

Bill 7 (2026)

LUO Sign Amendment

Apartment Mixed Use

Districts

Department of Planning and Permitting
Land Use Permits Division

LUO Amendment

Current Apartment (Apt) and Apartment Mixed Use (AMX) District sign standards:

In connection with any use permitted other than single-unit and two-unit 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.**

Proposed Apt and AMX District sign standards:

In connection with any use permitted other than single-unit and two-unit dwelling use, **only one wall or marquee fascia identification or directory sign**, not directly illuminated and not exceeding **9** square feet in area, shall be permitted **for each ground floor establishment with building frontage.**

Building Frontage - Definition

Portion of the principal building of an establishment which faces a street.

If the principal buildings are arranged on the lot in such a manner as to **face a parking area, or walkway or open space accessible to the general public,** then the area facing the parking area, walkway or open space may be **considered the building frontage for an establishment**, provided that establishment has an entryway on that frontage.

Signs may be placed facing the street or the parking area, walkway or open space in any combination, but shall not exceed two signs.

Mehana Kapolei - AMX-2 District

This aerial map illustrates the Mehana Kapolei - AMX-2 District. The map features several streets: Waka St on the left, Kakala St at the bottom, and a vertical road on the right. A large building complex is highlighted with a yellow dashed border. Within this complex, an orange rectangle marks the location of 'Salon Dana', and a blue location pin marks 'O Salon'. To the right of this complex, a red location pin marks 'Leong Family Dental Kapolei'. A legend in the top right corner explains the color coding: 'Orange = Sign for building' and 'Yellow = Sign for businesses'. The map also shows a parking lot with several cars and a building with the address '1020'.

Orange = Sign for building

Yellow = Sign for businesses

Salon Dana

O Salon

Leong Family Dental Kapolei

1020

Waka St

Kakala St

Kakala St

Yellow = Sign for businesses

Why 9 sq. ft.?

- 25% decrease from what was originally proposed
- Size of public hearing signage
- Small enough to maintain pedestrian scale
- Large enough for signs to be seen by all modes of transportation



How big is 9 sq. ft.? (Sign area = width x height)



1.5 ft. x 6 ft.

1 ft. x 9 ft.

3 ft. x 3 ft.

2.5 ft. x 4 ft.

2 ft. x 4.5 ft.

Aina Haina Shopping Center (B-1 Neighborhood Business District)
Sign Area = 9 sq. ft.





9

SALON DANA

44.0"

SALON DANA

10.5"

AMX District Analysis

- Eight areas across the island have lots in the AMX District
- Generally 3 types of development in these areas:
 - Existing multi-use (live-work) buildings
 - Existing multi-unit dwellings (apartments)
 - Undeveloped land
- Current impact will be on multi-use buildings

Visual Impact of Amendment - Limited

- **Regulation Level**

- Restricted in the size and lighting type in order to blend with the neighborhood.
- Signage is allowed only for ground floor establishments which ensures signs will be at a lower height than the building and scale appropriate.

- **Design Level**

- Sign size will also be constrained by the building design and architectural features.
- Association may have their own requirements for a cohesive neighborhood design.

- **Zoning Level**

- Not intrusive as there is additional signage in nearby Business and Business Mixed Use Zoning Districts.

Mahalo