

Memphis and Shelby County Land Use Control Board approves \$77M Downtown hotel project

by [Andy Ashby](#)

The Memphis and Shelby County Land Use Control Board approved **Royal Phoenix Development LLC**'s application to build a 300-room luxury hotel, possibly a Hilton brand, near the FedExForum.

Southaven, Miss.-based Royal Phoenix Development president and CEO Marlon Phoenix said the project will cost approximately \$77 million and is scheduled to open in late spring 2011.

He also said his company is in talks with two major hotel brands.

Local hotel industry experts say the hotel could be a Hilton brand, although Marlon Phoenix would not confirm this.

Marlon Phoenix has 27 years of experience in the hospitality industry, including the Tunica casino market.

"Every time there was a major event in Memphis, the North Mississippi hotels would fill up," he said. "There are not enough first class hotels in Memphis. We wanted to create a nice destination in a place that is growing and Memphis is growing."

Memphis-based **Bounds and Gillespie Architects PLLC** is designing the project, slated for 2.79 acres on the southeast corner of Linden Avenue and Fourth Street.

Atlanta-based **Hardin Construction Co.** LLC will be the general contractor.

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