As more people move to the city from surrounding rural areas, the metropolitan footprint of Memphis expands. With the change in transportation, comes a change in clientele: Hotel typology.

Typical rooms at the Hotel Chisca on S. Main were opened to an exterior corridor and attached it to the traditional hotel form to great contrast. Overgrowth over a covered pool became evident to the street. Any re-habitation and redevelopment on Main ultimately disconnected.

In Memphis:

- South Main District: The Chisca Hotel
- Metropolitan area

As reliance on automobile transportation increases, the Chisca begins to advertise available parking as an amenity. A new neon-lit sign broadcasts the hotel's "FREE PARKING" to the city at large.

In 1913: The Hotel Chisca opens [postcards featuring drawings of Hotel, left, and the main lobby on right].

In 1952: The first Holiday Inn opens [shown left].

In 1954: Dewey Phillips moves his popular music radio show "Red, Hot and Blue" to new sound studios on the Chisca's 2nd floor, in the original hotel building. Phillips is the first to play Elvis Presley on the radio.

In 2010: The MLGW office building was built to the north of the Chisca lot. The lot closed and boarded up, or razed in large-scale demolitions. The office closed and the building likely converted to a new use.

Now, the entire lot is abandoned. Fences enclose the entire ground.