

## **Stronger Sign Standards Help to Visually Enhance Irving**

New sign standards adopted by City Council are critical to the visual improvement of Irving's key corridors and gateways. The regulations will help reduce visual clutter and limit the use of temporary signs on private property.

### **Monument Signs**

- One sign per street front; one additional if street front exceeds 300 feet
- Maximum of two signs per lot
- Multi-tenant: tenant name plates have uniform size, color and font
- Height: 7 feet or 9 feet with performance-based enhancements
- Size: 70 square feet maximum or 90 square feet with performance-based enhancements
- Materials: brick, stone or similar materials
- Special provisions for lots more than 3 acres or anchor tenants over 20,000
  - Height: 12 feet or 15 feet with enhancements
  - Area: 100 square feet or 125 square feet with enhancements
- Special provisions for Interstate Highway 635, Loop 12, State Highway 114, State Highway 183 (*20-foot height; 150-square-foot area*)

### **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 Interstate Highway 635, Loop 12, State Highway 114, State Highway 183
- Height: maximum of 35 feet
- Area: maximum of 150 square feet

### **Display of Banners**

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

### **Flags and Flag Poles**

- Height: maximum of 35 feet (*exception American flag*)
- Area: maximum of 150 square feet (*exception American flag*)
- Maximum of three flags
- Roof mounting prohibited

All signs must be in compliance at change of Certificate of Occupancy. Window signs, banners, pennants, streamers and interior luminous gaseous signs must comply by Aug. 1. Pole signs associated with convenience stores less than 10,000 square feet must be removed by Dec. 31. Appeal is allowable based upon economic value of investment.