

The City of Bloomington is planning two meetings for different stakeholder groups to gather feedback on potential updates to the City's sign code. The sign code regulates the number, size, and location of signs in the City of Bloomington. It protects property values, balances public interests and private investments, reduces distractions and obstructions, and promotes economic development. Houseal Lavigne Associates, the firm that recently assisted the City with major revisions to its zoning ordinance, will be onsite to conduct the meetings:

Focus Group for Business Stakeholders

Tuesday, July 23, 10-11:30 am

Heartland Bank

Community Room

200 W. College Ave.

Normal, IL 61761

Parking available in the adjacent public parking garage

A short walk from the Uptown transfer station

Focus Group for General Public

Tuesday, July 23, 5-7:30 pm

Bloomington Center for the Performing Arts (BCPA)

Patron Lounge Room #266

600 N. East St.

Bloomington, IL 61701

Parking available in the City owned Douglas Street lots (south of the BCPA)

A short walk from Blue, Green and Redline stops

Potential updates to the code include aligning the code with the goals of the City's Comprehensive Plan and federal court decisions. Bloomington may wish to amend regulations that encourage a scale and placement of signs that complement the Downtown character and other pedestrian heavy corridors. The gathering of feedback is the first part of a multistep process, which is anticipated to last the next several months.