



February 1, 2024

Nick Johnson, Senior Planner  
Planning Commission  
City of Bloomington  
1800 West Old Shakopee Road  
Bloomington, MN 55431

Mr. Johnson and Planning Commission Members,

Please consider this letter as the Minneapolis Regional Chamber's comments on the proposed ordinance amending sign regulations in Bloomington.

We appreciate the input that city staff has solicited about this ordinance from the business community. From these conversations, we understand the city's goal is to update and standardize the language in the ordinance. The current language of the proposed ordinance recommends 10-minute dwell times for digital billboards. A duration that is longer than those in surrounding communities, including the Metropolitan Airports Commission.

The Minneapolis Regional Chamber urges the commission to consider the nationwide standard of 8 second dwell times, supported by Federal Highway Administration safety research, and aligns with most municipalities in the region.

We thank you in advance for your continued partnership.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jonathan Weinhagen', written in a cursive style.

Jonathan Weinhagen  
President & CEO  
Minneapolis Regional Chamber

Cc: Commissioner Paige Rohman, Chair  
Commissioner Phil Koktan, Vice-Chair  
Commissioner Aubrey Albrecht  
Commissioner Dan Curry  
Commissioner Joanna Goltzman  
Commissioner Abdi Isse  
Commissioner Jeannie McGovern