

PSLU Committee

From: Deborah dela Cruz <yookom@gmail.com>
Sent: Monday, October 12, 2020 1:49 PM
To: PSLU Committee
Subject: PSLU-52 County Town Business District in Lānaʻi City

I oppose the version of the Design Guidelines which prohibits ground signs.

I am in my 70's and was born and raised on Lānaʻi. I am the third generation of my family on both sides to have lived on Lānaʻi. I say that not to claim any more voice on this matter than others but to let you know that I know how this town was and how it has changed.

I support the idea of keeping the traditional look of the City. It's a symbol of our supporting traditional values such as caring for our neighbors and makes Lānaʻi unique. However, I don't think it means that everything in the past is necessarily all good or the only way that things should be. The "new" ground signs in front of most of the businesses and several government agencies are very attractive and seamlessly match the buildings they front. They coexist well with signs mounted on buildings; there's nothing jarring when you go from one to the other as you drive around Dole Park.

I understand that the current lawfully existing ground signs would be allowed to remain as nonconforming signs if ground signs were prohibited, but I don't think that's sufficient. While it's good that businesses won't have to incur the expense and effort (a major consideration on Lānaʻi) to replace their signs, I see no reason to ban the ground signs in the first place for the reasons stated above.

Thank you for your consideration.

Deborah dela Cruz, Lānaʻi Resident