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 is 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

Greek Revival

Federal

Romanesque Revival

Gothic Revival

Tudor Revival

Style
Georgia’s Commercial Types

- Community Store
- Corner Store
- Single Retail
- Multiple Retail
- Retail and Office
- Office Tower
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
- 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
• 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
• 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

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<tr>
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<tr>
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There are few 18th c buildings remaining in Georgia. Those that do remain are primarily vernacular forms with simple details.

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.

20th c Georgia architecture reflects almost all of the nationally-popular architectural styles.
# Georgia’s Commercial Architectural Styles

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Greek Revival

Old Medical College of Georgia - Augusta
1834

207-211 Water Street - New York
1835-36

Greene County Courthouse - Greensboro
1848-49
Morgan County Courthouse - Madison
1905

City Hall - Athens
1904

Bank Building - Augusta
c 1850-90

Neoclassical Revival
Gothic Revivals

City Hall - Atlanta
1930

US Post Office and Court House - Atlanta
1873-76

Old State Capitol - Milledgeville
1835
Italianate

Hall's Block - Dahlonega
1882-83

Old Lumpkin County Jail - Dahlonega
1884

Old City Hall and Fire House - Madison
1887
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
Romanesque Revivals

Central of Georgia Railway Office - Savannah
1886

Savannah Cotton Exchange
1886

Fire Station #6 - Atlanta
1894

Oglethorpe County Courthouse - Lexington
1887
Dixie Coca-Cola Bottling Plant - Atlanta 1891

Poetter Hall - Savannah 1892

Georgia Tech Tower - Atlanta 1887-88

Queen Anne
Colonial Revival: Neo-Federal and Neo-Georgian

US Post Office - Madison 1937

City Hall - Madison 1939

The Georgian - Athens c 1910

US Post Office and Court House (First American Bank & Trust)- Athens c 1906
Avondale Estates
1924

Tudor Revival
Art Deco/
Streamlined Moderne

Campus Theater - Milledgeville
1935

Bobbie’s Diner - Savannah
c 1955

Majestic Diner - Atlanta
1929

Paxton’s Shoe Store - Valdosta
c 1930
Modernist/International Style

The Drayton Arms - Savannah
1951
Georgia Power (now Georgia Military College) - Madison c 1959

Amoco Station - Statesboro c 1955

Savannah Blue Print Co. c 1960

First Franklin Financial - Greensboro c 1965

Lamar Lewis Shoes - Athens c 1955

Modernist/International Style
Googies & Roadside Architecture
For further reference see:

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

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

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

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

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

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