

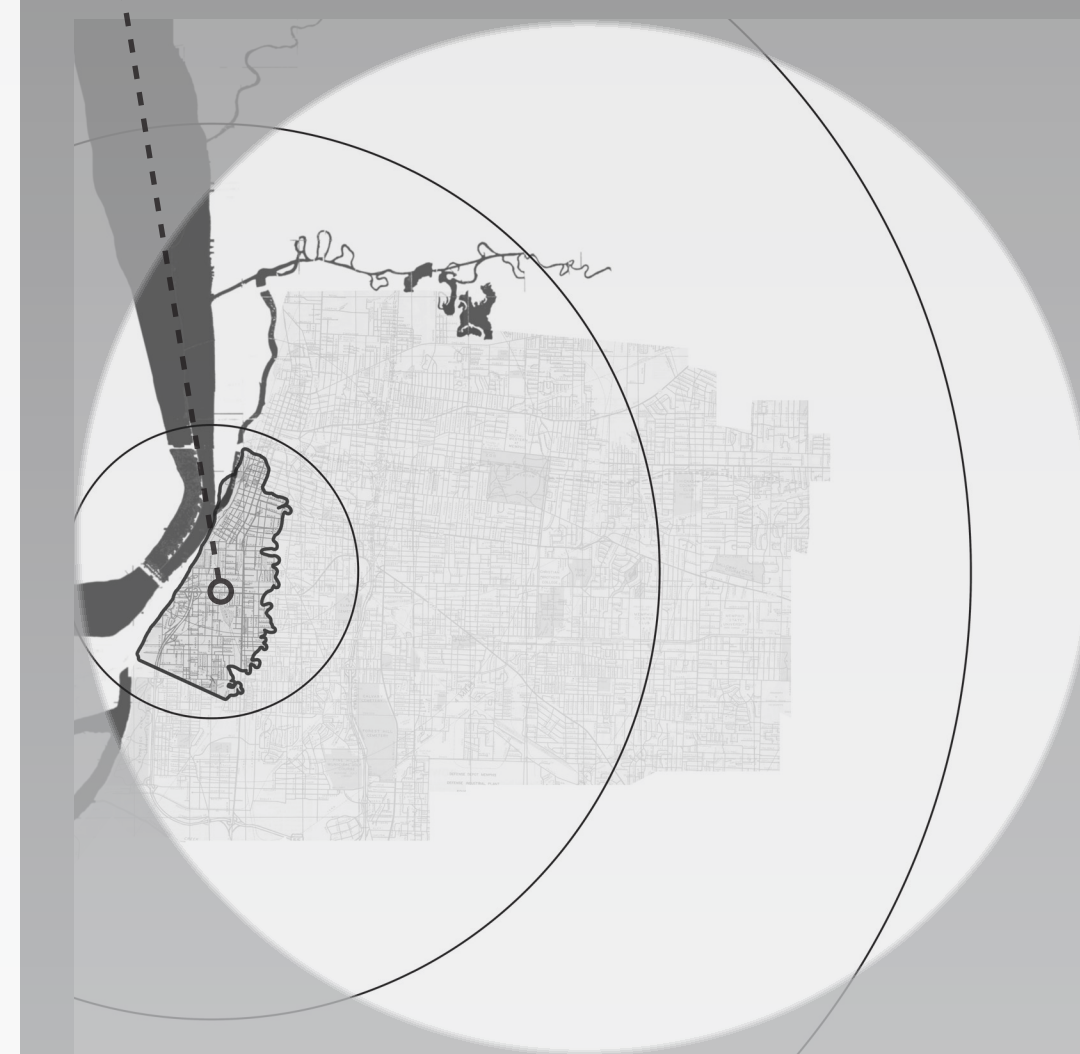
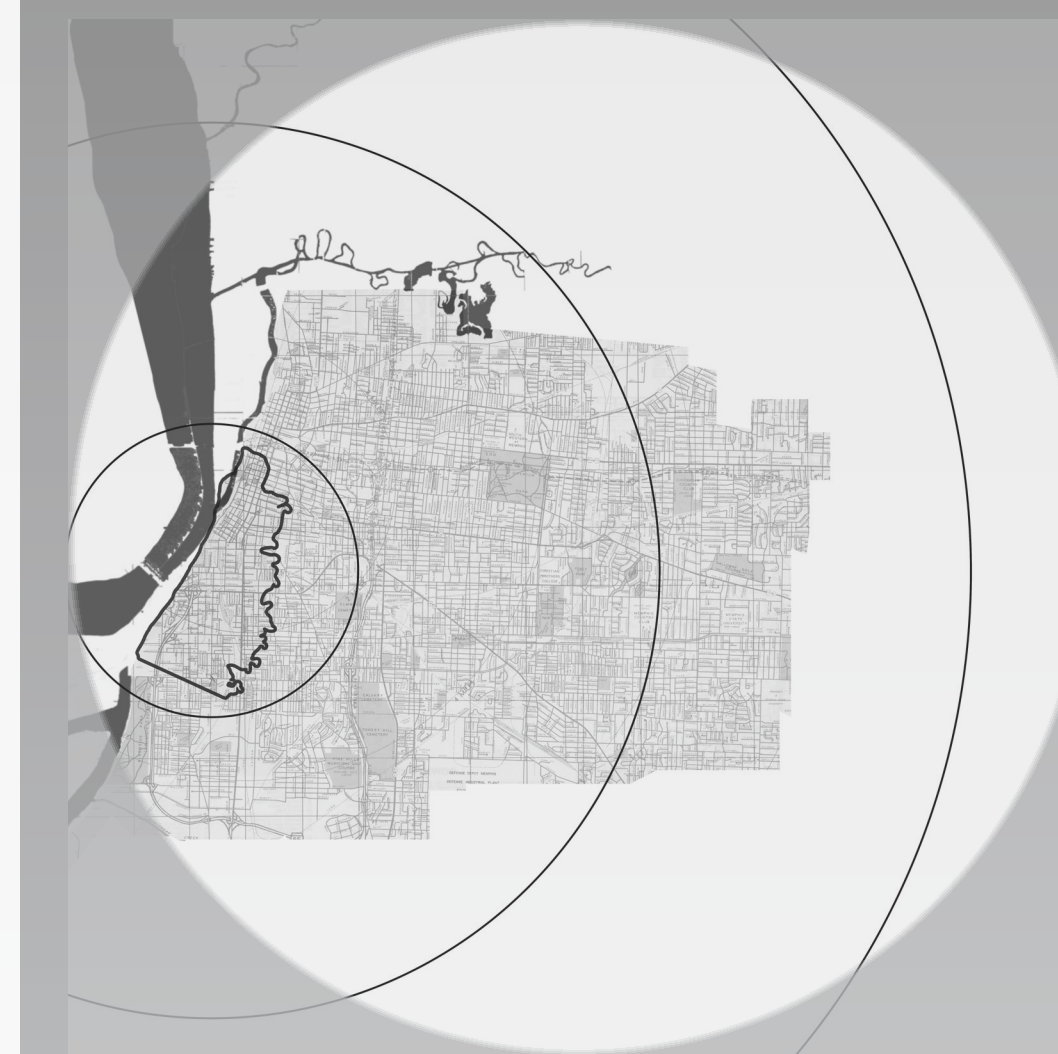
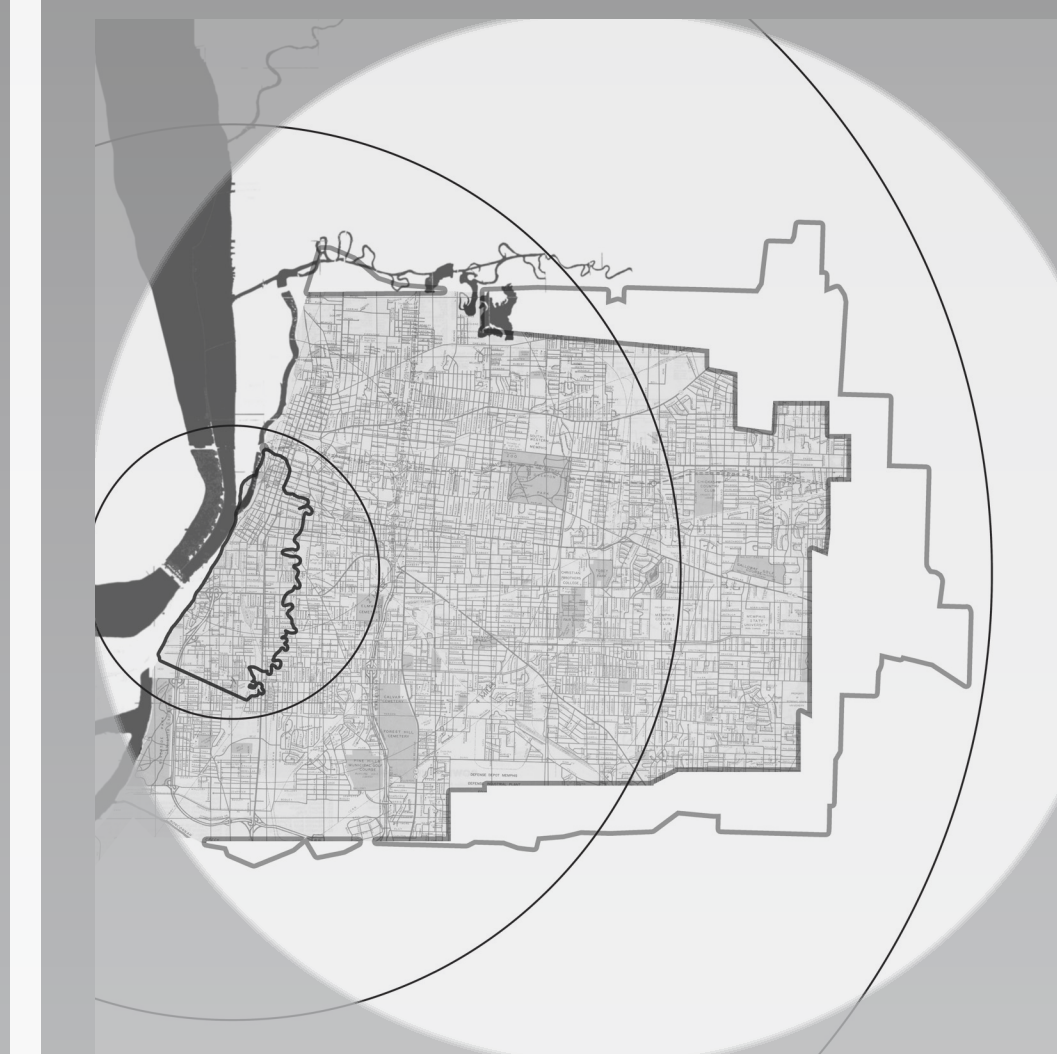
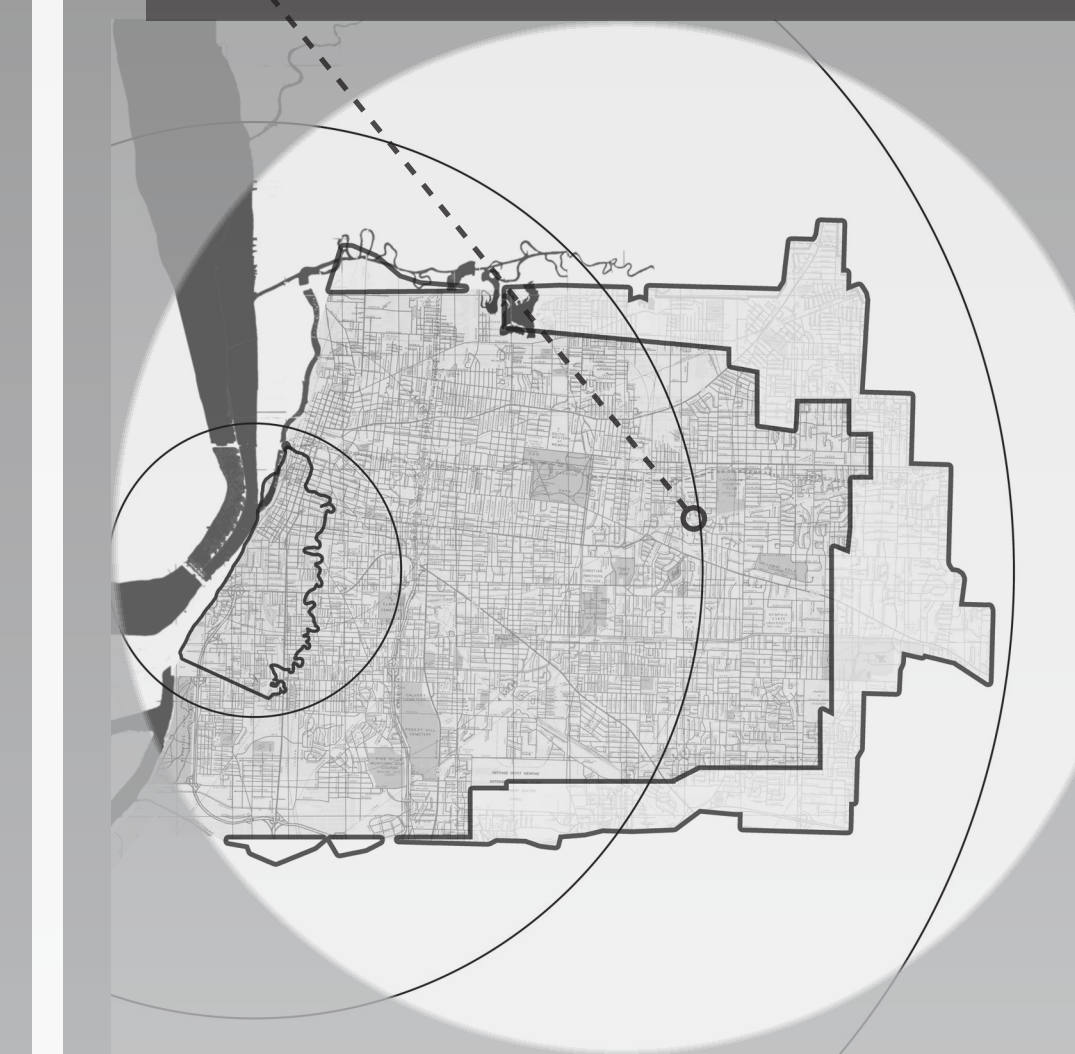

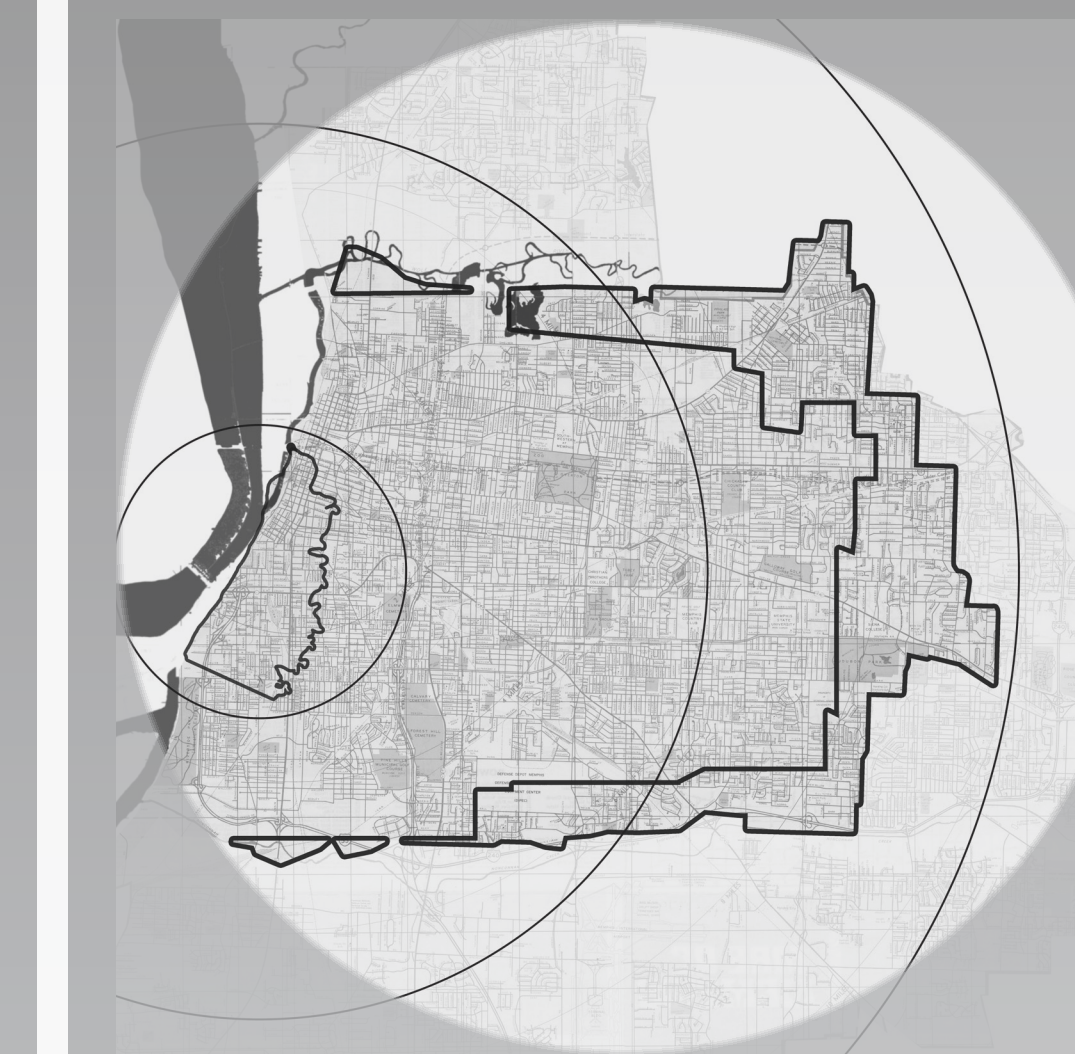
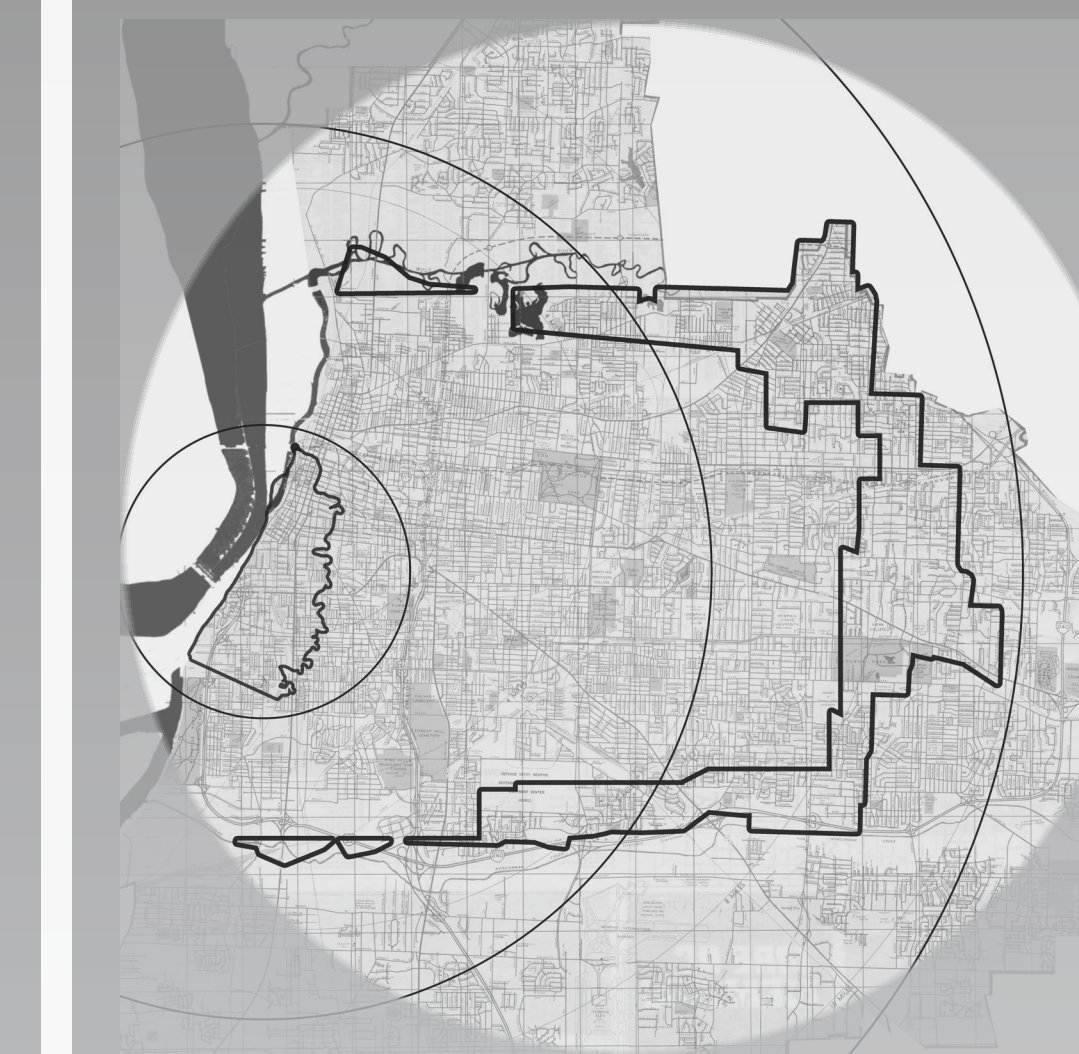
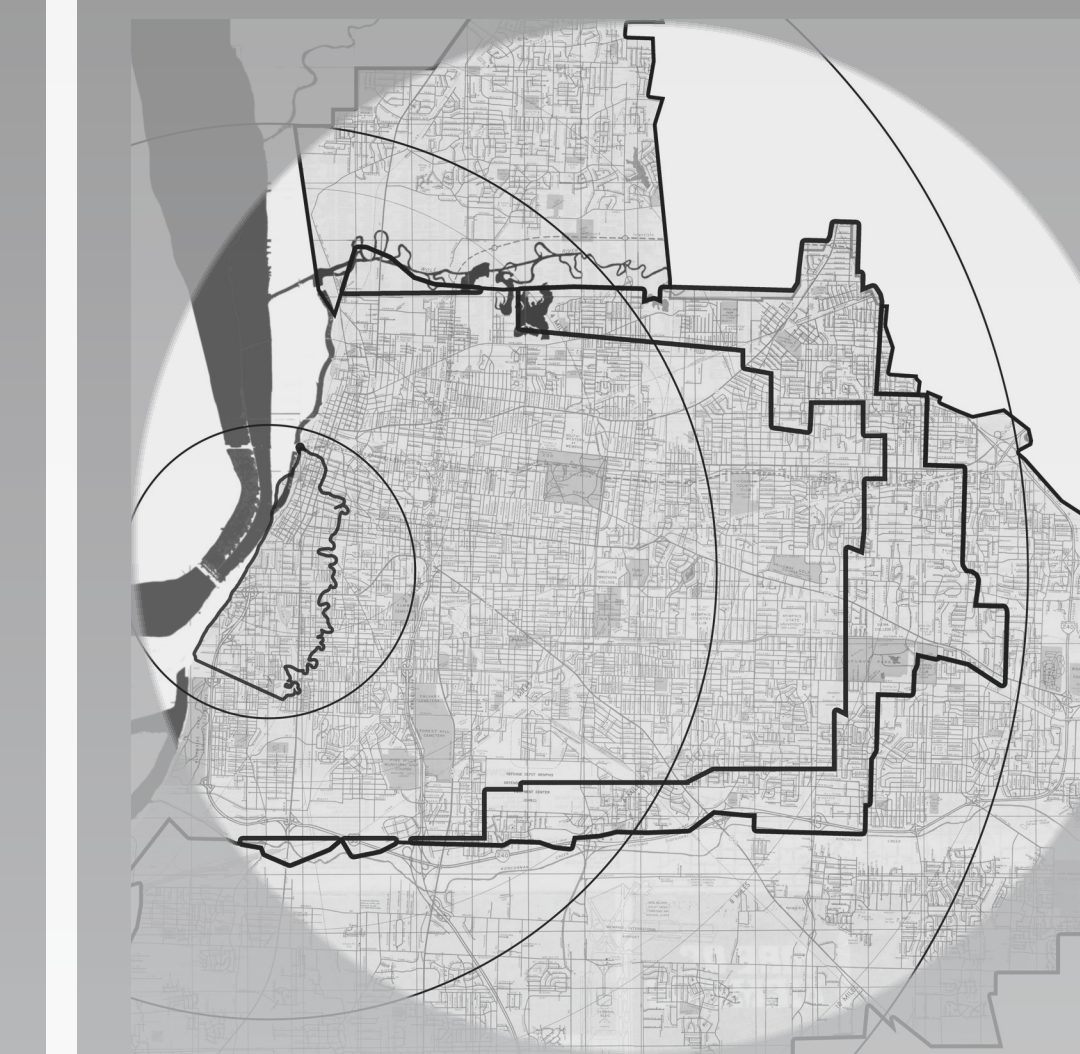
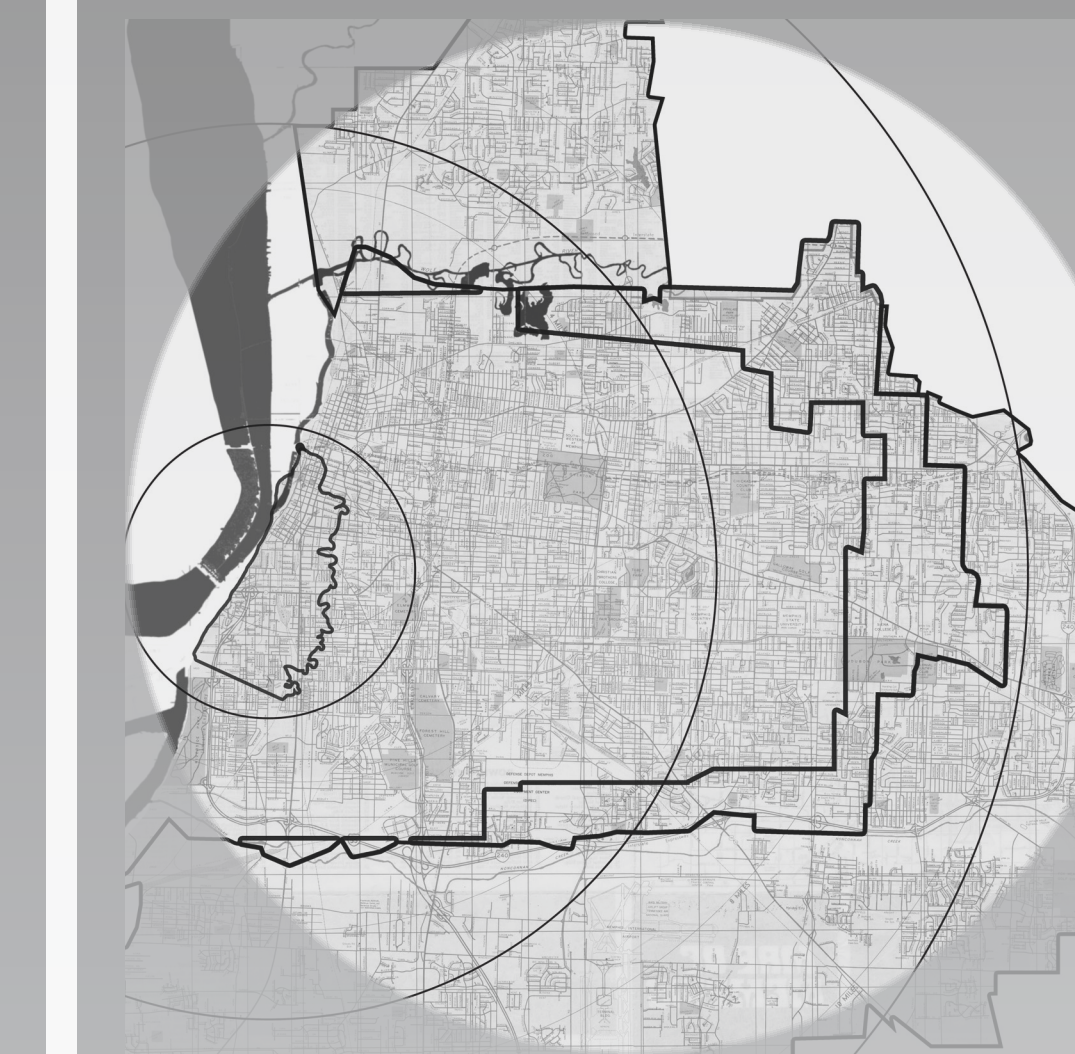
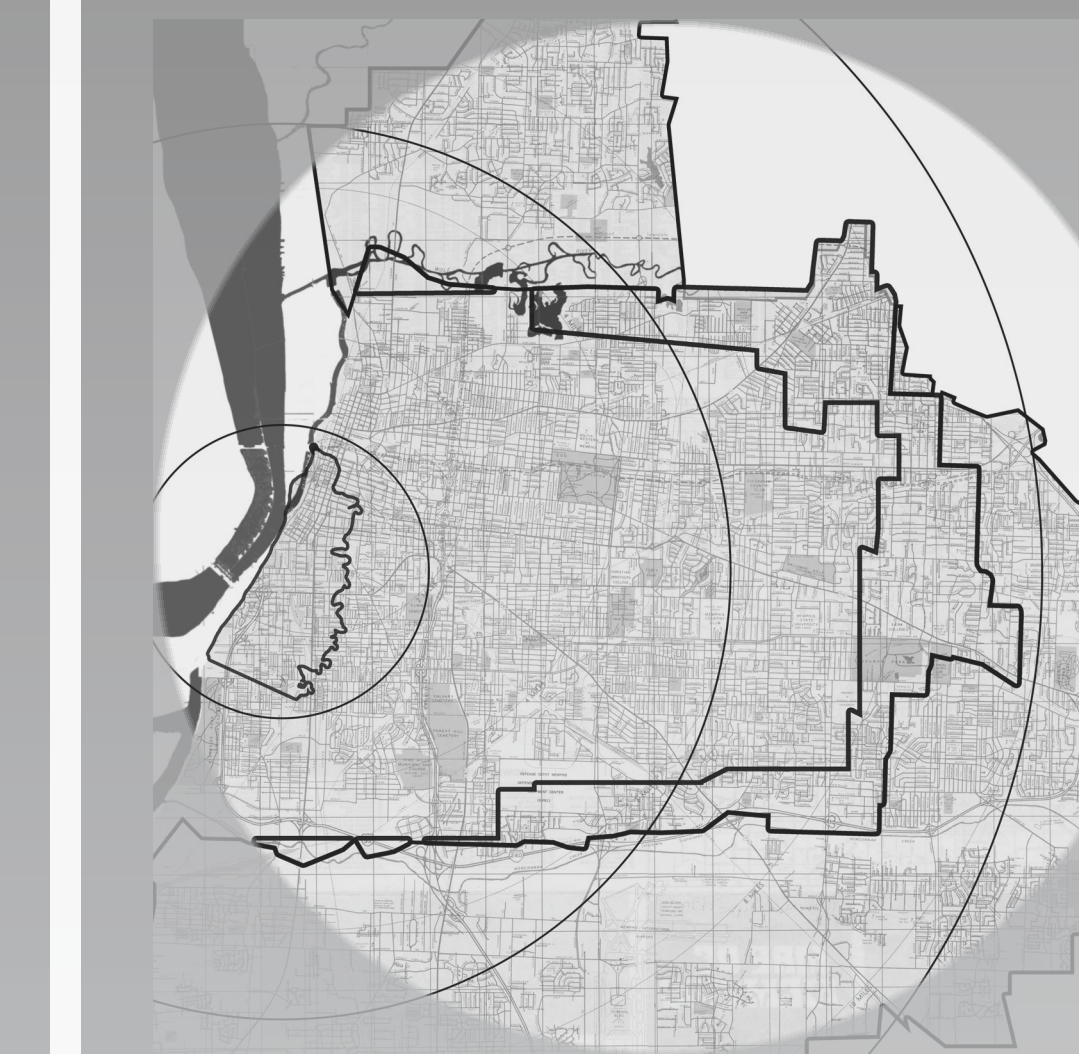

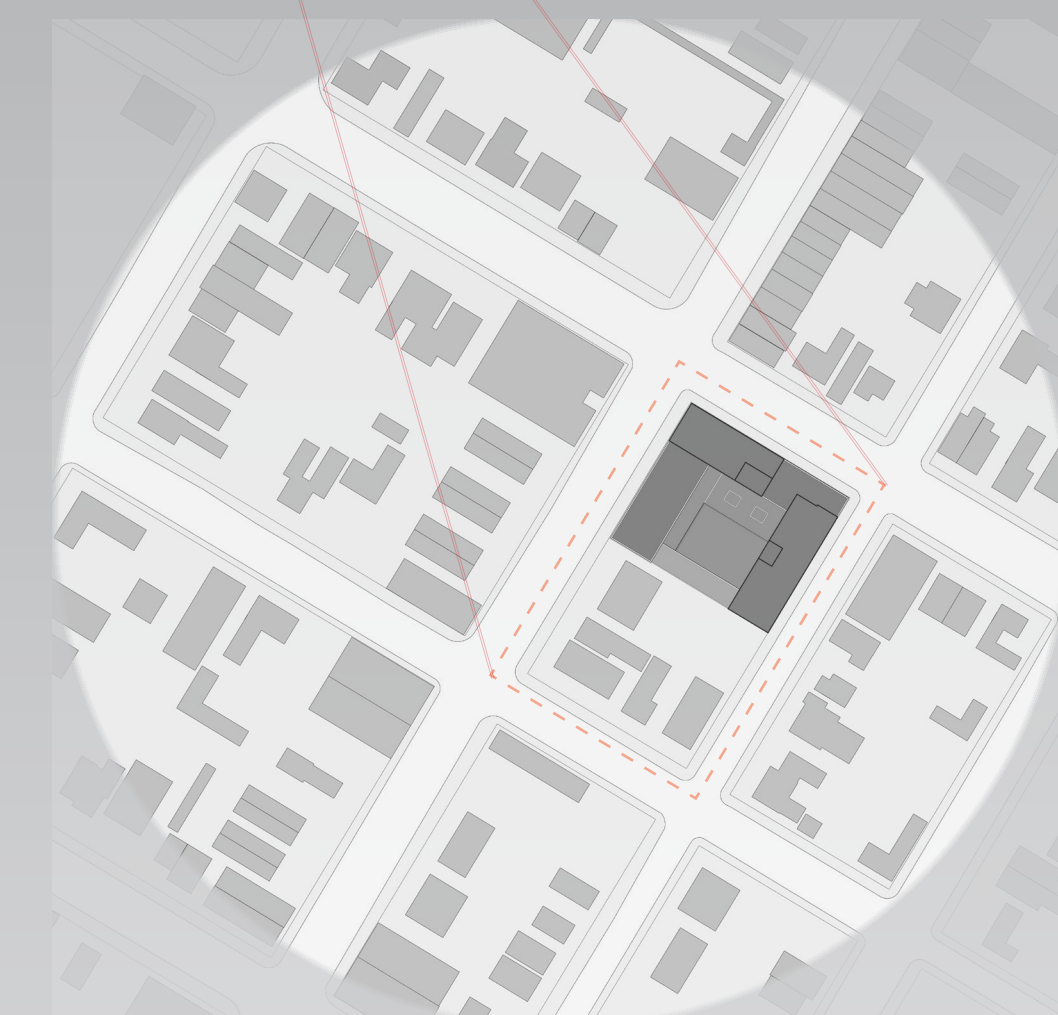

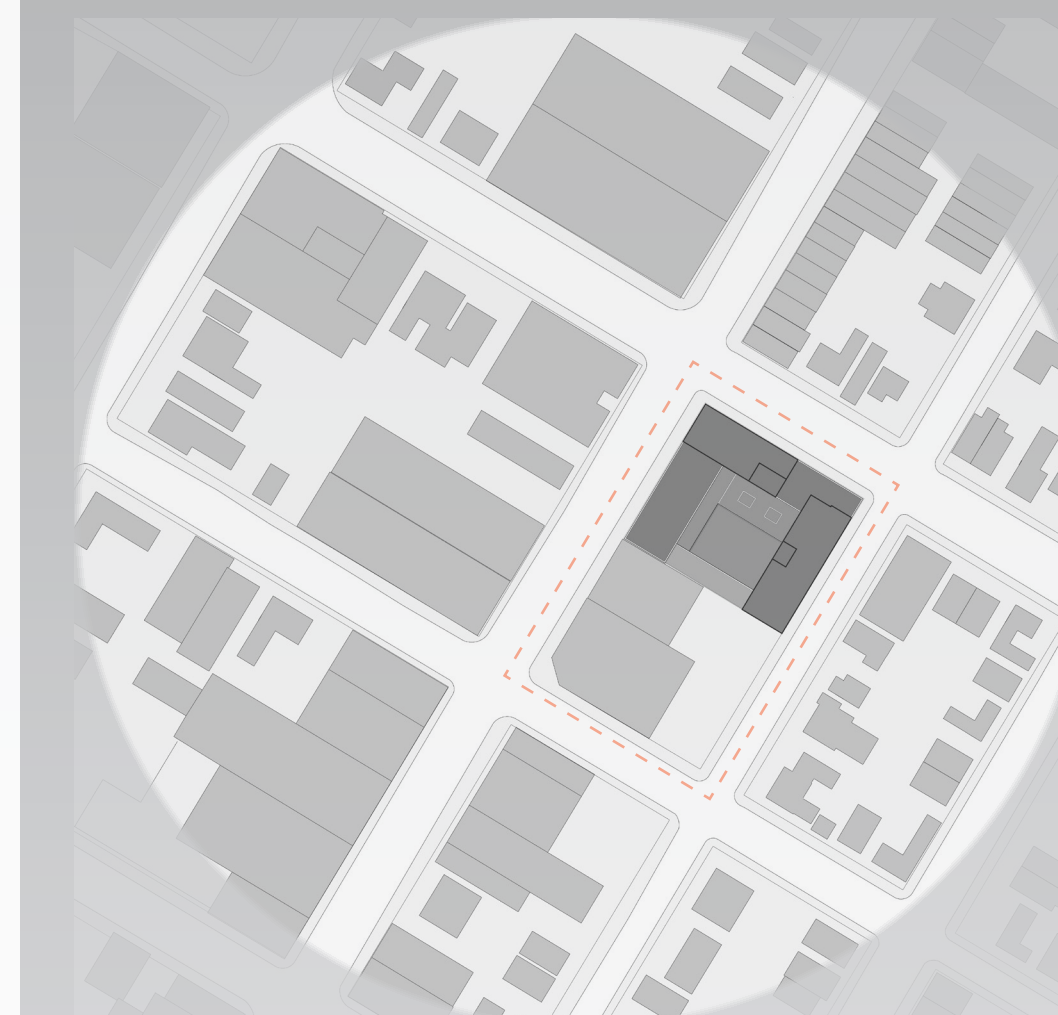
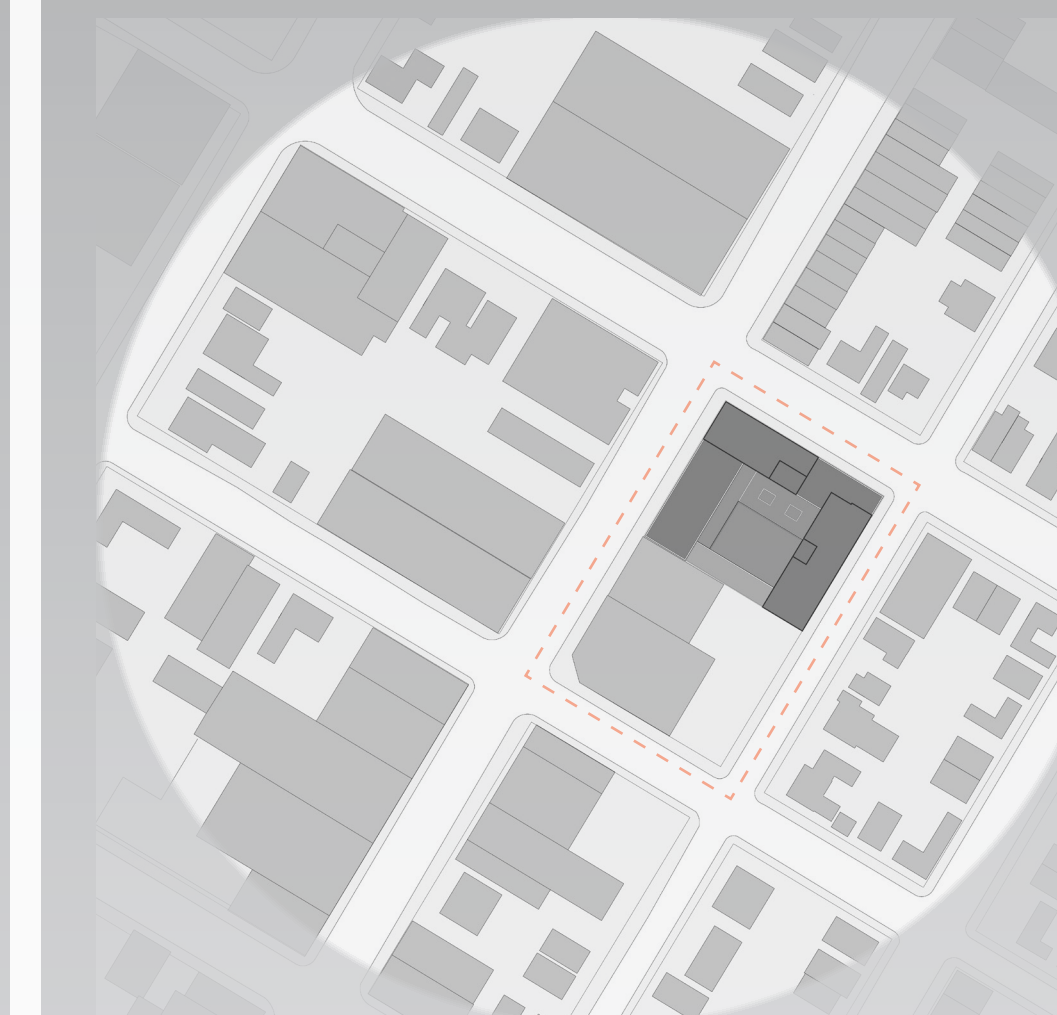
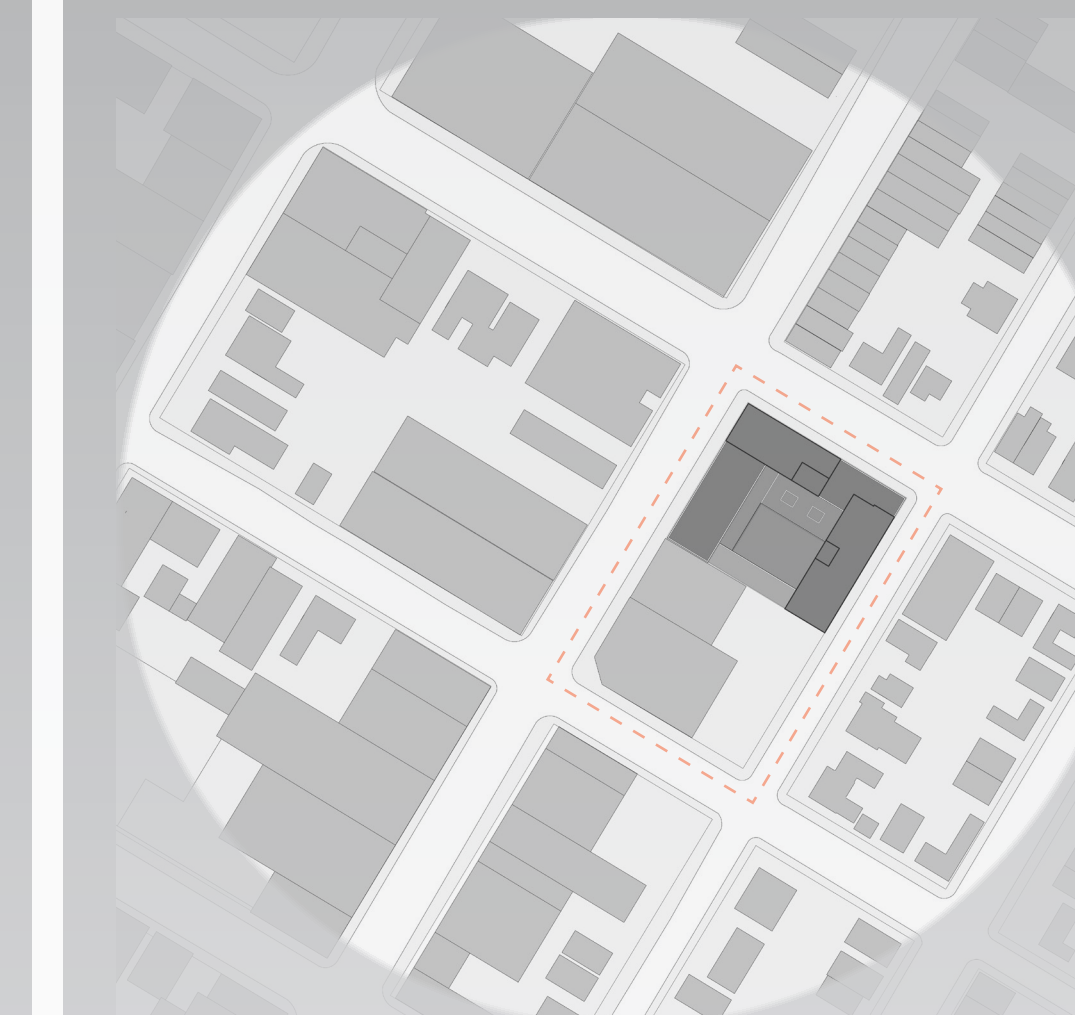
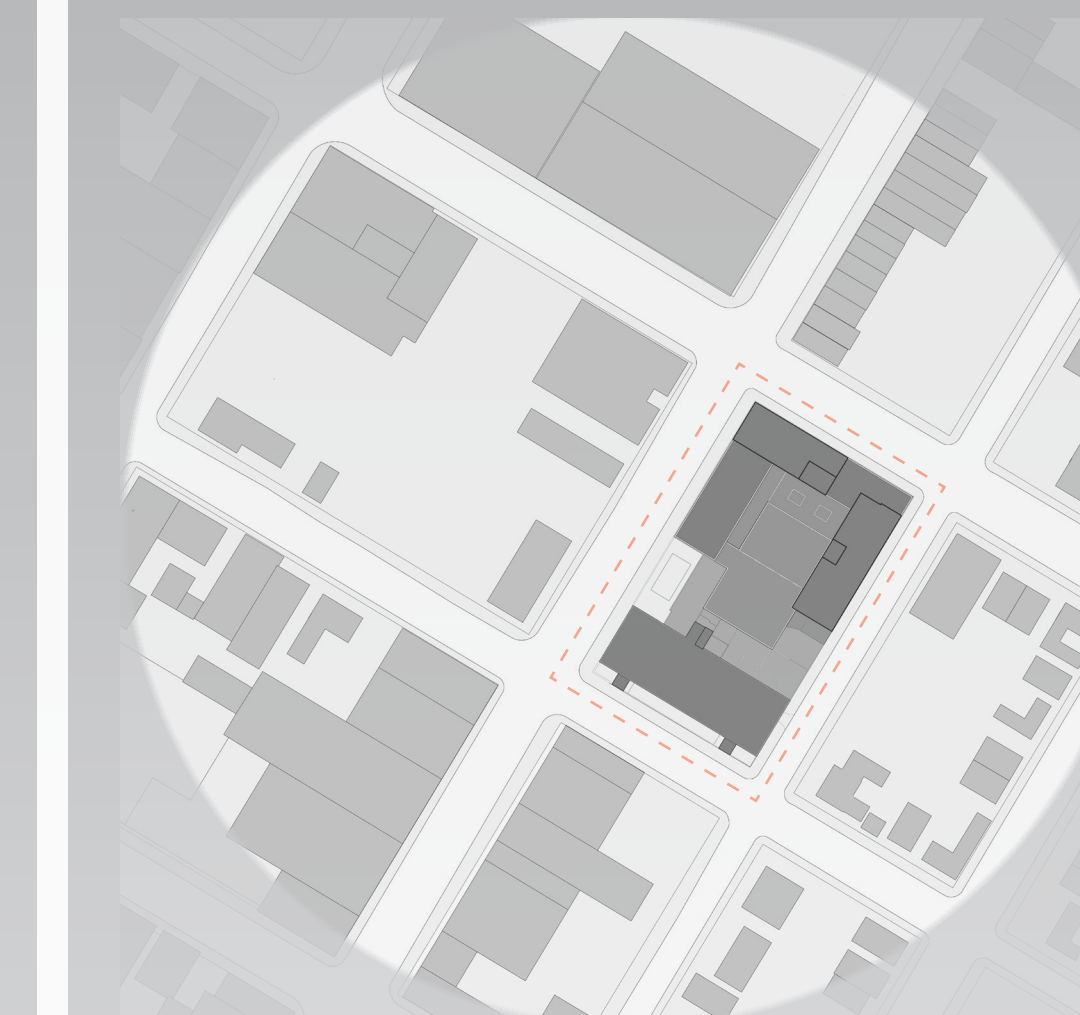
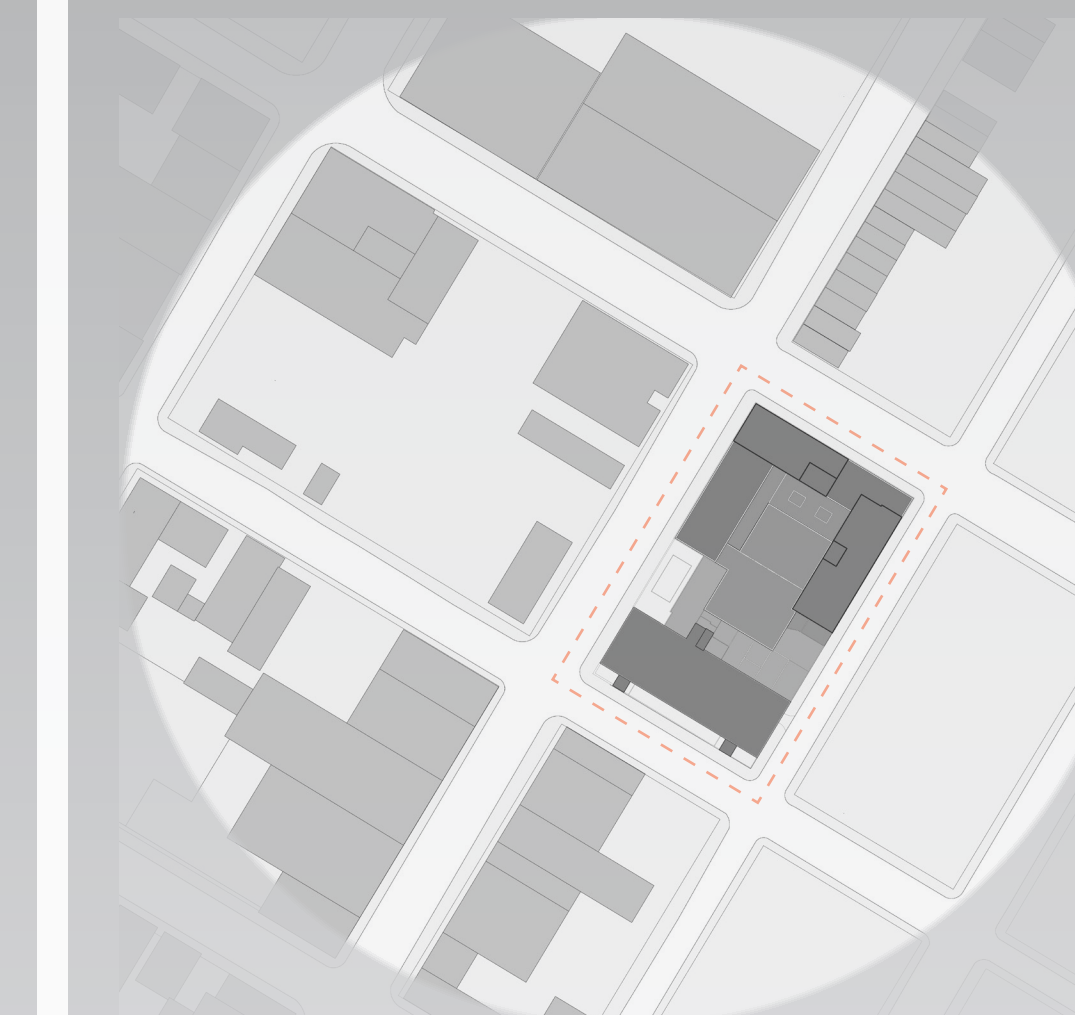




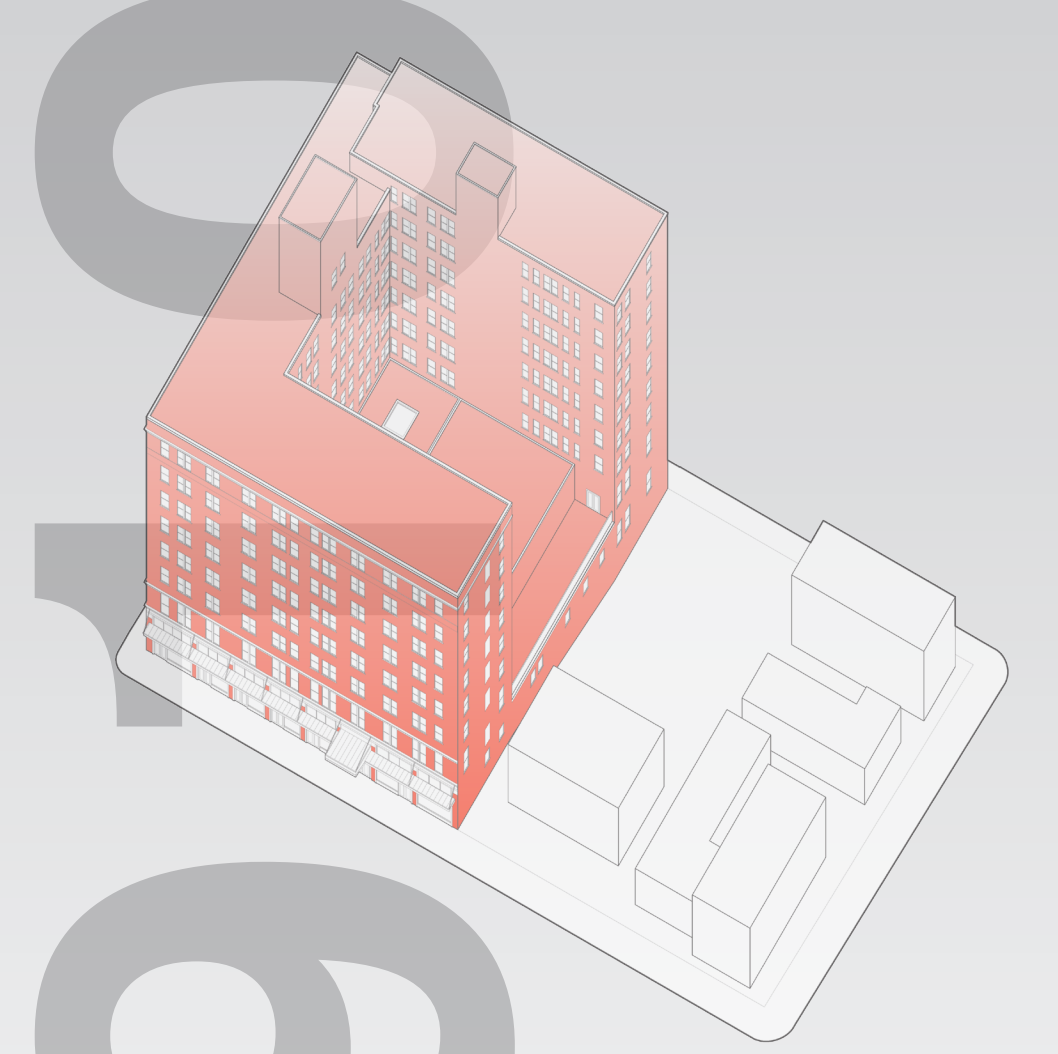
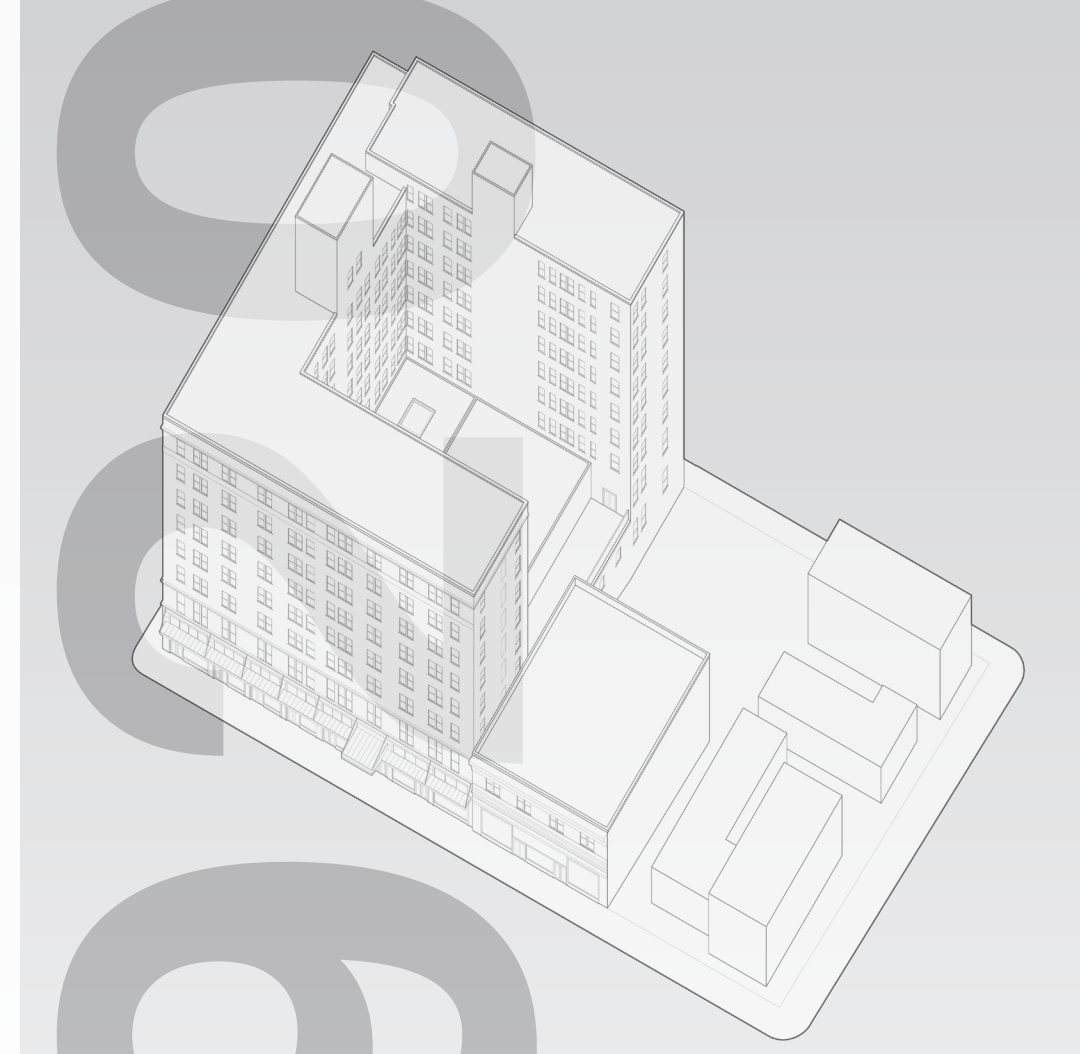
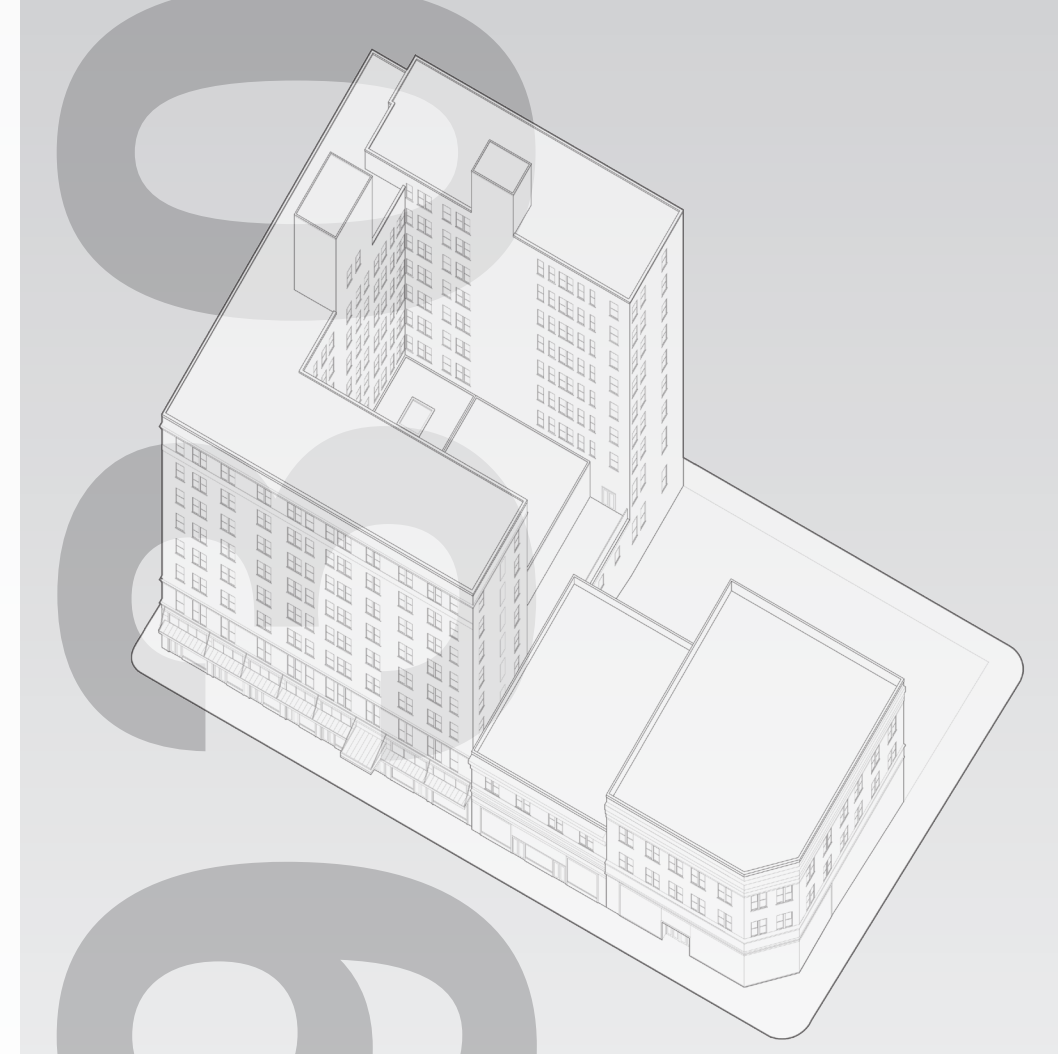
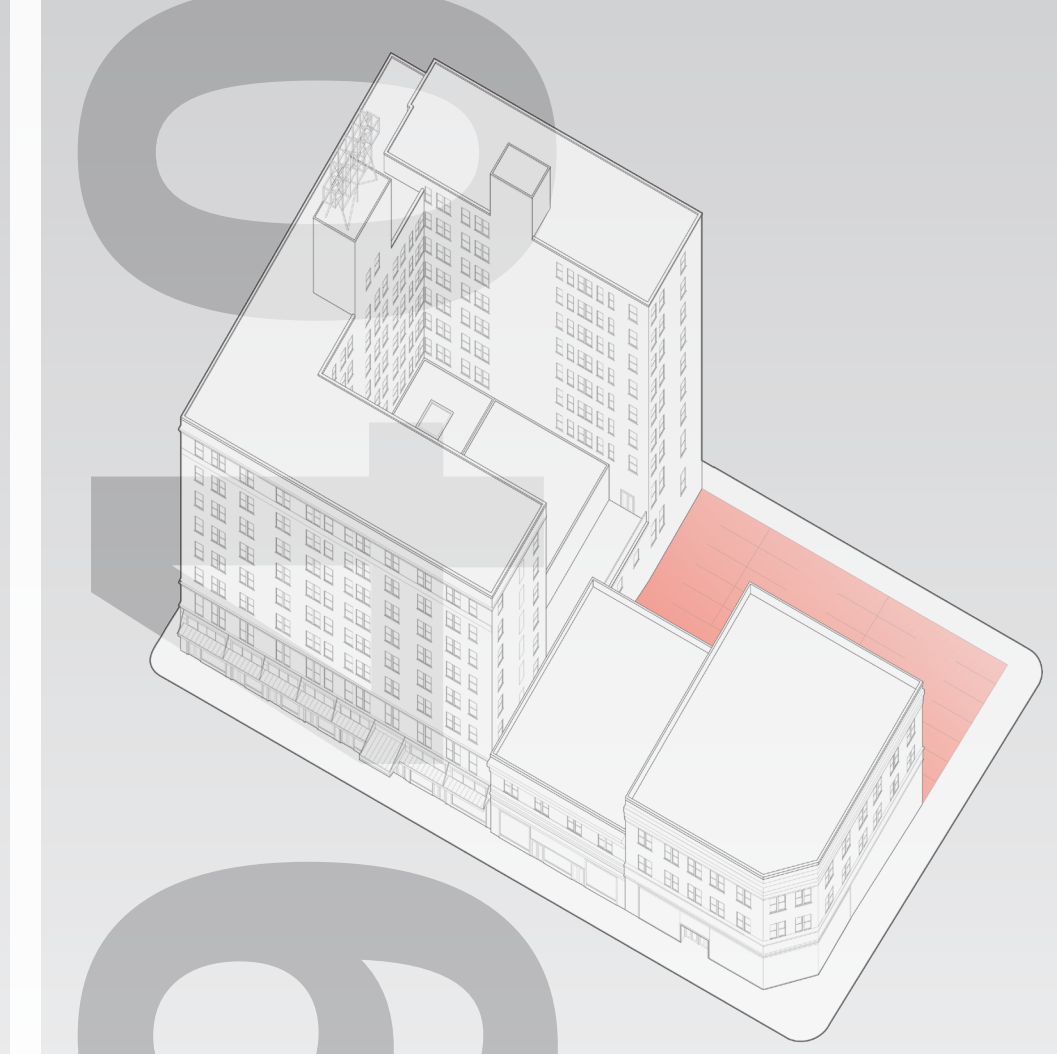


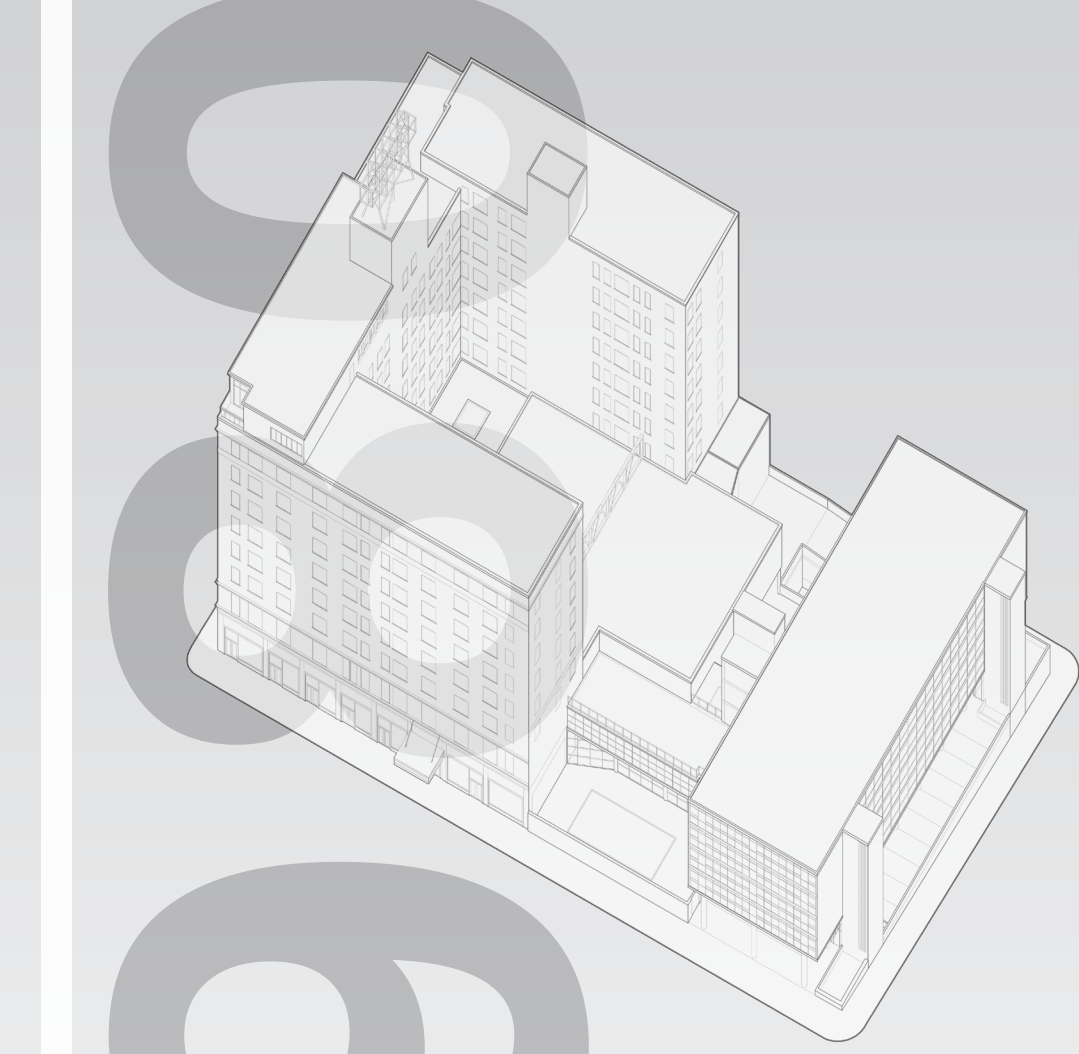

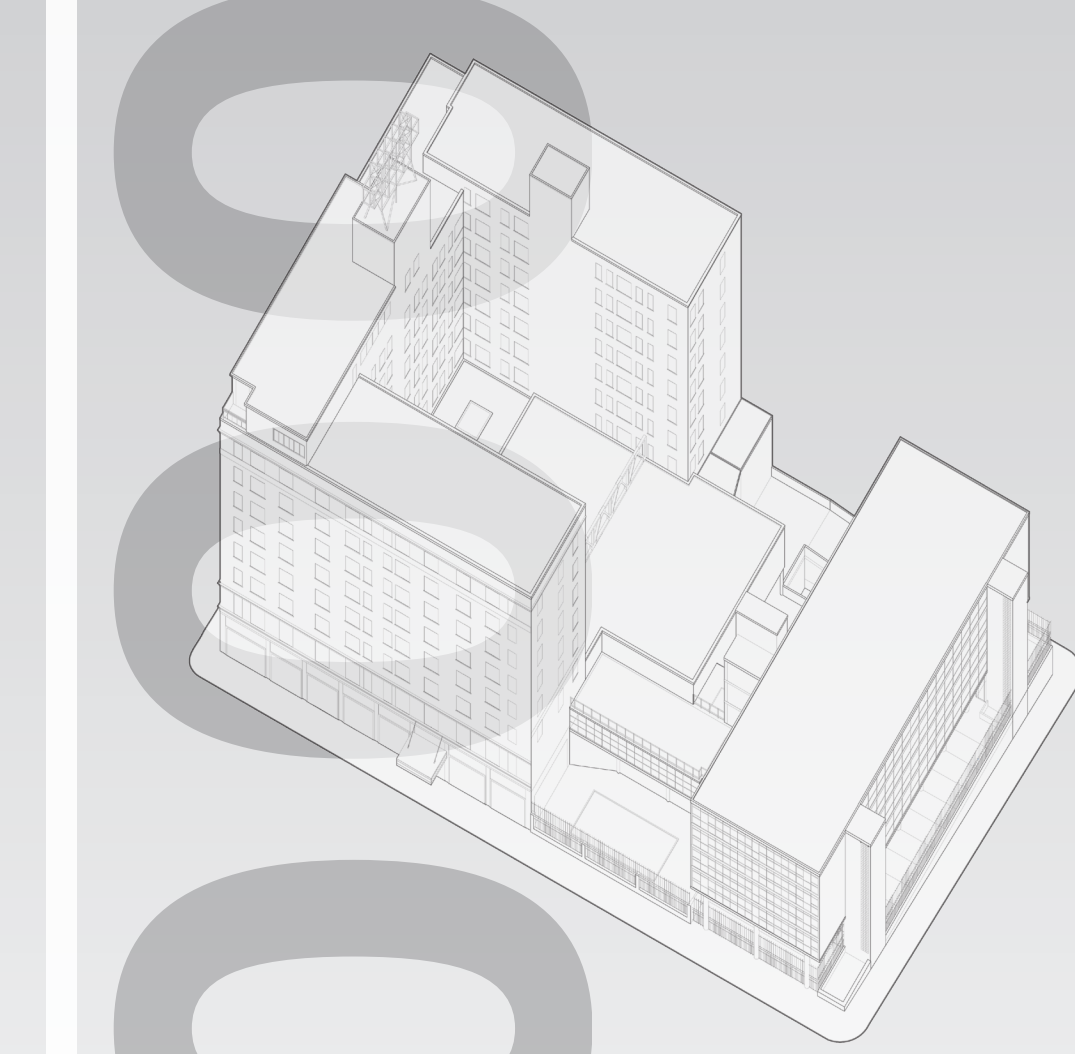
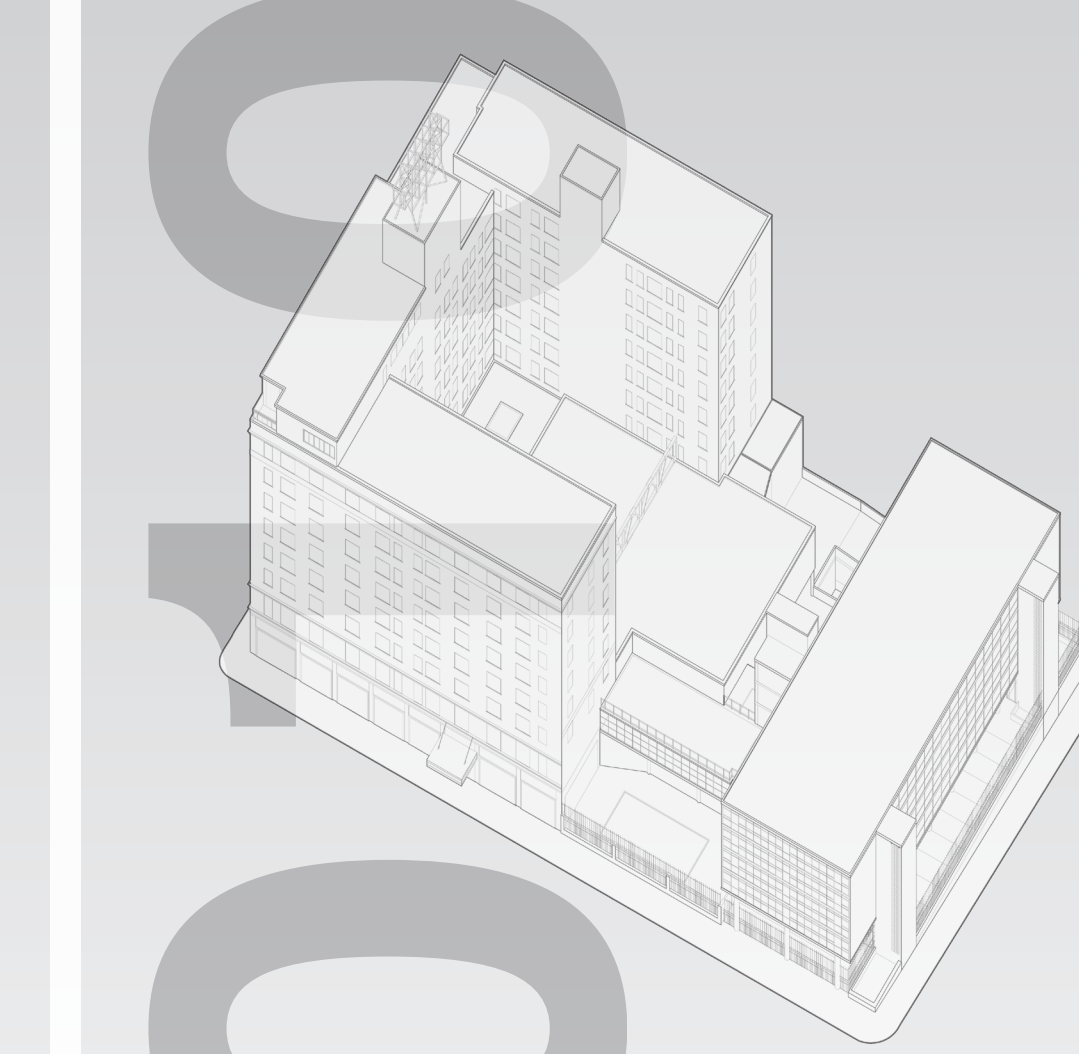


SITUATING:

HISTORIES OF SITE

[Part B]

Hotel Typology in Memphis	 <ul style="list-style-type: none">The city is commercially flourishing resulting in many hotels being built at the turn of the century and continuing into the 1920s.1902: The Gayoso Hotel											
Metropolitan Area	           											
South Main District	           											
The Chisca Hotel	 <ul style="list-style-type: none">The Urban Tradition shaped the future site of the Hotel Chisca. Surrounding the lot are timber structures, boarding houses and tenements along with warehouses storing goods to be bought and sold.	 <ul style="list-style-type: none">The Hotel Chisca opens "four hundred rooms of solid comfort." As opposed to the luxurious Peabody, the Chisca was marketed as an affordable hotel. This character fit the South Main area, catering to the tradesmen and mechanics that traveled to the district for business.	 <ul style="list-style-type: none">As more people move to the city from surrounding rural areas, the metropolitan footprint of Memphis expands.	 <ul style="list-style-type: none">Typical rooms at the Hotel Chisca	 <ul style="list-style-type: none">Druggist and soda shop at the Chisca	 <ul style="list-style-type: none">1962: the first Holiday Inn opens (shown left)1964: Dave Phillips moves his popular music radio show "Ted, Ted, a Little" to new sound studios on the Chisca's 3rd floor in the original hotel building. Phillips is the first to play Elvis Presley on the radio.	 <ul style="list-style-type: none">1961: the Chisca Plaza is added, a motel, parking garage, swimming pool and ballroom connected to the existing hotel.	 <ul style="list-style-type: none">1968: assassination of Martin Luther King, Jr. at the Lorraine Motel on S. Main (shown left)updates to the main lobby of the Chisca (right)	 <ul style="list-style-type: none">vacant and boarded hotel across the street from the Chisca (left)windows of the Hotel Chisca boarded up (right)	 <ul style="list-style-type: none">vacant motel lobby (left)unused parking garage in disrepair (right)	 <ul style="list-style-type: none">water damage and decay in the Hotel's main lobby	 <ul style="list-style-type: none">decay: the Hotel's main elevators (left)overgrowth over covered pool (right)