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DEPARTMENT OF PLANNING AND PERMITTING
KA ʻOIHANA HOʻOLĀLĀ A ME NĀ PALAPALA ʻAE
CITY AND COUNTY OF HONOLULU

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October 7, 2024

The Honorable Tommy Waters
Chair and Presiding Officer
and Members
Honolulu City Council
530 South King Street, Room 202
Honolulu, Hawaiʻi 96813

Dear Chair Waters and Councilmembers:

SUBJECT: Receipt of the Revised Ordinances of Honolulu Chapter 21, the Land Use Ordinance (LUO) Amendment Resolution and Request for Additional Accompanying Documentation Required for Processing the LUO Amendment
Resolution Number 24-223, Relating to Sign Standards for Businesses in Apartment and Apartment Mixed-Use Districts (Resolution)

This is to confirm receipt of the Resolution entitled:

"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."

The Resolution was sent to the Department of Planning and Permitting (DPP) by the City Clerk on September 6, 2024, and was received the same day. In accordance with Ordinance Number 08-8, the DPP is reviewing the City Council's (Council) proposed amendments to the LUO relating to screening and buffering.

The proposed Bill would specify that each ground floor establishment with building frontage (other than for a one-family or two-family dwelling use) in the Apartment and Apartment Mixed-Use Districts would be entitled to a sign. The existing

code specifies that the sign could be a wall or marquee fascia identification or directory sign, not directly illuminated and not exceeding 12 square feet in area.

The DPP is planning to put forward a comprehensive update to the sign standards in Article 7 of the LUO, so we question the need to amend this one small section of the code if there are other sections similarly in need of update and clarity. Please provide information regarding the genesis for this change to help us contextualize the need for amendments and allow us to make broader, more comprehensive recommendations for the sign regulations.

Should you have any questions, please contact me at (808) 768-8000.

Very truly yours,

Dawn Takeuchi Apuna
Director

APPROVED:

Michael D. Formby, Managing Director
Office of the Managing Director