BILL007(26)
Testimony

MISC. COMM. 67

COUNCIL

COUNCIL Meeting

Meeting Date: Feb 18, 2026 @ 10:00 AM

Support: 4

Oppose: 0

I wish to comment: 0

Name:	Email:	Zip:
Johnnie-Mae Perry	waianaenb569@gmail.com	96792
Representing:	Position:	Submitted:
Self	Support	Feb 11, 2026 @ 10:11 PM

Testimony:

I, Johnnie-Mae L. Perry, SUPPORT BILL007(26)

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

Name:	Email:	Zip:
Lee Tokuhara	lstokuhara@drhorton.com	96813
Representing:	Position:	Submitted:
D.R. Horton Hawaii	Support	Feb 16, 2026 @ 05:35 PM

Name:	Email:	Zip:
Stanley Yu	teapressobarewa@gmail.com	96706
Representing:	Position:	Submitted:
Teapresso Bar	Support	Feb 16, 2026 @ 09:31 PM

Name:	Email:	Zip:
Kiran Polk	kiranpolk@gmail.com	96707
Representing:	Position:	Submitted:
Kapolei Chamber of Commerce	Support	Feb 17, 2026 @ 03:10 PM

D·R·HORTON
America's Builder
HAWAII

February 16, 2026

The Honorable Tommy Waters, Chair
The Honorable Andria Tupola, Vice Chair
Members of the Honolulu City Council
City Council, City and County of Honolulu
Honolulu, Hawaii 96813-3077

RE: **Bill 007(26) – RELATING TO SIGN STANDARDS FOR APARTMENT AND APARTMENT MIXED-USE DISTRICTS**
Hearing Date: February 18, 2026, 10:00 a.m.

Aloha Chair Waters, Vice Chair Tupola and Members of the Honolulu City Council,

Mahalo for the opportunity to submit testimony on behalf of D.R. Horton Hawaii, in **STRONG SUPPORT** of Bill 7 – Relating to Sign Standards for Apartment and Apartment Mixed-Use Districts. 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.

Bill 7 proposes an amendment to the Land Use Ordinance, relating to sign standards to allow businesses in apartment and apartment mixed-use districts to have reasonable signage to promote their businesses. 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 Bill 7 on this proposed LUO 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 & Community Relations
D.R. Horton Hawaii

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

February 17, 2026

The Honorable Tommy Waters, Chair
The Honorable Andria Tupola, Vice Chair
Members of the Honolulu City Council
Honolulu, Hawaii 96813-3077

RE: **Bill 007(26) RELATING TO SIGN STANDARDS FOR APARTMENT AND APARTMENT MIXED-USE DISTRICTS**

Aloha Chair Waters and Members of the Honolulu City Council,

Mahalo for this opportunity to submit testimony in SUPPORT of Vice Chair Andria Tupola's proposed Bill 7, 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

February 18, 2026

Honolulu City Council
830 S. King Street
Honolulu, Hawaii 96813

KAPOLEI CHAMBER of COMMERCE
Working for West Oahu

RE: Bill 7 (2026), CD1 – Relating to Sign Standards for Apartment and Apartment Mixed-Use Districts

Dear Chair Waters, Vice Chair Tupola, and Councilmembers:

My name is Kiran Polk, and I am the Executive Director & CEO of the Kapolei Chamber of Commerce. The Kapolei Chamber represents businesses throughout the Kapolei region, including Waipahu, Kapolei, ʻEwa Beach, Nānakūli, Waiʻanae, and Mākaha. We advocate on behalf of our members and the broader business community to support economic vitality and ensure West Oʻahu continues to thrive.

The Kapolei Chamber of Commerce **supports Bill 7 (2026), CD1**, which proposes amendments to the Land Use Ordinance relating to sign standards for apartment and apartment mixed-use districts. This measure directly impacts many of our small business members who operate within mixed-use developments and residential communities across West Oʻahu.

The vision for Kapolei and the broader West Oʻahu region has long been centered on a live-work model, creating walkable, connected communities where residents can live, work, and access essential services close to home. **Small businesses located within these developments play a critical role in activating neighborhoods, supporting local jobs, and serving nearby residents.** However, under current LUO signage limitations, many of these businesses are **unable to install signage that is reasonably visible or effective** in identifying their location and services.

For small businesses, particularly those located on the ground floor of apartment and mixed-use buildings, **signage is not a luxury; it is a basic operational necessity**. Clear, visible signage allows businesses to be found, supports customer access, and contributes to the **success of neighborhood-serving establishments**. When signage is overly restricted, businesses within residential communities are **placed at a disadvantage** compared to those in traditional commercial corridors. **Bill 7 seeks to establish a more balanced and reasonable signage standard** for apartment and apartment mixed-use districts, recognizing the realities of modern land use planning and mixed-use development patterns.

The Kapolei Chamber **respectfully urges the Council to advance Bill 7 (2026), CD1**, as it **supports small businesses, strengthens neighborhood commercial activity, and reinforces the long-term planning vision for Kapolei and West Oʻahu**. Mahalo for the opportunity to submit testimony and for your continued leadership on policies that support our local business community.

Respectfully submitted,

Kiran Polk
Executive Director & CEO