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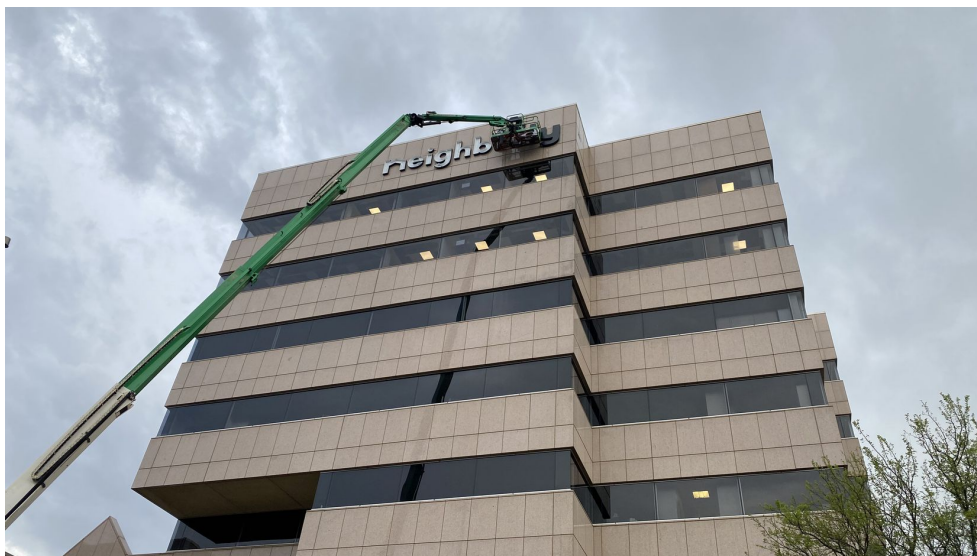
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Sign of the times: More Las Colinas buildings are sporting tenant names

Architectural standards have long restricted business names from the tops of buildings in the Irving development.



Building owner KOA Parters recently added the name of new tenant Neighborly to its property on John Carpenter Freeway. (KOA Partners)

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By [Steve Brown](#)
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Las Colinas is home to some of North Texas’ biggest businesses. But driving down the freeway through the Irving high-rise district, you won’t see any signs of those major employers.

Tough architectural restrictions that date to the 1980s keep all those flashy business tags off the tops of most of the towers in Las Colinas.

A local office landlord scored a coup recently when it got approvals to add a tenant sign to the top floor of its building at 500 East John Carpenter Freeway.

Owner KOA Partners recently signed an office lease with Waco-based home service franchise firm Neighborly to put its second headquarters in the eight-story building.

KOA Partners CEO Harry Lake said his firm “made history this week as we installed the first top-of-office-building signage approved in Las Colinas.”

For decades, companies have been restricted to putting their business names on freestanding signs outside Las Colinas buildings or on lower-level lettering.

The new Westin Hotel next to Irving’s Las Colinas convention center also got the okay to put a sign on the top floor.

Both KOA Partners’ building and the Westin are in the high-rise Las Colinas Urban Center — the heart of the Irving business district.

“The Las Colinas Declaration was modified in 2020 to allow for top-of-building signage for certain commercial office buildings and hotels,” said J. Hammond Perot, president of the Las Colinas Association. “The Neighborly sign on KOA Partners’ building is the first approved for a commercial building.

“Previously, we’ve approved signs for the Westin, Omni, Element and Marriott hotels.”

Las Colinas’s founder, the legendary Dallas businessman Ben Carpenter, wasn’t a fan of gaudy exterior building signs. He thought they would cheapen the look of his vast Irving development.

Restrictions on signage are just one of many architectural controls that were written into Las Colinas’ original planning.

“It’s a legacy to Mr. Carpenter’s preference,” Lake said. “We worked with the Las Colinas Association last year to get something passed to allow for limited top-of-building signage so Las Colinas could compete with other business areas.

“There is still a pretty restrictive regulation, and it’s subject to a board approval.,” he said. “But they are pretty business-friendly.”

Other property owners are taking notice of KOA Partners’ new sign. “The manager of the building across the street called wanting to what is going on,” Lake said.

The operators of the Las Colinas centerpiece Towers at Williams Square office complex are also weighing new options for their property.

“Yes we are considering potential top-of-building signage options for significant size tenants,” said Bill Brokaw of Hillwood Urban.

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Waco-based Neighborly is opening a second headquarters in Las Colinas. (KOA Partners)



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