




CITY OF BLOOMINGTON

SIGN ORDINANCE UPDATE

Outreach Workshops

Tuesday July 23



WHY WE'RE HERE,

and how we got here.

WHAT DOES A SIGN ORDINANCE DO?

- Balances public and private interests and investments;
- Promotes economic and business development;
- Protects property values;
- Reduces distractions and obstructions; and
- Promotes and protects the health, safety, and welfare of the community.

HOW DOES A SIGN ORDINANCE DO THAT?

By:

- Regulating the number, size, and location of signs;
- Prohibiting unsafe signs; and
- Causing the removal of abandoned signs.

WHY ARE WE UPDATING OUR SIGN ORDINANCE?

To:

- Align with the goals of the Bring it on Bloomington! Comprehensive Plan;
- Comply with SCOTUS decision in the Reed vs. the Town of Gilbert, AZ case; and
- Make the ordinance more user friendly and easier to navigate.

ALIGN WITH BRING IT ON BLOOMINGTON!

- Develop and adopt a Downtown sign code appropriate to the area.
 - Review existing code for suitability to Downtown character.
 - Adapt code to encourage signs visible to pedestrians and bicyclists as well as auto traffic.
 - Adapt code to discourage sign placements and sizes that detract from the Downtown character, while offering options to businesses.

COMPLY WITH REED VS. GILBERT

Reed vs. Gilbert:

- 2015 Supreme Court decision
- Clarified that commercial and noncommercial sign copy is protected speech
- Held that signs cannot be treated differently based on the communicative content of the sign

How does Bloomington not comply?

- “Advertising Sign Code”
- Regulations vary based on content (election sign, identification sign, etc.)

SIGN ORDINANCE UPDATE

SCOPE OF WORK

- Meeting with City Staff – **complete**
- Assessment of Existing Signs and City Sign Regulations – **complete**
- Research and Assessment of Sign Ordinances – **complete**
- Sign Ordinance Business Workshop – **Today**
- Sign Ordinance Community Workshop – **Today**
- Draft Sign Ordinance – **upcoming**
- City Staff Review – **upcoming**
- Meeting with Plan Commission and Zoning Board of Appeals – **September 11th**
- Revised Draft Sign Ordinance – **upcoming**
- Plan Commission Public Hearing – **upcoming**
- City Council Adoption Hearing – **upcoming**



TYPES OF SIGNS,

and how other municipalities regulate them.

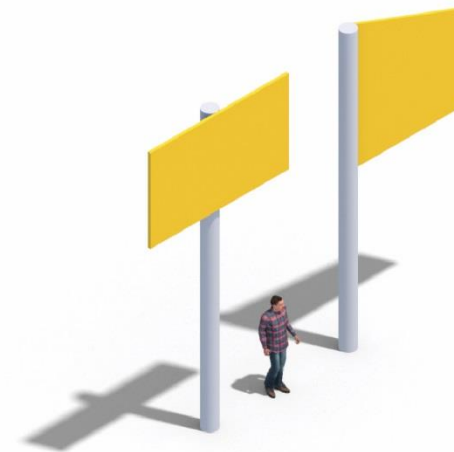
GROUND SIGNS

- Monument signs
- Pylon/pole signs

Monument Sign
50.15.05.B.g.



Pylon Sign
50.15.05.B.l.



MONUMENT SIGN

- Freestanding ground sign
- Solid appearing base
- Constructed of a permanent material

Monument Sign
50.15.05.B.g.

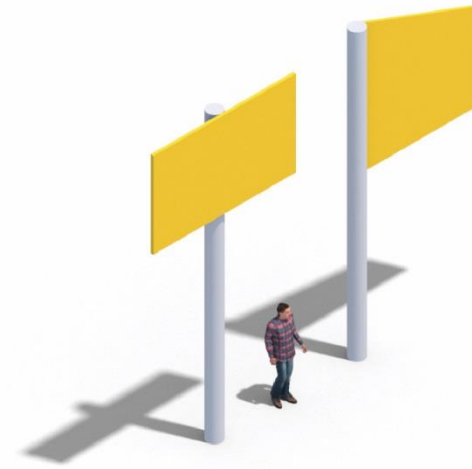




PYLON/POLE SIGN

- Freestanding ground sign
- Supported by one or more structural elements that are either:
 - Dissimilar to the design of the sign
 - Less than one quarter the width of the sign face

Pylon Sign
50.15.05.B.I.





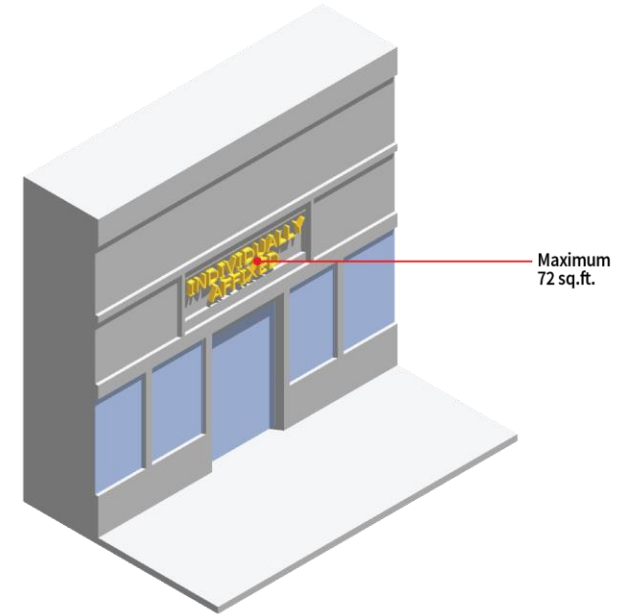
GROUND SIGNS

BLOOMINGTON	OTHER MUNICIPALITIES
Permits all ground signs	Permit only monument signs
Allows a max of 3 square feet of sign area per lineal foot of street frontage*	Allow a max of 1 square foot of sign area per lineal foot of building frontage
Does not require landscaping around base of sign	Require landscaping around base of sign
Entire sign may be manual or automatic changeable copy	Portion of sign (40%) may be manual or automatic changeable copy

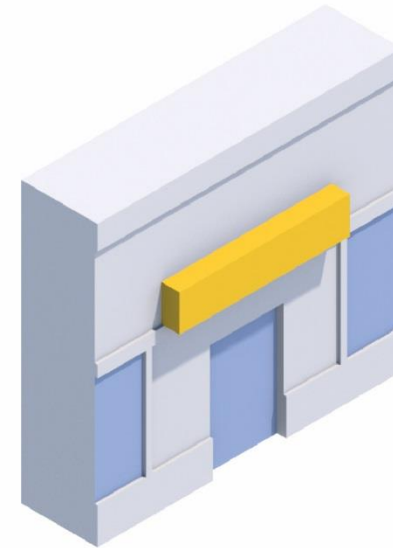
WALL SIGNS

- Individually Affixed Copy/Channel Letter Sign
- Box Sign

Wall Sign
5.3.1



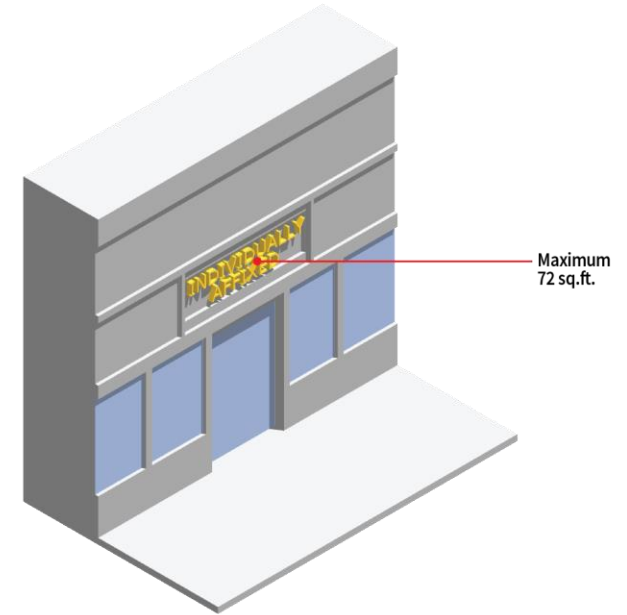
Box Sign
50.15.05.B.d.



CHANNEL LETTER SIGN

- Comprised of individual letters that are independently mounted to a wall
- Air space between letters is not part of the sign structure but rather the building façade

Wall Sign
5.3.1

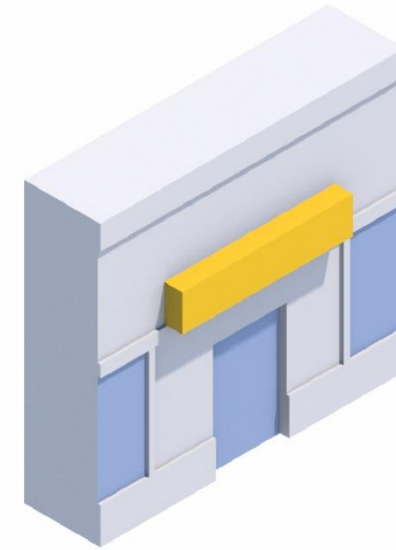




BOX SIGN

- All copy contained within a single enclosed box

Box Sign
50.15.05.B.d.





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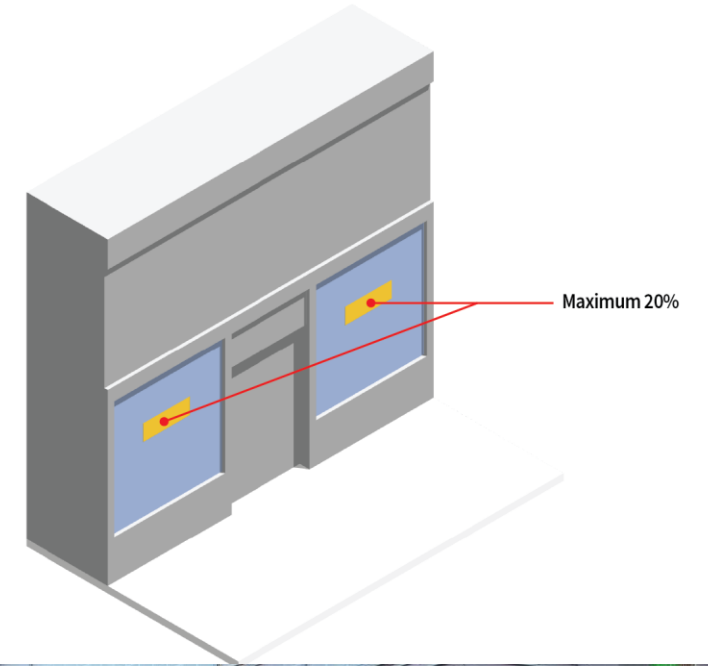
WALL SIGNS

BLOOMINGTON	OTHER MUNICIPALITIES
Permits all wall signs	Permit only individually affixed copy / channel letter signs
Allows a max of 3 square feet of sign area per lineal foot of street frontage*	Allow signs to cover 5 percent of primary façade
Silent on location	Prohibited from covering architectural features
Does not specify permitted number of wall signs	Permit one wall sign for each tenant for multitenant buildings and one wall sign for single occupancy buildings

WINDOW SIGN

- Painted or otherwise displayed from the inside surface of a window

Window Sign
5.7.1



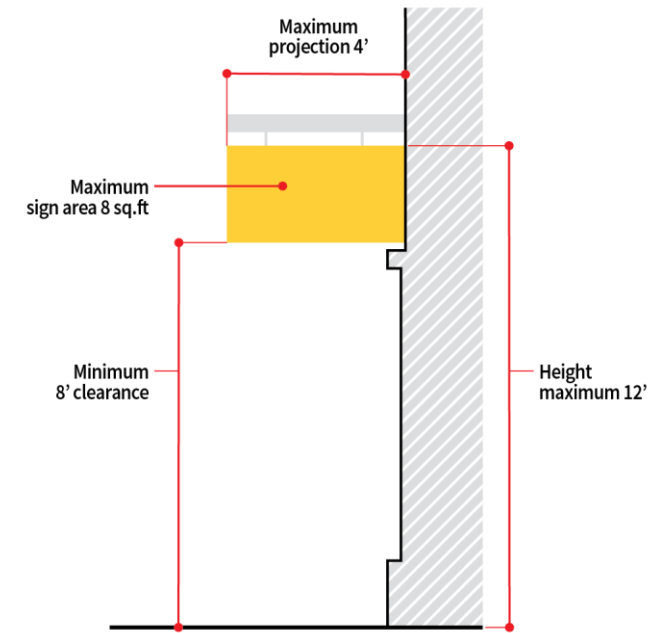
WINDOW SIGNS

BLOOMINGTON	OTHER MUNICIPALITIES
Permits 25 percent of total window area to be covered	Permit 20 percent of total window area to be covered
Does not include window signs in calculation of max sign area	Include window signs in calculation of max sign area
Silent on illumination	Prohibit illumination

PROJECTING SIGN

- Small
- Pedestrian oriented
- Projects perpendicular from a structure

Projecting Sign
5.3.4





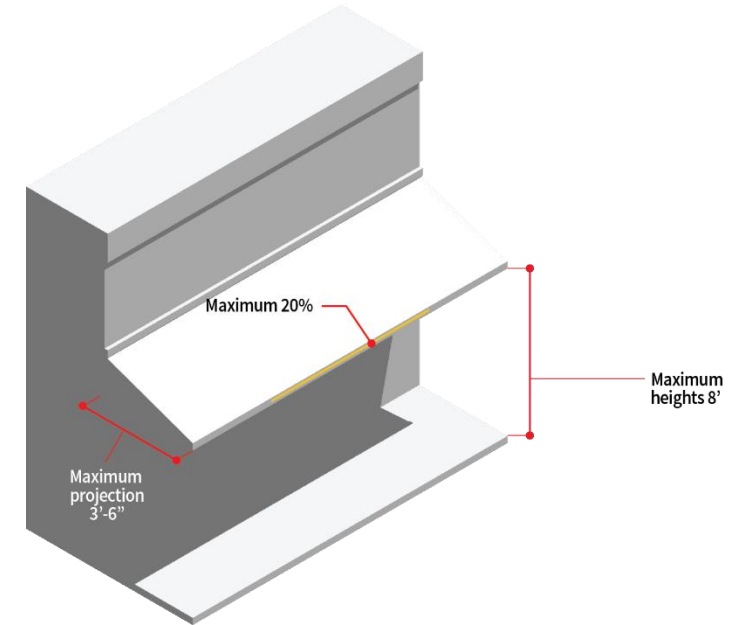
PROJECTING SIGNS

BLOOMINGTON	OTHER MUNICIPALITIES
Permits maximum 10 feet projection and clearance	Permit 3 feet projection and 8 foot clearance
Must project at a 90 degree angle or 45 degree angle for buildings at an intersection	Must project at a 90 degree angle or 45 degree angle for buildings at an intersection
Allows a max of 3 square feet of sign area per lineal foot of street frontage*	Allow a max of 10 square feet
May be illuminated	Prohibit internal illumination

CANOPY / AWNING SIGN

- Attached to, affixed to, or painted on an awning or canopy

Awning Sign
5.3.5



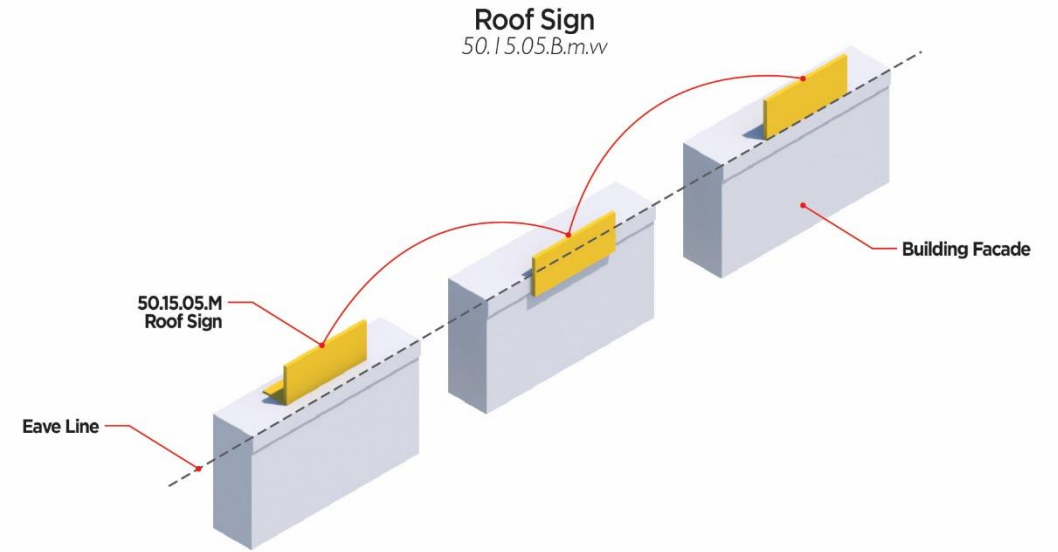


CANOPY / AWNING SIGNS

BLOOMINGTON	OTHER MUNICIPALITIES
Permits 1 line of letters at a max height of 9 inches on hanging border	Permit 20 percent of total awning area to be covered
Permits 4 square feet of sign area elsewhere on the awning	
Prohibits illumination	Prohibit illumination

ROOF SIGN

- Erected on a roof or projecting above the highest point of the roofline or parapet
- Wholly dependent upon the building for support



ROOF SIGNS

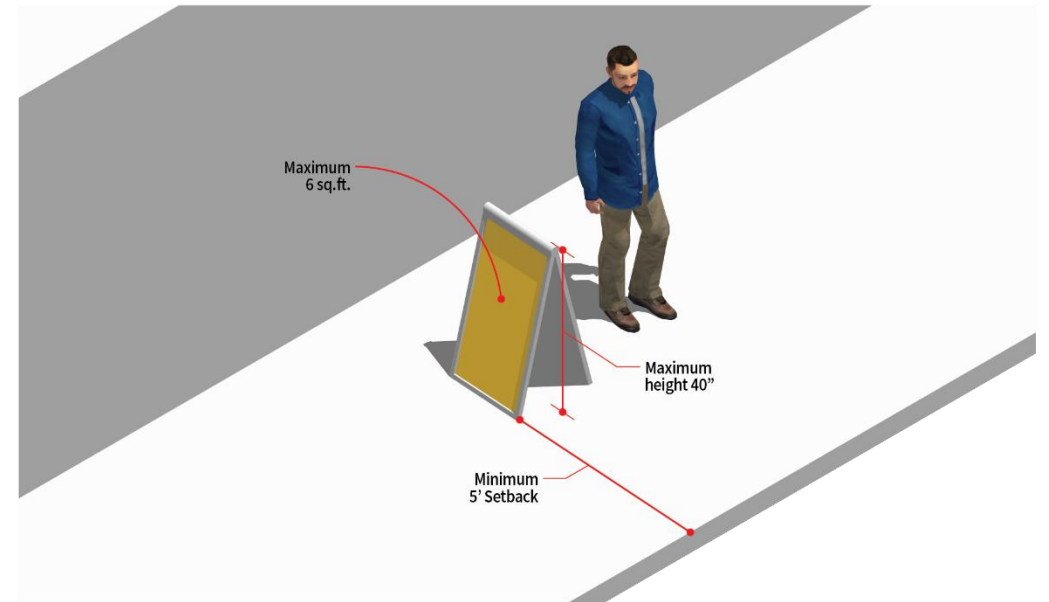
BLOOMINGTON	OTHER MUNICIPALITIES
Permits open and closed roof signs	Prohibit roof signs
Allows a max of 3 square feet of sign area per lineal foot of street frontage*	
Prohibits visibility of secondary supports	

TEMPORARY SIGNS

- Sandwich board sign
- Banner sign
- Flag / Feather sign
- Yard sign

Sandwich / A-Frame / Sidewalk Sign

5.3.7







WHAT DO YOU THINK

about signs in Bloomington and the sign code?

QUESTIONS

- What do you think about existing signs in Downtown Bloomington?
- What do you think about existing signs on Veteran's Parkway?
- Are there certain sign types you would like to prohibit?
- In your opinion, what are the biggest issues with the sign ordinance?
- What are the strengths of existing sign ordinance?