

**NorthWest Crossing  
Commercial & Industrial  
Signage Guidelines for Prototypes:  
T1, T2, T3, V1, V6 & C1  
April 2, 2018**

**General Signage Information—for all Prototypes noted above:**

The NorthWest Crossing Architectural Review Committee (ARC) has the right and sole discretion to approve or deny any sign based on architectural merit, placement and design. Signs shall be designed and installed to enhance both the building and the streetscape. All exterior signs shall comply with the City of Bend Sign Code and must be approved by the ARC prior to installation. All signs must be professionally designed and installed, and must be well maintained. The ARC reserves the right to restrict the use of all signs visible from the outside of buildings including interior illuminated signs.

**Construction Signs -**

- a) One sign, identifying the builder/general contractor, is permitted during the course of construction.
- b) The sign must be single-sided and may include the builder's logo, company name and phone number and be of his own design and choice of colors.
- c) Architect/designer identification may be incorporated into this sign but may not be a separate sign attached to the builder sign.
- d) Builder signs shall be limited to 48" x 48" in size, installed with a single or double post no higher than 66" (measured from Existing Grade) and mounted so that the bottom of the sign is within 18" of the surrounding grade
- e) Builder sign must be placed parallel to the road.
- f) Builder signs may be placed only after ARC's written approval for the building construction has been issued.
- g) Signs must be removed as soon as the building is occupied or when construction is completed.
- h) No builder/architect information boxes are permitted.
- i) No separate subcontractor or consultant signs are allowed.

**For Sale and for Lease Signage-**

- a) One "for sale" or "for lease" sign is permitted for each building or each group of attached buildings or group of zero lot line buildings.
- b) The maximum sign size is four feet by four feet. These signs shall be mounted so that the bottom of the sign is within 18' inches of the surrounding grade (signs must be placed parallel to the street frontage and the sign may be located inside the building).
- c) For Sale / For Lease signs must be well maintained.
- d) For Sale and For Lease signs must have a white background and dark green lettering and/or logos.

**Special Event Signs**

Special event signs must obtain ARC approval prior to their use. All exceptions to these Sign Guidelines must be presented to the ARC for review and specific approval prior to their use.

## Temporary Signs

Temporary signs must obtain ARC approval prior to their use.

- a) Sandwich boards may be approved for use for 90 days. Sandwich boards are limited to 2' x 3' in size, professionally fabricated and must be placed on private property and out of the public right of way. The ARC has the right to require removal of sandwich boards if the building frontages become too cluttered with sandwich board signs.
- b) Banners may be approved for use for up to 30 days. Banners are limited to 10 square feet in size, professionally fabricated and must be placed on private property immediately adjacent to the tenant's space.

## Signs Allowed without ARC Approval

- a) Temporary cultural and public service window posters, when posted inside businesses shall be permitted.
- b) Temporary promotional or special window signs posted inside businesses shall be permitted for 14 days—longer time frames require ARC approval.
- c) "OPEN" window signs are allowed during business hours. No flashing "OPEN" signs are allowed.

## Sign Lighting

- a) Signs may be backlit, top or bottom lit with single or multiple sources
- b) No colored lighting is allowed.
- c) The light source may not be visible from any public right of way and may not shine up into the night sky.
- d) Refer to the Commercial Design Guidelines for additional lighting requirements. All lighting must have ARC approval prior to installation.

## Removal of abandoned signs

It is the responsibility of the property owner to remove any abandoned sign within two days of the cessation of its use.

## Removal of non-conforming signs

Any signs which, in the sole judgment of the ARC, are deemed to be non-conforming will be removed and held for 14 days; after which time they will be destroyed, if not retrieved by the responsible party.

## Prohibited Signs

- a) Internally illuminated signs.
- b) Signs on roofs, chimneys and balconies.
- c) Billboards.
- d) Exterior neon or other gas-filled signs.
- e) Off-site signage.
- f) Flashing, blinking, moving or mobile signs.
- g) Banners, except for public events approved by the ARC.
- h) Other signs the ARC determines that do not conform to the intent of these sign guidelines and the vision of NorthWest Crossing.

**T1 & T2 – Town Attached Commercial & Town Detached Commercial**

**Building Identification Signs**

Each building may have a maximum of two signs to identify the name and street address of the building. These signs must be integral to the architecture and building design and convey a sense of permanence. Typically, these signs are secondary or tertiary building elements as seen on historic urban buildings. Please see the examples below:



- Building Identification signs must conform to the following:
- a) Maximum sign area shall be no more than 6 square feet.
  - b) Maximum sign height shall be 18 feet above the sidewalk to the top of the sign (measured from the top of the sign to the lowest point on the sidewalk directly below the sign)

**Directory Signs**

Each building may have one directory sign immediately adjacent to a front/main or rear entry to the building. A directory sign is allowed at each entry to a common space that provides access to multiple tenants. Please see the example below:



- a) Directory signs shall be limited to 12 square feet in area, and their design shall integrate with the color and materials of the building.

- b) The size of the directory sign is subject to ARC review and approval. Larger signs may be allowed on a case by case basis and at the discretion of the ARC.

### **Monument Signs**

- a) One freestanding monument sign shall be permitted within 20 feet of each driveway access to a public right-of-way.
- b) The maximum sign area shall be 24 square feet, and the maximum lettering height for tenant names shall be 4 inches.
- c) The size of other text or graphics is subject to ARC review and approval.
- d) Monument signs may be perpendicular to the public right-of-way.
- e) The monument sign must be positioned to meet City of Bend clear vision standards.

The maximum height from the ground of the monument sign shall be 6 feet.

### **Tenant Signs**

Each building may have a total of two signs per tenant identifying the leased/occupied space. These signs must be located on the façade containing the primary entry or facade immediately adjacent to the primary entry to the tenant's space. In all cases these signs must be on a wall attached to the space occupied by the tenant. Tenants may select from the following types: Awning, Projecting/Blade or Wall. Additionally, tenants may also have one street level storefront Window (window or glass door) sign. All interior signage, including neon signs, shall be submitted for approval to the ARC.

#### **Awning Sign**

- a) Maximum sign area shall be 6 square feet on the main awning face or 3 square feet of the awning valance.
- b) Lettering may appear but shall not dominate sloped or curved portions, and lettering and signboard may be integrated along the valance or fascia, or free-standing letters mounted on top of and extending above the awning fascia.
- c) Lettering and signboard may be integrated along the valance or awning fascia.

#### **Projecting and Blade Sign**

- a) Maximum sign area shall be 4 square feet (per side).
- b) The sign must be located with the lower edge of the signboard no closer than 7'-6" to the sidewalk and the top of the sign no more 14 feet above the sidewalk.
- c) For multi-story buildings, at the ground floor tenant space signage, the top signboard edge shall be no higher than the sill or bottom of the average second story window height.
- d) Distance from building wall to signboard shall be a maximum of 6 inches.
- e) Maximum signboard width shall be 3 feet with no dimension to exceed 3'.
- f) Occupants/tenants above the street level are prohibited from having projecting blade signage.

#### **Wall Signs**

- a) Maximum sign area shall be a maximum of 10 square feet. For small tenant spaces the ARC may limit sign size to less than 10 square feet.
- b) The sign shall be located on the tenant's portion of the building. Maximum sign height for multiple story buildings shall be 14 feet above the sidewalk to the top of the sign. The maximum sign height for single story buildings is 18 feet above the

- sidewalks to the top of the sign. The measurement is from the top of the sign to the lowest point on the sidewalk directly below the sign.
- c) Applied lettering may be substituted for wall signs. Lettering must fit within the size criteria above.

#### Window Signs

- a) Maximum sign area shall be 4 square feet. Window signs are not allowed in second story windows.

<b>T3 – Town Mixed-Use</b>
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### **Tenant Signs**

Each building may have a total of 1 sign per tenant identifying the leased/occupied space. This sign must be located on the façade containing the primary entry or facade immediately adjacent to the primary entry to the tenant's space. In all cases these signs must be on a wall attached to the space occupied by the tenant. Tenants may select from the following types: Awning, Projecting/Blade, Wall and Window. Neon or other internally illuminated signs on the exterior or interior, if visible from the street, are prohibited.

#### Awning Signs

- a) Maximum sign area shall be 2 square feet.
- b) Lettering may appear but shall not dominate sloped or curved portions, and lettering and signboard may be integrated along the valance or fascia, or free-standing letters mounted on top of and extending above the fascia.
- c) Lettering and signboard may be integrated along the valance or fascia.

#### Projecting and Blade Signs

- a) Maximum sign area shall be 2 square feet (per side).
- b) The sign must be located with the lower edge of the signboard no closer than 7'-6" to the sidewalk and the top of the sign no more 14 feet above the sidewalk.
- c) For multi-story buildings, at the ground floor tenant space signage, the top signboard edge shall be no higher than the sill or bottom of the average second story window height.
- d) Distance from building wall to signboard shall be a maximum of 6 inches.
- e) Maximum signboard width shall be 2 feet with no dimension to exceed 3'.
- f) The 2<sup>nd</sup> story tenants are prohibited from having projecting blade signage.

#### Wall Signs

- a) Maximum sign area shall be 1% of the tenant's portion of the ground floor area or 4 square feet, whichever is less.
- b) Wall sign shall be located on the tenant's portion of the building. Maximum sign height shall be 14 feet above the sidewalk to the top of the sign (measured from the top of the sign to the lowest point on the sidewalk directly below the sign).
- c) Applied lettering may be substituted for wall signs. Lettering must fit within the size criteria above.

#### Window Signs

- a) Maximum sign area shall be 4 square feet. Window signs are not allowed in upper story windows.

## V1 – Village Mixed- Use

### **Building Identification Signs**

A lot, as originally platted, may have a building with a maximum of two signs to identify the name and street address of the building. Similarly, each group of attached or group of zero lot line buildings may have a maximum of two signs to identify the name of the building or group of buildings. These signs must be integral to the architecture and building design and convey a sense of permanence. Typically, these signs are secondary or tertiary building elements as seen on historic urban buildings. Please see the examples in the T1 & T2 section. Neon or other internally illuminated signs on the exterior or interior, if visible from the street, are prohibited.

Building signs must conform to the following:

- a) Maximum sign area shall be no more than 2 square feet.
- b) Maximum sign height shall be 18 feet above the sidewalk to the top of the sign (measured from the top of the sign to the lowest point on the sidewalk directly below the sign).

### **Non-Residential Tenant Signs**

Each building may have a total of 1 sign per tenant/occupant identifying the leased/occupied space. This sign must be located on the façade containing the primary entry or facade immediately adjacent to the primary entry to the tenant's space. In all cases these signs must be on a wall attached to the space occupied by the tenant. Tenants may select from the following types: Awning, Projecting/Blade, Wall and Window.

#### Awning Signage

- a) Maximum sign area shall be 3 square feet on the main awning face or 1.5 square feet of the awning valance.
- b) Lettering may appear but shall not dominate sloped or curved portions, and lettering and signboard may be integrated along the valance or fascia, or free-standing letters mounted on top of and extending above the fascia.
- c) Lettering and signboard may be integrated along the valance or fascia.

#### Projecting and Blade Signage

- a) Maximum sign area shall be 3 square feet (per side).
- b) Distance from the lower edge of the signboard to the ground shall be a minimum of 7' – 6".
- c) For single story buildings, the top signboard edge shall be 2' from the top of the wall or structure from which it projects.
- d) For multi-story buildings, at the ground floor tenant space signage, the top signboard edge shall be no higher than the sill or bottom of the average second story window height.
- e) Distance from building wall to signboard shall be a maximum of six inches.
- f) Maximum signboard width shall be three feet with no dimension to exceed 3'.
- g) The 2<sup>nd</sup> story tenants are prohibited from having projecting blade signage.

#### Wall Signs

- a) Maximum sign area shall be 1% of the tenant's portion of the ground floor area or 4 square feet, whichever is less.

- b) Wall sign shall be located on the tenant's portion of the building. Maximum sign height shall be 18 feet above the sidewalk to the top of the sign (measured from the top of the sign to the lowest point on the sidewalk directly below the sign).
- c) Applied lettering may be substituted for wall signs. Lettering must fit within the size criteria above.

#### Window Signs

- a) Maximum sign area shall be 2 square feet.
- b) Interior signage such as neon signs shall be submitted for approval to the ARC.

<b>V6 – Village Industrial</b>
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### **Monument Signs**

- a) Each lot, 39,000 square feet and larger as originally platted, may have one monument sign.
  - b) The monument sign may be a maximum of 18 square feet, not including the sign base, and have no dimension exceeding 7 feet, including the sign base. Sign height, including the sign base, will be measured from original grade.
  - c) The sign must be located within 25 feet of the primary vehicular entry and within 10 feet of the front property line. The monument sign must be positioned to meet City of Bend clear vision standards.
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- a) Each lot, less than 39,000 square feet as originally platted, may have one monument sign.
  - b) The monument sign may be a maximum of 9 square feet, not including the sign base, and have no dimension exceeding 5 feet, including the sign base. Sign height, including the sign base, will be measured from original grade.
  - c) The sign must be located within 25 feet of the primary vehicular entry and within 10 feet of the front property line. The monument sign must be positioned to meet City of Bend clear vision standards.

### **Building Identification Signs**

Each building may have a maximum of two signs to identify the name and street address of the building. These signs must be integral to the architecture and building design and convey a sense of permanence. Typically, these signs are secondary or tertiary building elements as seen on historic commercial/industrial buildings. Please see the examples in the T1 & T2 section. Neon or other internally illuminated signs on the exterior or interior, if visible from the street, are prohibited.

Building signs must conform to the following:

- a) Maximum sign area shall be no more than 6 square feet.
- b) The sign shall be located between 14 and 18 feet above the sidewalk to the top of the sign (measured from the top of the sign to the lowest point on the sidewalk directly below the sign).

### **Directory Signs**

- a) Each building may have one directory sign immediately adjacent to the front/main or rear entry to the building. Please see the example the T1 & T2 section.

Directory signs shall be limited to 12 square feet in area, and their design shall integrate with the color and materials of the building. The size of the directory sign is subject to ARC review and approval. Larger signs may be allowed on a case by case basis and at the discretion of the ARC.

### **Tenant Signs**

Each building may have a total of two signs per tenant identifying the leased/occupied space. These signs must be located on the façade containing the primary entry or facade immediately adjacent to the primary entry to the tenant's space. In all cases these signs must be on a wall attached to the space occupied by the tenant. Tenants may select from the following types: Awning, Projecting/Blade, Wall and Window.

#### **Awning Signs**

- a) Maximum sign area shall be 6 square feet on the main awning face or 3 square feet of the awning valance.
- b) Lettering may appear but shall not dominate sloped or curved portions, and lettering and signboard may be integrated along the valance or fascia, or free standing letters mounted on top of and extending above the awning fascia.
- c) Lettering and signboard may be integrated along the valance or awning fascia.

#### **Wall Signs**

- a) Each lot, 39,000 square feet and larger as originally platted, may have 2 wall signs. The sign(s) Maximum area for each sign shall be 1% of the tenant's portion of the ground floor area or 20 square feet, whichever is less.
- b) Each lot, less than 39,000 square feet as originally platted, may have 2 wall signs. The sign(s) Maximum area for each sign shall be 1% of the tenant's portion of the ground floor area or 10 square feet, whichever is less.
- c) Wall sign shall be located on the tenant's portion of the building. Maximum sign height shall be 18 feet above the sidewalk to the top of the sign (measured from the top of the sign to the lowest point on the sidewalk directly below the sign).
- d) Applied lettering may be substituted for wall signs. Lettering must fit within the size criteria above.

#### **Window Signs**

- a) Maximum sign area shall be 4 square feet.
- b) Interior signage such as neon signs shall be submitted for approval to the ARC.

<b>C1 – Campus Commercial</b>
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### **Site Campus Sign**

- a) A Site Campus sign identifying the campus name is allowed and may be incorporated into a masonry site wall, or a separate monument type sign.
- b) Site Campus lettering and any logo is limited to 24 square feet on a masonry site wall.
- c) A monument type site campus sign is limited to 24 square feet, exclusive of the monument base that shall be no taller than 12". The maximum height of the monument site campus sign shall be 6 feet, exclusive of the base.
- d) Larger monument campus signage may be allowed on a case by case basis at the discretion of the ARC.



- e) Both masonry site wall signage or monument campus signage are subject to ARC review and approval.

### **Campus Directory Sign**

- a) Campus Directory signs are considered wayfinding signage and are allowed provided they are installed adjacent to the primary driveway entries to the site (must meet city of Bend clear vision requirements).
- b) Campus Directory signs are limited to 24 square feet total in size allocated between the number of driveways with Campus Directory signs on the campus but must be consistent. Campus Directory signage size limitation does not include the sign base which shall be no taller than 12”.
- c) Directory lettering is limited to 4” maximum, and all lettering shall be the same font, color and size; no logos allowed on Campus Directory signs.
- d) Campus Directory signs are subject to ARC review and approval.

### **Building Tenant Wall Signs**

- a) Tenant wall signage can be up to 10 square feet in size on the parking lot side of the building and located adjacent to the tenant’s primary entry.
- b) In addition, a tenant wall sign up to 10 square feet is allowed on the street side of the building provided the tenant occupies at least 25% of the leasable building space.
- c) Street side tenant wall signage across from or adjacent to residential properties shall not be illuminated.
- d) Tenant wall signage must be located on an exterior wall of the tenant’s occupied space.
- e) Exceptions for retail/restaurant street side signage may be granted and will be considered on a case by case basis.
- f) In addition to tenant wall signage, a tenant may have one street level storefront window or glass door sign up to 4 square feet. Window signs are only allowed on a ground floor window or door.
- g) All interior signage visible from the exterior of the building, including neon signs, shall be submitted for approval by the ARC.

### **Building Directory Sign**

- a) Each building may have one directory sign immediately adjacent to the main entry of the building.
- b) Building directory signs are limited to 12 square feet in size and the design shall integrate with the color and materials of the building.
- c) Larger directory signs may be allowed on a case by case basis at the sole discretion of the ARC.

Site Campus, Campus Directory and Tenant Wall signage may be illuminated; however, no internally illuminated signs are allowed.

Building Identification signage is limited to building address numbering. Numbering size and location must comply with Fire Department specifications and is subject to ARC review and approval. No other building identification signage is allowed.