HONOLULU CITY COUNCIL

KE KANIHELA O KE KALANA O HONOLULU

CITY AND COUNTY OF HONOLULU

No. 24-223

RESOLUTION

PROPOSING AN AMENDMENT TO CHAPTER 21, REVISED ORDINANCES OF HONOLULU 2021 (THE LAND USE ORDINANCE), RELATING TO SIGN STANDARDS FOR BUSINESSES IN APARTMENT AND APARTMENT MIXED-USE DISTRICTS.

WHEREAS, under the Land Use Ordinance ("LUO"), specific sign standards are established in Section 21-7.40, Revised Ordinances of Honolulu 2021 ("ROH"); and

WHEREAS, restrictions on permitted signage in the apartment and apartment mixed-use zoning districts state that "only one wall or marquee fascia identification or directory sign, not directly illuminated and not exceeding 12 square feet in area, shall be permitted for each street front having a principal pedestrian or vehicular entrance to the building"; and

WHEREAS, the nature of business establishments in apartment and apartment mixed-use zoning districts has drastically changed since the enactment of the signage restrictions in 1999; and

WHEREAS, business signage is a reasonable and relatively inexpensive means of promoting a business, attracting new customers, and conveying business-related information; and

WHEREAS, to address the restrictions on signage that may not best support the needs of businesses in apartment and apartment mixed-use developments, the City Council ("Council") desires to amend restrictions on such signage by allowing one wall or marquee fascia sign per ground floor business establishment in apartment and apartment mixed-use zoning districts; and

WHEREAS, Section 6-1513, Revised Charter of the City and County of Honolulu 1973 (Amended 2017 Edition), as amended ("Charter"), provides that "[a]ny revision of or amendment to the zoning ordinances may be proposed by the council and shall be processed in the same manner as if proposed by the director [of planning and permitting]"; and

WHEREAS, the term "zoning ordinances," as used in Charter Section 6-1513, includes both amendments to the LUO and to ordinances designating particular parcels of property in terms of the LUO; and

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WHEREAS, ROH Chapter 2, Article 24, Part A, establishes procedures and deadlines for the processing of Council proposals to revise or amend the general plan, a development plan, a zoning ordinance, and the subdivision ordinance, and clarifies the responsibility of the Director of Planning and Permitting to assist the Council in adequately preparing its proposals for processing; now, therefore,

BE IT RESOLVED by the Council of the City and County of Honolulu that the Director of Planning and Permitting and the Planning Commission are directed, pursuant to Section 6-1513, Revised Charter of the City and County of Honolulu 1973 (Amended 2017 Edition), as amended, and Chapter 2, Article 24, Part A, Revised Ordinances of Honolulu 2021 ("ROH") to process the proposed amendment to ROH Chapter 21 (the "Land Use Ordinance"), attached hereto as Exhibit A, in the same manner as if the proposal had been proposed by the Director of Planning and Permitting; and

BE IT FURTHER RESOLVED that the Director of Planning and Permitting is directed to inform the Council upon the transmittal of the Director of Planning and Permitting's report and the proposed Land Use Ordinance amendment to the Planning Commission; and

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BE IT FINALLY RESOLVED that, pursuant to ROH Chapter 2, Article 24, Part A, the City Clerk shall transmit copies of this resolution and the exhibit attached hereto to the Director of Planning and Permitting and the Planning Commission of the City and County of Honolulu and shall advise them in writing of the date by which the Director of Planning and Permitting's report and accompanying proposed ordinance are required to be submitted to the Planning Commission.

INTRODUCED BY:

A. Fypola

DATE OF INTRODUCTION:

SEP 5 2024

Honolulu, Hawai'i

Councilmembers

EXHIBIT A

HONOLULU CITY COUNCIL

KE KANIHELA O KE KALANA O HONOLULU

CITY AND COUNTY OF HONOLULU

ORDINANCE _____

BILL _____

A BILL FOR AN ORDINANCE

RELATING TO SIGN STANDARDS FOR APARTMENT AND APARTMENT MIXED-USE DISTRICTS.

BE IT ORDAINED by the People of the City and County of Honolulu:

SECTION 1. Purpose. The purpose of this ordinance is to amend the Land Use Ordinance relating to the regulation of signs for apartment and apartment mixed-use zoning districts.

SECTION 2. Section 21-7.40, Revised Ordinances of Honolulu 2021 ("Specific district sign standards"), is amended by amending subsection (d) to read as follows:

"(d) *Apartment and apartment mixed-use districts.* In connection with any use permitted other than one-family and two-family dwelling use, only one wall or marquee fascia identification or directory sign, not directly illuminated and not exceeding 12 square feet in area, shall be permitted for each [~~street front having a principal pedestrian or vehicular entrance to the building.~~] ground floor establishment with building frontage."

SECTION 3. Ordinance material to be repealed is bracketed and stricken. New material is underscored. When revising, compiling, or printing this ordinance for inclusion in the Revised Ordinances of Honolulu, the Revisor of Ordinances need not include the brackets, the material that has been bracketed and stricken, or the underscoring.

A BILL FOR AN ORDINANCE

SECTION 4. This ordinance takes effect upon its approval.

INTRODUCED BY:

_____

_____

_____

_____

_____

_____

DATE OF INTRODUCTION: _____

_____

_____ _____
Honolulu, Hawai'i Councilmembers

APPROVED AS TO FORM AND LEGALITY:

_____
Deputy Corporation Counsel

APPROVED this _____day of _____, 20 ___.

_____
RICK BLANGIARDI, Mayor
City and County of Honolulu

CITY COUNCIL
CITY AND COUNTY OF HONOLULU
HONOLULU, HAWAII

CERTIFICATE

RESOLUTION 24-223

Introduced: 09/05/24 By: ANDRIA TUPOLA Committee: PLANNING, INFRASTRUCTURE & TRANSPORTATION (PI&T)

Title: PROPOSING AN AMENDMENT TO CHAPTER 21, REVISED ORDINANCES OF HONOLULU 2021 (THE LAND USE ORDINANCE), RELATING TO SIGN STANDARDS FOR BUSINESSES IN APARTMENT AND APARTMENT MIXED-USE DISTRICTS.

Voting Legend: * = Aye w/Reservations

09/05/24	INTRO	Introduced.
01/02/25		Councilmember Nishimoto took office on January 2, 2025.
01/03/25		CC-4(25) - Resolution re-referred from Zoning to Planning, Infrastructure & Transportation Committee.
01/16/25	PI&T	Reported out for adoption. CR-19(25) 5 AYES: CORDERO, DOS SANTOS-TAM, OKIMOTO, TUPOLA, WEYER
01/29/25	CCL	Committee report and Resolution were adopted. 9 AYES: CORDERO, DOS SANTOS-TAM, KIA'ĀINA, NISHIMOTO, OKIMOTO, TULBA, TUPOLA, WATERS, WEYER

I hereby certify that the above is a true record of action by the Council of the City and County of Honolulu on this RESOLUTION.

GLEN I. TAKAHASHI, CITY CLERK

TOMMY WATERS, CHAIR AND PRESIDING OFFICER