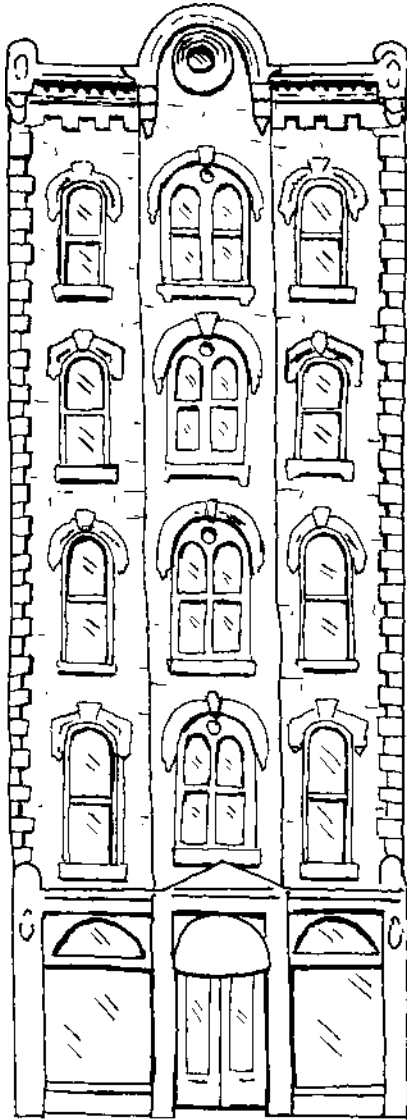


# COMMERCIAL

## STYLE GUIDE



**NINETEENTH-CENTURY  
COMMERCIAL BUILDING**

### **NINETEENTH-CENTURY COMMERCIAL BUILDING**

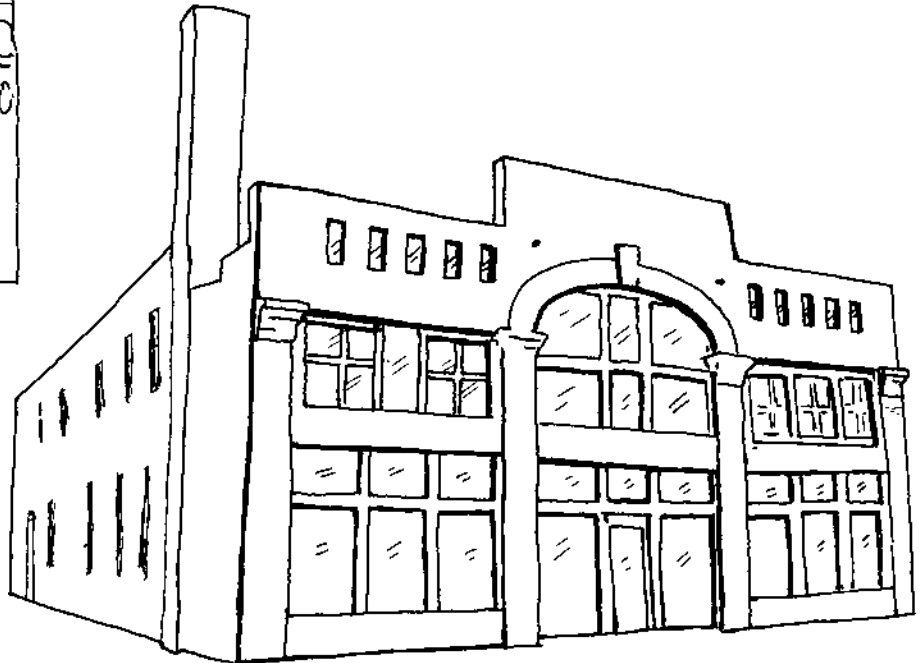
#### **CHARACTER-DEFINING FEATURES**

- A. Building Materials Creatively Combined for Decorative Effect
- B. Bays Used Singly and in Groups to Create Buildings of Various Sizes
- C. Expansive Plate-Glass Storefronts with Elaborate Columns
- D. Upper-Floor Windows with Decorative Lintels
- E. Flat Roofline with Prominent Ornamental Cornices
- F. Narrow, Deep Floor Plan

### **TWENTIETH-CENTURY COMMERCIAL BUILDING**

#### **CHARACTER-DEFINING FEATURES**

- A. Simplified Window and Door Framing Elements
- B. Surface Ornament Minimized
- C. Flat Surfaces Preferred
- D. Ornament Restrained and More Geometric in Character
- E. Horizontal Facade Emphasis
- F. Often a Greater Sense of Weightiness and Monumentality



**TWENTIETH-CENTURY COMMERCIAL BUILDING**