RES24-223
Testimony

MISC. COMM. 18

PLANNING, INFRASTRUCTURE & TRANSPORTATION (PI&T)

PLANNING, INFRASTRUCTURE & TRANSPORTATION (PI&T) Meeting

Meeting Date: Jan 16, 2025 @ 02:30 PM

Support: 2

Oppose: 0

I wish to comment: 0

Name:	Email:	Zip:
Lee Tokuhara	lstokuhara@drhorton.com	96813
Representing:	Position:	Submitted:
D.R. Horton Hawaii	Support	Jan 15, 2025 @ 10:24 AM
Name:	Email:	Zip:
Stanley Yu	teapressobarewa@gmail.com	96706
Representing:	Position:	Submitted:
Teapresso Bar	Support	Jan 16, 2025 @ 11:20 AM

D·R·HORTON
America's Builder
HAWAII

January 14, 2025

The Honorable Radiant Cordero, Chair
The Honorable Val A. Okimoto, Vice Chair
Members of the Committee on Planning, Infrastructure & Transportation
Honolulu City Council
City and County of Honolulu
Honolulu, Hawaii 96813-3077

RE: **Resolution 24-223 – Land Use Ordinance Amendment Relating to Administrative Enforcement**
Hearing Date: January 16, 2025, 2:30 pm

Aloha Chair Cordero, Vice Chair Okimoto and Members of the Committee

Mahalo for the opportunity to submit testimony on behalf of D.R. Horton Hawaii, in **STRONG SUPPORT** of Resolution 24-223 – Land Use Ordinance Amendment Relating to Administrative Enforcement. D.R. Horton Hawaii is one of Hawaii's largest homebuilders and has been providing affordable housing and first-time buyer homes for Hawaii's families throughout Oahu and across the state for more than fifty years. D.R. Horton Hawaii is a leader in building quality and sustainable home designs and has adopted an overall sustainability plan for its Ho'opili master planned community in East Kapolei.

Resolution 24-223 proposes an amendment to the Land Use Ordinance, relating to sign standards to allow businesses in apartment and apartment mixed-use districts to businesses to have a reasonable signage to promote their business. Currently, the LUO limits signs for business in the apartment/apartment mixed use districts to one sign of not more than 12 square feet for each street. This severely limits a business's opportunity to have signs visible to potential customers from a reasonable distance. Allowing the amendment would promote a fair and reasonable standard for businesses to advertise and provide information to potential customers.

We strongly urge the council to pass Resolution 24-223 and allow further discussion on this proposed LUO amendment and review by the Department of Planning and Permitting can further consider this amendment. Should you have any questions, please do not hesitate to contact me at (808) 295-7329 or LSTokuhara@drhorton.com.

Mahalo for your consideration,

Lee Tokuhara, Vice President
Government Affairs and Community Relations
D.R. Horton Hawaii

Stanley Yu
91-3575 Kauluakoko St #1406
Ewa Beach, HI 96706

January 14, 2025

The Honorable Radiant Cordero, Chair
The Honorable Val A. Okimoto, Vice Chair
Members of the Committee on Planning, Infrastructure & Transportation
City Council, City and County of Honolulu
Honolulu, Hawaii 96813-3077

RE: **Resolution 24-223**
Hearing Date: January 16, 2025, 2:30 p.m.

Aloha Chair Cordero and Members of the Committee on Planning, Infrastructure & Transportation,

Mahalo for this opportunity to submit testimony in SUPPORT of Council member Andria Tupola's proposed resolution No. 24-223, which is "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.

As an entrepreneur operating a small business in the budding community of Hoʻopili in Ewa, it is critical to have clear and visible signage.

Mahalo for your consideration.

Sincerely,

Stanley Yu
Owner, Teapresso Bar

(808) 398-6088
teapressobarewa@gmail.com

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