

**Hefferlin + Kronenberg Architects, PLLC**  
 IMPROVING THE QUALITY OF LIFE THROUGH DESIGN

**H**eidi Hefferlin and Craig Kronenberg founded the architectural firm that bears their name with the vision of improving the quality of life for the clients they serve through outstanding architectural design. They chose to locate their business in Chattanooga because of

the quality of life that the area offers.

“We were living and working in the Los Angeles area, but Heidi’s family had roots in Chattanooga that go back a half century,” Kronenberg states. “We both liked the area and thought it would be a great place to raise our family. We couldn’t be more pleased with our decision to locate here.”

Hefferlin and Kronenberg bring a combined fifty years of design experience to the firm. Co-founding the business in 1999, they had each been working for large architectural firms on major design projects around the world. Kronenberg had spearheaded projects in the Philippines, the Netherlands, and Algeria, while Hefferlin was known for her work on the Getty Center in Los Angeles and later for high-end residential properties on the West Coast of the United States.

Together with the other eleven associates in their office, they have designed some of the most notable landmarks on the Chattanooga skyline,

including private residences, clubs and resorts, mixed use projects, office and corporate, and retail and entertainment.

The firm’s reputation for innovative design of estate-type residences led homeowners in Chickamauga Creek, Snowhill, Missionary Ridge, and Thunder Farms to turn to H & K professionals for the design of their homes. The firm’s retail portfolio in Chattanooga includes Warehouse Row and the unique Ruby Falls sign, while clients as far away as Oxnard, California; Houston, Texas; and Louisville, Kentucky selected H & K for projects ranging from restaurants to shopping centers to mixed use developments. Other notable projects include the Chattanooga Outdoor Pavilion, the Williams Street Studios, and 1800 Cowart Street Townhouses.

Hefferlin and Kronenberg are both accredited LEED professionals who are committed to positively contributing to the built environment by embracing sustainable, energy efficient design and encouraging clients to build with enduring materials that minimize life cycle maintenance costs.

The firm’s unique, innovative designs have received numerous awards from the American Institute of Architects and other prestigious industry organizations.

“We truly believe that we can improve the quality of life for those we serve through outstanding design,” Kronenberg states. “We also believe in a collaborative approach to creating solutions for our clients. We work closely with structural, mechanical, electrical, plumbing, civil engineers, lighting designers, acoustical engineers, and coordinate their efforts. We are particularly attuned to the overall site, and frequently work with landscape architects to achieve a unified site design. Communicating ideas clearly and effectively and committing to each project through to completion have become the hallmarks of our company.”



▲ 1800 Cowart Street – rear entry view into first floor living quarters (upper right); corner view at dusk.

▼ Renaissance Park Outdoor Pavilion – elevation relative to park area (left); perspective view relative to park.

Photos: Harlan Hambright

