

Kula Community Association Comments on the Proposed Sign Ordinance

February 14, 2001

The Kula Community Association is very pleased that County Council is reviewing the proposed sign ordinance and is working towards passing it. Our Association's board of directors has received many comments from residents concerned about the proliferation of inappropriate signs. The escalation of "sign competition" can be seen throughout the community. The Kula Community Association views the issue of signage as very important to our community and as such has a sign committee to address specific sign issues as well as this proposed ordinance .

We are pleased that the proposed sign ordinance specifically addresses the desire of Maui County to preserve the quality of life by retaining the natural beauty of landscape and view. The Upcountry community plan specifically mandates the preservation of the rural character and scenic vistas as essential to resident's quality of life and to our visitor economy.

The Kula Community Association appreciates the fact that the bill has specific regulations for agricultural and rural districts (p.15 under the section-prohibited signs). We ask that the use of natural materials and the prohibition of internally lit signs be considered in these areas. The Association finds plastic and/or internally lit signs inappropriate for the upcountry region.

The Association is also pleased that the proposed ordinance addresses quasi-governmental organizations, which are not mentioned in the current code. Quasi-public organizations, such as churches, must presently apply for a variance for the Board of Variances and Appeals as under the current code new signs are not permitted.

With its clear guidelines, the passage of a new sign ordinance would provide for appropriate signs and assist quasi-public entities in replacing and erecting new signs. The Kula Community Association's sign committee will be meeting again in the near future to further review this proposed ordinance. We ask that we be allowed to comment on the bill and participate in future discussions.

For more information about the Kula Community Association's positions on signage in the Upcountry region please contact Gina Flammer at 876-6284 or Hari Ajmani at 878-3702.