



## Design Review Board (DRB) Staff Report

*New signage, storefront repairs, and outdoor patio*

Case # 15-80: Gould's Day Spa & Salon  
77 S. Main St.  
Memphis, TN 38103

Applicant: Philip Gould  
Gould's Day Spa & Salon

Property Owner: Tom Marsh  
1519 Union Ave.  
Memphis, TN 38104

Project Background: The subject property sits at the southwest corner of Union Avenue and South Main Street. Although the building was renovated for office use several years ago, the ground floor has remained vacant.

Gould's Day Spa & Salon plans to relocate from their former location in the Peabody Hotel to this ground floor space. DRB review and approval for the entire scope of exterior work is required because the applicant will apply for a Storefront Improvement Grant from the Center City Development Corporation (CCDC) at its November 18, 2015 meeting.

Scope of Work: Most of the exterior work simply involves restoring and repairing missing or broken storefront elements. New signage and an outdoor dining area will also be added. The scope of exterior work includes the following major components:

- Add a new ADA accessible door with sidelight and transom to the north building elevation.
- Replace exterior tile and add handrails at the corner entrance.
- Add a round anodized aluminum column enclosure to the existing exposed column at the corner entrance.
- Repair soffit framing and add painted gyp board ceiling with recessed can lights at corner entrance.
- Install new aluminum storefront and doors at corner entry
- Install new aluminum storefront on the east elevation.
- Using salvaged material stored on site, install replacement stone missing from column pilaster and sills.
- Install new outdoor patio with 36 in. (h) painted steel railing and operable gate along Main Street Mall.

- Install one (1) wall sign on the east building elevation above the storefront windows. The 10 ft. x 4 ft. sign will feature a painted aluminum sign cabinet, exposed neon, and push-thru acrylic letters to read “Gould’s Salon & Spa.”
- Install one (1) projecting sign on the north building elevation, near the ADA accessible entrance. The 70 in. (w) x 28 in. (h) sign will feature a painted aluminum sign cabinet, exposed neon, and push-thru acrylic letters to read “Gould’s Salon & Spa.”

**Evaluation:**

The proposed façade repair and storefront improvements are in keeping with the direction provided by the Downtown Memphis Design Guidelines.

Internally-illuminated signs consisting of an aluminum sign cabinet and translucent push-thru letters have traditionally been allowed in this sub-district. The projecting sign on the north elevation would need an exception to allow it to project more than 4 ft. from the building face. The DRB has occasionally allowed 5 ft. projections where the sidewalk below was sufficiently wide.

**Recommendation:**

**Staff recommends approval with the following conditions:**

1. All exterior storefront windows and doors must have clear and transparent glass.
2. The projecting sign must not project more than 5 ft. from the building face.
3. The minimum vertical clearance beneath the sign must be 8 ft.
4. Outdoor patio size, design, and placement is subject to the review and approval by City Engineering and the Project Manager for the Main Street to Main Street Multi-Modal Connector Project.