



# Planning Commission

Lorraine R. Inouye  
Mayor

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

CERTIFIED MAIL

May 18, 1992

Mr. William L. Wong  
WLW Development Methods, Inc.  
75-5586 Ololi Road, Suite 201  
Kailua-Kona, Hawaii 96740

Dear Mr. Wong:

Sign Variance Application  
Petitioner: WLW Development Methods Inc.  
Kailua Village Special District  
Tax Map Key: 7-5-04:45

The Planning Commission after its duly held public hearings and meetings on August 15, 1991, December 19, 1991, February 6, 1992, March 24, 1992, and May 7, 1992, voted to approve your request for a sign variance from the minimum requirements of the Kailua Village Sign Code.

The Commission voted to approve your Sign Variance No. 7, for a new directory sign and a revised wall sign at the existing Kona Bowl/Frame Ten Center Building at the Lanihau Shopping Center in Kailua Village, Kailua, North Kona, Hawaii.

Approval is based on the following:

There are special or unusual circumstances applying to this particular development which do not generally apply to surrounding properties, buildings and signs in the same district. The subject parcel is situated within an area adjacent to the mauka boundary of the Kailua Village Special District.

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This area has been developed with the Frame 10 Business Center and Kona Bowl complex, a post office and bank and a shopping center with differing building character and architecture than what has been established in the Special District core area. The subject development is dependent to some extent upon its visibility to vehicular traffic traveling on 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 broadest commercial zone district sanctioned by the County General Plan Land Use Pattern Allocation Guide (LUPAG) Map.

The proposed sign variance requests deviate from the maximum sign size, lettering and logo heights and number of directory or complex sign requirements stipulated by the Kailua Village Sign Code. The Frame 10 Business 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 business complex is dependent upon exposure to vehicular traffic as well as pedestrian traffic. Therefore, the primary dependence upon vehicular traffic for this commercial complex 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 commercial business complex and the existing development of the makai area of the Kailua Village Special District. The special circumstances relating to the variance request revolve around the varying signage needs of both areas; the applicant's development of an integrated and organized signage program for the business complex; and the inclusion of elements of the Kailua Village Sign Code related to design, material and color criteria within the applicant'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 commercial developments. In consideration of the foregoing, there is a need to give special thought to the relationship of signage to building

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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 limited to 40 percent of the building frontage or 22 square feet, whichever is less. 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 for the directory sign and wall sign are determined to be necessary and reasonable. Since the Frame 10 Business Center and Kona Bowl development are situated adjacent to the Lanikai Shopping Center, the size of the signs for both developments need to be balanced so that they do not physically distort or disrupt the identification image of both facilities or the signage image of the area. As such, it is recommended that the wall sign be approved with restrictions on the square-foot surface and lettering height. A maximum 56-square foot area and 27 inch and 13.5 inch lettering and logo heights are being imposed to ensure the compatibility and balance of the signage within the two developments and the surrounding area.

The applicant states unusual circumstances that exist to a degree which interfere with the best use of signage for this particular development. The existing Frame 10 Business Center and Kona Bowl facility both are accessible only from Palani Road through the Lanikai Shopping Center, although the property fronts on the Queen Kaahumanu Highway. It is felt that the recommended revised sign size, lettering and logo height and number of directory or complex signs would be an integrated compatible sign design sensitive to building themes purported by the Kailua Village Sign Code and should not pose a negative visual impact from the Queen Kaahumanu Highway.

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

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The granting of the sign variance, with restrictions, does not violate the intent and purpose of the Kailua Village Design Plan or the Kailua Village Sign Code. The need to consider and, when appropriate, to allow signs that demonstrate good and sensitive design have been articulated in the applicant's proposed signage for the development. In addition, the revised and proposed sign design and visibility from existing roadways have been adequately addressed without compromising the intent of the Kailua Village Sign Code. Accordingly, the proposed sign variance request, as conditionally approved, 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 the new directory sign, as presented, and a revised wall sign is subject to the following conditions:

1. The petitioner, successors or assigns/tenants, shall be responsible for complying with all stated conditions of approval.
2. The revised wall sign shall be restricted to the following:
  - a. A maximum 56-square foot area for a one- or two-line word sign;
  - b. A maximum 27-inch lettering and logo height for a one-line word sign;
  - c. A maximum 13.5-inch lettering and logo height for a two-line word sign;
  - d. A maximum sign width of 25 feet; and
  - e. Use of natural earth tone colors for the sign lettering and logo.
3. Revised wall sign plans shall be submitted for review and approval by the Planning Department prior to applying for a sign permit.
4. The petitioner shall apply for and secure sign permits for all signs associated with the Frame 10 Business Center/Kona Bowl facility unless otherwise exempted by the Kailua Village Sign Code.

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5. Comply with all other applicable laws, rules, regulations and requirements.
6. Should any of the conditions not be met or substantially complied with in a timely fashion, the Director shall initiate procedures to revoke the sign 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.

Should you have any questions in the meantime, please feel free to contact Connie Kiriu or Daryn Arai of the Planning Department at 961-8288.

Sincerely,

*Mike Luce*

Mike Luce, Chairman  
Planning Commission

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jdk

xc: Mayor  
Planning Director  
Department of Public Works  
Department of Water Supply  
County Real Property Tax Division  
West Hawaii Office  
Plan Approval Section  
Kailua Village Design Commission  
Kona Outdoor Circle  
Bill Wurster