

## HHT Committee

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**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.
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the blue background.


# 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
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# 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)
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the blue background.





JCT  
33

Chevron 7

Shop all  
Chevron  
products  
at  
this station

Shop all  
Chevron  
products  
at  
this station

Chevron 8



~20 square feet

36+ square feet





 **TESORO**

EXPRESS

  
TESORO  
Regular 344  
Plus 352  
Max 354  
Diesel 362



**Ohana**  
FUELS

REGULAR	3.54
PREMIUM	3.74

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44 square feet

Nearly 58 square feet

35+ square feet  
~~(17+ square feet)~~







58+ square feet



**RIG FISH**  
SPICY RIG FISH

**2 FOR \$7**  
MIX & MATCH

EXTRA LINA CHEESEBURGER ORIGINAL CHICKEN SANDWICH

**#CHICKENFRIES**

**BACON KING**  
**BROBACON KING**

**NEW! BEEF**

**NEW! CHICKEN**

**MEALS**

1 **WHOPPER**

2 **DOUBLE WHOPPER**

3 **TRIPLE WHOPPER**

4 **BACON & CHEESE WHOPPER**

5 **BACON KING**

6 **1/2 LB. HONEYWELL CHEESEBURGER**

7 **WHOPPER**

8 **ORIGINAL CHICKEN SANDWICH**

9 **NEW! GULTY SANDWICH**

10 **NEW! BACON & CHEESE WHOPPER**

11 **GRILLED BACON SANDWICH**

12 **1/2 LB. HONEYWELL CHEESEBURGER**

13 **CHICKEN SANDWICH**

14 **BIG FISH SANDWICH**

**BEVERAGES**

**SHAKES**

**DESSERTS**

**BK FAVORITES**

**SIDES**

**KING**

**KIDS**

**OREO**

**\$1.99**

**10 PC. NUGGETS**

~~~108 square feet~~

~44 square feet





Krispy Kreme  
DOUGHNUTS

Krispy Kreme  
DOUGHNUTS



CLEARANCE 9'-0"

26 square feet



Order Here

36 square feet each





~~\$1 Any Size  
Soft Drink or Hot Coffee~~

~~\$2.49  
Any Small McCafé Smoothie,  
Shake or Frappé~~



# 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!!

