

**From:** [Cece Fowler](#)  
**To:** [HPC - Sign Administration](#)  
**Subject:** Sign Code Changes  
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One has only to look at before and after photographs of the Broadway entrance to Hobby Airport to know that we can and should make a better first impression. The improvements that have been made along our freeways over the past thirty years, in terms of limiting off premise signs and installing millions of dollars of attractive landscaping, have gone a long way to enhance Houston's appearance, but our airport corridors for the most part remain an embarrassment.

I urge you to adopt the proposed changes to the City sign ordinance designating an Airport Corridor District and addressing abandoned signs. We all know we only get one chance to make a first impression. And the overwhelming majority of our citizens want to live in a beautiful place. The blight of billboards and excessive signage have hidden attractive architecture, become dangerous distractions and robbed those who drive our freeways of the pleasure of traveling our roadways.

The Airport Corridor District designation will foster, over time, a more welcoming gateway and more positive impressions of Houston. Not only will the proposed ordinance establish specific height/size standards for new on-premise signs within the District, but it will also create a defined area of focus for improvement and maintenance efforts.

In many ways we are the city of the future, but if we forget that creating a beautiful environment makes good economic sense then we will find ourselves in the shadow of those who implemented the very code that is before you. I urge City Council to adopt these proposed changes that will further improve the City's streetscape for all.

Respectfully submitted,  
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