
SIGN ORDINANCE UPDATE

ONLINE QUESTIONNAIRE RESULTS AND RECOMMENDATIONS

February 11, 2020

Plan Commission Work Session



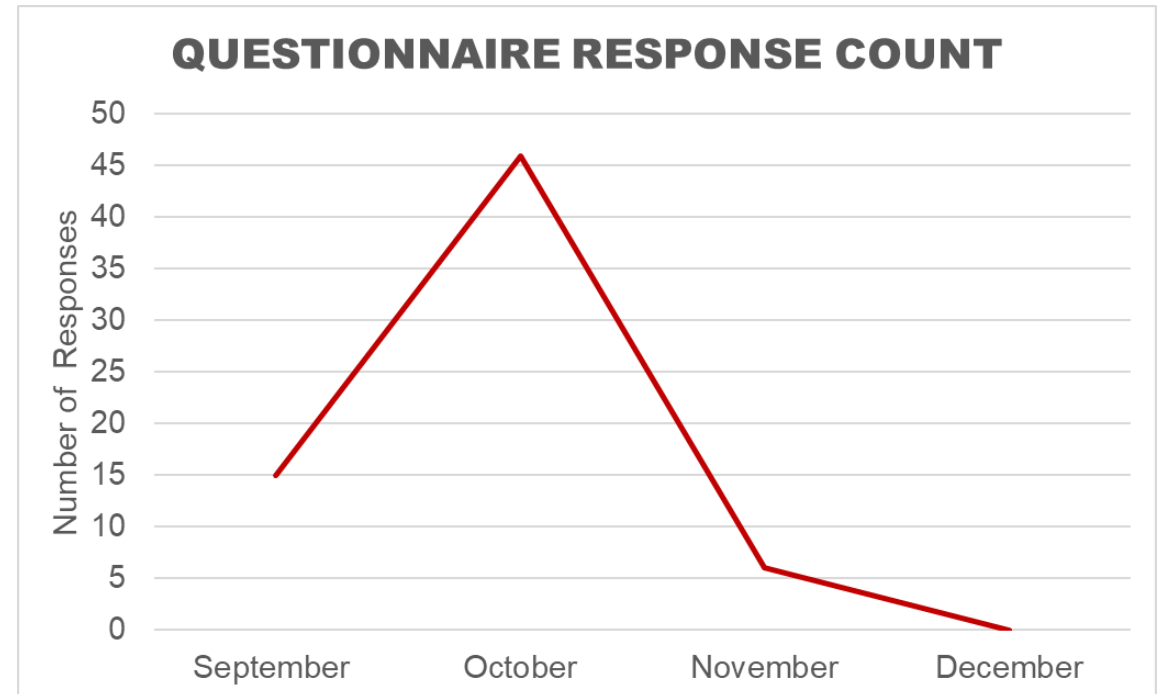


QUESTIONNAIRE RESULTS



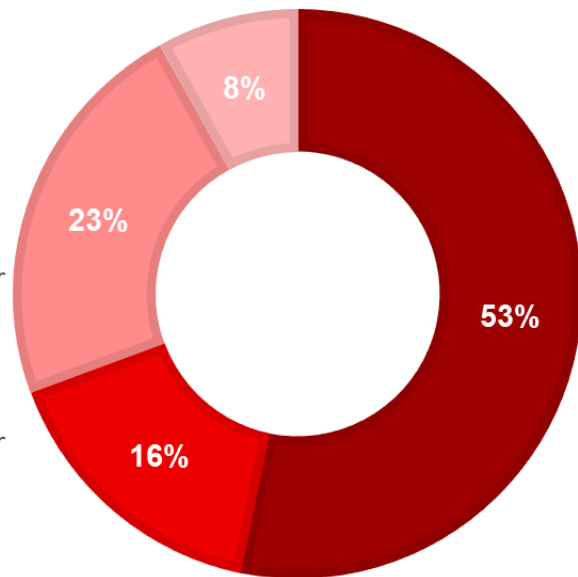
QUESTIONNAIRE OVERVIEW

- English and Spanish questionnaires made available
- Open September 2019 – December 2019
- 67 total responses
 - 66 for English Questionnaire
 - 1 for Spanish Questionnaire



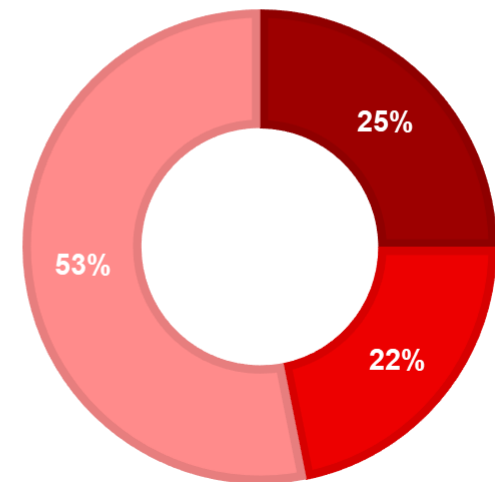
Q1: I AM A...

- Bloomington Resident
- Bloomington Business Owner
- Bloomington Resident and Bloomington Business Owner
- Other

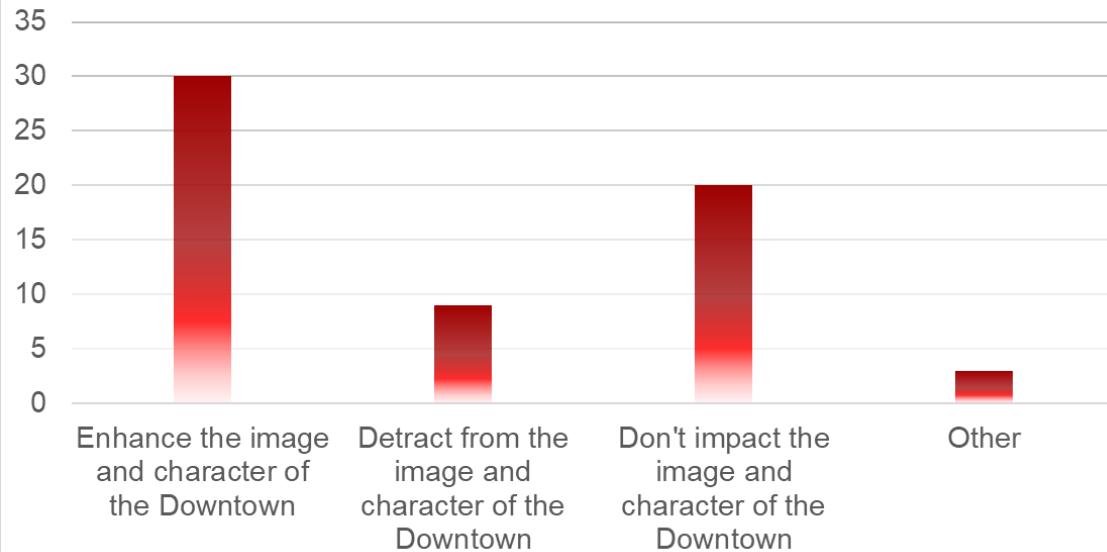


Q2: IF YOU ARE A BUSINESS OWNER, WHERE IN BLOOMINGTON IS YOUR BUSINESS LOCATED?

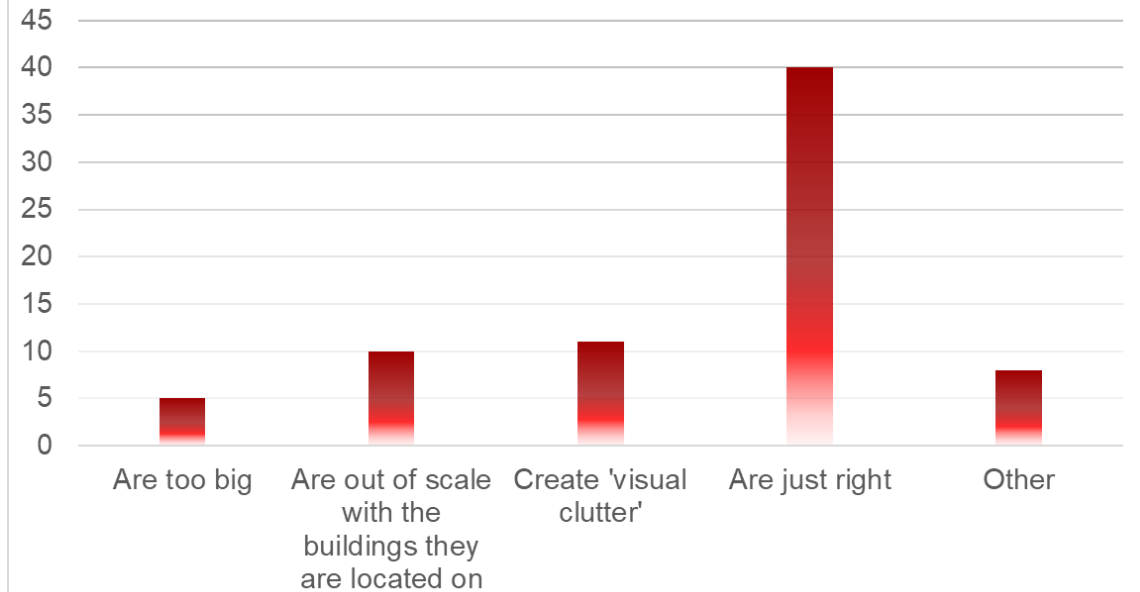
- Downtown Bloomington
- Veterans Parkway
- Other



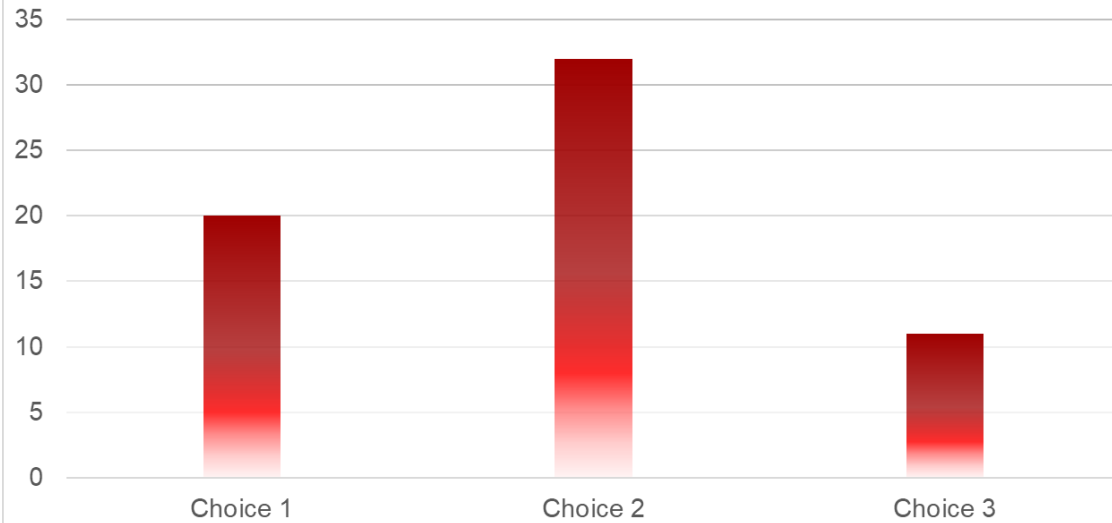
Q3: I THINK EXISTING SIGNS IN DOWNTOWN BLOOMINGTON...



Q4: I THINK EXISTING SIGNS IN DOWNTOWN BLOOMINGTON...



Q5: WHICH OF THE IMAGES ABOVE DO YOU THINK SHOWS THE CORRECT SCALE FOR WALL SIGNS IN DOWNTOWN BLOOMINGTON?



Choice 1

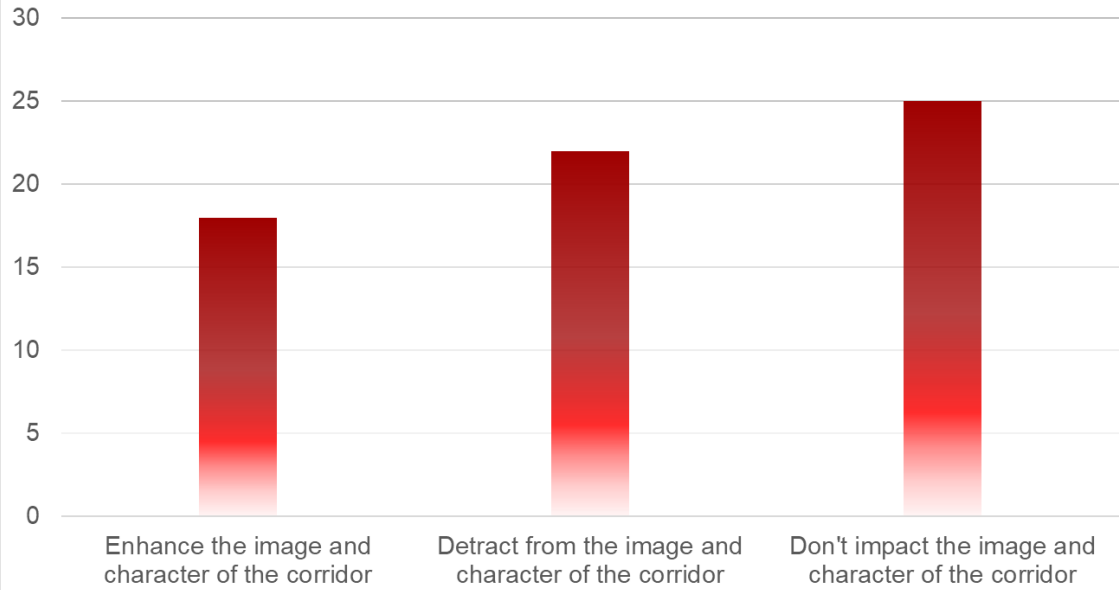


Choice 2

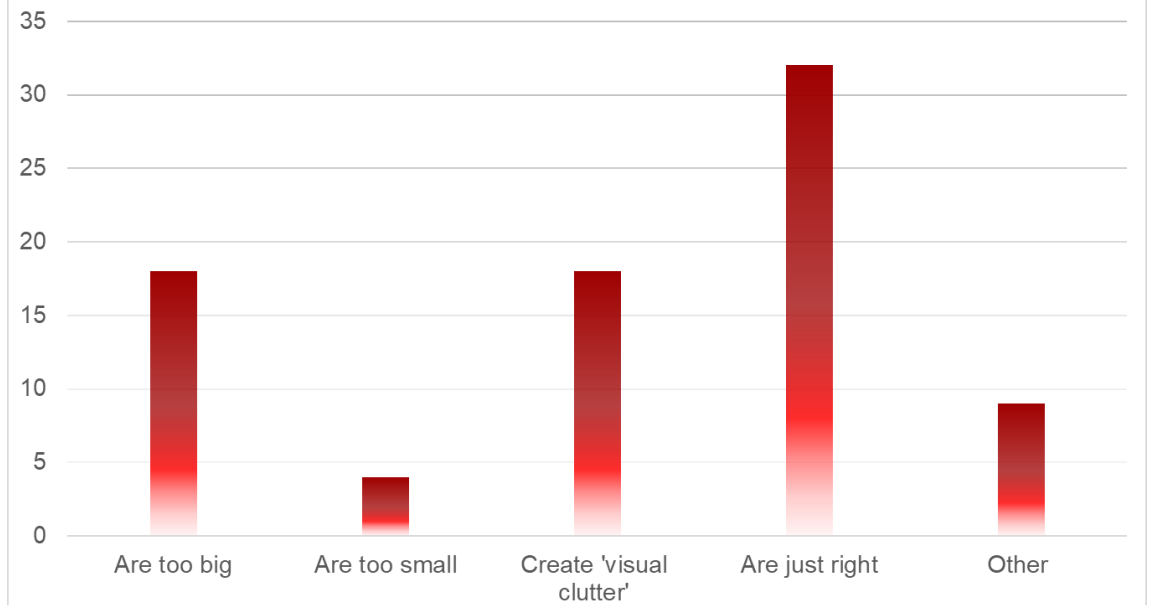


Choice 3

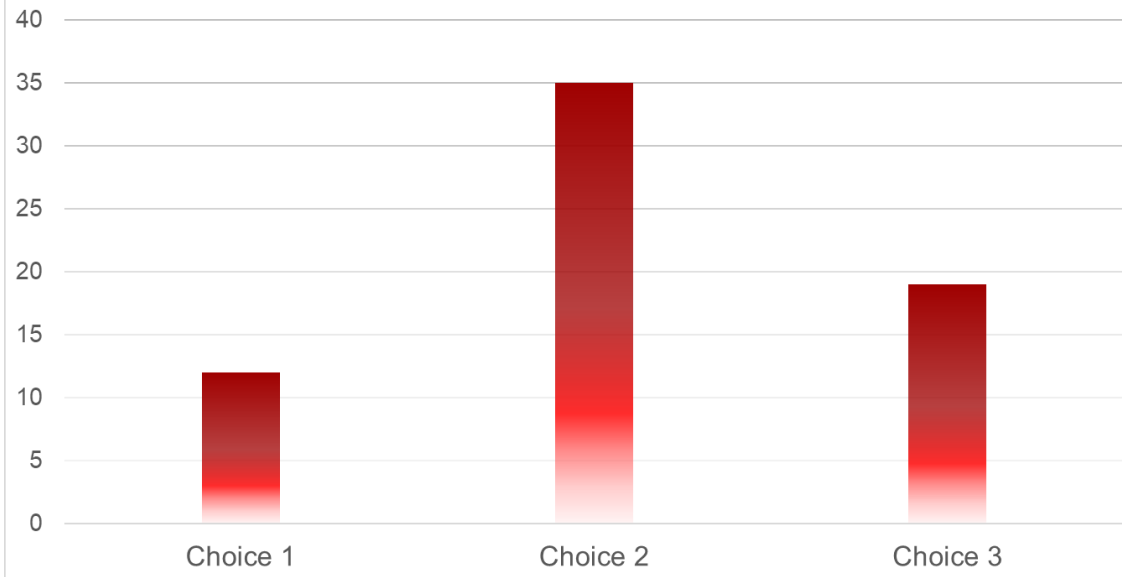
Q6: I THINK SIGNS ALONG VETERANS PARKWAY...



Q7: I THINK EXISTING SIGNS ALONG VETERANS PARKWAY...



Q8: WHICH OF THE IMAGES ABOVE DO YOU THINK SHOWS THE CORRECT SCALE FOR WALL SIGNS ALONG VETERANS PARKWAY?



Choice 1



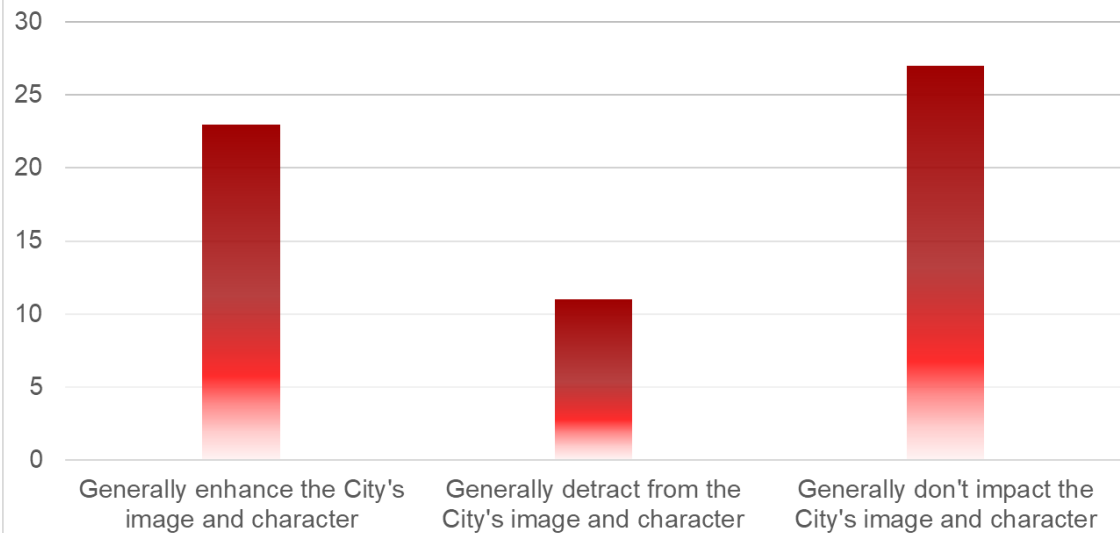
Choice 2



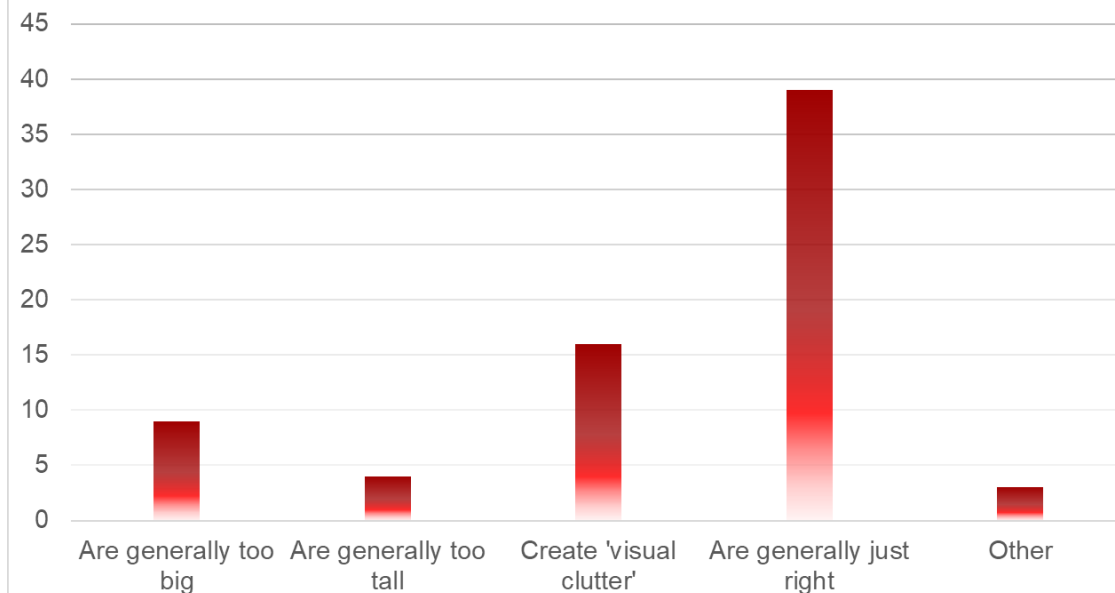
Choice 3



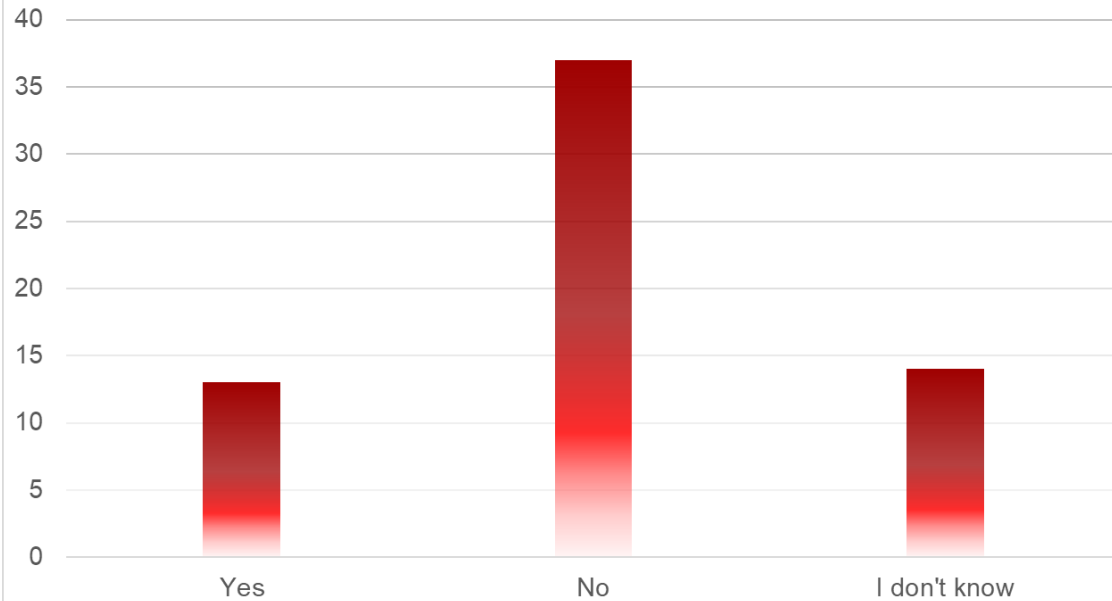
Q9: I THINK SIGNS IN OTHER AREAS OF BLOOMINGTON...



Q10: I THINK SIGNS IN OTHER AREAS OF BLOOMINGTON...



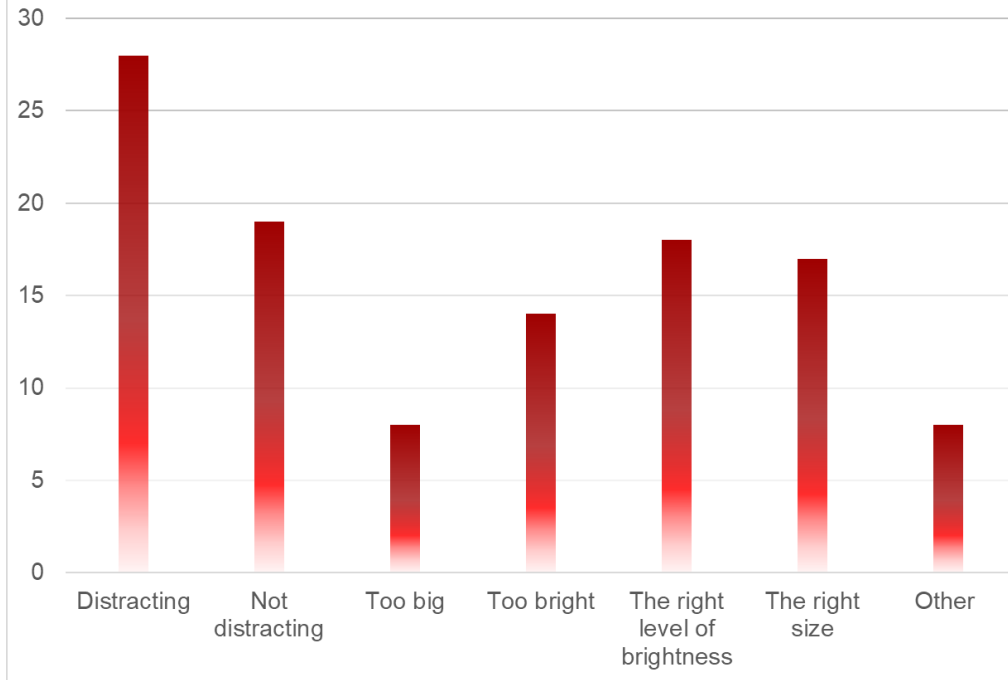
Q11: DO YOU FEEL THAT THERE ARE SIGNS IN BLOOMINGTON THAT ARE POTENTIALLY A SAFETY HAZARD/DISTRACTION TO DRIVERS?



Q12: IF YES, WHAT MAKES THEM A HAZARD/ DISTRACTION?

- unable to see other cars
- Too much flashing
- Too bright at night, too large and distracting. Electronic message signs are too bright and distracting
- Signs that constantly change and scroll. Very distracting while driving.
- Signs are not hazards. That is a fallacy of beau article control.
- obscure traffic lights
- Bright changing displays. Too many
- Blocking views of oncoming traffic when turning.
- blinking lights
- blinking distracts drivers
- Billboard that have moving images
- animations and electronic signs that change

**Q13: I THINK ELECTRONIC MESSAGE BOARDS
SIGNS IN BLOOMINGTON ARE...**



Q14: WHAT OTHER SIGN RELATED IDEAS WOULD YOU LIKE TO SHARE WITH US?

would be nice if signs were more artistic and reflected the character of the business

We need a sign on eastbound Market Street that says WELCOME TO BLOOMINGTON. Maybe at Market & Stillwell where the old child care center was torn down.

This regulation should be minimal. There is little reason to make it difficult to have a sign for a business. If safety is an issue, then it needs to be regulated only for signs blocking line of sight that is a problem for drivers. Distractions is not a reason for regulating signs. Commercial areas are by definition for business and advertising for that business.

Tend to be liberal with the ordinance. We need development in this community. Don't make it difficult for people to build open and advertise their business. This is central IL not Naperville, Las Vegas or Los Angeles. As a business owner we face enough problems in this state with the exorbitant real estate taxes and out migration of wealth and people from the state we don't need to make it more restrictive.

Stop wasting time with this non issue. If this is a legitimate issue then present the

not Naperville, Las Vegas or Los Angeles. As a business owner we face enough problems in this state with the exorbitant real estate taxes and out migration of wealth and people from the state we don't need to make it more restrictive.

Stop wasting time with this non issue. If this is a legitimate issue then present the facts and statistics of why there needs to be a focus on this right now and cut to the meat of the whole thing. If there have been incidents that have occurred regularly because of signage then you need to bring those particular issues forward with those individuals and fix those particular problems instead of making this an overly complicated matter that will no doubt affect people and their businesses that have had no incidents whatsoever. The amount of regulation in place already from the city, health department, and etc is EXACTLY why we do not have more small businesses opening all over Bloomington. Are you looking to become sanitized like Normal!? Because that's what will happen if you keep this up. No character, more complication, less local businesses or ease of opening new ones. STOP IT.

Shopping centers should be limited to one or two signs including the tenants rather than multiple individual signs as you see at the Hyvee/Binny's shopping center. Can we get rid of the small yard signs and political signs placed everywhere at elections? The tall flags and inflatables are terrible to look at. Please upgrade the code, base it on a standard that has worked in comparable or communities that have been targeted as a place we should try to be like, and share this information with the business community. Get the Chamber involved, they have been clearly kept out and this has created animosity when they could be the best advocate of the business community and the city.

More crea

It's truly a sign of economic stability for a business to have LED video boards in our

community. Get the Chamber involved, they have been clearly kept out and this has created animosity when they could be the best advocate of the business community and the city.

More crea

It's truly a sign of economic stability for a business to have LED video boards in our business district. The national model of economic prosperity ie. Las Vegas, New York City have no such laws in effect and traffic is much busier. Having a high quality sign shows prosperity to incoming businesses to help sell our community. Enforcing a new law like this would put Bloomington at a disadvantage compared to other municipalities even within Central Illinois (Springfield and Decatur have allowed video boards with no restrictions for year). It would be beneficial for everyone if the city would encourage advertising, not stifle it.

If the Core Downtown was Dominantly pedestrian friendly - small signs would be everybodies choice

I totally agree that the existing code needs to be updated but, unfortunately the currently proposed sign code goes from one extreme to another. The current proposed code does not take into account potential issues with longer business names, trademarked logos, manufacturing restrictions and the additional cost burden on new businesses. In short, the proposed code is not very pro-business & will encourage business owners to look at the surrounding communities to open there businesses.

I think old signs bring a sense of character to the city, especially in downtown. Its not always about the sign its about the facade as a whole. If I have a sign from 1960 and it doesn't meet the code but it is relatable to my business but my facade is immaculate then what?

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Currently there is too much red tape by City of Bloomington. Need to allow businesses to thrive by allowing them to have signs large enough for residents and visitors who need the products and services to be able to find them, easily. Thank you.

Business owners should have creative control of content of digital boards, without limitations on animation.

Bigger and more prominent street numbering on business signs

Anything that attracts people to our town is a good thing

any considered changes should have a grandfather clause


All of our signs went through all of the cities approval processes and we invested in them accordingly. They allow us to attract new customers that help us grow our revenues to keep up with the continuing cost of doing business, and by the way contribute significantly to the sales tax revenue for the city. Limiting new technology, that we don't even know about just doesn't make any sense. Prohibiting or restricting business owners from marketing their business, products or properties is just anti business. You have rules on the books that we all agreed to when going into business in our community, enforce those and do not limit our rights to pay our bills!

A significant overhaul is not needed. Regulations for newer sign types like electronic video signs are fine, but we shouldn't disrupt codes that are working well for the business community and residents just because "other" communities are doing it.



**RECOMMENDATIONS TO DRAFT SIGN
ORDINANCE BASED ON QUESTIONNAIRE
RESULTS**



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- **14-4(D)(1):** Increase the amount of permitted sign area for wall signs from five percent of the total area of the face of the wall on which the sign shall be located to 10 percent of the total area of the face of the wall on which the sign shall be located in the B-1, B-2, C-1, M-1, and M-2 zoning districts.
 - **14-5:** Consider including provisions for the regulation of feather signs.
 - **14-5(A):** Differentiate between wall mounted banner signs and ground mounted banner signs to allow for greater flexibility in the allowance of temporary signs.
 - **14-7(C)(4)(c):** Increase the maximum frequency for electronic message center message transitions from two minutes to 30 seconds.

Graphic from Questionnaire



Imagen 1



Imagen 2



Imagen 3

Graphic Revised for Clarity



Choice 1



Choice 2



Choice 3