



**Design Review Board (DRB) Staff Report**  
*Prepared for the February 7, 2024 Meeting*

Exterior Renovation / New Construction / Lighting / Public Art

Case # 24-05: The Dermon Building by Holiday Inn  
46 N. B.B. King Blvd.  
Memphis, TN 38103

Applicant: John Halford  
Project Manager  
CNCT.  
631 Madison Avenue, Suite 2  
Memphis, TN 38103

Owner Nick Patel  
Dermon Building OZ, LLC  
11227 Matthews Cove Ln  
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Background: DRB review is required for this project because it received PILOT at the September 12, 2023 Design Review Board Meeting.

The subject property is the historic Dermon Building and two adjacent parcels to the east located on the northeast corner of B.B. King Blvd and Court Avenue. Built in 1925, it has unique brown brick and ornate yellow, green, and white terra cotta detailing. The 10-story building is individually listed on the National Register of Historic Places.

The proposed project to renovate the building for use as a 159-key hotel with ground-floor commercial space would pay special attention to maintaining and restoring the historic features in pursuit of historic tax credits. Along with a complete exterior renovation, the façade will be refurbished, windows and doors will be replaced, and streetscape improvements along Court and B.B. King will be made. Additionally, the parcels to the east of the building will hold onsite parking.

Project Description: Originally built for offices and having undergone significant internal demolition, the building interior will be reconfigured to include the following

- Basement Level – mechanical systems, staff areas, fitness center, meeting and business center
- Ground Floor – reception, dining area, kitchen, management offices, lounge and express market, meeting room, 1,500 SF of leasable space
- Levels 2-9 – one bed and two bed units

The existing elevator shaft and circulation staircase in the center of the building will be reused. And, an additional egress staircase will be added to the north of that elevator bay. The primary guest entrance and valet drop off is on B.B. King Blvd. The secondary entrance is located on the south side facing Court Avenue. The east side will have access through two sets of double entry doors composed of hollow metal with a matte black finish.

The masonry and ornate terra cotta will be cleaned and restored as needed throughout the building. On the B.B. King Blvd. side, all openings will receive new glazing in the form of matte black aluminum single-hung insulated windows with historic profiles and matte black aluminum storefront systems with mullion rhythm. The existing canopy over the main entrance will be re-clad with black aluminum to match the other matte black finishes. Bronze channel letters will be mounted to the side faces of the canopy. The secondary entrance on the Court Avenue side will receive the same treatment. The signage package is not complete. It will be submitted for review at a later date.

The building façade will be treated with architectural lighting. Finished on all exterior lighting will be matte black and the color temperature will be warm white. The terra cotta detailing on the second level will be highlighted with linear façade lights mounted behind the second level cornice. They will be pointed up and in to accent the building at night. On the underside of the canopies on both B.B. King Blvd. and Court Avenue, recessed can lights will be installed on the underside of the refurbished canopies. Wall spotlights will be mounted to shine light upward toward the decorative historic terra cotta.

The two parcels to the east or rear of the building will be repaved and stripped for fifteen (15) on-site employee parking spaces and four (4) required ADA spaces. Around the perimeter of the parking lot, it will be lit with seven (7) dual arm light poles and screened with Dee Runk Boxwood, Prairie Dropseed, and Hornbeam. The shrubby trees are the appropriate in hardiness and size for this area. On this rear side, the black metal fire suppression tank and brown brick dumpster enclosure will also

be situated. Tucked into the northern corner, they will be screen with landscaping. At the two rear entrances, new concrete site walls, stairs with black metal railings, and ramps will be added. This parking area will be enclosed with a black metal fence while maintaining the exit/entrance open.

Streetscape improvements will be completed on both B.B. King Blvd and Court Ave. in compliance with UDC requirements. The parking lane will be changed into a valet drop-off lane with the creation of a new bump out at the northeast side of B.B. King Blvd and Court Ave. This bump out there will also support bike parking and additional street plantings. A new broom finished concrete sidewalk will be poured along area with the appropriate street trees, Ginkgo Biloba, and sidewalk grates. This will reflect the streetscape along court

**Staff Report:**

The Dermon Building has been a priority for redevelopment because it has been a blighted vacant eyesore in the Downtown Core for several years. This project will transform and activate the building by highlighting the historic features of the building through restoration and architectural lighting.

The Dermon Building by Holiday Inn Express will build on the momentum of nearby projects like Allworld Management and Aloft Hotel. It will fill in the gaps on this on this section on B.B. King Blvd making for a comfortable pedestrian experience. The required streetscape improvements will mirror the improvements to the south and will also add more pedestrian amenities in the form of a bike rack. The project will also rely on existing parking facilities, a key tenant of the Downtown Memphis Parking Study, for guest parking.

**Staff Recommendation:**

**Staff recommends approval, with the condition of submitting a sign application for board review.**