

**From:** Cary Moon [REDACTED]  
**Sent:** Wednesday, April 15, 2026 7:38 PM  
**To:** MayorandCouncil  
**Cc:** Community Development  
**Subject:** Zoning Notice for 112 W Hill St Keller, TX: Case # SUP-2603-0005

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Mayor and Council,

**Please accept this letter of opposition to SUP Application 2603-0005 for the property at 112 W. Hill St., Block 2, Old Town Keller (OTK).**

Block 2 of OTK is home to several successful, locally owned businesses—Keller Tavern, Shotzees, Keller Chophouse, Grutogi Bistro, and PCA Designer Toys—producing some of the highest retail sales in Keller (approximately \$4.8M annually). That volume demonstrates demand and the ability to support a strong end-user for 112 W Hill St. OTK would benefit from an end-user who will invest meaningful capital to renovate the building, generate substantial sales, and contribute sales tax and increased property value.


OTK is thriving. Longstanding businesses continue to grow and new, investment-ready businesses are attracted to the area. Recent additions such as Hush, Wabi House, and Grutogi Bistro invested significant capital, pay sales taxes, raise property values, and bring new customers to the area—benefits that support the TIF district and help keep taxes lower for Keller residents. New development on Block 5 further demonstrates a strong demand for OTK lease space, with five new businesses opening in 2026–2027. With proper marketing, 112 W Hill St could similarly attract a high-quality end-user.

A proposed hair salon is not the highest and best use for this address. It is not a strong companion use to the surrounding restaurants and appears to require minimal capital investment compared with alternatives that would generate sales tax and greater long-term value for the district.

For these reasons, the neighboring properties of 112 W Hills St (124 S Main St, 128 S Main St, 134 S Main St) respectfully request denial of SUP Application 2603-0005. The city council approving a hair salon would be a missed opportunity to encourage high-quality revitalization projects in OTK.

Sincerely,

**Cary Moon**

817.296.2895 | 

**From:** Morgan Bianchi [REDACTED]  
**Sent:** Wednesday, April 15, 2026 9:45 PM  
**To:** MayorandCouncil  
**Cc:** Community Development  
**Subject:** Opposition to SUP Application 2603-0005

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear Members of the Keller City Council,

Please accept this letter of opposition to SUP Application 2603-0005 for the property at [112 W. Hill St., Block 2, Old Town Keller](#) (OTK).

This opposition is not directed at the salon industry itself, but rather at the placement of this specific business within one of the most valuable and high-impact commercial areas of our city.

Old Town Keller represents a significant and ongoing investment by the City (both financially and strategically) to cultivate a vibrant, walkable district defined by strong foot traffic, experiential retail, and an active day-to-night economy. The success of this vision depends heavily on the intentional curation of businesses that contribute to that ecosystem.

A hair salon, particularly one that operates primarily by appointment, does not align with these objectives. This type of business model typically does not generate consistent walk-in traffic, does not contribute meaningfully to evening or weekend vibrancy, and does not activate the surrounding area in a way that supports neighboring businesses. In contrast, this specific location presents a prime opportunity for a concept that can fully participate in, and enhance, the energy, visibility, and economic momentum of Old Town Keller.

Additionally, the current market saturation of similar services in the immediate area raises further concern. There are already 11 hair salons operating within Old Town Keller, not including salon suite models, which significantly increase the number of individual stylists and service providers in close proximity. This level of density suggests that the need for additional salon services in this district is minimal.

It is also worth noting that the same salon owner previously operated within this same building from 2019 to 2024 and ultimately closed. Given this history, it would be appropriate to evaluate whether that business served as a strong economic contributor relative to surrounding establishments. If available, sales tax data or performance metrics could help determine whether this type of use has historically maximized the potential of this location.

The core issue at hand is land use alignment. Old Town Keller should not be viewed as simply a collection of available commercial spaces, but rather a carefully positioned district with defined goals around economic vitality, community experience, and long-term return on public investment.

The City has made a clear commitment to attracting and approving businesses that:

- Drive consistent foot traffic
- Contribute to the experiential and social fabric of the area
- Support surrounding businesses through complementary activity
- Strengthen the overall destination appeal of Old Town Keller

Approving a use that does not meaningfully support these goals risks underutilizing a high-value location and working against the broader vision that has been communicated to residents, business owners, and investors.

For these reasons, I respectfully urge the Council to reconsider approval of this permit and instead prioritize a tenant that more closely aligns with the economic development strategy and long-term vision for Old Town Keller.

Thank you for your time and consideration,

***Morgan Bianchi***

*Owner + Founder*

*IG: The.Kindred.Keller*

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