



Planning Commission

LARRY S. TANIMOTO
Mayor

25 Aupuni Street, Rm. 109 • Hilo, Hawaii 96720 • (808) 961-8288

CERTIFIED MAIL

October 10, 1990

Mr. Brad Drevno, Project Manager
Kailua Associates, Inc.
P.O. Box 25007
Honolulu, HI 96825

Dear Mr. Drevno:

Sign Variance Application (S90-1)
Kailua Associates, Inc.
TMK: 7-4-15:1

The Planning Commission at its duly held public hearing on September 27, 1990, voted to approve your application, Sign Variance Permit No. 4. The application is for variances from Article 2 (Kailua Village Signs), Chapter 3, Hawaii County Code, as amended, relating to the number, height, letter size, and size of signs for the Kona Coast Shopping Center, Kailua Village, North Kona, Hawaii.

Approval of this request is based on the following:

There are special or unusual circumstances applying to this particular shopping center which do not generally apply to surrounding properties, buildings or signs in the same district. The subject parcel is situated within an 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 Special District core area. The subject development is heavily dependent upon its 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 (LUPAG) Map. The proposed sign variance requests deviate from the maximum sign dimension standards

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stipulated by the Kailua Village Sign Code. The Kona Coast Shopping Center and 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 subject shopping center complex is dependent upon exposure to vehicular traffic as well as pedestrian traffic within the 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. It is determined that there is a distinct difference between the scale and size of the shopping center 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 requests revolve around the varying signage needs of both areas; the applicant's development of an integrated and organized signage program for the shopping center; and the inclusion of elements of the Kailua Village Sign Code related to design, material and color criteria within the petitioner's signage program.

The primary intent and purpose 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 requests are determined to be reasonable given the following physical factors: the proposed

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sign design in relationship to the proposed building design and unified theme of the development, the location of the subject development mauka and outside of Kailua Village's defined central core, and the applicant's intent to foster a quality and organized signage program for their business.

The applicant states unusual circumstances that exist to a degree which interfere with the best use of signage for this particular development. The existing shopping complex is located approximately 210 to 250 feet from Palani Road with the parking lot of the development towards Palani Road. Therefore, the requested sign size, 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 the proposed signs exhibit good sign design, utilize appropriate sign materials and color themes recommended by the Kailua Village Sign Code.

Due to the project's location on the subject property, the foregoing circumstances cited above and 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 variances 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 applicant's proposed signage for the subject development. In addition, the proposed sign designs and visibility from existing infrastructure have been adequately addressed without compromising the intent of the Kailua Village Sign Code. Accordingly, the proposed sign variance requests 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 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 requests shall be only for what was requested and shall not preclude the compliance with all other requirements of the Kailua Village Sign Code.
3. The petitioner shall apply for and secure sign permits for all proposed signs associated with the renovation of the Kona Coast Shopping Center 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 revoke the variance permit.

This approval does not, however, sanction the specific plans submitted with the application as they may be subject to change given specific code and regulatory requirements of the affected agencies.

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

Sincerely,



Fred Y. Fujimoto
Chairman, Planning Commission

xc: Department of Public Works
Department of Water Supply
County Real Property Tax Division
Planning Office - Kona

cc: Plan Approval Section