INTRODUCTION

Signs in the Lahaina Historic Districts require permits, and are regulated by Chapter 19.52.030, Maui County Code and these guidelines. All signs and alterations of existing signs require review and approval by the Maui County Planning Department staff prior to receiving the required permit.

Issues of sign design, materials, placement and content have been recognized as important to the historic integrity of the Lahaina Historic Districts, to the visitor experience and to the economic benefit of the community. Good, effective signage identifies businesses, directs shoppers, and not only helps visitors locate shops and restaurants but also provides context for their experience. A well designed and located sign can make a good impression, attract potential customers and unify a streetscape. By contrast, a confusing, poorly designed or placed sign can overwhelm buildings, detract from the area, give an inappropriate impression, and potentially damage historic materials or finishes.

These guidelines provide direction to business owners, design professionals, and decision makers regarding the installation of signs.

DEFINITIONS

A sign is defined as any name, logo, figure, painting, drawing, message, placard, poster, announcement, demonstration, display, declaration, illustration, symbol or art object, any of which are used to convey messages or advertisement of products, services, or information, when the same is placed on real property or buildings or structures and within view of the general public from the out of doors.

A window is an opening in an external wall of a building to emit light; usually glazed. Glazing is the glass portion of a window. A single window can have multiple panes of glass divided by muntins or mullions.

Transoms are the windows above display windows and doors; can be clear or divided.

A parapet is a low, solid, protective wall used to obscure a low-pitched roof. It is the part of the wall that is entirely above the cornice or roof (or the canopy).

A canopy is a covered area which projects from the wall of a building, protecting an entrance.

Exempt signs do not require permits, and include all small decal-type signs (less than six square inches in sign area). Exempt signs such as Visa or Mastercard stickers should be placed in a bottom corner of a storefront window, separate from a primary window sign.
HISTORIC SIGNAGE IN LAHAINA
The majority of buildings in Lahaina’s commercial core reflect the town’s early twentieth century Plantation Era. Signage of this period was simple; constructed of wood or metal, or painted directly on a building’s parapet, windows or sunshade. Pictured below are examples of commercial signage found in Lahaina during the Plantation Era.

Signs painted on buildings.

Signs made of individual wood letters.

Signs painted on wood planks.

Signs painted on sunshades.

Signs painted on windows.
1. PRESENT-DAY SIGNAGE IN LAHAINA

Today, there are commercial and non-commercial signs in the Lahaina Historic Districts. Commercial signs advertise a business. These signs also allow for restaurant menus to be displayed on the outside of a building. Non-commercial signs identify important historic buildings and sites, direct vehicular traffic and parking, and announce special events held in the Lahaina Historic Districts. Sculptures are also considered non-commercial signs.

Please see Tables 1 and 2 below, which break down the purposes of signs (types) and the corresponding possible physical forms of signs (kinds) permitted in the Lahaina Historic Districts.

<table>
<thead>
<tr>
<th>TABLE 1</th>
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<tbody>
<tr>
<td><strong>Sign Type</strong></td>
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<tr>
<td>Business Identification</td>
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<tr>
<td>Building Identification</td>
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<tr>
<td>Directory</td>
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<tr>
<td>Restaurant Menu</td>
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<tr>
<td>Event Banner</td>
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<td>Shopping Center Identification</td>
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<table>
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<th>TABLE 2</th>
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<tbody>
<tr>
<td><strong>Kind</strong></td>
</tr>
<tr>
<td>Wall</td>
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<tr>
<td>Window</td>
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<td>Awning</td>
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<td>Sunshade</td>
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<td>Hanging</td>
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<td>Projecting</td>
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<tr>
<td>Ground</td>
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<td>Roof</td>
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</table>
I. COMMERCIAL SIGN TYPES (PURPOSES)

A. Business Identification Signs identify the business establishment to which they are attached. No more than two (2) business identification signs are allowed per business address, one placed parallel to a building and one placed perpendicular to a building. Chapter 19.52.030, Maui County Code limits parallel signs to no larger than twelve (12) square feet and perpendicular signs to no more than eight (8) square feet.

B. Directory Signs list the names of the business establishments located on the property. They are only for multi-tenant complexes. They include an identifying building address and/or building or complex name and information about several businesses on a single sign. For a unified appearance, the individual nameplates on the sign shall match each other in size, material, color, letter size, case, and font style.

C. Restaurant Menu Signs display the menu of the restaurant to which they are attached. They shall be constructed of wood. All restaurant menu signs shall not exceed three (3) square feet, including frame or case. They shall be affixed to the building wall. No more than one (1) restaurant menu sign shall be permitted per business.

D. Shopping Center Identification Signs identify the name of a shopping center and list the names of the business establishments located on the property (just like a directory sign). These signs are allowed only at the five shopping centers within the Lahaina Historic Districts: 505 Front Street, The Wharf, The Outlets of Maui, The Marketplace at Lahaina, and The Old Lahaina Center.

For the five shopping centers, an approved comprehensive signage plan shall be submitted. If a plan has not been approved, sign permit applications shall be considered, provided that:

1. The proposed sign complies with all applicable sign guidelines established in this document;

2. The building landlord confirms in writing that the proposed sign conforms to a planned comprehensive signage plan to be filed; and

3. A complete comprehensive signage plan application is filed within one hundred eighty (180) days of the granting of a sign permit under this subparagraph, and that the sign permit be issued conditionally with this noted.
II. NON-COMMERCIAL SIGN TYPES (PURPOSES)

A. Building Identification Signs identify the name of a building. They may contain only the following information: the name of the original owner or a notable past tenant; an establishment or construction date; and an address. They shall be placed on the building parapet. The Cultural Resources Commission and its staff can assist building owners with matters concerning building histories and building identification signs.

B. Public Signs educate the public about Lahaina’s history, and direct vehicular and pedestrian traffic to points of interest and key destinations. Safety signs, trespassing signs, parking signs, signs indicating scenic or historic points of interest, commemorative plaques and directional signs (different from “directory” signs) are considered public signs. Comprehensive way-finding and interpretive signage plans should be developed so that a consistent and orderly system of information is presented to the public.

C. Event Banners announce community events held in the Lahaina Historic Districts. They are temporary, one or two-sided signs made of fabric or vinyl. There are strict permit criteria regarding banners (see Section 2.X.Event Banners). Banner requests shall be by or on behalf of a non-profit organization to promote events occurring on Front Street.

D. Sculptures are three dimensional figures or works of art such as statues that do not contain commercial messages. Sculptures containing commercial messages are not permitted in the Lahaina Historic Districts.

Pictured above is a bust of Dr. Sun Yat-sen that was gifted to the Wo Hing Museum by the Sun Yat-sen Foundation for Peace and Education. Image courtesy of Lahaina Restoration Foundation.

Pictured on the left is a historic site marker. Pictured on the right is a building history plaque. Image courtesy of Hawaii Magazine at www.hawaiiimagine.com (left).

This Buddha statue at the Lahaina Jodo Mission was commissioned to commemorate the 100th anniversary of Japanese immigration to Hawaii.
III. SIGN KINDS (POSSIBLE PHYSICAL FORMS OF SIGNS)

A. Parallel Signs

i. Wall Signs are single sided business identification signs affixed directly to the exterior wall. Business identification wall signs shall be no larger than twelve (12) square feet. Restaurant menu wall signs shall not exceed three (3) square feet, including frame and case. Business identification wall signs shall not be placed on the parapet, unless the building is occupied by a single tenant.

ii. Window Signs are business identification signs applied to the interior glazing of display windows, transoms, or doors. These signs are painted or vinyl appliqué. They shall not exceed twelve (12) square feet and shall not cover more than thirty percent (30%) of the entire window (not the divisions in the window or panes of glass). Retaining historic window signage does not count toward the allowable 12 square feet of parallel business identification signage.

iii. Awning Signs are business identification signs placed on the valance of an awning. Awnings are protective covers over doors, entrances, or windows. Awning signs work well for buildings that do not have canopies or second floor lanais to suspend sunshades from. Awning signs shall be no larger than twelve (12) square feet.

iv. Sunshade Signs are business identification signs placed on roll down sunshades installed at the outward edge of first floor canopies or at the bottom of second floor lanais. They may be used in addition to a business identification wall or window sign only if the rolled down shade entirely obstructs the wall or window sign. The allowable twelve (12) square feet of text or logo shall be arranged in a symmetrical configuration. If multiple shades are used, graphics may be placed on more than one shade, provided the graphic content is the same on each shade and the arrangement appears symmetrical.
B. Perpendicular Signs

i. Hanging Signs are one or two-sided business identification signs suspended by metal chains or rope from an architectural element such as the underside of a canopy or the bottom of a second floor lanai. Hanging signs shall be no larger than eight (8) square feet. The lowest point of any hanging sign extending over walkways or paths shall be no lower than eight (8) feet above the ground.

C. Other Signs

i. Ground Signs are one or two-sided, free standing, self supported, non-movable business identification, shopping center identification, or directory signs. They are often located in landscaped planting beds. Ground signs are only permitted if the building setback is sufficient for accommodation without interfering with vehicular or pedestrian traffic. Business identification ground signs may be used in place of a parallel or perpendicular business identification sign.

ii. Projecting Signs are one or two-sided business identification signs fastened to the building with metal or wood brackets. Projecting signs shall be no larger than eight (8) square feet. The lowest point of any projecting sign extending over walkways or paths shall be no lower than eight (8) feet above the ground.

ii. Roof Signs are one or two-sided business identification signs mounted on the roof. They are allowed only in cases where there is insufficient wall or window space for a parallel business identification sign, or there is insufficient space to provide eight (8) feet of clearance between the lowest point of a perpendicular business identification sign and the ground. If parallel sign placement is not viable, the roof sign shall be parallel. Roof signs shall be simple in design, limited to text in a plain font. Roof signs shall be limited to eight (8) square feet in area. The Cultural Resources Commission can be consulted on the placement of roof signs.
II. SIGN PLACEMENT

Chapter 19.52.030, Maui County Code, prohibits the use of signs that blink, revolve, or contain lighting from within the Lahaina Historic Districts. It also limits signs that run parallel to a building to twelve (12) square feet, and signs placed perpendicular to a building to eight (8) square feet. The following serves to expand upon Chapter 19.52.030 and explain criteria planners use to evaluate sign permit applications. Also included in this section are guidelines for sign illumination, event banner regulations, and guidelines relating to public selling, hawking, and soliciting.

I. SIGN MATERIAL

All hanging, projecting, wall and ground signs must meet the following criteria:

• Signs shall be constructed only of wood. Tongue and groove or solid wood planks are permitted, however plywood and T1-11 are not permitted.
• Sign lettering, logos, symbols, and embellishments shall be painted, carved, raised, incised, sandblast-ed or crafted.
• Sign backgrounds may be stained or painted with a wash that allows the wood construction to be discernible.
• Synthetic materials, metals, glass, plastic and vinyl are not permitted.
• Only chain, rope, wood or metal brackets shall be used as supports for signs.

Note: If deemed appropriate by the Planning Department, wall signs may be painted directly on a building, or individual, raised wood letters may be installed on a building, provided a permit is obtained prior to commencing work.

All window signs must meet the following criteria:

• Signs shall consist only of vinyl appliqué, paint, or gold leaf applied to the interior window glazing.
• Paper signs, commercial banners, or graphic films are not permitted.

All awnings and sunshades must meet the following criteria:

• Signs shall be constructed of a lightweight fabric such as canvas.
• The use of glossy or metallic fabrics is not permitted.

II. SIGN PLACEMENT

All Signs:

• A sign shall be located in close proximity to the activity it is identifying.
• Signs shall not obstruct windows, transoms, doors, air vents, or other important architectural features.

Business Identification Signs:

• A business identification sign shall not be placed on a parapet, unless the building is occupied by a single tenant (only business identification wall signs may be placed on parapets of single tenant occupied buildings).
• Window, awning and sunshade signs shall be limited to the first floor.

• First floor business signage shall be placed below the second story lanai.
• Upper story businesses are allowed a first floor hanging or projecting sign and an upper floor wall sign. Upper story wall signs may only be placed at the following locations: upper story wall (below the canopy) or upper story lanai railing.

Building Identification Signs:

Building identification signs shall be located on parapets.

Commercial Banners:

Commercial banners may only be placed within a building and located at least three (3) feet inside the building as measured from the front facade. Product and merchandise displays shall be located completely within a building and arranged so as to not obstruct architectural features.

III. SIGN CONTENT AND LEGIBILITY

Signs shall be simple, easily read, and compatible with the building.

Business identification signs may contain only the following information:

• The name of the business
• An abbreviated by-line
• A symbol, art object, or logo
• A directional symbol if necessary

The contrast between the logo or lettering and background color can greatly increase the overall legibility of the sign. Multi-colored or airbrushed sign backgrounds and are not permitted.
The Cultural Resources Commission Discourages:

• Using complex graphics, logos, or images that would not have been used during the Plantation Era.
• Using fasteners and hangers that destroy historic building components;
• Signage that obstructs important architectural details including windows, transoms, air vents, and doors;
• Placing signs on roofs, unless there are no other viable options for placement;
• Placing business identification signs on parapets, unless the building is occupied by a single tenant (only business identification wall signs may be placed on parapets of single tenant occupied buildings); and
• Multi-colored sign backgrounds or airbrushed appearance of any portion of the sign.

The Cultural Resources Commission Recommends:

• Using sign lighting that is consistent with the character of the building including location, orientation, and brightness; and
• Using well designed smaller signs, which are more appropriate than larger signs in the Historic Districts where most people are viewing the sign at close range.
• Sizing signs so they are compatible with the scale of the building, adjacent buildings, and streetscape;
• Maintaining and repairing historic signage with materials to match the original whenever possible;
• Signage that complements the style of the building and is appropriately scaled for its location;
• Using existing ambient light or storefront lighting in lieu of sign lighting whenever possible; and
• Placing signage for 1st floor businesses below the 2nd story lanai.

Industrial and track lighting fixtures are inappropriate for illuminating signs in the Lahaina Historic Districts. Image courtesy of Silicon Solar at www.siliconsolar.com (left).

These fixtures do not detract from the historic architecture of Lahaina, making them an appropriate option for illuminating signs. Image courtesy of Shiloh Sign and Lighting at www.shilohsignandlighting.com (right).

The Cultural Resources Commission understands that the guidelines in this document may not work for every building within the Lahaina Historic Districts. Applicants who have questions about the applicability of the guidelines outlined in this document are invited to request a consultation with the Cultural Resources Commission.
VIII. PROHIBITED SIGNS

A. Commercial Banners - Commercial banners are prohibited in the Lahaina Historic Districts, unless displayed within a building and located at least three (3) feet inside the building as measured from the front facade.

B. Portable Signs - Any portable sign is prohibited, regardless of whether or not it is on public or private property.

C. Lists of Products and Services - All exterior signs shall be simple in nature and shall not provide a product list or a series of services.

D. Outdoor Product Displays - The display of products, goods or services outside of a business is prohibited. All sales and the display of items for sale must take place within a building or approved structure.

E. Multiple Addenda Affixed to Signs - Multiple components or addenda shall not be affixed to signs.

F. Internally Illuminated Signs - Internally illuminated signs are prohibited.
G. Neon Signs - Neon signs are not permitted.


IX. MIXING BUSINESS IDENTIFICATION SIGNS TO MATCH BUILDING ARCHITECTURE

Each business is allowed one sign that is mounted parallel to the building and one sign that is mounted perpendicular to the building. Because each building’s architecture and historic context are different, each business’s sign placement and kind may be different. Therefore, these sign guidelines allow the applicant to work with the Department of Planning to determine the best combination of sign kinds for their building.

Parallel signs shall not exceed twelve (12) square feet, and perpendicular signs shall not exceed eight (8) square feet. Possible parallel sign kinds include: wall, window, awning, and sunshade (allowed in addition to a parallel sign when rolled down shade entirely obstructs the parallel sign). Possible perpendicular sign kinds include: hanging and projecting. Additionally, ground signs may be used in place of a parallel or perpendicular sign if sufficient space exists between the building and the walkway or street. Combinations of sign kinds might include the following:

- Wall (12) + Hanging (8) = 20 square feet
- Window (12) + Projecting (8) = 20 square feet
- Awning (12) + Hanging (8) = 20 square feet
- Wall (12) + Ground (8) = 20 square feet

It should be noted that while each business applicant is allowed a maximum of twelve (12) square feet of parallel signage and eight (8) square feet of perpendicular signage, the tenant is not entitled to that entire square footage. Not all businesses are located in spaces that are large enough to accommodate the maximum allowable square footage without obstructing architectural features or overwhelming the space. In those instances, signs shall be scaled to fit the space they are identifying.

A combination of a parallel (window) business identification sign and a perpendicular (hanging) business identification sign.

This building lacks sufficient space for the placement of a traditional wall sign. Instead, a small sign was painted directly on the facade. This painted wall sign is used in combination with a hanging sign to identify this business.
X. EVENT BANNERS

A. Banners are permitted only for community events at the following locations:
   i. Front Street, between the Wharf Cinema Center and Banyan Tree Park (for events occurring on Front Street).
   ii. Front Street, between Kimo’s and the former Moose McGillycuddy’s (for events occurring on Front Street).
   iii. Kamehameha Iki Park (subject to Parks Department approval)

B. Banner requests shall be by or on behalf of a non-profit organization to promote community events occurring within the Lahaina Historic Districts.

C. Banners are limited to a maximum area of twenty-four (24) square feet and may be double-sided.

D. The name of the non-profit beneficiary must be featured prominently on the banner. Wording as it will appear on the banner must be submitted to the Planning Department with the banner request.

E. Each banner may be hung for a maximum period of seven (7) consecutive days.

F. Banners must be securely fastened. The sponsoring organization will be responsible for making sure that the banner is secured properly at all times. It must be neat in appearance and pulled taut so its message is clear and visible.

XI. TALKING SIGNS?

For any commercial district to maintain its viability it is essential that the district as a whole delivers a consistently pleasant experience to the visitor. When shoppers are visually and audibly accosted while trying to enjoy the Lahaina Historic Districts, they are less likely to spend money and certainly less likely to return.

Chapter 19.52.090.E, Maui County Code states the following: It is unlawful for any person to carry on or solicit business in any location on any street, highway or sidewalk. The same is also unlawful in any location, in any park or open space that is owned or maintained by a government agency having administrative authority over the park or open space.

This clause prevents any person from undertaking a sales transaction or collecting money on public property. It also prevents individuals from soliciting the business of passersby on the street. Persons employed by or associated with a business shall not speak to or otherwise communicate with individuals on public property.

These limitations are in place with the goal of maintaining a quality sensory experience for the guests of the Historic Districts. Flashing, moveable and audible signs have been prohibited in the historic districts since their inception. Over time, as technology has changed and rents have increased on Front Street many people have tried to stretch the limits of this clause. Chapter 19.52.090.E prohibits ANY audible signage, human or otherwise, from communicating a commercial message to individuals on public property. Sales personnel on private property may communicate a commercial message to other individuals on private property so long as the volume of the conversation is not intended for the public.
# XII. GOOD AND BAD EXAMPLES OF COMMERCIAL SIGNAGE

<table>
<thead>
<tr>
<th>PERMITTED</th>
<th>PROHIBITED</th>
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<tbody>
<tr>
<td><img src="image1" alt="Permitted Sign" /></td>
<td><img src="image2" alt="Prohibited Sign" /></td>
</tr>
<tr>
<td>This sign fits neatly within the transom without obstructing the architectural feature.</td>
<td>These signs are inappropriately placed over the transoms of this building, obstructing the architectural features.</td>
</tr>
<tr>
<td><img src="image3" alt="Permitted Sign" /></td>
<td><img src="image4" alt="Prohibited Sign" /></td>
</tr>
<tr>
<td>This sign fits neatly within the parapet without obstructing the architectural feature.</td>
<td>This sign is inappropriately placed over a vent, obstructing the architectural feature.</td>
</tr>
<tr>
<td><img src="image5" alt="Permitted Sign" /></td>
<td><img src="image6" alt="Prohibited Sign" /></td>
</tr>
<tr>
<td>This sign fits neatly between the transom and doorway without obstructing the architectural feature.</td>
<td>This sign is too large to fit neatly between the transom and doorway and is partially obstructing the transom.</td>
</tr>
</tbody>
</table>
This restaurant menu sign exceeds the three square feet size limit, is constructed of plastic, and is poorly designed. Menu signs of this nature are prohibited.

This window is completely obscured by an inappropriate window film. Window signs shall be simple in design, covering a limited area of the window glazing.

These small decals create visual clutter. Additionally, each decal conveys a separate commercial message. Window signs shall have a unified, cohesive appearance.

This sign conveys information without creating visual clutter, obstructing views, or detracting from the character of this historic building. Additionally, the sign presents a unified appearance.

The clean lines and modest size of this sign convey information without obstructing the window.

This restaurant menu sign is within the three square feet size limit and is constructed of wood.
Outdoor product displays are prohibited in the Lahaina Historic Districts.

This retail establishment demonstrates successful use of its historic storefront window to display merchandise. Product displays shall take place within a building or approved structure.

These directory signs are ideal for multi-tenant buildings in the Lahaina Historic Districts. They have a unified appearance; individual nameplates match each other in size, material, color, letter size, case, and font style. Images courtesy of Appalachian Signs at www.appalachiansigns.com (left), and Sammel Sign and Display at www.sammelsign.com (right).

This sign’s busy background and font make it difficult to read.

This sign is ideal: It is easy to read, simple, and constructed of wood.

The signs on this multi-tenant building do not match in size, shape, or font, which creates an untidy appearance. Multi-tenant buildings shall have a single directory sign that identifies all of the businesses in the building.
Upon approval of the application for the sign permit, all historic districts signs are issued a tag to indicate the sign has been reviewed and approved as appropriate for the Historic Districts. The tags are numbered and correspond to the specific design and location approved when the sign was reviewed. The County of Maui administers a comprehensive program to enforce sign permitting within the Lahaina Historic Districts.

Any sign installed after the adoption of these guidelines without first obtaining a sign permit will be considered a non-conforming sign. Any non-conforming sign shall be removed.

Examples of Historic Districts Sign approval tags on permitted business identification signs along Front Street. Tags should be placed so that the County inspector can easily observe the sign’s compliance.
A NOTE FROM THE CULTURAL RESOURCES COMMISSION

The Cultural Resources Commission appreciates and respects that many businesses go through extensive branding efforts to build a recognizable image. That being said, even internationally recognizable chains modify their brand to meet the design regulations of the district in which they desire to locate. Lahaina’s Historic Districts are highly desirable for tenants from the local mom and pop shops to retailers from around the world. Retaining the existing Plantation Era architecture and aesthetic will improve the brand of the districts and further enhance Lahaina as a unique place to shop, dine, recreate, and enjoy the ambiance that makes Front Street an award-winning Great Street.