

NORTH MISSISSIPPI

Southaven's Top of the 'Sipp breaks ground on retail, office development

By [Beth Sullivan](#), Daily Memphian

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SMJ Enterprise breaks ground on Top of the 'Sipp, a mixed-use development on Monday, August 7, 2023 in Southaven. (Mark Weber/The Daily Memphian)

Southaven's commercial core continues to grow as more developments invest in the North Mississippi suburb's entertainment and leisure district.

On Monday, Aug. 7, Memphis developer SMJ Enterprise hosted a brief ceremonial groundbreaking at the future site of Top of the 'Sipp, a 16-acre planned unit

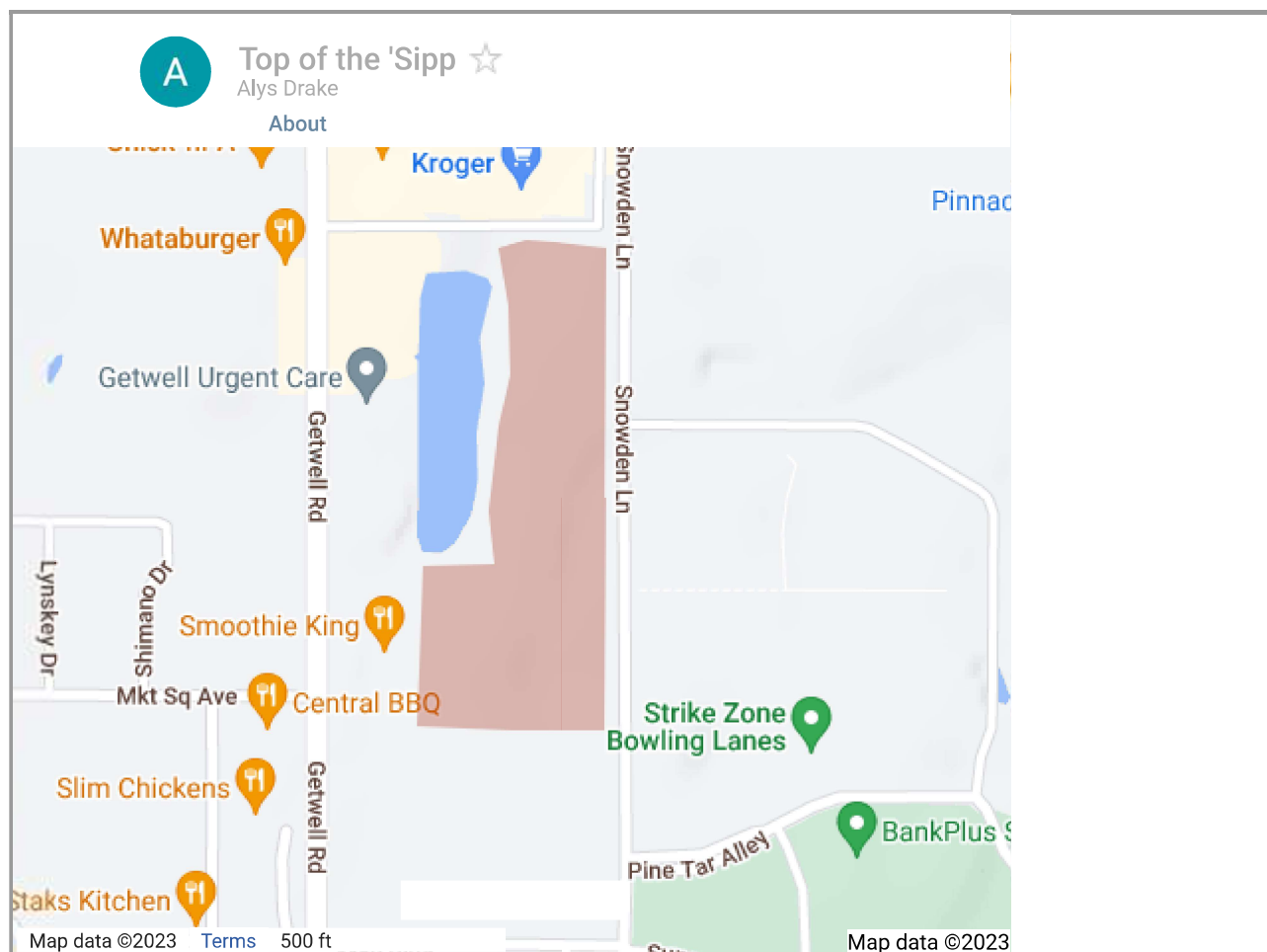
development near Silo Square.

SMJ Enterprise team members posed with blue Kobalt shovels as thunderheads rolled in and lightning flashed in the distance. The ceremony was then cut short as wind and rain threatened to send a canopy tent rolling across the field and attendees dashed to their cars.

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

“They say if it rains on your wedding day, it’s good luck,” Scott Gill, partner with SMJ Enterprise, said by phone later that afternoon.

Located on the west side of Snowden Lane across from the Snowden Grove soccer fields, Top of the ‘Sipp will bring around 211,000 square feet of office, retail, entertainment and potential hotel space to Southaven’s growing Snowden District.



Gill and Mary Ezell, also a partner with SMJ Enterprise, called Top of the ‘Sipp — the company’s biggest project to date — a great opportunity in what they see as a fast-growing residential and retail area.

As neighboring mixed-use development Silo Square continues to expand, other developments like Top of the ‘Sipp are moving in. Top of the ‘Sipp will border another mixed-use development called Crossover. Unlike Silo Square and Crossover, however, Top of the ‘Sipp won’t feature any residential component.

“We’re trying to take advantage of all the amenities that are already popping up around there,” said Gill, referencing the Snowden Grove sports complex and recently renovated BankPlus Amphitheater.

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

Monday’s ceremony marked the ceremonial groundbreaking for Phase I of the project, which includes two retail buildings near the site’s main entrance on Snowden Lane.

SMJ Enterprise already has letters of intent from specialty bakery Abbikadabbi’s Baking Co. and Suite Serenity, a salon suite facility, for one of the two retail buildings.

The other retail building is being marketed to restaurants.

SMJ hopes to complete Phase I by spring of next year, with full buildout of the development potentially coming sometime in 2026 depending on market demands.

Phase II of the project comprises some 65,848 square feet of entertainment, restaurant and retail space anchored by an outdoor stage and open lawn area on the site’s southern end.

Southaven approves stricter standards for new hotels

The retail and entertainment buildings surrounding the stage will be two stories. “Our thought is the upstairs would be more so for the restaurants and then the downstairs

would be more of the retail shops,” Ezell said. “But of course if a restaurant wanted to come in and have those floors, we definitely wouldn’t say no.”

A site plan approved by city officials earlier this year showed the stage facing east, as well as a smaller footprint in building square footage. Gill said the stage was rotated 90 degrees to avoid direct sunlight.

With an outdoor stage, Ezell said SMJ doesn’t intend to compete with the BankPlus Amphitheater. Rather, the goal is provide an opportunity for artists who draw smaller crowds, as well as the means to host movie and yoga events.

A potential 88,596 square-foot hotel has been approved as part of the overall development. Per Southaven’s hotel regulations, any future hotel would have to be approved by the city.

“We do understand that they don’t want to be oversaturated in hotels,” Gill said. “We think the hotel would fit nicely on our site, but if that doesn’t come to pass, we do have a plan B and plan C.”

Southaven comes closer to Silo Square police precinct with design approval

Should a hotel not come to fruition, Gill said potential options include a standalone restaurant or an event center.

Gill declined to name any specific hotel brands but said SMJ Enterprise might be interested in a “higher-end” or boutique hotel to meet a niche not currently filled in the Southaven market.

Office space will be confined to the north side of the site. The three buildings, which Ezell said have yet to be marketed, will be a part of Phase III.

“It’s one of the things we hope that once people see activity happening on that side of Snowden Lane that will generate interest,” Gill said of potential tenants.

Gill estimates the project's overall cost will be between \$70 and \$75 million, with the first phase carrying a \$5 million budget.

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