



HOBBY AREA DISTRICT

August 23, 2019

The Honorable Sylvester Turner, Mayor
The Honorable Members of Houston City Council
City of Houston
901 Bagby Street
Houston, TX 77002

Dear Mayor Turner and Council Members:

The Hobby Area District strongly supports adoption of the proposed changes to the City sign ordinance designating an Airport Corridor District, addressing abandoned signs, and providing for new technology.

There is a broad consensus that negative first impressions of Houston are formed when driving into the City from our airports. The Airport Corridor District designation will foster, over time, a more welcoming gateway and more positive impressions of Houston. The Airport Corridor District designation creates a defined area of focus for improvement efforts. The proposed ordinance will establish specific height/size standards for new on-premise signs within the District. In addition, these sign code changes include a regulatory structure for focusing on removal of abandoned signs. Over time, this will further improve the City streetscape for all.

City Council's adoption of the revisions to the sign ordinance creating the Airport Corridor District and other changes will go a long way toward enhancing these airport corridors and the City that not only form visitor impressions but are the "spine" of adjacent neighborhoods. The Hobby Area District supports the adoption of the Airport Corridor District Ordinance.

Sincerely,

Danny Perkins
Chairman of the Board of Director

cc: Andy Icken, Chief Development Office, City of Houston
Ron Lewis, City Attorney, City of Houston
Claudia Williamson, Interim President and CEO, Scenic Houston