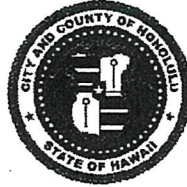


PLANNING COMMISSION
KOMIKINA HO'OLĀĀ
CITY AND COUNTY OF HONOLULU

650 SOUTH KING STREET, 7TH FLOOR • HONOLULU, HAWAII 96813
PHONE: (808) 768-8000 • FAX: (808) 768-6041
WEBSITE: honolulu.gov/dpp

RICK BLANGIARDI
MAYOR
MEJA



PANE MEATOGA, Chair *LĀĀ*
RYAN J. K. KAMO, Vice Chair *HOPE LĀĀ*
HILARIE ALOMAR
MELISSA MAY
KAI NANI KRAUT
JOY KIMURA
ELENA BRYANT
JASON WOO
MARK CLEMENTE

December 30, 2025

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

Dear Chair Waters and Councilmembers:

SUBJECT: Transmittal of Proposed Amendment to Chapter 21, Revised Ordinances of Honolulu, ("ROH") 2021 the Land Use Ordinance ("LUO"), Resolution No. 24-223, Relating to Sign Standards for Businesses in the Apartment and Apartment Mixed-Use District

The Planning Commission held public hearings on October 29, 2025 and December 10, 2025, on Resolution No. 24-223, Relating to Sign Standards for Businesses in the Apartment and Apartment Mixed-use District ("Resolution No. 24-223"). The public hearing was closed on October 29, 2025, and the matter continued to allow the Department of Planning and Permitting (DPP) to provide additional information requested by the Planning Commission. On December 10, 2025, the Planning Commission reopened and closed the public hearing. One public and two written testimonies were received.

After considering DPP's recommendation and all submitted testimony, the Planning Commission voted 7:0 to recommend approval of Resolution No. 24-223, but with amendments. Commissioner Clemente voted "aye" with reservations. The Planning Commission voted to amend the language "not exceeding 12 square feet in area" in Resolution No. 24-223 to "not exceeding 9 square feet in area." DPP's amendments to Resolution No. 24-223 are attached as "Exhibit A" to the enclosed DPP report and recommendation dated October 6, 2025.

DEPT. COM. 11(26)

The Honorable Tommy Waters
Chair and Presiding Officer
and Members
December 30, 2025
Page 2

Should you have any questions, please contact me at (808) 768-8007.

Sincerely,



Ryan Kamo, Vice Chair
Planning Commission

Enclosures

ACKNOWLEDGED:



Rick Blangiardi, Mayor
Office of the Mayor

ACKNOWLEDGED:



Dawn Takeuchi Apuna, Director
Department of Planning and Permitting



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

Written Testimonies to Planning Commission

BOARD OF DIRECTORS

Diane Harding
President

Maureen Murphy
Vice President

Denise Soderholm
Treasurer

Whitney Bosel
Secretary

Cheryl Langton
Branch Representative

Beverley Brand
Advisor

Joan Gossett
Advisor

Jonathan Sudler
Advisor

Directors:

Tyler Dang

Brenda Lam

Jack O'Neill

BRANCHES

Hawai'i

East Hawai'i

Kona

Waikoloa Village

Waimea

Kaua'i

O'ahu

East Honolulu

Lani-Kailua

Mānoa

North Shore

Greater Waikiki

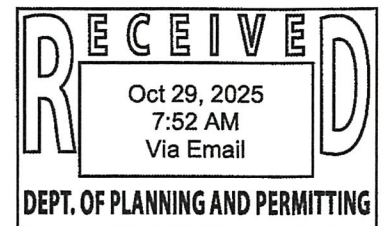
STAFF

Winston Welch
Executive Director

Jacqueline Wah
Operations Director

Myles Ritchie, PhD
Programs Director

Keeping Hawai'i clean,
green and beautiful
since 1912



October 29, 2025

RE: The Outdoor Circle OPPOSITION to Resolution No. 24-223 ("Resolution")
Proposing an Amendment to Chapter 21, Revised Ordinances of Honolulu ("ROH")
2021 the Land Use Ordinance ("LUO") Relating to Sign Standards for Businesses in
the Apartment and Apartment Mixed-Use District

Dear Chair Meatoga and Members of the Planning Commission,

The Outdoor Circle opposes the amendment to allow for more signage as
envisioned by Resolution No. 24-223.

As we understand this proposal, this would allow for a proliferation of signs that is
not well-considered, and would inevitably lead to neighboring businesses wanting
the same consideration, which may fall across a street in a different zoned area. This
desire to have even more signage everywhere is inevitable if passed.

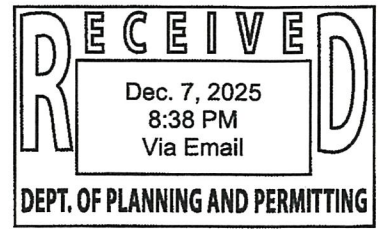
Our signage laws are well-considered for the benefit of the public and to protect
Hawaii's environment from being cluttered with excessive signage. While the areas
in consideration appear to be limited, the actual impact may be much greater than
is currently envisioned.

**Furthermore, the DPP should produce drawings that would exactly show potential
maximum impacts on an actual building that exists now so that the public and the
Planning Commission can understand exactly what is being proposed. Without
such a rendering, it is quite difficult to understand the potential impacts.**

**We recommend that this be sent back to DPP for actual renderings that show
actual possible increases in signage that might take effect if passed before any
action is taken.**

Thank you for your help in keeping our environment one that is visually pleasing
along with all other considerations before you.

Winston Welch
Executive Director



December 8, 2025

To: Department of Planning and Permitting
Planning, Infrastructure, and Transportation Commission

RE: Resolution No. 24-223 – Request for Amendment to Revised Ordinances of Honolulu, Section 21-7.40(d)

To whom it may concern,

I am submitting testimony in support of the proposed amendments to R.O.H. § 21-7.40(d) as detailed in Resolution No. 24-233. As you know, the proposed amendment would be to the provision that only one wall or marquee fascia identification sign may be used for each street front that has a principal pedestrian or vehicular entrance to the building. Instead, it would allow for the same provisions save for the fact that it shall be permitted for each ground floor establishment with building frontage.

I am in agreement with the findings that this would properly address the restrictions on signage that restrict a business in an apartment and apartment mixed-use developments. This simple, yet meaningful, amendment would allow for multiple establishments to have their own individual signage to aid in the promotion of businesses and in turn, our local economy.

I would like to commend the Committee for devising a compromise that balances the beauty of Hawai'i with the economic interests of businesses that make their living here. I believe that excessive signage would simply ruin the natural beauty of Hawai'i, but continued limitations on the signage, such as the 12 square feet restriction or a ban of directly illuminated signs, is a good compromise that shows the Committee's mindfulness of balancing the peoples' different interests in our beautiful home and seeing our local economy thrive.

Furthermore, I commend the Committee for updating our ordinances to reflect our modern times—so often do laws and ordinances fail to keep up with the rapidly-changing times in our modern society that they soon do more harm than good to the people they govern. With just a simple clause, the ordinance leaps forward *26 years* and for that, I thank the Committee and the Department of Planning and Permitting for being mindful of the changes in our society.

Once again, I support the proposed amendment to R.O.H. § 21-7.40(d). Thank you to the Committee and to the Department for your hard work and for the opportunity to testify on this proposed amendment.

Sincerely,

Keisha-Lynn Chee

Authorization Dawn Takeuchi Apuna, Director
Advertisement Oct. 17, 2025
Public Hearing Oct. 29, 2025

DEPARTMENT OF PLANNING AND PERMITTING
KA OI HANA HO'OLĀLĀ A ME NĀ PALAPALA 'AE
CITY AND COUNTY OF HONOLULU

(Cont'd to 12/10/25)

650 SOUTH KING STREET, 7TH FLOOR • HONOLULU, HAWAII 96813
PHONE: (808) 768-8000 • FAX: (808) 768-6041 • WEBSITE: honolulu.gov/dpp

RICK BLANGIARDI
MAYOR
MEIA



DAWN TAKEUCHI APUNA
DIRECTOR
PO'O

BRYAN GALLAGHER, P.E.
DEPUTY DIRECTOR
HOPE PO'O

REGINA MALEPEAI
2ND DEPUTY DIRECTOR
HOPE PO'O KUALUA

October 6, 2025

MEMORANDUM

TO: Pane Meatoga III, Chair
and Members of the Planning Commission
Planning Commission

FROM: Dawn Takeuchi Apuna, Director 
Department of Planning and Permitting ("DPP")

SUBJECT: Resolution No. 24-223 ("Resolution")
Proposing an Amendment to Chapter 21, Revised Ordinances of Honolulu
("ROH") 2021 the Land Use Ordinance ("LUO")
Relating to Sign Standards for Businesses in the Apartment and
Apartment Mixed-Use District

Transmitted for appropriate action is the DPP's report and recommendation for the proposed amendments to the LUO. On January 29, 2024, the City Council adopted the subject Resolution (attached hereto as Exhibit 1), which proposes to amend the LUO by allowing additional signage for businesses in the Apartment District and Apartment Mixed-Use Districts found in ROH §21-7.40(d) (Specific District Sign Standards). The DPP supports the intent of the Resolution.

Attachment: Exhibit 1

DEPT OF PLANNING
AND PERMITTING
CITY & COUNTY OF HONOLULU

25 OCT -6 P5:21

RECEIVED

**LAND USE ORDINANCE AMENDMENT – A COUNCIL-INITIATED PROPOSAL
RELATING TO SIGN STANDARDS FOR BUSINESSES IN THE APARTMENT AND
APARTMENT MIXED-USE DISTRICT**

Staff Report

October 6, 2025

I. BACKGROUND

On January 29, 2025, the City Council adopted Resolution No. 24-223, initiating amendments to Revised Ordinances of Honolulu (ROH) Chapter 21, also known as the Land Use Ordinance (LUO). The primary purpose of the proposed amendments is to allow additional signage for businesses in the Apartment District and Apartment Mixed-Use Districts (AMX Districts). Current regulations allow one identification or directory sign for each principal pedestrian or vehicular entrance to the building. The amendment would allow one for each ground floor establishment with building frontage. This would allow signage for ground floor establishments where there are several establishments along a street frontage.

II. EXISTING REGULATIONS AND POLICIES

City Policies and Plans: Signage for specific districts are specified in the LUO. These regulations aim to balance the needs of businesses (establishments), manage public safety, and preserve the view of the island landscape. For the Apartment District and AMX District, ROH §21-7.40(d) specifies:

"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.

If all buildings on the street frontage of the zoning lot are set back a minimum of 50 feet from the property line on their entry sides, one ground identification or directory sign, not directly illuminated and not exceeding eight square feet in area, shall also be permitted for each such entry side. The ground sign shall not be located in any required yard. Instead of these signs, one garden sign may be permitted."

For the purposes of the LUO, "identification sign" means signs which depict the name or address of a building, project or establishment on the premises where the sign is located as a means of identifying the building, project, or establishment. "Directory sign" means a sign identifying the location of occupants of a building or group of buildings which are divided into rooms or suites used as separate offices, studios or shops. "Business signs" means signs which direct attention to a profession, business, commodity, service, entertainment or activity conducted, sold, or offered on the premises where the sign is located.

III. ANALYSIS

Visual Impact: This amendment would have the most impact in the AMX District lots because commercial establishments are permitted in the AMX District. Based on our research, there are only eight general areas within the AMX District throughout the island. These eight neighborhoods are adjacent to various uses ranging from residential, parks, and commercial uses. In the vicinity of every AMX District is either a Business or Business Mixed Use District characterized with signage for establishments. Signage will be restricted in the size and lighting type in order to blend with the neighborhood; signage cannot exceed 12 square feet in area and cannot be directly illuminated. Establishments on higher floors will not be given additional signage on the building. Any additional visual impact will be at a lower height than the building. Therefore, we have concluded that allowing additional signage for ground floor establishments would have minimal adverse visual or health and safety impacts on the surrounding areas.

Utilization Impact: It is anticipated that multi-use buildings within the AMX District will utilize the additional signage. Generally, there are three types of development within the eight areas in the AMX District: 1) multi-use buildings, 2) multi-unit dwellings, and 3) undeveloped land. The table below describes the location of each development type.

Development Type	Location
Existing multi-use buildings	Ho'opili (Maunakapu Street to Keahumoa Parkway, Honouli'uli Street to Maunakapu Street, Onchi Ula Street to Kulanikaoi Street, and Kauluakoko Street to Kamalie Mua Street) Kapolei (Portions of Kakala Street and Kukulu Street and Kamaaha Avenue to Kamaaha Loop) Honolulu (Portions of Rycroft Street and Young Street from Punahou Street to Artesian Street)
Multi-unit dwellings	Waipahu (Portions of Waipahu Street to Leolua Street, Pupumomi Street to Pupuole Street, between Farrington Highway at West Loch of Pearl Harbor, and mauka of Kamehameha Highway) Pearl City (Portions of Kipaipai Street, Kamehameha Highway to Acacia Street, and Kamehameha Highway to Moanalua Loop) Honolulu (Portions of Kapiolani Boulevard from Hauoli Street to McCully Street and Young Street from Punahou Street to Artesian Street)
Undeveloped land	Kapolei (Mauka of Farrington Highway near Wet n Wild, Kapolei Parkway near Kapolei Commons, and Fort Weaver Road and Farrington Highway)

1. **Existing multi-use buildings:** These buildings have existing commercial uses and are most likely to utilize additional signage for ground floor establishments.

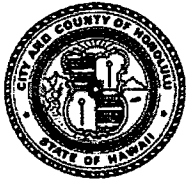
Existing multi-use buildings would need to obtain a sign permit for additional signage. Additionally, some homeowner associations may require review by the association prior to submitting a sign permit to ensure it follows their own internal cohesive design standards. Examples include Kahiku at Mehana in Kapolei (a two-story live-work community structure) and Kohina at Ho'opili (a three-story flex structure).

2. **Multi-unit dwellings:** Multi-unit dwellings are highly unlikely to utilize additional signage. A large number of multi-unit dwellings are within the AMX District because the Transit Oriented Development Special District upzoned lots in the Apartment District to AMX District to encourage mixed use development in close proximity to the rail. At this time these buildings do not have ground floor establishments but could convert the ground floor in the future. Multi-unit dwellings would need to get a building permit to change the use of the ground floor, update the certificate of occupancy, and then obtain a sign permit.
3. **Undeveloped land:** There are a handful of large undeveloped lots within the AMX District. These lots could be developed with multi-use buildings with well-designed commercial establishments that could take advantage of these modified sign standards.

Based on our review of lots within the AMX District, these amendments would have limited impact in the near term and in the long term would provide opportunities for signage in new or converted mixed-use buildings.

(A) RECOMMENDATION

The Department of Planning and Permitting supports the intent of the proposed amendment because it allows additional signage in mixed use areas and supports local businesses by providing better visibility of their location. We do note that the City Council's draft bill inadvertently omitted the second paragraph of the subsection, which grants additional signage where there is a 50-foot setback. This paragraph should remain in the LUO.



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



HONOLULU CITY COUNCIL
KE KANIHELA O KE KALANA O HONOLULU
CITY AND COUNTY OF HONOLULU

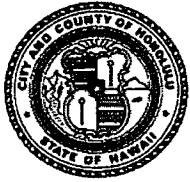
No. 24 - 223

RESOLUTION

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



HONOLULU CITY COUNCIL
KE KANIHELA O KE KALANA O HONOLULU
CITY AND COUNTY OF HONOLULU

No. 24 - 223

RESOLUTION

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. Iyola

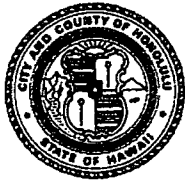
DATE OF INTRODUCTION:

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.



HONOLULU CITY COUNCIL
KE KANIHELA O KE KALANA O HONOLULU
CITY AND COUNTY OF HONOLULU

ORDINANCE _____

BILL _____

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