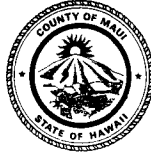


DANNY A. MATEO  
County Clerk

JOSIAH K. NISHITA  
Deputy County Clerk



**OFFICE OF THE COUNTY CLERK**

COUNTY OF MAUI  
200 SOUTH HIGH STREET  
WAILUKU, MAUI, HAWAII 96793  
www.mauicounty.gov/county/clerk

July 22, 2014

2014 JUL 22 PM 2:17  
OFFICE OF THE  
COUNTY COUNCIL

RECEIVED

Honorable Donald G. Couch, Jr., Chair  
Planning Committee  
Council of the County of Maui  
Wailuku, Hawaii 96793

Dear Chair Couch:

Respectfully transmitted are copies of the following communications that were referred to your Committee by the Council of the County of Maui at its meeting of July 22, 2014:

COUNTY COMMUNICATIONS:

- No. 14-185 - William Spence, Planning Director
- No. 14-188 - Michael P. Victorino, Council Member

Respectfully,

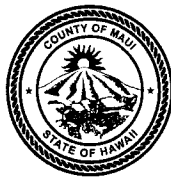
DANNY A. MATEO  
County Clerk

/lks

Enclosure

cc: Director of Council Services

ALAN M. ARAKAWA  
Mayor  
WILLIAM R. SPENCE  
Director  
MICHELE CHOUTEAU McLEAN  
Deputy Director



COUNTY OF MAUI  
**DEPARTMENT OF PLANNING**

July 7, 2014

RECEIVED  
2014 JUL -8 AM 9:44  
OFFICE OF THE MAYOR

RECEIVED  
2014 JUL 10 AM 9:53  
OFFICE OF THE  
COUNTY CLERK

Honorable Alan M. Arakawa  
Mayor, County of Maui  
200 South High Street  
Wailuku, Hawaii 96793

For Transmittal to:

Honorable Gladys C. Baisa, Chair  
and Members of the Maui County Council  
200 South High Street  
Wailuku, Hawaii 96793

**APPROVED FOR TRANSMITTAL**

*Alan Arakawa* *6/9/14*  
\_\_\_\_\_  
Mayor Date

Dear Chair Baisa and Members:

**SUBJECT: BILL FOR AN ORDINANCE AMENDING TITLE 16.13.070, MAUI COUNTY CODE, RELATING TO COMMERCIAL SIGNS**

The Department of Planning (Department) is proposing to delete the requirement that a "business identification" sign must be located on the entrance side of the business. The amendment will allow business greater flexibility in locating their business sign for their business. The change does not allow them to place the sign off site of the business location or allow them to have any additional signs. (See Attachment)

The change would clarify the department practice of allowing businesses to place business identification signs on another exterior wall to the business in which no entrance exists and where a sign on the entrance side of the business would not be visible to the public.

Thank you for your attention to this matter. Should further clarification be necessary, please feel free to transmit your questions to the Department of Planning, attention Joseph Alueta, via transmittal through the Office of the Mayor.

Sincerely,

WILLIAM SPENCE  
Planning Director

Attachments

xc: Joseph W. Alueta, Administrative Planning Officer

WRS:JWA:atw

General File

PLANNING\ALL\APO\16.13\2014 amendments\transmittalcouncil.doc

ONE MAIN PLAZA BUILDING / 2200 MAIN STREET, SUITE 315 / WAILUKU, MAUI, HAWAII 96793

MAIN LINE (808) 270-7735 / FACSIMILE (808) 270-7634

CURRENT DIVISION (808) 270-8205 / LONG RANGE DIVISION (808) 270-7214 / ZONING DIVISION (808) 270-7253

COUNTY COMMUNICATION NO. 14-185

ORDINANCE NO. \_\_\_\_\_

BILL NO. (2014)

A BILL FOR AN ORDINANCE AMENDING CHAPTER 16.13,  
MAUI COUNTY CODE, RELATING TO COMMERCIAL SIGNS

BE IT ORDAINED BY THE PEOPLE OF THE COUNTY OF MAUI:

SECTION 1. Section 16.13.070, Maui County Code, is amended to read as follows:

“16.13.070 Signs authorized in airport, hotel/resort, business/commercial, apartment, and industrial districts.

Sign Type	Quantity	Maximum Size (square feet)	Possible Kinds	Other Regulations	Permit Required
Building Identification	1 per building frontage	See chart below; 16 square feet if projecting or hanging	Wall, window, hanging, projecting, wind, or roof	Must be a multi-tenant building	Yes, if sign is greater than 12 square feet
Business identification	1 per business frontage; 1 additional sign may be permitted if business is directly adjacent to more than one street	See chart below; 16 square feet if projecting or hanging	Wall, window, hanging, projecting, wind or roof	May be projecting if business unit has entrance on ground floor; Must be attached to unit if multi-story building[; <b>At least one business identification sign must be located on entrance side of a business]</b>	Yes, if sign is greater than 12 square feet
Promotional	1 per business	12 square feet	Banner,	Shall not be	Yes

	establishment; 1 additional sign may be permitted if business is directly adjacent to more than one street; 6 times per year limit	combined for business/building frontage less than 40 feet; 36 square feet combined for business/building frontage 40 feet or more	wall, or ground if attached to a permanent frame or structure	erected more than 7 days before event and shall be removed 1 day after event, but in no case shall it be erected for more than 14 days	
Window	N/A	50% of available window area	N/A	N/A	No
Information	N/A	10 square feet combined per business	Wall	N/A	No
Ground	1 per lot frontage	16 square feet for lot frontage up to 100 feet; 32 square feet for lot frontage over 100 feet	N/A	May be a directory sign	Yes
Wind	N/A	12 square feet for each building or lot or 4 square feet per establishment, whichever is greater	N/A	N/A	No

SECTION 2. Material to be repealed is bracketed. New material is underscored. In printing this bill, the County Clerk need not include the brackets, the bracketed material, or the underscoring.

SECTION 3. This ordinance shall take effect upon its approval.

APPROVED AS TO FORM  
AND LEGALITY:

-----  
Deputy Corporation Counsel