

From: Kaleena Stevens on behalf of Community Development
Sent: Tuesday, April 29, 2025 7:29 AM
To: Calvin Eddleman; Sarah Hensley; Alexis Russell
Subject: FW: UDC-2503-0001 – Creekside Pet Care Center Sign Request

From: A Wallace [REDACTED]
Sent: Monday, April 28, 2025 11:41 PM
To: Armin Mizani <amizani@cityofkeller.com>; Shannon Dubberly <sdubberly@cityofkeller.com>; Greg Will <gwill@cityofkeller.com>; Karen Brennan <kbrennan@cityofkeller.com>; Tag Green <tgreen@cityofkeller.com>; Christopher Whatley <cwhatley@cityofkeller.com>; Ross McMullin <rmcmullin@cityofkeller.com>
Cc: Community Development <communitydevelopment@cityofkeller.com>
Subject: UDC-2503-0001 – Creekside Pet Care Center Sign Request

Dear Mayor and City Council,

Thank you for your service and thoughtful leadership on behalf of our community.

I'm writing to comment on UDC-2503-0001, the request for two additional eight-foot illuminated signs at Creekside Pet Care Center. Given the facility's prominent location at a major intersection, distinctive architecture, and four existing illuminated signs—along with online maps that clearly show the business, its 24-hour operations, and emergency vet services—I encourage you to consider whether the proposed additions are truly necessary.

If a change is warranted, could more modest alternatives—or updates to existing signage—serve the intended purpose while minimizing visual clutter and supporting dark-sky principles?

Thank you again. If you'd like additional context, please see below.

Sincerely,
Ashley

Current Signage and Visibility

Though I've never used their services—nor have a pet—when I watched the April 8 Planning and Zoning meeting, I could immediately picture the building based solely on the description: a 24/7 emergency pet care facility. Its distinctive architecture, tall structure, and existing signage—especially the corner monument and Davis Boulevard façade—already make it highly visible. In fact, it's the only emergency veterinary facility in the area that comes to mind, and I could give directions to it without needing to look it up.

Beyond that, their current signage (two monument signs, one façade sign, and a lit cat-and-dog logo) is all illuminated and easy to read at night. If helpful, I encourage Council Members to visit the site after dark to assess whether the existing signage and lighting already communicate the emergency function effectively.

Purpose of the Additional Signage

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Given this level of visibility, two more eight-foot illuminated signs may be excessive.

During the P&Z discussion, a commissioner speculated that the signs might aid in finding the emergency door. However, one proposed sign is positioned at a corner without an entrance—raising questions about whether it would improve clarity or cause confusion. The applicant was not present to elaborate, and the sign manufacturer could not confirm whether wayfinding was an intended use.

Consequently, as some commissioners said: what specific purpose would these two additional illuminated signs serve that is not already met by the four existing illuminated signs?

Alternative Solutions

Could a smaller-scale solution meet the intended purpose of the additional emergency signs—once that purpose is clearly defined by the business and confirmed to be unmet by the four existing illuminated signs? Based on the P&Z discussion, I had considered suggesting designated “emergency only” parking near that door, but my later observation showed those spots already exist. If the issue is instead how to find the emergency door from those spaces, adding a directional sign near the emergency parking could help guide visitors to the clearly marked entrance.

Alternatively, could updating one or more of the existing signs fulfill the intended purpose—without exceeding the amount of signage allowed by code?

Dark-Sky Principles for Now and the Future

For this request, future requests, and potential code updates, the City and its ecosystem may benefit from considering dark-sky principles, where those concepts can reasonably be incorporated—similar to the nightshade approach Armstrong Hills is voluntarily proposing for their development. Light pollution affects both human and wildlife health. For example:

- Nearly two billion birds migrate through Texas each spring and fall, and excess nighttime lighting disorients them, increasing collision risks. (Source: <https://birdcast.info/science-to-action/lights-out/lights-out-texas/>)
- Many animals rely on natural light cues for navigation, reproduction, and feeding. Light pollution disrupts these behaviors—especially for insects, bats, amphibians, and nocturnal mammals, all essential to a healthy ecosystem.