

HoustonfirstSM

September 30, 2019

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

Dear Mayor Turner and Council Members:

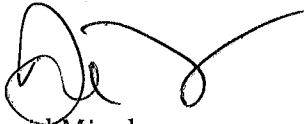
On behalf of Houston First Corporation, we support the adoption of the proposed changes to the City sign ordinance designating an Airport Corridor District, addressing abandoned signs, and providing for new technology.

Houston First is dedicated to promoting Houston as one of the great cities of the world. With mission-focused initiatives, Houston First is enhancing quality of life, advancing economic prosperity and promoting the Houston region. To that end, we have partnered with Scenic Houston to lead an initiative engaging a broad cross section of stakeholders to improve the maintenance and appearance of all of Houston's freeway corridors.

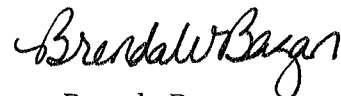
One of the significant components of the freeway enhancement initiative is the creation of the Airport Corridor District. There is a broad consensus that negative first impressions of Houston are formed when driving into the City from our airports. The Airport Corridor District designation will foster 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.

Houston First Corporation believes that City Council's adoption of the revisions to the sign ordinance creating the Airport Corridor District will go a long way toward positively impacting visitor impressions, and creating better "front doors" to the many neighborhoods along the corridors. Many thanks for your favorable consideration.

Sincerely,



David Minberg
Chairman of the Board



Brenda Bazan
President & CEO

cc: Andy Icken, Chief Development Office, City of Houston
Ron Lewis, City Attorney, City of Houston