



COUNTY OF MAUI  
 DEPARTMENT OF PLANNING  
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(Pre-application and Post-permit)

## SHORT-TERM RENTAL HOME SIGN REQUIREMENTS

### INTRODUCTION

Two signs are required for a Short-Term Rental (STRH) Home:

- a temporary STRH NOTICE OF APPLICATION SIGN posted during the permit processing, and
- a permanent STRH IDENTIFICATION SIGN erected after the permit is approved.

### I. NOTICE OF APPLICATION SIGN (19.65.050(C))

The STRH NOTICE OF APPLICATION SIGN shall be posted in a clearly visible location within five feet (5') of the front of the property boundary along the main access road (but not in the road right of way or other public facility) notifying the public about the short-term rental home application.

The sign shall be posted no more than ten (10) days prior to mailing the *Neighbor Notice of Filing of a Short-Term Rental Home Permit Application (Neighbor Notice)*; shall remain posted throughout the application process; and shall be taken down forty-five days from the mailing of the *Neighbor Notice*.

The STRH NOTICE OF APPLICATION SIGN shall meet the following specifications:

- Be **either**:
  - a ground sign that is free standing, stationary, and anchored securely in the ground, **or**
  - a fence or wall mounted sign;
- Be two feet (2') by two feet (2') in size: (Notice, the sign is four-square-feet (4 sq. ft.) in area);
- The top of the sign shall be less than six feet (6'), and the bottom at least two feet (2') above the ground;
- The sign and supporting structure shall be made of sturdy material (example: plywood and 4x4 posts);
- Sign background shall be solid white;
- All lettering shall be in **BOLD BLACK CAPITALIZED** letters that are easy to read; and
- From the top of the sign down, it shall be organized as follows, (example below).

(For exact format see sign example at right.)

1. The upper one-fourth section shall have the word:

**NOTICE**

2. The following one-fourth section below the word NOTICE shall have the words:

**SHORT-TERM RENTAL HOME  
APPLICATION IN PROCESS**

3. The bottom half of the sign shall have the following information (Each item shall be on a separate line.):

**NAME OF PROPOSED SHORT-TERM RENTAL HOME**  
**NAME OF PERMIT APPLICANT** (This is optional.)  
**TMK OF LOT**  
**NUMBER OF STRH DWELLING UNITS PROPOSED**  
**TOTAL NUMBER OF STRH BEDROOMS PROPOSED**  
**CONTACT COUNTY OF MAUI 808- 270-8205**



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## SHORT-TERM RENTAL HOME SIGN REQUIREMENTS

### II. SHORT-TERM RENTAL HOME IDENTIFICATION SIGN (19.65.030(P))

A permanent SHORT-TERM RENTAL HOME IDENTIFICATION SIGN shall be displayed, within thirty (30) days after the STRH permit is approved, this sign erected along the main access road to the establishment in a clearly visible location within five feet (5') of the front of the property boundary (but not in the road right of way or other public facility), and identifying the establishment and providing required contact information. Note that additional design guidelines may apply in the Maui Redevelopment Authority, the Country Town Business (B-CT), historic, and other special districts. The applicable guidelines will be provided to each STRH Applicant after a completed permit application is submitted.

The SHORT-TERM RENTAL HOME IDENTIFICATION SIGN shall be:

- Either:
  - a ground sign that is free standing, stationary, erected and supported securely from the ground, or
  - a fence or wall mounted sign;
- The top of the sign shall be less than six feet (6') above the ground, and the bottom greater than two feet (2') above the ground;
- The details of the sign design and materials are subject to Departmental approval. Generally, the sign shall be two (2) dimensional and in one piece with the shape being the choice of the permit holder. The size of the sign shall be two-square-feet (2 sq. ft.) in area, and the area calculation shall be based on the sign shape being contained within: a circle, an ellipse, a rectangle, combination of abutting rectangles, or regular straight-sided polygon. **See area examples below.** The colors are the choice of permit holder subject to content legibility in all lighting conditions and any special district design guidelines; and
- The content of the sign shall be:
  - The name of the Short-Term Rental Home establishment,
  - The permit number STXX-201#/00##,
  - The name of the manager, the manager's twenty-four (24) hour phone number, and
  - "Department of Planning, Zoning & Enforcement Division: 808-270-7253

The minimum size of the last three (3) bulleted items is three-quarters (3/4) inch in height. All content shall be clearly legible in all natural daylight conditions and with a flashlight at night.

Sign Area Examples: of a rectangle or parallelogram (Area = base x height, 2' x 1' = 2 sq. ft., 17" x 17" = 2 sq. ft.), a circle (A = 3.14 x radius x radius), an ellipse (A = 1/4(3.14 x height x width)), for an irregular shape, combine touching rectangles.

