

ORDINANCE NO. 2025 - 14

AN ORDINANCE UPDATING THE SIGN CODE BY MODIFYING DWELL TIME STANDARDS FOR ELECTRONIC SIGNS AND BILLBOARDS AND MODIFYING THE NUMBER OF AUTHORIZED BUILDING SIGNS ON BUILDINGS SEVEN STORIES OR GREATER, THEREBY AMENDING CHAPTER 21 OF THE CITY CODE

The City Council of the City of Bloomington, Minnesota ordains:

Section 1. That Chapter 21 of the City Code is hereby amended by deleting those words that are contained in brackets [] with strikethrough text and adding those words that are underlined, to read as follows:

CHAPTER 21: ZONING AND LAND DEVELOPMENT

ARTICLE III: DEVELOPMENT STANDARDS

DIVISION D: SIGN REGULATIONS

§ 21.304.07 DEFINITIONS.

DYNAMIC DISPLAY. Any characteristics of a sign that appear to have movement or change, caused by any method other than physically removing and replacing the sign face or sign structure, whether the apparent movement or change is in the display, the sign structure itself, or any other component of the sign. This includes *ELECTRONIC SIGNS* that incorporate a technology or method allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components.

~~***[ELECTRONIC CHANGEABLE COPY SIGN.*** An *ELECTRONIC SIGN* whose display characteristics are consistent with those of a *CHANGEABLE COPY SIGN*.~~

~~***ELECTRONIC GRAPHIC DISPLAY SIGN.*** An *ELECTRONIC SIGN* that displays static images, static graphics, or static pictures, with or without text information.]~~

ELECTRONIC SIGN. Any type of electronic display board, electronic message board, digital, LED, programmable ink, or other sign capable of displaying words, pictures, symbols, or images, including, but not limited to, any electronic laser, digital, or projected images display, that can be changed electronically or manually by remote or automatic means.

§ 21.304.17 BUILDING SIGNS (WALL, AWNING, CANOPY, PROJECTING, AND THE LIKE).

(e) *Special building sign provisions.* The following special building sign provisions are applicable across all sign districts:

(2) *Buildings seven stories or greater, nonresidential.* Nonresidential buildings that are seven stories or greater in height are limited to ~~[one]~~three building signs per elevation located above the second story of the building. Building signs are allowed on all building elevations. The maximum total area of allowed building signage per building elevation is two square feet per linear foot of building frontage. No individual building sign may exceed 400 square feet in size.

§ 21.304.18 ELECTRONIC SIGNS.

(d) *Operational requirements.* Electronic signs are subject to the following operational requirements:

(1) *Dwell time.* Electronic signs must have a static display for a minimum of eight seconds.

~~[(A) Electronic changeable copy signs with ten words or less must have a static display for a minimum of eight seconds.~~

~~[(B) Electronic changeable copy signs with 11 words or more or electronic graphic display signs must have a static display for a minimum of 20 seconds.]~~

§ 21.304.20 BILLBOARDS.

(c) *Billboards in existence on August 6, 2009.* Billboards legally in existence on August 6, 2009, shall have the status and rights of a legally established nonconforming sign pursuant to § [21.304.23](#) and M.S. § 462.357, subd. 1e, as it may be amended from time to time. To protect the public health, welfare, and safety, and to prevent and abate nuisances, pursuant to M.S. § 462.357, subd. 1e(b), all billboards, including legally established nonconforming billboards, are subject to the following regulations:

(10) *Electronic display techniques.* Any billboard utilizing electronic display techniques in whole or in part must meet the following operational regulations:

(A) *Dwell time.* The full billboard image or any portion thereof must have a minimum static display of eight seconds.~~[as follows:~~

~~(i) Electronic changeable copy signs with ten words or less must have a static display for a minimum of eight seconds.~~

~~(ii) Electronic changeable copy signs with 11 words or more or electronic graphic display signs must have a static display for a minimum of 20 seconds.]~~

(B) Transition. Where the full billboard image or any portion thereof changes, the change sequence must be accomplished by means of instantaneous re-pixelization.

Section 2. Effective Date. This Ordinance shall be in full force and effect from and after its passage and publication according to law.

Passed and adopted this 30th day of June, 2025.

/s/ Tim Busse
Mayor

ATTEST:

APPROVED:

/s/ Priyanka Rai
Secretary to the Council

/s/ Melissa J. Manderschied
City Attorney