

# CHAPTER 4

## OFFICE, COMMERCIAL, AND MIXED-USE ARCHITECTURAL STYLES

### CHAPTER OVERVIEW

This chapter includes the following architectural styles that are appropriate for Office, Commercial, and Mixed-Use development in the Southeast Policy Area.

- Italianate
- Craftsman
- Neoclassical Revival
- Spanish Eclectic
- Art Deco
- 21st Century Modern
- New Classicism

**A. Italianate**

The Italianate style originated in England during the early 19th century as a part of the Picturesque movement, a reaction to the more formal classical ideals that were expressed through art and architecture at the time. Italianate architecture is based upon the characteristics of informal Italian farmhouses. The style migrated to the United States during the 1830s and remained popular here through the 1870s. In California, the Italianate style is synonymous with the state's early mansions and was typically applied in less formal fashion than in eastern and midwestern states.

**Character-Defining Elements**

1. One and a half or more stories
2. Defined base (ground floor), middle (upper stories), and top (top story and/or roof)
3. Low-pitched or flat roof with moderate to widely overhanging eaves
4. Tall, narrow windows that are vertically aligned between stories
5. Prominent doorway or single-story entry porch

**Character-Enhancing Elements**

1. Tower element located at the corner of the building or centered along prominent, typically street-facing facades
2. Decorative brackets on trim boards beneath eaves
3. Doors and windows arched or curved above
4. Prominent crowns above doors and windows
5. Windows feature two-pane glazing and are paired
6. Clapboard, masonry, stone, and/or stucco wall cladding
7. Wood, masonry, and/or stone accent materials/trim
8. Wood and/or glass/storefront doors

**Italianate Style Examples**



**B. Craftsman**

The craftsman style emerged after the turn of the 20th century as a derivation of the Arts and Crafts movement and Asia's wooden architectural tradition. Craftsman houses, sometimes referred to as "California bungalows," emphasize artful attention to detail and workmanship in both the exterior and interior buildings. Originally developed in Southern California, the style was spread throughout the country in pattern books and popular magazines, emerging as the dominant style for smaller houses built throughout the country from 1905 until the early 1920s.

**Character-Defining Elements**

1. Low-pitched cross-gabled or side-gabled roof with unenclosed eave overhang
2. Exposed roof rafters and decorative beams or braces under gables
3. Gable or shed roof entry porch and/or building form projection
4. Sash windows with multiple small panes above single large pane
5. Clapboard or shingle siding and wooden accents

**Character Enhancing Elements**

1. One gabled or shed dormer (side-gabled version only) centered along front elevation with small single window or paired windows
2. Gable and shed roof building form projections to articulate large elevations
3. Porch supported by piers that extend to the ground
4. Porch enclosed by wooden railings or clapboard or shingle cladding or masonry or stone
5. Masonry or stone porch pier base, foundation, and chimney
6. Paired and/or ribbon windows, including narrow windows placed on both sides of a broad window
7. Multiple pane transom window above a wooden door
8. Substantial wooden trim around windows and doors
9. Board and batten cladding at gable ends

**Craftsman Style Examples**



**C. Neoclassical Revival**

The Neoclassical Revival style emerged during the 1890s on the heels of Chicago's World's Columbian Exposition of 1893 and the Beaux-Arts style. The style was inspired by Roman, and especially Greek, design concepts, the foundation of the Western classical architectural tradition. From 1900 until 1920, neoclassical revival was one of the preeminent styles for civic buildings and businesses, such as banks, that wished to convey the impression of wealth, power, and prominent standing within the community. The style began to lose its popularity during the 1930s and became exceedingly rare by the beginning of World War II.

**Character-Defining Elements**

1. Symmetrical façade with main entrance centered along the front facade or at the corner of the two street-facing facades
2. Flat roofed with well-defined base, middle, and top
4. Simple geometric forms and smooth surfaces
2. Facades divided into bays by columns, piers, and pilasters
5. Classical ornamentation, such as a dental cornice

**Character Enhancing Elements**

1. Prominent entablature at the top of the building
2. Individual forms defined by slight variations in roof height, setbacks, and setbacks
3. For multiple story buildings, the first story is often capped by a smaller entablature and ballustrade. The upper stories stepback from the first-story, creating a balcony.
4. Multiple story tower element at corner building entry
5. Large, bay-spanning, full height windows on the first-floor and somewhat smaller, if still sizeable windows on the upper floors
6. Designs mostly devoid of arched windows and doors
7. Substantially glazed doors on the first-floor
8. Masonry and stone clad facades

**Neoclassical Revival Style Examples**



### D. Spanish Eclectic

The Spanish Eclectic style appeared during the 1910s as a descendent of the Mission style. The style combines decorative details from Spain, the Mediterranean, and South America, with inspiration from Moorish, Byzantine, Gothic, and Baroque architecture. Unlike the Mission style, the Spanish Revival style is more ornate, incorporating stylistic details in both its large and small architectural features. This style was very popular in southwestern states, particularly in Arizona, California, Florida, and Texas, during the 1920s and early 1930s, but quickly fell out of favor by the beginning of World War II.

#### Character-Defining Elements

1. Flat or low-pitched cross gabled, hipped, or combined hipped-and-gabled roof
2. No to moderate eave overhang
3. Arches placed above doorways and/or prominent windows
5. Stucco wall cladding and red tile roof
4. Quadrafoil and/or decorative tiles and vents near top of front-facing gable front, frieze, and/or Mission-shaped dormer or parapet

#### Character Enhancing Elements

1. Projecting upper story front-facing gable face with decorative base
2. Mission-shaped dormer or parapet
3. Towered entry form
4. Predominance of multiple paned casement windows on upper floors
5. Large storefront and transom windows on first-floor
6. Decorative iron or wood grills on some, but not all, windows
7. Decorative balustrade on balcony or underneath windows
8. Heavy wood panel or carved doors
9. Doors and prominent windows surrounded by spiral columns, pilasters, carved stonework, or patterned tiles
10. Masonry and/or stone accents

#### Spanish Eclectic Style Examples







**E. Art Deco**

The Art Deco style developed in France following World War I as an eclectic style that synthesized craft motifs and machinery age imagery and materials. The style is defined by its prominent use of color, geometry, and ornamentation. Art Deco emerged as a defining style in the United States and Europe during the 1920s. The style largely evolved into Arte Moderne or “Streamline Modern” and fell entirely out of favor after 1940.

**Character-Defining Elements**

1. Façades comprised of blocky elements, assembled to create a monolithic, vertically oriented appearance with applied decorative motifs
2. Motifs include zigzags, chevrons, and other geometric and stylized elements
3. Reeding and fluting in pilasters and around windows and doors
4. Flat roofed with towers and other projecting elements, especially at entrances
5. Smooth-faced stucco, concrete, and stone wall surfaces, and terra cotta, steel, and aluminum accents

**Character Enhancing Elements**

1. Large, bay-spanning, full height storefront/transom windows on the first-floor and somewhat smaller, if still sizeable windows on the upper floors
2. Substantially glazed doors on the first-floor

**Art Deco Style Examples**



## F. 21st Century Modern

The Modern movement began in Europe during the early 1900s, eventually coalescing around the International style in the 1920s. The movement stood in stark contrast to the other popular styles of the day that were rooted in classicism, the dominant historical trend in western architecture. Tenets of the movement include form following function, simplicity and omission of unnecessary detail, the visual expression of structure, the truthful use of machine-age materials, and the incorporation of new technologies in building design and construction. The International style arrived in the United States in the early 1930s. The International style and the subsequent styles associated with the movement, most notably the Contemporary and Shed styles, have enjoyed a level of popularity in the United States ever since.

Because the Modern movement encompasses a variety of styles and is an active movement that continues to evolve to this day, this section does not include a strict list of character-defining elements for Modern-style buildings. Instead, the section lists the key characteristics associated with the Modern movement. The characteristics generally originated with the International style and have been subsequently applied to many of the styles associated with the movement. Therefore, for the purposes of this style guide, the City refers to the characteristics as 21st Century Modern. The section also includes descriptions and examples of common contemporary adaptations to the 21st Century Modern style. Rather than simply applying these characteristics and adaptations to a project's design, the City encourages the project team to incorporate the elements in a creative manner.

## Key Character Elements of the 21st Century Modern Style

1. Asymmetrical
2. Flat roof, usually without coping at roof line
3. Windows set flush with outer walls
4. No decorative detailing at doors or windows
5. Large window groupings, often linear
6. Large expanses of windowless wall surface featuring a unified wall cladding, usually white stucco

## 21st Century Modern Style Adaptations

**Decoupage** – This adaptation features buildings composed of one to several orthogonal boxes. Two or more materials, such as metal, wood, concrete panels, HardieBoard, concrete block, or brick, are applied in combination with glass. The primary elements of the building's design are the pattern created by the application of these materials and the three-dimensional effect of placing each material on a different plane.

**Unifying Material** – This adaptation replaces the International style's preference for using white stucco as an almost exclusive exterior wall covering with a broad range of innovative materials, including enhanced glass, concrete panels, wood application techniques, polycarbonates, and metal in a variety of textures and colors. These materials serve as a theme for the building, allowing it to blend in or stand out from its surroundings.

**Slightly Askew** – This adaptation utilizes computer-aided drafting programs and recent building technologies to shift portions of orthogonal buildings, creating a dynamic design.

Examples of Adaptation 1: Decoupage



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#### Examples of Adaptation 2: Unifying Material



Examples of Adaptation 3: Slightly Askew



**G. New Classicism**

The New Classicism style emerged during the late 20th century as a final phase of the Postmodern movement. The style freely combines elements of Classicism and Modernism and incorporates new elements that reflect recent construction technology innovations and contemporary usage requirements. The style does not disavow traditional rules of composition, but extends and even distorts them, in new and interesting ways.

New Classicism serves as a reinterpretation of the ASG's multiple-family residential styles that are rooted in Classicism, including:

- Italianate
- Neoclassical Revival

Projects that are designed in the new classical style are required to incorporate the character-defining elements and encouraged to incorporate the character-enhancing elements of the emulated style in a creative manner. The reinterpretation of the style can be achieved by including one or more key character elements of the International style.

**New Classicism Style Examples**



