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September 20, 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 North Houston Association 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. The North Houston Association's (NHA) service area includes Intercontinental Airport – Houston, and a Houston Airports representative serves on our board of directors.

NHA has been part of the Airport Corridors Task Force for several years, not only because IAH is within our service area, but also because all airports serve as the first impression for visitors to our great city. The Airport Corridor District designation will foster a more welcoming gateway and a higher rate of positive impressions of Houston.

Specifically, this proposed designation creates a defined area of focus for improvements. The proposed ordinance will establish specific height/size standards for new on-premise signs within the District, and includes a regulatory structure focused on the removal of abandoned signage. Over time, this results in an improved and welcoming City streetscape for both residents and visitors.

City Council's adoption of the revisions will positively impact tourism, corporate relocations, and quality of life for residents. We encourage you to adopt the Airport Corridor District Ordinance which will improve the image of both Houston, and our two Skytrax 4-star rated airports.

Sincerely,

Chris Cotter
Chairman

Marlisa Briggs
Executive Director