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CITY CLERK

September 15, 2020

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

RE: Design Guidelines and Standards for the Country Town Business District in Lānaʻi City
(2019)

Aloha Chair Paltin, Vice Chair Sineci and Members of the Committee:

It has been brought to our attention that the subject matter has been edited to reflect Councilmember Hokama's comments to the Department of Planning.

Late changes without community input is concerning

In particular, the revised proposed document relating to ground signs. The Department of Planning has presented to the Lānaʻi community at the Lānaʻi Planning Commission ("LPC") several times over the last two years and the draft that was accepted and recommended for adoption does not reflect this recent change.¹ In fact, during the February 12, 2018 meeting, it was specifically recommended that the document "...remove the prohibition on ground signs."² And the subsequent meeting on May 16, 2018 included a draft that added language limiting the size of the ground signs.³ At that meeting and a subsequent meeting on November 20, 2019 the LPC voted to adopt the recommendations and recommended that Council adopt the recommendations. To make this change this late in the process without community input would be unfair.

Ground signs exists and were part of the 1997 Community Design Guidelines

Many signs are visible in the Business Country Town District ("BCT"). They are simple, made of natural material, most are free standing, permanent in nature and secured. Their design is in line with the other design elements in the BCT.

It is misleading to state that "few" ground signs exist, in fact many of the properties that border Dole Park, an iconic part of the BCT, identify their place of business with a ground sign. These ground signs have existed for over 30 years, in some cases, and have become part of the unique characteristics of the BCT. Many of the "inventory of key buildings" in the BCT utilize ground signs.⁴ The signs identify a business and allow patrons the opportunity to know what business is located where in the BCT.

¹ See LPC meeting minutes and materials for two LPC meetings on May 16, 2018 and November 20, 2019.

² See LPC meeting minutes and materials for February 12, 2018.

³ See LPC meeting minutes and materials for May 16, 2018.

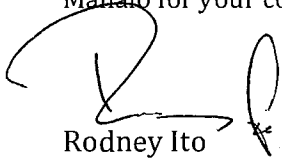
⁴ See Section 6 Pages 6:1 to 6:7 Draft Guidelines of BCT.

Additional expenses to businesses are unwarranted during these challenging times

Adopting the proposed language is not only unfair to the community that specifically asked for the ground sign language to be included⁵ will negatively impact businesses in these already challenging economic circumstances. There will be additional costs associated with removing, designing, permitting, and approving new signs to adhere to the BCT guidelines.

We encourage you to reject the proposed language regarding the removal of ground signs and allow ground signs as proposed in the draft guidelines approved by the Lānaʻi Planning Commission on May 16, 2018 and November 20, 2019.

Mahalo for your consideration,

A handwritten signature in black ink, appearing to read 'Rodney Ito', with a stylized flourish at the end.

Rodney Ito
Senior Vice President, Hospitality

⁵ See LPC meeting minutes and materials for February 12, 2018.