

Objection Letter

Texas Sign Association
1200 Briarcrest Dr. #3000
Bryan, TX 77802

11/30/2019

The Honorable Ellen Cohen, Mayor Prop-Tem
Chair, Quality of Life Committee
900 Bagby Street, City Hall Annex

Re: Chapter 46 Sign Code Revisions & Sign Code Airport Amendments

Dear Mayor Pro-Tem Chen:

We Object the following amendments to our sign code for the following grounds:

The Texas Sign Association as well as several of its members have been working diligently with both the City of Houston, The Ad-Hoc Committee as well as have met with many City Council Members as well as the Mayor to go over our concerns of this New Proposal within the Houston Sign Code.

While the Texas Sign Association is and will continue to be willing to discuss steps of how we can help the Cites needs without having a negative impact on the Sign Industry. The Texas Sign Association is against the proposal as listed, due to the sections that would call for the lowering in height as well as in size that of the Signs within the proposed Airport Corridor.

Safety, Visibility of the Signs, Economic Impact are some of the several reasons that we have brought up that would overall have an impact if this Proposal goes through.

In Closing, we do have several items that we can go over that would help within the Beatification process that the City is looking for, specifically within Signage. We also agree that the current Sign Code does need some updating. The Texas Sign

Association will continue to do all that we can to be a resource of information within our Industry and look forward to continuing this discussion with you.

Respectfully Submitted,

Texas Sign Association