

Main street suites

950 N Main st
Keller TX 76248

Phenix Luxury Salon Suites

April 19, 2024

Overview:

Main street suites is a new development along the N main (US 377) commercial corridor. The project is located on the east side of US 377 between Mount Gilead road and Johnson road on approximately 4 acres. The property is currently zoned commercial. The surrounding parcels are zoned commercial as well. The newly constructed building is designed to have offices on the second floor and retail on the first floor. The proposed SUP request is for Salon/Spa uses on the first floor of the building which are uses allowed by SUP in the commercial zoning district.

Proposal:

The proposed SUP request is for salon/spa use for Phenix Luxury Salon Suites franchise, on the first floor of the new building.

Phenix rents space to salon/lifestyle professionals in the health, beauty, wellness industry so the professional can service their clients without having the substantial upfront investment of owning their own brick and mortar establishment. Phenix has been rapidly growing in the US for over a decade and, after being the first US-based salon suite brand to open in Europe, Phenix continues to be a leading force within the competitive salon suites category. The franchise has 36 locations in TX with two more under construction (The two sites under construction are in the DFW area). The franchise has more than 380 locations worldwide. The franchise has 19 locations in the DFW area including locations in Southlake, Colleyville, Grapevine, Fort Worth, Dallas Galleria, Preston hollow etc.

With an impressive 37 new openings in 2023, Phenix has established itself as one of the largest national salon brands with more than 380 locations open worldwide. This growth reflects the

earning potential of our high-occupancy salon franchise model and the demand from customers and salon professionals nationwide. We're also continuing to raise the luxury salon bar into the new year, signing agreements for six new units and even more openings in 2024.

Phenix Salon Suites proudly secured the 58th spot on [Entrepreneur's 2023 Franchise 500 list](#), an accomplishment that speaks volumes about our brand's stability and that we are in the conversation alongside so many iconic franchise brands. Also ranking as the top salon suite franchise from the publication, we've also laid the foundation as a salon suite industry frontrunner this year as well.

Solidifying our franchise opportunity as a logical next step for any post-military career, Phenix Salon Suites was named to the Entrepreneur 2023 Top Franchises for Veterans. This recognition is a testament to our dedication to creating opportunities for those who have served, providing them with a strong foundation to reach their post-military career goals.

The stellar recognition, both across the entire list and within its category, including being voted the #1 Salon Suite brand by Entrepreneur Magazine in 2022, highlights the successful growth of the brand in recent years. In 2023 alone, Phenix opened 40 new locations, including its newest international space in Birmingham, UK, bringing the brand's total number of salon facilities to over 380 worldwide.

On the award-winning series "[Undercover Boss](#)," Franchise founder Gina went undercover at a few of our Salon Suites to see how salon professionals really work and interact with clients. The passion shared by our salon professionals for the business coupled with our family culture truly shines through on the show. This recurring national exposure continues to bring awareness to our brand and benefits all our locations.

Services offered:

Hair/personal stylist
Manicurist/Pedicurist
Esthetician
Makeup artist
Lash

Massage therapist

Microblader

Dietician

Chiropractor

Barber

Wax technician

Botox provider

Smile expert

Beauty professionals will have 24/7 access to the building with a fob. The business will be staffed with a dedicated concierge at the front desk committed to providing exceptional customer service to the beauty professionals and their customers.

Offering an upscale environment, the business will provide a balance of high quality service and customer appropriate beauty merchandise.

Benefits of the proposed use

The use is harmonious with the surrounding uses because all parcels adjacent to the subject property are zoned for commercial uses and the subject property is surrounded by only vacant land. The nearest salon is about a mile from the subject property.

Salon/Spa uses are normally associated with the permitted use in the Commercial base zoning district. Almost all of the current salons/spas in Keller are located in the commercial/retail zoning districts.

The suites will feature luxurious finish outs with a sleek interior decor and will be a great addition to the area. Phenix luxury salon suites has 19 locations in the DFW area including locations in the neighboring cities such as Southlake, Grapevine, Colleyville, Fort worth etc.

There are multiple retail/office buildings planned for development, in the future, on the subject property. Salon/Spa is a destination business that would increase foot traffic to the area and we feel positive that the proposed use would enhance the attractiveness and draw traffic/business to other retail/office buildings to be built on the neighboring parcels/vicinity.

Hoping for your favorable consideration on the matter,

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Thank you.

Sincerely,
Vijay

Pictures of the building:







Pictures of other franchise locations:











Phenix
SALON SUITES

GINA RIVERA
Phenix Salon Founder,
President & Hair Expert

As Seen On
UNDERCOVER
BOSS

FRIDAY
JANUARY 9th
8/7c on
CBS

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