HHT Committee

From: Michele McLean < Michele.McLean@co.maui.hi.us>

Sent: Wednesday, March 22, 2017 4:16 PM

To: HHT Committee

Cc: David Raatz; Shelly K. Espeleta; Tammy Frias

Subject: Attn: Chair Crivello -- HHT-10

Aloha Chair Crivello and Committee Members,

???Please consider the attached PowerPoint presentation during your deliberations of the proposed amendments to Chapter 16.13, Maui County Code, the commercial sign ordinance (HHT-10).

We appreciate the opportunity to present this at your meeting on March 23, 2017.

Mahalo, Michele.

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

AMENDMENTS TO CHAPTER 16.13 – COMMERCIAL SIGNS

HHT-10

THREE PRIMARY OBJECTIVES

- ▶ 1. Clarify that the commercial sign ordinance does not regulate content.
- ▶ 2. Make it easier to understand and enforce (and, in some cases, more permissive) without a major overhaul.
- > 3. Add a new definition for "drive-through sign" and standards to make most of these lawful.

CONTENT REGULATION

- Affirmative statements
- Delete "color"

EASIER TO UNDERSTAND

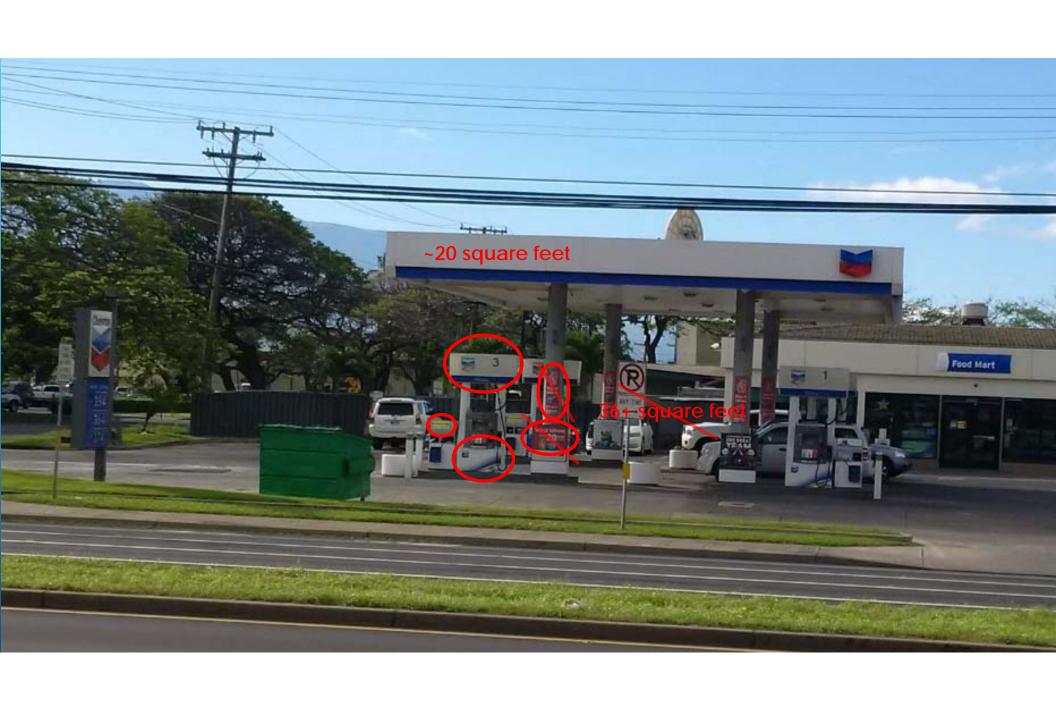
- No more mixture of sign purpose and type
- Window and ground signs no longer count toward sign allotment
- Allow two business ID signs per frontage and two subdivision ID signs per project (same size limit)
- > Add business ID signs to golf courses and parks
- > Allow larger signs for larger buildings base on façade area

DRIVE-THROUGH SIGNS

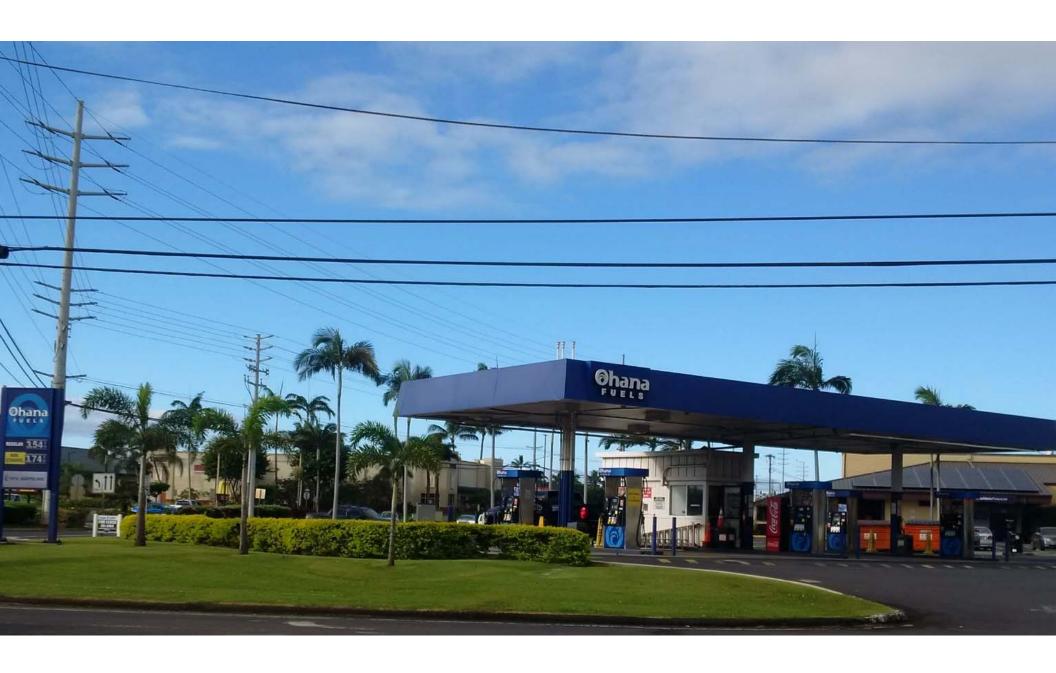
- ► Fast food restaurants, gas stations, pharmacies, car washes
- > 32 square feet total per drive-through lane
 - PROPOSE TO INCREASE THIS TO 48 SQUARE FEET
- Many gas stations will be compliant; many fast food restaurants will have to make modifications (six-month compliance window)

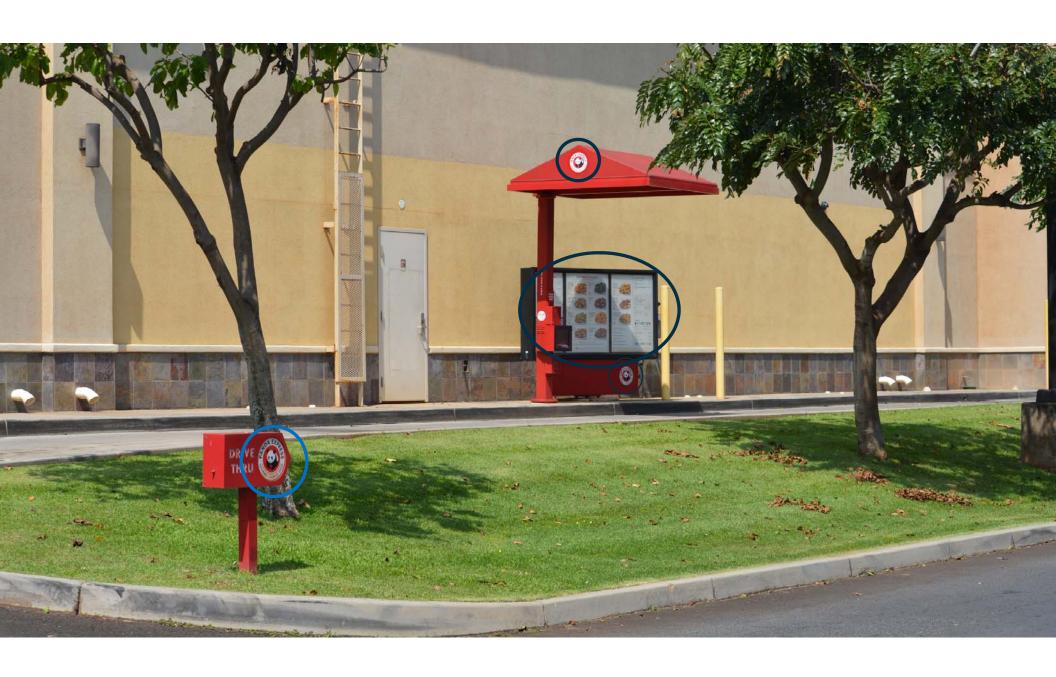














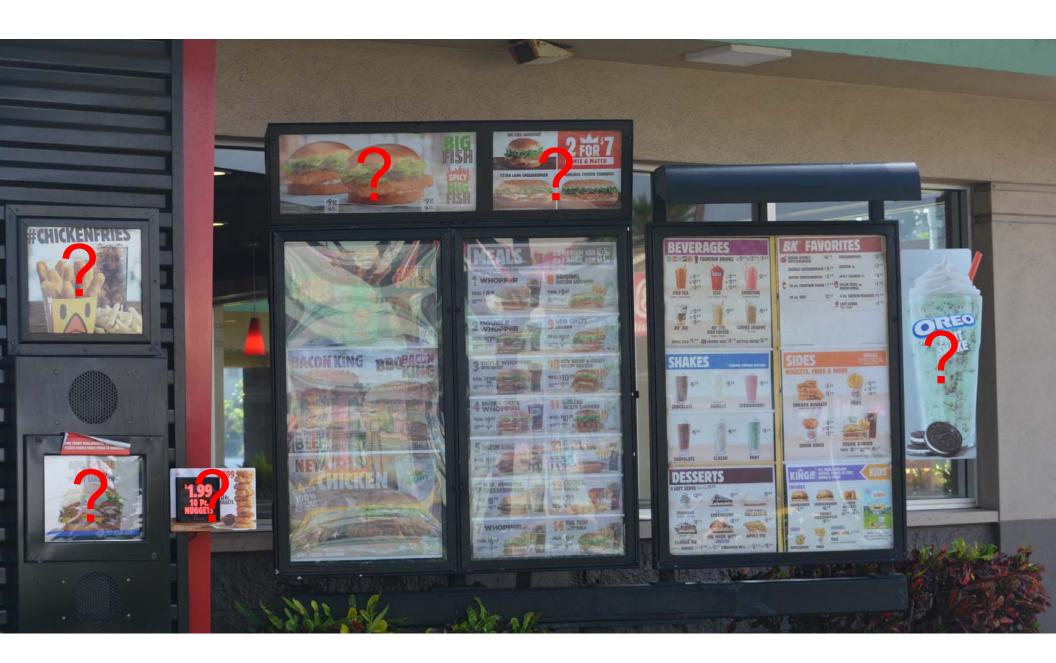
























REQUESTED REVISIONS

- Page 8 increase drive-through sign to a total of 48 square feet sec. 16.13.070
- ➤ Page 13 allow **two** ground signs per destination area entrance (no change to total size limit) *sec. 16.13.130*
- ➤ Page 16 clarify that only **licensed sign contractors** can install signs (consistent with the application form) *sec. 16.13.160.B.1.b*
- ▶ Page 17 do not delete the provision that allows sign applications to be transmitted to the UDRB sec. 16.13.160.B.3

MAHALO!!