AMENDMENTS TO THE HOUSTON SIGN CODE: ON-PREMISE SIGNS

QUALITY OF LIFE COMMITTEE

BY: JEFFREY GILES AND TIFFANY EVANS OF THE LEGAL DEPARTMENT AND MISAESL BENITEZ OF PWE’S SIGN ADMINISTRATION

NOVEMBER 15, 2017
### PROPOSED AMENDMENTS TO REGULATIONS FOR NEW ON-PREMISE SIGNS

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<thead>
<tr>
<th>APPLICABLE CITY-WIDE</th>
<th>APPLICABLE TO AIRPORT CORRIDORS</th>
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<tr>
<td>• ABANDONED SIGNS</td>
<td>• NEW ON-PREMISE SIGNS MUST COMPLY</td>
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<tr>
<td>• LED ILLUMINATION SOURCES</td>
<td>WITH MORE RESTRICTIVE SIZE</td>
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<tr>
<td></td>
<td>REQUIREMENTS.</td>
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<td></td>
<td>• MULTI-TENANT SIGN REQUIREMENTS</td>
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</table>
ABANDONED SIGNS

• 309 ABANDONED SIGNS HAVE BEEN REPORTED TO THE CITY SINCE THE BEGINNING OF 2017.

• ABANDONED SIGNS MISINFORM THE PUBLIC.

• SECTION 4607 OF THE SIGN CODE CURRENTLY ALLOWS SIGN ADMINISTRATION TO REQUIRE A OWNER OF RECORD/LANDLORD TO PAINT OVER, BLANK OUT OR OTHERWISE OBLITERATE ANY EXISTING ADVERTISING MESSAGE ON THE EXISTING SIGN WHEN A BUSINESS IS NO LONGER OPERATING ON THE PREMISES.
CONCERNS ABOUT ABANDONED SIGNS

PROPOSED AMENDMENTS TO SECTION 4607 ACCOMPLISH THE FOLLOWING:

- TRACK CURRENT STATE LAW TO ALLOW A MUNICIPALITY TO REQUIRE REMOVAL OF SIGNS. TEX. LOC. GOV’T. CODE ANN § 216.003(E).
LED TECHNOLOGY


- LIGHTING ACCOUNTS FOR 15% OF GLOBAL ELECTRICITY USE. LED LIGHTS TRANSFER 80% OF THEIR ENERGY USE INTO CREATING LIGHT—RATHER THAN HEAT, LIKE OLDER TECHNOLOGIES—AND REDUCE ELECTRICITY CONSUMPTION ACCORDINGLY.

- SIGN ADMINISTRATION RECOGNIZES THE BENEFIT OF LED LIGHTING.

- SIGN ADMINISTRATION RECOMMENDS ALLOWING BUSINESSES TO USE THIS IMPROVED, MORE EFFICIENT TECHNOLOGY WITHOUT RISKING THE LOSS OF THEIR GRANDFATHERED STATUS.
LED TECHNOLOGY

• THE PROPOSED REVISIONS TO THE SIGN CODE WILL ALLOW SIGN OWNERS TO:
  • UPGRADE A SIGN’S ILLUMINATION SOURCE TO LED ILLUMINATION; AND
  • MAINTAIN THE SIGN’S ORIGINAL SIZE
AIRPORT CORRIDORS

George Bush Intercontinental Airport

William Hobby Airport

Impact Roadways:
- Interstate 45
- US 59
- Hardy Toll Road
- Sam Houston Tollway
- Will Clayton Parkway
- JFK Boulevard
- Telephone Road
- Monroe Boulevard
- Broadway Street
- Galveston Road
- Scarsdale Boulevard
AIRPORT CORRIDORS: ON-PREMISE SIGN CLUTTER
AIRPORT CORRIDORS:
NEW ON-PREMISE SIGNS

GOAL OF PROPOSED REGULATION

• REDUCING THE SIZE AND VISIBILITY OF SIGNS ALONG THE FREeways THAT COMPRiSE THE AIRPORT CORRIDORS WILL ACHIEVE THE FOLLOWING:

  1. REDUCE DISTRACTIONS TO DRivers; AND
  2. IMPROVE THE FIRST IMPRESSION OF TRAVELERS DRIVING INTO THE CITY FROM THE CITY’S AIRPORTS.

• NEW ON-PREMISE SIGNS WILL BE RESTRICTED TO CATEGORY A

<table>
<thead>
<tr>
<th>SIGN TYPE</th>
<th>CATEGORY A</th>
<th>CATEGORY C</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Height</td>
<td>Size</td>
</tr>
<tr>
<td></td>
<td>(Ft.)</td>
<td>(Sft.)</td>
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<tr>
<td>SINGLE BUSINESS</td>
<td>14</td>
<td>100</td>
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<tr>
<td>MULTI-TENANT 2 OR 3 BUSINESSES</td>
<td>19</td>
<td>200</td>
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<tr>
<td>MULTI-TENANT 4 OR MORE BUSINESSES</td>
<td>24</td>
<td>300</td>
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</table>

Section 4611 of the Sign Code
AIRPORT CORRIDORS

“Category C” Signs

“Category A” Signs
PROPOSED AMENDMENT

• NEW MULTI-TENANT ON-PREMISES SIGNS WILL BE REQUIRED IN LIEU OF INDIVIDUAL SIGNS FOR A TRACT ON WHICH TWO OR MORE DISTINCT COMMERCIAL BUSINESSES OPERATE.
QUESTIONS?