



GEORGIA

DEPARTMENT OF NATURAL RESOURCES

HISTORIC PRESERVATION DIVISION

GAPC

Georgia Alliance of Preservation Commissions

Historic Preservation Commission Training

**Commercial Architecture:
Styles and Types**

Style

Style is the particular combination of details, architectural elements, window patterns, finishes and materials that identify a building as being part of a larger aesthetic idea of how a building appears.

Not every building has a style. Folk buildings following local traditions are called "vernacular".

Buildings are not always one style; they can be a combination of two or more styles.

A building that features a high-quality identifiable style throughout is called "high style".

Type

Type refers to the pattern of room layout, form and scale that identify a building as belonging to a common tradition that often does not exhibit a particular style, i.e. vernacular.

Building types are determined by looking at a building's original form, i.e. without consideration for later additions or modifications.

Building types can correspond to particular periods of history, but this is frequently not so. Some building types were common for fifty or more years. Others went out of use for decades but reappeared later on.



Georgian



Gothic Revival



Greek Revival



Federal

Style



Tudor Revival



Romanesque Revival





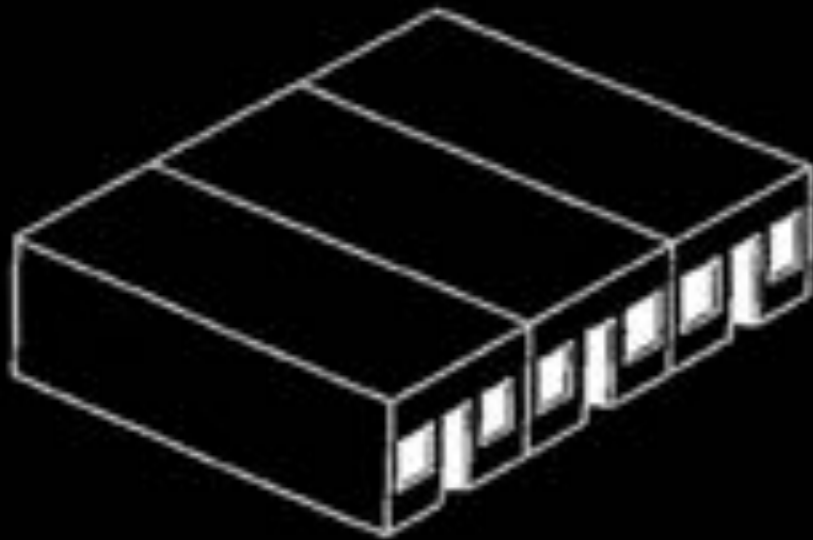
Community Store



Corner Store



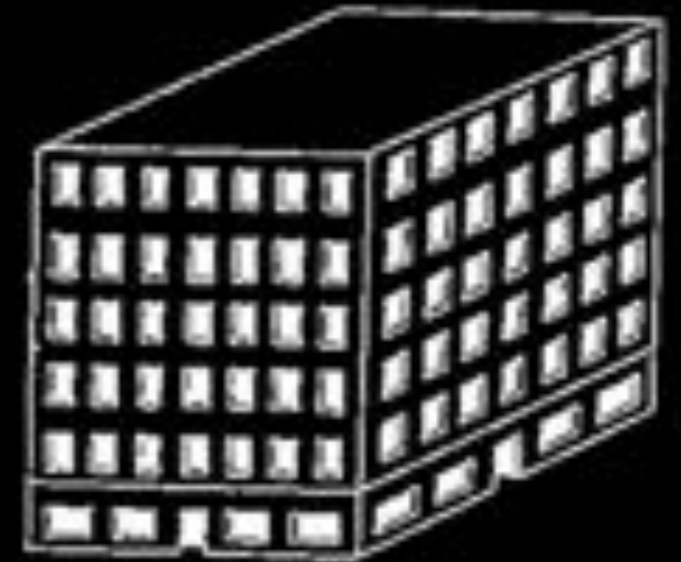
Single Retail



Multiple Retail



Retail and Office



Office Tower

Georgia's Commercial Types



- Typically found in rural areas, neighborhoods, and edges of small towns
- Common between 1890 and 1930
- Typically front-gabled or with front parapet
- Typically symmetrical front wall with a central entrance flanked by windows
- Often with high windows running down the sides



Community Store



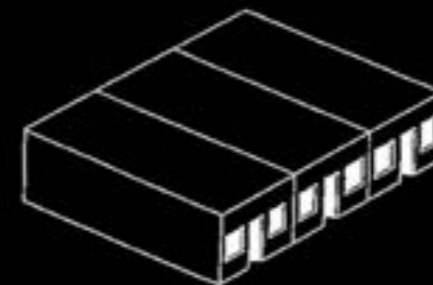
- Typically found within towns and cities
- Common between 1900 and 1940s
- Typically angled corner entry oriented toward street intersection
- Sometimes detached, though often part of commercial streetscapes



Corner Store



- Typically found within towns and cities
- Common between 1880 and 1950s
- Typically with three-bay façade
- Typically with a front parapet and a flat roof sloping toward rear



Multiple Retail



Single Retail



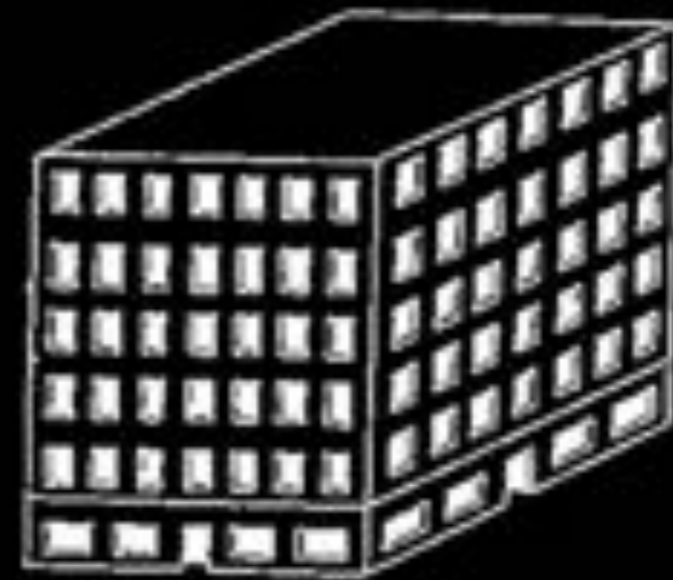
- Single most common commercial building type in Georgia
- Combination street-level retail with rental office space above
- Common between the 1880s and 1930s
- Found in cities, towns, and even some crossroads communities
- Typically two to four stories tall with flat or gabled roofs



Retail and Office



- Most often found within larger cities
- Combination street-level retail with rental office space above
- Common between the 1910s and 1920s
- Almost always architect-designed and with discernible style
- Typically six or more stories tall



Office Tower

American Architectural Styles

Eighteenth Century	Nineteenth Century	Twentieth Century
<p>English Postmedieval Spanish Colonial Dutch Colonial French Colonial Georgian</p> <p>There are few 18th c buildings remaining in Georgia. Those that do remain are primarily vernacular forms with simple details.</p>	<p>Federal Early Classical Revival Greek Revival Gothic Revival & Carpenter Gothic Italianate Egyptian Revival Second Empire Stick Style/Eastlake Shingle Style Queen Anne Romanesque Revival Richardsonian Romanesque High Victorian Gothic Italian Renaissance Revival Chateausque Beaux Arts</p> <p>Georgia architecture began to regularly follow architectural fashion in the 19th c. As the state expanded inland, new buildings reflected the popular styles of the era</p>	<p>Arts & Crafts Prairie Craftsman Colonial Revivals: <ul style="list-style-type: none"> • Georgian/Federal Revival • Dutch Colonial Revival • Spanish Colonial Revival/Mission Neoclassical Revival Neo-Gothic & Collegiate Gothic Mediterranean Revival Tudor/English Vernacular Revival French Vernacular Revival Minimal Traditional Art Deco Modernist/International Style Googies/Roadside Architecture</p> <p>20th c Georgia architecture reflects almost all of the nationally-popular architectural styles.</p>

Georgia's Commercial Architectural Styles

Eighteenth Century	Nineteenth Century	Twentieth Century
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Old Medical College of Georgia - Augusta
1834



207-211 Water Street - New York
1835-36



Greene County Courthouse - Greensboro
1848-49

Greek Revival

Morgan County Courthouse - Madison
1905



City Hall - Athens
1904



Bank Building - Augusta
c 1850-90



Neoclassical
Revival

US Post Office Annex (MLK Federal Bldg) - Atlanta
1931-32



Oconee County Courthouse - Watkinsville
1939



US Post Office - Greensboro
c 1939



Streamlined
Classical



City Hall - Atlanta
1930



Old State Capitol - Milledgeville
1835



US Post Office and Court House - Atlanta
1873-76



Gothic
Revivals



N Jackson St

E Broad St

JITTER PIE'S

CLUBHOUSE

CLUBHOUSE

PIE

Hall's Block - Dahlonega
1882-83



Old Lumpkin County Jail - Dahlonega
1884



Italianate



Old City Hall and Fire House - Madison
1887



DSI Interiors

1001



Hay House - Macon
1855-59



Iron Bank Building - Columbus
1860-67



Crum & Forster Building - Atlanta
1926



US Post Office & Court House - Valdosta
1908-10



Italian Renaissance Revivals

Hurt Building - Atlanta
1913-26



Carnegie Library - Atlanta
1900



US Post Office and Court House - Atlanta
1911

Beaux-Arts



SEA ISLAND BANK CORNER

OTIS

Central of Georgia Railway Office - Savannah
1886



Fire Station #6 - Atlanta
1894



Savannah Cotton Exchange
1886



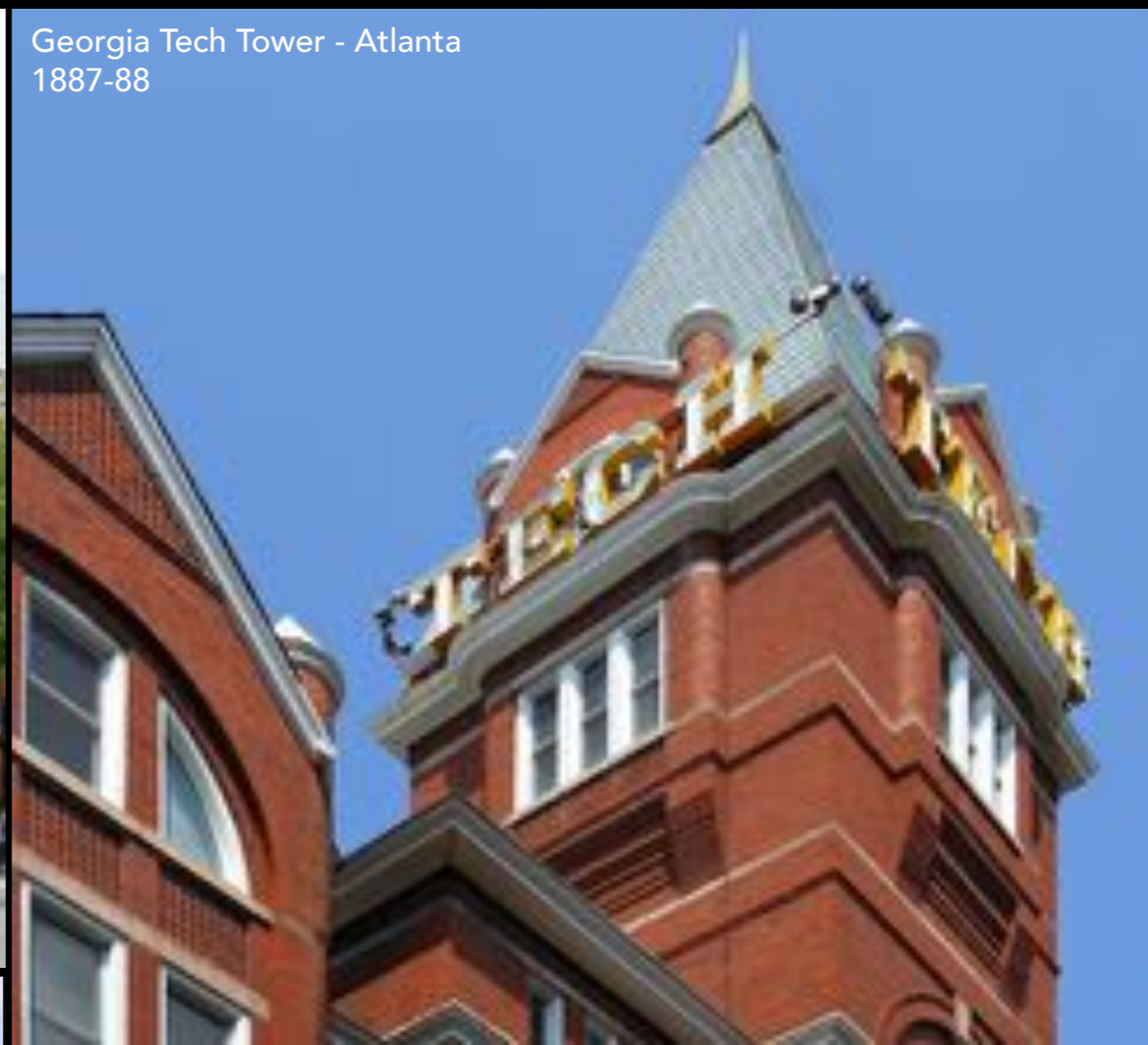
Romanesque Revivals



Oglethorpe County Courthouse - Lexington
1887



Georgia Tech Tower - Atlanta
1887-88



Dixie Coca-Cola Bottling Plant - Atlanta
1891



Poetter Hall - Savannah
1892



Queen Anne





US Post Office - Madison
1937



City Hall - Madison
1939



The Georgian - Athens
c 1910



Colonial Revival: Neo-Federal and Neo-Georgian

US Post Office and Court House
(First American Bank & Trust)- Athens
c 1906

Henrietta Building - Athens
c 1925



Highland Woodworking - Atlanta
c 1925



Craftsman



Virginia-Highland Neighborhood - Atlanta
c 1925





Avondale Estates
1924

Tudor Revival



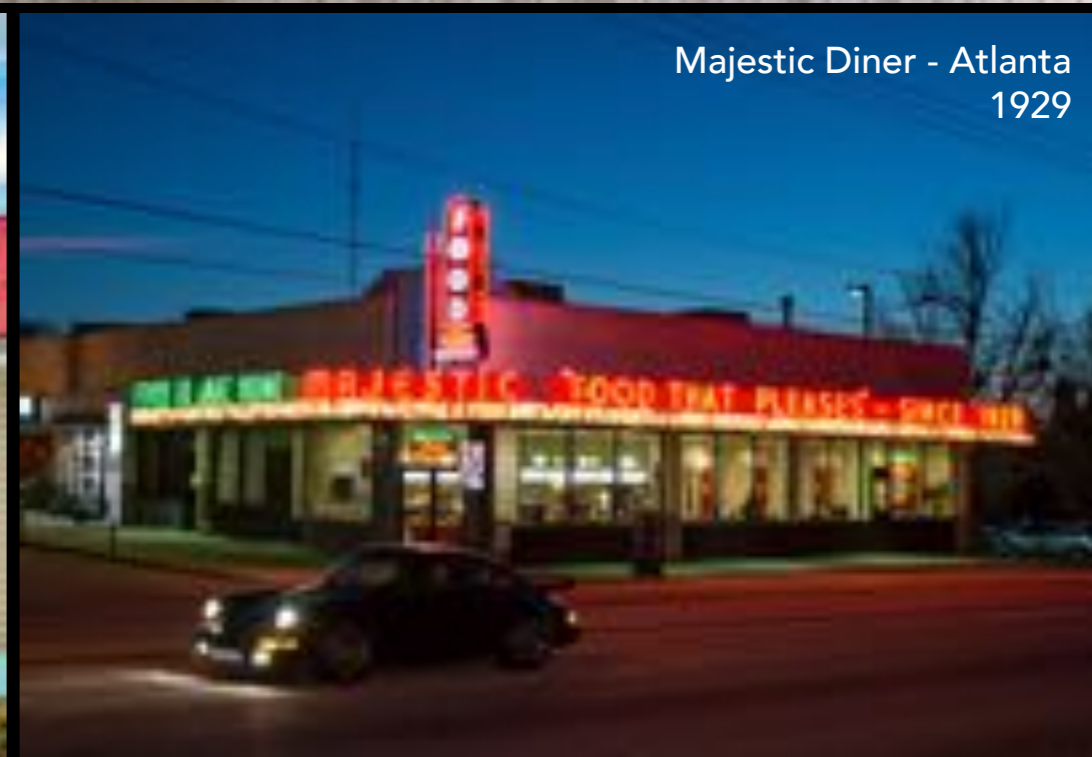
Campus Theater - Milledgeville
1935



Paxton's Shoe Store - Valdosta
c 1930



Bobbie's Diner - Savannah
c 1955



Majestic Diner - Atlanta
1929

Art Deco/
Streamlined Moderne



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The Drayton Arms - Savannah
1951



Modernist/
International Style



Savannah Blue Print Co.
c 1960



Georgia Power (now Georgia Military College) - Madison
c 1959



First Franklin Financial - Greensboro
c 1965



Lamar Lewis Shoes - Athens
c 1955

Modernist/
International Style



Googies & Roadside Architecture



Neo-Traditional Infill





Vernaculars





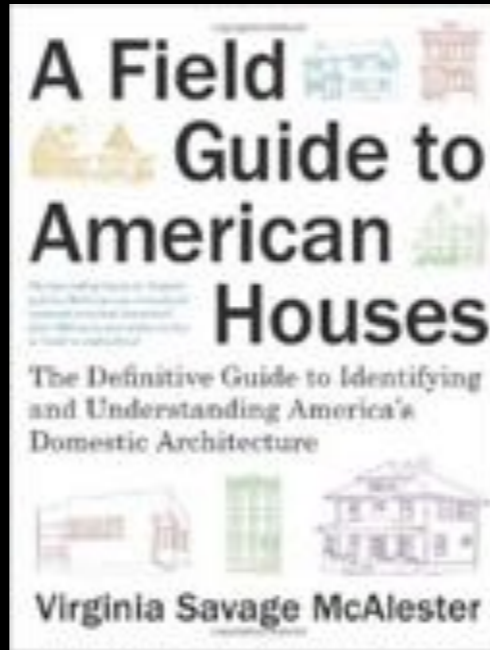
Manufacturing/Industry



For further reference see:



Georgia Historic Preservation Division:
http://georgiashpo.org/technical_assistance



*A Field Guide to American Houses,
Second Edition*
Virginia Savage McAlester



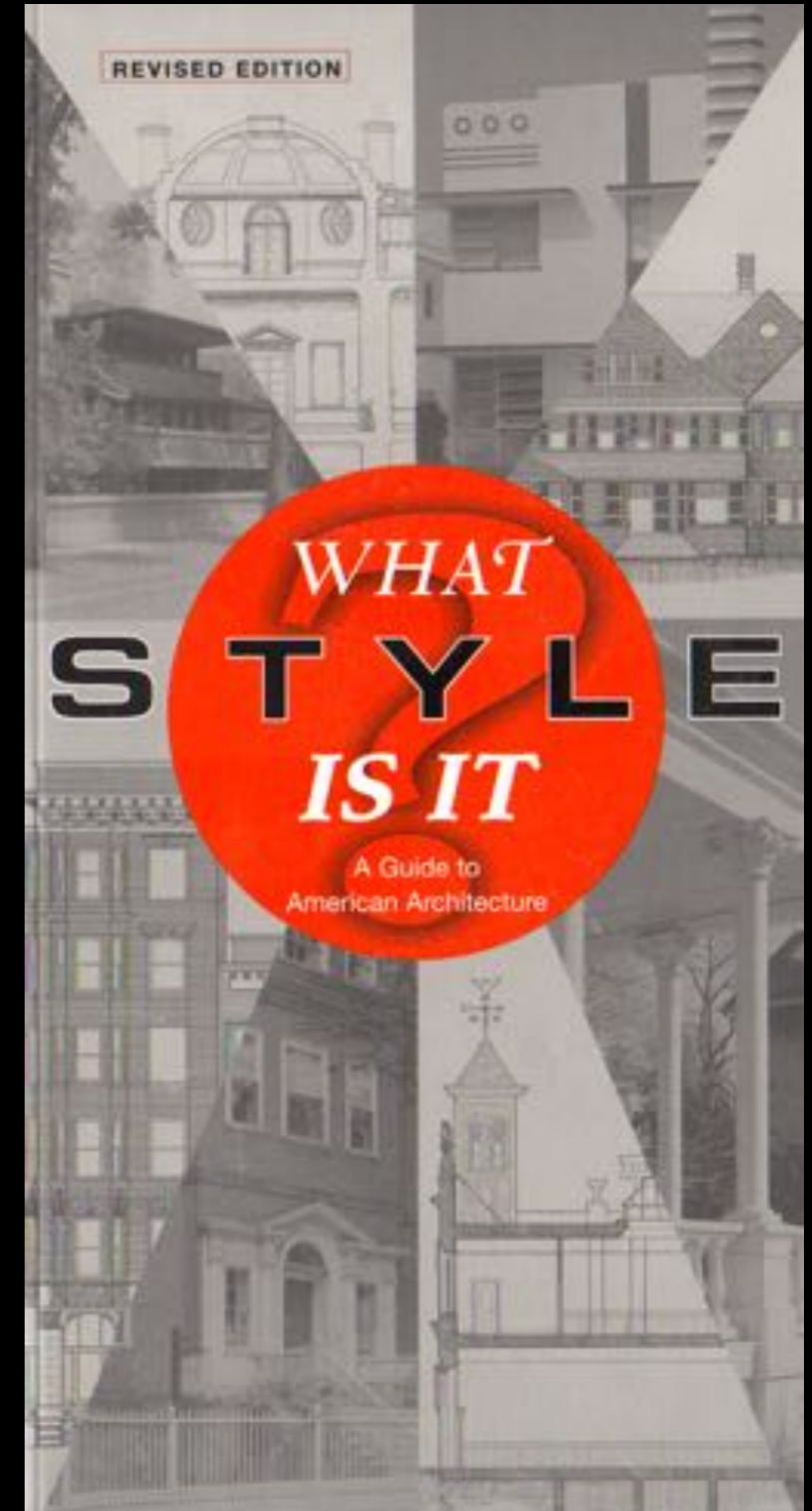
Historic American Building Survey:
<http://www.loc.gov/pictures/collection/hh/>



Georgia Sanborn Fire Insurance Maps:
<http://dlg.galileo.usg.edu/sanborn/>



*The Elements of Style: An Encyclopedia
of Domestic Architectural Detail*
Calloway, Powers & Cromley, eds



What Style is It? A Guide to American Architecture
John C. Poppeliers and S. Allen Chambers, Jr.