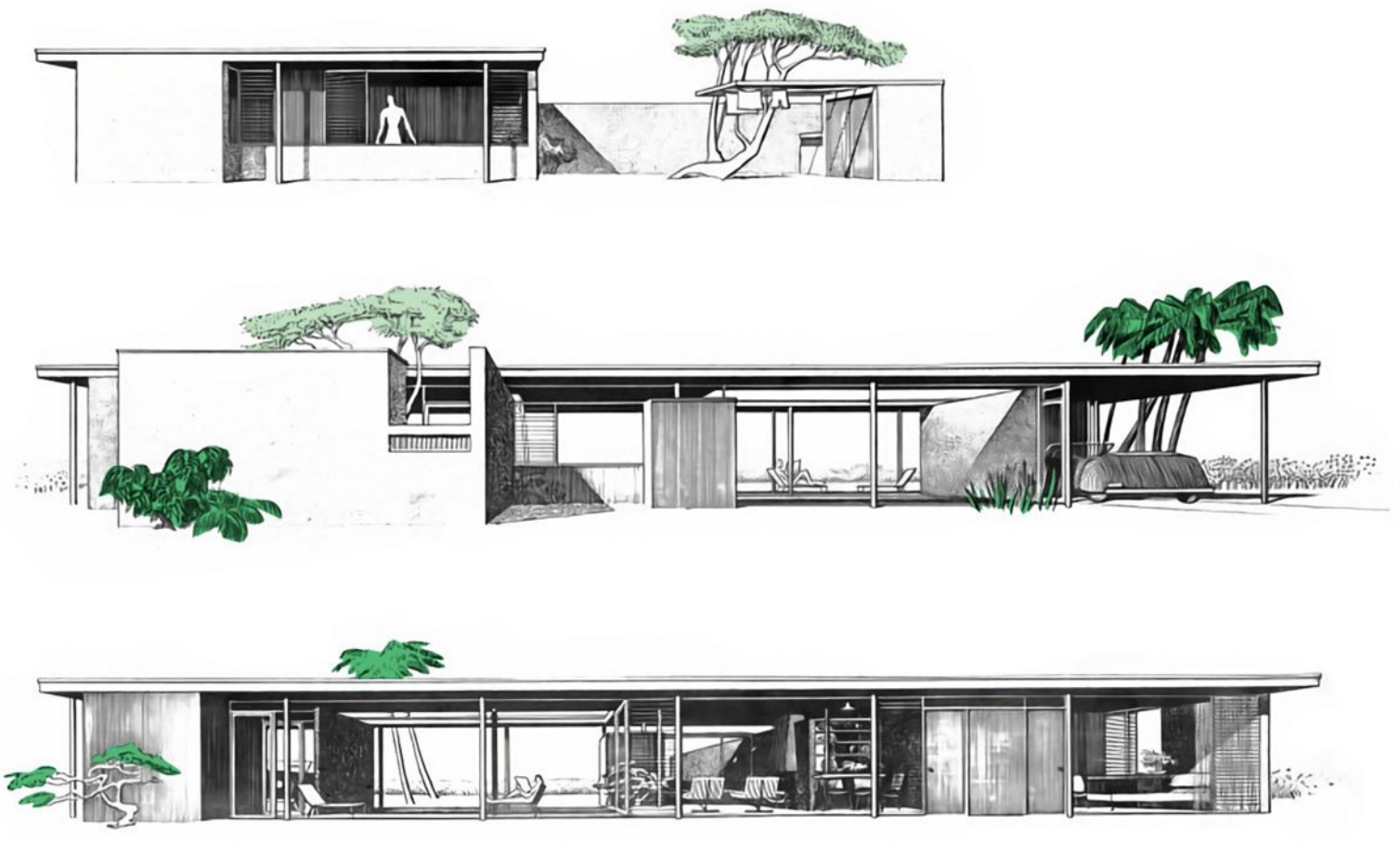
STYLE GUIDE:
POST-WORLD WAR II STRUCTURAL RESOURCES OF FLORIDA



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Stantec

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CHAPTER 1: INTRODUCTION

The Florida Department of Transportation (FDOT) Office of Environmental Management (OEM) retained Stantec and Janus Research in 2021 to develop a statewide style guide for subdivision residential and commercial development in Florida during the post-World War II period (1945-1975). The style guide would be used in conjunction with a statewide and regional context, and evaluation and survey methodology also developed by Janus Research. These documents will assist Cultural Resources Management (CRM) professionals in the timely and accurate evaluation of the multitude of post-World War II resources in the state.

The time period for this document is 1945 to 1975. This period includes the immediate post-World War II period with the development of the military industrial complex which would define the late twentieth century as the United States (US) shifted from a world war in Europe to the Cold War with the United Soviet Socialist Republic. The study ends in 1975, during the economic recession that occurred from 1973-1975. During this economic downturn, the US experienced significant inflation and high interest rates which resulted in a marked decrease in private real estate investment. This time period (1945-1975) is also significant for the development of new building methodologies and materials that allowed for the rapid construction of housing. The construction methodologies were developed by the Levitt and Sons Company and were applied to housing development in Florida. In addition, new and improved building materials including the use of lighter, stronger metals and concrete allowed for innovations in the architecture constructed during this time period. The invention of new technologies related to climate control also resulted in important changes to architecture during this period. The ability to cool interior spaces using air conditioning not only allowed for changes in the design of architecture but also made Florida a more hospitable environment.

This document is organized into three sections, presented in the order which buildings are typically described, starting with the structure form, moving to style, and then discussion of alterations. The first section, Chapter 2, provides a description and examples of common building forms in Florida. The second section, Chapter 3, focuses on common residential styles in the state, which would be applied to the forms. Chapter 4 discusses the typical post-World War II styles found in commercial structures in the state. Finally, Chapter 5, provides typical alterations that were common during this time period and provides initial guidance on how the alterations may impact the integrity of a structure. When using this guide, surveyors should take into consideration regional differences that occur in the state and the status of other similar extant resources.

This style guide follows the conventions outlined in the seminal work, A Field Guide to American Houses, by Virginia Savage McAlester (2013 edition). The McAlester book should be consulted for further discussion or to provide additional examples of forms and styles presented in this guide. Other architectural guides that are specific to Florida and that are also recommended to users are listed below. Finally, CRM professionals should also consult with project-specific local historic preservation boards or Certified Local Governments for any regional specific style guides that have been developed.

RECOMMENDED FLORIDA STYLE GUIDES:

HYLTON, MORRIS, ED.

2019 Florida's Single Family Housing at Mid-Twentieth Century (1945-1975). Gainesville, FL: University of Florida, 2019. (FMSF Manuscript No. 26380)

HYLTON, MORRIS, ED.

2018 Florida's Mid-Century Modern Architecture (1945-1975). Gainesville, FL: University of Florida, 2018. (FMSF Manuscript No. 25401)

JOHNSTON, SIDNEY AND BARBARA MATTICK

2002 Historic Context for Mid-Century Modern Architecture in Florida. Division of Historical Resources, Tallahassee, Florida, 2012. (FMSF Manuscript No. 19743)

MANUSCRIPTS ON FILE AT THE FLORIDA DIVISION OF HISTORICAL RESOURCES, DEPARTMENT OF STATE, FLORIDA MASTER SITE FILE (FMSF)

Definitions

Form

A building's form is composed of its ground plan and its elevation. A ground plan is defined by the placement of a building's walls and its resulting organizational structure. A building's elevation is composed of the organization of features around and above the walls such as its roof, windows, entrances, and architectural details. Together, a building's ground plan and elevation help define a structure's form. The forms of buildings generally evolved over time, increasing in complexity. Technological advances have also allowed for the creation and the revision of traditional forms. One of the most important adaptations in architectural forms that occurred after World War II was the addition of attached garages or carports to a structure's form. Before World War II, and the explosion in automobile ownership, most garages were detached and were located on the rear of a lot, oftentimes obscured by the main residence. However, after World War II garages and carports were more often placed as an attachment to the main residence. The presence of an attached garage or carport to a structure's form provides further differentiation of forms before and after World War II.

Style

A building's style is composed of architectural detailing that is applied to the structure to reflect a specific design aesthetic. Typically, architectural styles reflect the preferences of the era of their construction. Some architectural styles are associated with specific building forms. Buildings that lack architectural styling are referred to as Vernacular and tend to reflect the needs and influences of their locality.

CHAPTER 2: FORMS

The seven forms addressed in this section are presented beginning with the simplest form to the most complex. Generally, the forms are also in chronological order, with the simplest form more common in the immediate post-World War II era when economics, pent-up demand, and aesthetics were limited by the realities of wartime shortages, and a residual tendency for thrift after the Great Depression. The initial housing construction phase began in 1945 and ended in approximately 1955. After 1955, the supply issues largely resolved, and a booming economy provided greater economic freedom to consumers resulting in larger and more complex housing. The large subdivisions constructed during this time typically have a small number of building forms that repeat in the development. The forms may then have small changes to provide consumers a sense of customization and to reduce monotony in the development.

Outside of this general trend were high-style, architect-designed structures with complex forms that were constructed even in the immediate aftermath of World War II. These types of custom-designed structures are rarely present in large-scale subdivisions where builders were interested in maximizing the speed of construction. Rather, they are located in smaller, compact subdivisions that were rare and are oftentimes already known by the preservation community.

The seven most common forms of single-family residential structures during this time period are provided in this section. Each form is described in narrative or historic examples, and a contemporary example building from Florida is labeled with character defining features. The subsequent pages provide examples from the state. Each example is labeled with their address, county, construction date, and Florida Master Site File (FMSF) Number if they are in the FMSF.

SEVEN FORMS PRESENTED IN THIS CHAPTER:

- Minimal Traditional (1935-1950) (American Vernacular)
- Bungalow (1905-1955)
- Ranch (1935-1975)
- Split-Level (1935-1975)
- New Traditional (1935-present)
- Modern (Post-Modern or Mid-Century Modern) (1950s-present)
- Mobile and Module Homes (1930-present)

MINIMAL TRADITIONAL



MINIMAL TRADITIONAL (1935 - 1950) (AMERICAN VERNACULAR)

The Minimal Traditional form was popular from the 1930s through the 1950s. Minimal Traditional homes were common throughout the country during the Great Depression as they were promoted by developers, the Federal Housing Administration (FHA), and architectural journals. This form was economical to construct and oftentimes met the minimum requirements for funding by the FHA (and subsequent federal programs under the Veterans Administration and the Department of Housing and Urban Development). The Minimal Traditional form remained common immediately after World War II because of the post-war supply and labor shortages, and the rebounding of the economy from the Great Depression. Minimal Traditional form homes are typically comprised of five rooms consisting of a living room, an eat-in kitchen, two bedrooms and one bathroom situated in a rectangular or square form. The eaves are typically shallow and the roof is a simple gable roof, hip roof, or gable. More complex Minimal Traditional forms have a simple ell.[1] Although the simplicity of this form was in response to the economic hardships of the Depression, and a reaction to the ornate styles of the 1920s, Minimal Traditional buildings can reflect a combination of styles from earlier traditional house styles such as Tudor or Colonial Revival. When there is no stylization on the form, it is referred to as Vernacular Style (either Frame Vernacular or Masonry Vernacular, depending on its structural system). Regional customization by builders and owners is common with this form. Minimal Traditional form homes were constructed of both frame (wood) and concrete block (masonry) during the post-World War II era.



24X28-FOOT, 2-bedroom house, and 50 x110-foot lot sell for $5,250

$5,250 Buys Florida House

Builder:
Florida Builders, Inc.
St. Petersburg, Fla.

ONE OF the lowest-priced of this month's "Houses From Coast to Coast" is this $5,250 two-bedroom Florida buy.

The house is shop-fabricated, with the exterior wall panels, trusses, interior partition frames, gable ends, cornice and cabinets delivered to the building site. The dry wall interior finish is applied on the site.

The 504 direct labor man-hours required for completion exclude subcontractor time. The time factor includes manufacturing, layout, foundation, slab, erection, trim out, and painting.

Full Title I FHA and GI approval have been given the house. Down payments are as low as $300 to $400 depending on lot value. Monthly payments are $30.

Varied exteriors are accomplished by the moving of front entrances and the use of marine plywood or asbestos siding. The sheathing is the insulated type and the asbestos siding is applied with self-clinching nails.

The foundation is concrete block with a reinforced concrete slab for the floor. A waterproof membrane is laid under the slab.

The interior includes two shelving closets, cabinets, linoleum top sink, medicine cabinet, and complete bath. Asphalt tile is used in the kitchen and bathroom.

BRANDED PRODUCTS USED
Armstrong linoleum
Celotex insulated sheathing
Fenestra windows
Flintkote shingles
Hope windows
Kentile asphalt tile
Lawton bathroom cabinet
Moore-Lucas paint
Packard water heater
Standard plumbing fixtures
U. S. Gypsum wallboard

FLOOR PLAN

PLAN shows 672 sq. ft. low priced Florida house

ENTRANCE changes vary exterior. This model has doorway in center with conventional gable entrance and is sided with marine plywood

SIDE ENTRANCE with shed roof and marine plywood siding is another exterior

REAR VIEW of plan No. 1 (top of page) shows use of asbestos siding shingles

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An Example of a Minimal Traditional home constructed in St. Petersburg (Pinellas County) (*American Builder* October 1951)

[1]An ell is a wing of a building that is perpendicular to the main portion of the building.

MINIMAL TRADITIONAL (1935 - 1950) (AMERICAN VERNACULAR)

1. Small, one-story with rectangular or L-shaped plan
2. Minimal added architectural detail
3. Minimal eave
4. Low-to-moderate roof pitch
5. Wood or concrete-block construction
6. Small porch or covered stoop



A Minimal Traditional Form residence at 623 49th Street (Palm Beach County), constructed in 1948

Minimal Traditional (1935 - 1950) (American Vernacular)



A Minimal Traditional Form Residence (now Commercial use) at 1516 Tennessee Avenue
(Bay County), constructed in 1953 (8BY1850)



A Minimal Traditional Form Residence at 33 Campina Court
(Miami-Dade County), constructed in 1941 (8DA9482)



A Minimal Traditional Form Residence at 162 Avenue B
(Gulf County), constructed in 1971 (8GU311)

Alterations to Minimal Traditional form buildings are common due to their small sizes.

Alterations on this structure include an addition on the left side, new windows, non-original front porch, non-original columns, and non-original awnings.

Minimal Traditional (1935 - 1950) (American Vernacular)

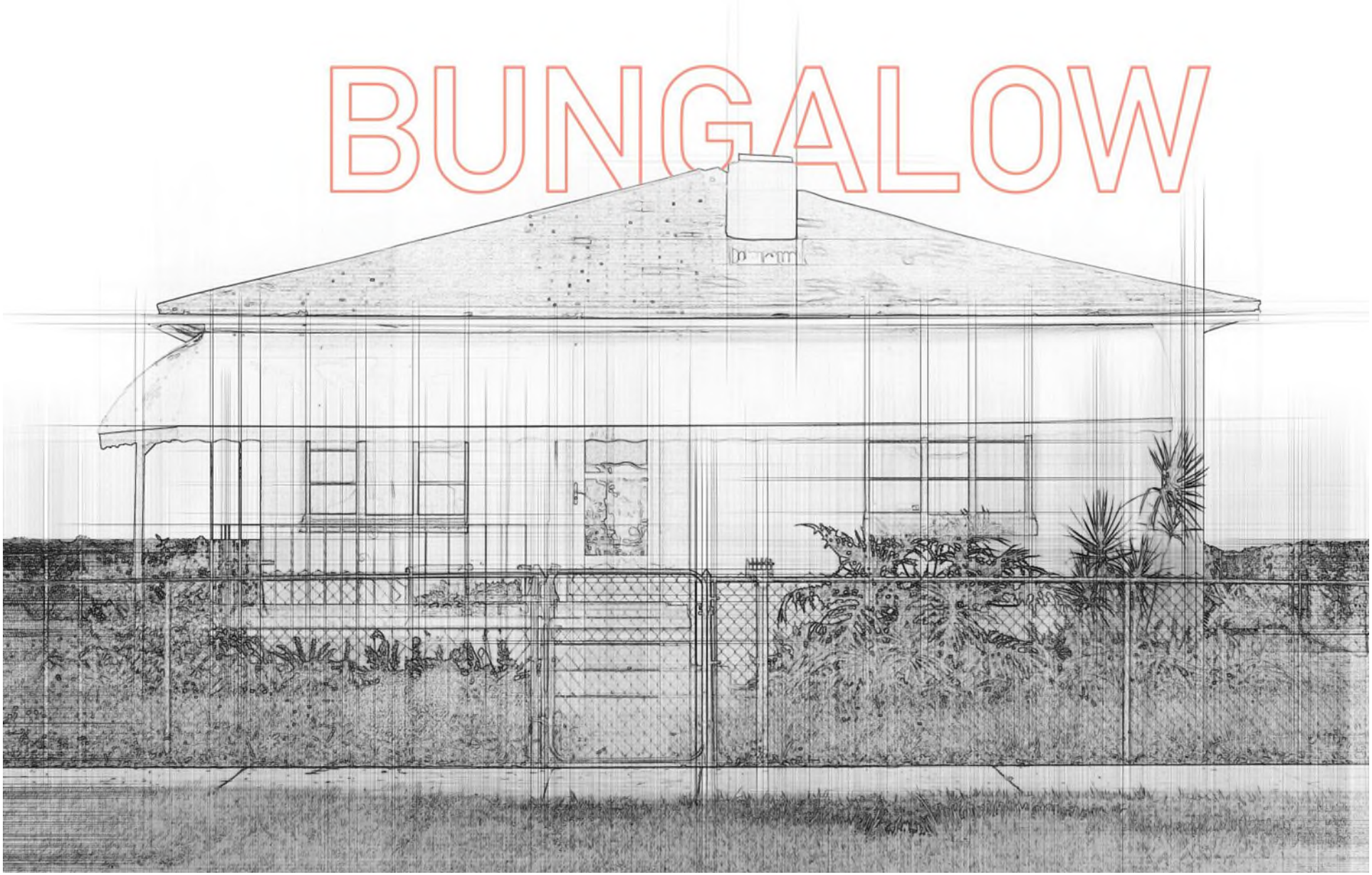


A Minimal Traditional Form Residence at 1239 Gulf Beach Highway (Escambia County), constructed in 1948 (8ES5183)



A Minimal Traditional Form Residence at 619 49th Street (Palm Beach County), constructed in 1948

BUNGALOW



Bungalow (1905-1955)

The Bungalow form found in post-World War II era Florida is similar to those that were constructed before World War II which were characterized by a low-pitched roof, wide eaves, prominent, deep front porches (oftentimes with a front gable roof), and a height ranging from one-story to two-story. Typical stylization in the pre-World War II era Bungalow form included Craftsman Style (exposed rafter tails, decorative beams, decorative front porch supports, railings, and prominent chimneys) and Prairie Style (low-pitched hip roofs, wide eaves that are boxed, focus on horizontal lines with cladding and windows, and two-story). In the post-World War II era, Bungalows are not as highly ornamented as those constructed before the war, reflecting the popularity of less ornamentation in this period. Bungalows are differentiated from Minimal Traditional form by their larger size, more complex roof lines, wide eaves, and greater height.



A Bungalow Form Residence at 1401 Michigan Avenue (Bay County), constructed ca 1949 (8BY1836)

BUNGALOW (1905-1955)

1. Complex roofline
2. Prominent porch
3. Minimal ornamentation
4. Larger and taller than Minimal Traditional



A Bungalow Form Residence at 5785 SW 47th Street (Miami-Dade County), constructed in 1947

Bungalow (1905-1955)



A Bungalow Form Residence at 415 49th Street
(Palm Beach County), constructed in 1958



A Bungalow Form Residence at 103 12th Street SE
(Polk County), constructed in 1953 (8PO6901)



A Bungalow Form Residence at 1102 E. 14th Avenue
(Hillsborough County), constructed in 1949

Bungalow (1905-1955)



A Bungalow Form Residence at 628 W Sunset Avenue (Escambia County), constructed in 1945 (8ES5207)



A Bungalow Form Residence at 1809 W St. Isable Street (Hillsborough County), constructed in 1958

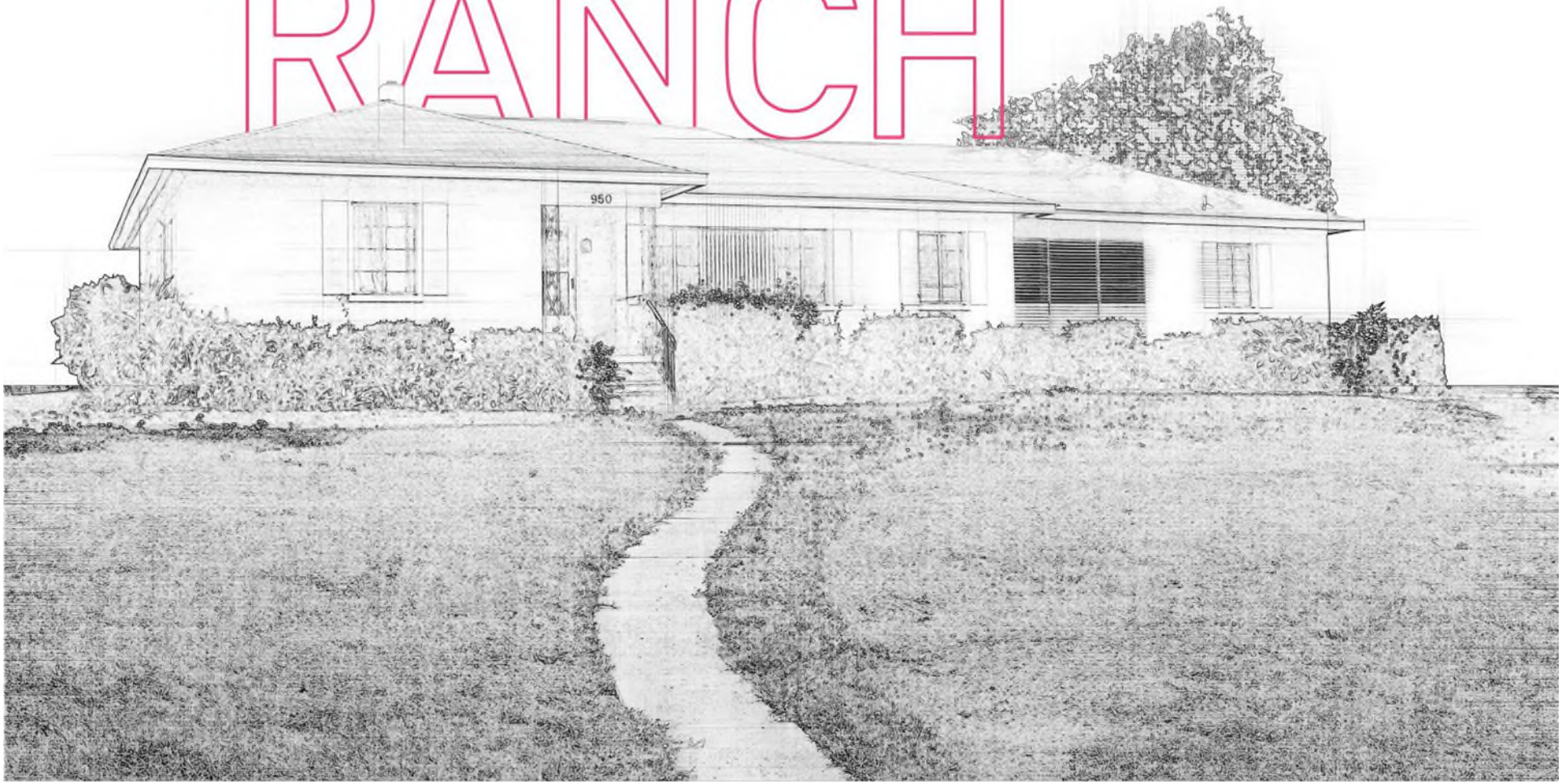


A Bungalow Form Residence at 429 49th Street (Palm Beach County), constructed in 1949



A Bungalow Form Residence at 604 W. Jackson Street (Escambia County), constructed in 1945 (8ES2541)

RANCH



RANCH (1935 - 1975)

The Ranch form made its first appearance in California during the 1930s. Ranch form homes appeared in small numbers in Florida before World War II, but the form was not typically constructed in Florida until the post-war period when the population in the state boomed and with it, residential development. The homes were theoretically based on houses found on western ranches. The ascent in the popularity of the style was dependent on America's move away from urban centers to suburbia, where larger lots could accommodate the sprawling Ranch style plan. Dominating American single-family housing since the early 1940s, the Ranch house was long and shallow with a low gable roof and an attached carport (or garage) at one end. Ranch homes are one-story and have wide eaves. Frequently a shallow porch stretched the length of the house. The front elevation generally included a projection or a recession thus avoiding a straight line and adding interest. Oftentimes the projection is a garage or carport, which appear to lengthen the house. The rear yard became an extension of the living space as open floor plans led to the patio, which often became an adjunct to the kitchen, where meals were prepared and served (McAlester 2013: 597-612, 694-704).

New technologies allowed the Ranch to be built at reasonable cost as materials such as Celotex wallboard (made from Florida sugar cane), and artistic wall products such as synthetic stone or brick became available to the mass market. The styles applied to the Ranch form favored traditional approaches to style with simplified components of several different traditional styles such as Neo-Classical/Colonial Revival, Mediterranean Revival/Spanish Style appeared on houses across the country. Ranch form homes were constructed of both frame (wood) and concrete block (masonry) during the post-World War II era. The use of concrete block was especially prevalent in Florida during the post-World War II era due to its ability to withstand hurricanes, its energy efficiency, and affordability. Regardless of the construction material, Ranch homes are often clad in a variety of materials. An article from the January 1951 edition of the American Builder that discussed the guiding design principles of a Ranch house that was featured in the magazine.

The principals demonstrate the need for efficient house construction and use of materials through standardization of design and materials:

1. To design a popular "Ranch" type house for a narrow lot, house can be placed on a 50-foot lot with driveway and garage in the rear.
2. If additional site width is available, breezeway and garage can be placed at side of house as indicated on plan.
3. Privacy at rear accentuated by fence from house to lot.
4. House can be built with or without a basement.
5. Stairs to attic can be installed over basement stairs and pitch of roof increased if additional rooms are required.
6. Plan has a simple perimeter outline.
7. A single bearing partition through the center of house. Maximum span of joists and rafters 14 feet.
8. Compact plumbing. Fixtures of lavatory and bathroom are placed back to back.
9. All rooms compactly arranged with a minimum of hall space, no waste area.
10. Approximately 1250 square feet of living area within the perimeter of a house.
11. Bedroom No. 3 can be used as a study with entrance door to this room leading directly to reception hall.
12. Exterior facing of house can be either plywood, horizontal or vertical wood siding or a combination of all three materials



Description of Ranch houses in the January 1951 Architectural Digest

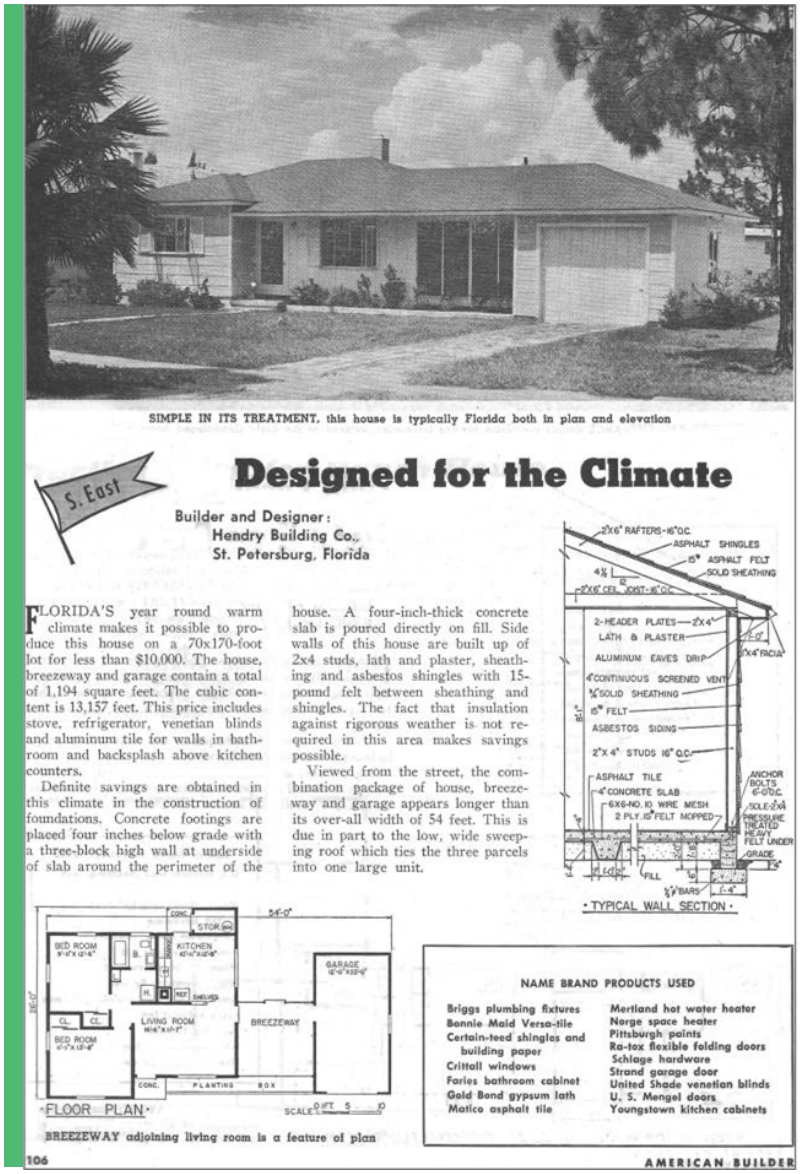
RANCH (1935 - 1975)

1. Broad, low plan
2. Moderate to wide eaves
3. Low roof pitch
4. Attached garage or carport
5. Picture windows or grouped windows
6. Multiple wall claddings - in gable ends, along porch, along lower facade
7. Broad chimney
8. Decorative elements include built-in planters, wrought iron roof supports, decorative shutters, integrated slants in roof overhang or porch roof supports, and concrete screen "breeze blocks"



A Ranch Form residence at 5761 SW 52nd Terrace (Miami-Dade County), constructed in 1956

RANCH (1935 - 1975)



SIMPLE IN ITS TREATMENT, this house is typically Florida both in plan and elevation

S. East

Designed for the Climate

Builder and Designer:
Hendry Building Co.,
St. Petersburg, Florida

FLORIDA'S year round warm climate makes it possible to produce this house on a 70x170-foot lot for less than $10,000. The house, breezeway and garage contain a total of 1,194 square feet. The cubic content is 13,157 feet. This price includes stove, refrigerator, venetian blinds and aluminum tile for walls in bathroom and backsplash above kitchen counters.

Definite savings are obtained in this climate in the construction of foundations. Concrete footings are placed four inches below grade with a three-block high wall at underside of slab around the perimeter of the house. A four-inch-thick concrete slab is poured directly on fill. Side walls of this house are built up of 2x4 studs, lath and plaster, sheathing and asbestos shingles with 15-pound felt between sheathing and shingles. The fact that insulation against rigorous weather is not required in this area makes savings possible.

Viewed from the street, the combination package of house, breezeway and garage appears longer than its over-all width of 54 feet. This is due in part to the low, wide sweeping roof which ties the three parcels into one large unit.

• TYPICAL WALL SECTION •

• FLOOR PLAN •

BREEZEWAY adjoining living room is a feature of plan

NAME BRAND PRODUCTS USED

Briggs plumbing fixtures	Mertland hot water heater
Bonnie Maid Versa-tile	Norge space heater
Certain-teed shingles and building paper	Pittsburgh paints
	Ra-tox flexible folding doors
Crittall windows	Schlage hardware
Faries bathroom cabinet	Strand garage door
Gold Bond gypsum lath	United Shade venetian blinds
Matico asphalt tile	U. S. Mengel doors
	Youngstown kitchen cabinets

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An Example of a Ranch House in St. Petersburg (Pinellas County) that was featured in the October 1951 *American Builder*



A Ranch Form Residence at 950 Lake Elbert Drive South (Polk County), constructed in 1951 (8PO6890)



A Ranch Form Residence at 2 Poinciana Drive (Santa Rosa County), constructed in 1960 (8SR2191)

RANCH (1935 - 1975)



A Ranch Form Residence at 1901 W. St. Isabel Street (Hillsborough County), constructed in 1958



A Ranch Form Residence at 4 Futura Drive (Santa Rosa County), constructed in 1960 (8SR2190)

RANCH (1935 - 1975)



A Ranch Form Residence at 322 Avenue E (Gulf County), constructed in 1960



A Ranch Form Residence at 2112 Country Club Prado (Miami-Dade County), constructed in 1950

RANCH (1935 - 1975)



A Ranch Form Residence at 7120 Zona Avenue (Duval County), constructed circa 1945 (8DU11462)

SPLIT LEVEL



Split-Level (1935 - 1975)

The Split-Level form is a variation on the Ranch form. Typically, the Split-Level has one lateral wing modified to contain two stories, usually with an integral garage or family room on the lower ground level, and bedrooms situated on the upper level. The stories are separated by short flights of stairs. There are two forms of Split-Level residences: tri-level and bi-level. Split-Level form homes provided better privacy and noise control within the home, and were less expensive to build than traditional two-story homes. The Split-Level form was especially popular on the Eastern Seaboard and the Midwest where basement levels were already a traditional part of residential space, and the terrain is more suited for the form. In Florida, they are less common because of the state's high groundwater level, and flat elevation. However, there are some Split-Level homes present in Florida.



A Split-Level Form Residence at 36652 Blanton Road (Pasco County), constructed in 1961 (8PA3041)



A House Full of IDEAS

Florida builder incorporates in his new home a large number of conveniences that simplify house care and promote comfortable living

DETAILED and over-all view of entrance and front of house. Crab Orchard stone is generously used on the lower level of front and in the construction of stairs leading to entrance. Joints of stone are deeply raked causing a play of light and shade on the surface. Walls are painted stone tile, soffit finished with plywood.

Numbers on first floor plan indicate the location of various ideas

WHEN Oscar Clarholm, builder, Daytona Beach, Fla., got ready to build, he wanted a home that in addition to its livable qualities would also serve as a base of operations for his business. In this home he wanted all the labor-saving equipment that would be practical, and many convenience ideas that he had observed and developed in his broad experience as a home builder. The result is a surprisingly successful home in which he and his wife, who is also his partner in business, live, work, receive clients, and entertain.

Clarholm, who is a distributor for Crab Orchard stone, used this material for the entrance steps and rails and the exterior walls up to the first floor line. This stone was also used in the floor and walls of the large screened porch. The stone was carefully selected for its color and size. Joints raked out to a depth of ¾ inch create a play of light and shade on the surface of the stone. The rails adjoining the steps were pulled down and rebuilt a number of times before Clarholm was satisfied with the result.

The exposed exterior walls of the home are constructed of 4 by 8 by 16 inch stone tile laid up with flush joints. These walls are laid up so smoothly that at first glance the surface appears

An Example of a Split-Level House in Daytona Beach (Flagler County) Constructed for Builder Oscar Clarholm (*American Builder*, August 1949)

Split-Level (1935 - 1975)

1. Variation of Ranch form with one lateral two-story wing
2. Typically contains a garage or carport on lower level
3. Tri-level or bi-level
4. Less common in Florida due to high water table and flat terrain



A Split-Level Form Residence at 4534 Decatur Street (Jackson County), constructed in 1955 (8JA3436)

Split-Level (1935 - 1975)



A Split-Level Form Residence at 5771 SW 52nd Terrace (Miami-Dade County), constructed in 1956

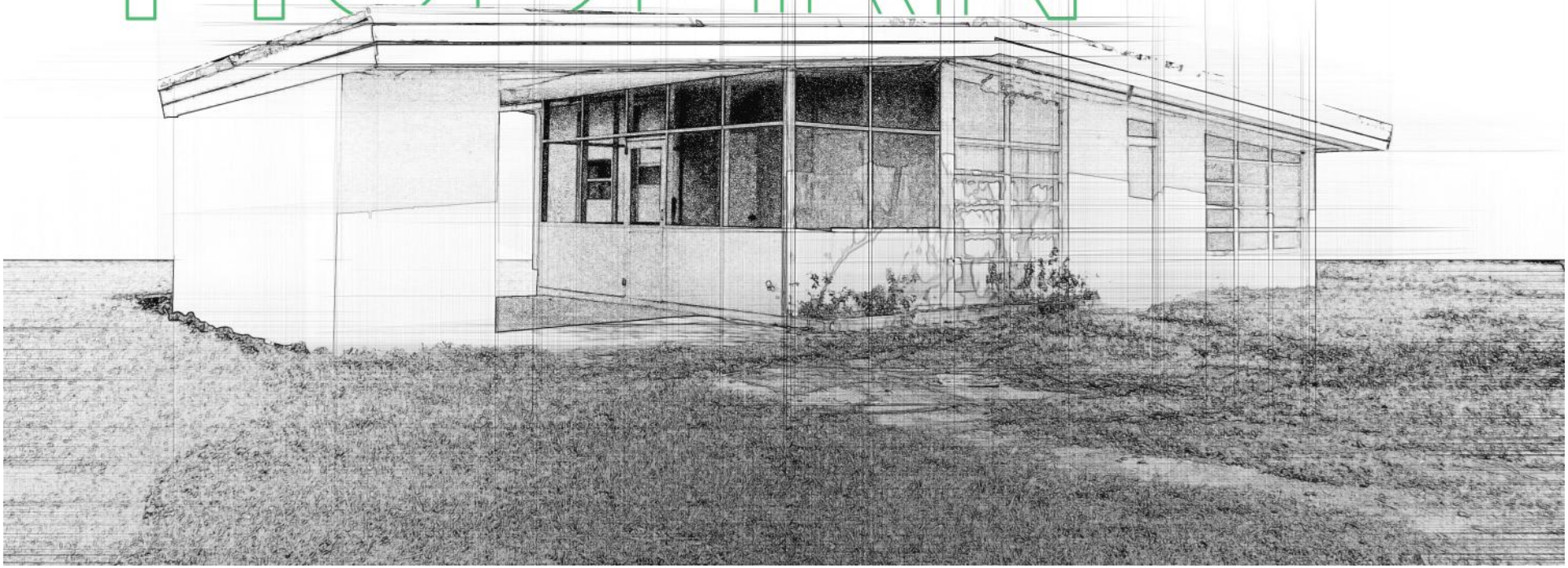


A Split-Level Form Residence at 2 Flamingo Drive (St. Johns County), constructed in 1962 (8SJ6367)



A Split-Level Form Residence at 1915 Ferdinand Street (Miami-Dade County), constructed in 1952 (8DA9496)

MODERN

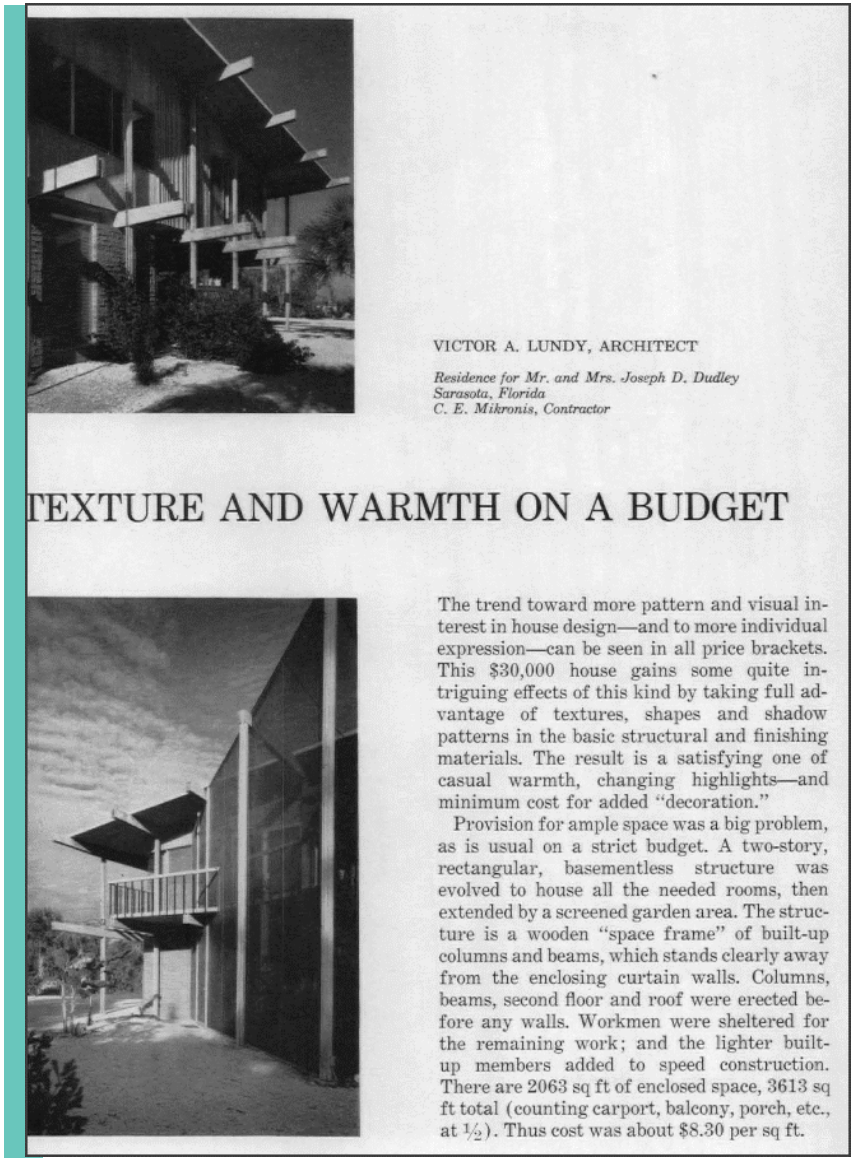


Modern (Post-Modern or Mid-Century Modern) (1950s - present)

Modern forms and stylization were first developed in Europe during the early twentieth century. Experimentation with new materials and forms led to a re-thinking of architecture for residential, government, and commercial use. World War I, World War II, and the intervening economic depression impacted the development of the style. However, even after World War II, Modern stylization remained an important component of twentieth century architectural design. Modern stylization was applied to structures with a variety of uses and can be encountered in residences, government buildings, and commercial structures. The Modern styles after World War II are sometimes referred to as Post-Modern or Mid-Century Modern, but for this study Modern is being used for both pre-World War II and post-World War II (McAlester 2013: 548-670). Florida was an important location for the development of Modernism even before World War II. Early Modernist styles such as Art Deco, Art Moderne, and International were especially popular in Miami, where new residents desired new and daring architecture that was clearly distinguishable from more traditional forms and styles in the Northern US. Prominent Modern architects practiced in Florida before World War II, setting the stage for a boom in Modern architecture in the state after World War II.

The basic Modern form is simple and is instead distinguished by rooflines, windows, and the use of materials. The typical Modern form and stylization lacks ornamentation, reflecting the Modern aesthetic for streamlining, and simplification of forms and style. Typical Modern styles encountered in Florida residences include Contemporary, Shed, International, and the regional Modern styles of Miami Modern and Sarasota Modern.

Modern stylization is also common in commercial structures, and the typical styles found in Modern commercial architecture includes International, New Formalism, Brutalism, and Mansard II (McAlester 2013: 548-670).



VICTOR A. LUNDY, ARCHITECT

Residence for Mr. and Mrs. Joseph D. Dudley
Sarasota, Florida
C. E. Mikronis, Contractor

TEXTURE AND WARMTH ON A BUDGET

The trend toward more pattern and visual interest in house design—and to more individual expression—can be seen in all price brackets. This $30,000 house gains some quite intriguing effects of this kind by taking full advantage of textures, shapes and shadow patterns in the basic structural and finishing materials. The result is a satisfying one of casual warmth, changing highlights—and minimum cost for added "decoration."

Provision for ample space was a big problem, as is usual on a strict budget. A two-story, rectangular, basementless structure was evolved to house all the needed rooms, then extended by a screened garden area. The structure is a wooden "space frame" of built-up columns and beams, which stands clearly away from the enclosing curtain walls. Columns, beams, second floor and roof were erected before any walls. Workmen were sheltered for the remaining work; and the lighter built-up members added to speed construction. There are 2063 sq ft of enclosed space, 3613 sq ft total (counting carport, balcony, porch, etc., at ½). Thus cost was about $8.30 per sq ft.

An Example of a Modern House at 14 Sandy Hook Road North (Sarasota County) Constructed for Mr. and Mrs. Joseph D. Dudley, designed by Victor A. Lundy (*Architectural Record*, May 1959; 8SO2436)

Modern (Post-Modern or Mid-Century Modern) (1950s - present)

1. Many types of Modern styles
2. Streamlined, simple style lacking ornamentation
3. Unique rooflines, typically flat, shed, or low-pitched gable
4. Emphasis on horizontality
5. Decorative elements include exposed beams, broad chimneys, built-in planters, integrated slants in roof overhang or porch roof supports, and concrete screen "breeze blocks"



A Modern Form residence at 4501 SW 47th Street (Miami-Dade County), constructed in 1952

Modern (Post-Modern or Mid-Century Modern) (1950s - present)



A Modern Form Residence at 413 Warwick Street
(Santa Rosa County), constructed in 1955 (8SR2164)



A Modern Form Residence at 2720 Herwald Street
(Sarasota County), constructed in 1977 (8SO4041)



A Modern Form Residence at 5760 SW 52nd Terrace
(Miami-Dade County), constructed in 1956

Modern (Post-Modern or Mid-Century Modern) (1950s - present)



A Modern Form Residence (originally built as single family but has been converted to duplex) at 618 49th Street (Palm Beach County), constructed in 1950



A Modern Form Residence at 7200 Highway 441 (Okeechobee County), constructed in 1957 (8OB472)

Modern (Post-Modern or Mid-Century Modern) (1950s - present)



A Modern Form Commercial Structure at 2035 NW 13th Street (Alachua County), constructed in 1965

Modern (Post-Modern or Mid-Century Modern) (1950s - present)



A Modern Form Commercial Structure at 3838 NW 13th Street (Alachua County), constructed in 1972

NEW TRADITIONAL



New Traditional (1935 - present)

In reaction to the streamline forms founds in Modern architecture and the horizontal lines of Ranch houses, the New Traditional building form offered an option for traditional styles that utilized a one and a half or two-story form. McAlester describes the initial New Traditional forms and the application of traditional styles as being awkward. Over time the application of traditional styles to this new form improved. This form varies greatly with multiple roof types and styles but it consistently utilizes a form that is at least one-and-a-half story. Traditional styles are typically applied to this form in a way that emulates the style without any Modern influence (McAlester 2013: 716-780). The New Traditional form was also oftentimes used in commercial and governmental structures in the post-World War II era. The use of the New Traditional form lent itself to a feeling of strength and traditions which businesses, especially in finance and banking, gravitated towards.



A New in 1949 (8DA9656) Traditional Form Residence at 2907 Alhambra Circle (Miami-Dade County), constructed

New Traditional (1935 - present)

1. Popular style that persisted after the mid-century
2. One and a half or two-story
3. Exhibit features of traditional styles such as Colonial Revival, Classical, Victorian, and Craftsman



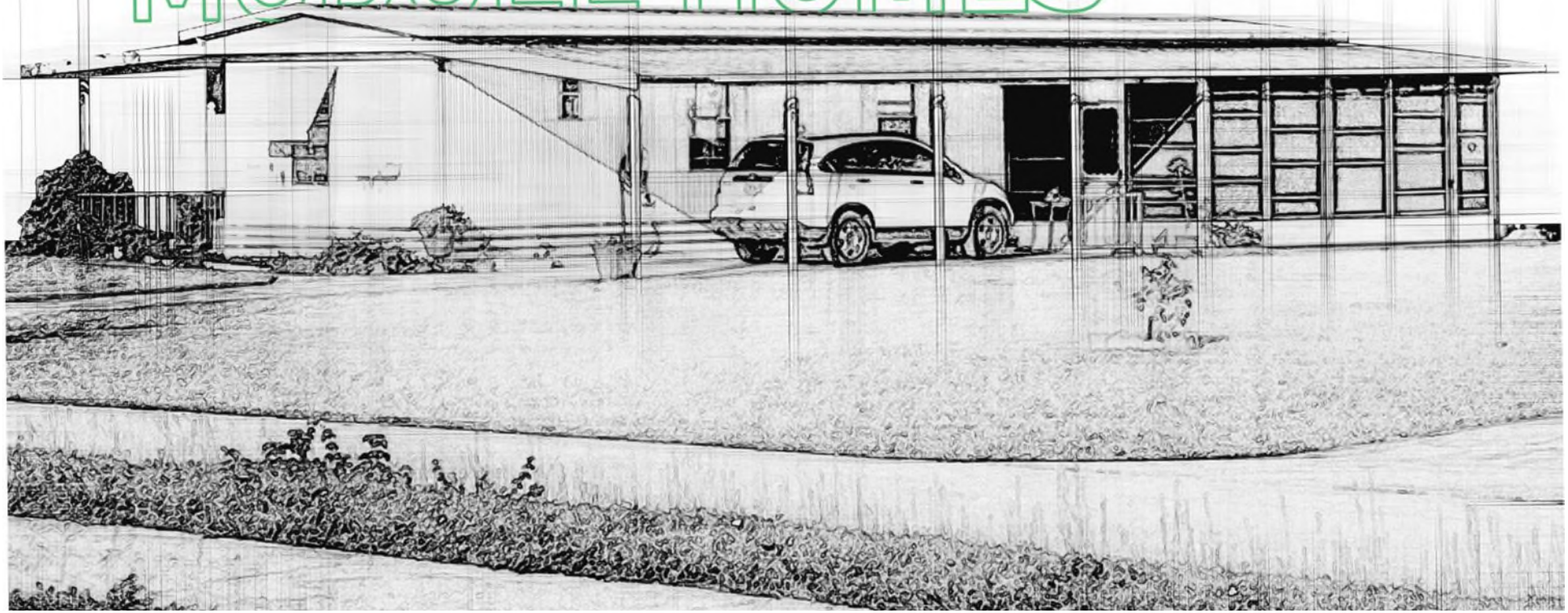
A New Traditional Form Residence at 1314 Lake Elbert Drive South (Polk County), constructed in 1949 (8PO6907)

New Traditional (1935 - present)



A New Traditional Form Residence at 1220 New York Avenue (Bay County), constructed in 1945 (8BY1841)

MOBILE & MODULE HOMES



Mobile & Module Homes (1930 - present)

The use of mobile homes (houses on wheels that could be moved from place to place) for long-term residences began in the early twentieth century and were used by the US military during World War II to provide rapid housing. However, it was not until after World War II that mobile homes were widely utilized for permanent housing and were altered to an extent where they were no longer movable. Residents made them more permanent structures with skirts to hide wheels, and additions with independent foundations (piers, concrete slabs, or continuous concrete) such as porches, carports, and additional rooms (McAlester 2013: 150-155).

Modular houses spanned the differences between mobile homes on wheels and permanent residences built on-site with rapid construction methods. Modular housing is defined as houses that were assembled in a factory and then moved in large pieces to the permanent location. Modular housing tends to be larger than mobile homes (McAlester 2013: 150-155). Guernsey City in Tampa (Hillsborough County) was an early subdivision of modular homes for retirees. The developer-owner of Guernsey City also developed a 20-foot-wide modular home, called a "mansionette." These mobile home and modular home developments included a variety of amenities such as sporting/Recreational space (e.g. Shuffleboard courts, pools), laundry facilities, and a community center. Although the original mobile/modular structures may no longer be extant, some of the permanent facilities are likely still extant in these types of developments.

A 1960 advertisement for modular constructed houses describes the convenience and affordability of modular housing.



An advertisement for Modular housing by Guerdon Industries, Inc. (*American Builder*, November 1960)

Mobile & Module Homes (1930 - present)

1. Common roof types are flat, shallow-pitched gable, or bow-arched
2. Common additions are porches, carports, and additional rooms
3. Decorative elements include decorative shutters, integrated slants such as slanted walls or porch roof supports, and bay windows
4. Pier foundations with multiple types of skirting



A Mobile and Module Homes Form Residence at 5711 SW 64th Lane (Marion County), constructed in 1980

Mobile & Module Homes (1930 - present)



A Mobile & Module Homes Form Residence at 213 Venus Court (Putnam County), constructed in 1977 (8PU1866)



A Mobile & Module Homes Form Residence at 15 Little Texas Avenue (Bay County), constructed in ca. 1975 (8BY1832)



A Mobile & Module Homes Form Residence at 25 Little Texas Avenue (Bay County), constructed ca. 1966 (8BY1834)



A Mobile and Module Homes Form Residence at Guernsey City at 4851 W. Gandy Avenue (Hillsborough County), constructed in 1961 (8HI3707)



A Mobile & Module Homes Form Residence at 5681 SW 64th Lane Road (Marion County), constructed in 1973

CHAPTER 3: RESIDENTIAL STYLES

The architectural styles described in the following sections are divided between Eclectic Styles, Modern Styles, and Vernacular Styles. These are three main types of styles, but within each style are sub-sets that are differentiated by specific ornamentation and sometimes forms. In all of the styles, high-style, architect-designed architectural styles in post-World War II are almost indistinguishable from pre-World War II stylization. However, in large tracts of residences, these styles are significantly less ornamented, and the use of new materials is more common. For this reason, post-World War II subdivisions are rarely exemplary examples of styles.

The post-World War II Eclectic Styles are based on traditional styles found in pre-World War II Florida and harken back to pre-war styles. In contrast, the Modern styles that presented post-World War II are distinctly different than pre-World War II Modern architecture and are unique to this period. The Modern Styles also has two unique regional Modern Styles, Miami Modern and Sarasota Modern, which are examples of Florida's unique role in the development of post-World War II Modern architectural styles. Finally, the third section on styles focuses on those structures that lack ornamentation and are ubiquitous to the Florida landscape. The Vernacular Styles represent structures that were designed and constructed without stylistic ornamentation but contribute to the historic building stock in the state.

MODERN STYLES

- Contemporary
- Shed
- International
- Mansard
- Regional Modern Styles
  - Miami Modern
  - Sarasota Modern

ECLECTIC STYLES

- Neoclassical Revival
- Mediterranean Revival/ Spanish Revival
  - Mediterranean Revival
  - Mission
  - Monterey
  - Pueblo
  - Spanish Revival
- Tudor Revival

AMERICAN VERNACULAR STYLES

- Frame Vernacular Style
- Masonry Vernacular

Eclectic Styles

The eclectic styles discussed below were common during the pre-World War II era and remained popular in the post-era and into the late twentieth century. However, the forms associated with these styles were oftentimes simplified in the post-war era to address the economic and practical realities of constructing multiple houses rapidly. Oftentimes in the post-World War II era, the unique stylistic details were applied to the common forms (provided above) in a way that was unique to the time period. Thus, it is not uncommon for post-World War II neighborhoods to have a Ranch form house with Colonial Revival detailing next to a Ranch form house with Tudor Revival details. Developers of large subdivision tracts during the post-World War II era were encouraged by the federal government and trade organizations to provide opportunities for customers to customize the forms with different styles to provide more variation in a development and to attract customers.

Custom designed, highly-styled houses were still constructed in the post-war period, and a small number of post-war subdivisions were constructed with these type of architect-designed houses. Oftentimes these subdivisions are already known by local historic preservation groups and they are more likely to have already been identified by the CRM community. However, the overwhelming majority of post-World War II residential housing in Florida, and which are most likely to be encountered by CRM professionals, was dominated by the post-World War II forms that adopted simplified stylist details of the older styles. The eclectic styles that were most common in Florida subdivisions include Neoclassical Revival (Colonial Revival), Mediterranean Revival, and Tudor Revival.

Neoclassical Revival (1895 - 1955) / Colonial Revival (1880 - 1955)

The Neoclassical Revival style (frequently used interchangeably with Colonial Revival in the post-World War II period) is an eclectic renewal of the earlier classical styles such as Georgian, Adam, Early Classical Revival, and Greek Revival architecture. This style is based on the Greek and Roman architectural traditions with distinctive central entrances, the use of lintels or arches on windows and doorways, and the use of dormers. The entrance porch roof is gabled, hipped, or flat (as in the Greek Revival tradition) and is supported by classical columns in often the Ionic or Corinthian orders. Later examples use slender square columns with abstracted or no capitals. Windows are usually double-hung sashes. The arrangement of windows is commonly symmetrical about a central door. The central doorway is usually elaborated with Greek Revival, Adam, or Georgian-inspired surrounds (McAlester 2013:407-35). Traditional Neoclassical Revival stylizing is traditionally seen on two-story structures, so it is more common in New Traditional or Modern forms. Whereas, Colonial Revival, which is typically one-story, is more common on the Minimal Traditional, Bungalow, or Ranch forms. Neoclassical Revival/Colonial Revival stylization is commonly used in both residences and commercial use structures in the post-World War II period.

The occurrence of this type of style in residential construction dates from about 1895 to the late twentieth century (McAlester 2013:407-35). As is typical in post-World War II architecture, the application of Neoclassical Revival/Colonial Revival stylization is sometimes awkward and does not fit nicely within the traditional, pre-World War II stylization.

Eclectic Styles

Neoclassical Revival (1895 - 1955) / Colonial Revival (1880 - 1955)

GENERAL CHARACTERISTICS

- Plan: rectangular, irregular
- Foundation: continuous concrete, slab concrete
- Height: one- and two-stories
- Primary Exterior Material: stucco, brick
- Roof Type: side-gabled with wings
- Roof Detailing: concrete tiles
- Fenestration: wood frame, double-hung sash windows with multiple lights, multi-paned, wood or metal casement windows
- Detailing: full-height porch columns (Neo-Classical) or one-story height porch columns (Classical Revival), brick porch landings, symmetry about central door, pilasters, elaborate door surrounds, prominent chimneys, dormers



A Colonial Revival Style Residence at 4706 NW 41st Street (Alachua County), constructed in 1973

1. One, one and a half, or two-story
2. Porch or portico with columns
3. High degree of symmetry
4. Decorative elements include shutters, pilasters, elaborate door surrounds, sidelights, fanlights, dormers

Eclectic Styles

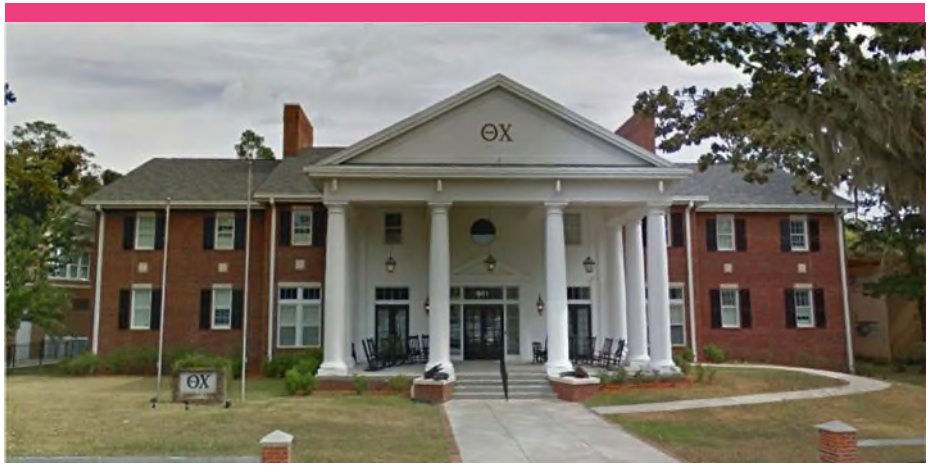
Neoclassical Revival (1895 - 1955) / Colonial Revival (1880 - 1955)



A Modern Form Residence at 413 Warwick Street (Santa Rosa County), constructed in 1955 (8SR2164)



A Colonial Revival Style Residence at 4802 NW 18th Place (Alachua County), constructed in 1968 (8AL7063)



A Neoclassical Revival Style institutional structure at 501 Fraternity Drive (Alachua County), constructed in 1955

Eclectic Styles

Mediterranean Revival / Spanish Revival

Mediterranean stylization was popular in pre-World War II architecture in Florida. The architectural style suggested tropical, seaside resort locales that lent itself to the Florida lifestyle. During the Land Boom in the early twentieth century, large subdivisions were designed in the Mediterranean Revival style and many of these structures remain. The post-World War II usage of Mediterranean Revival is distinguished from the 1920s heyday by the simplification of the form and style. Typical forms used for this style are Minimal Traditional or Ranch. In this more contemporary phase, homes are one story in height and rectangular in plan. Frequently, a front facing projecting bay is featured on one end of the principal elevation (McAlester 2013: 511). Residences from this period lack the complex interaction of its one- and two-story predecessors that often-combined varying roof pitches. Ornamentation was also simplified with fewer decorative stucco and tiles, more conservative use of barrel or "S" tiles, and simpler window and door openings.

GENERAL CHARACTERISTICS

- Plan: regular, rectangular
- Foundation: continuous concrete
- Height: one-story
- Primary Exterior Materials: stucco
- Roof Type: side-gabled, front-gabled
- Roof Surfacing: barrel or "S" tiles
- Fenestration: metal casement windows
- Detailing: gable vents, stucco beltcourses, built-in concrete planters, projecting and recessing facades, projecting sills, arcades, false balconies with ornamented railings, prominent chimneys

Related, and similar in stylizing, are the Spanish Revival, Pueblo, and Monterey styles. These styles, while oftentimes Easily distinguishable before World War II, become amalgamated after World War II and are combined into Mediterranean Revival/Spanish Revival style. Pueblo and Monterey styled residences are rare in Florida both pre-World War II and after the war. The following tables provide the typology and examples of Mediterranean Revival/ Spanish Revival and the related subtypes.

Mediterranean Revival



Stories: 1-2

Roof Form: Low-Pitched Gable Or Hip

Other Roof Elaboration: Roof Tiles, Parapet On Gable Roof

Chimneys: Stucco Clad

Porches/Railings/Porch Supports: Partial or Full Length, Rough Hewn Porch Supports

Widows/Doors: Board and Batten Door, Casement Windows

Exterior Wall Cladding: Stucco, Tiles, Scuppers

Very Common in Florida; Common Dates: 1910 to present

Eclectic Styles

Mediterranean Revival / Spanish Revival

Mission



Stories: 1

Roof Form: Flat, Parapets

Other Roof Elaboration: Roof Tiles, Parapets, Wide Eaves

Chimneys: Stucco Clad

Porches/Railings/Porch Supports: Arcaded or Rounded Porches with Heavy Square Piers

Widows/Doors: Round, Board and Batten Door, Casement Windows

Exterior Wall Cladding: Smooth Stucco, Quatrefoil Windows

Common in Florida; Common Dates: 1890 to 1920

Monterey



Stories: 1-2

Roof Form: Low-Pitched Gable or Hip

Other Roof Elaboration: Roof Tiles, Parapet On Gable Roof

Chimneys: Stucco Clad

Porches/Railings/Porch Supports: Full Length Porch (oftentimes only on the second story), Simple Wooden or Highly Ornated Metal

Widows/Doors: Board and Batten Door, Casement Windows

Exterior Wall Cladding: Stucco, Brick, Wood

Not Common in Florida; Common Dates: 1925 to 1955

Eclectic Styles

Mediterranean Revival / Spanish Revival

Pueblo



Stories: 1

Roof Form: Flat, Parapets

Other Roof Elaboration: Exposed *Vigas*

Chimneys: Stucco Clad

Porches/Railings/Porch Supports: Partial or Full Length, Rough Hewn Porch Supports

Widows/Doors: Board and Batten Door, Casement Windows

Exterior Wall Cladding: Smooth Stucco

Not Common in Florida; Common Dates 1910 to present

Spanish Revival



Stories: 1-2

Roof Form: Low-Pitched Gable or Hip; Flat (rare)

Other Roof Elaboration: Roof Tiles, Parapet On Gable Roof, Narrow Eaves

Chimneys: Stucco Clad, Elaborate Chimney Caps

Porches/Railings/Porch Supports: Arcaded or Rounded Porches, Small Second-Story Balconies, Turned Spindle or Twisted Spiral Balusters

Widows/Doors: Board and Batten Door, Casement Windows

Exterior Wall Cladding: Stucco, Brick, Wood, Tiles, Scuppers

Common in Florida; Common Dates: 1915 to 1970

Eclectic Styles

Mediterranean Revival / Spanish Revival



A Spanish Revival Style Residence at 4608 NW 41st Street (Alachua County) constructed ca. 1972



A Mission Style Residence at 1939 41st Avenue (Indian River County) constructed ca. 1949 (8IR495)



A Spanish Revival Style Residence at 4715 NW 41st Street (Alachua County), constructed in 1973



A Spanish Revival Style Residence at 4608 NW 39th Terrace (Alachua County), constructed in 1973

Eclectic Styles

Mediterranean Revival / Spanish Revival



A Mediterranean Revival Style Residence at 17657 Charley Johns Street NE (Calhoun County), constructed ca. 1966 (8CA583)



A Mediterranean Revival Style Residence at 5761 SW 47th Street (Miami-Dade County), constructed ca. 1952



A Pueblo Style Residence at 2635 Shore Drive (Charlotte County) constructed ca. 1925 (8CH390)

Eclectic Styles

Tudor Revival (1890 - 1940)

Tudor Revival was an eclectic style which was popular from 18901940 but continued to have a presence in the post-World War II era. The style is based on Renaissance European building styles. This style has been applied to several forms in the post-World War II era including Minimal Traditional, Bungalow, Ranch, Split-Level, and New Traditional. Houses in the Tudor Revival style are identified by their prominent, steeply-pitched roofs. Sometimes they are covered in false thatch or have parapeted gables. The walls may be brick, wood, stone, or stuccoed. Decoration is found in half-timbered walls, groups of narrow, multi-paned windows, and large chimneys topped with chimney pots (McAlester 2013: 449). Tudor Revival stylization on post-World War II structures typically consists of simplified false half-timbering, and multi-paned windows.

GENERAL CHARACTERISTICS

- Plan: regular, rectangular
- Foundation: continuous concrete or concrete slab
- Height: one-story or two-story
- Primary Exterior Materials: stucco, brick, and false half-timbering
- Roof Type: front-gabled
- Roof Surfacing: asphalt shingles, wood shingles
- Fenestration: metal casement windows, multi-paned windows
- Detailing: false half-timbering, decorative chimneys



A Tudor Revival Style Residence at 2205-7 Taylor Street (Broward County), constructed in 1950 (8BD9412)

1. Moderate to steeply-pitched roof
2. Half-timbered appearance
3. Walls may be brick, wood, stone, or stuccoed

Eclectic Styles

Tudor Revival (1890 - 1940)



A Tudor Revival Style Residence at 505 Collinsford Road (Leon County), constructed in 1976



A Tudor Revival Style Residence at 4619 NW 39th Terrace (Alachua County), constructed ca. 1975

Modern Styles

As discussed in the Modern form description, the Modern form and styles were first developed before World War II and continued evolving throughout the post-World War II era. The Modern styles after World War II are sometimes referred to as Post-Modern or Mid-Century Modern, but for this study Modern is being used for both pre-World War II and post-World War II. The Modern Styles are based on new methods of construction and materials such as concrete, glass, and steel. While pre-World War II Modern styles (Art Deco and Moderne) had some ornamentation, the post-World War II residential Modern styles are oftentimes devoid of exterior ornamentation and are characterized by simplicity and a return to natural materials. Florida was especially important in the development of Modern styles because several influential Modern architects practiced in Florida and the state acted as a laboratory for new and innovative interpretations of the Modern form and various styles (Hylton 2018). Modern styles were also applied to other forms besides Modern forms. Modern stylization (low-pitched or flat roofs, expansive or ribbon windows, mix of natural materials, built-in concrete planters, recessed/hidden entrances, etc.) are oftentimes found on Ranch form residences. Some of the more common Modern stylizations found in Florida residential architecture includes the Contemporary Style, Shed Style, International Style, Mansard Style, and the two regional Modern styles of Miami Modern and Sarasota Modern.

Popular Modern stylization was also very popular for commercial structures in the post-World War II era. Florida especially was an epicenter of the forward-thinking, positive ethos that was common in Post-War America. Inundated by new residents buoyed by the post-war economic boom and new industries in the state, Florida became an important laboratory for adopting innovative commercial architecture. Modern styles used for commercial buildings include International, New Formalism, Brutalism, and Mansard. Modern stylization in commercial buildings is addressed in Chapter 4.

Contemporary (1945 - 1990)

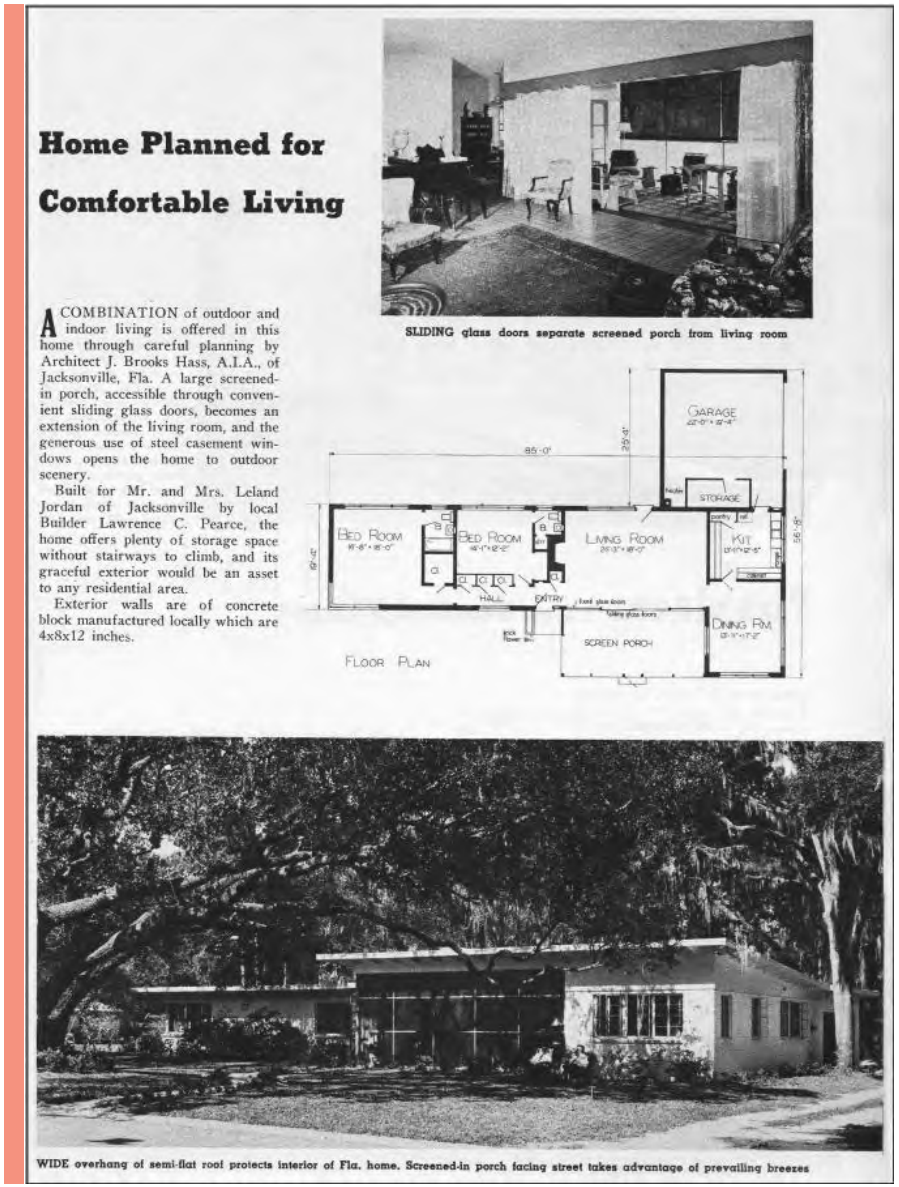
The Contemporary Style in residential buildings is identified by low-pitched gable roofs or flat roofs, eaves that are wide and overhang, exposed roof beams, large gable windows, the use of natural materials (wood, stone, brick, or concrete block), and a broad front façade with a hidden or recessed entrance. The Contemporary Style emphasized connecting outdoor living with the interior, using expansive rear courtyards, multiple wide doorways between the interior and the rear exterior, and landscaping associated with outdoor living (McAlester 2013: 628-646). The emphasis on outdoor living was especially popular in Florida due to the state's climate.

GENERAL CHARACTERISTICS

- Plan: regular, rectangular
- Foundation: continuous concrete and concrete slab
- Height: one-story with vaulted ceilings
- Primary Exterior Materials: mixed materials with natural materials (wood, stone, brick or concrete block)
- Roof Type: lot-pitched side-gabled, front-gabled, some flat roofs
- Roof Surfacing: asphalt
- Fenestration: metal casement windows, large windows
- Detailing: wide eaves, exposed roof beams, expansive windows, open (interior) foyers, built-in concrete planters, recessing entrances, focus on interaction between the private exterior space and the interior, less importance on exterior public spaces

MODERN STYLES

Contemporary (1945 - 1990)



Home Planned for Comfortable Living

A COMBINATION of outdoor and indoor living is offered in this home through careful planning by Architect J. Brooks Hass, A.I.A., of Jacksonville, Fla. A large screened-in porch, accessible through convenient sliding glass doors, becomes an extension of the living room, and the generous use of steel casement windows opens the home to outdoor scenery.

Built for Mr. and Mrs. Leland Jordan of Jacksonville by local Builder Lawrence C. Pearce, the home offers plenty of storage space without stairways to climb, and its graceful exterior would be an asset to any residential area.

Exterior walls are of concrete block manufactured locally which are 4x8x12 inches.

SLIDING glass doors separate screened porch from living room

WIDE overhang of semi-flat roof protects interior of Fla. home. Screened-in porch facing street takes advantage of prevailing breezes

A Contemporary House in Jacksonville
(Duval County) (*American Builder* November 1949.



A Contemporary Style residence at 26 Redwood Circle
(Broward County), constructed in 1958 (8BD8440)

1. Low-pitched or flat roof
2. Wide eaves
3. Broad front façade
4. Decorative elements include built-in planters, decorative shutters, integrated slants in roof overhang or porch roof supports, and concrete screen "breeze blocks"

Modern Styles

Shed (1965 - 1990)

The Shed Style is a variation on the Contemporary Style with an emphasis on a broken roofline and oftentimes a set of smaller clerestory windows where the roofline breaks. The design reflects the mid-twentieth century rise of environmentalism, concern for limiting impacts to the natural environment, and energy conservation. The high ceilings and clerestory windows provide passive cooling and allow for natural light to enter the interior. This style was first introduced in Northern California at the Sea Ranch development and became popular throughout the US (McAlester 2013: 648-653).

The style is characterized by sharp angles, minimal ornamentation, narrow, almost non-existent eaves, the use of natural materials, and obscured entrances. Windows are oftentimes boxed and most window openings face the rear, providing obscurity and privacy to the public elevations. First floor windows are fixed. Siding consists of a combination of natural materials such as wood or stone. Chimneys are typically clad in wood (McAlester 2013: 648-653).

GENERAL CHARACTERISTICS

- Plan: regular, rectangular
- Foundation: continuous concrete and concrete slab
- Height: one-story with vaulted ceilings
- Primary Exterior Materials: wood with other natural materials
- Roof Surfacing: asphalt shingles, wood, metal
- Fenestration: fixed and casement windows, large windows, clerestory windows
- Detailing: narrow to non-existent eaves, exposed roof beams, expansive windows, open (interior) foyers, recessing entrances, hidden entrance, few windows on the public elevations, wood siding on chimneys



A Shed Style House at 2531 Stone House Court (Leon County), constructed in 1986

1. Shed roof forms, typically multi-directional
2. Little-to-no eave
3. Wood siding - vertical, horizontal, diagonal boards, or shingles
4. Clerestory windows above shed roof junctions

Modern Styles

Shed (1965 - 1990)



A Shed Style Residence at 3812 NW 58th Terrace (Alachua County), constructed in 1982

Modern Styles

International (1925 - present)

The International Style was developed in the mid-1920s and was still evident in the late twentieth century. Characteristics include a smooth, usually stuccoed wall surface, flat roof, asymmetry, and expression of structure and building components. Horizontal emphasis is provided by bands of metal windows (often casements) called "ribbon" windows; these are usually set flush with the exterior wall and sometimes continue around a corner. Glass is also used as curtain walls and clerestories. Cantilevered projections such as balconies or entire upper floors add interest to the building's massing, and show the structural abilities of reinforced concrete. There is a general absence of ornamentation (Poppeliers el al. 1983:92; McAlester 2013:616-627). International Style was used for both residential, commercial, and institutional buildings.

GENERAL CHARACTERISTICS

- Plan: irregular, emphasis on horizontal lines and asymmetry
- Foundation: slab concrete
- Height: one-story to multiple stories
- Primary Exterior Materials: smooth surfaces using glass, concrete and metal
- Roof Type: flat without coping
- Roof Surfacing: built-up
- Fenestration: metal casement or fixed, set flush with outer wall; corner windows are common
- Detailing: no decorative detailing at doors or windows; a general absence of ornamentation, cantilevered projections as balconies or upper floors

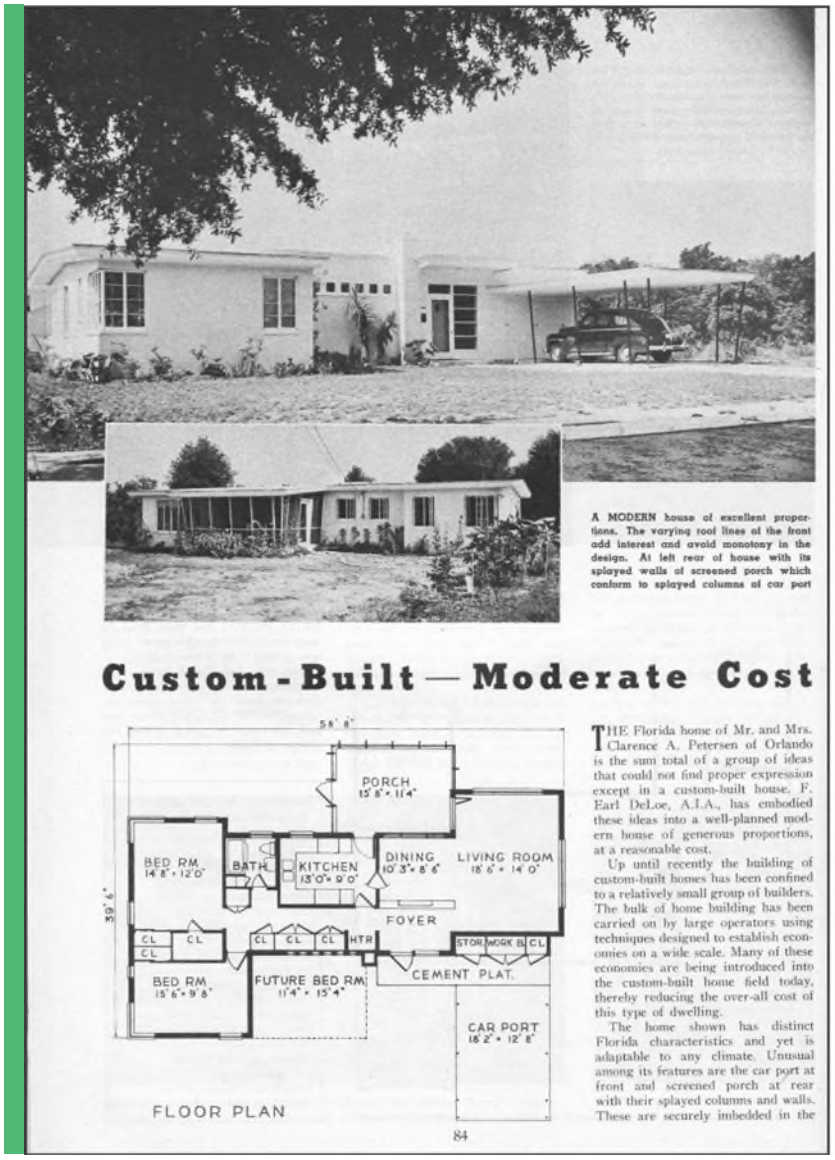


An International Style residence at 701 North S Street (Escambia County), constructed in 1950 (8ES3194)

1. Irregular plan, emphasis on horizontal lines
2. Smooth surfaces using glass, concrete and metal
3. Flat roof with built-up cladding
4. Fenestration: metal casement or fixed, set flush with outer wall, corner windows are common
5. Minor detailing: eyebrow ledges, entrances, balconies or upper floors

Modern Styles

International (1925 - present)



A MODERN house of excellent proportions. The varying roof lines of the front add interest and avoid monotony in the design. At left rear of house with its splayed walls of screened porch which conform to splayed columns of car port

Custom-Built — Moderate Cost

FLOOR PLAN

THE Florida home of Mr. and Mrs. Clarence A. Petersen of Orlando is the sum total of a group of ideas that could not find proper expression except in a custom-built house. F. Earl DeLoe, A.I.A., has embodied these ideas into a well-planned modern house of generous proportions, at a reasonable cost.

Up until recently the building of custom-built homes has been confined to a relatively small group of builders. The bulk of home building has been carried on by large operators using techniques designed to establish economies on a wide scale. Many of these economies are being introduced into the custom-built home field today, thereby reducing the over-all cost of this type of dwelling.

The home shown has distinct Florida characteristics and yet is adaptable to any climate. Unusual among its features are the car port at front and screened porch at rear with their splayed columns and walls. These are securely imbedded in the

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An International Style house in Orlando (Orange County) (*American Builder*, August 1949)



An International Style Residence at 212 SE 7th Street (Alachua County), constructed in 1960 (8AL2093)



An International Style residence at 263 Atlantic Avenue (Miami-Dade County), constructed circa 1954 (8DA15822)

Modern Styles

International (1925 - present)



An International Style Residence at 244 Nightingale Trail (Palm Beach County), constructed in 1946 (8PB7916)

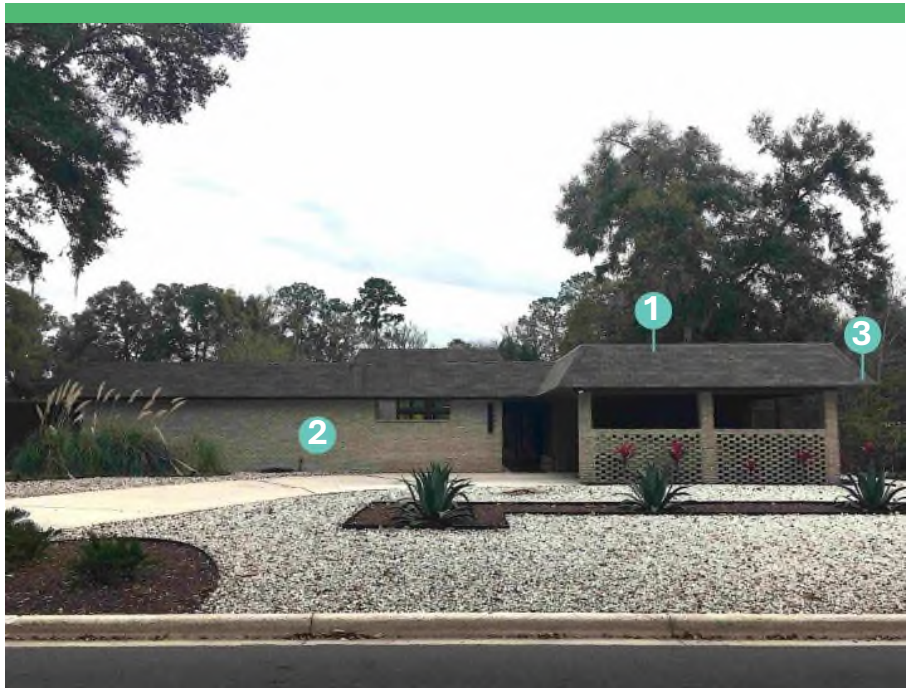
Modern Styles

Mansard (1940 - 1985)

The Mansard style was used in both commercial and residential structures and is characterized by the presence of a Mansard roof (dual-pitched hipped) on the structure. The Mansard roof is typically the location of a second story or a half story. Some Mansard roofs also have dormers. Oftentimes the cladding consists of brick (or brick veneer) and the entrance/s, windows and/or dormers have arches. Double entrance doors, quoins, and exterior chimneys are typical in architect-designed Mansard Style buildings. The Mansard Style offered a more formal, dramatic style than other styles popular during the post-World War II period (McAlester 2013: 686-692).

GENERAL CHARACTERISTICS

- Plan: Square or Rectangular
- Foundation: slab concrete
- Height: one and a half story to multiple stories
- Primary Exterior Materials: brick or other natural materials
- Roof Type: mansard
- Roof Surfacing: asphalt or wood shingles
- Fenestration: metal or vinyl, oftentimes ornamented with arch (rounded or segmental)
- Detailing: Mansard roof with or without dormers, arches over the windows and or entrance, double door on the entrance, exterior chimney



A Mansard Style Residence at 4401 NW 19th Avenue (Alachua County), constructed in 1969 (8AL7162)

1. Mansard roof - can contain upper story or be stylistic
2. Cladding of brick or natural materials
3. Decorative elements include flared eaves, dormers, segmental arches, quoins

Modern Styles

Regional Modern Style: Miami Modern (MiMo)

Miami Modernism or "MiMo," was created during the period of postwar prosperity in South Florida where Modernism was already popular. MiMo refers to the architecture in South Florida from 1945 until the late 1960s, and includes the Subtropical Modern office buildings in downtown Miami and the Resort MiMo of the area's hotels and motels (Nash and Robinson 2004:9).

MiMo architecture uses symbolism to communicate its function and emphasizes blending and creating a continuity between indoors and outdoors. MiMo designs incorporated acute angles, asymmetrical compositions, and often took the form of a tower atop a broad base. Unique shapes such as boomerangs, hyperparaboloids, cheeseholes (round holes of various sizes), and woggles (biomorphic kidney shapes) were common shapes. Typical MiMo buildings have ribbon windows which could be boxed or canted. Often, window bays were set among projecting piers and floor slabs, creating an "egg crate" façade appearance. Clerestory and jalousie windows were also widely used. Common materials in MiMo architecture included aggregate, aluminum, concrete block and stucco, crab orchard stone, keystone, glass mosaic tile, and plate glass. Buildings are often constructed with random ashlar masonry patterns and used slumped or Roman brick. Other typical elements were cantilevers, catwalks, compressed arches, Concrete canopies, curtain wall construction, cutouts, eyebrows, floating staircases, intersecting planes, pilotis, rounded eaves, shed roofs, built-in planters, and tray balconies (Janus Research 2007: 50)

In a recognition of the blending between indoor and outdoor living, shading and screening devices are an important component of MiMo architecture with the usage of wooden, metal, and concrete louvers, metal grilles, and screen block in geometric and organic patterns. Buildings also incorporated marine and space-age imagery, reflecting the fascination with science and technology during the post-World War II era. Decoration took the form of murals, mosaics, decorative railings, and textured stucco. Thin metal rods known as "beanpoles" were also used for decoration in interior and exterior spaces, balconies, lobbies, and stairs. The Chalet Style was influential to MiMo designs, creating buildings with gabled front façades and vertically-extended eaves. The lettering used in signage on MiMo buildings was carefree, often italicized, sans serif, upward slanting script (Janus Research 2007: 51).

MiMo is classified into two distinct strains, Resort MiMo and Subtropical Modernism. Resort MiMo architecture reflected the post-War period's lavish Hollywood sets, automobile styles, space race, and desire for something newer, bigger, and better (Nash and Robinson 2004:37). The American fascination with Futurism was a pervasive influence in the designs of Resort MiMo. Subtropical Modernism was a strain of the modern movement that recognized the needs of a year-round population rather than solely the demands of the resort guests. As a result, designers addressed the humidity and heat of summer by designing structures with breezy corridors, covered galleries, and shady courtyards. Subtropical Modernism also employed elements associated with the International Style of architecture that included glass walls and low-slung lines, flat roofs and wide eaves, and free-flowing interior spaces (Janus Research 2007: 51-55).

Modern Styles

Regional Modern Style: Miami Modern (MiMo)

1. Acute angles
2. Asymmetrical compositions
3. Unique shapes such as boomerangs, hyperparabolids, cheeseholes, woggles
4. Ribbon windows that are boxed or canted; jalousie and clerestory windo0ws
5. Projecting concrete or stucco ledges
6. Commonly used cladding include glass, concrete, stone, mosaic tiles, plate glass
7. Flat roofs
8. White with splashes of bright colors



Miami Modern Style building at 4044 Meridian Avenue (Miami-Dade County), constructed in 1958

Modern Styles

Regional Modern Style: Miami Modern (MiMo)



A 1950s Advertisement for the Thunderbird Resort Motel on Miami Beach. The Thunderbird was one of many structures designed by Miami Modern architect Norman Giller.

Modern Styles

Regional Modern Style: Miami Modern (MiMo)



A Miami Modern Style building, the Miami North Beach Bandshell - (Miami Dade County), constructed in 1963 (8DA19570)



A Miami Modern Style building at Haulover Park (Miami-Dade County), constructed ca. 1961



(Left) A Miami Modern Style Building at 975 W. 41st Street (Giller Building, National Register-Listed, Miami-Dade County), constructed in 1957 (8DA15235)

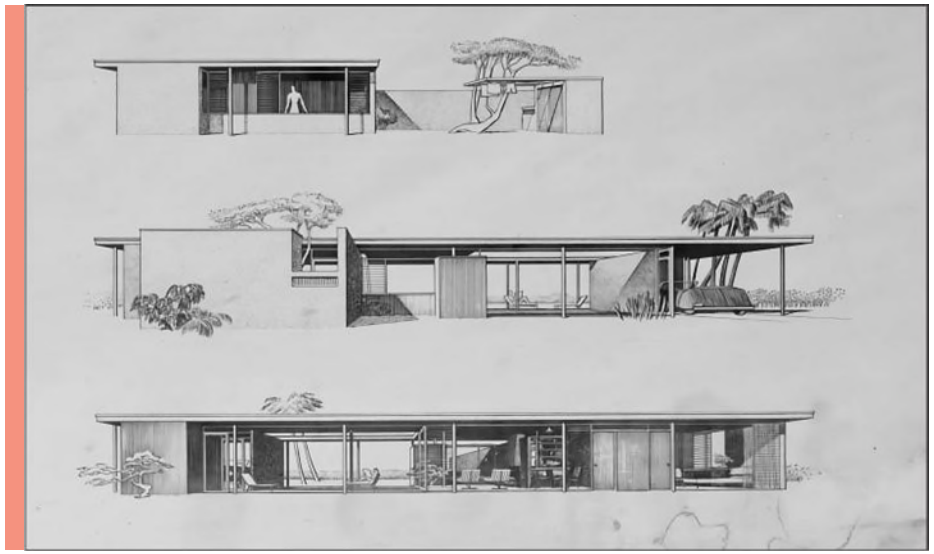


(Right)A Miami Modern Style building at 960 W. 41st Street (Miami-Dade County), constructed in 1961 (8DA14850)

Modern Styles

Regional Modern Style: Sarasota Modern

Sarasota Modern is a modified International Style that utilized local materials such as Ocala Block, and cypress wood, and more common materials such as concrete in unique forms. The forms found in Sarasota Modern are borrowed from typical Southern architecture including modular construction, elevated floors, and efficient environmental control systems. The addition of low maintenance materials that played on light and shadow define the Sarasota Modern design with a focus on horizontal spaces. Similar to MiMo, the Sarasota Modern architects also worked to integrate indoor and outdoor living spaces to reflect the Florida lifestyle. However, in contrast to MiMo, the Sarasota Modern designs were minimalist in their ornamentation and relied on the play of light and the natural surroundings. The Sarasota Modern style was also relatively short-lived, with it going out of vogue in the Sarasota community by the end of the 1960s and early 1970s. Pictured on this page is the Revere Quality House designed by Paul Rudolph in 1948. Reflecting the use of new materials into architectural designs after World War II, the design was entered into a competition sponsored by Revere Copper and Brass Company who worked with the Southwest Research Institute to advocate for the use of modern design in speculative housing, which was not typical during this time period (Shiver 2007: Section 8; Muldowney and Shiver 2007: Section 8).



A Sarasota Modern Building at 100 Ogden Street (Revere Quality House, National Register-Listed, Sarasota County), constructed in 1948 (8SO2439) (Rendering courtesy of the Library of Congress)



A Sarasota Modern Style residence at 1155 Center Place (Sarasota County), constructed in 1957 (8SO5846)

Modern Styles

Regional Modern Style: Sarasota Modern



A Sarasota Modern Building at 1310 Westway Drive (Sarasota County), constructed in 1953 (8SO2450)

1. Modern style with emphasis on connection with nature through integration of indoor and outdoor spaces and large windows
2. Incorporation of local materials
3. Emphasis on horizontality

Modern Styles

Regional Modern Style: Sarasota Modern



A Sarasota Modern Style residence at 4827 NW 19th Place (Alachua County), constructed in 1975 (8AL7295)



A Sarasota Modern Style residence at 1677 Hyde Park Street (Sarasota County), constructed in 1963 (8SO2417)



A Sarasota Modern Style residence at 2208 Woodbine Avenue (Polk County), constructed in 1957 (8PO8826)

American Vernacular Styles

Vernacular (or Folk) houses are designed without imitating a specific style. Most often they are built by nonprofessionals and, in many cases, by the occupants themselves (McAlester 2013: 753). Before World War II, most vernacular residences were constructed with a wood frame and are oftentimes referred to as "Cracker Architecture" for the early American settlers in Florida, called Crackers, and the simple wood structures they constructed (Haase 1992:10-11) However, after World War II, the use of concrete became much more common in residential structures and a new type of vernacular architecture based on the use of concrete blocks was introduced in the nomenclature. Most vernacular style houses are in the Minimal Traditional form.

The structures described as Vernacular are simple, largely unornamented, and constructed out of readily-available materials. Most vernacular structures have brick or concrete pier foundations or continuous concrete block foundations (more common in the post-World War II era). Gable roofs are most common, followed by hip roofs. The exterior cladding is most often wood siding or stucco and roof cladding is metal, either corrugated or crimped. Windows are commonly wood or metal double-hung single sashes. Below are descriptions and examples of Frame Vernacular and Masonry Vernacular structures in Florida.

Frame Vernacular Style (1930 - present)

The Contemporary Style in residential buildings is identified by low-pitched gable roofs or flat roofs, eaves that are wide and overhang, exposed roof beams, large gable windows, the use of natural materials (wood, stone, brick, or concrete block), and a broad front façade with a hidden or recessed entrance. The Contemporary Style emphasized connecting outdoor living with the interior, using expansive rear courtyards, multiple wide doorways between the interior and the rear exterior, and landscaping associated with outdoor living (McAlester 2013: 628-646). The emphasis on outdoor living was especially popular in Florida due to the state's climate.

1. Simple, unornamented structures
2. Gable or hip roofs
3. Pier foundations of brick or concrete
4. Cladding is typically wood



A Frame Vernacular Style Residence at 5271 Glover Lane (Santa Rosa County) constructed in 1957 (8SR2672)

American Vernacular Styles

Frame Vernacular Style (1930 - present)



A Frame Vernacular Style Residence at 7007 Zona Avenue (Duval County), constructed in 1945 (8DU11369)



A Frame Vernacular Style Residence at 1026 Mills Avenue (Escambia County), constructed in 1950



A Frame Vernacular Style Residence at 737 49th Street (Palm Beach County), constructed in 1948

American Vernacular Styles

Frame Vernacular Style (1930 - present)

Masonry Vernacular houses share many of the same characteristics with those constructed in the Frame Vernacular style. Most often these buildings are designed by nonprofessionals and are modest in design. Masonry Vernacular structures tend to be simple, largely unornamented, and constructed out of readily-available materials. This style's guiding principle is the long tradition of simple masonry construction techniques used in Western architecture. Windows and doors are symmetrically spaced on a facade to form a regular rhythm of solids and voids called "bays." Where there is more than one floor, openings are aligned from floor to floor for structural purposes. Decoration is simple and limited usually to string courses, window and door lintels, and cornices.

The use of ready-mixed concrete revolutionized building techniques after 1920 (Rifkind 1980:293) and the development of new concrete mixes continued into the post-World War II era. Buildings constructed using concrete blocks provided the same amount of strength as other traditional masonry units but were lighter and cheaper (McAlester 2013:38). Many times, concrete block was covered in a veneer of brick or stone in order to make composite masonry walls and to enhance the exterior appearance.



A Masonry Vernacular Style Residence at 5211 Glover Lane (Santa Rosa County), constructed in 1959 (8SR2671)

1. Simple, unornamented structures
2. Gable or hip roofs
3. Continuous foundations

American Vernacular Styles

Masonry Vernacular Style (1930 - present)



A Masonry Vernacular Style Residence at 104 14th Street SE (Polk County), constructed in 1946 (8PO6919)



A Masonry Vernacular Style Residence at 2255 State Road 542 (Polk County), constructed in 1953 (8PO6941)



A Masonry Vernacular Style Residence at 413 NW 3rd Avenue (Alachua County), constructed in 1950 (8AL5305)

American Vernacular Styles

Masonry Vernacular Style (1930 - present)



A Masonry Vernacular Style Residence at 628 49th Street (Palm Beach County), constructed in 1950



A Masonry Vernacular Style Residence at 1011 East Fourteenth Avenue (Hillsborough County), constructed in 1949



A Masonry Vernacular Style Residence at 128 Edgewood Drive (Polk County), constructed in 1956 (8PO6938)

CHAPTER 4: COMMERCIAL STYLES

The state of Florida during the post-World War II era experienced explosive growth in both population and development (commercial and residential). The shift of residential developments out of urban areas and into subdivisions resulted in the same movement of commercial districts to the suburbs. Downtown areas, wishing to rebrand as business districts, courted government and business offices as shopping moved to the suburbs. The shift in commercial infrastructure was further hastened by the construction of limited access roadways leading to the subdivisions. The cleared residential areas in the urban centers were re-developed for commercial use.

Some commercial architecture during this time period harkened to the pre-war past with Eclectic Styles that expressed strength such as Neoclassical Revival Style and Mediterranean Revival Style. These styles expressed tradition and strength at a time of economic and social upheaval. Similar to the residential use of these traditional styles during this time period, commercial use of these styles were simplified, reflecting the popularity of Modern architecture.

Modern stylization was also very popular for commercial structures in the post-World War II era. Florida especially was an epicenter of the forward-thinking, positive ethos that was common in Post-War America. Inundated by new residents buoyed by the post-war economic boom and new industries in the state, Florida became an important laboratory for adopting innovative commercial architecture. Modern styles used for commercial buildings include International, New Formalism, Brutalism, and Mansard. Roadside architecture such as Googie and Populuxe were also very popular in Florida due to the tourism-based economy in the state.

ECLECTIC STYLES

- Neoclassical Revival
- Mediterranean Revival / Spanish Revival

COMMERCIAL MODERN STYLES

- International
- New Formalism
- Brutalism
- Mansard
- Googie (roadside architecture)



An Architectural Rendering of the West Elevation of the Florida State Capitol, ca. 1973 (Courtesy of Florida Memory)

Eclectic Styles

The strong lines and sense of strength expressed by Eclectic Styles such as the Neoclassical Revival style also lent itself to commercial-use structures constructed during the post-war period. After the economic decline during the Great Depression and subsequent cultural upheaval from World War II, some institutions such as banks and governments wanted to express a sense of tradition and strength. For this reason, there are numerous commercial structures constructed in the Neoclassical Revival during this period.

Neoclassical Revival (1895 - 1955) / Colonial Revival (1880 - 1955)

The Neoclassical Revival style (frequently used interchangeably with Colonial Revival in the post-World War II period) is an eclectic renewal of the earlier classical styles. This style is characterized by distinctive central entrances, lintels or arches on windows and doorways, and dormers. The entrance porch roof is gabled, hipped, or flat (as in the Greek Revival tradition) and is supported by classical columns in often the Ionic or Corinthian orders. Later examples use slender square columns with abstracted or no capitals. Windows are usually double-hung sashes. The arrangement of windows is commonly symmetrical about a central door. The central doorway is usually elaborated with Greek Revival, Adam, or Georgian-inspired surrounds (McAlester 2013:407-35).



A Neoclassical Style commercial building at 11325 S. Dixie Highway (Miami-Dade County), constructed in 1955

Eclectic Styles

Mediterranean Revival/Spanish Revival

The Eclectic Style of Mediterranean Revival/Spanish Revival remained popular in Florida into the post-World War II period. Reflecting the Spanish and Caribbean influence in Florida, the use of stucco, parapets, loggia, and red tile roofs in commercial-use buildings continued into the Modern Era.

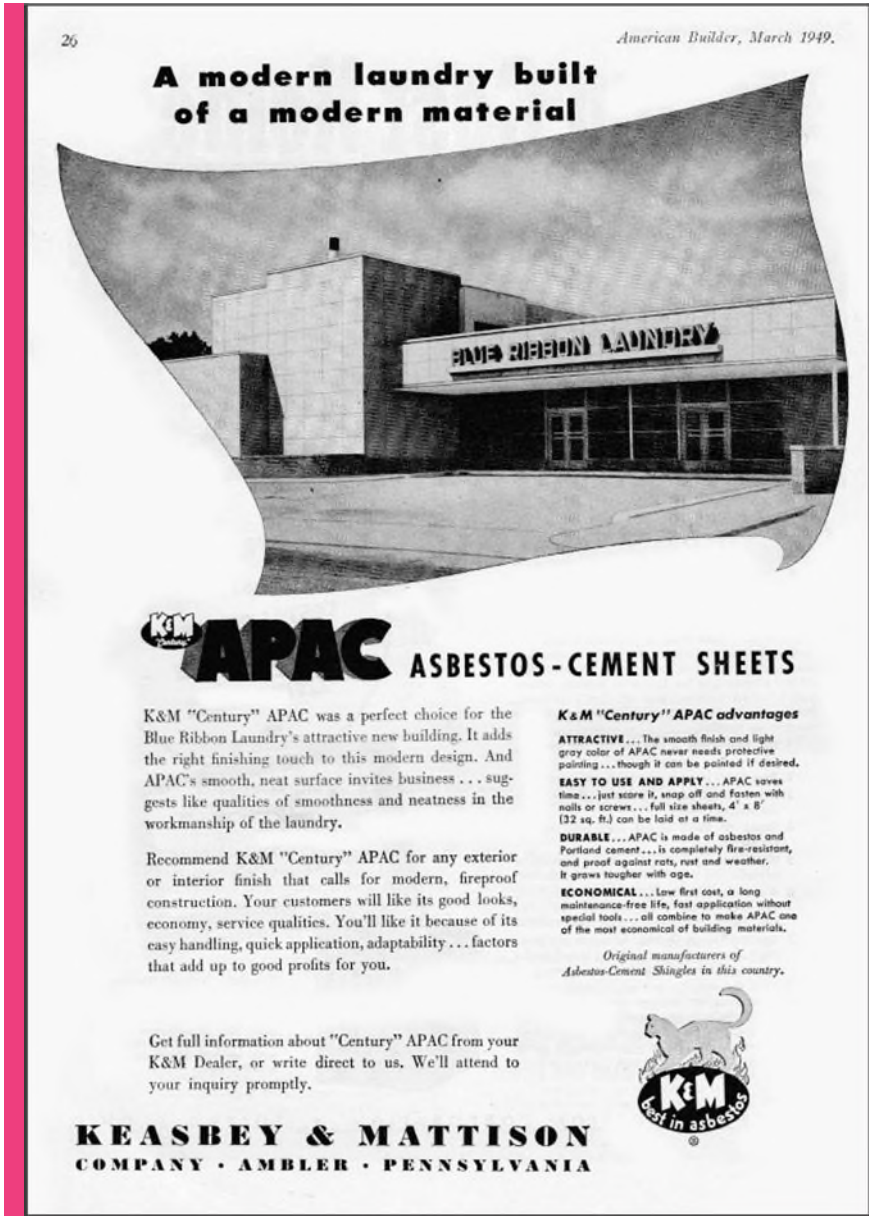


A Mediterranean Revival Style commercial building at 3370 Pet Country Court (Escambia County), constructed in 1976 (8SE3171)

Commercial Styles

Modern Commercial Styles

Modern architecture was popular with commercial and government buildings because the styles suggested strength, forward-thinking, and modernity. Elements of Commercial Modern includes textured stucco, boxed windows, concrete canopies, and eyebrow ledges. The use of new materials in Commercial Modern architecture also helped businesses distinguish themselves in a period of rising consumer culture and intense business competition. New materials included asbestos, lighter concrete, lighter structural metal, and glass. An advertisement in a March 1949 American Builder magazine showcased new materials as superior to older materials and as a way to attract customers. The four main Commercial Modern styles found in Florida during the post-World War II era are International, New Formalism, Brutalism, Mansard, and Googie/Populuxe (roadside architecture).



Advertisement for Asbestos-Cement Sheets for commercial structures to provide a Modern look, American Builder, March 1949

COMMERCIAL STYLES

International (1925 - present)

The International Style is based on modern methods of construction and materials such as concrete, glass, and steel. The International Style was developed in the mid-1920s and was still evident in Florida in the late twentieth century. Characteristics include a smooth, usually stuccoed wall surface, flat roof, asymmetry, and expression of structure and building components. Horizontal emphasis is provided by bands of metal windows (often casements) called "ribbon" windows; these are usually set flush with the exterior wall and sometimes continue around a corner. Glass is also used as curtain walls and clerestories. Cantilevered projections such as balconies or entire upper floors add interest to the building's massing and show the structural abilities of reinforced concrete. There is a general absence of ornamentation (Poppeliers el al. 1983:92; McAlester 2013:468-471).

GENERAL CHARACTERISTICS

- Plan: irregular, emphasis on horizontal lines and asymmetry
- Foundation: slab concrete
- Height: one-story to multiple stories
- Primary Exterior Materials: smooth surfaces using glass, concrete and metal
- Roof Type: flat without coping
- Roof Surfacing: built-up
- Fenestration: metal casement or fixed, set flush with outer wall; corner windows are common
- Detailing: no decorative detailing at doors or windows; a general absence of ornamentation, cantilevered projections as balconies or upper floors



An International Style commercial building at 14 E. Sunrise Boulevard (Broward County), constructed in 1951

1. Irregular plan, emphasis on horizontal lines
2. Smooth surfaces using glass, concrete and metal
3. Flat roof with built-up cladding
4. Fenestration: metal casement or fixed, set flush with outer wall, corner windows are common
5. Minor detailing: eyebrow ledges, entrances, balconies or upper floors

COMMERCIAL STYLES

International (1925 - present)



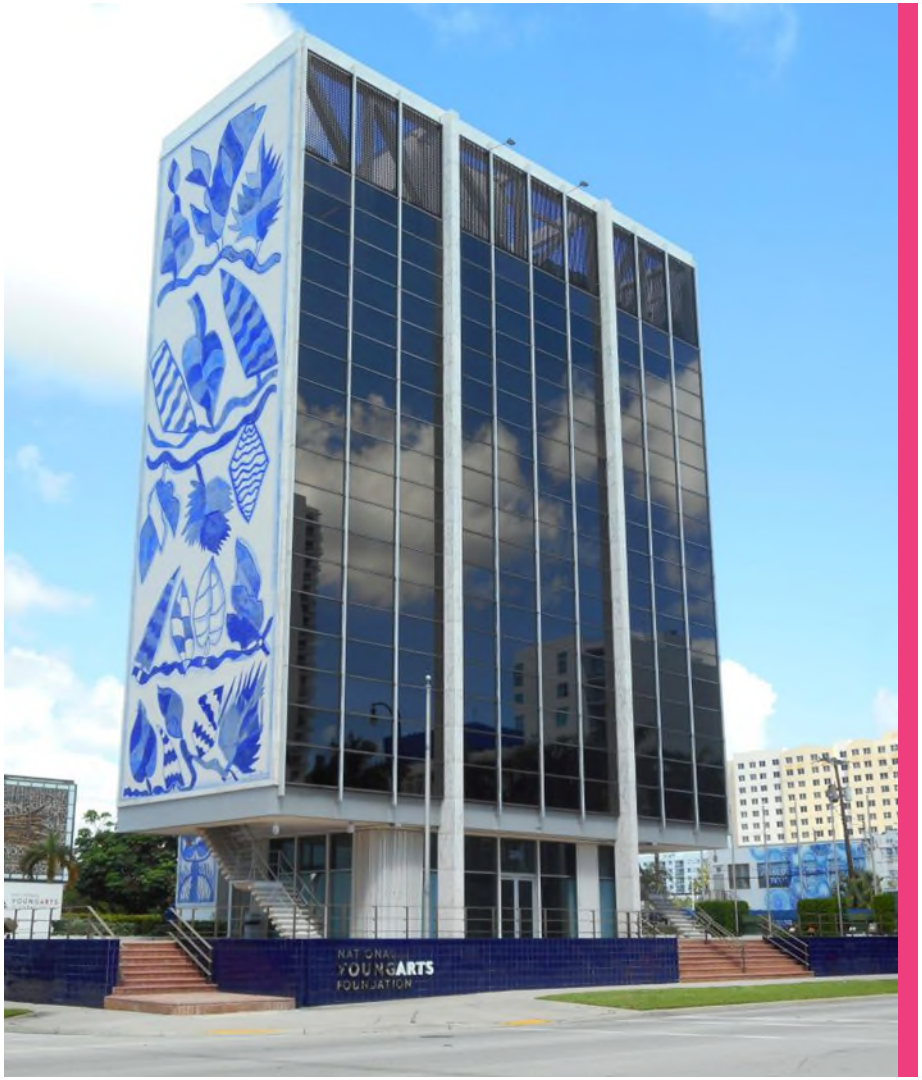
An International Style commercial building at 7300 N. Kendall Drive (Miami-Dade County), constructed in 1972 (8DA21568)



An International Style commercial building at 200 N. Dixie Highway (Broward County), constructed in 1966 (8BD9420)

Commercial Styles

International (1925 - present)



An International Style Commercial Building at 2100 Biscayne Boulevard (Bacardi Building, National Register-Listed; Miami-Dade County), constructed in 1963 (8DA11252)



An International Style commercial building at 4180 SW 74th Court (Miami-Dade County), constructed in 1975 (8DA21573)

COMMERCIAL STYLES

New Formalism (1950s - 1970s)

New Formalism, sometimes referred to just as Formalism, is a Modern Style that harkens back to Classical styles with a new interpretation of Classical style elements. New Formalism maintains the symmetry that is a component of the Classical styles but reimagines the typical Classical arcades with slim, concrete or metal columns devoid of the stylistic ornamentation found in Classical styles. New Formalism uses flat roofs and unadorned exterior walls to provide a feeling of smoothness and reminiscent of the typical architecture in ancient Classical architecture (McAlester 2013: 662-664). In Florida, perhaps the most striking and well-known example of New Formalism is the Florida State Capitol building in Tallahassee, which was constructed between 1973 and 1977.

GENERAL CHARACTERISTICS

- Plan: rectangular, emphasis on vertical lines and symmetry
- Foundation: slab concrete
- Height: one-story to multiple stories
- Primary Exterior Materials: smooth surfaces using glass, concrete and metal
- Roof Type: flat without coping
- Roof Surfacing: built-up
- Fenestration: metal casement or fixed, set flush with outer wall
- Detailing: ornamental concrete grille (brise-soleil), slender columns sometimes arcaded, courtyards, glass walls



A New Formalism Style Commercial Structure at 400 N. Ocean Boulevard (Palm Beach County), constructed in 1962

1. Modern interpretation of Classical elements
2. Symmetry
3. Arcades of slim concrete or metal columns
4. Flat roofs
5. Smooth, unadorned walls
6. More common in civic and commercial buildings than residential

Commercial Styles

New Formalism (1950s - 1970s)



An architectural Rendering of the West Elevation of the Florida State Capitol, ca. 1973 (Courtesy of State Archives of Florida)



A 1979 photograph of the recently completed Florida State Capitol Building, showing the west elevation (Courtesy of State Archives of Florida)



A detail photograph showing the slender columns on the east elevation of the Florida State Capitol Building (Courtesy of Donn Dughi Collection, State Archives of Florida)

COMMERCIAL STYLES

New Formalism (1950s - 1970s)



A New Formalism Style commercial building at 990 Woodland Boulevard (Volusia County), constructed in 1975



A New Formalism Style Institutional Building at Polk State College (Polk County), constructed in 1966

Commercial Styles

New Formalism (1950s - 1970s)



A New Formalism Style Commercial Building at 9600 Bird Road (Miami-Dade County), constructed in 1964 (8DA11587)

Commercial Styles

Brutalism (1950s - 1970s)

The roots of the Brutalist Style are from the Bauhaus School in Germany. As the name suggests, Brutalism is characterized by large, bold, bulky designs with large expanses of hard materials such as concrete or stone. Windows are oftentimes recessed and limited to narrow vertical areas of fixed glass. Other modernistic stylization found in Brutalism includes boxed windows, eyebrow ledges, concrete entry canopies, projecting second stories, coffered flat roof extensions, open exterior staircase, and use of textured stucco. Brutalism was popular with institutions and government structures as the Style suggests strength and stability (McAlester 2013: 664).

GENERAL CHARACTERISTICS

- Plan: Square or Rectangular
- Foundation: slab concrete
- Height: multiple stories
- Primary Exterior Materials: smooth surfaces with emphasis on hard materials such as concrete, stone or metal. Glass is not the primary exterior material.
- Roof Type: flat
- Roof Surfacing: built-up
- Fenestration: metal casement or fixed. Oftentimes windows are narrow and run vertically.
- Detailing: bulky columns, cantilevered projections as balconies or upper floors, decorative concrete



A Brutalist Style Commercial Structure at 5000 T Rex Avenue (Palm Beach County), constructed in 1971 (8PB213)

1. Exposed concrete construction
2. Bulky, angular, monumental massing
3. Recessions and projections in design
4. Recessed windows
5. More common in civic than residential

Commercial Styles

Brutalism (1950s - 1970s)



A Brutalist Style commercial building at 11201 S. Dixie Highway (Miami-Dade County), constructed in 1964

COMMERCIAL STYLES

Brutalism (1950s - 1970s)



A Brutalist Style commercial building at 1300 W. Lantana Road (Palm Beach County), constructed in 1964 (8PB18601)



Photograph of First Federal Savings and Loan Association (8PB18601) as it appeared in the 1960s *(Photo from post card, accessed from https://www.amazon.com/Federal-Association-Original-Vintage-Postcard/dp/B00P6RFG8I)*

COMMERCIAL STYLES

Mansard (1940 - 1985)

The Mansard style was used in both commercial and residential structures and is characterized by the presence of a Mansard roof (dual-pitched hipped) on the structure. The Mansard roof is typically the location of a second story or a half story. Some Mansard roofs also have dormers. Oftentimes the cladding consists of brick (or brick veneer) and the entrance/s, windows and/or dormers have arches. Double entrance doors, quoins, and exterior chimneys are typical in architect-designed Mansard Style buildings. The Mansard Style offered a more formal, dramatic style than other styles popular during the post-World War II period (McAlester 2013: 686-692).

GENERAL CHARACTERISTICS

- Plan: Square or Rectangular
- Foundation: slab concrete
- Height: one and a half story to multiple stories
- Primary Exterior Materials: brick or other natural materials
- Roof Type: mansard
- Roof Surfacing: asphalt or wood shingles
- Fenestration: metal or vinyl, oftentimes ornamented with arch (rounded or segmental)
- Detailing: Mansard roof with or without dormers, arches over the windows and or entrance, double door on the entrance, exterior chimney



A Mansard Style commercial building at 9800 SW 77th Avenue (Miami-Dade County), constructed in 1975 (8DA21622)

1. Mansard roof - can contain upper story or be stylistic
2. Cladding of brick or natural materials
3. Decorative elements include flared eaves, dormers, segmental arches, quoins

Commercial Styles

Mansard (1940 - 1985)



A Mansard Style commercial building at 7832 SW 24th Street (Miami-Dade County), constructed in 1975 (8DA21575)



A Mansard Style commercial building at Guernsey City, 4851 W. Gandy Boulevard (Hillsborough County), constructed in c. 1961

Commercial Styles

Googie/Populuxe/Roadside Architecture

The tourism economy in Florida increased significantly after World War II. With the economy humming and a consumer consumption culture that was ramping up, the post-World War II period meant that Americans wanted to explore new places and purchase new things. At the same time, the scientific advances that occurred in the post-World War II era ushered in an era of optimism for the future. Some commercial architecture during this period reflected this energy and optimism with interesting shapes such as boomerangs, diagonals, starbursts, neon lights, and bright colors. These unique shapes and colors also helped attract potential customers to businesses. The style is referred to as Googie and Populuxe and was very popular in Florida during the post World War II era. These types of roadside architecture fell out of popularity in the late twentieth century, so examples of this type of stylization are rare or are heavily altered.



A Roadside Architecture Style commercial building at 3599 N. Federal Highway (Broward County), constructed in 1956 (8BD5104)

GENERAL CHARACTERISTICS

- Plan: Square or Rectangular
- Foundation: slab concrete
- Height: one and a half story to multiple stories
- Primary Exterior Materials: brick, concrete, typically painted bright colors or patterns
- Roof Type: flat or low pitch with angles
- Roof Surfacing: metal
- Fenestration: curtain windows
- Detailing: boomerangs, diagonals, starbursts, neon lights, and bright colors

1. Unique shapes such as sharp angles on roofs
2. Eye-catching signs using neon lights
3. Located on major roadways
4. Tropical or exotic themes including landscaping

Commercial Styles

Googie/Populuxe/Roadside Architecture



A Roadside Architecture Style commercial building at 338 N. Dixie Highway (Broward County), constructed in 1955 (8BD9418)



A Roadside Architecture Style commercial building at 4616 14th Street West (Manatee County), constructed in 1967



A Roadside Architecture Style commercial building at 1405 SW 13th Street (Alachua County), constructed in 1968



A Roadside Architecture Style commercial building at 1101 Thomasville Road (Leon County), constructed in ca. 1970

Commercial Styles

Gogia/Populuxe/Roadside Architecture



A Roadside Architecture Style building at 649 34th Street North (Pinellas County), constructed in 1962



Roadside Architecture Style commercial building at 8301 Blind Pass Road Street (Pinellas County), constructed in 1952



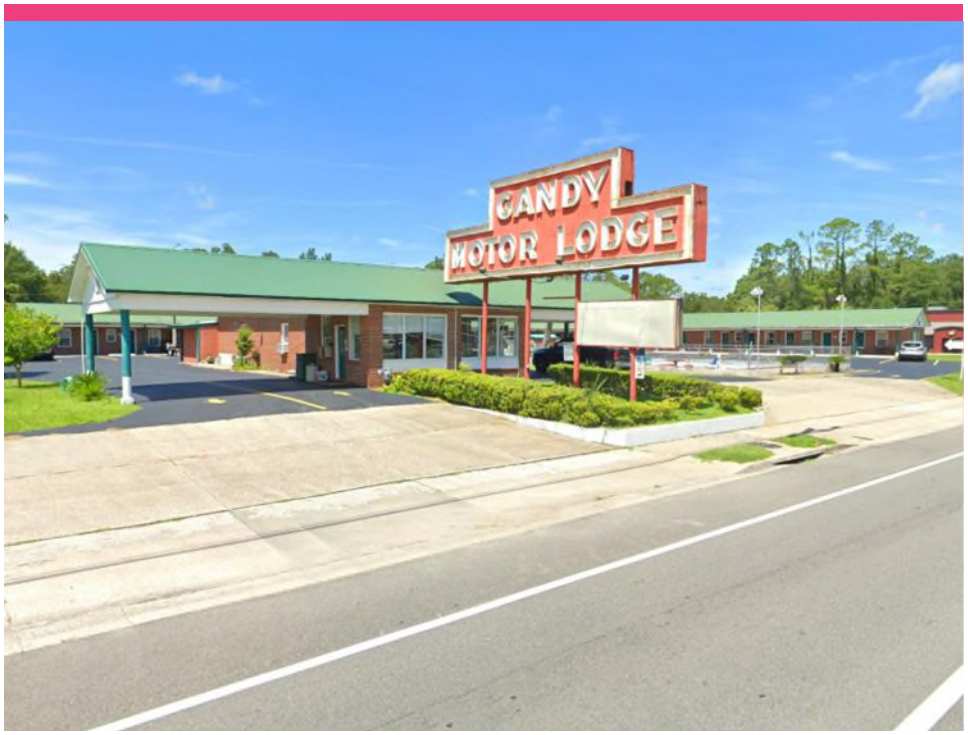
A Roadside Architecture Style commercial building at 4999 Gulf Boulevard (Pinellas County), constructed in 1967



A Roadside Architecture Style commercial building at 12206 Front Beach Road (Bay County), constructed in 1958 (8BY2644)

Commercial Styles

Googie/Populuxe/Roadside Architecture



A Roadside Architecture Style commercial building at 2239 S. Byron Butler Parkway (Taylor County), constructed in 1955



A Roadside Architecture Style commercial building at Busch Gardens (Pinellas County), constructed in 1959



A Roadside Architecture Style commercial building at 3939 49th Street North (Pinellas County), constructed in c. 1960

CHAPTER 5: COMMON ALTERATIONS

Residential Alterations

Alterations to residential structures during the post-World War II era were very common, and in fact, expected. Typical post-World War II homes were relatively small consisting of two bedrooms, one full bathroom, a living room and a kitchen. As a result, homeowners oftentimes undertook alterations to the houses to accommodate growing families. The economic prosperity and do-it-yourself ethos of the period also encouraged owners to undertake home renovations and additions. Developers and architects planned for additions and renovations to occur almost immediately after the initial construction was completed. An article from the July 1960 American Builder discussed a contractor, Herbert Richheimer, who had developed a range of renovations specialized for homes constructed by Levitt and Sons, almost immediately after they were constructed.

Alterations to commercial structures were also common during this time period. Businesses wished to update their buildings to reflect the changing times and provide a new experience for customers. Examples of common post-World War II commercial alterations are provided at the end of this Chapter to assist professionals in identifying these types of alterations.

When CRM professionals survey and evaluate post-World War II resources, the context and time period of any alterations should be considered. The alterations themselves tell a story about the development of the subdivisions and the surrounding area. These developmental themes should reveal themselves after conducting historical research into the local history and in consultation with the state and regional contexts. Below are examples of typical alterations found in the post-World War II developments and the impact of the alterations on the integrity, and thus National Register eligibility of the resource.

Minimal Alterations that would have less impact on integrity:

- **Ephemeral and/or removable:** paint, awnings, screen doors, security bars, hurricane shutters, addition of basketball hoops
- **Common maintenance or elements that are expected to be replaced due to limited serviceable life:** roofing material, garage doors, front doors, and windows (within the original openings)
- **Additions:** located on non-public facing elevations such as rear or side additions that are non-intrusive.
- **Altering Original Materials:** non-major change in cladding material or stucco finish. For example: updating historic stucco with a modern stucco finish
- **Garage Enclosure:** This alteration does not change the form of the building and mostly changes the appearance of the garage door. The impact of this alteration is greater if a new entrance is located at the former location of the garage.

Major alterations that would significantly impact the integrity of resources:

- **Alterations to the original massing or openings:** addition of new window openings or windows that are different sized from the originals, additions to the main façade or major additions (e.g. adding a second floor to an originally one-story structure), roof line changes (pitch or form)
- **Alterations to the main façade:** replacement doors with additional sidelights or decorative features
- **Carport, or front porch enclosure:** these changes impact the original form and function

Residential Alterations

Minimal Alterations



AMERICAN BUILDER

JULY 1960

Remodeler with Vision

"What I've done in Levittown can be done in any community in the nation . . ."

Memo
To: Joe Mason, Editor
The more I look into the Richheimer story, the more it looks like a case where it took a man from another country to see America's really big remodeling opportunity.
Joe Ferche
Technical Editor

In 1939, Herbert Richheimer (above) came to the U.S. from Germany, with $27 in his pocket. Today, he runs a remodeling business that grosses millions a year and is still growing.

For example, his much-publicized Levittown, Long Island, office opened in 1956. It now grosses over $2 million a year. His newer office, serving Levittown, Pa., opened only a year ago. It's already passed the $500,000 gross annual rate—twice the first-year volume that Richheimer had expected. (You'll see complete details on his Pennsylvania operation on the following pages.) And Richheimer is now setting up a nation-wide remodeling service that gives any qualified builder, lumber dealer, or other business man as little or as much guidance as he needs to set up a money-making remodeling operation.

JULY 1960 Continued

An excerpt from an article from the July 1960 American Builder describing the renovation business as developed by Herbert Richheimer (excerpted from *American Builder*, July 1960)



A structure with minimal alterations at 1013 East Fourteenth Avenue (Hillsborough County). Alterations: new siding, enclosure of part of the front porch, security bars on the windows, screening of the porch



A structure with minimal alterations at 4123 NW 46th Avenue (Alachua County): Alterations: new siding, replacement windows, enclosed garage

Residential Alterations

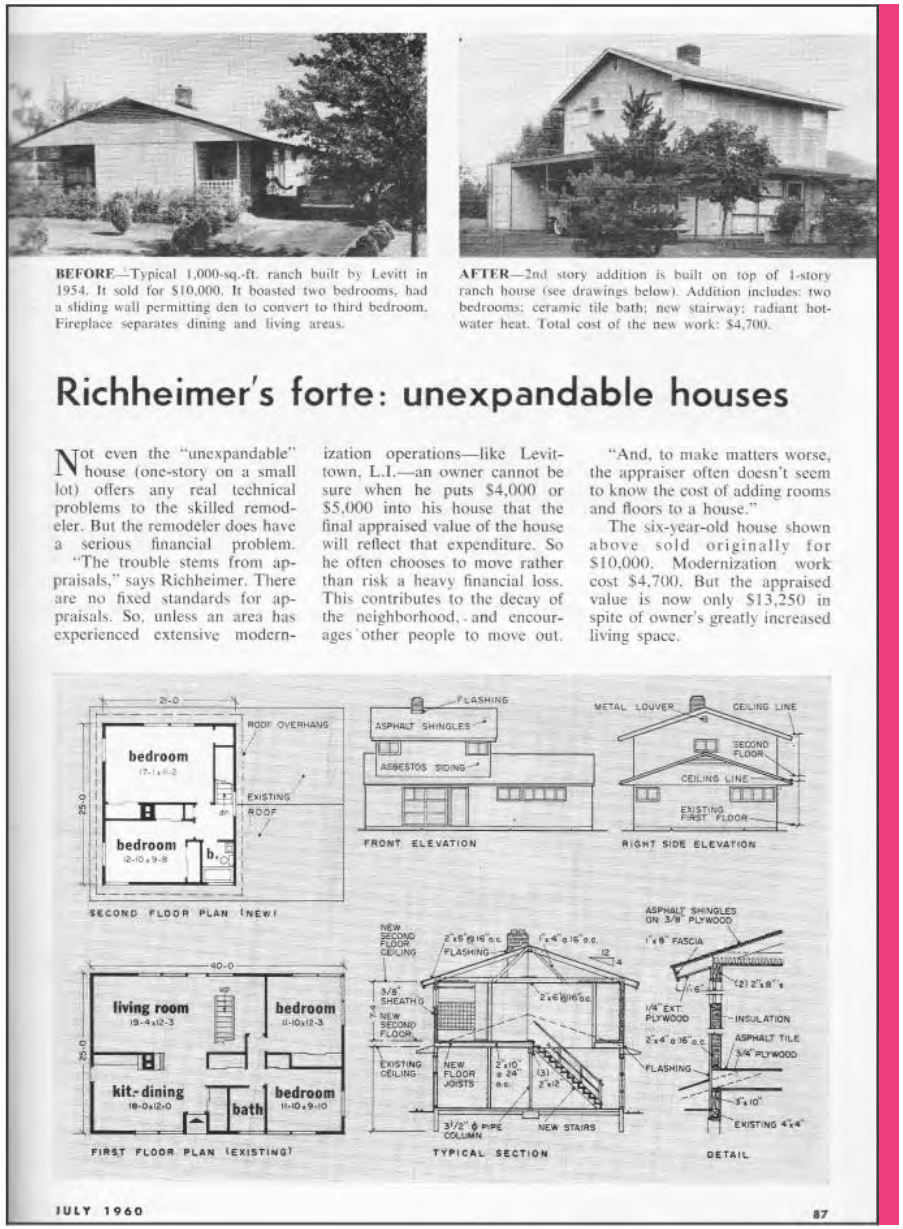
Major Alterations



A structure with major alterations at 4617 NW 42nd Street (Alachua County): Alterations: new siding, replacement windows, enclosed garage, new second entrance.



A structure with major alterations at 316 East Acre Drive (Broward County). Alterations: new siding, replacement windows, addition on the front façade (left side)



BEFORE—Typical 1,000-sq.-ft. ranch built by Levitt in 1954. It sold for $10,000. It boasted two bedrooms, had a sliding wall permitting den to convert to third bedroom. Fireplace separates dining and living areas.

AFTER—2nd story addition is built on top of 1-story ranch house (see drawings below). Addition includes: two bedrooms; ceramic tile bath; new stairway; radiant hot-water heat. Total cost of the new work: $4,700.

Richheimer's forte: unexpandable houses

Not even the "unexpandable" house (one-story on a small lot) offers any real technical problems to the skilled remodeler. But the remodeler does have a serious financial problem.

"The trouble stems from appraisals," says Richheimer. There are no fixed standards for appraisals. So, unless an area has experienced extensive modernization operations—like Levittown, L.I.—an owner cannot be sure when he puts $4,000 or $5,000 into his house that the final appraised value of the house will reflect that expenditure. So he often chooses to move rather than risk a heavy financial loss. This contributes to the decay of the neighborhood, and encourages other people to move out.

"And, to make matters worse, the appraiser often doesn't seem to know the cost of adding rooms and floors to a house."

The six-year-old house shown above sold originally for $10,000. Modernization work cost $4,700. But the appraised value is now only $13,250 in spite of owner's greatly increased living space.

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An excerpt from an article from the July 1960 American Builder describing a renovation undertaken by Herbert Richheimer in Levittown, New York (Long Island) (excerpted from American Builder, July 1960)

Residential Alterations

Major Alterations



A structure with major alterations at 3401 SW 76th Avenue (Miami-Dade County), constructed in 1952. Alterations: new windows, enclosed car to make a second entrance



A structure with major alterations at 738 49th Street (Palm Beach County), constructed in 1947. Alterations: new siding, new windows, enclosed garage, addition of new entrance, conversion of structure from single-family residence to multi-family residence



A structure with major alterations at 25 Little Texas Avenue (Bay County). Alterations: new addition (rear left) visible from the front (8BY1834)

Commercial Alterations

As discussed in Chapter 4, new commercial structures built during this period were oftentimes design in a modern style including International, New Formalism, Brutalism, Mansard, and Roadside Architecture/Googie/Populuxe. These styles looked distinctly different than the commercial architecture constructed before World War II. Commercial alterations during this period occurred on two levels. It was during this time that traditional commercial downtowns were being abandoned in favor of new commercial development in subdivisions. As a result, architects and owners worked to modernize traditional downtowns in order to attract customers. Therefore, early twentieth century buildings were altered with new facades to hide the old architecture with new "modern" facades. These types of alterations were very typical during this period and are a part of the development of these areas. Examples of alterations of pre-World War II commercial structures are provided below.

Finally, modern architecture experienced alterations in the late twentieth century as modern architecture fell out of favor in the late twentieth and early twenty-first centuries. These structures had their characteristics removed such as neon signage, starburst, and colors were toned down. In some cases, the structures were replaced but the distinctive signage remained. These types of changes impacted the unique stylization that characterized this period of commercial development. Examples of post-World War II commercial alterations are provided on page 95.

Modern Alterations to Pre-World War II Commercial Structures



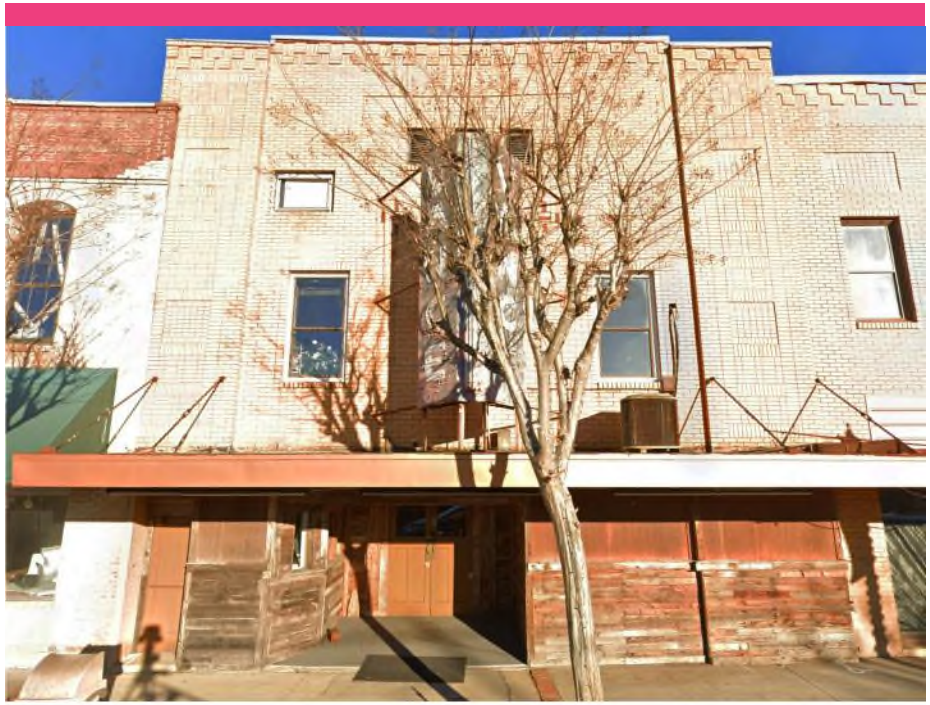
An examples of alterations to pre-war (1909) commercial buildings at 333 E. Bay Street (Duval County). Alterations include replacement of windows and doors and alterations to the openings for the windows and doors.



An example of alterations to a pre-war pre-war (1924) commercial building at 400 Canal Street (Volusia County). Alterations include modern windows. awnings, and entablature.

COMMERCIAL ALTERATIONS

Modern Alterations to Pre-World War II Commercial Structures



An example of alterations to a pre-war (1901) commercial building at 499 Main Street (Washington County). Alterations include modern windows and cladding on the first floor.



An example of alterations to a pre-war (1929) commercial building at 517-9 Clematis Street (Palm Beach County). Alterations include modern windows and cladding on the first floor.

COMMERCIAL ALTERATIONS

Modern Alterations to Post-World War II Commercial Structures



An example of alterations to a post-war (1960) commercial building at 130 SE Brooks Street (Okaloosa County). Alterations include modern windows and entrance.



An example of alterations to a post-war commercial building at 980 N. 9th Avenue (Escambia County). Alterations include replacement of original building (historic sign remains)



An example of alterations to a post-war (1950) commercial building at 41 NE 19th Avenue (Broward County). Alterations include the addition of a third story, modern windows and entrance. Alterations to the original vertical sign.



An example of alterations to a post-war (1945) commercial building at 345 E. Forsyth Street (Duval County). Alterations include modern windows and entrance.

CHAPTER 6: REFERENCES

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