

SUP- 22-0018

**ARTICLE NINE  
Unified Development Code**

Adopted: July 7, 2015



**SPECIFIC USE PERMIT (SUP) AMENDMENT  
APPLICATION**

**SECTION 1. APPLICANT/OWNER INFORMATION**  
**Please Print or Type**

Applicant/Developer: Goody Goody Liquor, Inc.  
Street Address: 10370 Olympic dr  
City: Dallas State: TX Zip: 75220  
Telephone: 214-765-6836 Fax: 214-350-4258 E-mail: jjansen@goodygoody.com  
Applicant's Status: (Check One) Owner  Tenant  Prospective Buyer

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

Owner: 730 S. Main Street Partners, Ltd.  
Street Address: 10370 Olympic Dr  
City: Dallas State: TX Zip: 75220  
Telephone: 214-765-6836 Fax: 214-350-4258 E-mail: jjansen@goodygoody.com

Signature of Applicant \_\_\_\_\_ Date: \_\_\_\_\_  
Signature of Owner  Date: 5/23/2022  
Printed Name of Owner Joe Jansen

**SECTION 2. PERMIT REQUEST INFORMATION**

Property Location: 730 S. Main Street  
Legal Description:  
Lot(s): GR Block(s): A Subdivision Name: Bear Creek Plaza Addition  
Unplatted Property Description:  
Abstract Name & Number: \_\_\_\_\_ Tract Number(s): \_\_\_\_\_  
*If property is not platted, please attach a metes and bounds description.*  
Current Zoning: C - Commercial Proposed Zoning: \_\_\_\_\_  
Current Use of Property: Retail Under Construction  
Proposed Use of Property: Retail - Group "M" Mercantile  
Justification for Specific Use Permit:

**A detailed letter of justification and/or exhibits shall accompany this application.**

Goody Goody Liquor, Inc.  
10370 Olympic Dr  
Dallas, TX 75220

May 23rd, 2022

RE: Proposed building signage on Goody Goody Liquor store

City of Keller Planning and Zoning:

When Goody Goody applied for its original specific use permit (SUP), it submitted artist's renditions of the building, including signage. All of the signage submitted on this original application were the architect's drawings and were not official logos of Goody Goody nor was it Goody Goody's intent to ever place that specific signage on the store.


The signage originally submitted over the entrance to the store did not have the verbiage "Wine Beer Liquor" underneath the name. Additionally, the name was not a true representation of the Goody Goody logo.

Goody Goody wishes to submit an SUP amendment application to replace the signage that was submitted in the approved SUP with signage that represents the official Goody Goody logo and states what they sell.

Goody Goody feels it is important for their sign to state what goods or services they provide especially with a name like Goody Goody. Without the verbiage of "Wine Beer Liquor" on the sign, someone under the age of 21 may try to enter the store thinking they sold candy or food. It is also important for a business' sign to be visible and read easily from the main thoroughfare to allow drivers that are seeking out the business to read the sign at a glance thus limiting the amount of time their eyes are off the road.

You will find approved drawings A3.01, A3.02, and A3.03 are attached which show the original elevations and signage submitted. The proposed signage that Goody Goody would like to place on the building is described in the last two pages of the document.

Thank you for your consideration on this matter,

  
Scott Jansen  
Vice President  
Goody Goody Liquor, Inc.

