

## NORTH MISSISSIPPI

# Southaven development to bring 100,000 square feet of retail, office space

By [Beth Sullivan](#), Daily Memphian

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Top of the 'Sip, which is south of Goodman Road on the west side of Snowden Lane, will feature nearly 100,000 square feet of commercial and office space. Other features include pedestrian trails, a small outdoor stage for entertainment and a potential site for a new upscale hotel. (Credit: Courtesy Fisher Arnold)

Southaven officials' vision for the Snowden District is taking shape as more development projects are approved for the city's entertainment and leisure core.

Earlier this week, the Southaven Board of Aldermen unanimously approved an application for a 16-acre planned unit development that will bring nearly 100,000 square feet of retail and office space to the North Mississippi suburb's growing Snowden District.

Known as Top of the ‘Sip, the project will take up two parcels south of Goodman Road on the west side of Snowden Lane behind the Kroger store on Goodman. The site, which is within walking distance of Silo Square and Snowden Grove Park, borders the northern boundary of the recently approved mixed-use development Crossover.

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### Southaven Board of Aldermen approves mixed-use project near Silo Square

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Developments like Top of the ‘Sip and Crossover are indicative of the expanding projects in Snowden Grove. Unlike Crossover and Silo Square, however, Top of the ‘Sip does not include any residential space.

Office space will be confined to the north side of the site with three buildings at 16,500 square feet each. The detention pond that’s already on the property near the office area will remain.

The 11-acre parcel south of the office area will be dedicated to retail, entertainment and restaurant use. That area will be rezoned to C-4 commercial, with exclusions for big box retail, car washes, self-service laundry and greenhouse nurseries, among other businesses. Planning Department staff recommended drive-thru restaurants, retail strip centers and wholesale merchandising also be excluded from the commercial area.

“We don’t feel that that’s going to be very conducive to that area and the traffic in that area,” Planning Director Whitney Choat-Cook explained.

A 2,200-square-foot stage will serve as an outdoor entertainment area, and a courtyard will allow outdoor seating.

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### Southaven approves stricter standards for new hotels

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A roundabout to control traffic is proposed at one of the development’s four access points along Snowden Lane. Because the feature is on both sides of the right-of-way center line, its design will need to be coordinated with the city and must be approved

independently from the development. Should it be approved, the applicant will work through the city for installation.

The overall height proposed in the commercial area has a maximum of 65 feet, which is above standard but, as Choat-Cooke noted, is normal for the Snowden District. The 65-foot height provision will be associated with a possible hotel in the area.

Southaven’s Board of Aldermen passed an ordinance earlier this month establishing regulatory controls for new hotels requiring conditional use permits, Smith Travel Research (STR) chain scale rating, and a market research study. Planning Department staff recommended incorporating those stipulations into the Top of the ‘Sip’s development text.

A pedestrian trail along the detention pond area will allow visitors to circulate between the commercial and office areas. Additional sidewalks are proposed to run along Snowden Lane.

David Baker with Fisher Arnold represented the applicant, Memphis-based SMJ Enterprise, before Southaven’s Planning Commission at its meeting last month. Fisher Arnold, headquartered in Memphis, is the largest civil engineering, architecture and civil planning firm in the Southeast, according to the company’s website.

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