 4: Property Survey, Sheet 2 of 2, 4/10/2024

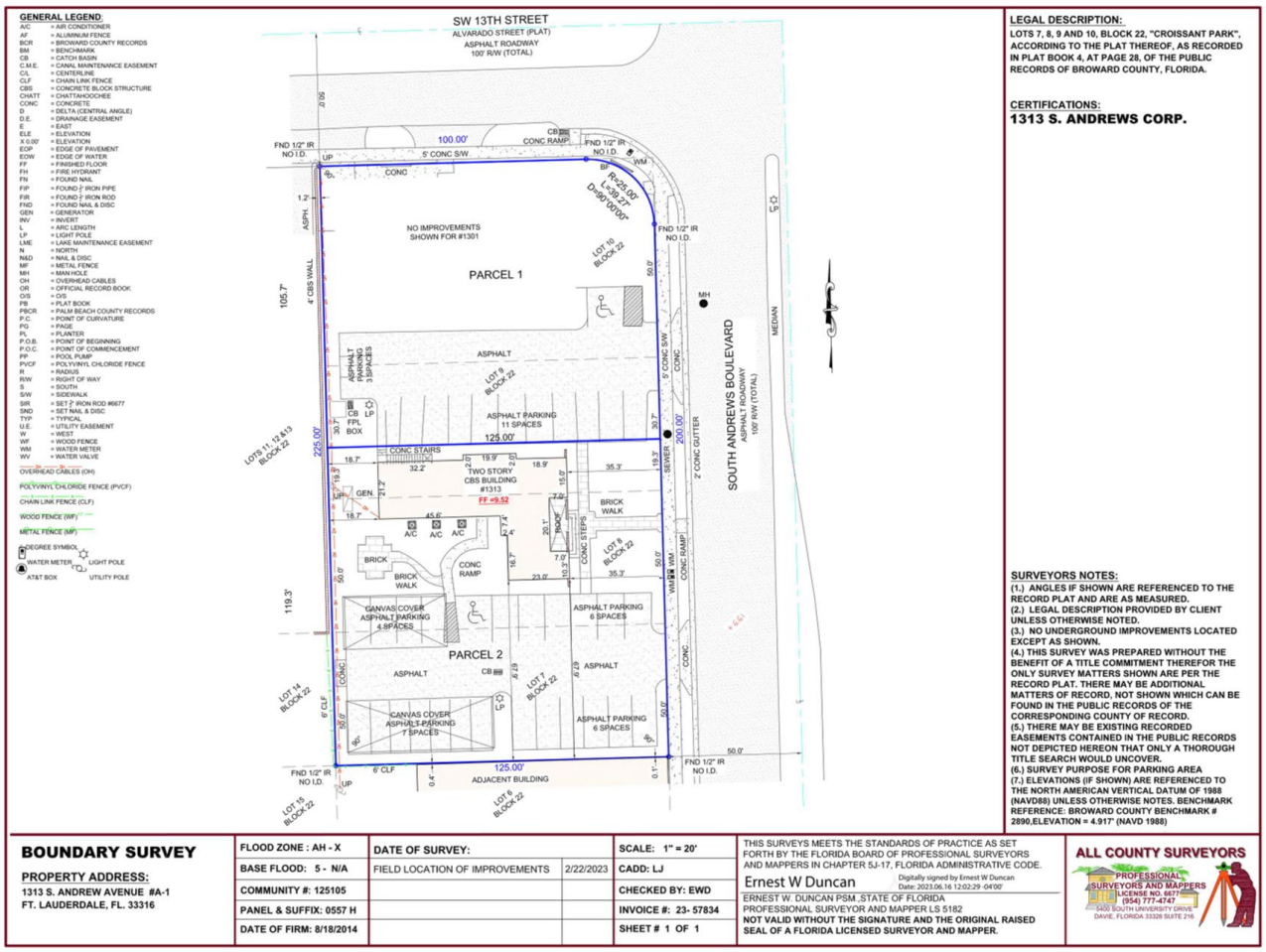

Figure 5: Property Survey, 8/18/2014

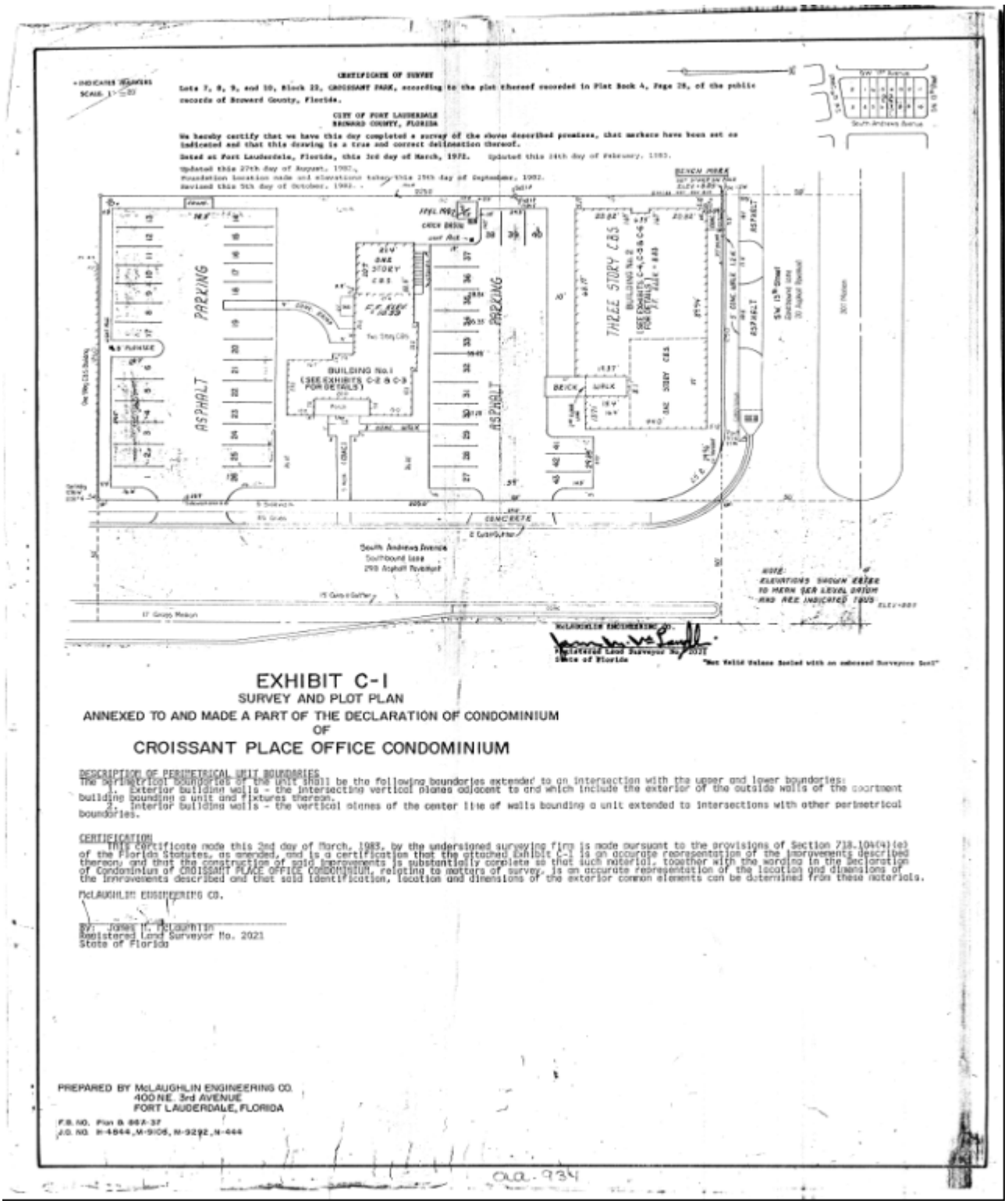

EXHIBIT C-1

SURVEY AND PLOT PLAN

ANNEXED TO AND MADE A PART OF THE DECLARATION OF CONDOMINIUM
OF
CROISSANT PLACE OFFICE CONDOMINIUM

DESCRIPTION OF PERIMETRICAL UNIT BOUNDARIES
The perimetrical boundaries of the unit shall be the following boundaries extended to an intersection with the upper and lower boundaries:
1. Exterior building walls - the intersecting vertical planes adjacent to and which include the exterior of the outside walls of the apartment building bounding a unit and fixtures thereon.
2. Interior building walls - the vertical planes of the center line of walls bounding a unit extended to intersections with other perimetrical boundaries.

CERTIFICATION
This certificate made this 2nd day of March, 1983, by the undersigned surveying firm is made pursuant to the provisions of Section 718.104(4)(e) of the Florida Statutes, as amended, and is a certification that the attached Exhibit C-1 is an accurate representation of the improvements described thereon, and that the construction of said improvements is substantially complete so that such material, together with the wording in the Declaration of Condominium of CROISSANT PLACE OFFICE CONDOMINIUM, relating to matters of survey, is an accurate representation of the location and dimensions of the improvements described and that said identification, location and dimensions of the exterior common elements can be determined from these materials.

McLAUGHLIN ENGINEERING CO.

By: James D. McLaughlin
Registered Land Surveyor No. 2021
State of Florida

PREPARED BY McLAUGHLIN ENGINEERING CO.
400 N.E. 3rd AVENUE
FORT LAUDERDALE, FLORIDA

F.B. NO. Plan B 66A-37
J.O. NO. M-4844, M-9106, M-9292, N-444

OLD-934

Figure 6: Property Survey, 03/03/1972

II. Statement of Significance

This Abreu designed house is a fine example of Mediterranean Revival, also known as Spanish Revival and is an eclectic style containing architectural elements with Spanish and Mideastern precedents found in those states that have a Spanish colonial heritage. This house was originally residential in function and constructed for developer G. Frank Croissant and designed by local famous architect Frances L. Abreu in 1925.

This Mediterranean Revival building possesses significance, and it embodies qualities often associated with buildings eligible for the National Register of Historic Places along with the NR criteria it meets several of the local landmark criteria for historic designation for the city of Fort Lauderdale.

Having undergone adaptive reuse for commercial purposes, it is now being utilized as a law office for Attorney Ira Marcus and Associates.

III Historical Context

The Fort Lauderdale Architectural Resource Survey[1] gives us a thorough understanding of the history of Croissant Park. From early 1870-1887 and forward to 1925 we learn about the desire for three investors Woods, Hoskins, and Young of Hollywood, Florida, to create a new development. With the help of Frank Croissant who joined the men as their general manager he would help them to see their vision begin. Croissant Park remains today very much the same as they envisioned it to be.

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." 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 east of Port Everglades]." 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 plated an early residential development called "Palm City" consisting of 500 city blocks. At the time, "a 50' by 100' lot had a $10 price tag, and one could buy a whole block, 200' by 400', for $200."

[1] *"Architectural Resource Survey of Croissant Park."* City of Fort Lauderdale, 2021. Link to the survey: Croissant Park and Poinciana Park Architectural Resource Survey

In 1925, five hundred and seventy acres of the former Placidena development was purchased and re-plated 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 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."

Frank Croissant was an experienced developer, originally from Brooklyn, with a connection to automobile magnate Henry Ford. Croissant served Ford as his real estate buyer. His previous projects included the large homesite areas of Ford's Dearborn, Michigan plant, Markham, and Lansing in Illinois; Lorain Cromwell Gardens, Ohio; and Calumet City for Henry Ford in 1924. It is thought that Henry Ford, whose Florida home is in Fort Myers, was the inspiration for Croissant's arrival in Florida.

Several home builders were active within the Croissant Park area, these included Orr Construction, Frank C. Smith, B. Frank Taylor, Loomis and Mitzel, and F.A. McCormick Construction Company. Orr Construction and Frank C. Smith were attributed to building on the east side of the Florida East Coast railway while the others were attributed to building to the west. Although these builders were actively constructing homes between 1925 through 1926, Croissant Park was sparsely developed and there are a few physical reminders of this time period. Notable structures that survive include the Croissant Park Administration Building (1411 S. Andrews Avenue), the Sam Gillam House (11 SW 15th Street), and the home of Frank Croissant (1313 S. Andrews Avenue) designed by famed local architect, Francis Abreu. The Administration Building and Sam Gillam House are listed in the National Register of Historic Places and are designated as local Historic Landmarks by the Fort Lauderdale City Commission.

In 1926, South Florida was hit by a hurricane (later classified as a Category 5) that signaled the end of the "boom time" development. Property loss was estimated at between eight to ten million dollars. Eight hundred and sixty-eight homes in Fort Lauderdale were destroyed. This devastation came to South Florida three years prior to the Great Depression, further slowing development for several years to come. Census records show that despite the hardships created by the hurricane and the depression, there was still growth in Fort Lauderdale - the first Federal Census of Fort Lauderdale was taken in 1920 and counted 2,065 inhabitants. By 1930 the population totaled 8,666. Between 1926 and the end of World War II, there was little development activity within this area with only a few reminders of pre-1926 development left. Croissant Park and Poinciana Park would wait until the late 1940s to again see growth.[2]

[2] The historic context is taken from the *"Architectural Resource Survey of Croissant Park."* City of Fort Lauderdale, 2021. Link to the survey: Croissant Park and Poinciana Park Architectural Resource Survey pages 26- 30.

IV. Architectural Description

This two-story hollow tile building is located at 1313 South Andrews Avenue. It has Mediterranean Revival styling expressed by its multi-level roofs consisting of a gable roof unit with barrel tile surfacing, chimney capped with barrel tile surfaced hip roof, cluster canales, and elaborate detailing around the entrance. Also typical to this style is a flat roof unit with parapets, second-story balcony, linear canales, symmetrical decorative curvilinear buttresses; and a single-story unit with flat roof and pent overhand clad in barrel tile and symmetrical decorative buttresses. The exterior wall fabric consists of stucco throughout the complex. The building originally served a residential function and has undergone adaptive reuse for commercial purposes.

Variants and Details

Mediterranean Revival is an eclectic style.[3] The style uses decorative details borrowed from the entire history of Spanish architecture. These may be of Moorish, Byzantine, Gothic or Renaissance inspiration and unusual rich, and varied series of decorative precedents. The typical roof tiles are two basic types, mission tiles which are shaped like half cylinders, and Spanish tiles which have an S curve shape. Both types occur and many variations depend on the size of the tiles and the patterns in which they are applied. Dramatically curved doors are typical of Spanish architecture.[4] These are more common on high style Spanish Revival houses, but also occur on modest examples.[5]

Occurrence

Spanish revival is most common in the Southwestern states, particularly California, Arizona, and Texas. Spanish Colonial building also occurred in the state of Florida and continued into the 19th century. During the 1920s, many new communities in Florida and Southern California were planned in this eclectic style.

Comments

The influence of these Mediterranean styles found expression through a detailed study in 1915 of Latin American architecture made by Bertram Grosvenor Goodhue (1869-1924) at the Panama-California Exposition in San Diego in 1915. This exposition emphasized the richness of Spanish Colonial precedents seen in the major buildings that introduce the elaborate Spanish prototypes found in other countries. The exhibition was widely publicized and well received. With the advent of World War, I (1914-1918) many architects looked directly to Spain for source material. There they found centuries-long and rich sequence of architectural traditions that they could meld into the quite varied Spanish Revival.[6]

[3] *"A Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's Domestic Architecture."* New York, Alfred A. Knopf, 2013, p. 522

[4] Ibid.

[5] Spanish Revival also known as Mediterranean Revival

[6] This description is taken from the *"Architectural Resource Survey of Croissant Park."* City of Fort Lauderdale, 2021. Link to the survey: Croissant Park and Poinciana Park Architectural Resource Survey.

In Florida, Spanish Revival was introduced by industrialist turned developer Henry Flagler to promote tourism. It developed its own Florida flavor, epitomized by the designs of Addison Mizner (1872-1933) and Maurice Fatio (1897-1943) and quickly became a popular building style in Florida during the 1920s.[7] It continued even following the collapse of the land boom and into the 1930s. It was adapted for a variety of building types ranging from grandiose tourist hotels, apartment buildings, churches, estate homes, to two-room residences. The popularity of the style became widespread, and many commercial and residential buildings underwent renovations in the 1920s to reflect the Mediterranean influence.

Francis Luis Abreu, Mediterranean Revival Architect

Francis Luis Abreu (1896-1969) was born on his grandparents' estate at Newburgh, New York in 1896. He entered Cornell University College of Architecture in 1916; he left school to join the Navy during WW I. After the war, he returned to the university and graduated with a bachelor's degree in architecture. Following graduation Abreu moved to his family home in Fort Lauderdale, Colee Hammock on the New River.

Abreu was only here for a brief time, from 1924 to 1928, and his projects were high cost. The following five years were among the busiest in his career, as he began designing numerous homes for the city's elite. His first clients were his parents' friends who needed winter homes. His architectural designs featured barrel tile roofs, twisted columns, arched walkways, antique lanterns, iron gates and heavy wooden doors. Abreu's beautiful homes, many of them built along the city's waterways, gave the new community a distinctive style. A style known today as Mediterranean or Spanish Revival.

Figure 7: Figure May & Frances L Abreu, Courtesy of © 2024 May P. & Francis L. Abreu Charitable Trust

Approximately forty of Abreu's identified projects remain in the city to this day. Abreu later moved his practice to Georgia.[8] In addition to the homes, he built apartment buildings, churches, and commercial structures, too. In 1928, he moved to Sea Island Georgia, just outside of Atlanta, to start a family. He died in 1969.

[7] This description is taken from the *"Architectural Resource Survey of Croissant Park."* City of Fort Lauderdale, 2021. Link to the survey: Croissant Park and Poinciana Park Architectural Resource Survey.

[8] Zinn, Dori, The Abreu Legacy, The Abreu Legacy – Fort Lauderdale Magazine, March 1, 2017.

V. Application of Criteria

Criteria for Historic Designation

According to the City of Fort Lauderdale, ULDR Section 47-24.11.C.7, the designation of a property for historic landmark shall be based on (1) or more of the following criteria:

c. Its identification with a person who significantly contributed to the development of the city.

The building served as the home for Fort Lauderdale developer G. Frank Croissant who was originally from Brooklyn, with connections to automobile magnate Henry Ford having served as his real estate buyer. His previous projects included the large homesite areas of Ford's Dearborn, Michigan, plant, Markham, and Lansing in Illinois; Lorain Cromwell Gardens, Ohio; and Calumet City for Henry Ford in 1924. It is thought that Henry Ford, whose Florida home is located in Fort Myers, was the inspiration for Croissant's arrival in Florida. He came to Fort Lauderdale in 1924 and was responsible for plating and development of hundreds of acres of land adjacent to the house which came to be known as the Croissant Park subdivision.

d. Its identification as the work of the architect whose individuals work influenced the development of the city.

Francis L. Abreu designed the building. Francis Abreu set up his architectural practice in Ft. Lauderdale in 1924. The son of Spanish and American parents, he grew up in Cuba and graduated from Cornell University. Abreu's work reflected the influence of Mediterranean culture. Abreu developed his own style, featuring elegant use of detail. He is remembered today primarily for his residential design, although he also performed considerable commercial work in the 1920s. Abreu later left Fort Lauderdale but continued throughout the 1930s to design homes in the city. There are approximately only forty Abreu designed structures left in the city today.

e. Its value as a building recognized for the quality of its architecture, and sufficient elements showing its architectural significance.

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, Henry Flagler introduced the Spanish Revival style to help promote tourism and was adapted by Addison Mizner and Maurice Fatio to give it a more regional flair. The Mediterranean Revival style is noted for having terracotta barrel-tile roofing, spiral columns, decorative door surrounds, arcading, decorative tiles, and ornate iron work.

f. Its distinguishing characteristics of an architectural style valuable for the study of a period, method of construction, or use of indigenous materials.

1313 S. Andrews Avenue contains multiple architectural characteristics of the Mediterranean Revival styling expressed by its multi-level roofs consisting of a gable roof unit with barrel tile surfacing, chimney capped with barrel tile surfaced hip roof, cluster canales, and elaborate detailing around the entrance including a coach lamp; flat roof unit with shaped parapets, second-story balcony, linear canales, and symmetrical decorative curvilinear buttresses; and a single-story unit with flat roof and pent overhand clad in barrel tile and symmetrical decorative buttresses. Mediterranean Revival, Spanish and Mission style designs display this style as the popular architectural trend during the early 1920s.

i. Croissant Park: Key Aspects[9]

Over the decades, Croissant Park has maintained its charm and sense of community with the neighborhood's tree lined streets; and well-preserved parks. Croissant Park continues to attract residents who appreciate its historical significance, and it sense of being a close-knit neighborhood.

Frank Croissant played a pivotal role in the development of Croissant Park in the 1920s.
Here are some key aspects of his planning and development approach.

1. **Strategic Land Acquisition:** In 1924, Frank Croissant purchased 1,200 acres of land south of the New River for $1.25 million. This large tract of land provided a substantial area for creating a well-planned community.
2. **Architectural Vision:** The neighborhood was designed with a mix of architectural styles popular in the 1920s, including Mediterranean Revival and Mission-style homes. This gave the area a distinctive and cohesive aesthetic.
3. **Community Amenities:** Croissant ensured that the neighborhood included various amenities to attract residents. This included parks, recreational spaces, and well-laid-out streets.
4. **Marketing and Sales:** Known as "The World's Greatest Salesman," Croissant used innovative marketing techniques to promote the neighborhood. He organized events like bathing beauty contests, fish fries, and concerts to draw attention to the development. Prospective buyers were given tours from a gazebo on the roof of the administration building, allowing them to view the entire development and choose their future home sites.
5. **Administration Building:** The Croissant Park Administration Building, designed in the Mediterranean Revival style, served as the sales office and a midway point for the development Croissant used this building as headquarters for sales of the Croissant Park development. Croissant Park was built from 1,200 acres Croissant bought in 1924 for $1.25 million. It was one of the largest Fort Lauderdale developments of the Florida land boom of the 1920s.

VI. Planning Context (Abreu-Office/House)

Located near the corner of South Andrews Avenue and SE 13th Street, this structure is located south adjacent to a three-story commercial building. The building is oriented towards the east facing South Andrews Ave. and is accessible from the sidewalk through a brick paved walkway which leads to the main entrance. A monument sign is placed in front of the building which is located near the corner of South Andrews Avenue and SE 13th St. The front facade has remained in its original architectural form. With the exception of the replacement windows and doors. The rear has a second story edition which was added in 2002.

[9] Information for this sub-chapter is a quotation from Wikipedia article "*Croissant Park Administration Building.*" *Croissant Park Administration Building - Wikipedia*

VII. Bibliography

"Architectural Resource Survey of Croissant Park." City of Fort Lauderdale, 2021. Link to the survey: Croissant Park and Poinciana Park Architectural Resource Survey

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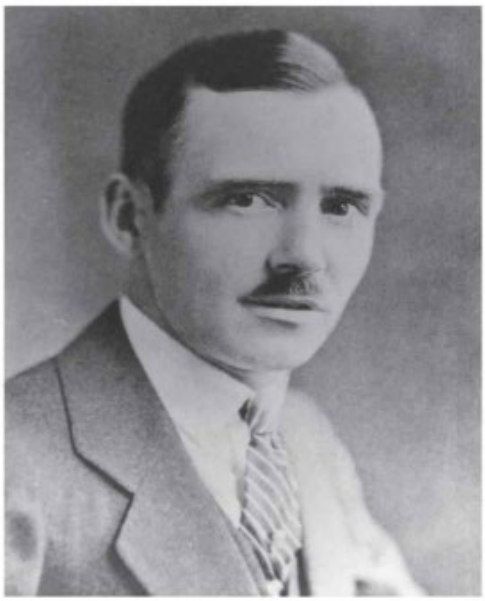
Logan, T. and Uguccioni, E. *"Sailboat Bend Historic District Architectural Resource Survey Update."* City of Fort Lauderdale, Department of Sustainable Development, Fort Lauderdale, Florida, 2020

Virginia McAlester et al., *A Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's Domestic Architecture*. New York, Alfred A. Knopf, 2013. Variants and Details, p. 522

Zinn, Dori. *The Abreu Legacy."* Fort Lauderdale Magazine. March 1, 2017. The Abreu Legacy – Fort Lauderdale Magazine

VIII. Photographs

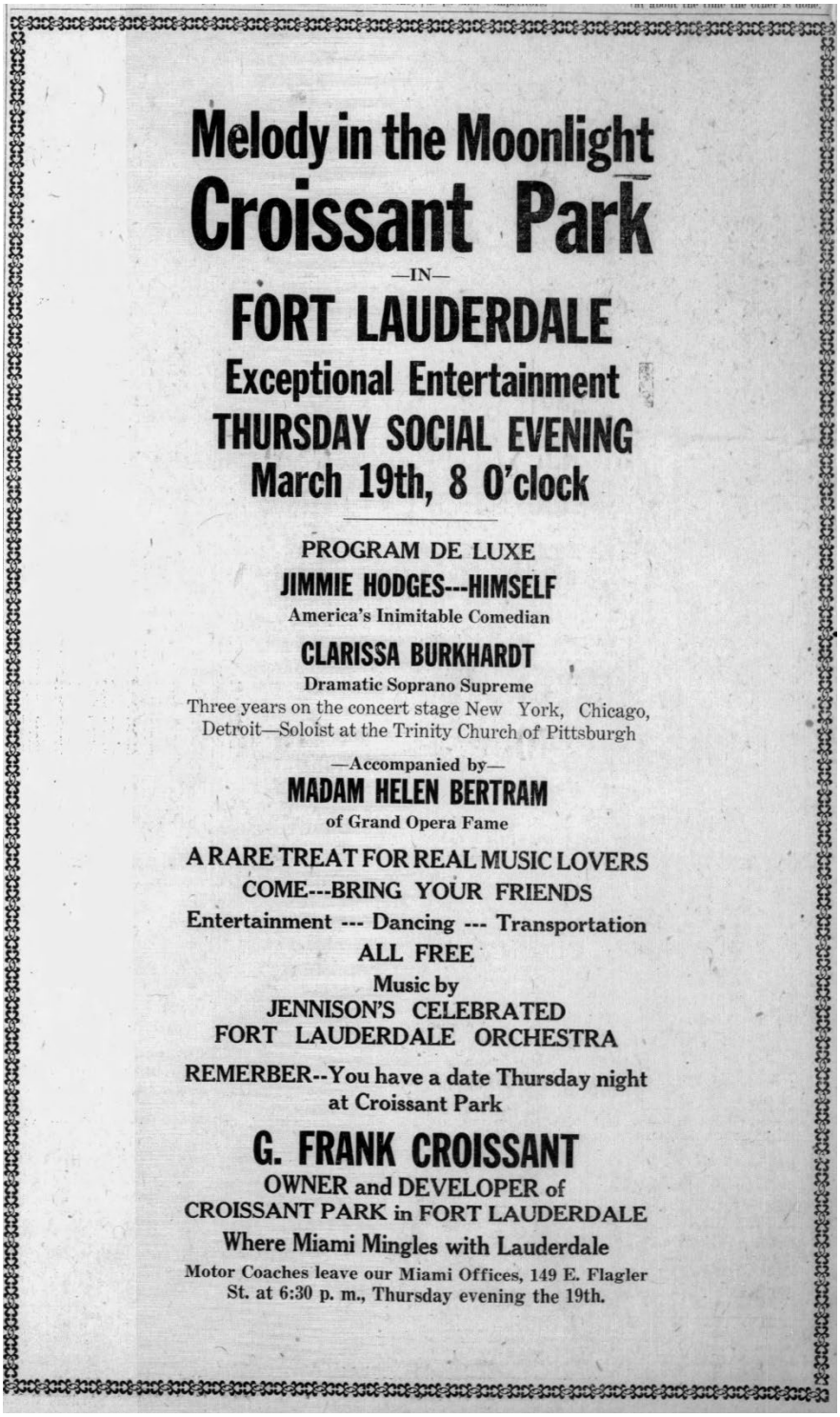


G. Frank Croissant,
Southside Developer

Born in Brooklyn, New York, Frank Croissant started his career in real estate in 1908 as a salesman. In 1916, he received the Salesman of the Year medal from the Salesmanship Congress of America. Croissant went into business for himself in Detroit in 1917 before moving to Chicago in 1922. While there, he worked for Henry Ford to build Calumet City, Illinois. In 1924, Croissant arrived in Fort Lauderdale with 96 of his best salesmen to cash in on the land boom. He bought 1,270 acres and built 86 miles of boulevards and 172 miles of sidewalks for Croissant Park in southwest Fort Lauderdale. Croissant advertised his development by staging beauty pageants and maintained a fleet of 11 buses to bring prospective buyers in from Palm Beach and Miami. Following the land bust after the 1926 hurricane, it is estimated that Croissant lost $20 million. He left Fort Lauderdale but retired there in the late 1940s.

Figure 8: "Frank Croissant." Bothel, Todd L. 2015. Legendary Locals of Fort Lauderdale. Arcada Publishing. Chapter IV, page 28.

Figure 9: Frank Croissant – Marketing. Courtesy of History Fort Lauderdale



Melody in the Moonlight
Croissant Park
—IN—
FORT LAUDERDALE
Exceptional Entertainment
THURSDAY SOCIAL EVENING
March 19th, 8 O'clock

PROGRAM DE LUXE

JIMMIE HODGES---HIMSELF
America's Inimitable Comedian

CLARISSA BURKHARDT
Dramatic Soprano Supreme
Three years on the concert stage New York, Chicago, Detroit—Soloist at the Trinity Church of Pittsburgh

—Accompanied by—

MADAM HELEN BERTRAM
of Grand Opera Fame

A RARE TREAT FOR REAL MUSIC LOVERS
COME---BRING YOUR FRIENDS
Entertainment --- Dancing --- Transportation
ALL FREE
Music by
JENNISON'S CELEBRATED
FORT LAUDERDALE ORCHESTRA

REMERBER--You have a date Thursday night at Croissant Park

G. FRANK CROISSANT
OWNER and DEVELOPER of
CROISSANT PARK in FORT LAUDERDALE
Where Miami Mingles with Lauderdale

Motor Coaches leave our Miami Offices, 149 E. Flagler St. at 6:30 p. m., Thursday evening the 19th.

Figure 10: Poster of the Thursday Social Meeting at Croissant Park. Fort Lauderdale News. Fort Lauderdale, Florida. Wednesday, March 18, 1925. Page 8.

SUNDAY, SEPTEMBER 6, 1925 MIAMI DAILY NEWS SPORTS SECTION—FIFTEEN

Ahead of Development

Lies Future Profit

Ahead of Beautification

Lies Resale Profit

With Home Building

Comes Stable Profits

The Various Sections of

Croissant Park, Lauderdale

Offers All of These Salient Features of the

COMFORT--HAPPINESS--SUCCESS

of investors seeking the delights of home ownership in one of South Atlantic Florida's most substantial and beautiful cities—

Croissant Park—In the Heart of Lauderdale—Downtown

The Newer Park—Restricted—Protected and Uniformly Beautiful

Park and Boulevard Sections

The RAPID SALE OF the limited business property offered in the PARK SCHOOL SECTION which is now practically SOLD OUT, has caused us to announce the opening of the BOULEVARD SECTION comprising some 400 additional residential and apartment site lead parcels, due to the insistent demand of investors for MORE CROISSANT PARK PROPERTIES, ahead our opening several new sections.

The first of these new divisions is the

West River Section

adjacent to the tramail "Tarpon," and just south of the picturesque New River.

Even to those familiar with the BEAUTIES OF CROISSANT PARK, the WEST RIVER SECTION will come as a revelation—a tribute to artistic arrangement and scientific engineering in city planning.

ALL OF CROISSANT PARK IS IN THE HEART OF FORT LAUDERDALE.
FORT LAUDERDALE is another METROPOLIS in the making.

As a newer part of the restricted residential part of Fort Lauderdale, CROISSANT PARK IS A DEVELOPMENT OF PERMANENCY and beauty.

RESERVATIONS WILL BE ACCEPTED FOR THE WEST RIVER PLAT TUESDAY, SEPTEMBER 8TH.

FOLLOWING OUR USUAL COURSE of opening each new section at proportionate new development prices, this FOREWORD TO THRIFTY PURCHASERS comes as an advance ANNOUNCEMENT OF AN UNUSUAL INVESTMENT OPPORTUNITY.

West River Section

THE WEST RIVER SECTION IS one of the most HIGHLY DESIRABLE SECTIONS of Croissant Park.

It was the old nursery site used for propagating tropical plant life for the beautification of Croissant Park.

It is close in downtown property.

In the new sections the streets and side walks in all Croissant Park are installed under the general improvement plan of the city of Fort Lauderdale.

The developers put water and electricity to each lot.

The COMPLETE SCHEME OF BEAUTIFICATION is also done by the developers.

These are AMONG THE MANY REASONS WHY CROISSANT PARK PROPERTIES ARE MARKED at such COMPARATIVELY LOW OPENING FIGURES.

RESERVATIONS IN THIS NEW WEST RIVER PLAT MAY BE MADE SEPT. 8TH.

Plat opens officially Sept. 10th. YOUR EARLY CONSIDERATION IS INVITED.

KEEN BUYERS TAKE NOTE

Reservations
New Property
Plat Ready
Sept. 8th

$2,500,000

MORE WORTH OF CROISSANT PARK PROPERTIES will be platted and OFFERED for PUBLIC ACCEPTANCE DURING THE MONTH OF SEPTEMBER.

CROISSANT PARK'S 1,200 ACRES is being RAPIDLY IMPROVED—HUNDREDS OF ACRES are STILL to be DEVELOPED AND OFFERED INVESTORS, just as RAPIDLY as SUBSTANTIAL METHODS will PERMIT.

ANNOUNCEMENT OF NEW SECTIONS AND DIVISIONS will be made from time to time under the above conditions.

We recently announced the BOULEVARD SECTION, we now announce the WEST RIVER SECTION.

This will be followed by the announcement of the opening of the GOLF COURSE SECTION.

ALL OF CROISSANT PARK IS BEING DEVELOPED AND SOLD. In some sections, selling is ahead of development which is to THE FINANCIAL ADVANTAGE OF EARLY BUYERS.

$5,000,000

worth of LAND PARCELS IN CROISSANT PARK are to be OPENED NOW and in the EARLY FALL.

RESERVATIONS IN THE WEST RIVER SECTION may be made September 8th. The plat opens officially Sept. 10th. Your early consideration is invited.

INVESTMENT IN CROISSANT PARK—LAUDERDALE—offers SIMILAR conditions to THOSE WHO AVAILED THEMSELVES of OPPORTUNITY and WRESTED FORTUNE from increased PROPERTY VALUES IN MIAMI five and seven years ago.

Keen buyers now seek Lauderdale properties.

Croissant Park is in the Heart of Fort Lauderdale downtown.

CROISSANT PARK

116 So. Michigan St.
Chicago
Indianapolis
Washington, D. C.
St. Louis
Milford, Conn.

Administration Bldg.
Croissant Park
Miami Beach
Jacksonville
W. Palm Beach

149 E. Flagler St.

Frank K. Reilly, General Manager

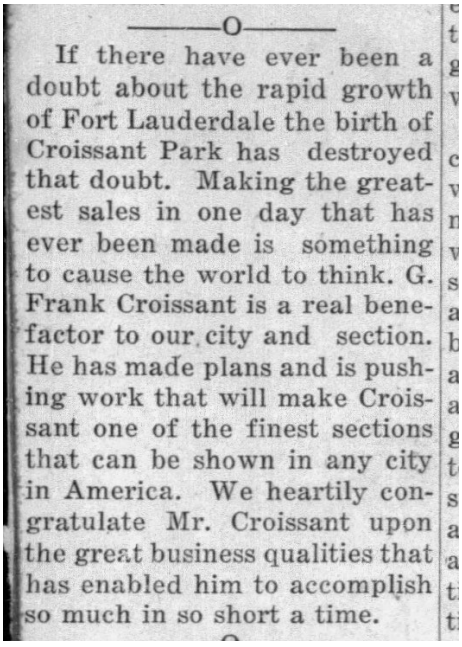
Miami

Figure 11: The Miami News. Sunday, September 6, 1925. page 33.

FINE NEW HOME AT LAUDERDALE

This home was recently finished in Croissant Park, Fort Lauderdale.

Figure 12: Fine New Home At Lauderdale. Miami Tribune. Miami, Florida. May 1, 1925. Page 26.



———O———

If there have ever been a doubt about the rapid growth of Fort Lauderdale the birth of Croissant Park has destroyed that doubt. Making the greatest sales in one day that has ever been made is something to cause the world to think. G. Frank Croissant is a real benefactor to our city and section. He has made plans and is pushing work that will make Croissant one of the finest sections that can be shown in any city in America. We heartily congratulate Mr. Croissant upon the great business qualities that has enabled him to accomplish so much in so short a time.

Figure 13: Unbelievable Sales in One Day. Fort Lauderdale News. Friday, January 2, 1925. Page 4.

FORT LAUDERDALE PERMITS GROWING

DAILY NEWS BUREAU
Fort Lauderdale, Feb. 19

New construction started in Fort Lauderdale during February reached a total of $42,357 Monday night, with the filing of a blue print for the erection of a $10,000 home in the Riviera section by J. W. Henry.

George Young is the contractor for the structure, which is to be one story, in the Spanish style, with a tile roof. It is to have four bed rooms and a maid's bed room, a living room and a dining room, with all moderu facilities. Francis L. Abreu is the architect. Mr. Henry recently purchased the lot on which the residence is being built from Thomas N. Stilwell, Fort Lauderdale publisher.

Hill & Noderft also were issued a permit Monday for changing the interior of a garage building at 104 N. Andrews ave., and constructing a seven-foot wall in the rear. The total cost of the work will be around $150.

Construction during January in Fort Lauderdale totaled $14,850, or $27,507 less than for the month of February to date.

Figure 14: Fort Lauderdale Permits Growing. The Miami News. Tuesday, Feb 19, 1929. Page 17.

Figure 15: Administration Building, Croissant Park. Two-story masonry structure with flat roof and parapet on streetcorner. U.S. flag flying from roof. Automobiles parked on the street. Several men standing on sidewalk. Wood structure atop building with four women standing inside. Black and white photographic image. Real photo postcard. Postally unused.

Figure 16: Example of Spanish/Mediterranean Revival. Courtesy of History Fort Lauderdale.

Figure 17: 1311 S Andrews Avenue. Courtesy of History Fort Lauderdale. Year Unknown.

Figure 18: Croissant House Today Repurposed as a Law Office to Ira Marcus. Front Entrance, Facing East on South Andrews Avenue.

Figure 19: Croissant House Today Repurposed as a Law Office to Ira Marcus. South Elevation.

Figure 20: Croissant House, South Side Parking

Figure 21: Croissant House, North Elevation

Figure 22: Croissant House, North Elevation

Figure 23: First Floor Reception/Living room

Figure 24: First Floor Reception/Living room

Figure 25: Beautiful Conference Room

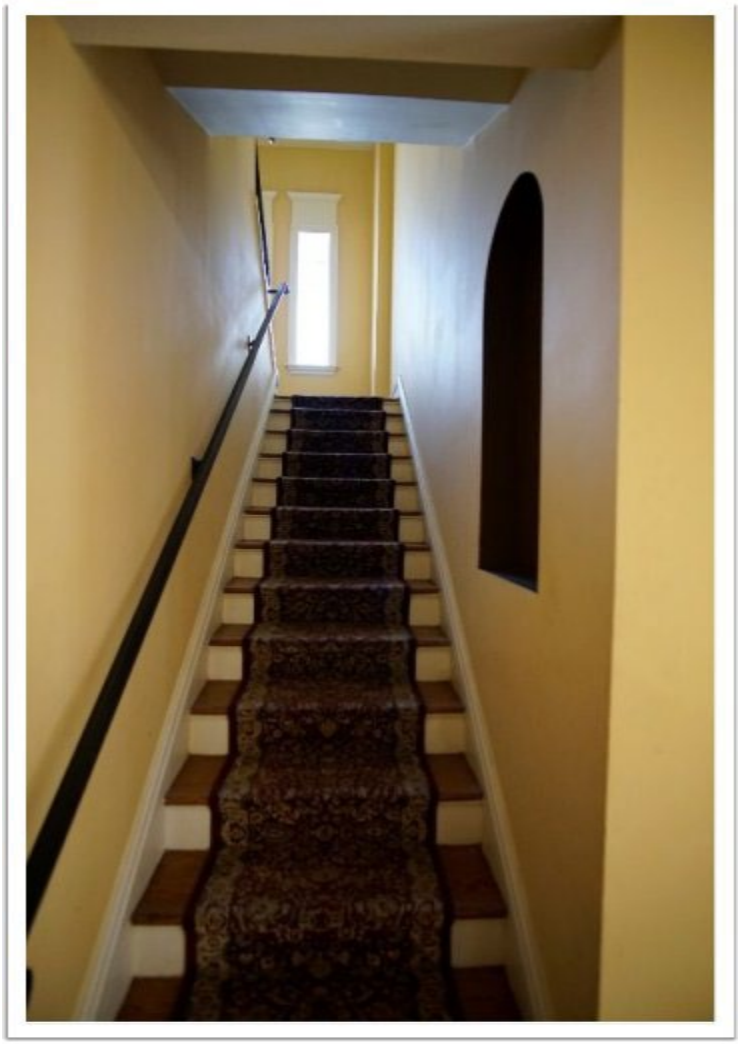


Figure 26: Beautiful Conference Room Interior Stairwell Leading to Second Floor

Figure 27: 1313 South Andrews Avenue Ira Marcus Law, Floor Plan

IX. Photographs

Figure 1: City of Fort Lauderdale GIS Maps, City of Fort Lauderdale Property Reporter

Figure 2: General Location of 1313 S. Andrews Avenue

Figure 3: Property Survey, Sheet 1 of 2, 4/10/2024

Figure 4: Property Survey, Sheet 2 of 2, 4/10/2024

Figure 5: Property Survey, 8/18/2014

Figure 6: Property Survey, 03/03/1972

Figure 7: Figure May & Frances L Abreu, Courtesy of © 2024 May P. & Francis L. Abreu Charitable Trust

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