

Irving

IN FOCUS

Sign Standards

Overview

- > **Changes are critical for continued efforts on Irving's key corridors and gateways**
 - **Reduces visual clutter and temporary signs on private property**
 - **Significant step in regulating signs for strong community standards**
 - **Helps to detract crime**
 - **Encourages economic development**
 - **Supports city vision to be a model for safe and beautiful neighborhoods**

- > **Several other ordinance changes have been amended to improve the community**

- > **New standards for all of Irving (Valley Ranch and Las Colinas are still more comprehensive)**

Sign Standards

> Monument Signs

- **1 sign per street front; 1 additional if street front exceeds 300 feet**
- **Maximum of 2 signs per lot**
- **Multi-tenant: tenant name plates have uniform size, color, font**
- **Height: 7 feet or 9 feet with performance-based enhancements**
- **Size: 70 sq. ft. or 90 sq. ft. with performance-based enhancements**
- **Materials: brick, stone or similar materials**
- **Special provisions for lots over 3 acres or anchor tenants over 20,000**
 - **Height: 12 feet or 15 feet with enhancements**
 - **Area: 100 sq. ft or 125 sq. ft. with enhancements**
- **Special provisions for I-635, Loop 12, SH-114, SH-183**
 - **20 ft height; 150 sq. ft. area**

Sign Standards

> Wall Signs

- **Size:** maximum area of 25 percent of building or lease space façade
- **Aggregate of all windows, awnings or other signs on façade**
- **Allowed on façade facing a street**
- **Interior luminous gaseous tubing signs may not be visible from public right-of-way**
- **Design standards (materials regulated) must be professionally manufactured and installed by registered sign contractor**

> Pole Signs

- **Prohibited except I-635, Loop 12, SH-114, SH-183**
- **Height:** maximum 35 feet
- **Area:** maximum 150 sq. ft.

Sign Standards

> Display of banners

- Maximum 30 days during grand opening events only
- Permit required

> Flags and Flag Poles

- Height: maximum 35 feet (exception American flag)
- Area: maximum 150 sq. ft. (exception American flag)
- Maximum of 3
- Roof mounting prohibited

Applicability

- > **All signs must comply at change of Certificate of Occupancy**
- > **Window signs, banners, pennants, streamers and interior luminous gaseous signs must comply by August 1, 2009**
- > **Pole signs associated with convenience stores less than 10,000 sq. ft. must be removed by December 31, 2009 (Appeal allowable based upon economic value of investment)**