

**CITY AND COUNTY OF HONOLULU  
DEPARTMENT OF PLANNING AND PERMITTING**

**Zoning Adjustment: Sign Master Plan  
Application Instructions**

*This document is intended to assist you in preparing a complete application, and should be read in conjunction with the Land Use Ordinance (LUO).*

I. Overview.

- A. 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.
- 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 applicant must have the authority to impose the Sign Master Plan on all developments on the zoning lot.
  2. Applicability. 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 quantity of permitted signs, and the height and physical dimensions of individual signs may be modified, provided:
      - (i) No sign can exceed any applicable standard by more than 20 percent; and
      - (ii) The total permitted sign area for a building cannot be increased by more than 20 percent.

- (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) The 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) 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.

## 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 a non-refundable fee of \$300 payable to the City and County of Honolulu.
- C. Proposed Sign Master Plan. Submit two (2) 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. Drawings/Plans. All drawings/plans 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, 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 photographic documentation of buildings where signs will be located, or of the proposed location for any ground or garden signs.

Note: All scaled plans and drawings **must** include a graphic ("bar") scale in addition to or in lieu of a verbal scale.

Note: ELECTRONIC DOCUMENT SUBMITTALS: Electronic document submittals shall adhere to the following specified formats: PDF, JPEG, Word (preferred for text documents) or Wordperfect 8. Electronic documents **must** be submitted on either CD (preferred) or 3.5 inch floppy disk. 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 768-8022.*