

- REFERRAL of SIGN PERMIT APPLICATION for KVDC REVIEW -

To: KAILUA VILLAGE DESIGN COMMISSION, c/o PLANNING DEPARTMENT

From: DEPARTMENT OF PUBLIC WORKS, BUILDING DIVISION

SITE TAX MAP KEY NO.: 740150010000

STREET ADDRESS: 74-5586 Palani Rd #23, Kailua-Kona, HI 96740 KAILUA-KONA, HAWAII

NAME OF APPLICANT: John Allen Sign Company

SIGNATURE: _____ DATE: 08.03.23

MAILING ADDRESS: PO Box 44708 Kamuela HI 96743

TELEPHONE NUMBER: 808.882.8244

APPLICANT'S INTEREST, if not owner of business related to sign: Sign Installer

BUSINESS RELATED TO REQUESTED SIGN:

NAME OF OWNER (if same as Applicant write "Same"): SALLY BEAUTY

SIGNATURE: _____ DATE: 11-15-23

MAILING ADDRESS: 3001 COLORADO BLVD. DENTON TX 76210

* NATURE/TYPE OF BUSINESS: RETAIL TELEPHONE NUMBER: 940-297-4734

OWNER OF MASTER LEASEHOLD INTEREST (Master Lessee), if land ownership is not fee simple:

NAME OF MASTER LESSEE: _____

SIGNATURE: _____ DATE: _____

Print name of signator if not same as titled Master Lessee: _____

MAILING ADDRESS: _____

TELEPHONE NUMBER: _____

RECORDED LAND OWNER: Queen Liliuokalani Trust

(Fee Land Title Holder)

OWNER'S SIGNATURE: _____ DATE: 11/22/23

Print name of signator if not same as title holder: Ashley Flynn, Director of Leasing

MAILING ADDRESS: 1100 Alakea Street, Suite 1100, Honolulu, HI 96813

TELEPHONE NUMBER: (808) 466-8130

Please include the original plus ten copies (eleven (11) sets total) of the following documents for KVDC review:

- (1) this Referral form with all signatures;
- (2) the attached Checklist completed and signed by both the Applicant and Business Owner; and
- (3) the sign permit application form with its required submittals.

FOR OFFICIAL USE ONLY:

DPW Comments: Proposed sign meets basic Sign Code requirements for placement in Kailua Village
(type and number of signs, letter/logo height, sign area, placement elevation)

Confirmed by: _____ Date: _____

* **Planning Dept.:** County Zoning District: _____

KAILUA VILLAGE DESIGN COMMISSION
REVIEW PROCEDURES and APPLICANT CHECKLIST
for SIGN PERMIT applications
in the Kailua Village Special Design District

The Dept. of Public Works, Building Division (DPW-Building) administers the County of Hawai'i Sign Code, which includes special regulations for signs in the Kailua Village Special Design District. For more information on the Sign Code and the special design, size and placement restrictions applicable to signs in the Kailua Village Special Design District, contact DPW-Building (tel. 323-4720). (The Sign Code is available on the internet at www.hawaiicounty.gov; search for "Hawaii County Code" and open link for Chapter 3)

Article 2 of the Sign Code requires that Sign Permit applications within the "Kailua Village Special Design District" must be forwarded to the Kailua Village Design Commission (KVDC), for its review and recommendations, prior to sign permit approval by DPW-Building.

Most or all of the lands identified in the Tax Map Key Plats identified below are within the Kailua Village Special Design District:

7-4-08; 7-4-10; 7-4-15; (most of the Kailua Industrial Area)
7-5-03; 7-5-04; 7-5-05; 7-5-06; 7-5-07; 7-5-08; 7-5-09; 7-5-10;
7-5-17; 7-5-18; 7-5-22; 7-5-23; 7-5-26; 7-5-30; 7-5-31.

Within Kailua Village Special Design District, different sign area (size) and letter/logo height regulations apply to signs in the "Kailua Village Core," and signs in the "Kailua Industrial Subdivision." The Kailua Village Core is the area bounded by or adjacent to Ali'i Drive, Palani Road, Kuakini Highway, and Lunapule Road. The Kailua Industrial Subdivision includes portions of Tax Map Key Plats 7-4-10 and 7-4-15. Consult the attached map to determine if a proposed sign is in the Kailua Village Special Design District, the "Kailua Village Core," or the "Kailua Industrial Subdivision," and submit the sign permit application and KVDC forms with copies as described below for KVDC review at a scheduled public meeting.

For signs in the Kailua Village Special Design District, in addition to the standard Sign Permit Application materials required by DPW-Building, the applicant must submit to DPW-Building an original plus ten copies (11 sets total) of the following three documents: (1) the KVDC Referral form; (2) the attached Checklist; and (3) the Sign Permit Application form and its required attachments. All forms must be signed by the parties listed thereon. After these documents are submitted, verified as complete and referred to the KVDC, a public meeting of the Commission will be scheduled to review the design of proposed sign, and the applicant will be informed of the meeting date, time and location. Both the applicant and business owner are expected to be present at the review meeting to address any questions raised by KVDC commissioners in relation to the signage design guidelines set forth in both Section 3-54 of the Sign Code and the Master Plan for Kailua-Kona. The KVDC's recommendation is forwarded to DPW-Building for its Director's consideration.

Prohibited Signs: In addition to the prohibited signs listed in Article 1, Sect. 3-7 of the Sign Code, the Kailua Village has additional prohibited sign types as specified in Article 2, Section 3-61. The following are prohibited in Kailua Village:

- (1) Any sign or display which is constructed primarily of materials with a shiny, slick, or reflective surface such as fiberglass or acrylic plastic.
- (2) Any sign which is displayed on any roof or mansard roof, or when attached to a building extends above the lowest edge of any portion of the roof or mansard roof.
- (3) Any sign which has a vertical clearance of less than nine (9) feet or projects, extends, or is otherwise displayed over or above any public street, park, other public places or pedestrian way, except as may be permitted by Section 3-62 or Chapter 22.
- (4) Any sign for product advertising when visible to the general public. A sign containing only the name of a business is not a sign for product advertising.
- (5) Any mechanical sign, graphic design or decorative element that functions through animation, revolvment, up, down, sideways or any other similar movement, including but not limited to, any spinning device, light bulb border, flashing or mobile illumination.

KAILUA VILLAGE DESIGN COMMISSION
KAILUA VILLAGE SPECIAL DESIGN DISTRICT

CHECKLIST FOR SIGN PERMIT AND SIGN VARIANCE APPLICATIONS

Sign Permit and Sign Variance Application Submittal Requirements: Submit this checklist when filing an application requiring referral to KVDC for review. The KVDC will not review a Referral for Review unless all required materials have been submitted. Place a check mark in the right hand column to confirm that you have included the following.

Required Contents of Application (Sign Code - HCC, Sect. 3-52)	Submitted
Completed Sign Permit Application form with required materials.	X
A graphic, colored illustration of the proposed sign, drawn to scale and reflecting all letters and the style and size of lettering.	X
A description or sample of any type of material to be used for the sign and its background, and a description of the method of any lighting.	X
A plot plan illustrating the entire area of the parcel of land involved, the location of buildings thereon and the location of the proposed sign,	X

Guidelines for Review: At the KVDC hearing, the applicant is to make a presentation and show how the proposed sign will be consistent with these Kailua Village guidelines. Place a check mark in the right column to confirm that your sign proposal will be consistent with these guidelines. Mark "NA" if not applicable.

Consistency with Guidelines – Sign Code (HCC, Sect. 3-54) and Master Plan for Kailua Village (as shown in italics).	Consistent
Relationship to Building, Site, and Surroundings: Prime consideration was taken to fit each sign to its surroundings. The sign will complement the building it identifies. The sign will be a planned feature, and will reflect the architectural scale, design, and color of the building or structure.	X
Size and Number: The overall size and number of signs will minimally dominate the property or the building which it identifies.	X
Shape: The shape of the sign will aesthetically and functionally emphasize the message and will not compete with the architecture of the building.	X
Lettering: Subtleness, proportion, and design will be emphasized in sign copy and lettering. <i>(Use of no more than two type faces is recommended.)</i>	X
Illumination: If this is an illuminated sign, the light intensity, color illumination, and careful screening of the light source was considered.	X
Landscaping: If this is a freestanding sign, the opportunity for landscaping treatment at its base was considered.	X
Material: The sign material will be compatible to the village atmosphere of Kailua. <i>(Encouraged sign material includes, but is not limited to, wood, stone, canvas, rope, brushed or textured metal, or glass.)</i>	X
Color: The sign color will not be gaudy or clashing. Use of any natural or earth-tone color is encouraged. <i>(Use of no more than three colors, for background, letter, and emphasis, is encouraged.)</i>	X

Sign Address/Location 74-5586 Palani Rd #23, Kailua-Kona, HI 96740 TMK No 740150010000

Applicant John Allen Sign Company Date 08.03.23

Owner of Business related to Sign SALLY BEAUTY Date 12-17-23

Print name of person signing as Business Owner: SHARON ARNOLD

TMK: 740150010000

ADDRESS: 74-5586 Palani Rd #23, Kailua-Kona, HI 96740

SIGN PERMIT APPLICATION NUMBER: PW.S2024-00001

COMPANY: SALLY BEAUTY

Aloha,

We are proposing to remove the existing "SALLY BEAUTY SUPPLY" large wall sign from its current location and replace it with the company's new logo which says "SALLY BEAUTY", which is smaller than the current, existing sign.

This sign is located within the Kailua Village Special District, where there is a maximum of 9 inch tall letters and a maximum of 22 square foot signs. Sally Beauty would like to have a 12 square foot sign, which follows the guidelines, however, due to the layout of their logo, they are proposing to have 18 and 6.25 inch tall lettering. The logo consists of "SALLY" in larger letters (18 inch tall) and "BEAUTY" in smaller letters (6.25 inch tall).

If the logo was decreased in size to meet the 9 inch tall letter guideline, "SALLY" would be 9 inches tall, however, "BEAUTY" would only be 3 inches tall and it would be very hard to read from the road and parking lot. This could be hard for people to identify and find the store especially since the existing sign is much larger. Therefore, we are proposing to have this larger lettering due to the layout of the company's new logo and to allow better visibility of the sign.

KVDC Guideline:

Max Square Footage: 22 square feet

Max Letter Height: 9 inch

Proposing:

Square Footage: 12 square feet

Letter Height: 18 inch "SALLY"

6.25 inch "BEAUTY"

Thank you for your time and please let us know if you have any questions at all.

Thank you,


Raini Castro

John Allen Sign Company

808.882.8244

hello@johnallensigncompany.com

PROPOSED ELEVATION

21'-8"



34 1/2"

14'

EXISTING SIGN (TO BE REMOVED)



PROJECT

Sally Beauty

Drawing Revision
08/09/23

Location
Kailua Kona, HI

WALL SIGN

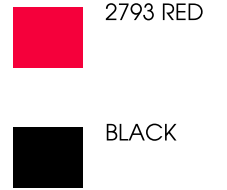
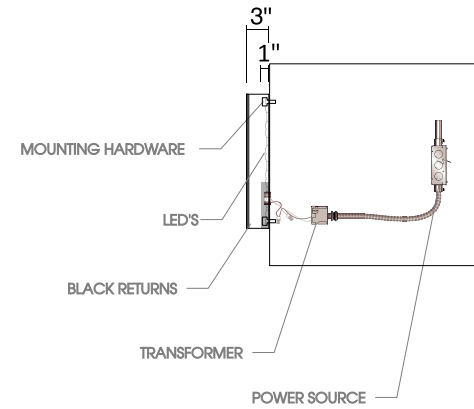
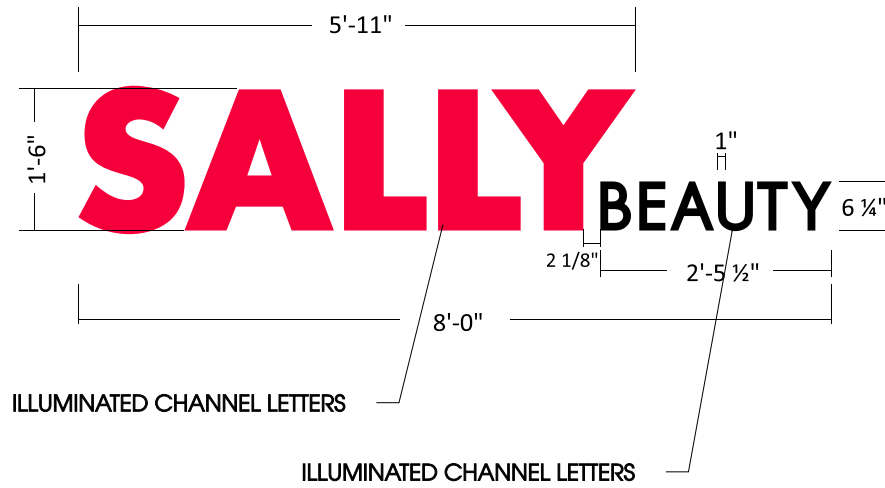
WALL SIGN

ELEVATION: 14 FEET

FRONT VIEW

SIDE VIEW

COLORS



WALL SIGN

QUANTITY: ONE (1)

MATERIAL: ALUMINUM / ACRYLIC

SIDED: SINGLE

ILLUMINATION: LED

SQUARE FOOTAGE: 12 SQUARE FEET

LETTER HEIGHTS: 18 INCH TALL "SALLY" / 6.25 INCH TALL "BEAUTY"

INSTALLATION / MOUNTING: LETTERS ARE MOUNTED FLUSH TO BUILDING WITH MOUNTING HARDWARE.

NOTES:

PROJECT

Sally Beauty

Drawing Revision
08/09/23

Location
Kailua Kona, HI

WALL SIGN