I. Overview

A. Applicability. Where practical difficulties or results inconsistent with the general purpose of the LUO would occur from its strict literal interpretation, the adjustment review process provides a mechanism by which specified regulations may be modified to provide flexibility for unusual situations and to allow for alternative ways to meet the purposes of the LUO, while continuing to provide certainty and efficient processing. See LUO Section 21-2.140-1(n) for details.

B. Standard of Review. A Sign Master Plan is a voluntary alternative to the strict sign regulations of the LUO, intended to encourage some flexibility in order to achieve good design, consistency, continuity and administrative efficiency in the utilization of signs within eligible sites.

1. Eligibility. Developments with three or more principal uses on a zoning lot, other than one-family or two-family detached dwellings or duplex units. An eligible Applicant must have the authority to impose the Sign Master Plan on all developments on the zoning lot (e.g., the landowner or authorized property manager).

2. Specified Parameters. The following exceptions to the sign regulations of the LUO may be permitted as part of a Sign Master Plan approval:

   a. Physical Characteristics. The maximum number of permitted signs, sign area, height and physical dimensions, and to some extent the illumination of individual signs may be modified, provided:

      i. No sign can exceed applicable standards relating to height or dimension by more than 20 percent.

      ii. The total permitted sign area for a building cannot be increased by more than 20 percent.

      iii. The total number of signs cannot be increased by more than 20 percent.
iv. Where direct illumination is not otherwise permitted, sign copy and/or graphic elements of business and identification signs for ground-floor establishments can be directly illuminated, provided any remaining sign area is completely opaque and not illuminated.

v. Signs for second-floor establishments can be indirectly illuminated.

vi. Signs can also be displayed on those parts of a building where the establishment does not have actual building frontage, provided the establishment is still physically within the building where the sign will be displayed.

b. **Sign Types.** The types of business signs permitted for ground-floor establishments may include hanging, marquee fascia, projecting, roof, and wall signs. Further:

i. When marquee fascia signs are used, the signs may be displayed above the face of the marquee, provided the signs do not exceed a height of more than 36 inches above the marquee face.

ii. When wall signs are used, the use of individual letters placed against a building wall is encouraged.

c. **Project Signage.** The overall design scheme for directional signs, information signs, and parking lot traffic control signs can be established as part of the Sign Master Plan.

3. **Requirements.**

a. **Design Features.**

i. An appropriate, consistent pattern of sign placement within the project site, provided all signs must be located on the building which contains the identified establishment; and

ii. The size and placement of each sign must be proportional to and visually balanced with the building facade of the side of the building where it is located; and

iii. All signs maintained within the project site must feature the consistent application of not less than one of the following design elements: materials, letter style, color, shape, or theme.
b. **Design Consistency.** No sign which is subject to regulation by the LUO can be maintained on the project site unless it conforms to the approved Sign Master Plan.

C. **Time Frame.** The time frame for processing this permit is 45 days from acceptance of a completed application. However, the time limit may be extended under certain circumstances. If the DPP fails to process this permit within the required time frame, the permit shall be deemed approved.

II. **Application Requirements.**

A. **DPP Master Application.** Complete and submit the DPP Land Use Permits Division Master Application Form. Provide all requested information.

B. **Fee.** Submit an application **processing fee** of $1,200. There is also an **application review fee** of $400 (non-refundable), which shall be applied to the processing fee upon acceptance. Please **submit two separate checks** (and/or money orders) for the two fees ($800 for the processing fee and $400 for the review fee). All fees should be made payable to the City and County of Honolulu. Checks or money orders which are not properly authorized or that are more than 3 months (90 days) old will not be accepted; and, applications submitted without the proper fees will not be further processed.

Note: When an Applicant applies for a zoning adjustment after being cited for taking action without having obtained necessary approvals, the application fee set forth above **shall be doubled and the application review fee is based on the total application fee after it is doubled.**

The payment of the fee required by this section shall not relieve the Applicant from compliance with the LUO or from penalties imposed there under.

C. **Proposed Sign Master Plan.** Submit three (3) bound copies of the proposed Sign Master Plan, which must include detailed written information and graphical representations describing the proposed scheme for consistent signage within the project site.

1. **Written Statement.** Explain how the proposed Sign Master Plan for the site meets the standard of review. If the site is located within a special district, describe how the proposed Sign Master Plan is consistent with the goals and objectives for the special district.

2. **Sign Inventories.** Provide accurate, detailed inventories of the following:

   a. **Permitted Signage.** Calculate and inventory all of the permitted signage for the master plan site, based on the strict application of the LUO sign regulations. This inventory **must** include
calculations for the maximum number of permitted signs on the site, and the cumulative total for the maximum amount of permitted sign area.

b. Requested Signage. Calculate and inventory all of the regulated signage on the site being requested under the sign master plan.

3. Drawings/Plans. All drawings/plans should be fully dimensioned, and must be black line prints, drawn to scale. Drawings should be a minimum size of 8-1/2" x 11" or a maximum size of 11" x 17".

a. Site plan drawn to practical scale, showing property lines, required yards and setbacks, and the location, size, spacing and dimensions of all structures. Show the proposed location of any freestanding signs.

b. Elevation drawings of structures where signs will be located, with dimensions, and the proposed pattern of sign placement; and freestanding signs.

c. Indicate any existing signs to remain or to be removed.

d. Sign details, as appropriate, including elevations, color and material, letter style, sign illumination.

D. Photos. Submit photographs of the site showing building elevations and parking lot layout.

Note: all photos should be labeled and keyed to a general site map.

E. Supplemental Information. Additional information which may be required to successfully process the application by the DPP.

F. Environmental Assessment. If the project is subject to the requirements of Chapter 343, Hawaii Revised Statutes (HRS), the Environmental Impact Statement (EIS) law, then provide documentation of compliance.

1. If the project involves an exempt class of action, pursuant to Section 11-200-8, Hawaii Administrative Rules (HAR), then provide written documentation of such exemption from the appropriate proposing and/or approving agency (for projects subject to HRS Chapter 343, only); or

2. Submit two (2) copies of the Finding of No Significant Impact (FONSI) or EIS for the project.
Note: If the project requires an Environmental Assessment (EA) or EIS, then this must be processed before the Zoning Adjustment application will normally be accepted for processing. If the DPP is going to be the accepting agency for the EA or EIS, please note that there is now a $600 and $1,200 processing fee, respectively. Additionally, there is a non-refundable application review fee of $200 and $400, respectively, which shall be applied to the processing fee upon acceptance. Submit two separate checks (and/or money orders) for the two fees ($400 processing fee and $200 review fee for the EA; $800 processing fee and $400 review fee for the EIS). All fees should be made payable to the City and County of Honolulu. Checks or money orders which are not properly authorized or that are more than 3 months (90 days) old will not be accepted; and, applications submitted without the proper fees will not be further processed.

3. If the project is not an exempt class of action, but is associated with a prior FONSI or EIS, then a determination must be made that a Supplemental EA or EIS is not necessary before the zoning adjustment application will be accepted for processing. Therefore, provide detailed written justifications why the proposal does not require the preparation of a Supplemental EA or EIS.

Note: If the project has substantially changed in size, scope, intensity, use, location, timing, or other means since the time the FONSI was issued or the EIS was accepted, and the project will involve significant effects, then the Applicant must prepare a supplemental assessment prior to submitting the application for the zoning adjustment. The supplemental assessment will be processed in the same manner as the EA or EIS (see Subchapter 10 of Chapter 200, Title 11, HAR, for details).

III. Electronic Document Submittals. The submittal of electronic documents, either in whole or in part of this application, is encouraged; and, shall be at the sole discretion of the Applicant. Electronic document submittals shall adhere to the following specified formats: PDF (Adobe Reader 9 or earlier), JPEG, or Word (2003 or earlier). Electronic documents must be submitted on either CD or DVD. No individual electronic document shall exceed 15 megabytes in size; any electronic document involving a larger size must be broken down into smaller size files. ALL maps, drawings and /or plans must be drawn to an appropriate scale, and must include a graphic ("bar") scale accurately representing the applicable scale of the document.

For further information on how to complete the application, please call the DPP at 768-8021.

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