

ORDINANCE NO. NS-2564

An ordinance of the City Council amending Bend Municipal Code Chapter 9.50 Signs.

Findings

- A. This package of Sign Code amendments was initiated by City Staff to incorporate input and requests from the business community. The amendments streamline processes to reduce the need for adjustments and permits for certain types of signs and to reorganize sections for simplicity and better flow.
- B. The amendments were processed in accordance with Bend Development Code (BDC) 4.1.500, Type IV Legislative Procedures. The City provided timely and sufficient notice of the legislative changes pursuant to BDC Section 4.1.515.
- C. The City submitted a Notice of Proposed Amendment to Department of Land Conservation and Development (DLCD) on June 5, 2026.
- D. Notice of the August 10, 2026, Planning Commission public hearing and September 2, 2026, City Council public hearing, was emailed to the Neighborhood District representatives on July 8, 2026, and published in the Bend Bulletin on July 19, 2026. The proposed amendments were also emailed to local sign companies on July 7, 2026.
- E. On August 10, 2026, the Planning Commission held a public hearing on the proposed Sign Code amendments (Project Number PLTEXT20260207), received public testimony, and deliberated on the matter. The Planning Commission voted 4-0 to recommend that the City Council approve the proposed amendments.
- F. The City Council held a public hearing on September 2, 2026, to accept evidence, receive public testimony, and consider the Planning Commission's recommendation. The public hearing closed on September 2, and the Council continued deliberations to the September 16, 2026, Council meeting. The City Council found that the amendments shown in Exhibit A satisfy the criteria for approval contained in Section 4.6.200 of the BDC.

Ordinance

Based on these findings, the City of Bend ordains as follows:

Section 1. The Bend Municipal Code is amended as shown in the attached Exhibit A.



- Section 2.** In addition to the findings set forth above, the City Council adopts and incorporates by reference the findings attached in Exhibit B.
- Section 3.** If any provision, section, phrase, or word of this ordinance or its application to any person or circumstance is held invalid, the invalidity does not affect other provisions that can be given effect without the invalid provision or application
- Section 4.** All other provisions of the Bend Municipal Code remain unchanged by this ordinance and remain in effect.

First Reading

September 16, 2026

Second Reading

October 7, 2026

Adoption by Roll Call Vote

Yes: Kebler, Méndez, Platt, Riley

No: Norris, Perkins

A handwritten signature in black ink, appearing to be "MK", written over a horizontal line.

Melanie Kebler, Mayor

Attest:

A handwritten signature in black ink, appearing to be "Ashley Bontje", written over a horizontal line.

Ashley Bontje, City Recorder

Approved as to form:

A handwritten signature in blue ink, appearing to be "Ian M. Leitheiser", written over a horizontal line.

Ian Leitheiser, City Attorney

EXHIBIT A

Bend Municipal Code Update Chapter 9.50 Signs September 16, 2026

Prepared by: City of Bend Planning Division
PLTEXT20260207

Note:

Text in underlined typeface is proposed to be added

Text in ~~striketrough~~ typeface is proposed to be deleted

*** Indicates where text from the existing code has been omitted because it will remain unchanged.

Staff comments are ***bold and italicized*** and in [brackets]

Chapter 9.50 SIGNS

9.50.030 Definitions.

...

Primary facade means ~~that the~~ portion of a building facade providing the primary public entrance for a ground floor tenant space into the primary use building and which may or may not face the public street, also known as a storefront. Multiple-tenant buildings may have individual primary facades or share a common primary facade. ~~The primary is located on the first story and provides pedestrian access into the building from sidewalks, parking lots, and/or other areas from the first floor. The primary shall be the basis for determining the permissible sign area for building signs.~~

Roof-mounted sign means a sign which is affixed on the slope of the roof or roof-mounted equipment structure or projects higher than the roofline or roof eave. Signs on parapet walls or mansards are considered wall signs.



Sign band means the prominent flat horizontal area ~~located on the first story of a building~~ directly above storefronts or primary entrances and architecturally designed for wall-mounted signs.

Wall sign means a single-sided sign that is attached to or painted on an exterior wall of a building, or parapet or mansard so that the sign face is parallel or approximately parallel to and



~~within 18 inches of a building wall, parapet or mansard. A mural sign is a subcategory of a wall sign. Murals permitted under BC 9.50.095 are not regulated as wall signs.~~

9.50.040 Permit Requirements and Sign Districts.

A. *Sign Permit Required.* Unless exempted under this chapter or as authorized by **BC 9.50.190, Nonconforming Sign**, sign permits are required for:

1. New signs.
2. Alterations to an existing sign.
3. Relocation of a sign.
4. Mural signs.

B. *Historic Districts, Buildings, and Sites.* Signs proposed within Historic Districts, or located on designated historic buildings or sites, require a separate Historic Sign review application, whether or not a sign permit or sign registration is required.

9.50.045B. Sign Districts. [Split into separate subsection]

A.1. Sign districts are identified in **Figure 9.50.040, Sign District Map**.

2. Sign district boundary lines are at the centers of public rights-of-way or the center of a river.

B3. The following defines each sign district on **Figure 9.50.040, Sign District Map**:

- a. *Sign District 1.* Primarily a highway commercial use area and 3rd Street.
- b. *Sign District 2.* Primarily an industrial or commercial use area.
- c. *Sign District 3.* Primarily the downtown business district area and mixed-use areas.
- d. *Sign District 4.* Primarily commercial, mixed-use, industrial and institutional uses adjacent to residential areas.
- e. *Sign District 5.* Primarily a residential use area.
- f. *Sign District 6.* The area within a distance of 300 lineal feet as measured from either side of the centerlines of the northbound and southbound sections of the Bend Parkway.

C. *Sign District Boundaries of Annexed Areas.* On the date an annexation becomes effective, the Sign District Boundary Map will be automatically updated with the corresponding sign district, defined in subsection ~~(B)(3)~~ of this section; ~~t~~he annexation ordinance will specify which sign district(s) will be assigned.



9.50.050 Signs Exempt From Permit Requirements.

The following signs are allowed in all sign districts without a sign permit or registration. However, signs under this section may still require a structural or electrical permit. Signs on historic buildings and sites, or in historic districts may require a separate Historic Sign review application (see Municipal Code 10.20.090).

Exempt signs ~~and~~ are not included in the determination of the type, number, or area of permanent signs allowed. All signs, ~~even~~ including those exempt from permitting or registration, must comply with the general requirements for sign placement, illumination, and maintenance requirements in **BC 9.50.100**.

A. Flags mounted on a pole in the ground or on a building are exempt but are subject to Development Code height regulations and must be located and constructed so that, if the pole should collapse, its reclining length would be contained on the property on which it is installed, subject to the following limitations. For teardrop style banners on poles, see 9.50.060.C.2.:

1. Three flags per site under six acres.
2. Six flags per site over six acres.

B. *Required or Authorized Signs.*

1. Official and legal notices required or authorized by a court or governmental agency;
2. Signs placed in the public right-of-way or public access easement by the entity responsible for administering the right-of-way or public access easement, or by a governmental authority providing transit services within the right-of-way to the extent that the signs are part of a transit stop.

C. Signs which are placed inside a building or structure and which are either not visible through window or building openings or are not intended to be visible from outside the building or structure.

D. ~~One nonilluminated wall or window sign located on or below the second story window opening, or a yard sign less than 3 feet in height, with a maximum sign area of three square feet or one nonilluminated sign located on site in a residential zone with a maximum sign area of three square feet.~~ ***[Separated out window signs to new subsection E below. Added yard signs at the suggestion of Code Enforcement as they were not identified anywhere else in the sign code.]***

~~E. One wall or window sign limited to two square feet in area per primary facade or below, except in Sign District 5 the sign must be nonilluminated.~~ ***[Combined into D above]***

E. *Window Signs.*

1. Ground Floor and Basement.



a. Residential uses may have one nonilluminated window sign not to exceed three square feet in sign area.

b. Nonresidential uses may have nonilluminated window signs not to exceed 25 percent of the total window area in which the sign is located.

c. Except in residential zones and Sign Districts 4 and 5, nonresidential uses may have one illuminated window sign not to exceed three square feet of sign area.

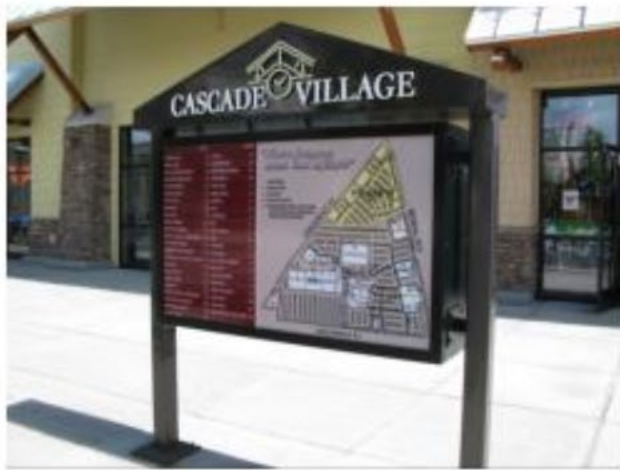
2. Upper Stories. Nonresidential uses may have one nonilluminated window sign above the first story not to exceed three square feet in sign area. ***[Relocated standards from 9.50.090.B to combine with exempt window signs.]***

F. Nonilluminated signs not greater than four feet in height with a sign area not exceeding six square feet per side and not discernible from a public right-of-way or private street with a public access easement. Signs on fuel pumps are included. Fuel pumps, vending machines, and similar type equipment may include nonilluminated signage up to six square feet or less in sign area for each device. Electronic screens on these devices, used for point-of-sale purchases that do not exceed two square feet, may be utilized and not counted as sign area.

G. One permanent freestanding sign, located within 20 feet of a nonresidential driveway entrance, not greater than four feet in height with a sign area not exceeding four square feet located at a driveway entrance to a nonresidential property. If the sign is more than 2 feet in height above the grade of the driveway, it must be located outside of the clear vision area in compliance with **BDC 3.1.500 Clear Vision Areas**.

H. Nonresidential uses with three or more separate tenant spaces on a site are allowed one freestanding directory sign not to exceed 20 square feet in area, and not more than six feet in height, located a minimum of 20 feet from any property line.

[Moved from 9.50.090.B.8 Directory Signs. Because these would now be exempt, and are allowed in addition to other freestanding signs, the size allowance was reduced from 32 sq ft to 20 sq ft and the height allowance reduced from 8 feet to 6 feet. Directory signs on a building were not carried over, however they would still be allowed as either an exempt sign under this section, or as a permanent building sign under 9.50.090. The overall allowance for permanent building signs was increased with the last code update.]



[Image moved from 9.50.090.B.8 Directory Signs – keep the freestanding image but delete the building sign image.]

14. Signs located within a sports stadium or athletic field and oriented to the playing field or spectator areas.

15. Signs that are carried or worn by humans or animals are allowed at all times while they are being carried or worn.

16. *Light Pole Banner.* Banners attached to light poles must comply with the following minimum standards:

1. Banners attached to light poles are allowed for nonresidential uses and multi-unit residential developments consisting of more than 20 units, or a residential development of 6 acres or more.
2. Banners must not be located in or project over a street or right-of-way or be attached to a City-owned pole except as authorized by the City of Bend.
3. Not more than two banners are permitted on a single light pole.
4. Banners must be vertically installed and must not project more than 36 inches from the light pole. Banners' sizes must not exceed 30 inches in width and 60 inches in length. Supporting brackets must be attached to the top and bottom of the banner. The banner must be a minimum of eight feet above the finished grade below the sign, 16 feet when located above areas accessed by vehicles.
5. Stringing attachments or supporting devices between any two or more light poles or between light poles and other objects is prohibited.
6. Light pole banners must be maintained in accordance with **BC 9.50.100(E)(2).**
7. Light pole banners must be attached only on light poles that were legally installed.



LK. Nonilluminated signs on an operable motorized vehicle that has a current registration or nonilluminated signs on an operable motorized vehicle or recreational vehicle on a property with an active vehicle dealer certificate.

M. Plaques, commemorative markers, and similar information displays not exceeding 6 square feet in area on designated historic sites or structures, or on public park sites. One plaque or similar marker, not exceeding one square foot in area on a bench or similar structure.

1. Memorials and monuments in the public right-of-way as approved by the City in accordance with City of Bend Policy No. 2024-3 are also exempt.

N. *Suspended Signs.* One suspended sign is permitted per tenant space for nonresidential uses.

1. Suspended signs can only be placed under an attached awning or canopy on the first story.

2. The sign cannot exceed six square feet.

3. A minimum clearance of seven feet is required below the sign. **[Moved suspended signs from 9.50.090.B.5 to be exempt from permit requirements.]**

9.50.060 Temporary Signs.

A. Temporary signs that ~~meet~~ comply with the standards of this section are not counted toward ~~included in the determination of the permitted type, number, or area of permanent signs allowed. Temporary signs must be and located on the site, except where this section expressly allows placement within the right-of-way when allowed to be located in the right-of-way by this section. Signs that do~~ Any sign that does not meet the standards of this section is subject to the standards for permanent signs in **BC 9.50.090**, Standards for Permanent Signs.

B. The following temporary signs are allowed without a sign permit or sign registration:

1. Temporary signs with a maximum sign area of six square feet and a maximum height of six feet in residential zones, and a maximum sign area of 16 square feet and a maximum height of eight feet in other zones, may be displayed for the period starting 60 days before and ending seven days after any election date established by State statute.

2. ~~Where~~When a site is under construction with an active building permit, one freestanding on-site sign, or signs attached to construction fencing, may be displayed beginning two weeks prior to the start of construction, and must be removed within one week after completion of construction. The freestanding sign must not exceed with a maximum sign area of six square feet in area and a maximum height of six feet in height in residential zones, or 32 square feet in area and a maximum height of eight feet in height in all other zones, may be displayed for two weeks prior to construction, through construction and for one week after completion of construction. Other types of land development signage are allowed with a sign registration under **BC 9.50.060(C)(1).**



3. ~~Where~~ On a site is offered for sale, rent or lease, one on-site sign may be displayed during the period when the property is actively marketed and for one week after the transaction is completed and possession has transferred. The sign must not exceed ~~with a maximum sign area of six square feet in area and a maximum height of six feet in height in residential zones, and or 32 square feet in area and a maximum height of eight feet in height in all other zones,~~ may be displayed while the property is for sale or rent and for one week after the transaction is finally completed and possession transferred. In addition, ~~portable~~ Portable signs under this section are also allowed subject to the following additional requirements:

- a. Portable signs must be ~~erected~~ placed only during daylight hours and must be removed the same day ~~they are erected;~~
- b. Portable signs ~~may~~ must not exceed ~~be up to~~ four square feet in area, with a maximum height of four feet and a maximum width of two feet;
- c. Portable signs may be located on site or ~~may be located in~~ within the right-of-way, ~~excluding not including~~ sidewalks, medians, roundabouts, and streets; ~~and~~
- d. Portable signs must be placed so as not to interfere ~~to avoid conflict~~ with parked vehicles.

C. The following temporary signs are allowed if a sign registration is obtained. A separate registration is required for each sign under this section. Sign registrations are not transferrable to a different applicant. If a new tenant occupies a space they must obtain a new registration.

1. *Land Development Signs.* The following temporary sign(s) ~~may be located~~ are permitted on a site where a development project has an active ~~received~~ land use approvals or, if no land use approval is required, a building permit.

- a. *Lot or parcels* Parcels Under Four Acres. ~~less than four acres may display one~~ One sign is permitted, with a maximum sign area of up to 32 square feet in area and eight feet in height.
- b. *Lots or parcels* Parcels Over Four Acres. ~~over four acres may display a~~ A maximum of two signs are permitted. Each sign may ~~be up to~~ have a maximum sign area of 64 square feet in area and eight feet in height.
- c. *Location.* Signs attached to buildings must be located on the ground floor. Freestanding signs must not exceed an overall height of eight feet.
- d. *Removal.* ~~The signs~~ Signs ~~may be installed up to two weeks prior to the start of the construction project for the permitted project which a permit has been issued and must be removed within seven days after the completion of the development project completion,~~ or within one year of issuance of the sign permit registration, whichever occurs first.



2. Banners. Banners are allowed for non-residential uses. Banners are only required to be registered one time per banner location, but must not be displayed more than 60 total calendar days each year. The display days do not have to be consecutive dates.
 - a. ~~One banner up to 60 square feet in area.~~
 - b. ~~Banners that are freestanding are limited to a maximum height of eight feet and banners that are placed on a building must be located on or below the first floor at a maximum height of 14 feet.~~
 - c. ~~One banner may be displayed on a site for a maximum of 60 days per calendar year.~~
- a. Building-Mounted Banners. One building-mounted banner may be registered per primary façade of a tenant space. Building mounted banners must be located on the first floor, not to exceed a height of 14 feet above grade. Each banner is limited to a maximum size of 60 square feet, and must be secured at all corners.
- b. Freestanding Banners. One freestanding banner may be registered per each street frontage. Freestanding banners are limited to a maximum size of 60 square feet in Sign Districts 1 and 2, and 40 square feet for other Sign Districts, and a maximum overall height of eight feet. Freestanding banners must not extend over pedestrian walkways or into the public right-of-way or clear vision areas.
3. Portable Signs. Portable signs under this section are only allowed for nonresidential uses.
 - a. Number and Size of Signs.
 - i. ~~Each tenant space is limited to one portable sign, up to six square feet in area per side, with a maximum height of four feet and a maximum width of two feet. Illumination and electronic components are prohibited.~~
 - ii. Exception. In the Downtown Economic Improvement District, portable signs are limited to one per public storefront entrance, in lieu of a merchandise display. If there are multiple tenants in a building which share the same public entrance, only one portable sign may be displayed per entrance. See Figure 9.50.060.A.
 - b. Time of Display. Portable signs must be displayed only during the hours the business is open to conduct business.
 - c. Spacing. Portable signs must be spaced at a minimum of six feet apart from any other portable sign.
 - d. Placement and Portability. Portable signs must remain portable and not be attached to bike racks, street signs, utility poles, fire hydrants, benches, and other similar fixtures.
 - e. Attachments Prohibited. Attachments to the portable sign such as balloons and other extensions are prohibited.



f. *Location.*

i. *On Private Property.* ~~Portable signs~~ Signs must be placed ~~must be located so they do not obstruct in a manner that does not impede a required accessible routes, accessible parking spaces, emergency access, clear vision areas, or building entrances and exits, or fire escapes.~~

ii. *In the Public Right-of-Way.* A portable sign may be placed within the public right-of-way directly abutting the site for which the sign is registered, subject to the following standards where the portable sign is registered. ~~Signs may only be placed within a planter strip, or between tree wells for street trees, and must be a minimum of two feet from the curb when adjacent to on-street parking. Signs cannot impede the pedestrian sidewalk, accessible curb ramps, or transit stop areas and must be a minimum of four feet from bicycle racks.~~

(a) Signs must be placed only within a planter strip or between tree wells for street trees.

(b) When adjacent to on-street parking, signs must be located a minimum of two feet from the curb.

(c) Signs must not obstruct the pedestrian sidewalk, accessible curb ramps, or designated transit stop areas.

(d) Signs must be located a minimum of four feet from bicycle racks.

iii. *In Alleys.* A portable sign may be placed within a public alley subject to the following standards.

(a) The alley must have a minimum width of 20 feet.

(b) The sign must be placed directly abutting a storefront entrance from the alley for which the sign is registered.

(c) The sign must not extend more than three feet into the alley.

iv. *Prohibited Locations.* ~~Portable signs cannot~~ must not be placed in any portion of a street, ~~including such as~~ vehicle travel lanes, medians, roundabouts, ~~bike~~ bicycle lanes, traffic islands, or on-street parking areas.

iv. *Clear Vision Areas.* ~~Portable signs cannot~~ must not be placed within a clear vision area, ~~in accordance with~~ as defined in **BDC 3.1.500.**

9.50.070 Prohibited Signs.

The following signs or devices are prohibited except as otherwise expressly permitted in this chapter ~~and may neither be erected nor maintained.:~~

A. Moving, animated, or attention seeking devices, including ~~f~~Fluttering, spinning, windblown or inflatable devices ~~including (such as pennants, and propeller discs and banners) as permanent signs.~~



B. ~~Signs installed on benches, trees, utility poles, streetlights, traffic control devices, and other public infrastructure or natural features.~~

C. ~~Roof-mounted signs and signs that project above the roof eave or roofline.~~

D. ~~Signs or devices, including searchlights, spot lights and holograms, that contain or are illuminated by flashing, chasing, animated, or intermittent effects and/or signs that have any movement or are animated signs.~~

E. ~~Signs affixed to utility poles except signs not exceeding one square foot in area placed by the owner of the pole.~~

EF. ~~Sign Emissions. No sign~~ Signs that produce emissions or hazards, including which emits smoke, visible vapors, or particles, sound, or odor, shall be permitted. ~~Open flames, or other similar effects intended used to attract public attention to a place of business or to an advertising sign shall not be permitted.~~

FG. ~~Mirrors. No mirror device shall be used as part of a sign~~ Signs incorporating mirrors or mirror-like reflective devices.

GH. ~~All other nonexempt signs that are not expressly permitted under this chapter.~~

I. ~~Signs attached to trees.~~ **[Moved to B above.]**

9.50.090 Standards for Permanent Signs.

[Very little in this section is new. It is primarily being reorganized for better flow; however, window signs, suspended signs, and freestanding directory signs were moved to 9.50.050 Exempt Signs.]

B. ~~Standards for Specific Signs.~~ Where allowed by **BC 9.50.080**, the following standards apply to specific types of signs.:

A. ~~Determining Building Sign Area Allowance.~~ **Building Signs.** 1. ~~Building signs are allowed for nonresidential uses and multi-unit residential developments of 20 units or more. Building signs include wall signs, window signs, projecting signs, and awning and canopy signs, as defined by this code.~~ **[Currently building signs are not allowed for any residential uses.]**

1. **Building Sign Area.** Building sign area must not exceed 1.5 square feet of sign area for each lineal foot of the primary façade width. The sign area for each tenant space is calculated independently based on that tenant's primary façade. Where a single tenant occupies multiple buildings on a site, each building may have sign area allowance based on its primary façade. Building sign area allowances must not be combined or transferred between tenant spaces or buildings. Freestanding canopy structures for a drive through or fuel dispensing facility are considered to be a separate building for the purpose of signage.



2. Maximum Building Sign Size. Each individual building sign is limited to the maximum sign area ~~allowed in each permitted~~ within the applicable sign district as identified in Table 2.

~~2. The combined permitted sign area of all building signs must be limited to one and one-half square feet of sign area for each one lineal foot of width of the primary façade. Each individual sign is limited to the maximum sign area allowed in each sign district identified in Table 2, except as otherwise approved through a sign plan pursuant to BC 9.50.170.~~

~~3. Sign area is computed based on the width of the principal building's primary facade in elevation view. The width is measured using a straight line beginning at the corner at one end of the side of the building and continuing to the other corner on the same side of the building. Screening walls, fences or other extensions are not included when calculating the building width. Accessory buildings are not used to calculate sign area allowance.~~

~~a. If multiple tenants occupy a single building, individual tenant signs are deducted from the total sign area for the entire building.~~

~~b. Sign area allowances cannot be transferred to other structures on the site.~~

[The content in A.2 and 3 was not deleted, it was split into 1, 2 and 3, with part of it being redundant with 9.50.100.F. Determining Sign Area and Dimensions.]

Table 2. Maximum Building Sign Size by Sign District

Sign District	Maximum Sign Area	Minimum Sign Area
1	200 square feet	30 square feet
2	150 square feet	30 square feet
3	100 square feet	30 square feet
4	100 square feet	20 square feet
5	12 30 square feet	12 square feet
6	Special standards apply Underlying Sign District standard applies	

34. Building Sign Location. Building signs may be installed on the primary facade or subordinate facades, except in Sign District 6 where special standards for sign number, size and placement apply.



a. Sign District 6 Exception. Building signs on subordinate facades visible to the Bend Parkway must not be internally illuminated and are limited to 10 percent of the overall maximum building sign area. Buildings located in Sign District 6 are limited to one sign on a subordinate facade visible to the Bend Parkway. The sign must not exceed 10 percent of the maximum sign area allowance. The sign area is deducted from the total sign area allowance, and the sign cannot be internally illuminated. All other building signs must comply with the underlying Sign District regulations.

45. Specific Standards by Building Sign Type.

a. Awning and Canopy Signs. ~~Awning and canopy signs are only allowed for nonresidential uses. Awnings and canopies must be installed in compliance with current editions of adopted building codes and subject to permitting and inspection by the Building Safety Division.~~ b. ~~Awning and canopy signs are permitted only as an integral part of the awning or canopy that is attached to and supported by a building to which they are attached or applied. Signs on freestanding canopy structures are considered to be wall signs under subsection 9.50.090.A.4.c below.~~ **[Deleted portion is covered in general requirements for building signs.]**

i. ~~Signs cannot be attached on top of or project beyond the fascia of a freestanding canopy. Signs may be installed on top of a canopy that is attached to and supported by the building, provided the sign does not extend above the roofline or eaves of the building. The sign area is deducted from the building sign area allowance.~~ **[Moved freestanding canopies to building sign section.]**

ii. ~~Awnings and canopies cannot interfere with trees or traffic signs.~~ **[Unnecessary as building code covers this.]**

iii. ~~Awnings and canopies attached to the building are allowed on the first story only and cannot project above the roofline.~~

iii. ~~Attached awning~~ Awning or canopy structures must maintain a clearance of eight feet above not extend over a public right-of-way other than a sidewalk or landscape area ~~or finished grade~~. The valance must maintain a seven-foot clearance. A minimum clearance of eight feet between the bottom of the sign and the finished grade below the canopy or awning is required. At alleys, when no curb exists, a minimum height of 14 feet between the bottom of the sign and the finished grade below the sign is required.

iv. An awning or canopy cannot extend within two feet from the street curb. Posts or columns beyond the property line are not permitted. Awnings and canopies cannot project above the roofline.

2b. Projecting Sign.

a. ~~Projecting signs are only allowed for nonresidential uses.~~ **[Covered under general requirements for all building signs.]**



~~ib.~~ Projecting signs cannot be installed on accessory structures. Multiple-tenant buildings may have one projecting sign on each tenant's storefront that provides customer access.

~~ii.c.~~ Projecting signs must be located on the first story except that a projecting sign may be installed on the wall of the second story, provided the The sign and sign supports are must be installed no higher than the top of the second-floor window opening or 24 feet above grade, whichever is lower. Projecting signs cannot extend above the roofline or roof eave or above the parapet of the building.

(A.) Exception. Where more than 50 percent of the length of the primary façade of a building is within 10 feet of a public right-of-way, projecting signs may be installed higher on that portion of the building in lieu of a primary freestanding sign. Such buildings that are 40 feet in height or more, or are three stories or more, may install projecting signs up to 38 feet above finished grade as measured to the top of the sign, provided the sign is a minimum of two feet below the top edge of the building where the sign is located. [Matches building height exception for wall signs. Example is Oxford Hotel projecting sign which received an adjustment to standards.]

~~iii.d.~~ Projecting signs ~~can~~ must not exceed 20 square feet in area and ~~can~~ must not be more than 36 inches wide, with a maximum thickness of 18 inches. Projecting signs can extend no more than 42 inches from the building or within two feet of the curb, whichever is less. The sign area is deducted from the building sign area allowance as calculated under **BC 9.50.090.A.1.**

~~iv.e.~~ A minimum clearance of eight feet between the bottom of the sign and the finished grade below the sign is required. At alleys, when no curb exists, a minimum height of 14 feet between the bottom of the sign and the finished grade below the sign is required.



[Remove this graphic]

c3. Wall Signs.



a. ~~Wall signs are only allowed for nonresidential uses. [Covered under general requirements for building signs.]~~

ib. ~~A wall sign may be painted, attached or pinned away from the wall. A wall sign cannot project from the surface upon which it is attached more than required for construction purposes and in no case more than 18 inches as measured from the wall upon which it is mounted to the face of the sign. A wall sign located over an alley must have a minimum 14-foot clearance unless it projects less than 12 inches from the building. [See iv below.]~~

c. ~~One or more wall signs may be allowed. The total area will be deducted from the building sign area allowance. [Refer to building sign allowances under A.1 above.]~~

d. ~~Wall signs must be located on the designated sign band except as allowed under subsection (B)(3)(e) or (B)(3)(f) of this section.~~

e. ~~Wall signs installed on mansard roofs may be installed vertically when installed on the lowest portion of the sloped roof.~~

iiif. ~~Wall signs cannot must not extend above the roofline, eaves, parapet, wall or building façade, or~~

iii. ~~Wall signs must not be located more than 30 feet above the finished grade and must be a minimum of two feet below the top edge of the building, roofline, parapet or eave, as measured to from the top of the sign.~~

(A.)i. *Exception.* Buildings that are 40 feet in height or more, or are three stories or more, may install wall signs up to 38 feet above finished grade as measured to the top of the sign, provided the sign is a minimum of two feet below the top edge of the building, roofline, parapet or eave where the sign is located.

iv. ~~A wall sign located over an alley must have a minimum 14-foot clearance unless it projects less than 12 inches from the building. [Relocated from above.]~~



Designated Sign Band [Remove this graphic no longer need]

4. ~~Window Signs.~~



- ~~a. Window signs are only allowed for nonresidential uses.~~
- ~~b. Window signs located on or below the first story are allowed as follows:~~
 - ~~i. Window signs 25 percent or smaller of the total window area are allowed without a sign permit and do not count toward the maximum building sign area allowed under **BC 9.50.090.A.1**.~~
 - ~~ii. Window signs larger than 25 percent of the total window area require a sign permit and the total square footage of the window sign area is counted toward the maximum building sign area allowed under **BC 9.50.090(A)**.~~
 - ~~iii. Illuminated window signs must not exceed 15 percent of the total window area in which they are displayed.~~
- ~~c. Second story nonresidential uses are allowed only one nonilluminated window sign up to three square feet without a permit.~~

~~5. *Suspended Signs.*~~

- ~~a. Suspended signs can only be placed under an attached awning or canopy on the first story for nonresidential uses with direct exterior pedestrian access.~~
- ~~b. The sign cannot exceed six square feet and is not counted toward the maximum building sign area allowed under **BC 9.50.090(A)**.~~
- ~~c. A minimum clearance of seven feet is required below the sign.~~
- ~~d. Only one sign is allowed at each public entrance.~~

[Moved Window Signs and Suspended Signs sections to 9.50.050. Exempt Signs]

~~B6. *Primary-Freestanding Signs.*~~ Primary freestanding signs are allowed for nonresidential uses, multi-unit residential developments of 10 units or more, or at the entrance of a subdivision with at least 10 lots.

- ~~1. a. *Number.*~~ One primary freestanding sign is permitted per site. A second freestanding sign is allowed in the following situations:
 - ~~a. On sites that are over six acres in size with street frontage on two or more streets. The two signs cannot be located on the same street frontage and must be separated by a minimum of 300 feet measured along the street frontages. ***[Moved to 4. Location below.]***~~
 - ~~b. When included in a sign plan approved under **BC 9.50.170**.~~
- ~~2. b. *Maximum Size.*~~ The maximum size allowed in each sign district is as follows:
 - ~~a. *Sign Districts 1 and 2.*~~ A Signs must not exceed a maximum of 80 square feet in area and a maximum height of 11 feet.



~~i.(B)~~ *Exception.* On sites with a principal building over 30,000 gross square feet in area or on a site over six acres in size, the maximum size allowed is 120 square feet in area and a maximum height of 15 feet.

bii. *Sign Districts 3 and 5.* A Signs must not exceed a maximum of 32 square feet in area and a maximum height of five feet.

ciii. *Sign District 4.* A Signs must not exceed a maximum of 40 square feet in area and a maximum height of eight feet.

3e. *Electronic Components.* Electronic signs are prohibited on all residential zoned properties and in Sign Districts 4 and 5. Up to a maximum of 25 percent of the area of a freestanding sign face may incorporate an electronic sign face in compliance with
~~BC 9.50.100(D)(4).~~ ***[Moved to c. and d. below.]***

ai. Electronic sign elements are allowed only on a monument sign or a ground-mounted sign.

bii. Only one contiguous electronic element is allowed on a sign face.

c. Up to a maximum of 25 percent of the area of a freestanding sign face may incorporate an electronic sign face.

d. Electronic components must also comply with **BC 9.50.100(D)(4).**

4d. *Location.* ***[a – c are not new just relocated here.]***

a. When more than one freestanding sign is allowed on a site, they cannot be located on the same street frontage and must be separated by a minimum of 300 feet measured along the street frontages.

b. The primary freestanding sign must be located within 20 feet of a front property line.

c. Freestanding signs are not allowed within 10 feet of a lot line that abuts another site.

d. Primary freestanding signs cannot be located within the boundary of Sign District 6 as identified in Figure 9.50.040.

i. *Exception.* A freestanding sign is allowed where an intervening access street separates a site from the Bend Parkway, and that street serves as the primary access to the lot.

e. No portion of a freestanding sign can be located in, or project over, a public right-of-way.

5f. *Address requirement.* The numerical address of the property must be included on the primary sign structure. The address text must be no less than six inches tall. When the address is separated from the rest of the sign area, and the address text is not more than 10 inches tall, it is not considered signage and is not included in the calculation of sign area.



6g. Pole Signs. Pole signs are not allowed except in

~~Primary freestanding signs must be either a monument or ground-mounted type sign.~~

~~i. Exception.~~ In Sign Districts 1 and 2 a pole sign is allowed only where a freestanding monument or ground-mounted sign cannot be located anywhere on the site that complies with the clear vision standards of **BDC 3.1.500**.

~~h. The primary freestanding sign must be located within 20 feet of a front property line.~~

~~i. Freestanding signs are not allowed within 10 feet of a lot line that abuts another site.~~

[Moved h. and i. to 4. Location above.]

C7. Billboards.

1a. Billboards require a specific billboard sign permit. No more than 43 billboard permits can be active at any one time within the City of Bend. No new billboard can be erected unless an existing billboard is removed.

2b. Before erecting any new billboard, a permit must be secured from the Building Official. Where applicable, evidence must be provided of a State-issued permit in accordance with the Oregon Motorists Information Act of 1971.

3c. All billboards moved after the effective date of this chapter must be located in Sign District 1 or 2 on commercial or industrial zoned properties only. Billboards are not permitted west of the Deschutes River.

4d. Billboards must be freestanding and cannot be installed on any building.

5e. All billboards must be spaced a minimum of 500 lineal feet apart.

6f. The sign face cannot exceed the maximum size permitted by the State-issued permit or 10.5 feet in vertical height and 24 feet in horizontal length, whichever is less. Extensions beyond the sign face are not permitted.

7g. The billboard structure cannot exceed 24 feet in height, as measured from finished grade to the top of the sign face; however, if a variance is granted, the maximum height cannot exceed 35 feet.

8h. Internally illuminated and/or animated billboards are prohibited. External illumination must comply with the Lighting Ordinance. Electrical wiring to the billboard must be located underground.

9i. All billboards erected or moved must be installed behind the setback lines established in the Development Code for the zoning district in which the billboard is located.

10j. All structural supports for billboards must be constructed of steel.

11k. Only flat, single-faced or double-faced billboards are permitted. As used in this section, **double-faced** means a billboard with two display surfaces visible to traffic from



two directions of travel. A **single-faced** billboard means a sign with one display surface visible from one direction of travel.

~~8. *Directory Signs.*~~

- ~~a. Directory signs are allowed for nonresidential uses in addition to other freestanding or building signs; provided, that there is a minimum of three separate tenants.~~
- ~~b. Directory signs must be located on the first story adjacent to a public entrance or adjacent to the parking lot. The sign cannot be within 20 feet of a front property line.~~
- ~~c. Not more than one freestanding directory sign may be displayed per site. One or more wall-mounted directory signs may be displayed.~~
- ~~d. The maximum sign area is 20 square feet when installed on a building or 32 square feet and eight feet in height if freestanding. Directory signs are not counted toward the maximum sign area allowed for building signs or primary freestanding signs.~~
- ~~e. Illuminated directory signs are not permitted in residential zones.~~

[Added an exempt freestanding directory sign to 9.50.050.]

D9. *Drive-Through Signs.* Drive-through signs are allowed only for businesses with approved drive-through facilities.

1a. *Type, Location and Orientation.* Drive-through signs may be wall-mounted or freestanding. Freestanding signs must be on the left side of and oriented to the drive-through lanes. Drive-through signs are not intended to be legible from the public rights-of-way.

2b. *Maximum Number, Area and Height.* One sign of up to 45 square feet in area and eight feet in height is allowed per drive-through lane for up to two drive-through lanes.

3c. One additional sign per site of up to 15 square feet in area and eight feet in height is permitted at the entry to the drive-through area. The signs allowed by this section must be located on the left side and oriented to the drive-through lanes.

4d. *Electronic Drive-Through Signs.* Electronic signs are allowed in lieu of static drive-through signs for quick-serve automobile-dependent restaurant uses with one or more drive-through lanes from which food is ordered and picked up. Electronic drive-through signs are subject to the following additional restrictions and must also comply with **BC 9.50.100(D)(4)**.

ai. Electronic drive-through signs must be single-sided and must not exceed 28 square feet in area and not more than seven feet in height.

bii. In addition to the electronic drive-through sign above, one additional single-sided sign not to exceed 14 square feet in area and not more than seven feet in height is permitted at the entry to the drive-through area.



ciii. Electronic drive-through signs must be screened to buffer visibility from public and private streets.

9.50.100 General Requirements.

D. *Sign Illumination.* The artificial illumination of signs, either from an internal or external source, must be designed to eliminate negative impacts on surrounding right-of-way and properties. The following standards shall apply to all illuminated signs:

3. Internally illuminated signs and signs with exposed light sources are prohibited in all residential zoned properties and Sign Districts 4 and 5, except internally illuminated signs on the site of 24-hour emergency medical facilities and urgent care centers, during business hours.
4. Signs must not have blinking, flashing, or fluttering lights, or other illuminating devices that have a changing light intensity, brightness or color.
 - a. Exception. Electronic signs, where allowed, must meet the following requirements. ~~Electronic signs are prohibited on all residential zoned properties and in Sign Districts 4 and 5.~~ **[Moved to 9.50.090.B.3]**

EXHIBIT B
CITY COUNCIL
STAFF REPORT AND FINDINGS



PROJECT NUMBER: PLTEXT20260207

HEARING DATE: September 2, 2026 at 6:000 p.m.
City of Bend Council Chambers (hybrid)
710 NW Wall Street, Bend, OR 97703

REPORT DATE: August 21, 2026

APPLICANT: City of Bend
710 NW Wall Street, Bend, OR 97703

LOCATION: Citywide

REQUEST: Legislative amendments to the Bend Municipal Code Chapter 9.50, Signs, to simplify sign definitions; streamline permit and review processes for exempt and temporary signs; remove certain restrictions and increase sign area for building signs; and increase height allowed for projecting signs. (Type IV Legislative Review by City Council)

STAFF: Kim Voos, Sign Permitting Administrator
(541) 388-5530; kvoos@bendoregon.gov
Amy Barry, Principal Planner
(541) 693-2114; abarry@bendoregon.gov

APPLICABLE CRITERIA AND PROCEDURES:

Bend Municipal Code (BC)

- Chapter 9.50, Signs
 - 9.50.030 Definitions
 - 9.50.040 Permit Requirements and Sign Districts
 - 9.50.050 Signs Exempt From Permit Requirements
 - 9.50.060 Temporary Signs
 - 9.50.070 Prohibited Signs
 - 9.50.090 Standards for Permanent Signs
 - 9.50.100 General Requirements

Bend Development Code (BDC) *Version Effective Date 6/9/2026*



Approval Criteria

Chapter 4.6, Map and Text Amendments
4.6.200, Legislative Amendments

Procedures

Chapter 4.1, Development Review and Procedures

Bend Comprehensive Plan Goals and Policies

Chapter 1, Plan Management and Citizen Involvement
Chapter 5, Housing
Chapter 6, Economy
Chapter 9, Community Appearance

PROCEDURAL FINDINGS:

- 1. CITY COUNCIL REVIEW:** The matter before the City Council is the review of proposed text amendments to the Bend Municipal Code (BC) to simplify sign definitions; streamline permit and review processes for exempt and temporary signs; remove certain restrictions and increase sign area for building signs; increase height allowed for projecting signs; and clarify locational standards for freestanding signs. The recommended amendments are attached to the Ordinance as Exhibit A.
- 2. PUBLIC NOTICE AND COMMENTS:** In accordance with BDC 4.1.510, notice of the August 10, 2026, Planning Commission and September 2, 2026 public hearings was printed in the Bend Bulletin on July 19, 2026, and mailed and emailed to the Neighborhood District land use chairs on July 8, 2026. Staff also emailed the proposed amendments and notice of the Planning Commission public hearing to local sign companies on July 7, 2026.

The required notice to the Department of Land Conservation and Development (DLCD) was provided on June 5, 2026, more than the required 35 days prior to the first public hearing. As of the date of this report, no public comment letters were received by the Planning Division.
- 3. RECORD:** The documents in CityView for PLTEXT20260207 are made part of the record and are placed before the Planning Commission and City Council for consideration during the proceedings on the amendments. The documents are available for review and can be viewed in the Online Permit Center Portal at <https://cityview.ci.bend.or.us/Portal/Planning/Locator> on the City of Bend website by entering the project number PLTEXT20260207 in the search bar to find the project.

FINDINGS REGARDING COMPLIANCE WITH APPLICABLE CRITERIA:

4.6.200 Legislative Amendments.



- A. *Applicability, Procedure and Authority.* Legislative amendments generally involve broad public policy decisions that apply to other than an individual property owner. These include, without limitation, map and text amendments not directed at a small number of properties. They are reviewed using the Type IV procedure in accordance with BDC Chapter 4.1, Development Review and Procedures, and must conform to BDC 4.6.600, Transportation Planning Rule Compliance. A legislative amendment may be approved or denied.**

FINDING: The recommended amendments to the BDC involve broad public policy rather than application to an individual property owner. Therefore, the Legislative Amendment Procedures of this section are the appropriate procedures for this review.

- B. *Criteria for Legislative Amendments.* The applicant shall submit a written narrative which explains how the approval criteria will be met. A recommendation or a decision to approve or to deny an application for a legislative amendment shall be based on all of the following criteria:**

- 1. The request is consistent with the applicable state land use law;**

FINDING: The amendments are consistent with the applicable state land use law. In particular, they satisfy Statewide Goal 1, Citizen Involvement, and Goal 2, Land Use Planning. No other Statewide Goals are relevant for the proposed amendments.

Goal 1, Citizen Involvement

To develop a citizen involvement program that ensures the opportunity for citizens to be involved in all phases of the planning process.

FINDING: The City's acknowledged citizen involvement program for legislative amendments is codified in BDC Chapter 4.1. Notice of proposed legislative amendments must be published in a newspaper of general circulation in the City at least 20 days prior to each public hearing. As discussed above, adequate notice was provided in the Bend Bulletin. Mailed notice was also provided to each Neighborhood District land use chair. As a courtesy, the City also provided the proposed amendments and notice of the public hearing to local sign companies. These notification methods ensure that citizens are informed of the opportunity to participate in a public hearing. The requirements of this goal have been met.

An initial public hearing before the Planning Commission preceded a second public hearing before the City Council. The public involvement procedures identified in the Development Code are being followed, which will ensure compliance with Statewide Planning Goal 1.

Goal 2, Land Use Planning

To establish a land use planning process and policy framework as a basis for all decisions and actions related to use of land and to assure an adequate factual base for such decisions and actions.



FINDING: The proposed text amendments are aligned with applicable Bend Comprehensive Plan (BCP) policies and comply with Bend Development Code criteria and process for legislative amendments. The Bend Comprehensive Plan was acknowledged by the Oregon Department of Land Conservation and Development (DLCD). The proposed text amendments serve to implement the applicable BCP Policies and do not alter the administration of the code or the established requirements which ensure a factual base for all decisions.

The City reviewed and processed this application consistent with the procedures detailed in BDC Chapter 4.1, including consideration of any agency and public comments received regarding the application. Therefore, consistency with this Statewide Planning Goal is established.

Goal 3, Agricultural Lands

To preserve and maintain agricultural lands.

Goal 4, Forest Lands

To conserve forest lands by maintaining the forest land base and to protect the state's forest economy by making possible economically efficient forest practices that assure the continuous growing and harvesting of forest tree species as the leading use on forest land consistent with sound management of soil, air, water, and fish and wildlife resources and to provide for recreational opportunities and agriculture.

FINDING: Goals 3 and 4 are not applicable because there are no designated agricultural or forest lands within the City.

Goal 5, Natural Resources, Scenic and Historic Areas, and Open Spaces

To protect natural resources and conserve scenic and historic areas and open spaces.

FINDING: Goal 5 is not applicable because these amendments do not affect any regulation that implements Goal 5 and the City's acknowledged regulations implementing Goal 5 remain in effect with no change in applicability.

Goal 6, Air, Water and Land Resources Quality

To maintain and improve the quality of the air, water and land resources of the state.

FINDING: The City's acknowledged regulations for implementing Goal 6 remain in effect with no change in applicability. The amendments do not affect the City's ability to maintain and improve air, water or land resources, as land is developed subject to local and state regulations.

The adopted Comprehensive Plan policies and BDC standards ensure compliance with Goal 6.

Goal 7, Areas Subject to Natural Hazards

To protect people and property from natural hazards.

FINDING: Goal 7 is not applicable because the City's acknowledged regulations implementing Goal 7 remain in effect with no change in applicability.



Goal 8, Recreational Needs

To satisfy the recreational needs of citizens of the state and visitors and, where appropriate, to provide for the siting of necessary recreational facilities including destination resorts.

FINDING: This goal is not applicable as the amendments have no effect on the availability of or access to recreational opportunities. Chapter 2 of the Bend Comprehensive Plan establishes Goals and Policies that address Natural Features and Open Space needs within the City of Bend and prescribes responsibilities of both the City and the Bend Park and Recreation District (BPRD), via Policy 2-2.

Goal 9, Economic Development

To provide adequate opportunities throughout the state for a variety of economic activities vital to the health, welfare, and prosperity of Oregon's citizens.

FINDING: Goal 9 is implemented through Oregon Administrative Rule (OAR) Division 9, which is intended to ensure that each jurisdiction maintain an adequate land supply for economic development and employment growth. This goal is not applicable as the amendments have no effect on economic development and economic growth.

Goal 10, Housing

To provide for the housing needs of the citizens of the state.

FINDING: This goal is not applicable as the amendments have no effect on housing needs.

Goal 11, Public Facilities and Services

To plan and develop a timely, orderly and efficient arrangement of public facilities and services to serve as a framework for urban and rural development.

FINDING: The amendments will not result in the need to adjust or amend existing policies or projects in the City's adopted public facility plans. Therefore, compliance with Goal 11 is maintained.

Goal 12, Transportation

To provide and encourage a safe, convenient and economic transportation system.

FINDING: The Transportation Planning Rule (TPR) (OAR 660-012-0000) implements Goal 12 and states the purpose is "to provide and encourage a safe, convenient and economic transportation system." The TPR also supports mobility and accessibility, the availability of multimodal choices, efficient flow of freight, protection of existing and planned transportation facilities, and coordination among service providers. This goal is not applicable as the amendments have no effect on the transportation system.



Goal 13, Energy Conservation

Land and uses developed on the land shall be managed and controlled so as to maximize the conservation of all forms of energy, based upon sound economic principles.

FINDING: Goal 13 generally imposes obligations on local governments to develop plans and implementation measures that conserve energy. This goal is not applicable as the amendments have no effect on energy use.

Goal 14, Urbanization

To provide for an orderly and efficient transition from rural to urban land use, to accommodate urban population and urban employment inside urban growth boundaries, to ensure efficient use of land, and to provide for livable communities.

FINDING: The management of the City's land use inventories is unaffected by these amendments and, therefore, the City's long-standing acknowledgment of compliance with Goal 14 is maintained.

Goal 15, Willamette River Greenway; Goal 16, Estuarine Resources; Goal 17, Coastal Shorelands; Goal 18, Beaches and Dunes and Goal 19, Ocean Resources

FINDING: Goals 15 through 19 are not applicable to the proposed amendments because the subject properties do not include any of the noted features and are not located within the coastal or Willamette Valley regions.

BDC 4.6.200.B. Criteria for Legislative Amendments. *(continued from page 3)*

2. The request is consistent with the applicable Bend Comprehensive Plan goals and policies;

FINDING: The goals established in the Comprehensive Plan express the desires of the residents of Bend as the City progresses into the future. The goals are generally carried out through various policies, which are statements of public policy. The following Comprehensive Plan Goals and Policies are applicable:

Bend Comprehensive Plan

Chapter 1: Plan Management and Citizen Involvement

Goals:

- **Ensure Quality Design and Attractive Development.** Ensure that the "built environment" is as attractive as feasible.
- **Promote Public and Civic Involvement.** Encourage involvement by all citizens, corporate and individual, to keep the city vital and the Plan an "evolving vision".
- **Create Clear and Consistent Implementing Ordinances.** Implement the plan through effective, clear and consistent ordinances and language that reflect the intent of the vision.



FINDING: The purpose of the Bend Sign Code is to regulate signs that are visible from streets or which are visible from one site to another to provide reasonable regulations for the design, construction, placement and maintenance of signs in order to protect the public health, safety and general welfare of the community. The intent is not to regulate content, only the number, type, location, height and size of signs.

The Bend Sign Code has the following objectives:

- A. To ensure that signs are designed, constructed, installed and maintained to assure public and traffic safety;
- B. To reflect and support the desired character and development patterns of the community;
- C. To allow adequate and effective signs without dominating the visual landscape;
- D. To balance the needs of business with the desire to preserve and enhance the visual character of the City.

The proposed amendments include limitations to avoid impacts to public or traffic safety, such as requiring the pedestrian portion of the sidewalk to remain clear of signage, as well as accessible ramps, medians, roundabouts, and required clear vision areas. Proposals for electronic signs will have size limitations and restrictions on the level of light output to minimize potential impacts to adjacent streets and properties.

The proposed amendments were initiated based on feedback from the business community, and notice was provided to the community to provide input on the proposed changes. There is minimal impact anticipated to the character or development patterns of the community from the proposed amendments.

Limitations on the number and spacing of the portable signs should allow adequate and effective signage without dominating the visual landscape.

Increasing the allowed maximum height of wall signs reflects the changing community development pattern to allow taller mixed-use buildings and certain use types that tend to have higher building plate heights.

The proposed amendments are intended to balance the needs of business with the desire to preserve and enhance the visual character of the City.

The amendments implement the Comprehensive Plan through effective, clear and consistent language that reflect the intent of the vision.

Policies:

Citizen Involvement

1-16. The city will use other mechanisms, such as, but not limited to, meetings with neighborhood groups, planning commission hearings, design workshops, and public



forums, to provide an opportunity for all the citizens of the area to participate in the planning process.

FINDING: Notice of the amendments was provided to the Department of Land Conservation and Development (DLCD) on June 5, 2026. On July 8, 2026, notice of the Planning Commission hearing and City Council hearing was mailed to the representatives of each Neighborhood District. Notice of the Planning Commission and City Council hearings was published in The Bulletin on July 19, 2026. Additionally, a copy of the proposed amendments was emailed to local sign companies on July 7, 2026. An initial public hearing before the Planning Commission preceded a second public hearing before the City Council. At both hearings, written and oral testimony was accepted, allowing an opportunity for community members to participate in the planning process. This policy is met.

Chapter 5: Housing

Goals:

- **Keep our neighborhoods livable by offering a variety of living styles and choices, creating attractive neighborhoods located close to schools, parks, shopping and employment.**

Policies

5-22 Private and public nonresidential uses are necessary and will be encouraged within residential areas for the convenience and safety of the residents. Such facilities shall be compatible with surrounding developments, and their appearance should enhance the area.

5-23 Of necessity, nonresidential uses may abut residentially planned and zoned areas in different parts of the community. In these instances, nonresidential uses will be subjected to special development standards such as setbacks, landscaping, sign regulations, and building design that harmonize and provide transitions consistent with the primary purposes of the adjacent zones.

5-28 Neighborhood commercial shopping areas may be located within residential districts and have development standards that appropriately limit their scale and recognize their residential setting.

FINDING: These policies recognize that private and public nonresidential uses are necessary and encouraged within residential areas for the convenience and safety of the residents. The sign code has limitations on the size of signs in various sign districts, with additional restrictions on internally illuminated signs and exposed light sources in residential zones, and in Sign Districts 4 and 5 which are primarily in or adjacent to residential areas.

Chapter 6: Economy

Goals:



- **Promote a vital, diverse and sustainable economy, while enhancing the community's overall livability.**

Policies:

6-21 Industrial developments along highways will be subject to special development standards relating to setbacks, landscaping, signs, and outside storage.

6-22 Wherever industrial uses abut residential uses or residential zoning, special development standards relating to setbacks, screening, signs, and building height will be established for the industrial uses.

6-33 All commercial developments shall be subject to development standards relating to setbacks, landscaping, physical buffers, screening, access, signs, building heights, parking areas, and design review.

FINDING: The sign code is drafted to balance the needs of the business community for signage and advertising with the overall livability of the community. The varying regulations of each Sign District ensure that the needs of both businesses and residents are met. Sign Districts 4 and 5 minimize the impacts signs have within and near residential areas. Sign District 6 has additional restrictions for signs visible from the parkway. Other standards relating to setbacks, landscaping, physical buffers, screening, access, signs, building heights, parking areas, and design review apply to all sign districts to provide consistency and overall livability throughout the city. The proposed amendments will allow more flexibility for signage in ways that will continue to meet this goal and these policies and have minimal additional impacts.

Chapter 9: Community Appearance

Goals:

- **To make a concerted effort to improve the appearance of the community, particularly in the commercial, industrial and multi-unit areas;**
- **To identify those characteristics that give the community its individual identity and to preserve and expand those characteristics as growth occurs.**
- **To significantly improve the appearance along the state highways and other transportation corridors as one means of recapturing the individual and distinct identity of the Bend area.**

Policies:

9-4 Sign regulations should limit the size, location, and number of signs in residential, mixed-use, commercial, institutional and industrial areas and have amortization provisions to remove non-conforming signs within a reasonable period of time.

FINDING: The proposed amendments do not significantly change what is currently allowed in the Sign Code and are based on input from the community. The amendments include streamlining section 9.50.090, Standards for Permanent Signs, moving some signs such as



window signs, suspended signs, and directory signs from this section to 9.50.050, Signs Exempt from Permit Requirements. Changes to building signs include allowing more sign choices for nonresidential and multi-unit residential developments, and changes to how sign area is calculated for individual tenant spaces and canopy structures. Although the amendments include an increase in allowable sign area for Sign District 5, there are minimal increases to what is currently allowed. The proposed increase to the height allowed for projecting signs is in lieu of a freestanding sign where buildings are close to the street and limited to the height otherwise allowed for building signs.

The proposed amendments will continue to limit the size, location, and number of signs allowed. The proposed amendments will not have an impact on non-conforming signs as they are only applicable to new signage. Based on the findings stated above, the amendments are consistent with the applicable Bend Comprehensive Plan Goals and Policies.

BDC 4.6.200.B. Criteria for Legislative Amendments. *(continued from page 6)*

3. The applicant can demonstrate a public need or benefit for the proposed amendment.

FINDING: Updates to the Sign Code are periodically proposed to keep the standards relevant, processes efficient, and to identify opportunities for improvements. The need for the proposed amendment is based on input and requests from the community. The benefit to the community is more flexibility in sign type, location, and duration, modernization in the type of signage allowed, and balance for commercial sites with multiple tenants to be able to provide equity for all businesses. Other proposed amendments will provide benefits of streamlining processes to reduce the need for permits and adjustments and extend the duration of certain types of sign permits and registrations.

Based on the above findings, the amendments to the Sign Code meet this criterion.

CONCLUSION

Based on the findings throughout this report, the proposed amendments to Bend Municipal Code Chapter 9.50 meet all applicable criteria for City Council adoption.



Accommodation Information for People with Disabilities & Language Assistance Services

You can obtain this information in alternate formats such as Braille, electronic format, etc. Free language assistance services are also available. Please email accessibility@bendoregon.gov or call 541-693-2198. Relay Users Dial 7-7-1. All requests are subject to vendor processing times and should be submitted 48-72 hours in advance of events.

Servicios de asistencia lingüística e información sobre alojamiento para personas con discapacidad

Puede obtener esta información en formatos alternativos como Braille, formato electrónico, etc. También disponemos de servicios gratuitos de asistencia lingüística. Póngase en contacto en correo electrónico accessibility@bendoregon.gov o número de teléfono 541-693-2198. Los usuarios del servicio de retransmisión deben marcar el 7-1-1. Por favor, envíe sus solicitudes con 48-72 horas de antelación al evento; todas las solicitudes están sujetas a los tiempos de procesamiento del proveedor.