



# **CITY OF BLOOMINGTON**

## **SIGN ORDINANCE UPDATE**

Joint Plan Commission and Zoning Board of Appeals Workshop

Wednesday, September 11, 2019



# WHY ARE WE HERE?

Overview of the update process and the Draft Sign Ordinance

# WHY ARE WE UPDATING THE 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;
- Bring the 40-year-old ordinance in line with contemporary standards; 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

- 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 – complete
- Sign Ordinance Community Workshop – complete
- Draft Sign Ordinance – complete
- City Staff Review – complete
- Meeting with Plan Commission and Zoning Board of Appeals – right now!
- Revised Draft Sign Ordinance – upcoming
- Plan Commission Public Hearing – upcoming
- City Council Adoption Hearing – upcoming

# **SIGN CODE QUESTIONNAIRE**

- Currently being finalized – will be available on the City’s website next week
- Please take the questionnaire and help spread the word!

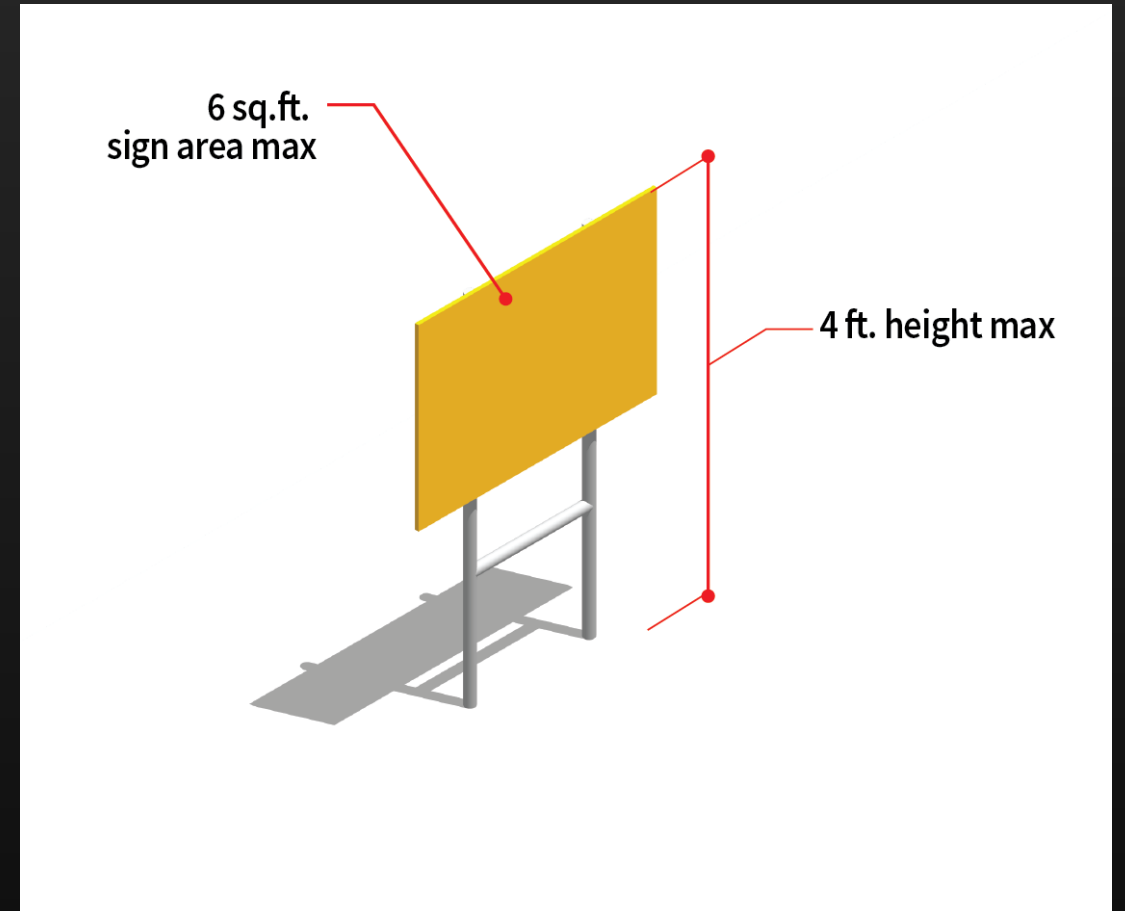
# PROPOSED OUTLINE

- 14-1 – Purpose
- 14-2 – Applicability
- 14-3 – Signs Authorized without a Permit
- 14-4 – Permanent Signs Authorized with a Permit
- 14-5 – Temporary Signs Authorized with a Permit
- 14-6 – Signs Permitted in the Zoning Districts of the City
- 14-7 – General Standards
- 14-8 – Sign Permits and Inspections
- 14-9 – Construction Standards
- 14-10 – Prohibited Signs
- 14-11 – Nonconforming signs
- 14-12 – Administration and Enforcement



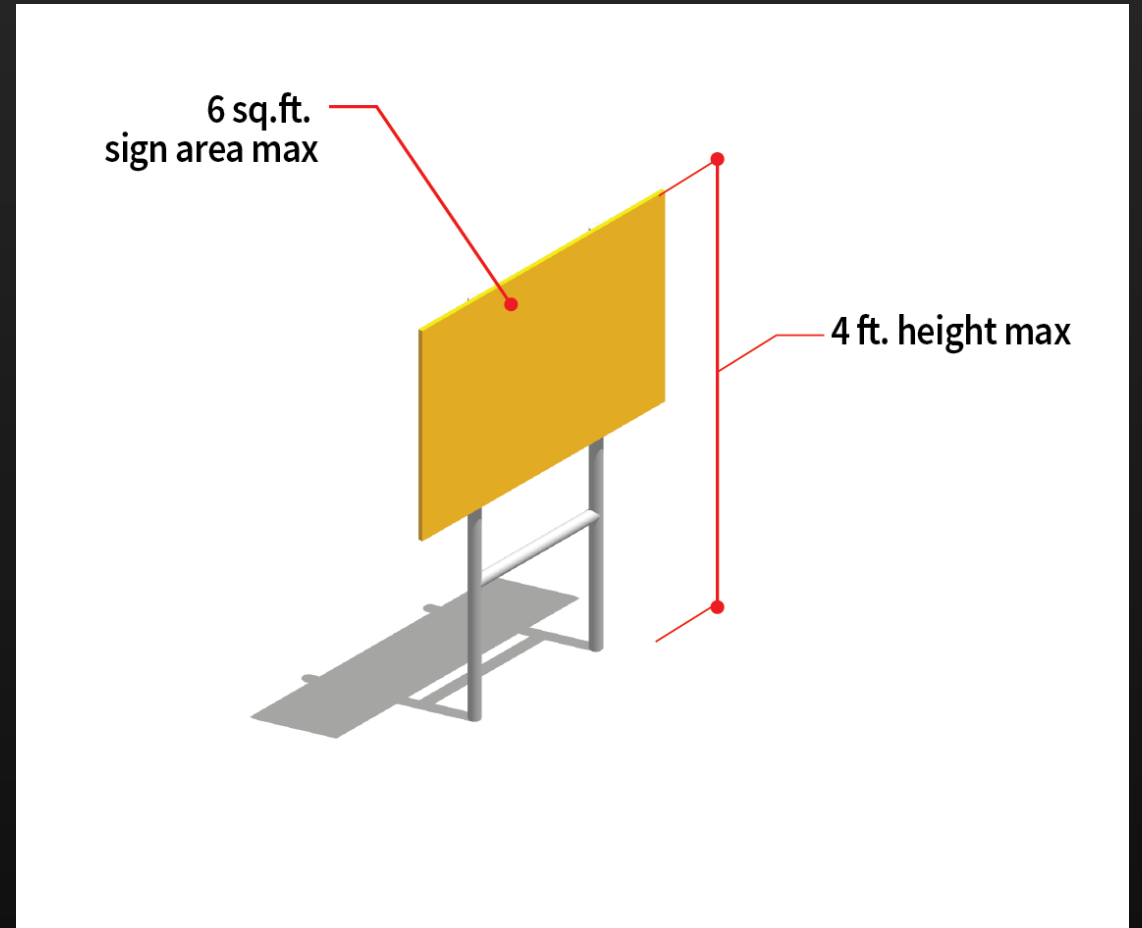
# SIGNS AUTHORIZED WITHOUT A PERMIT

- Residential Districts
  - Typical yard sign  
(6 square feet, 4 feet tall)
  - May display two at once
  - May displayed for up to 90 days in one year



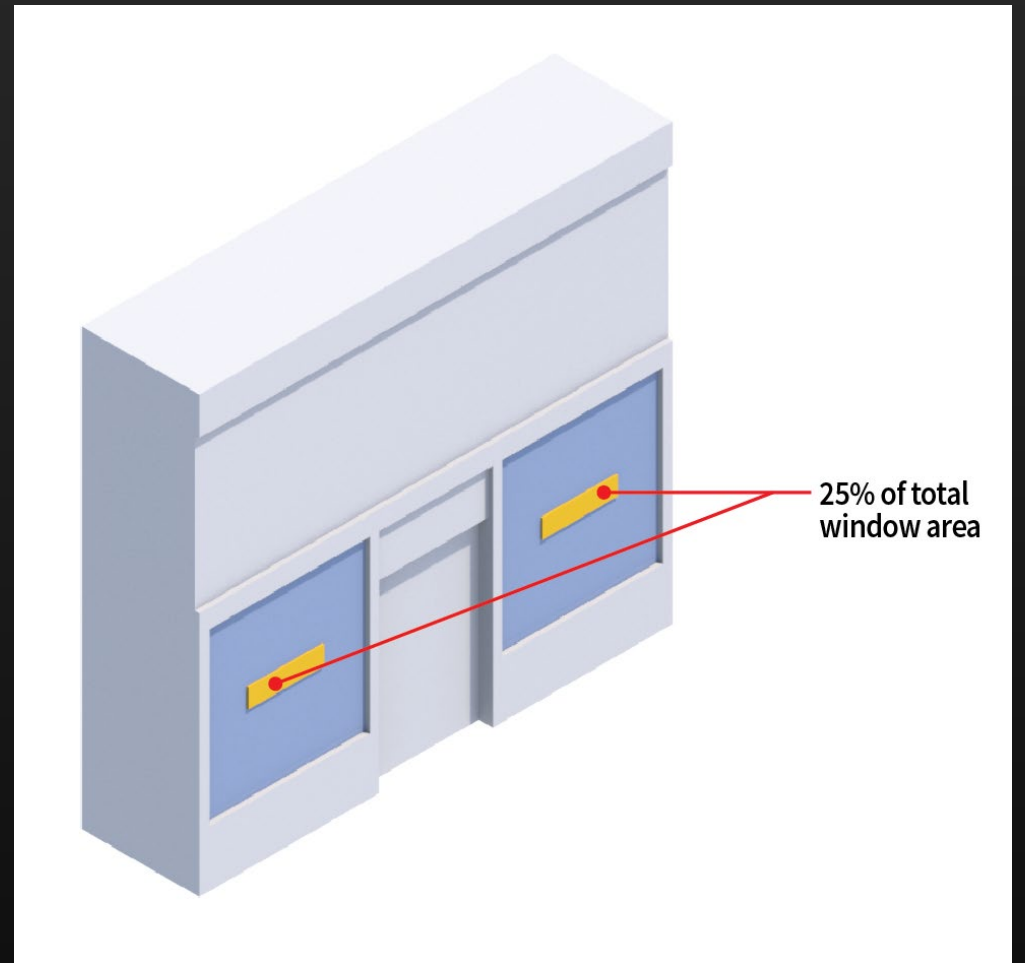
# SIGNS AUTHORIZED WITHOUT A PERMIT

- Nonresidential Districts
  - Free Standing Signs
    - Typical yard sign (6 square feet, 4 feet tall)
    - May display two at once
    - May displayed for up to 90 days in one year



# SIGNS AUTHORIZED WITHOUT A PERMIT

- Nonresidential Districts
  - Window Signs
    - 25% of window area
    - No proposed change

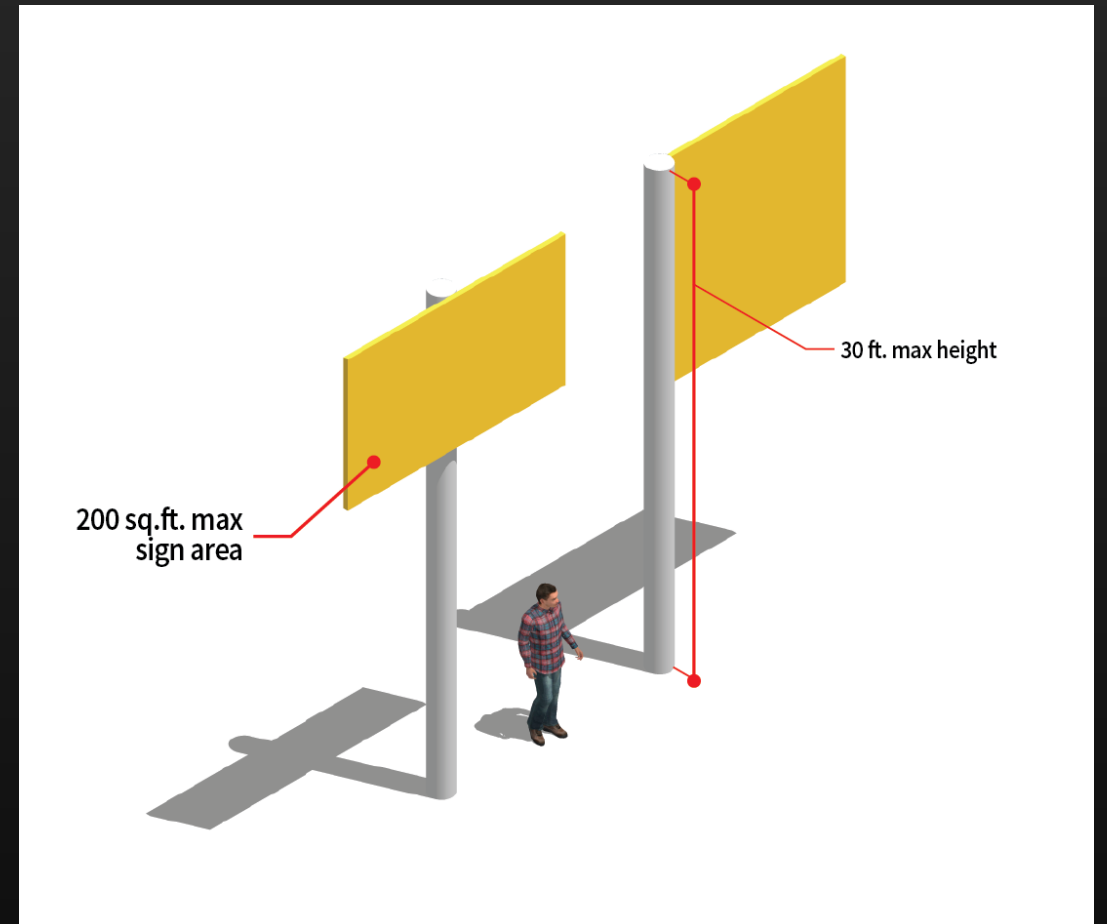


# PERMANENT SIGNS AUTHORIZED WITH A PERMIT

- Aggregate Sign Area:
  - One square foot of sign area per every lineal foot of lot frontage
- Permanent Sign Types and Standards:
  - Pole
  - Monument
  - Wall
  - Projecting
  - Canopy and Awning
  - On-Site Traffic Directional

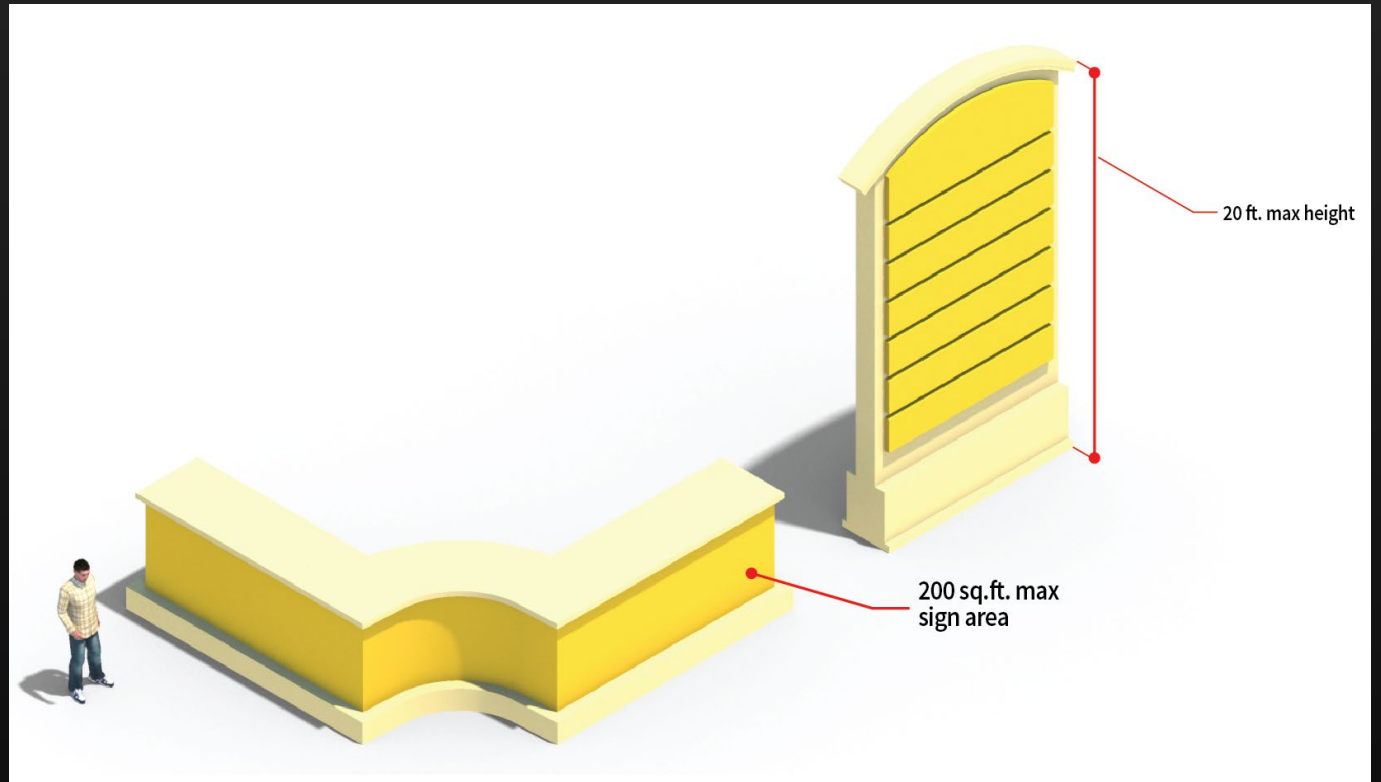
# POLE SIGNS

- **Sign area:** 200 square feet max.
- **Height:** 30 feet max.
- **Quantity:** 1 sign/500 feet of lineal frontage
  - Additional sign of 10 sq./ft. or less permitted for drive throughs
- **Landscape Requirement**



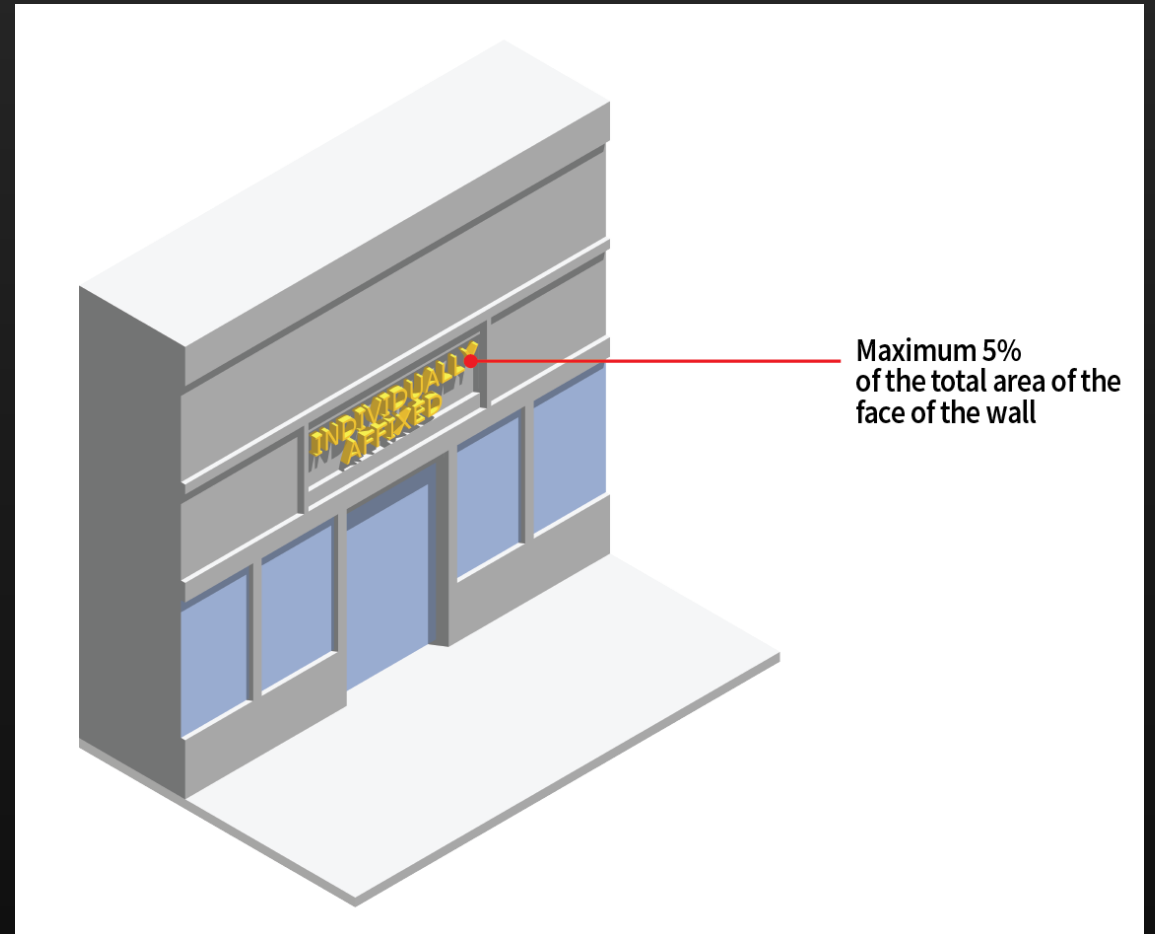
# MONUMENT SIGNS

- **Sign area:** 200 square feet max.
- **Height:** 20 feet max.
- **Quantity:** 1 sign/500 feet of lineal frontage
  - Additional sign of 10 sq./ft. or less permitted for drive throughs
- **Landscape Requirement**



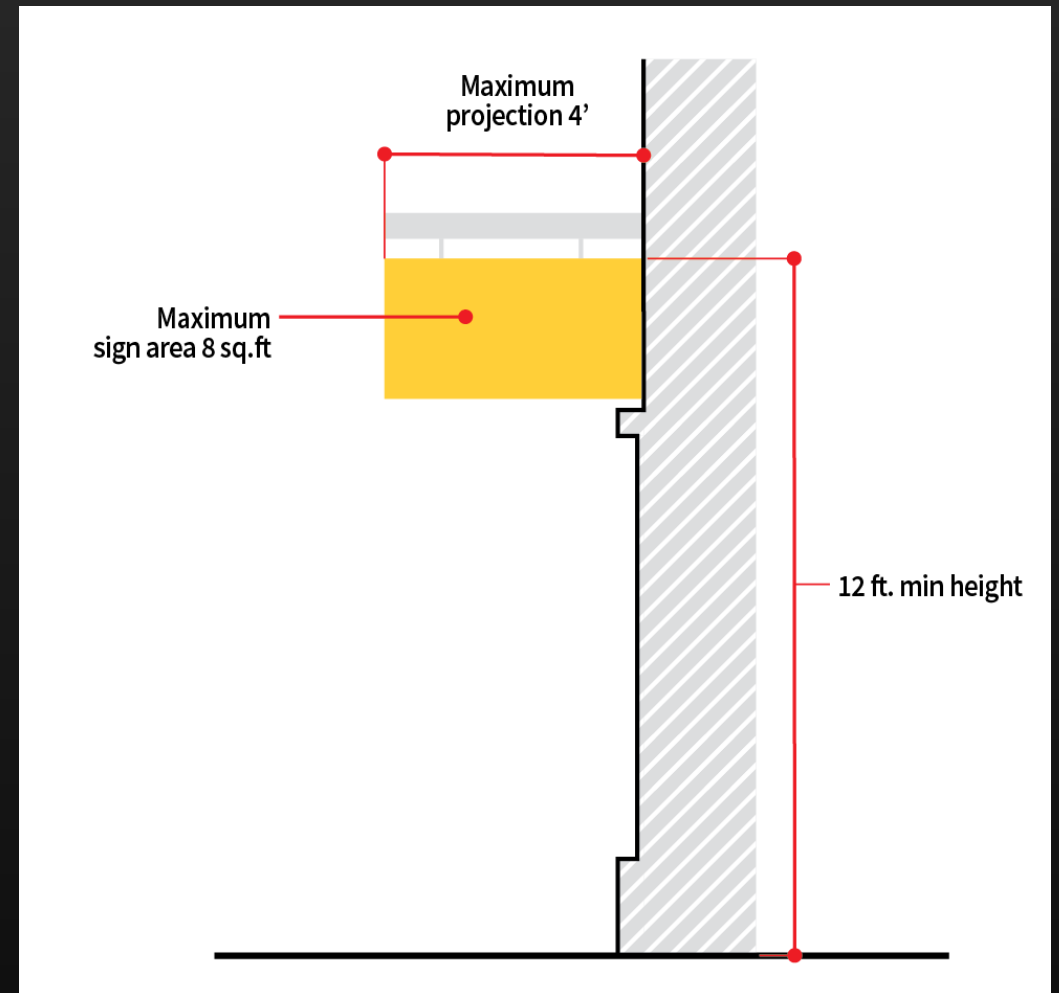
# WALL SIGNS

- **Sign area:** 5% of façade
- **Height:** not to extend above roof/parapet or beyond the end of walls
- **Quantity:** 1 sign/building frontage or unit of a building
  - Corner lots may display second wall sign on secondary frontage
  - Outlots may display second wall sign towards parking



# PROJECTING SIGNS

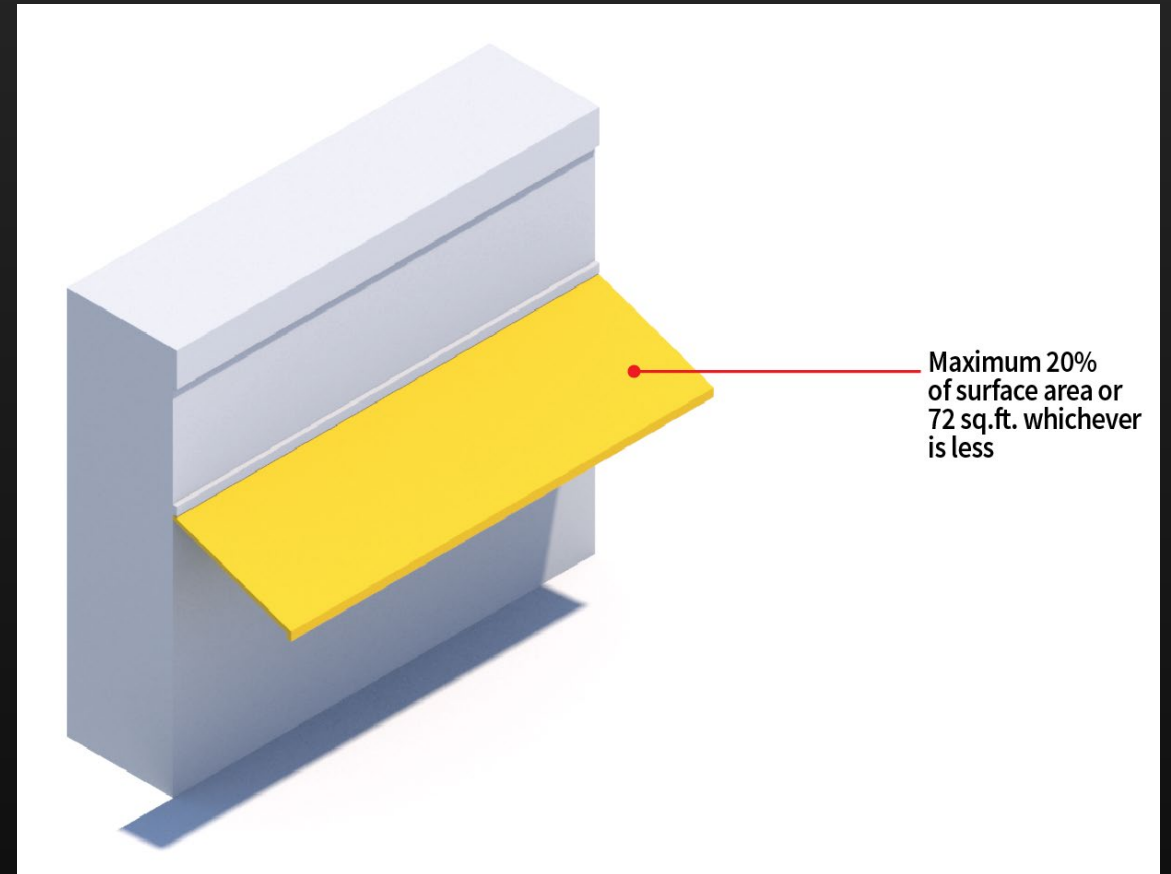
- **Sign area:** 8 sq./ft. max.
- **Height:** not extend above roof/parapet or below 12 feet
- **Projection:** not to horizontally project more than 4 ft. from building
- **Illumination:** No illumination permitted





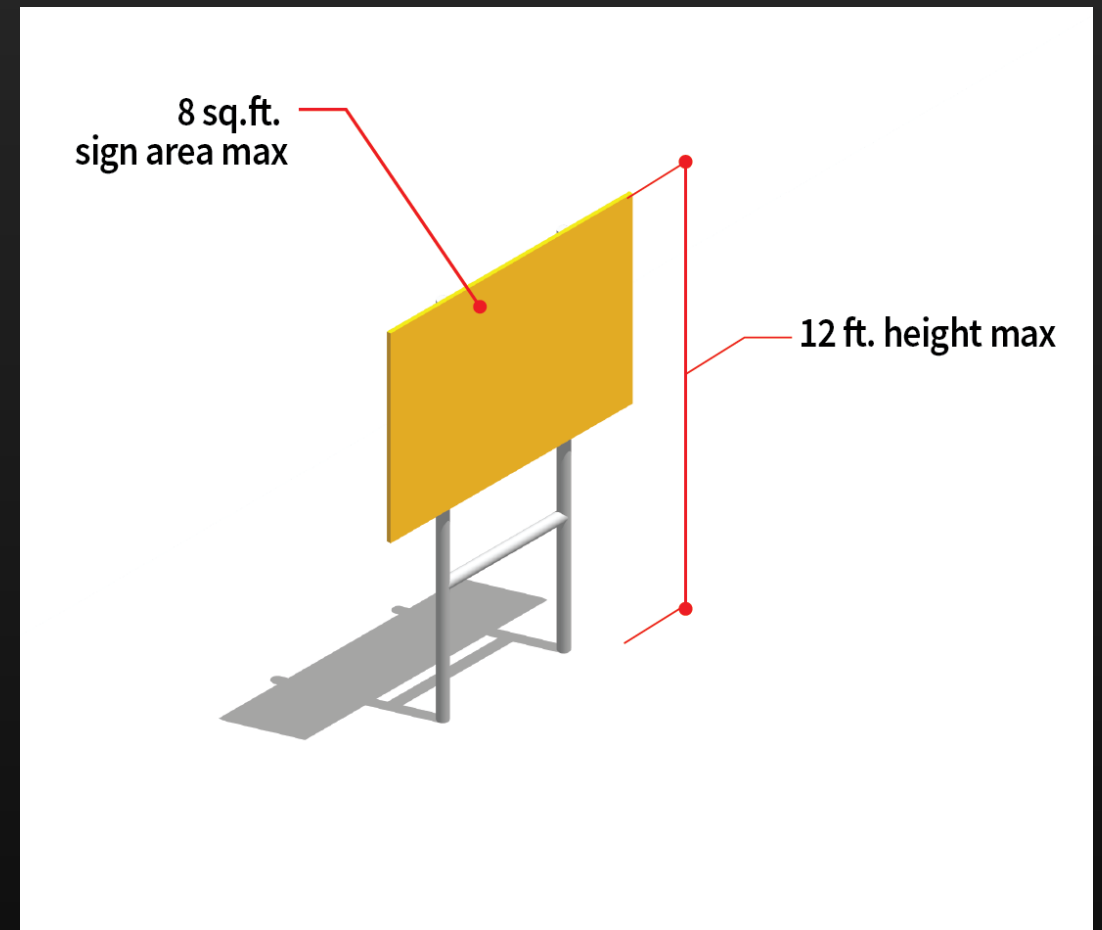
# CANOPY/AWNING SIGNS

- **Sign area:** 20% of surface area or 72 sq./ft., whichever is less
- **Height:** only on awnings over ground floor entrances and windows
- **Illumination:** No illumination permitted



# ON-SITE TRAFFIC DIRECTIONAL SIGNS

- **Sign area:** 4 sq./ft. max.
- **Height:** 12 ft. max.
- Cannot locate in landscape areas
- Permitted as necessary to assist in the movement of vehicular traffic on a property for the purpose of the safety of both pedestrian and vehicular traffic



# TEMPORARY SIGNS AUTHORIZED WITH A PERMIT

- **Banner Signs**
  - Sign Area: 0.5 sq./ft. per lineal foot of building frontage
  - Height: not to extend above roof/parapet
  - Number of Signs: 1/building frontage or 1/individual unit of a building
- **Sandwich Boards**
  - Sign Area: 6 sq./ft. max.
  - Height: 40 inches max.
  - 1/building frontage or 1/individual unit of a building
  - Shall not impede flow of pedestrian traffic, ingress, egress
  - Placed within 1 foot of business

# TABLES

**TABLE 14-6 A: PERMANENT SIGNS PERMITTED PER ZONING DISTRICT**

	Pole	Monument	Wall	Projecting	Canopy/Awning	Directional
A	X	P (1)	P (1)	X	X	P
R-1A	X	P (1)	P (1)	X	X	P
R-1B	X	P (1)	P (1)	X	X	P
R-1C	X	P (1)	P (1)	X	X	P
R-2	X	P (1)	P (1)	X	X	P
R-3A	X	P (1)	P (1)	X	X	P
R-3B	X	P (1)	P (1)	X	X	P
R-4	X	P (1)	P (1)	X	X	P
B-1	P	P	P	X	P	P
B-2	P	P	P	X	P	P
C-1	X	P	P (2)	X	P	P
D-1	X	P	P	P	P	P
D-2	X	P	P	P	P	P
D-3	X	P	P	P	P	P
M-1	X	P	P (2)	X	P	P
M-2	X	P	P (2)	X	P	P
P-1	X	P	P	X	P	P
P-2	X	P	P	X	P	P
P-3	X	P	P	X	P	P
GAP 1	X	P (1)	P (1)	X	X	P
GAP 2	X	P (1)	P (1)	X	X	P
GAP 3	X	P (1)	P (1)	X	X	P
GAP 4	X	P (1)	P (1)	X	X	P
GAP 5	P	P	P	X	P	P
GAP 6	X	P	P (2)	X	P	P
S-4	Any sign shall require a Certificate of Appropriateness.					

**Notes:**

(1) Permitted for nonsingle-family detached residential uses only.

(2) Only one sign per building shall be permitted, multitenant signs are prohibited.

**TABLE 14-6 A: PERMANENT SIGNS PERMITTED PER ZONING DISTRICT**

	Pole	Monument	Wall	Projecting	Canopy/Awning	Directional
A	X	P (1)	P (1)	X	X	P
R-1A	X	P (1)	P (1)	X	X	P
R-1B	X	P (1)	P (1)	X	X	P
R-1C	X	P (1)	P (1)	X	X	P
R-2	X	P (1)	P (1)	X	X	P
R-3A	X	P (1)	P (1)	X	X	P
R-3B	X	P (1)	P (1)	X	X	P
R-4	X	P (1)	P (1)	X	X	P
B-1	P	P	P	X	P	P
B-2	P	P	P	X	P	P
C-1	X	P	P (2)	X	P	P
D-1	X	P	P	P	P	P
D-2	X	P	P	P	P	P
D-3	X	P	P	P	P	P
M-1	X	P	P (2)	X	P	P
M-2	X	P	P (2)	X	P	P

# TABLES

D-1	X	P	P	P	P	P
D-2	X	P	P	P	P	P
D-3	X	P	P	P	P	P
M-1	X	P	P (2)	X	P	P
M-2	X	P	P (2)	X	P	P
P-1	X	P	P	X	P	P
P-2	X	P	P	X	P	P
P-3	X	P	P	X	P	P
GAP 1	X	P (1)	P (1)	X	X	P
GAP 2	X	P (1)	P (1)	X	X	P
GAP 3	X	P (1)	P (1)	X	X	P
GAP 4	X	P (1)	P (1)	X	X	P
GAP 5	P	P	P	X	P	P
GAP 6	X	P	P (2)	X	P	P
S-4	Any sign shall require a Certificate of Appropriateness.					
Notes:						
(1) Permitted for nonsingle-family detached residential uses only.						
(2) Only one sign per building shall be permitted, multitenant signs are prohibited.						

# TABLES

**TABLE 14-6 B: TEMPORARY SIGNS  
PERMITTED PER ZONING  
DISTRICT**

	Banner	Sandwich Board
A	X	X
R-1A	X	X
R-1B	X	X
R-1C	X	X
R-2	X	X
R-3A	X	X
R-3B	X	X
R-4	X	X
B-1	P	X
B-2	P	X
C-1	P	X
D-1	X	P
D-2	X	P
D-3	X	P
M-1	P	X
M-2	P	X
P-1	P	X
P-2	P	X
P-3	P	X
GAP 1	X	X
GAP 2	X	X
GAP 3	X	X
GAP 4	X	X
GAP 5	P	X
GAP 6	P	X
S-4	All signs shall require a Certificate of Appropriateness	

**TABLE 14-6 B: TEMPORARY SIGNS  
PERMITTED PER ZONING  
DISTRICT**

	Banner	Sandwich Board
A	X	X
R-1A	X	X
R-1B	X	X
R-1C	X	X
R-2	X	X
R-3A	X	X
R-3B	X	X
R-4	X	X
B-1	P	X
B-2	P	X
C-1	P	X
D-1	X	P
D-2	X	P
D-3	X	P

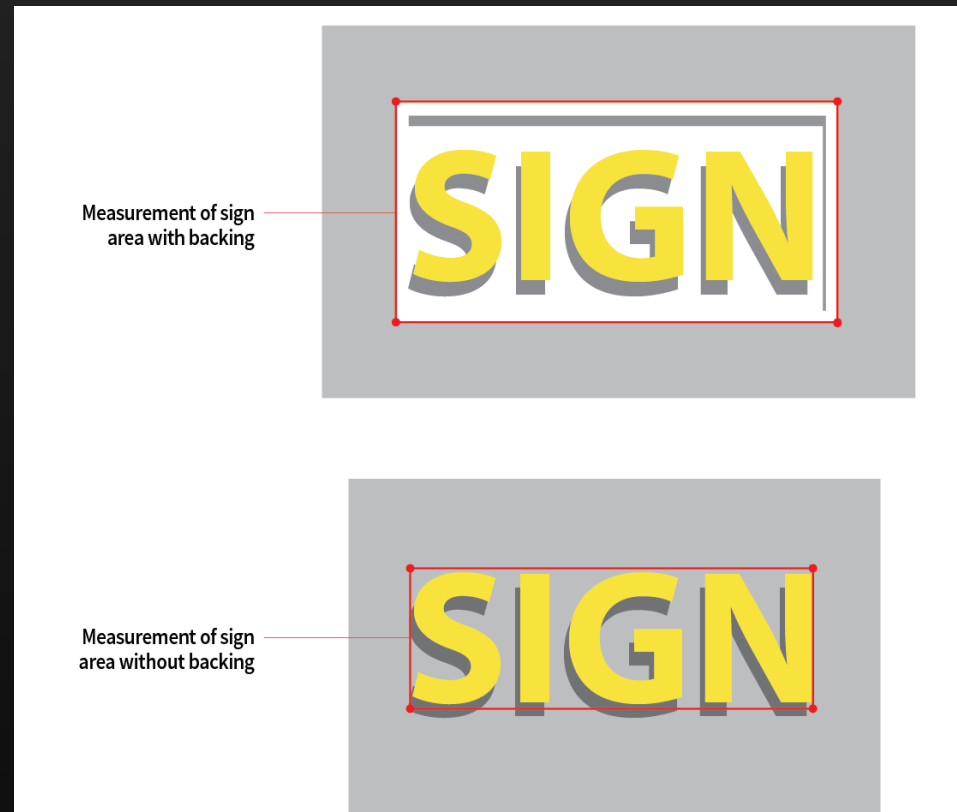


# TABLES

C-1	P	X
D-1	X	P
D-2	X	P
D-3	X	P
M-1	P	X
M-2	P	X
P-1	P	X
P-2	P	X
P-3	P	X
GAP 1	X	X
GAP 2	X	X
GAP 3	X	X
GAP 4	X	X
GAP 5	P	X
GAP 6	P	X
S-4	All signs shall require a Certificate of Appropriateness	

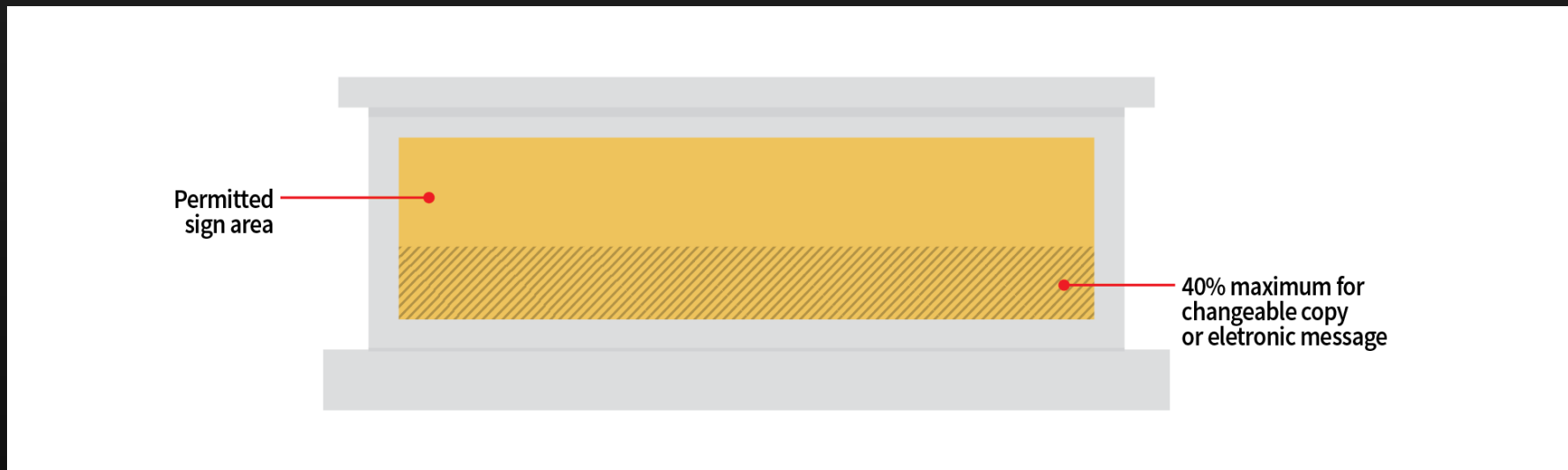
# SIGN AREA MEASUREMENT

- Area of signs with backing
- Area of signs without backing



# ELECTRONIC MESSAGE SIGNS

- Permitted only on monument signs or publicly funded, not for profit transit vehicles
- Static messages only, no movement
- Instant transitions only, no dissolving, fading, scrolling, traveling, etc.





**QUESTIONS?**

