

## PSLU Committee

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**From:** Diana Shaw <DShaw@lanaihealth.org>  
**Sent:** Tuesday, October 13, 2020 7:48 AM  
**To:** PSLU Committee  
**Subject:** email testimony for Today's meeting - on change to signage regulation for Lanai - AGAINST change to regulation  
**Attachments:** Proposed change to BCT regulations on signage 2020 REVISED 2.pdf  
**Importance:** High



**Diana M V Shaw, PhD, MPH, MBA, FACMPE** Executive Director

**Lānaʻi Community Health Center**

333 Sixth Street, Lanai City, Hawaii 96763 / PO Box 630142

phone: 808-565-6919

fax: 808-565-9111

site: [www.lanaicommunityhealthcenter.org](http://www.lanaicommunityhealthcenter.org)

email: [dshaw@lanaihealth.org](mailto:dshaw@lanaihealth.org)



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## LĀNA'I COMMUNITY HEALTH CENTER

P. O. Box 630142  
Lāna'i City, HI 96763-0142



Phone: 808-565-6919  
Fax: 808-565-9111  
dshaw@lanaicommunityhealthcenter.org

*The Community is our Patient -- men, women, children, uninsured, insured!*

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September 18, 2020

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

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

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

I am writing in concern about a recent change to the design guidelines and standards. Lāna'i Community Health Center (LCHC) is kindly requesting that the revised, proposed document relating to ground signs not be approved.

The Department of Planning has presented the Guidelines and Standards to the Lāna'i community several times over the last two years and the draft that was accepted and recommended for adoption does not reflect this recent change. In fact, during the February 12, 2018 meeting, it was specifically recommended that the document "... remove the prohibition on ground signs." And the subsequent meeting on May 16, 2018, included a draft that added language limiting the size of the ground signs. At that meeting and a subsequent meeting on November 20, 2019, the Lāna'i Planning Committee 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.

When LCHC designed its new facility, we were careful to comply with the Lāna'i City Community Design Guidelines dated April 1997, which were and still are the current design guidelines referenced on the Maui County website. In the 1997 guidelines,

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**LIFE, HEALTH, and WELL-BEING FOR LĀNA'I**

ground signs were permitted and the design of LCHC was approved accordingly with a ground sign. The design of LCHC's ground sign is in keeping with the character of the district and the design of the facility.

If the new B-CT Lāna'i design guidelines prohibiting ground signs should be adopted, the ground signs for LCHC, as well as similarly past approved signs, should still be permitted to continue without change, as they were approved under the previous guidelines and applicable codes of the time of approval. The ground sign has nothing to do with general safety and public welfare, but rather an aesthetic preference. Requiring replacement would engender costs for removing, designing, permitting, and approving new signs during a time when we (and other businesses) are struggling with financial stability due to the COVID-19 pandemic.

LCHC encourages allowing ground signs as proposed in the draft guidelines approved by the Lāna'i Planning Commission on May 16, 2018 and November 20, 2019. A drive around Dole Park shows how the ground signs blend seamlessly with the architecture.

Mahalo, Salamat, Kulo mu lulap!

A handwritten signature in dark ink, appearing to read 'D.V. Shaw', with a stylized flourish at the end.

D. V. Shaw, PhD, MPH, MBA, FACMPE  
Executive Director

CC; R. Hokama