

PSLU Committee

From: Maika, Kalani <Kalani.Maika@boh.com>
Sent: Thursday, September 10, 2020 3:53 PM
To: PSLU Committee
Cc: Fogle, Natalie; Nakamoto, Lester
Subject: Letter from Bank of Hawaii RE PSLU-52
Attachments: 2020 09-10 Letter to County of Maui RE Lanai Ground Sign.pdf

Importance: High

Aloha,

Please find the attached response from Bank of Hawaii in regards to PSLU-52.

Thanks,

Brennan C. Kalani Maika
VP & Sr. Real Estate Asset Manager
Bank of Hawaii | Corporate Real Estate and Facilities #213
130 Merchant Street, Suite 1010
Honolulu, HI 96813
808-694-8074 office
kalani.maika@boh.com

Should any building issues arise, please contact the Bank of Hawaii Help Desk at (808) 694-5384 (24/7) or the Bank of Hawaii Security Operations Center at (808) 694-5911 (24/7).

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September 10, 2020

Via Email: PSLU.COMMITTEE@MAUICOUNTY.US

Planning and Sustainable Land Use Committee
Maui County Council
200 S. High Street
Wailuku, HI 96793

RE: Country Town Business District in Lānaʻi City (PSLU-52)
Bank of Hawaii – Lānaʻi Branch, 460 Eighth Street, Lānaʻi, HI 96763
TMK 4-9-006-055-0000

Dear Madam or Sir:

We are in receipt of the letter dated August 28, 2020 regarding the Country Town Business District in Lānaʻi City regarding the proposed amendment to prohibit ground signs. We have reviewed the updated version of the proposed Country Town Business District standards and the Amendment.

Upon review, we have serious concerns that removal of the ground sign will negatively impact the identification of our Bank of Hawaii branch. The building is set back significantly from the street and strict limitations on wall signage size will create hardship if the ground sign is removed. This sign is permitted and has been on the property for over 25 years. The Bank's sign is a traditional wooden sign reflecting a rustic and understated design in line with Lānaʻi City's architecture. We continue to make repairs and upkeep our signage to ensure that the Bank's image, as well as Lānaʻi City's unique character is appreciated by our customers and the community.

Furthermore, we have particular issue with the assessment on Part I: Page 5:7:SIGNS "Traditionally, business signs were placed on the building and this practice should continue. The few ground signs in Lānaʻi City are recent and should be removed to maintain the character of the district." This conflicts with 1997 Community Design Guidelines which acknowledged existing ground signs and gave direction to ensure new ground signage was appropriate.

The unique vernacular of Lānaʻi City includes many ground signs. These have become character-defining features and many originated over 30 years ago. "Few" is a misrepresentation. The majority of businesses and civic buildings, especially those surrounding Dole Park, have ground signs. Examples include Dole Park, whose iconic ground sign is mounted on stone; Lānaʻi Theater, Lānaʻi District Court, Hotel Lānaʻi and Blue Ginger Cafe. These are just a few examples of places that contribute to the fabric of Lānaʻi City. The ground sign is the thoughtful solution to identify businesses and maintain pedestrian scale appropriate to single story structures.

Removal of these signs creates a false sense of history, rather than acknowledging the change and growth of the past 40 years.

We are concerned at the late notice for such an impactful change but are sensitive to communication challenges business and civic entities face during COVID times. We ask you to

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reconsider requiring the removal of signage that was previously permitted to be installed by the Department of Planning and Permitting and has been present for so many years. Bank of Hawaii, like the other Country Town Business District business have already gone through the process and paid for these fixtures. Now, the change proposed by the County of Maui will negatively impact these businesses with the expenses to remove the signage and expenses to fabricate new signage (which would also be subject to additional permitting and fees).

Thank you for your consideration. Should you have any questions, please feel free to contact me with any questions or concerns at 808.694.8723 or by email to Natalie.Fogle@boh.com.

Sincerely,

Bank of Hawaii

A handwritten signature in black ink, appearing to read 'Natalie', followed by a long horizontal line extending to the right.

Natalie P. Fogle

Senior Vice President

Manager, Corporate Facilities

CC: L. Nakamoto, K. Maika