

PSLU Committee

From: Diane Preza <dpreza@pulamalanai.com>
Sent: Tuesday, October 13, 2020 1:47 PM
To: Tamara A. Paltin; PSLU Committee
Subject: Ground sign testimony letter Lānaʻi
Attachments: Ground_signs_anonymous_letter.pdf


Aloha Chair Paltin and PSLU Committee Members,

Attached is a letter I received from a Lānaʻi merchant who wishes to remain anonymous.

Mahalo,
Diane Preza
Community Development, Pūlama Lānaʻi

Date: October 11, 2020

To: Planning and Sustainable Land Use Committee

From: Lanai Business Owner 

Re: Use of Ground Signs

Each business is independently owned and operated. Though each has it's own unique look, via landscaping, building color, parking and entrance, all follow the Lanai City Country Town Business District Design Guidelines.

The current business signs, in the ground, are manufactured by one company with each sign having the same type of design and installation criteria on size, height, width, carved and painted wood, in the ground with 2 posts, etc. Each sign, however, does have varying colors and fonts so as to tailor the looks of that particular business being advertised. The signs are not large, nor gawdy and are within the Maui County Signage parameters.

These signs, like the businesses they represent and advertise, have their own personality but because they are manufactured with the same criteria, they greatly add to the look, "feel", and uniformity of and around Dole Square. The only critical point I'd like to mention is for the signs to be refreshed (new paint) as time goes on.

Also, being that roof top signs are not really allowed and IF ground signs were not allowed, each business owner must then individually decide, on where to hang their sign on their building. And in that scenario, the placement of signs on each business would not have the consistency and uniformity as it does now.

With all the above being said, I am FOR the signs in the ground as they are, and wish to continue to see additional signs placed as new businesses pop up on Pulama or individually owned business property. The current rule does not need to be changed.

Thank you for your time.