

CERTIFIED MAIL

June 5, 1987

Mr. Barry Taniguchi, Vice-President  
KTA Superstores  
50 E. Puainako Street  
Hilo, Hawaii 96720

Dear Mr. Taniguchi:

Sign Variance Permit No. 3  
Tax Map Key 7-4-15:1

The Planning Commission at its duly held public hearing on June 2, 1987, voted to approve your Sign Variance Permit No. 3 to allow a sign with 15-inch lettering in lieu of the maximum requirement of 9 inches within the Kona Coast Shopping Center, Kailua-Kona, North Kona, Hawaii.

Approval of this request is based on the following:

There are special or unusual circumstances applying to this particular shopping center project which do not generally apply to surrounding property, buildings or signs in the same district. The subject parcel is situated in the area adjacent to the mauka boundary of the Kailua Village Special District. This area has been developed with two major urban type shopping centers, a post office, bowling alley and bank with a different building character than what has been established in the core area. The subject development is heavily dependent upon the visibility to vehicular traffic traveling upon the Queen Kaahumanu Highway and Palani Road which serves as the gateway to Kailua Village. The property is situated within the County's General Commercial (CG) zone district, which is the highest Commercial zone district sanctioned by the County of Hawaii General Plan Land Use Pattern Allocation Guide Map. The proposed sign variance request deviate only from the maximum allowable letter height stipulated by the Kailua Village Sign Code. The proposed Kona Coast shopping center development and

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some of the adjacent existing development were subdivided and developed subsequent to construction of the Queen Kaahumanu Highway and adoption of the Kailua Village Design Plan. Under this circumstance and with the creation of different land and building patterns in this particular area, the physical location of the existing building is dependent upon exposure to vehicular traffic as well as pedestrian traffic within the shopping center. Therefore, the primary dependence upon vehicular traffic for this shopping center in deference to the more distinctive Village atmosphere along Alii Drive has to be recognized and evaluated. We have determined that there is a distinct difference between the scale and size of the shopping center development and the existing development of the makai area of the Kailua Village Special District. In recognition of this difference, the special circumstances relating to the variance request revolve around the varying signage needs of both areas.

The primary objective of the Kailua Village Sign Code is to encourage and foster good sign design in harmony with the Kailua Village Design Plan theme and related elements of building design, scale, proportion, and image. Attractive harmonious integrated signs have been found to promote and enhance business identification within shopping malls. In consideration of the foregoing, there is a need to give special thought to the relationship of signage to building design that is sensitive and reasonable. To implement these objectives, the Kailua Village Sign Code initially identified a core area within the Village boundaries which receive special consideration with respect to sizes of signs. In this core area, described as that area bounded by Alii Drive, Palani Road, Kuakini Highway and Hualalai Road, the maximum area that a sign can have is 12 square feet. For the rest of the properties and structures within the Kailua Village Special District, the maximum sign size is 22 square feet. The rationale for the smaller sign size within the Kailua Village Core was due to the visitor/pedestrian oriented nature of the Village.

The proposed sign variance request is determined to be reasonable given the proposed sign design in relationship to the proposed building design and unified theme of the sign and the building frontage, the location of the subject development mauka and outside of Kailua Village's defined central core, and the petitioner's intent to foster a quality and organized signage program for their business. The petitioner will be complying with the maximum allowable sign size requirements being imposed by the Kailua Village Sign Code. Therefore, although the letter

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height will be exceeded by 6 inches, the overall sign size will still be in compliance with the Kailua Village Sign Code requirements and the proposed 15 inch lettering will be compatible with the total design of the sign.

The petitioner states unusual circumstances that exists to a degree which interferes with the best use of signage for this particular development. The existing building is situated approximately 200 feet from Palani Road. Therefore, the requested sign letter dimensions and integrated compatible sign design sensitive to building themes purported by the Kailua Village Sign Code should not pose a negative visual impact from Palani Road and the Queen Kaahumanu Highway. We have determined that the proposed sign exhibits good sign design, utilize appropriate sign materials and color themes recommended by the Kailua Village Sign Code.

Due to the project's location of the subject property, the foregoing circumstances cited above, and an overall integrated harmonious sign program, the granting of this variance would not constitute a grant of personal or special privilege inconsistent with limitations upon other properties under identical rules and regulations.

The granting of the sign variance does not violate the intent and purpose of either the Kailua Village Design Plan or the Kailua Village Sign Code. The need to consider and, when appropriate, allow signs that demonstrate good and sensitive design have been articulated in the petitioner's proposed signage for the subject development. In addition, the proposed sign design and visibility from existing infrastructure have been adequately addressed without compromising the intent of the Kailua Village Sign Code. Accordingly, the proposed sign variance request would not militate against these purposes, nor would it materially affect or be injurious to the public welfare, improvements, or property rights in the near vicinity.

Approval of this sign variance request is subject to the following conditions:

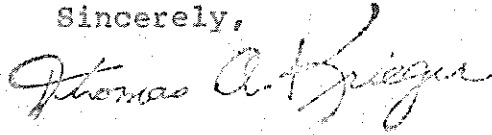
1. The petitioner, successors or assigns/tenants, shall be responsible for complying with all stated conditions of approval.

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2. The approval of the sign variance request shall be only for the single sign for which the variance was requested. All other signage shall comply with all the requirements of the Kailua Village Sign Code.
3. The petitioner shall apply for and secure the necessary sign permit for the proposed sign unless otherwise exempted by the Kailua Village Sign Code.
4. All other applicable rules, regulations and requirements shall be complied with.
5. Should any of the conditions not be met or substantially complied with in a timely fashion, the Director shall initiate procedures to nullify the variance permit.

Please feel free to contact the Planning Department if there are any questions on this matter.

Sincerely,



Thomas A. Krieger  
Chairman, Planning Commission

cc: Department of Public Works  
Department of Water Supply  
County Real Property Tax Division  
Hawaii County Services, Deputy Managing Director's Office  
KVDC

bcc: Plan Approval Section