



DESIGN REVIEW BOARD APPLICATION

**Administered by:
Design Review Board**

Property Address*: 44 N. B.B. King Blvd. Memphis, TN 38103

Applicant Name & Mailing Address: cnct. design - 631 Madison Ave. Ste. 2 Memphis, TN 38103

Applicant Phone Number: 901.654.8444 Applicant Fax Number: _____

Property Owner's Name & Mailing Address: Dermon Building OZ LLC - 11227 Matthews Cove Ln. Knoxville, TN 37934

Property Owner's Phone Number: 865.824.9030

The proposed work consists of the following (check all that apply):

- Sign
- Renovation
- New Building
- Other Exterior Alteration


Project Description:

Adaptive reuse of the historic Dermon Building into a 159 room hotel. Historic tax credits are being pursued for this development which constrains some design decisions and requires the design to be historically accurate. Complete streetscape improvements (sidewalk / planting) on both B.B. King and Court to the extents of the site. New windows, doors, and storefronts for all openings are to be replaced. Exterior lighting and signage will be added and is described in this presentation.

Status of Project:

Construction Documents

A complete application must be submitted to the Development Department no later than two weeks before a regularly scheduled meeting of the Design Review Board. Please contact Abe Lueders at (901)575-0565 or alueders@downtownmemphis.com with any questions and to submit an application.

Owner/Applicant Signature: 

Date: 1/12/2024

*Applications for properties that are located within a Landmarks Historic District may require additional approval from the Landmarks Commission. Please contact the Shelby County Division of Planning & Development at (901) 576-6601 for more information.

The Dermon Building
Holiday Inn Express

DRB Presentation
January 2024

2	Historic Images
3	Existing Exterior
4	Existing Interior
5	Site Plan
6	West Elevation
7	South Elevation
8	East Elevation
9	North Elevation
10	Exterior Rendering
11	Exterior Rendering
12	Exterior Precedents - Signage
13	Signage - Canopy
14	New Exterior Materials
15	New Exterior Materials
16	Planting
17	Exterior Lighting
18	Exterior Lighting
19	West Elevation - Lighting
20	South Elevation - Lighting
21	East Elevation - Lighting
22	North Elevation Lighting
23	Basement Level Floor Plan
24	Level 01 Floor Plan
25	Level 02-09 Floor Plan
26	Level 10 Floor Plan
27	Main Lobby
28	Great Room
29	Interior Commons Precedents
30	Guestroom Design



**All graphics are preliminary, and the design is subject to change.*

Historic Images

1. East Elevation
The prominent building elevation as one travels towards the downtown on Court Ave.
2. Office Directory
Image of the old directory board, where the numerous businesses leasing space in the building were listed.
3. Historic Corner Perspective
View from Court Ave & BB King Blvd of the building's construction nearing completion in 1925.
4. Terra Cotta Detail
Detail view of the uniquely colorful green- and yellow-terra cotta "rope" motif, present across the exterior.
5. Historic Corner Perspective
The active building and streetscape in 1940.



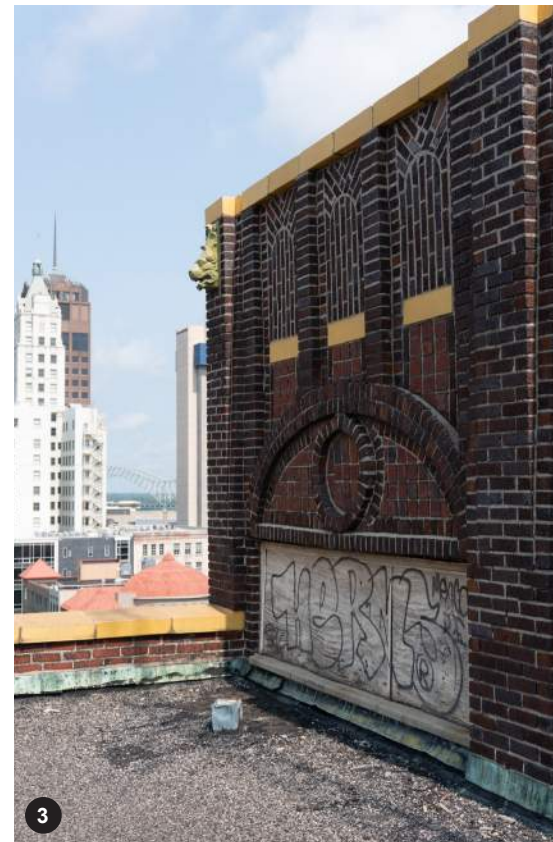
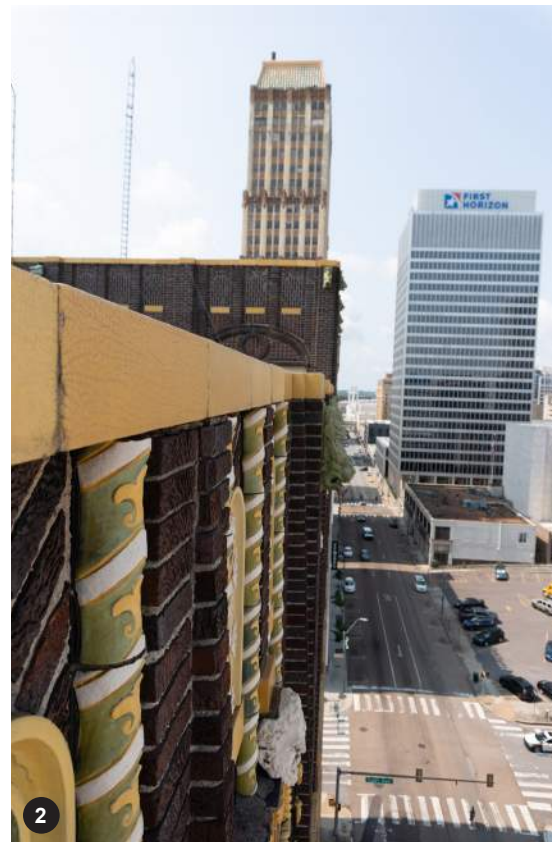
Constructed in 1925 by Dave Dermon, the Dermon Building is an architectural landmark distinguished by its unique brown brick and ornate terra cotta detailing. This ten-story structure serves as both a testament to the architectural ingenuity of its era and a symbol of Memphis's rich entrepreneurial and architectural heritage.

Throughout its history, the building has undergone several transformations. Its enduring structure and iconic design features make it an excellent subject for contemporary adaptive reuse. Plans are currently underway to convert this significant historical edifice into a hotel. The inherent architectural elements of the building not only render it well-suited for this modern transformation but also position it as a link between Memphis's illustrious past and its promising future.



Existing Exterior

1. Front Facade
View up the face of the front facade, emphasizing the fenestration & parapet-level ornamentation.
2. Roof Parapet
View south along the west roof parapet, showing in detail the intricate terra cotta ornament & brick work.
3. Penthouse
View west, toward a typical Penthouse window bay & detailed masonry work. The windows will be restored.
4. Upper Levels of Facade
View of southwest corner; despite some damage to the windows, the overall building is remarkably intact.
5. Level 10 Exterior
View of tympanum & ornate terra cotta work, with motifs, foliated borders, and gargoyles.
6. Level 02 Exterior
View of typical Level 02 window bay, with terra cotta rosettes & dentilated base course.



The Dermon Building, constructed in 1925, stands as a prominent architectural landmark in Memphis with its distinct dark brown brick façade accentuated by Renaissance-inspired details in yellow, green, and white terra cotta. The ten-story edifice is rectangular in shape, measuring 149 feet in width by 75 feet in depth. Its design showcases rich ornamentation on its front and sides, notably the vertical bands of yellow and green terra cotta rosettes and a dentilated belt course separating the first two stories. The windows, uniformly one-over-one double-hung sash, are complemented by yellow terra cotta sills. The top floor and penthouse windows on the front and side facades are framed by decorative terra cotta motifs, including foliated borders, central quatrefoils, and unique medallions depicting squirrels, eagles, and cherubs. Gargoyle waterspouts of green terra cotta and a simple yellow terra cotta coping elegantly finish the roofline. The building's exterior has retained much of its original charm, with only minor alterations made over the years.

Existing Interior

1. Ninth Level

View from existing location of elevator lobby



2. Core Circulation

Existing staircase and three cart elevator shaft from the north side. The only vertical circulation to the existing building



3. Second Level Corridor

Covered in layers of dust and dirt, the original floors are a peppered terrazzo with contrasting border detail. The ceiling's original crown moulding can be seen with remnants of its the previous paint palette.



4. Typical upper level

Levels 2-9 were previously demolished leaving none of the original partitions or interior components besides the concrete structure and core building elements.



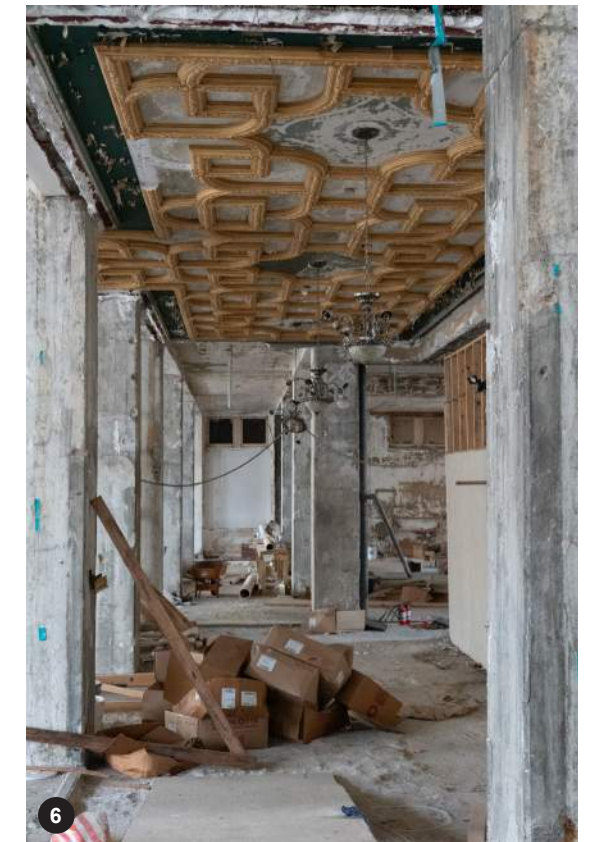
5. South Entry

One of the only two primary entrances to the first level of the building. This secondary entrance is connected visually to the main lobby by the existing plaster moulding details of the ceiling.



6. Ground Level Elevator Lobby

View of the first level grand elevator lobby and entrance.



The Dermon Building's historic interior showcases a rich architectural lineage, evident in details including its ground floor lobby adorned with gray marble floors, and its upper-story hallways featuring original terrazzo. Over the years, the building underwent various interior remodels, specifically within some of its office spaces. Despite the majority of its interiors being largely demolished in recent times, significant historic elements, especially on the ceilings and floors, remain in a restorable state. The design team is prioritizing documenting, protecting, and restoring these existing historic features as they transition the building to accommodate its new function as a hotel, ensuring a seamless blend of the past with modern necessities.

Site Plan

1. Holiday Inn Express at The Dermon Building
2. Main Hotel Entrance
Reference sheet 13 for canopy, signage and lighting.
3. Secondary Hotel Entrance
4. Future Retail Entrance
5. New Sidewalk
*New broom finish concrete sidewalk to the extents of the site
Reference sheet 14 for material description.*
6. New Street Trees and Sidewalk Grates
Reference sheet 16 for plant selection and description.
7. Valet Drop-Off
Valet lane created with use of new bump-out at the corner.
8. New Streetscape Bump-Out
*Bump-out to create pedestrian friendly experience at corner, valet lane,
bicycle parking, and street planting.*
9. Bicycle Parking
Existing location and equipment.
10. Modified Curb Cut
11. Employee and ADA Parking
15 on-site employee spaces and 4 required ADA spaces.
12. Parking Lightpoles
Reference sheet 18 for lighting selection and description.
13. Rear Fencing
Reference sheet 15 for description.
14. Screening Trees
Reference sheet 16 for plant selection and description.
15. Small Accent Planting
Reference sheet 16 for plant selection and description.
16. Waste Bins and Enclosure
17. New Rear Stair and ADA Ramp Access
*Concrete site walls, stairs and ramps. Black railing mounted to the top
of concrete walls. Reference sheet 14 for materials description.*
18. Existing MLGW Access
19. Transformer / Generator
20. Fire Suppression Water Tank
Black metal tank to match storefront color.
21. Rear Shade Tree
Reference sheet 16 for plant selection and description.



**All graphics are preliminary, and the design is subject to change.*

West Elevation

1. New concrete sidewalks and curbs.
2. Sidewalk landscaping and trees.
3. Repair existing pre-cast stone base.
4. New matte black aluminum storefront system to match historic color and mullion rhythm.
5. New matte black aluminum storefront entries.
6. Existing canopy structure re-clad with black aluminum to match storefront. Bronze lettering added sides for signage. Reference sheet 13 for canopy and signage details.
7. New matte black aluminum single-hung insulated windows with historic profiles.
8. Tuckpointing & brick repair where needed.
9. Ornate details inspected and repaired as required.



**All graphics are preliminary, and the design is subject to change.*

South Elevation

1. New concrete sidewalks and curbs.
2. Sidewalk landscaping and trees.
3. Repair existing pre-cast stone base.
4. New matte black aluminum storefront system to match historic color and mullion rhythm.
5. New matte black aluminum storefront entries.
6. Existing canopy structure re-clad with black aluminum to match storefront. Bronze lettering added sides for signage. Reference sheet 13 for canopy and signage details.
7. New matte black aluminum single-hung insulated windows with historic profiles.
8. Tuckpointing & brick repair where needed.
9. Ornate details inspected and repaired as required.
10. New matte black metal site fence.
11. Surface parking lot landscaping and trees. Reference sheet 5 for planting placement and sheet 16 for planting selection.
12. Dual Arm Pole Lights.



**All graphics are preliminary, and the design is subject to change.*

East Elevation

1. New concrete rear access stairs and ramp. Reference sheet 14 for materials description.
2. Surface parking lot landscaping and trees. Reference sheet 5 for planting placement and sheet 16 for planting selection.
3. Storefront system with insulated metal panels. Finish to match matte black aluminum windows.
4. New hollow metal entry doors. Finish to match matte black aluminum windows..
5. New matte black aluminum single-hung insulated windows with historic profiles.
6. Tuckpointing & brick repair where needed
7. Ornate details inspected and repaired as required.
8. Waste enclosure. Reference sheet 15 for materials selection and description.
9. Fire Suppression Water Tank. Black metal tank to match storefront color.



*All graphics are preliminary, and the design is subject to change.

North Elevation

1. New concrete sidewalks and curbs.
2. Sidewalk landscaping and trees. Reference sheet 5 for planting placement and sheet 16 for planting selection.
3. Repair existing pre-cast stone base.
4. New matte black aluminum single-hung insulated windows with historic profiles.
5. Tuckpointing & brick repair where needed.
6. Ornate details inspected and repaired as required.
7. New matte black metal site fence.
8. Surface parking lot landscaping and trees. Reference sheet 5 for planting placement and sheet 16 for planting selection.
9. Fire Suppression Water Tank. Black metal tank to match storefront color.
10. Dual Arm Pole Lights.



**All graphics are preliminary, and the design is subject to change.*

Exterior Rendering



Image is the property of **cnct.** design, PLLC.
**All graphics are preliminary, and the design is subject to change.*

Exterior Rendering



Image is the property of cnct. design, PLLC.
*All graphics are preliminary, and the design is subject to change.

Exterior Precedents - Signage

1. Baltimore HIE Conversion Exterior

View of the front facade & main entry, with the historic character & canopy unencumbered & unobscured.

2. Ritz-Carlton Historic Hotel Conversion Exterior

View of black aluminum clad canopy with recessed can lights and bronze finish letter signage.

3. Dallas HIE Conversion Exterior

View of exterior entry canopy, with adjusted brand scale and unique detailing.

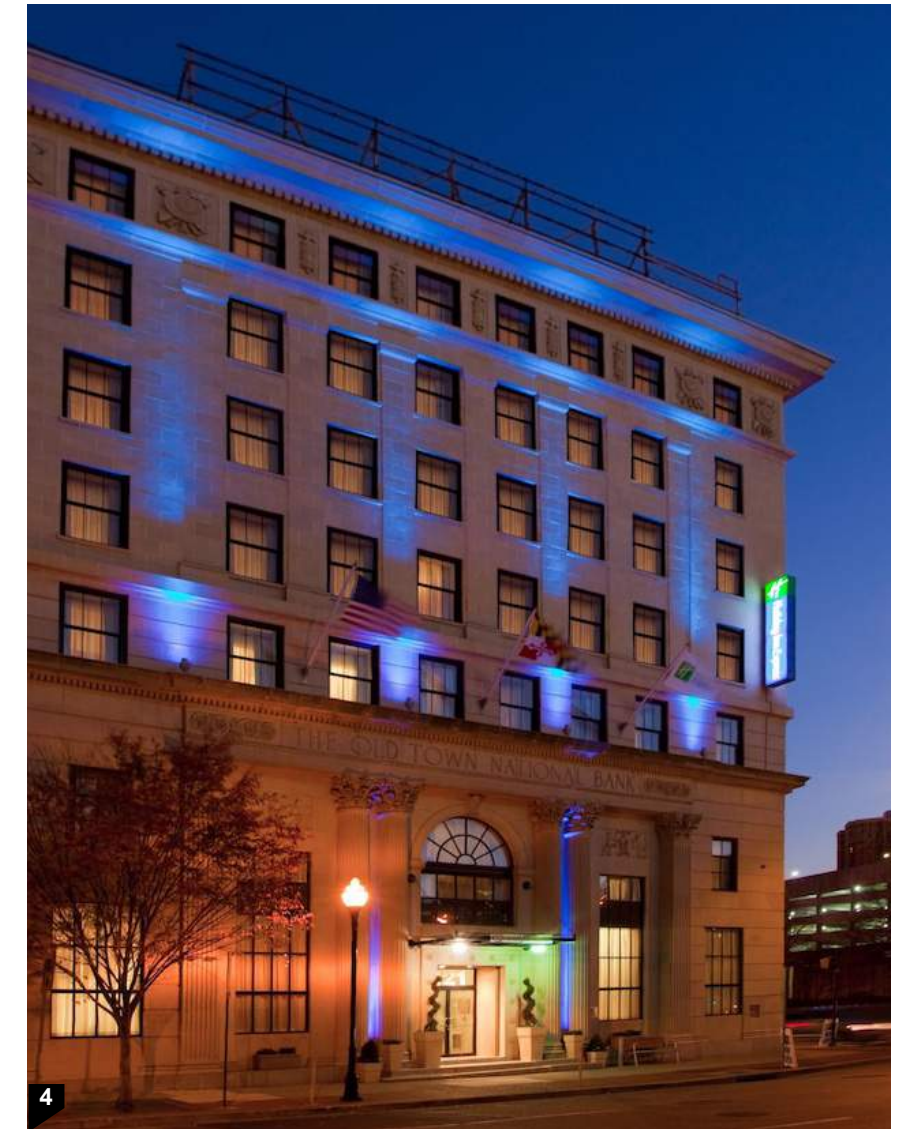
4. Baltimore HIE Conversion Exterior

View of exterior & entry, with limited signage & new lighting to compliment the historic detailing at night.



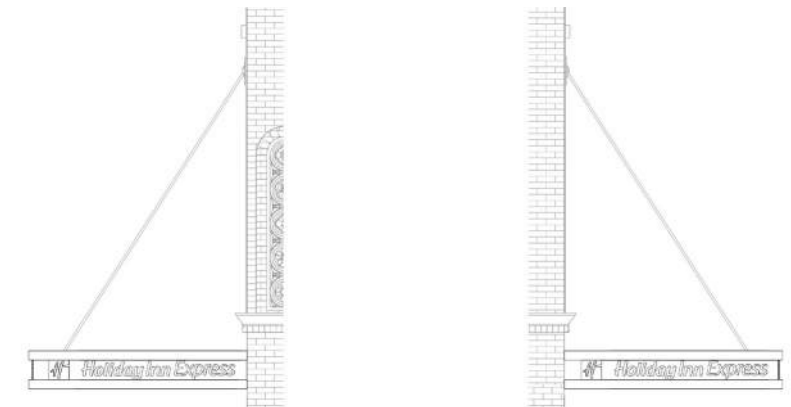
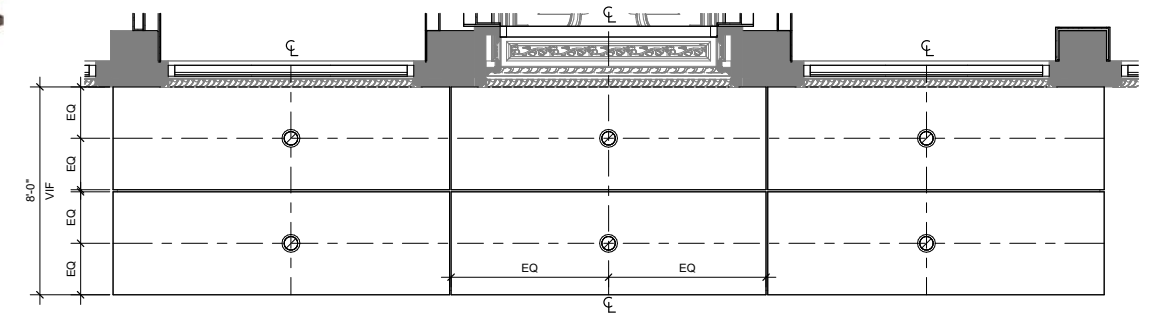
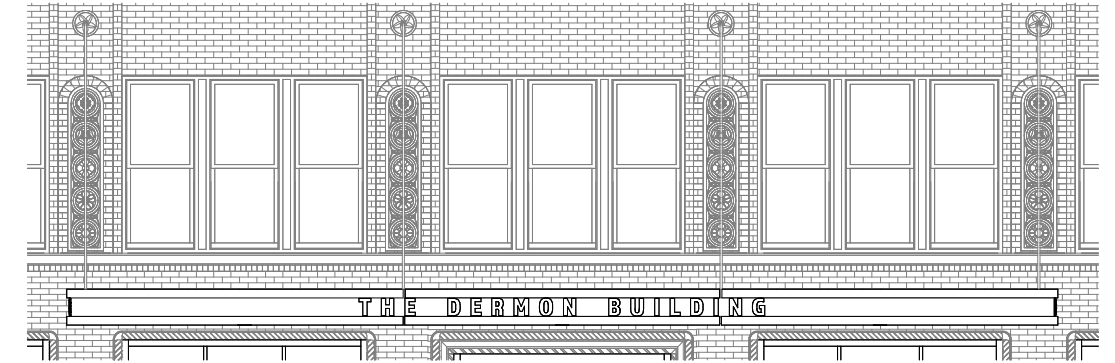
The upcoming transformation of this vacant structure into a hotel in Downtown Memphis mirrors successful urban revitalization efforts observed in other cities including Baltimore and Dallas. The Dermon Building will be carefully designed to modernize the existing building with state-of-the-art accommodations and amenities, while respecting and preserving its historical significance.

This balanced approach ensures that the hotel will be an integral part of Downtown Memphis's continued growth and will meet the rising demand for quality accommodations in the area.



Signage - Canopy

1. Reclad existing canopy with black aluminum panels and trim.
2. "The Dermon Building" Bronze Lettering on Street Face
3. "Holiday Inn Express" Bronze Lettering and Badge Logo on Sidewalk Faces



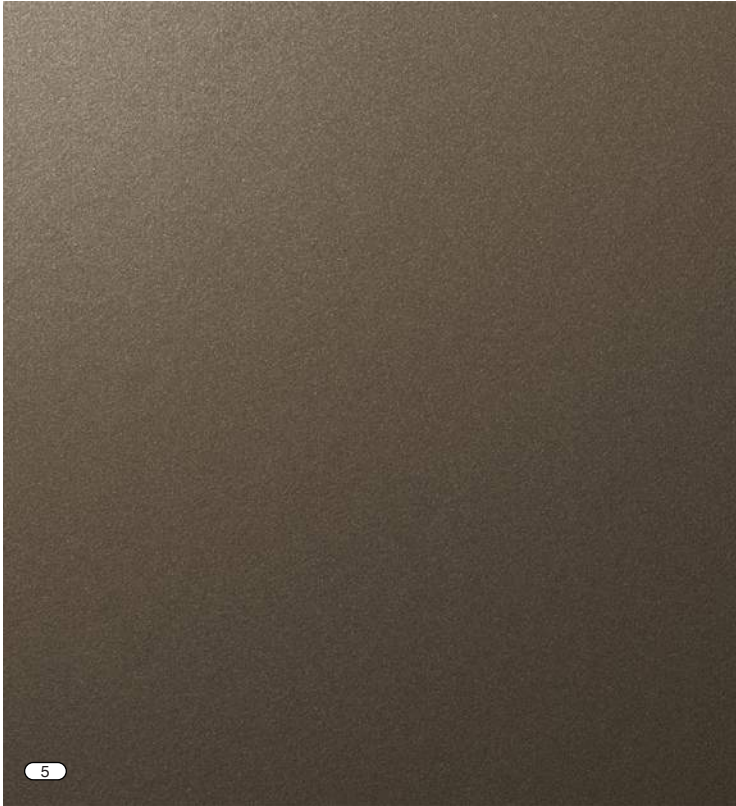
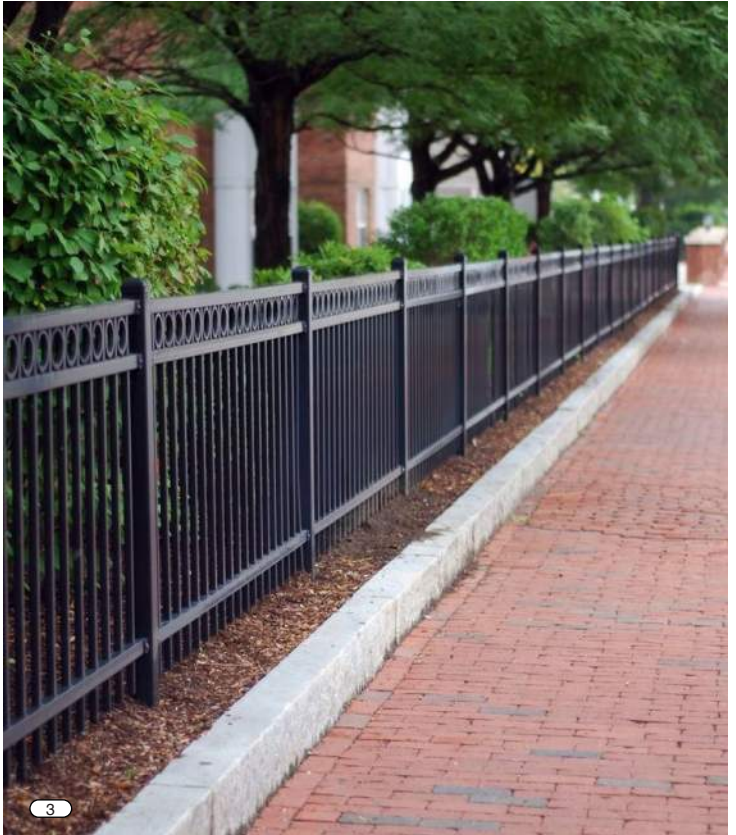
The refurbishment of the existing canopy will restore it to its historic character, while also utilizing it to tastefully display its new use as a Holiday Inn Express. The canopy will be reclad with black metal paneling to match the adjacent storefront systems. "THE DERMON BUILDING" will be mounted in bronze lettering on the street facing side of both canopies fronting B.B. King Boulevard and Court Avenue. "HOLIDAY INN EXPRESS" will be mounted to the side faces of each canopy in the same material and fashion following the badge logo to the left. (Reference provided drawings).

THE DERMON BUILDING

H Holiday Inn Express

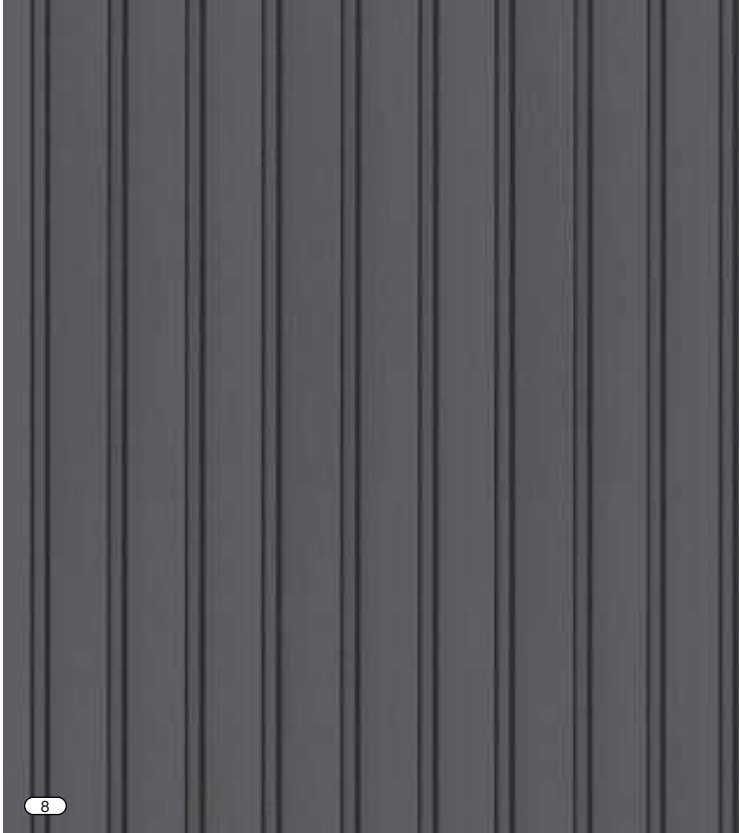
New Exterior Materials

- 1. Black Aluminum Clad Windows, Storefront, Canopy
- 2. Smooth Concrete Rear Stair and Ramp
- 3. Black Metal Ornate Fencing
- 4. Black Metal Railing on Concrete Base
- 5. Bronze Lettering at Faces of Canopy
- 6. Broom Finish Concrete Sidewalk (Grain perpendicular to street)



New Exterior Materials

- 7. Brown Brick to Match Existing at Waste Enclosure
- 8. Black Metal Panels for Doors at Waste Enclosure



Planting

1. Ginkgo Biloba (Street trees to match trees across B.B. King Street and Court Avenue per UDC 4.6.9.C)
2. Dee Runk Boxwood (Rear Parking Screening)
3. Hornbeam (Rear Entry Landscape Tree)
4. Prairie Dropseed (Street Bump Out & Rear Entry Planting)
5. Street Trees Grate (Black metal to match adjacent tree grates along B.B. King Street)
6. Mulch (Groundcover)



Reference sheets 5 for planting placement.

Exterior Lighting

1. Linear Facade Lights (Level 02 Detailing)
2. Exterior Recessed Can Lights (Refurbished Canopies)
3. Exterior Wall Spotlights (Parapet Detailing)

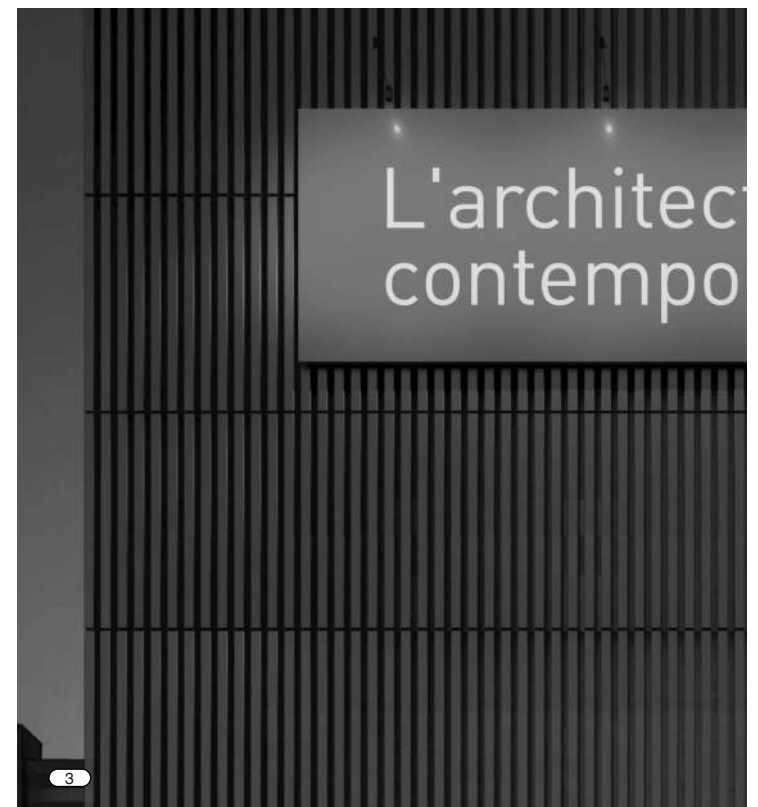


The proposed lighting for this project was selected in order to suitably display and accent the historic nature of the building as well as properly light the exterior public spaces around the building. Finishes on all exterior light fixtures will be matte black. Exterior lights will be warm white in color temperature.

Linear facade lights will be mounted to light the terra cotta detailing at the second level "clover" details. The facade lighting will be installed behind the second level cornice and will allow a full accented view of the facades from the street at night.

Recessed can lights will be installed on the underside of the refurbished canopies along B.B. King Street and Court Avenue. These lights will accent the public entries of the building as well as light the public sidewalks.

Wall spotlights will be installed upright to shine light on the detailing along the perimeter of the parapet.



Exterior Lighting

4. Recessed In-Grade Lights (Front Entry)
5. Exterior Wall Sconce (Rear Openings)
6. Dual Arm Pole Lights (Rear Parking Area)

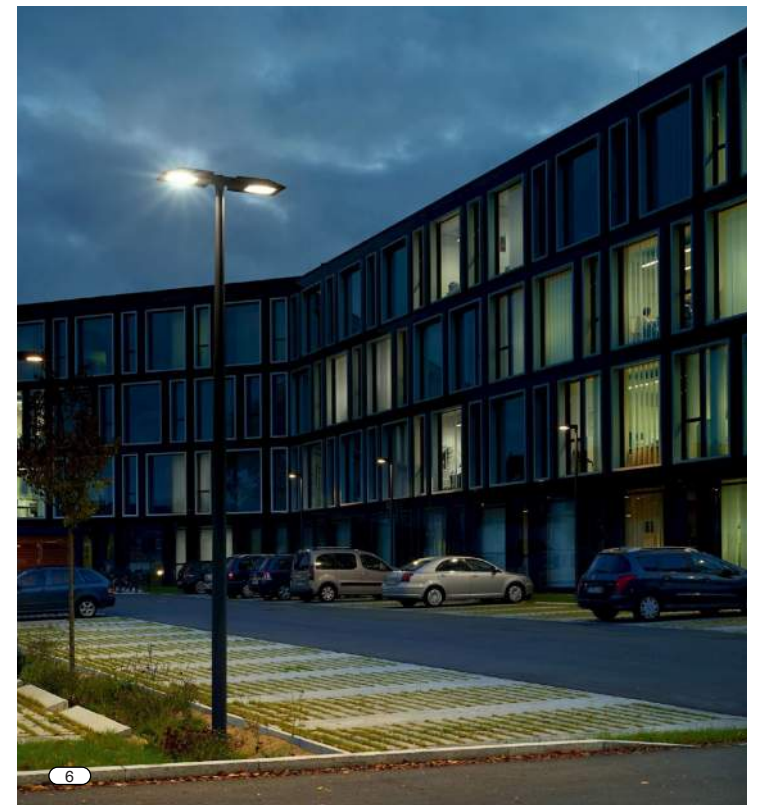


The proposed lighting for this project was selected in order to suitably display and accent the historic nature of the building as well as properly light the exterior public spaces around the building. Finishes on all exterior light fixtures will be matte black. Exterior lights will be warm white in color temperature.

In-grade lighting will be installed on both sides of the front hotel entrance to highlight the entry to the public and display the intricate terra cotta detailing around the opening.

Wall lights will be installed above the back of house entries and exits at the rear of the building.

Dual arm pole lights will be placed along the perimeter of the rear parking light for increased security and visibility. The height will allow light to shine on the parking as well as the adjacent alleyways and vacant parcels of land.



West Elevation Lighting

- 1. Linear Facade Lights
- 2. Exterior Recessed Can Lights
- 3. Exterior Wall Spotlights
- 4. Recessed In-Grade Lights
- 5. Exterior Wall Sconces
- 6. Dual Arm Pole Lights

Reference sheets 17 & 18 for light fixture selections and descriptions.



*All graphics are preliminary, and the design is subject to change.

South Elevation Lighting

- 1. Linear Facade Lights
- 2. Exterior Recessed Can Lights
- 3. Exterior Wall Spotlights
- 4. Recessed In-Grade Lights
- 5. Exterior Wall Sconces
- 6. Dual Arm Pole Lights

Reference sheets 17 & 18 for light fixture selections and descriptions.



**All graphics are preliminary, and the design is subject to change.*

East Elevation Lighting

- 1. Linear Facade Lights
- 2. Exterior Recessed Can Lights
- 3. Exterior Wall Spotlights
- 4. Recessed In-Grade Lights
- 5. Exterior Wall Sconces
- 6. Dual Arm Pole Lights



Reference sheets 17 & 18 for light fixture selections and descriptions.

**All graphics are preliminary, and the design is subject to change.*

North Elevation Lighting

- 1. Linear Facade Lights
- 2. Exterior Recessed Can Lights
- 3. Exterior Wall Spotlights
- 4. Recessed In-Grade Lights
- 5. Exterior Wall Sconces
- 6. Dual Arm Pole Lights

Reference sheets 17 & 18 for light fixture selections and descriptions.



**All graphics are preliminary, and the design is subject to change.*

Basement Level Floor Plan

SPACE MATRIX

- Staff / BoH: 423 SF
- Utility / Support: 2,348 SF
- Primary Public: 3,869 SF

FLOOR TOTAL
8,425 GSF

Floor Plan

1. Entry / Stair
2. Foyer
3. Kitchen
4. Bathroom
5. Bedroom
6. Living Room
7. Storage
8. Laundry
9. Mechanical
10. Patio
11. Riser Room

1. Elevator Lobby
2. Existing Elevator Shafts Repurposed
3. Existing Circulation Stair
4. New Service Elevator in Existing Shaft
5. New Egress Stair
6. Laundry Center
7. Engineering and Maintenance
8. Employee Break Room
9. Fitness Center
10. Future Business and Meeting Center
11. Utilities



Image is the property of **cnc+** design, PLLC.

**All graphics are preliminary, and the design is subject to change.*

Level 01 Floor Plan

SPACE MATRIX

○ Staff / BoH:	802 SF
○ Utility / Support:	934 SF
○ Primary Public:	1,554 SF
○ Public Amenity:	986 SF
○ Commercial Tenant:	1,511 SF

FLOOR TOTAL
8,425 GSF



1. Elevator Lobby
2. Existing Elevator Shafts Repurposed
3. Existing Circulation Stair
4. New Service Elevator in Existing Shaft
5. New Egress Stair
6. Management Offices
7. Leasable Space
8. Lounge and Express Market
9. Reception
10. Great Room
11. Meeting Room
12. Pantry and Coffee Station
13. Serving Room
14. Kitchen
15. Rear Parking Access

Image is the property of **cnct.** design, PLLC.

**All graphics are preliminary, and the design is subject to change.*

Levels 02-09 Floor Plan

ROOM MATRIX

1 Bed: 11 Units (62%)

- 1 Bed Corner: 4 Units
318 SF / each
- 1 Bed: 5 Units
332 SF / each
- 1 Bed Efficiency: 1 Unit
290 SF / each
- 1 Bed Extended: 1 Unit
443 SF / each

2 Bed: 7 Units (38%)

- 2 Bed: 5 Units
340 SF / each
- 2 Bed Efficiency: 2 Unit
292 SF / each

FLOOR TOTAL

8,425 GSF
18 Rooms



1. Elevator Lobby
2. Existing Elevator Shafts Repurposed
3. Existing Circulation Stair
4. New Service Elevator in Enlarged Existing Shaft
5. New Egress Stair

Image is the property of **cnct.** design, PLLC.

**All graphics are preliminary, and the design is subject to change.*

Level 10 Floor Plan

ROOM MATRIX

- 1 Bed: 10 Units (67%)**
- 1 Bed Corner: 4 Units
318 SF / each
 - 1 Bed: 5 Units
332 SF / each
 - 1 Bed Extended: 1 Unit
443 SF / each

- 2 Bed: 5 Units (33%)**
- 2 Bed: 5 Units
340 SF / each

FLOOR TOTAL

8,425 GSF
15 Rooms



- 1. Elevator Lobby
- 2. Existing Elevator Shafts Repurposed
- 3. Existing Circulation Stair
- 4. New Service Elevator in Enlarged Existing Shaft
- 5. New Egress Stair

Image is the property of **cnct.** design, PLLC.

**All graphics are preliminary, and the design is subject to change.*

Main Lobby

The redesigned lobby of the Dermon Building draws inspiration from historic photos and descriptions documented in the National Historic Registry. Gray marble flooring establishes a refined foundation for the space, complemented by tan walls adorned with dark wood wainscot and trim. Textured wallpaper adds depth and sophistication to the space. The ceiling, showcasing historic patterning, is meticulously restored using samples of the original paint to capture and revive its original character. Thoughtfully blending the building's history as an office space with its future role as a hotel, the interior spaces are conceived to strike a balance between the two. This nuanced design approach results in a series of interconnected spaces, offering expansive views into the grand dining areas while still preserving the distinct separations inherent in the original building's layout.

1. Main Lobby Rendering

View south along the Main Lobby & Elevator Core, looking toward the south door & amenity spaces.



Image is the property of **cnct.** design, PLLC.

**All graphics are preliminary, and the design is subject to change.*

Great Room

The Great Room of the Dermon Building overlooks BB King Blvd, offering clear views of the street. It serves as the hotel's main social and gathering space. Equipped to host events and meetings, the room can also be utilized as a dining area. Its location near the street ensures the space is lively and interactive, promoting both guest and street activity.

1. Great Room Rendering

View south along the West Storefront & Great Room, looking toward the flexible meeting space.



Image is the property of cnct. design, PLLC.

**All graphics are preliminary, and the design is subject to change.*

Interior Commons Precedents

The upcoming transformation of this vacant structure into a hotel in Downtown Memphis mirrors successful urban revitalization efforts observed in other cities including Baltimore and Dallas. The Dermon Building will be carefully designed to modernize the existing building with state-of-the-art accommodations and amenities, while respecting and preserving its historical significance.

This balanced approach ensures that the hotel will be an integral part of Downtown Memphis's continued growth and will meet the rising demand for quality accommodations in the area.

1. Baltimore HIE Conversion Lobby

View of retained & unobscured detailing and character looking across the lobby & reception.

2. Dallas HIE Conversion Lobby

View of original wall & column stone finish, respected with minor touches of contemporary detailing.

3. Dallas HIE Conversion Great Room

View of original column stone finish, metal pan ceiling & molding, melded with new lighting and flooring.

4. Baltimore HIE Conversion Great Room

View of historic finishes and spatial arrangement, with appropriate furnishings and details.



Guestroom Design

The Guestrooms will be arranged around the perimeter of the existing building, with no fewer than 3 windows per each room. The anticipated standards of the hotel will instead be modified and adjusted, to suit the historic character and framework of the building. A bulkhead will be provided in front of the windows, to allow for concealed curtains as well as a backdrop to receive the recreated historic ceiling trim, corresponding with the recreated wall base. These touchpoints to the buildings' past are melded with the contemporary forms and character of the hotel, to create a refreshing user experience that is simultaneously grounded in the building's history and character.



1. View of Typical King Entry Wall

The IHG standards, shown adapted to the historic framework of the building.



2. View of Typical King Bed Wall

Ceiling molding & window bulkhead to incorporate historic conditions & column structure.

3. View of Accessible / Extended-Stay King Suite

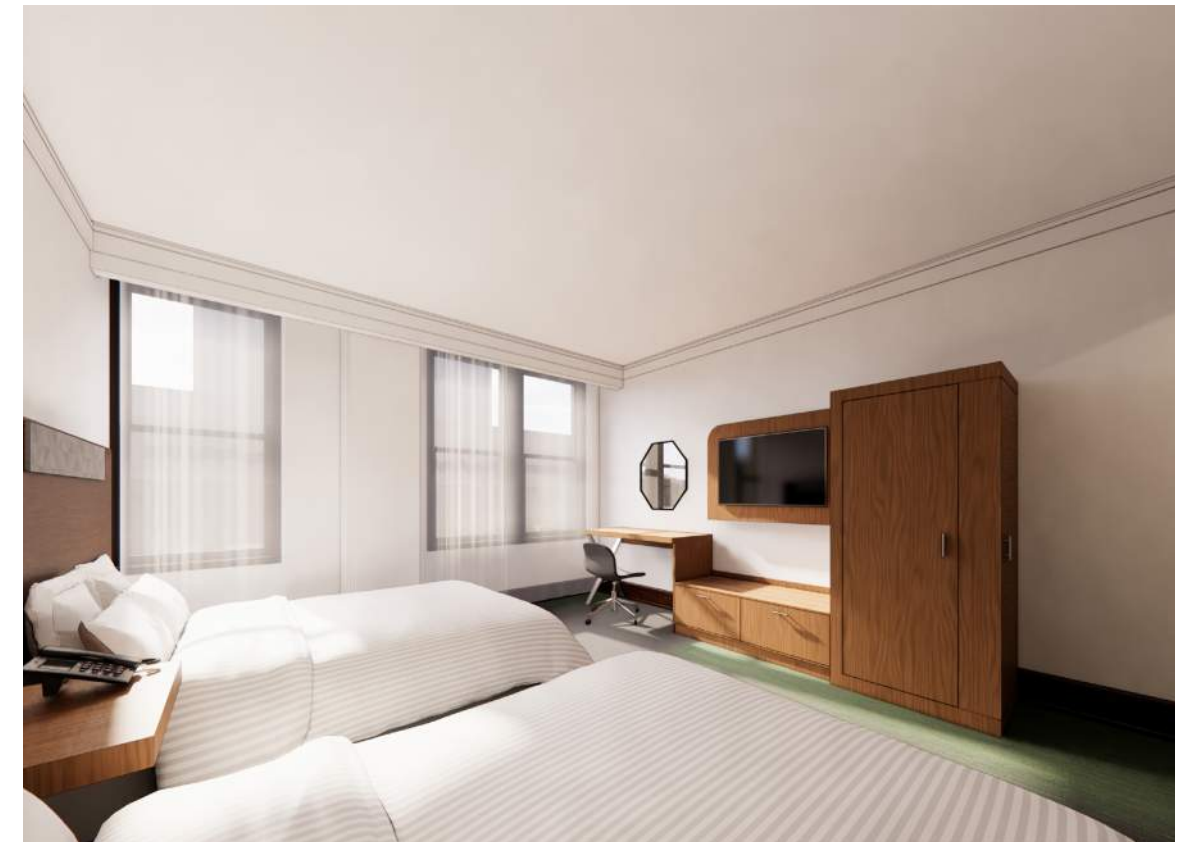
Additional seating & kitchnette provided.

4. View of Typical King Window Wall

Ceiling Molding, adapted standards & finishes visible.

5. View of Typical Double Queen Window Wall

Ceiling Molding, adapted standards & finishes visible.



**All graphics are preliminary, and the design is subject to change.*