

DOWNTOWN

Redesigned hotel would rise over Beale's east end, renderings show

By [Tom Bailey](#), Daily Memphian

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Developers have unveiled new renderings for a six-story hotel occupying an important corner for Memphis: Beale at Fourth.

Developer Nick Patel of Knoxville, owner of Turkey Creek Hospitality, submitted the plans for a 145-room hotel at 380 Beale, which is the now-vacant northeast corner with Fourth.

No name for the boutique hotel has been chosen, Patel said Thursday night, even though one rendering includes a sign stating "The Beale." Patel said that was a placeholder name.



Rendering of the hotel planned for 380 Beale. (Credit: Elevate Architecture Studio)

Such a six-story structure would anchor and command the east end of the famous entertainment district, which has not experienced as much success as the western half

of the neon-lit row of nightclubs and restaurants.

Downtown board cuts Beale Street hotel developer's requested PILOT extension

Patel was required to submit the plans to the Design Review Board because he received a 15-year tax incentive, or payment in lieu of taxes (PILOT), for the project in summer 2018.

Since then, Patel has changed architects and tweaked the plan for the hotel. Instead of five stories, it's now six. Instead of 120 guestrooms, it's now 145.

Construction could start by the end of the year, Patel said, although the pandemic and when it finally ends will be a factor. He said he hopes to close with the Downtown Memphis Commission on the PILOT by March.

The Downtown agency staff recommends that the Design Review Board approve the plans. The staff report states:

“The design of the hotel at 380 Beale St. substantially aligns with the recommendations of the Downtown Design Guidelines. The building addresses the street, keeping parking (which will be facilitated off-site) visually subordinate to the structure.



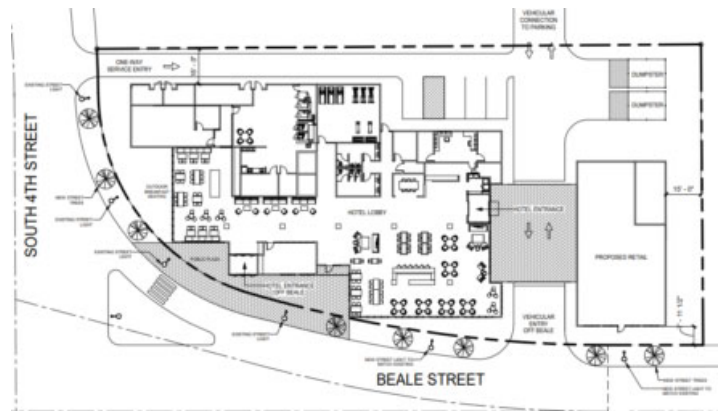
The hotel at 380 Beale would be six stories and have 145 guestrooms. (Credit: Elevate Architecture Studio)

“The ground floor is delineated with architectural details and material changes, creating a sense of human scale,” the report states. “There is ample transparency on the ground level of every elevation, and no side of the building is treated as a ‘back side’ with lower quality materials and reduced transparency.”

Some of the exterior will be the synthetic stucco commonly called EIFS. But, “it is used the least out of the four primary exterior materials, and is not used on the ground floor,” the report states.

“Brick is the dominant material, with brick and glass combined making up 68% of the exterior faces of the building,” the report states.

Elevate Architecture Studio of near Atlanta is now the architect, the plans indicate.



Part of the first floor plan for the hotel (Credit: Elevate Architecture Studio)

Demolition begins for Beale Street hotel project

The site is where a nightclub was closed in 2012 after local law enforcement declared it to be a public nuisance. The building was demolished in 2019. Some considered the series of clubs called Studio G, The Plush Club and Club Crave to have been a mecca for Memphis rap.

Hip-hop community responds to loss of local landmark

At one time, Patel was in discussions with developers of The Walk (formerly named Union Row) about incorporating his hotel into the plans for that nearby, mixed-use development.

Patel said Thursday that he can still work with The Walk developer Kevin Adams as a neighbor.

But a more formal partnership did not work out because the 380 Beale property would be part of The Walk's second phase. That would be too long a time to wait, Patel indicated.

No construction has started on The Walk's first phase.

TOPICS

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