

Worthy Brewing owner shelves signage plan, asks graffiti artists to help decorate building

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Randy Torcom, director of marketing at Worthy Brewing, approaches a series of large painted panels that make a mural being stored at Worthy Brewing in Bend.

Despite a new ordinance and a new application, Roger Worthington — owner of Worthy Brewing and a Brooks Street pub — has decided to shelve plans to erect new signage on the building.

“Well, we’ve come to an end,” said Worthington. “After years of negotiations in Worthy Garden Club’s efforts to beautify downtown with a captivating mural on a building I own it’s clear that the city of Bend has no interest in facilitating this, even with the new and improved sign code.”

Worthington previously commissioned a local artist (<https://bendbulletin.com/2025/05/03/months-later-owner-still-waiting-to-install-mural-in-downtown-bend/>) to paint boards that he had planned to erect on the side of his NW Brooks Street building, but the city said the art was a sign and therefore needed to conform to billboard sign rules.

The city amended its sign code to allow for more flexibility in putting art on buildings, including Worthington's mural, but now the city wants him to spend money to survey his property line. The survey is likely to confirm, Worthington said, that the sign will encroach an inch or two into his neighbor's air space.

"The city will likely deny the permit," Worthington said in an email he sent to the city. "Then lawsuits and much acrimony and gnashing of teeth. I don't see the wisdom in spending further time (<https://bendbulletin.com/2025/01/10/worthy-brewing-mural-hits-a-brick-wall/>) and money on a downtown art project that seems doomed from the start."

Instead, Worthington is inviting graffiti artists on social media to decorate the side of the building with a pre-approved design. He's asking taggers to come up with a design that captures the wild flora and fauna of the past interacting with the present. Anyone interested in performing the work can submit a proposal. (<http://maxkashagro.com/Mural/index.html>) In his proposal, Worthington suggested a Native American riding a bison in a herd of apex predators thundering towards a logging harvester, a smoke-belching paper mill and a Wall Street tycoon clutching money bags, according to the online request form.

The amended sign law does allow any businesses to install a pre-painted panel on the side of a building that can extend up to four inches from an existing exterior wall, said Jacob Larsen, a city of Bend spokesman.

"It is standard practice for the city, through the permitting process, to require property owners to verify that their project will be built on property that they own," Larsen said. "In this case, a survey helps the city make sure that the location and thickness of the panel does not encroach on another person's property. That's particularly important in downtown, where buildings are built right up to the property line."

This is Worthington's second attempt to erect a mural on his property. The first, entitled "ReWild," featured a spotted owl, timber wolf, bald eagle, beaver and salmon. It was removed after it was met with objections from a neighbor. He then commissioned a second mural, entitled "Cultivate Your Garden," featuring hummingbirds, native wildflowers and butterflies. His neighbor again objected. Last week the city planning department sent Worthington a request for a site plan to show exterior boundaries.

The Downtown Bend Business Association said it supports murals downtown and is currently exploring avenues for other sites for murals, in order to ensure they follow all city rules, said Rachel O'Rourke, association executive director.

About Suzanne Roig



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