

**From:** Dennis Campbell [REDACTED]  
**Sent:** Thursday, January 25, 2024 5:48 PM  
**To:** Johnson, Nick M  
**Subject:** Re: Draft New Sign Code

Nick - Thanks for sharing your draft sign code. Although I need to spend a bit more time understanding the code and its changes, I wanted to get back to you with a few quick comments:

The reduction in minimum dwell time for graphic images from 20 to 10 minutes is certainly a step in the right direction. I do believe however that the 10 minute dwell is more restrictive than necessary. The Clear channel billboards on Hwy 495 and elsewhere have dwell times measured in seconds not minutes. A one minute dwell time for a small wall mounted electronic message board would seem to be more than sufficient.

If I am reading the draft right, text with 10 words or less can have an 8 second dwell time, But if you have an 11th word you jump all the way to a 10 minute dwell time. That seems excessive - perhaps some intermediate steps would make sense.

The definition of terms is confusing. We have installed an Electronic Message Center (EMC). Our sign can correctly be described as a 1. Changeable Copy Sign; 2. Dynamic Display; 3. Electronic Changeable Copy Sign; 4. Electronic Graphic Display Sign; 5. Electronic Sign.

Under the rules of an Electronic Graphic Display sign - I would ask the planning department to consider a hybrid approach that would permit one such a sign to contain both graphic images and text. The message board could be divided into 2 parts - a static image with dwell time of 10 minutes (or less maybe) above with text below it having an 8 second dwell time. Another option would be to allow one EMC to alternate between static graphic images with extended dwell time and text messages. For example 10 minutes of a static graphic image followed by a few minutes of text with 8 second dwell times.

One other comment as a signs and graphics provider: Feather flags have been banned in Bloomington under the present code. I believe the commission should reconsider allowing such flags for temporary use when opening a new place of business or celebrating a special event. A recent example of this was in the South Loop where the new Oxendale Market wanted to let newly arriving residents know that they were open and ready to serve the community. The flags were to be temporary - but we were told that they were simply not allowed in Bloomington.

Thanks for the opportunity to provide some input.

Dennis

*Dennis Campbell*

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**White Bear Lake-Maplewood** | 3590 Hoffman Rd E | White Bear Lake, MN 55110 | [441@fastsigns.com](mailto:441@fastsigns.com)

**St Paul** | 221 E 7th St | St Paul, MN 55101 | [2300@fastsigns.com](mailto:2300@fastsigns.com)

On Jan 25, 2024, at 10:42 AM, Johnson, Nick M  
<[nmjohnson@BloomingtonMN.gov](mailto:nmjohnson@BloomingtonMN.gov)> wrote:

Dennis,

Attached is the latest version of the draft sign code. Feel free to submit any questions or comments you might have. Electronic sign standards are in Section 21.304.18 starting on pg 28. But feel free to review and comment on any aspect of the ordinance you feel is relevant or important.

Thanks for the phone conversation and your interest in the project.

<image001.png> **NICK M. JOHNSON** (he/him)  
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