May 1, 2018

City of Keller
1100 Bear Creek Parkway
Keller, TX 76248

Re: Turquoise Gypsy Justification for Requested Variance

To Whom It May Concern:

Businesses in the heart of Old Town Keller, on the west side of Hwy 377 vary rarely use the front entrance to their business. Since the Beautification of Old Town Keller, the main focus has been directed to the back of the businesses. Turquoise Gypsy has a very small location, sandwiched in a strip of businesses from Ann Gibson Insurance to Bottle Cap Alley. There is no building space on the back of 156 South Main to install a sign that would be visible from the walkway to parking lot. Turquoise Gypsy name is located on the back door, but not readable from the walkway or parking lot. Numerous businesses in Old Town have signage located on the backside of their businesses and Turquoise Gypsy should be allowed the same privilege.

A sandwich sign is permitted according to the Keller permit department. Turquoise Gypsy currently has a sandwich sign display but due to the number of children that play in the area, it rarely remains upright and has been used as a toy.

The signage located on the fence (Norma Steward's property) was installed permanently in November 2017 and was never intended to be a "temporary" sign as referred to in the City Ordinance Violation letter. The sign presents no danger to foot traffic/children due to being securely installed on the fence. Since the sign was installed on the property owner's fence facing the parking lot and not on the building, I didn't realize that a permit would be required from the city. The sign in question was planned and crafted with the aesthetics of the uniqueness of Turquoise Gypsy and the art displayed in Old Town. No complaints have been voiced from my customers or surrounding businesses since the sign has been installed.

The Beautification project severely impacted my business due to the massive amount and duration of construction. Recovering from the financial loss has been a slow process. Installing the sign in the back has brought new customers into the boutique. They say, "We saw your sign and didn't realize you were here". They are shocked when I respond that I have been in this location for almost four years. Removing the sign from my small business will mean a loss of traffic/customers and dollars spent in Old Town Keller. Turquoise Gypsy is my sole source of income and I would like to grow my business and "Keep it in Keller".

Sincerely,

Kasey Jackson
Owner, Turquoise Gypsy

Enc: Photos for reference

VARIANCE TO THE UNIFIED DEVELOPMENT CODE (UDC) APPLICATION

SECTION 1. APPLICANT/OWNER INFORMATION

Please Print or Type

Applicant/Developer: Turquoise Gypsy
Street Address: 156 S. Main
City: Keller State: TX Zip: 76248
Telephone: 817-291-6000 Fax: ____ E-mail: turqgypsy@yahoo.com
Applicant's Status: (Check One) Owner ☐ Tenant ☒ Prospective Buyer ☐

Property Owner must sign the application or submit a notarized letter of authorization.

Owner: Norma Steward
Street Address: 3328 Bewley St.
City: Haltom City State: TX Zip: 76117
Telephone: 817-834-5035 Fax: ____ E-mail: normajean39@aol.com

Signature of Applicant
Date: 5/1/18

Norma Steward
Signature of Owner Printed Name of Owner
Date: 5/1/18

SECTION 2. VARIANCE REQUEST(S) INFORMATION

Address or Legal Description: 156 S. Main
Lot(s): _____ Block(s): _____ Subdivision Name: _____

Justification for Requested Variance(s): See attached

A detailed letter of justification and/or exhibits shall accompany this application.
One or more variances can be requested with this application.

April 2018

The Turquoise Gypsy sign installed on the stationary fence at the back of my business has been identified by the City of Keller as not permitted. Please sign below if you do not have any objections to the sign currently installed.

Business Name	Signature	Date
The Lucky Acorn		5-1-18
The Regal Room		5-1-18
William's Custom Jewelers		5/1/18
Seven Mile Cafe		5/1/18
Hairshop		5-1-18
Bottle Cap Alley		5-1-18
Pickled Pink		5/1/18
Ann Gibson Insurance	Mary Faye Ayde	5/1/18

Steward Realty, LLC

3328 Bewley
Haltom City, Texas 76117
(817) 838-5035 • Fax (817) 838-9035 • (817) 994-6392
Email: normajean39@aol.com
jsnstwrd@aol.com

May 1, 2018

To Whom It May Concern:

This letter is to protest the removal of signs on the fence on my property at 156 South Main in Old Town Keller, known as Turquoise Gypsy owned and operated by Kasey Jackson.

The fence is located on my property and I have no problem with signage.

The sign does not restrict any surrounding business views and is attached securely to prevent hazard.

Miss Jackson is a very good tenant who has been there for four years and has brought much needed business into Old Town Keller. She keeps a neat, tidy shop and everyone likes her. No one objects to the sign. As you are well aware, she along with others stayed in business during the long, over a year, of the very nice Keller project. It was hard to make a living during this time. I would greatly appreciate it if you would allow her sign to stay up.

Sincerely,

Norma

Norma Steward
Steward Realty LLC

Ann Gibson Insurance Agency
164 S. Main Street, P.O. Box 800
Keller, Texas 76244-0800
Phone 817-431-1723
FAX 817-431-6011

To Whom It May Concern,

We have been asked for our opinion of the Turquoise Gypsy sign that is facing the Old Town Keller parking lot. I think the sign is artistic and fits in with the look of our business district. The Turquoise Gypsy is a good neighbor and we would like to see that business flourish, and without that sign we don't believe customers would be able to find her business since Keller shifted the focus of this area to the back of buildings rather than the front.

Thank you,

C. Darrell Roach

Owner

April 30, 2018

City of Keller
1100 Bear Creek Parkway
Keller, TX 76248

Re: Turquoise Gypsy Sign

To Whom It May Concern:

Turquoise Gypsy has been part of Old Town Keller for almost four years. As President of Old Town Keller Association, I see nothing wrong with the Turquoise Gypsy sign installed on the fence at the back of the building. It helps bring new customers to a small business as well into Old Town. I support Turquoise Gypsy's request to keep the sign as is.

Sincerely,

Shannon Fomby
President, Old Town Keller Association