



# HISTORIC RESOURCES REPORT

FOR

7400 - 7410 COLLINS AVENUE

aka FOOD FAIR aka PANTRY PRIDE aka ECKERDS aka CVS PHARMACY

MIAMI BEACH, FLORIDA 33141

FOR

7410 LLC

3839 FLATLANDS AVENUE, SUITE 211

BROOKLYN, NEW YORK 11234

BY

ARTHUR J. MARCUS ARCHITECT P.A.

1800 NORTH ANDREWS AVENUE #7F

FORT LAUDERDALE, FLORIDA 33311

[www.arthurmarcus.com](http://www.arthurmarcus.com). \*. [arthur.marcus444@gmail.com](mailto:arthur.marcus444@gmail.com)

FOR THE

CITY OF MIAMI BEACH HISTORIC PRESERVATION BOARD

APRIL 21, 2023



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## NEIGHBORHOOD CONTEXT



The first building in North Beach with the first residents was the "The Biscayne Bay House of Refuge, designated as Station 5, District 7, of the United States Federal Life Saving Service. According to the 1879 Annual Report of the Life Saving Service, these houses of refuge along the east coast of Florida "contemplate no other life saving operations than affording succor to shipwrecked persons who may be cast ashore, and who, in the absence of relief, would be liable to perish from hunger and thirst in that desolate region. Crews of surf-men are not needed here, but the keepers and members of their families are required to go along to the beach, in both directions, in search of castaways immediately after the storm." (1)



In 1926 Miami Beach was devastated by a major hurricane... The damaged Biscayne House of Refuge was not rebuilt and was demolished in November, 1926. (4)

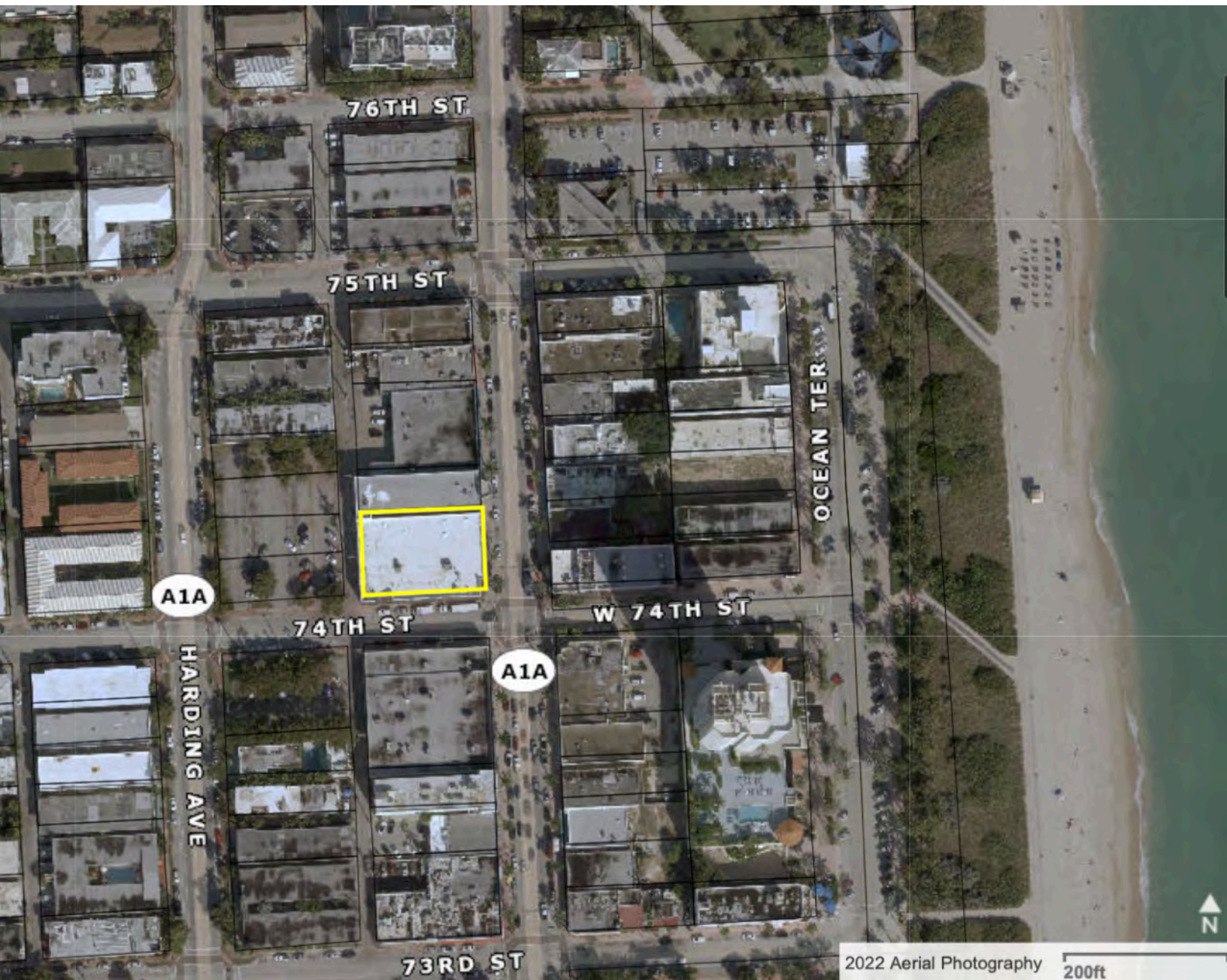
However despite the Hurricane damages.. "In less than a decade (1919-1929), the physical topography of North Beach had been transformed from wilderness to real estate. Commercial development in North Beach took off during the 1930s, depositing retail buildings, drug stores, movie theaters, restaurants and banks along Collins Avenue and 71st Streets, North Beach's commercial corridors. Along the retail corridor of Collins Avenue in the Harding Townsite, a new urban center developed around the shops, restaurants and movie theaters. (5)



TOP PHOTO: BISCAYNE BAY HOUSE OF REFUGE, STATIN 5, DISTRICT 7 circa 1939

MIDDLE PHOTO: LOOKING NORTH FROM 71st STREET (8)

LOWER PHOTO: LOOKING NORTH ON COLLINS AVENUE FROM 73rd STREET circa 1939 (8)



The townsite evolved true to its name, creating a low scale multi-family residential district to the west, and a compact commercial/recreational district to the east. (6)

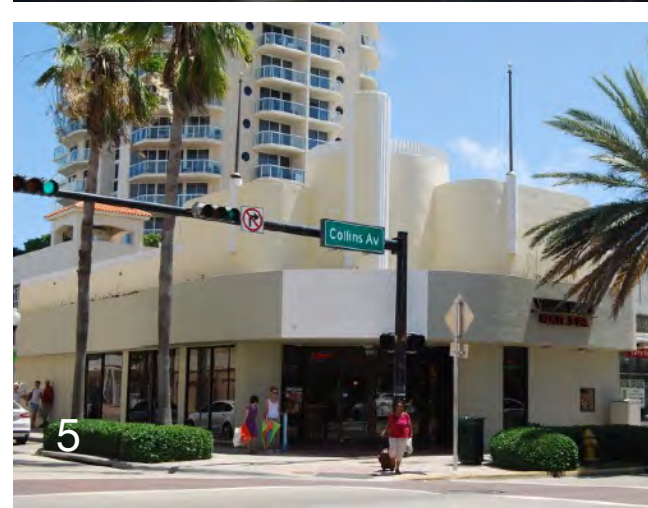
The major commercial district along Collins Avenue has remained along both sides of the street in differing evolutions from 73rd to 76th street.

MAP ABOVE: NEIGHBORHOOD SITE PLAN (10)

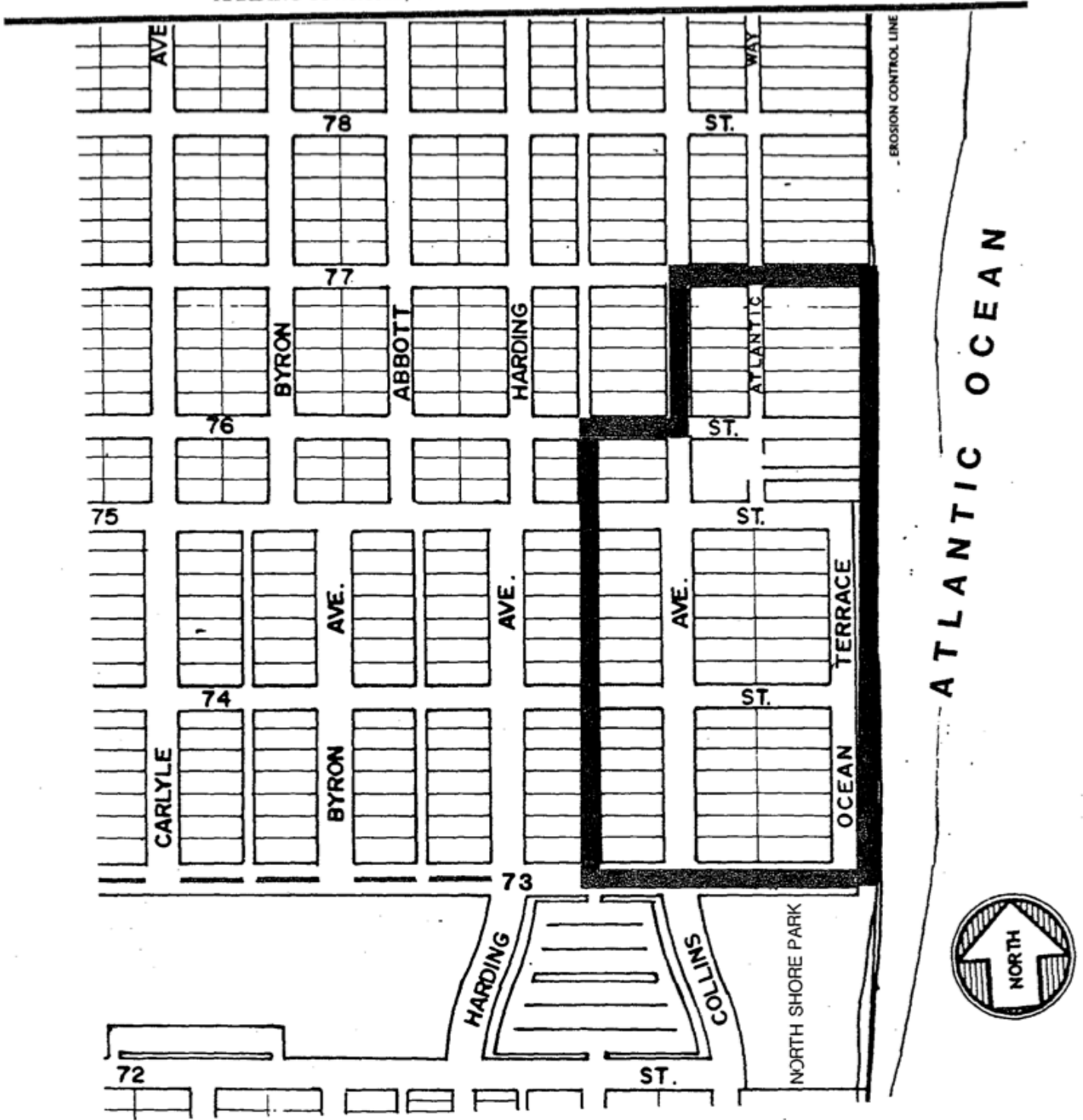


IMMEDIATE NEIGHBORHOOD BUILDINGS

- 1) SURF THEATER TO IMMEDIATE NORTH OF 7400-7410 COLLINS. NOW A T-SHIRT SHOP. (7)
- 2) NE CORNER 74 & COLLINS ORIGINALLY THE NORMANDY THEATER; NOW SOLA SALONS. (11)
- 3) SW CORNER 74 & COLLINS (11)
- 4) NW CORNER ESPANOLA & COLLINS AVENUE aka WARSAW BALLROOM aka FAMOUS DELI. (11)
- 5) SE CORNER 74 & COLLINS AVENUE WHICH IS ARCHITECTURALLY REMINISCENT OF THE WARSAW BALLROOM aka FAMOUS DELI AT ESPANOLA & COLLINS. (11)



HARDING TOWNSITE/SOUTH ALTOS DEL MAR HISTORIC DISTRICT



**Map 1:**

Proposed Harding Townsite/South Altos Del Mar Historic District Boundaries as recommended by the City of Miami Beach Planning, Design and Historic Preservation Division.



1965 AERIAL PHOTO. (12)





# 7400-7410 COLLINS AVENUE

ADDRESS: 7400-7410 COLLINS AVE.  
DATE OF CONSTRUCTION: 1950  
ARCHITECT: F. J. TARLOWSKI  
ARCHITECTURAL STYLE: MiMo  
HISTORIC STATUS: CONTRIBUTING  
LOCATED IN THE: Harding Township / South Altos Del Mar Historic District - Local

NOTE THAT NO ORIGINAL ARCHITECTURAL DRAWINGS WERE DISCOVERED FROM CITY OF MAIMI BEACH PLANNING & ZONING.



This prominent retail storefront building has been occupied by many big name national tenants since it was designed in 1950 by F.J. Tarlowsky Architect. It was originally constructed by and for Food Fair Supermarkets which evolved into Pantry Pride Supermarkets; also owned by Food Fair; then Eckerd's Pharmacy and now CVS Pharmacy.

The lot size is 100'-0" along Collins and 150'-0" along 74th Street.. This is a partial two story retail building with 22,450 SF with the height noted on the CMB Building Card as 24'-0".

However the Building Card does not contain mention of the height of the tower. Though this author's visual estimation based upon the height of the walking figure in the middle photo - I would guesstimate the the pylon tower is approximately 50'-0" - 60'-0" tall.

The original distinctive pylon tower almost appears as a building in its own right with its individualistic style. The tower is actually quite reminiscent of Post World War II Yugoslavian Brutalist Architecture of the 1960's which also exhibited this raw and very muscular use of concrete. The tower once stood atop the northeast entrance to the building on Collins Avenue.

When viewed in context with the entirety of the building the tower and the two corner detail areas share a remarkable cohesion in detailing. The acute angles are just noticeable enough at all locations to maintain a unity and cohesion to the detailing and to this MiMo architecture.

TOP PHOTO: 1996 VIEW SW FROM COLLINS AVENUE. (7)

MIDDLE PHOTO: 1990 VIEW OF EAST 7 SOUTH ELEVATIONS (7)

LOWER PHOTO: 1996 CIRCA 1996 SOUTH ELEVATION. (7)

At any size this iconic tower is an excellent example of adapting the MiMo architectural style to a low scale commercial structure - as has been noted in the City of Miami Beach Historic Database File as: "An excellent example of futuristic playfulness reflecting (the) prosperity of the post-war era; (with an) attention to geometric detail..."

As originally designed the major architectural feature of the building was certainly this tall structural signage tower. As stated in the AIA Guide to Miami: "This former Food Fair supermarket once advertised its presence with a recessed square pylon connected to the main facade with projecting flat planes; today only the base of the pylon remains. Stucco banding connects to Moderne decorative themes, while the more Structuralist handling of the pylon element and flat planes heralds postwar Modern commercial architecture." (7)

Unfortunately the signage pylon tower had to be demolished in 2000 due to deteriorating structural conditions. Other integrated architectural features do remain above the corner entrance and at the west end of the south facade along 74th Street.

This building exhibits a remarkable design integrity in the remaining architectural detailing except for the ground floor windows. At some point in the past the original full height glazing above a substantial concrete base was remodeled into clerestory windows along Collins and totally blocked up windows along 74th Street. The angled horizontal concrete slabs over the corner main entrance sculpturally contrast with the vertical fluted concrete behind; as the slabs meld into the opposing curving wall. Much is happening here. This entire architectural composition continuously changes as the angled shadows morph and change throughout the day.

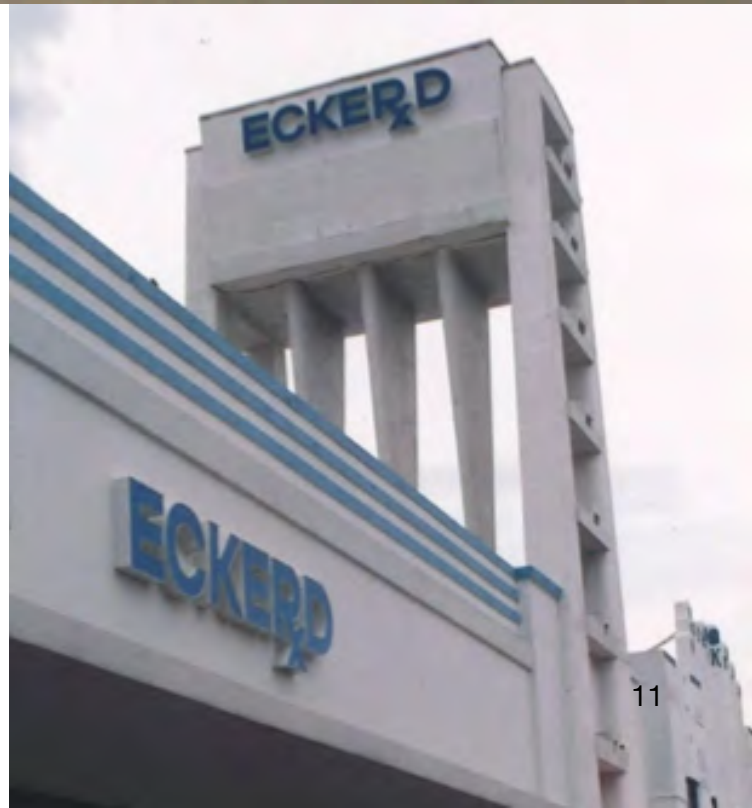
This contrast between horizontal concrete slabs with vertical fluted concrete behind is repeated along 74th Street over the former secondary store entrance. This former entrance was blocked-up and removed in 1988 according to the Building Card, while the detailing above still marks its former location. The other secondary entrance is on Collins Avenue beneath the former pylon tower location.

Architectural detailing such as this comes from the eye of a practiced Architect. Unfortunately beyond the name listed on the CMB Building Card as "F. J. Tarlowski", there is no other information available regarding this architect. This may have been a corporate architect with the Food Fair Corporation.

The original Owner and Developer was Food Fair, also known by its successor name Pantry Pride; while still owned by Food Fair, which was a large national supermarket chain with more than 500 stores at its height in the late 1960's - 1970's. The first store was opened in Harrisburg, Pa in the late 1920's. The chain entered bankruptcy in 1978. (8)



TOP PHOTO: 1990 TOWER CONSTRUCTION (7)  
LOWER AERIAL PHOTO. (7)



TOP PHOTOGRAPH; 1996 EAST ELEVATION (7)

LOWER LEFT PHOTO: EAST & PARTIAL SOUTH ELEVATIONS (7)

LOWER RIGHT PHOTO); 1996 PARTIAL EAST ELEVATION AND  
PYLON TOWER; (7)



1974 PHOTOGRAPHS (10)





1986 PHOTO (10)



CIRCA 1960  
PHOTO (10)



DESIGN INSPIRATION:  
STACKED HORIZONTAL PLANES

7400-7410 Collins Avenue draws some inspiration from the rich heritage of Art Deco & Streamline Moderne Architecture in Miami Beach. However the total design for 7400-7410 takes this inspiration as one element within the total design.

- 1) BANCROFT HOTEL (11)
- 2) CENTURY HOTEL (11)
- 3) 744 EUCLID AVENUE (11)
- 4) DEZERLAND HOTEL (11).  
(DEMOLISHED)



1



DESIGN INSPIRATION :

ROADSIDE ARCHITECTURE or  
The Architecture of Advertising

As supermarkets proliferated throughout the country in the Post-War period, it quickly became commonplace to advertise the location with an architectural tower with signage at the top which could be seen from the passing highway, as viewed in various photographs below.(1)(2)(4)(6) This building massing also became a new architectural archetype for all types of retail establishments including banks, a Fort Lauderdale retail store (5) and even a Miami Beach synagogue (3).

2



6

3



4



5



2023 PHOTOGRAPHS



2023 PHOTOGRAPH of NW CORNER OF 74th & COLLINS AVENUE WITH EAST AND SOUTH ELEVATIONS





DETAIL VIEW OF CORNER ENTRANCE. NOTE THAT MOST OF THE SOUTH ELEVATION ORIGINALLY HAD THE TALLER GLASS WINDOWS ALONG THE ENTIRE SOUTH ELEVATION. THESE DEEPER WINDOWS WERE ALSO ORIGINALLY INSTALLED ALONG COLLINS AVENUE SIMILAR TO THE ONE REMAINING WINDOW ADJACENT TO THE CORNER ENTRANCE.



EAST ELEVATION DETAIL ALONG COLLINS AVENUE AT CORNER ENTRANCE (11)

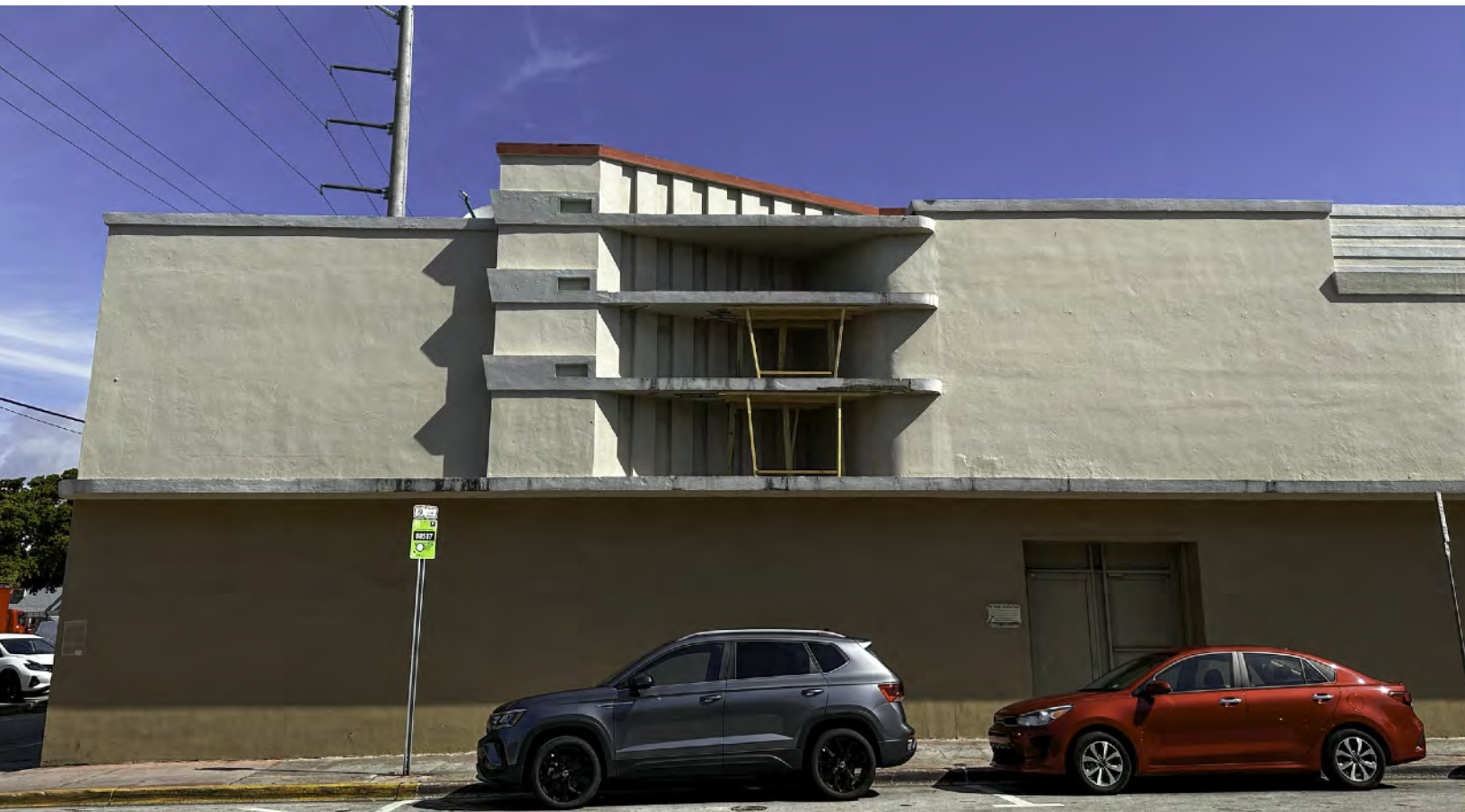


SOUTH ELEVATION DETAIL ALONG COLLINS AVENUE AT CORNER ENTRANCE (11)



## 2023 PHOTOGRAPHS

- 1) EAST ELEVATION ALONG COLLINS AVENUE (11)
- 2) PARTIAL EAST ELEVATION WITH ADJOINING SURF THEATER
- 3) DETAIL AT BASE OF FORMER PYLON TOWER





SOUTH ELEVATION DETAIL ALONG COLLINS AVENUE ABOVE ORIGINAL SIDE ENTRANCE



FROM 1972 RENOVATION DRAWINGS (7)

ABOVE: SOUTH ELEVATION AT 74TH STREET

BELOW: EAST ELEVATION AT COLLINS AVENUE

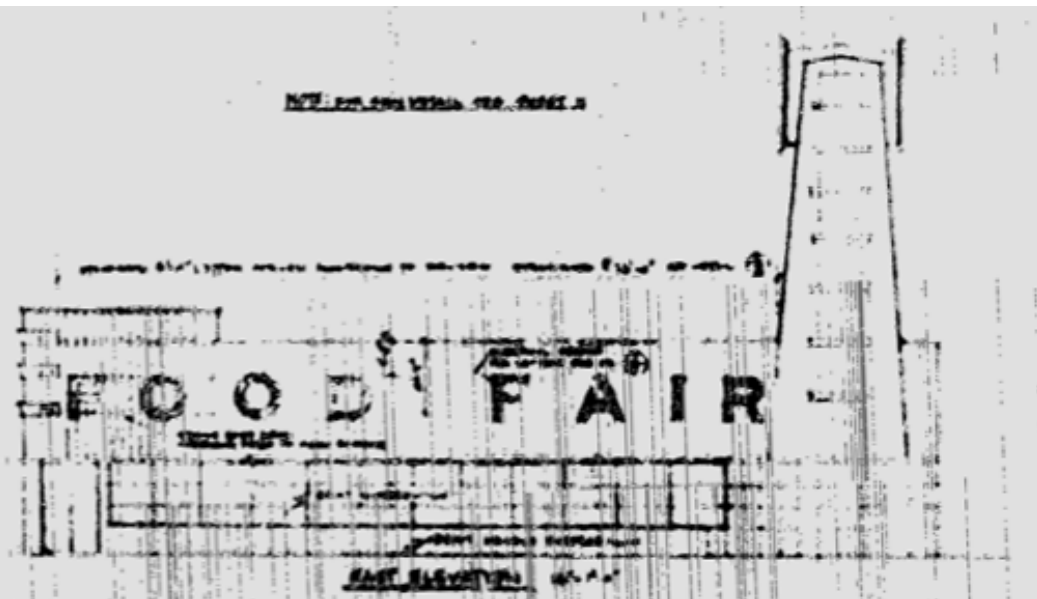
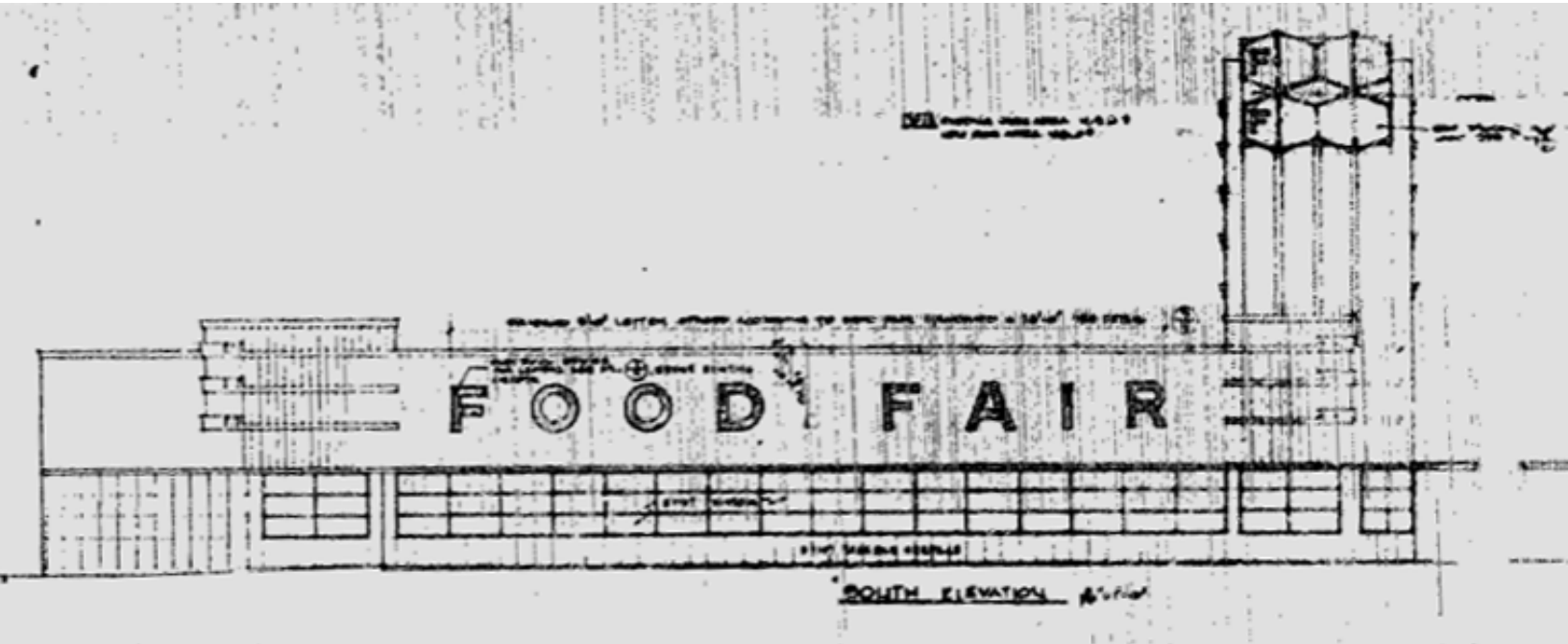
WEST ELEVATION FACING REAR PARKING LOT (11)



WEST ELEVATION WITH REAR PARKING LOT (11)







- ELEVATION**
- ① .050 Extruded Aluminum Case with 2 x 2 1/8" / Retainer, 30 Ga. metal back finished in grey enamel, 2" x 2" x 3/16" internal angle steel frame.
  - ② Formed Plexiglass (3/16") faces with embossed ridge letters.
- White background, orange letters, internally acrylic spray painted.
- High output T-12 Lamp Internal illumination.

TYPICAL FOOD FAIR LOGO (E)



CITY OF MIAMI BEACH BUILDING CARD (7)

Owner	FOOD FAIR		Permit No.	33395	Cost	\$ 90,000....
Lot	6 & 7	Block 2	Subdivision	HARDING TOWNSITE	Address	7400 Collins Avenue
General Contractor	Louis Plaks		Bond No.	4653	3202-03-08	
Architect	F. J. Tarlowski		Engineer	L. B. Taylor		
Zoning Regulations:	Use	BA	Area	19	Lot Size	100 x 150
Building Size:	Front	100'	Depth	150'	Height	24'
Certificate of Occupancy No.			Use	STORE BUILDING		
Type of Construction	#2 CBS	Foundation	Spread Footing	Roof	Flat	Date Aug. 22, 1950
PLUMBING Contractor	#30358 Markowitz Bros.:	Sewer Connection	1,*	Date	Aug. 24, 1950*	
	#30523 Markowitz Bros.	Temporary Water Closet	1,*	Date	Sept. 28, 1950	
Water Closets	7	Swimming Pool Traps		Down Spouts		
Lavatories	5	Steam or Hot Water Boilers	#30973 Hurst Well	Wells - 1-3" drainage well		
Bath Tubs		ROUGH APPROVAL		Drilling - 1/3/51		
Showers		FINAL APPROVAL	L. Rothman	1/11/51	(To be approved by Eng. Dept. for drainage line across alley)	
Urinals	1	GAS Contractor		Date		
Sinks	1 (slop)	Gas Ranges		Gas Frylators		
Dish Washing Machine		Gas Water Heaters		Gas Pressing Machine		
Laundry Trays		Gas Space Heaters		Gas Vents for Stove		
Laundry Washing Machines		Gas Refrigerators				
Drinking Fountains	2	Gas Steam Tables				
Floor Drains	16	Gas Broilers		GAS Rough APPROVAL		
Grease Traps				GAS FINAL APPROVAL		
Safe Wastes	10					
Sand traps	1					
AIR CONDITIONING Contractor						
SEPTIC TANK Contractor						
OIL BURNER Contractor						
SPRINKLER Contractor						
ELECTRICAL Contractor	# 32267 B & W Electric	Date	Oct. 2, 1950			
OUTLETS	Switches 31	Ranges		Temporary Service #32047 B. & W. Electric	8/25/50	
	Lights 160	Irons		Neon Transformers		
	Receptacles 69	Refrigerators		Sign Outlets 2		
		Fans		Meter Change		
HEATERS	Water 1	Motors 21		Centers of Distributions 5		
	Space	Appliances		Service 1		
FIXTURES	384	Electrical Contractor		Violations		
			Date			

Concrete canopies as per Ordinance #943. No parking lot on this permit

FINAL APPROVAL  
By H.O. Rosser  
Date 3-27-51

2M 11/48 M. B. T.



Lot                      Block                      Subdivision

ALTERATIONS & ADDITIONS

**Building Permits:**

#MO4930      Commercial Refrigeration/4 refrigeration, components/11-19-80  
1-19-81/#19616/change signs/Melweb Signs Inc/\$4,200  
3-6-81/#MO5111/generator/Owner/\$9

*See "over" for  
Parking lot.*

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**Plumbing Permits:**

---

**Electrical Permits:**      #02621 ← Mannys Electric ← 1 Pay Phone ← 11-25-87 *OK*

Lot 11 and  
 Lot 12, 13 & 14 Block 2

Subdivision HARDING TOWNSITE

LAMI BEACH FOOD FAIR  
 741 Harding Avenue

ALTERATIONS & ADDITIONS

Building Permits: # 33711 PARKING LOT for Food Fair -Passed by City Council 9/20/1950- L. B. Taylor,  
 engr: Louis Plaks, contractor \$ 3,000....Oct. 5, 1950  
 49239 Concrete bumpers instead of wood bumpers in Parking Lot Plak Construction  
 Company, contractor \$ 200....November 18, 1955

#1958-United Ref. Service, Inc.- 9 Units 24.2 Tons Refrigeration-\$35,000-3-7-72

#06110-Abe Weinstein-Pressure clean and paint exterior of building-\$1500-8-26-74

#09936-Melweb Electro Neon-Remove food Fair Sign-Pantry Pride Sign On-\$5250-10-6-76

#10080-Abe Weinstein and Son-Paint-\$500-10-26-76

#19269 Tulip Construction Co/interior remodeling/\$20,000/11-14-80

#19281 Weinstein/paint exterior/#3,400/11-17-80

Plumbing Permits: #37095 Hurst Drilling & Equipment: 8" drain well for parking lot 5/27/55

#49152-Troy Plumbing, Inc.- 11 Floor Drain-5-17-72

#55278-Mid Town Plumbers- 1 water disp. mach. 1 water supply-9-27-77

#59008 Midtown Plumbing/2 floor drains, relocate up riser/11-17-80

#59395--Midtown Plumbing--Gas Piping to Elect.Gen. 60 C.F.H.--4/3/81

#59731 - Peoples Gas System - 1 meter set gas - 8/20/81

Electrical Permits: #69502-Hamilton Electric Inc.-10 Light Outlets-32 Receptacles-167 Fixtures-  
 1 Range Outlets Oven- 9 Motors, 0-1 H.P.-9 Motors 2-5- H.P.-2 Motors 6-10 H.P.-45 Appliance Outlets-  
 1 Service 600A-3-8-72

#73524-Melweb Electro Neon- 4 sign transformers-10-6-76-PANTRY PRIDE

#73963-J H Moore Inc.- 1 2HP motors, over 1-3HP4-4-77

#74361-J H Moore Inc.- 1 special purpose-water vending machine-9-29-77

#76729 J.H. MOORE Inc/34 light outlets, 1-(3-5hp motors, 1-7.5kw generator transformers, 1 commercial outlet/11-12-8

LOT: 6+7 BLOCK: 2 SUBDIVISION: 24617 ADDRESS: 7410  
7400 Collins Ave

### ALTERATIONS & ADDITIONS

#MO7256 4/12/85 Aalyson Air Inc - cooling towers, replacement total cost \$4,000.

**BUILDING PERMITS** #28025 2/18/86 Jenks Rask Inc - interior demolition \$6,000.

#91762 4/21/86 Jose a. Martinez alteration, remodeling, paint & parking area (Eckerd) as perplans \$90,000.

#28483 5/14/86 Magic Roof reroof 138 sqs use alley west of bldg) \$18,000.

#MO8125 5/19/86 Imperial Air Cond - 2-17 kw central heat, 2-12 ton air cond central, duct work only, value 4,000. ~~mechanical~~  
 mechanical ventilation

#28645 6/10/86 Crown Neon install 2 express phot sign 2 Eckerds signs & 1 express photo window signs \$3,000.

TEMP CERTIFICATE OF OCCUPANCY July 10, 1986 through July 25, 1986. will not be renewed. may be revoked on 24 hr notice by Building Official.

CERTIFICATE OF OCCUPANCY ISSUED #5100 dated 8/28/86

**PLUMBING PERMITS** #62643 5/29/86 Aurora Plumb - 1 rgh, 1 set drinking fountain, 2 rgh, 2 set lavatory, 1 rgh, 1 set sink res., 1 rgh, 1 set sink slop, 1 rgh, 1 set urinal, 3 rgh, 3 set water closet, 1 heater new installation

**ELECTRICAL PERMITS** #81007 4/23/86 A & R Elec - 10 switch, 30 light outlets, 600 serv dize in amps, 1 water heater 2 motor 0-1 hp, 1 motor 5-8 hp, 2-10 ton air cond, 2-12 kw strip heat, 1 special purpose 40 outlets commercial, 1 sign time clock, 326 lamps fixtures

#81127 6/11/86 Crown Neon Inc - 56' + 12,50' sign



BUILDING PERMITS: #B8801206 - 9-9-88 - Gene A. Bernard & Assoc. - Move photo lab-omit one entrance. \$15,000.00  
#B8900219 - 3-22-89 - Verzura Construction - New drywall and store front paint ext.int.-\$31,400.00  
#10900640 - State Temp. Mechanical - 1-3ton a/c wind, duct work, mechanical ventilation, 1 transporting assembled, violation, double fine, mandatory  
309.3 - 5-3-89

ELECTRICAL PERMITS: #83110 - Ocean Electric - Service temporary 100amp - 4-18-88  
#E890039 - F & K Electric - 6 Receptacles, 2 special purpose outlets - 10-10-88  
#E8900782 - Nick Vitale Electric Service - Receptacles and switch-3-27-89

PLUMBING PERMITS: #P8801277 - City Plumbing - 1 Photo sink, 1 heater-new installation-9-26-88

COASTAL CONTROL ZONE

CUMULATIVE COST OF CONSTRUCTION OF PERMITS ISSUED

DATE	PROCESS	DESCRIPTION	WORK	CUMULATIVE	APPRAISED BLDG.			BUILDING
ISSUED	NO.	OF WORK	COST	WORK COST	VALUE BEFORE REMODEL	%	COMMENTS	PERMIT NO.
9-9-88		move photo lab-omit one entrance.	\$15,000.00					B8801206
3-22-89		New dry wall + store front paint ext. int.	\$31,400.00					B8900219



## BIBLIOGRAPHY

- (1) Harding Townsite/South Altos del Mar Historic District Designation Report, City of Miami Beach 1996
- (2) Joyce Meyers, North Beach Historic District
- (3) Ibid.
- (4) Harding Townsite/South Altos del Mar Historic District Designation Report, City of Miami Beach 1996
- (5) Ibid.
- (6) Ibid.
- (7) City of Miami Beach Historic Database File for 7400-7410 Collins Avenue.
- (8) CMB / FIU archives
- (9) History Miami
- (10) Miami Dade Property Appraiser
- (11) Arthur Marcus Photography
- (12) State Archives of Florida: Florida Memory
- (13) The Real Deal Website