



BOARD OF DIRECTORS

Gerald Overturff, *Chairman*
Bob Beasley, *Vice Chair*
Deborah Foster, *Secretary*
Carlos Silva, *Treasurer*
Reyes Garcia, *Asst. Secretary*
Joyce Wiley
Patti S. Acosta
Gilbert Hoffman

EXECUTIVE DIRECTOR

DAVID HAWES

DEPUTY EXECUTIVE DIRECTOR - OPS

RICHARD CANTU

DEPUTY EXECUTIVE DIRECTOR - ADM

BRIAN BURKS

DIRECTOR OF SERVICES

VERONICA SANCHES

DIRECTOR OF INFRASTRUCTURE

SCOTT BEAN

DIRECTOR OF ECONOMIC

DEVELOPMENT

GRETCHEN LARSON

DISTRICT ASSISTANT

NATALY PEREZ

DISTRICT OFFICE

5333 Aldine Mail Route
Houston, Texas 77039
Tel: 713-595-1220
Fax: 281-449-2009

October 30, 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:

East Aldine Management 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. East Aldine Management District supports the adoption of the Airport Corridor District Ordinance.

Sincerely,

David Hawes
Executive Director
East Aldine Management District

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