

# 2 Building Design

## Section 2.1: Architecture

Ideally, the site and building should be planned together as a cohesive whole. The design of each should be complementary to the other. A major emphasis within the Technology Corridor is to create an architecturally integrated complex where buildings respect both their neighbors and the surrounding environment. Buildings should be designed with this in mind.

### GUIDELINES

2.1.1 The building should be recognized as an object on the site that is part of an integrated whole.

- 2.1.2 Doors, windows, recesses, and other architectural elements, as well as a mix of compatible materials, colors and textures, should be used to create visual interest in a building's exterior. Long unbroken facades are discouraged.
- 2.1.3 Building roofs are to exhibit an uncluttered appearance. Where a roof top is visible from roads or nearby properties, an aesthetically-appropriate roof is required.
- 2.1.4 All rooftop, as well as ground-mounted, mechanical equipment is to be completely screened from view by a screening device, evergreen vegetation or by the design of the structure itself (For one example, see Figure 13 on page 32).
- 2.1.5 Any man-made outdoor structures such as water fountains, sculptures, statues, etc., should be compatible in scale with surrounding development.



*A combination of architectural elements creates visual interest in this building's exterior.*

---

## Section 2.2: Materials

Besides the shape and design of buildings, an important factor in maintaining quality is the use of high quality building materials. The quality of building materials is to be determined by the Development Authority. The use of durable and aesthetically pleasing building materials tends to improve the value of buildings and land. The use of high quality building materials also promotes visual continuity throughout the Technology Corridor.

### GUIDELINES

- 2.2.1 Building materials are to be of a permanent nature; temporary buildings are discouraged. If they are developed, however, they should be allowed to remain on the development site for no more than one (1) year. At such time, the structure should be removed and replaced by a more permanent structure designed and built in compliance with these design guidelines.
- 2.2.2 Brick, stone, pre-cast materials, synthetic stucco, architectural metal panels, and glass should be the exterior materials of choice. The use of non-decorative metals and masonry block, as well as cloth and membrane material, is discouraged. Such materials, however, may be used if a project applicant can demonstrate a superior design and layout through landscaping, building placement and/or other site design solution to the degree that the spirit and intent of these guidelines are maintained.
- 2.2.3 Exterior building materials are to have good weathering qualities.
- 2.2.4 Exterior building materials are to be subdued in color.
- 2.2.5. To the extent that they can enhance energy efficiency, exterior building materials and colors consistent with requirements for LEED building certification may be used. (See Section 2.6.)

---

## Section 2.3: Floor Plan

A floor plan should be included with the site plan to show the various uses and layout of the building. Entrances and exits should be integrated with the flow of the overall site, parking, and building plans.

### GUIDELINES

- 2.3.1 The floor plan of the building shall include the location and dimensions of entrances and exits.
- 2.3.2 The floor plan shall show the location of types of activity within a building (Example: manufacturing activity in relation to the office areas).

---

## Section 2.4: Entrances

In order to orient the pedestrian to the building, entrances should be a prominent element of the building design. To achieve this, a mix of landscaping and facade treatments is recommended.

### GUIDELINES

- 2.4.1 Entrances should be prominent elements of the building.
- 2.4.2 Long unbroken facades are discouraged.
- 2.4.3 Entrances should be large enough to be seen from the Pellissippi Parkway or an arterial, but should shift to a human scale as one enters the site.

# 2 Building Design

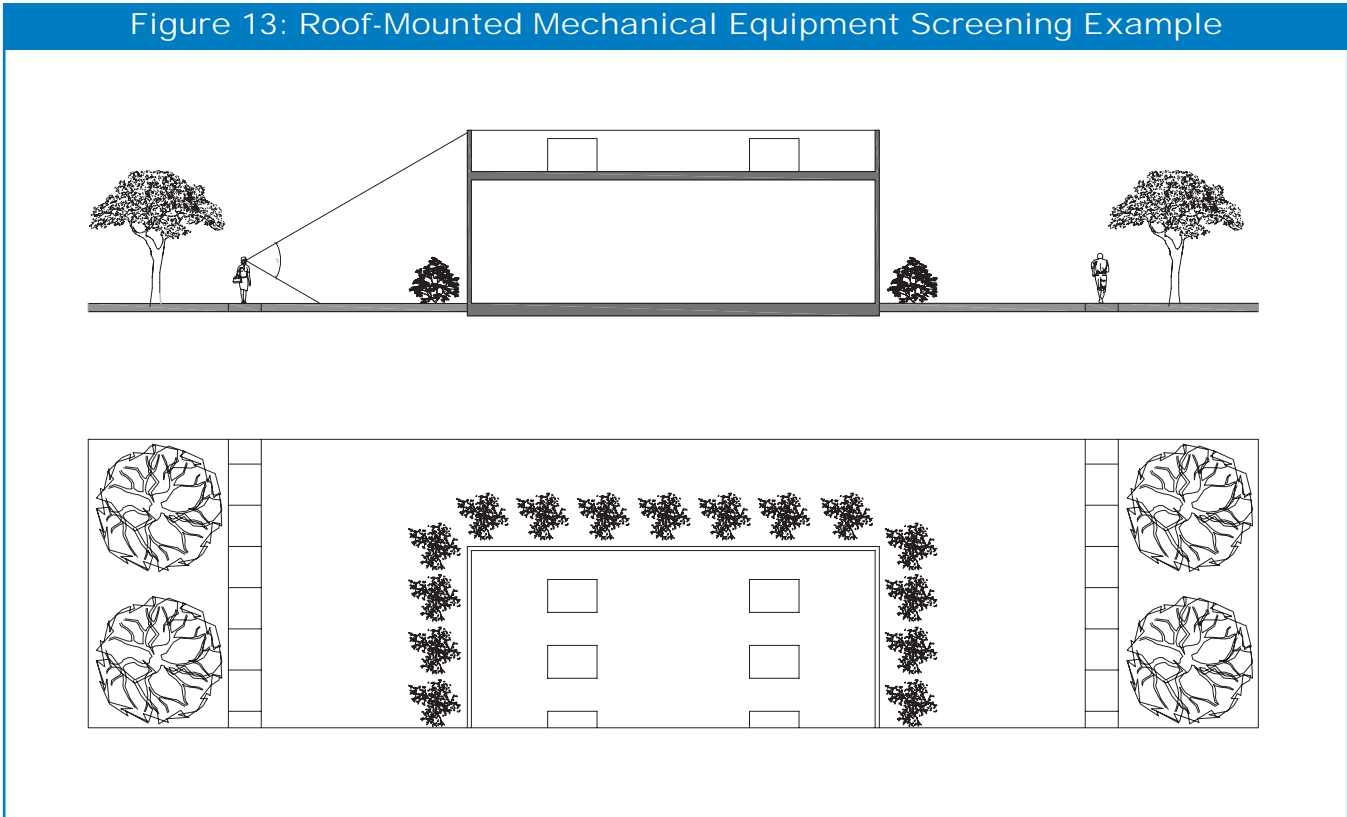
## Section 2.5: Service Areas

The quality of the Technology Corridor as viewed from public rights-of-way is very important to the image of the Corridor. Service and maintenance areas, because of their propensity to become nuisances, are to be screened from view.



*A combination of building materials and landscaping effectively screen a dumpster pad.*

- 2.5.1 All rooftop and ground-mounted mechanical equipment (HVAC units, ventilating fans, cooling towers, vents, etc.) is to be completely screened from view by a screening device, evergreen vegetation and/or by the design of the building structure itself.
- 2.5.2 Garbage dumpsters shall be screened from view.
- 2.5.3 Loading docks and overhead doors shall be located in the rear of buildings. If the size and shape of the lot prohibits the location on the rear of the building, front or side locations for loading docks and overhead doors may be proposed provided their visual impact can be reduced by landscaping and/or architectural feature.



---

## Section 2.6: LEED Certification

Developers and property owners are encouraged to submit proposals that comply with LEED (Leadership in Energy and Environmental Design) Certification requirements, as established by the U. S. Green Building Council. In such cases, the TTCDA Board may consider waivers to the Design Guidelines, where the guidelines are in conflict with LEED requirements and standards. To be eligible for such waivers, the applicant shall submit a written justification explaining the need for the waiver and how the specific LEED requirement is in conflict with the corresponding requirement of the Design Guidelines.



*The Scripps Networks office expansion has been designed to be eligible for consideration of LEED certification.*