

Chattanooga Tourism Co.
Visitors Center
Concept Design Package
8/6/21

HK

**CHATTA
NOOGA**
TOURISM CO.

Chattanooga Visitors Center Second Street Approach

The design of the new Chattanooga visitors center plays with the texture and materiality of historical Appalachian basket weavers. Program is identified, suspended, and anchored in a woven fabric of metal tubing that weaves in and out of the interior of the space. On the outside, these members become opportunities for seating, swings, shade supports and other playful items for visitors to engage with.

While visitors move in and around the space, there are two significant places to share personal experiences while visiting Chattanooga - one on the plaza level and a second vista overlooking Ross's Landing on the roof of the visitors center.



Chattanooga Visitors Center Site Plan

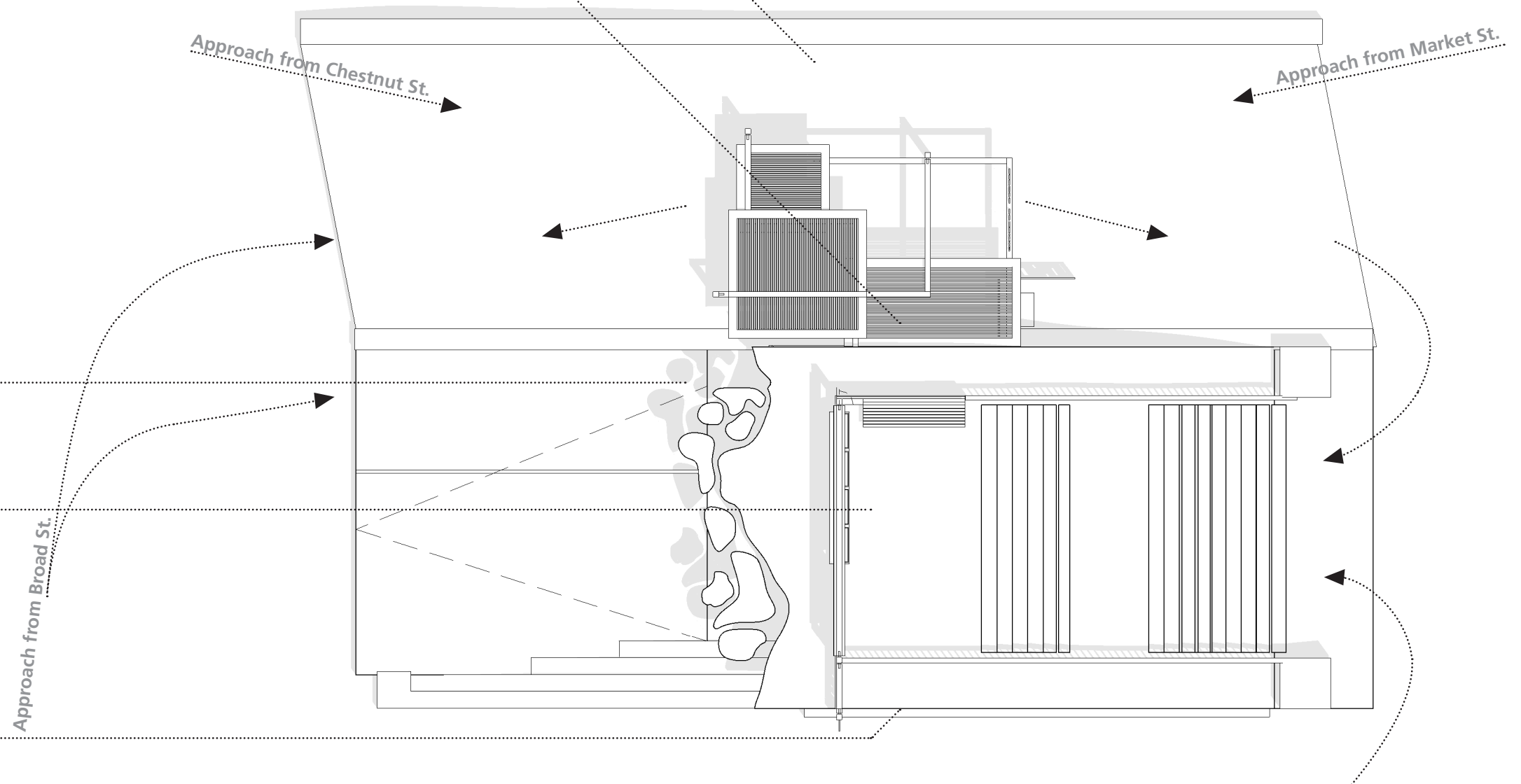
North Lawn
Structural members anchor into the ground and create areas of shade as well as opportunity to mount banners and event-specific signage

Woven Shade Structure
Creates shade for Hoot board location as well as standing area for Chatt Tourism staff and public seating

Main Entry
Main Entry into visitors center interior

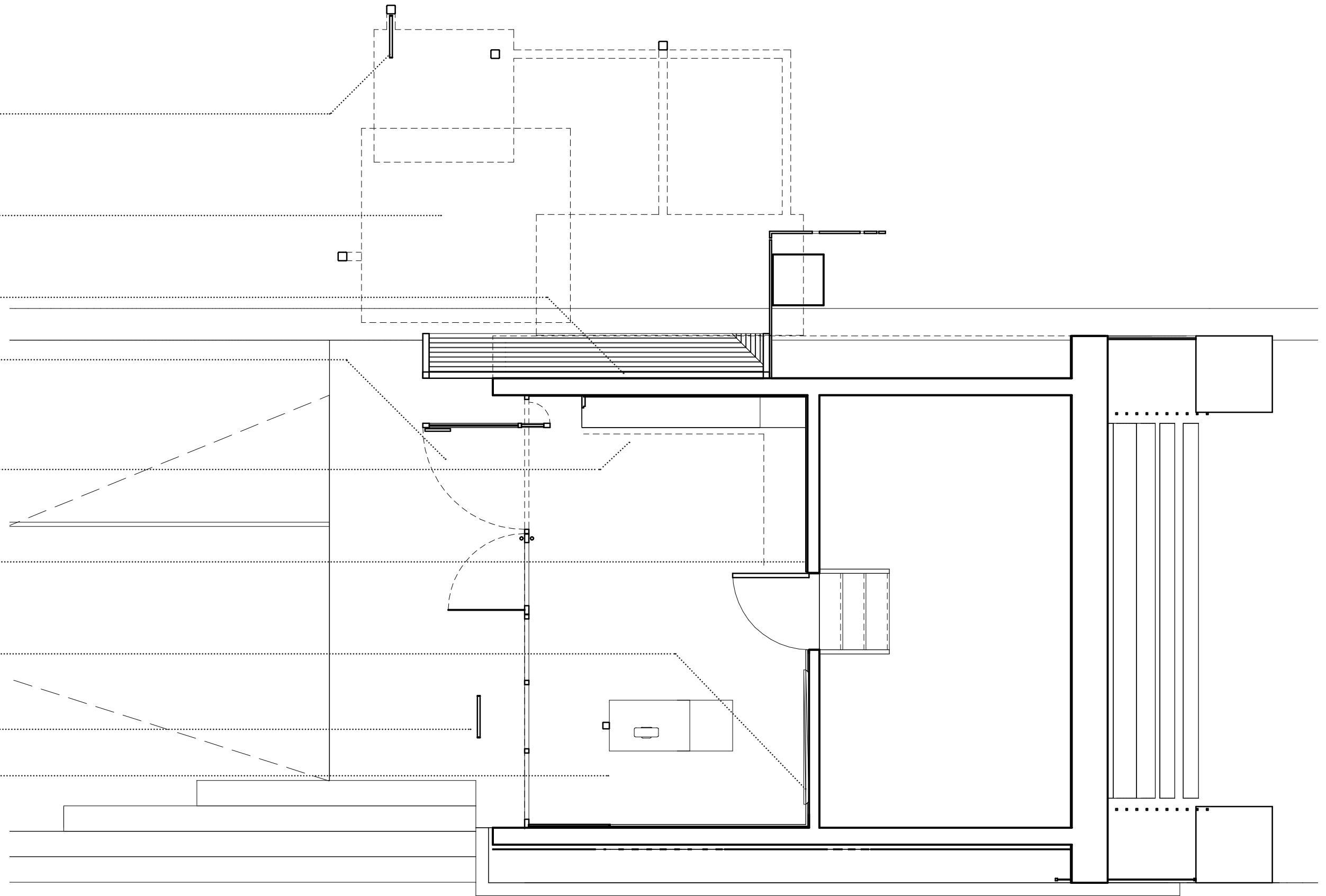
Ross's Landing Overlook
Overlook and historical timeline of Ross's Landing at framed viewpoint

Chattanooga Sign
Large sign & woven texture artwork



Chattanooga Visitors Center Floor Plan

- Hoot Board**
Located under shade at main intersecting approach path and is highly visible most approach angles.
- Staff Standing Area**
Shaded area for staff to stand during nice weather and open events
- Public Bench**
Long built in public bench
- Offset Pivot Door**
4' offset pivot door on axis with entry pathway. Door designed to stay open during nice weather.
- Merchandising**
All merchandising located on north wall. Overhead track lighting for merchandise visibility
- Explore Chattanooga**
Design your experience interactive guidebook on wall panel
- Digital Display**
Showing events and scenes from Chattanooga
- Secondary Hoot Board Location**
Optional secondary location
- Visitors Support**
A suspended desk connected to woven supports provides a traditional help desk for visitors as they explore the center. East side is lowered for ADA compliance. Removable plexiglass screen integrated into counter to accommodate evolving Covid-19 regulations



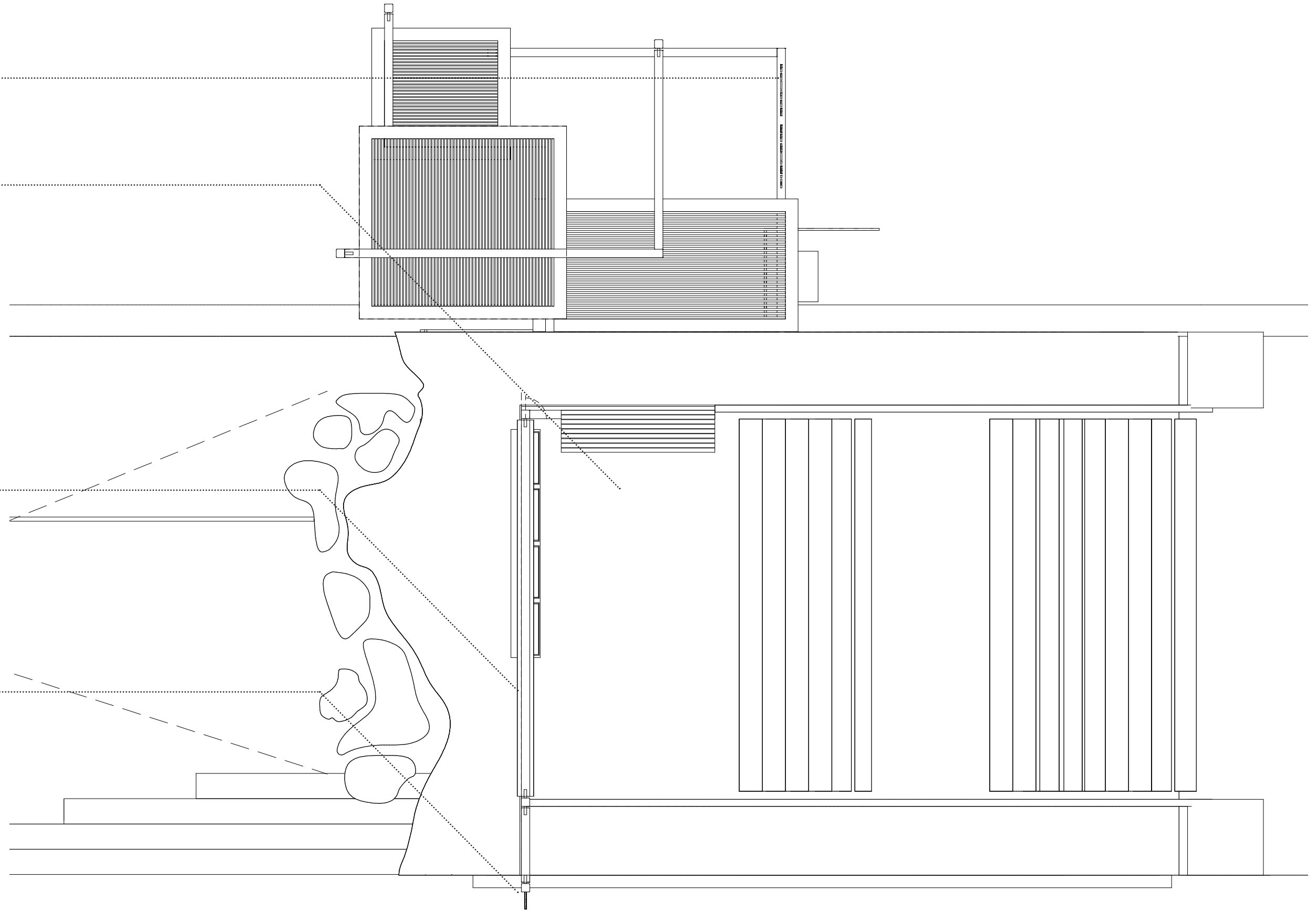
Chattanooga Visitors Center Roof Plan

Visitor Center Sign
Cut letter sign mounted to face Market
Street approach

Ross's Landing Overlook
Framed view of Ross's landing with timeline
plaques telling the story of the plaza

Chattanooga Sign
Double sided "Chattanooga" over Siberian
Larch

Visitors Center Sign
Cut letter sign visible to west plaza
approach

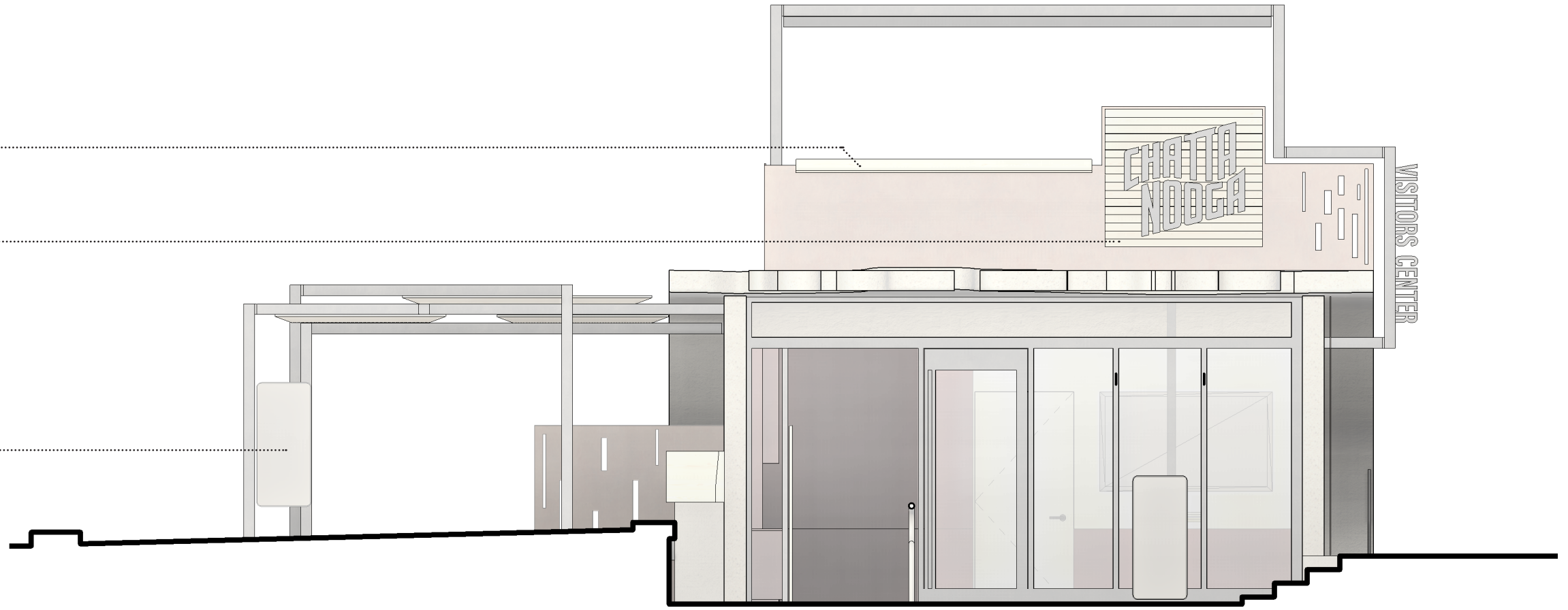


Chattanooga Visitors Center
Exterior Elevations

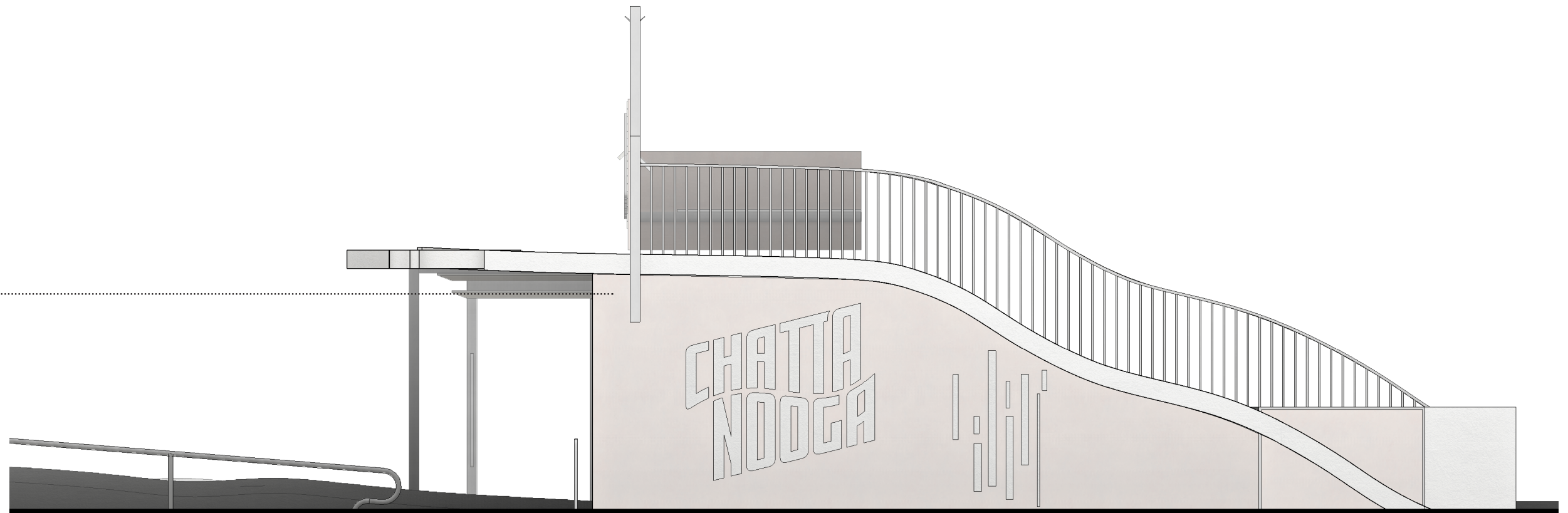
Ross's Landing Overlook
Framed view of Ross's landing with timeline plaques telling the story of the plaza

Chattanooga Sign.....
Double sided "Chattanooga" over Siberian Larch

Hoot Board
Located under shade at main intersecting approach path and is highly visible most approach angles.



Chattanooga Sign.....
Large sign & woven texture artwork.
Possible opportunity to engage with local Chattanooga artist for patterning and sculpture quality



Chattanooga Visitors Center Merchandising

Custom Millwork Frame

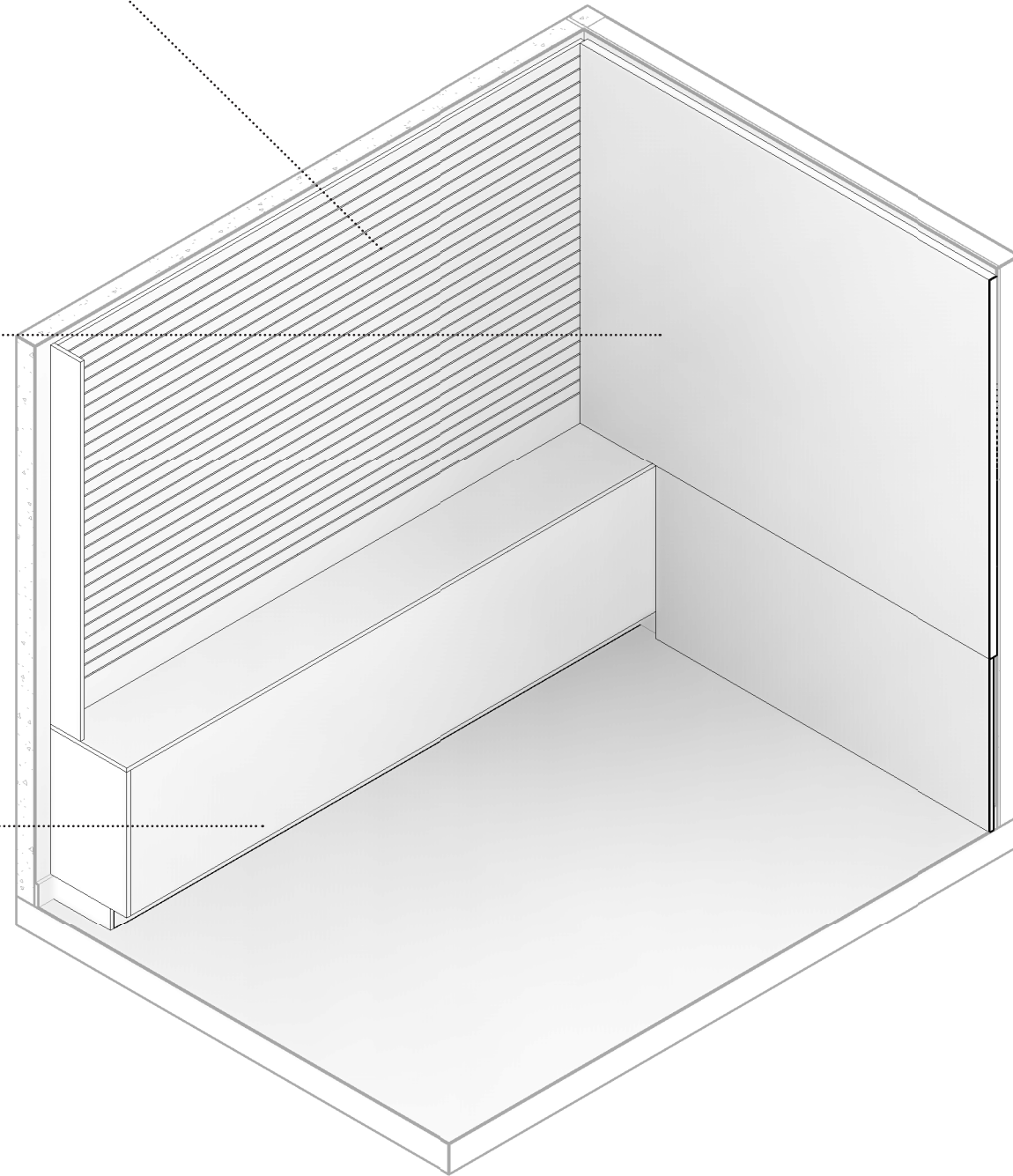
Slat wall for merchandise display - includes flexibility for hanging materials, shelves, and smaller items.

Explore Chattanooga

Design your own experience through interactive collection of Chattanooga's most iconic attractions

Closed Storage

Lower storage for merchandise back-stock and supplies.



Chattanooga Visitors Center Lighting Strategy

Uplighting at Bench.....

Merchandising
Minimal track lights above merchandising
and Explore Chattanooga areas

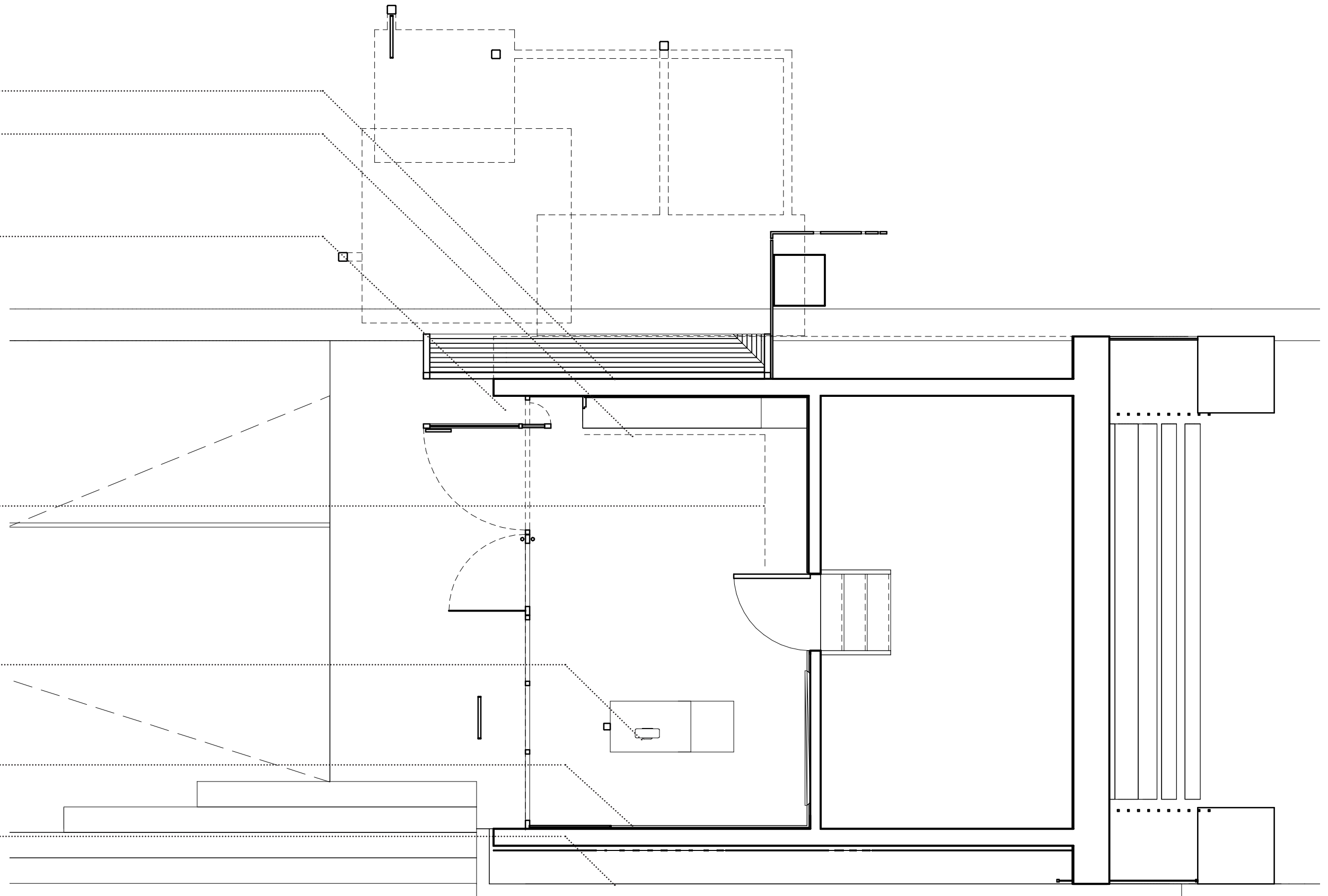
Outdoor Sconces.....
Replace existing fixtures in place

Explore Chattanooga.....
Minimal track lights above merchandising
and Explore Chattanooga areas

Point of Sale & Visitor Assistance.....
Hanging bar light over counter

Perimeter Lighting.....
Strip Lights in millwork wainscot

Chattanooga Sign.....
Back-lit letters for nighttime & low light
illumination



Chattanooga Visitors Center Materials & Signage

The materials palette engages with the Chattanooga Tourism brand colors and uses a simple, neutral materials for the surrounding shade structure, signage and millwork.

Primary Palette



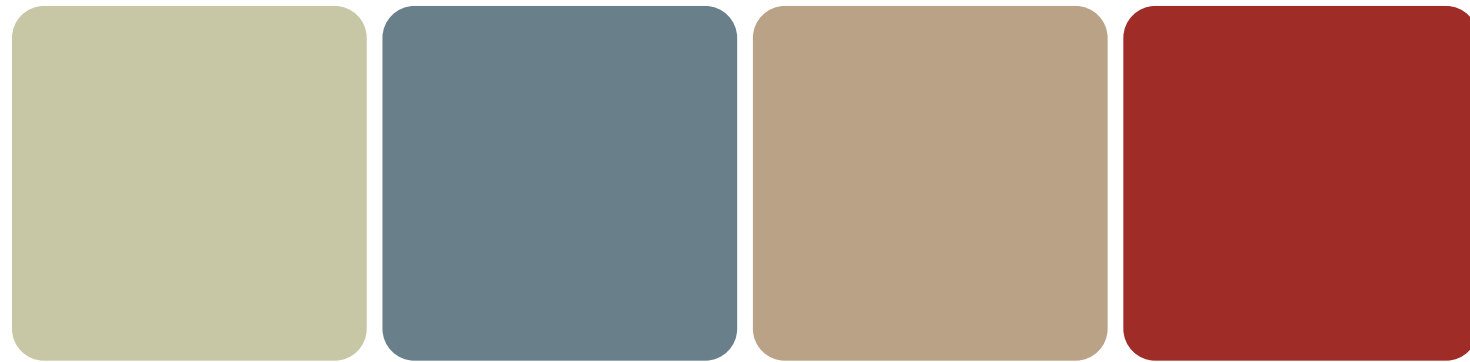
Locomotive

Gold

Teal

Blue

Secondary Palette



Moss

Cool Grey

Beige

Brick



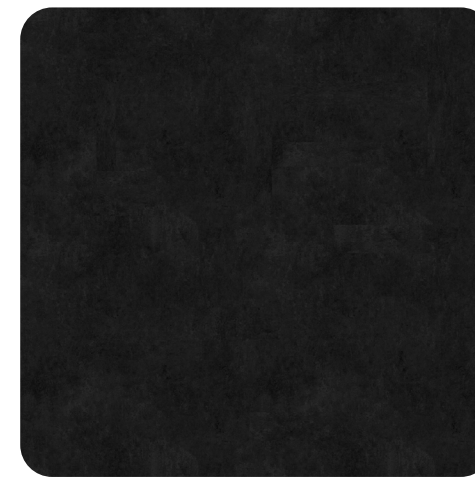
Concrete



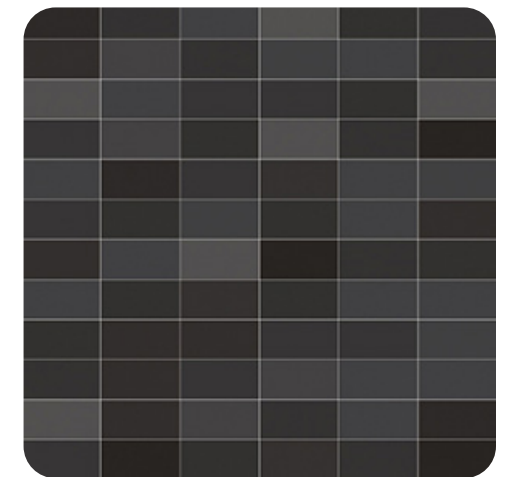
Siberian Larch



Weathering Steel



Blackened Steel

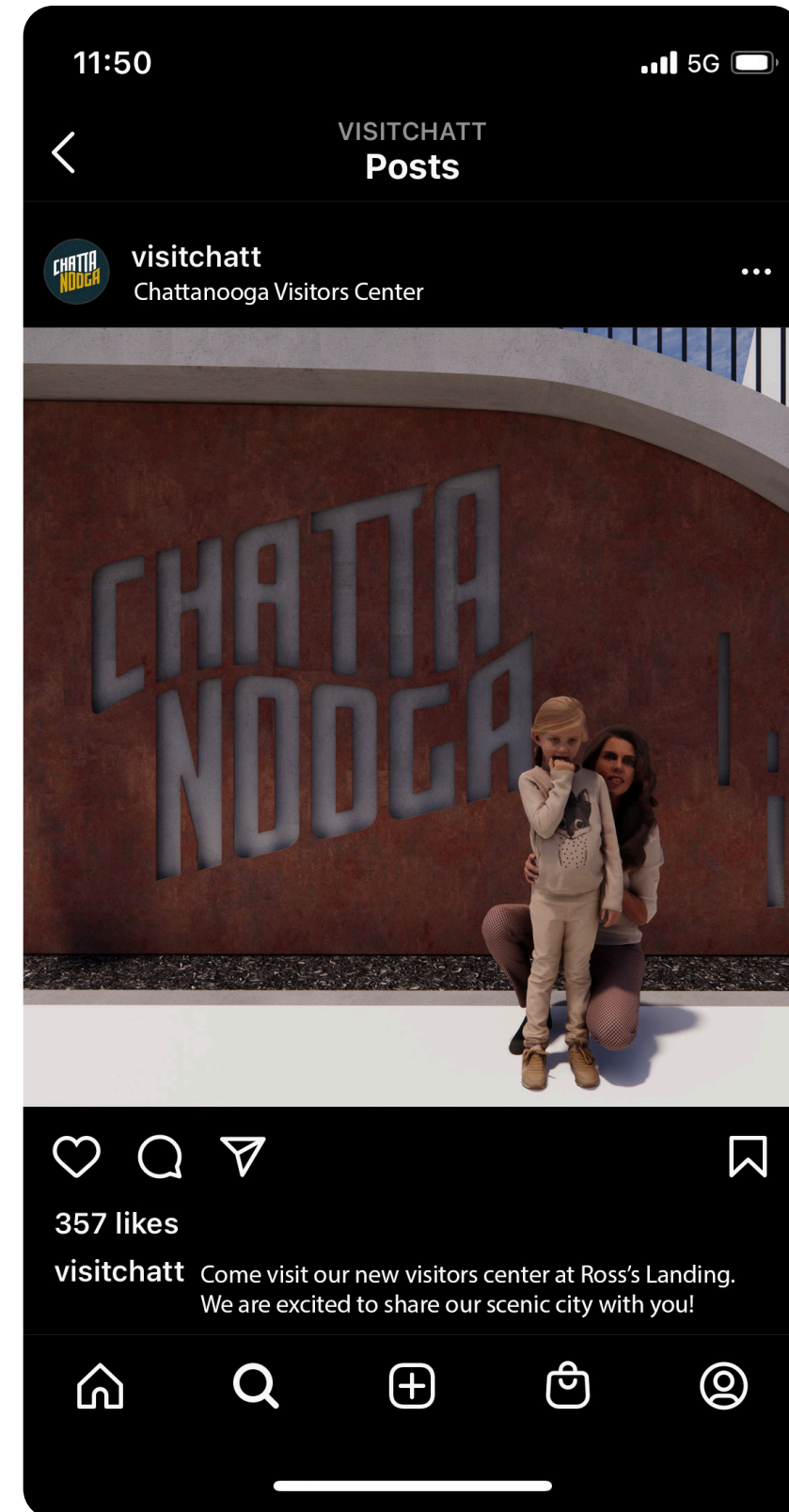
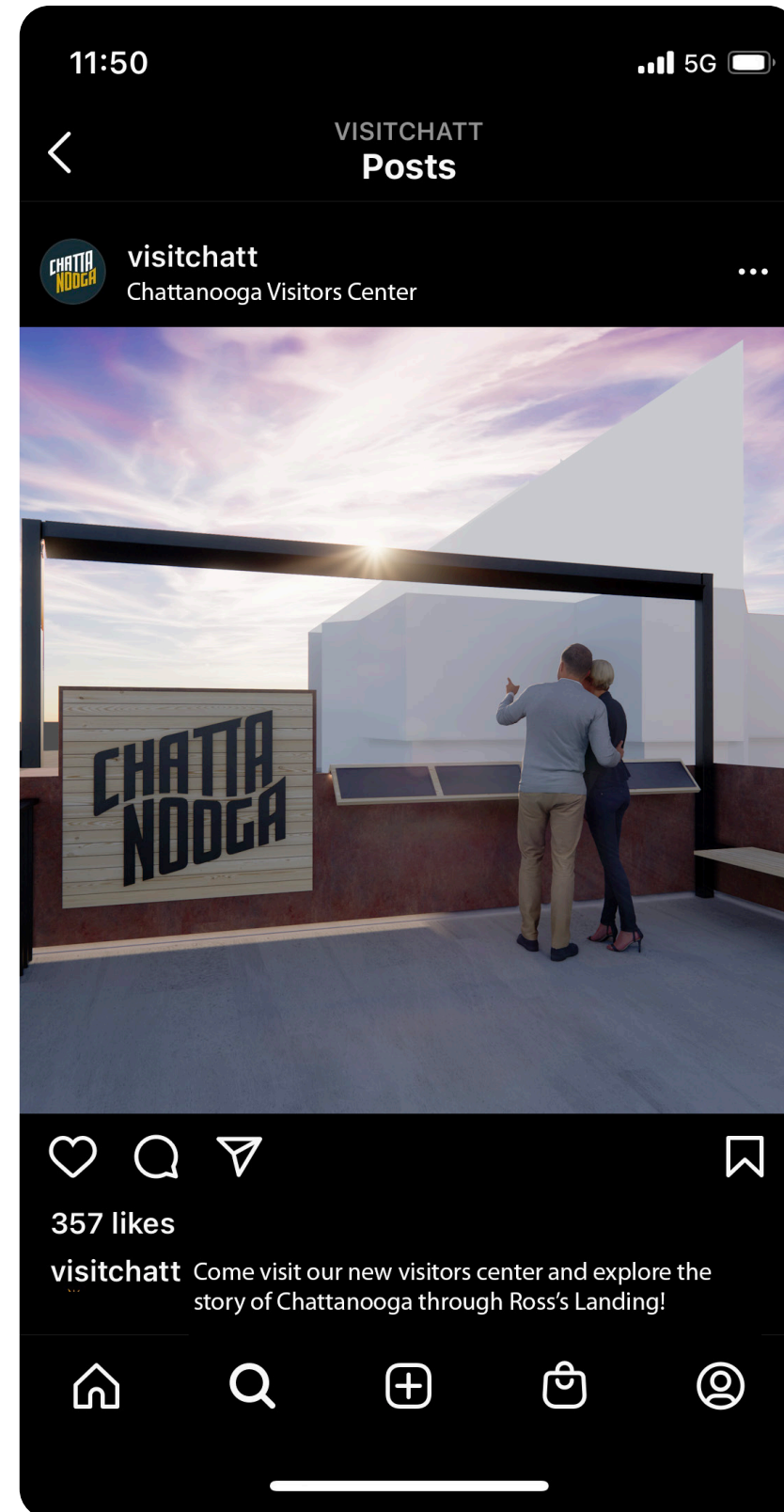


Tile Floor

Chattanooga Visitors Center Social Sharing

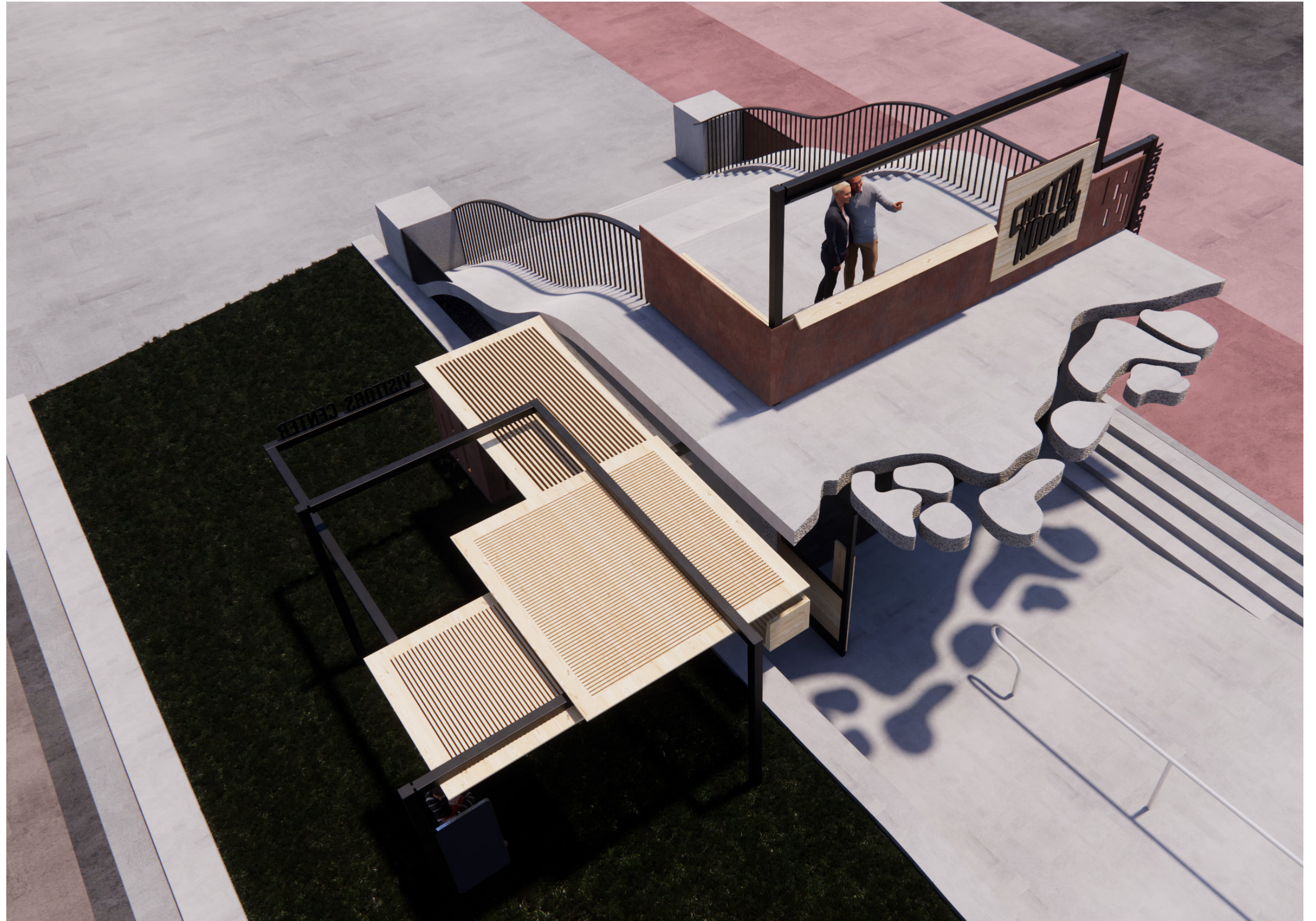
The visitors center promotes two specific moments for social sharing. The first is on the plaza level on the south side of the visitors center- here a large "Chattanooga" sign with sculptural woven texture laser-cut into a weathering steel panel.

The second view is on the roof of the visitors center with a framed view of Ross's landing. Here visitors can read about the timeline of Ross's landing and learn about the history of Chattanooga through the already embedded story of the plaza



Chattanooga Visitors Center Overall View

This overall view illustrates the top-down view of the visitors center as will be seen from various locations within the aquarium and surrounding buildings and vistas.



Chattanooga Visitors Center Sunset View

While standing at the Ross's landing overlook, visitors can watch the sun pass through the transparent roof structure of the aquarium.



Chattanooga Visitors Center
Existing & Proposed View

