

BILL007(26)
Testimony

MISC. COMM. 106

COUNCIL

COUNCIL Meeting

Meeting Date: Mar 25, 2026 @ 10:00 AM

Support: 3

Oppose: 0

I wish to comment: 0

Name: Johnnie-Mae Perry	Email: waianaenb569@gmail.com	Zip: 96792
Representing: Self	Position: Support	Submitted: Mar 21, 2026 @ 01:29 PM
Testimony: I, Johnnie-Mae L. Perry, Support BILL007(26) RELATING TO SIGN STANDARDS FOR APARTMENT AND APARTMENT MIXED-USE DISTRICTS.		
Name: Lee Tokuhara	Email: lstokuhara@drhorton.com	Zip: 96813
Representing: D.R. Horton Hawaii	Position: Support	Submitted: Mar 23, 2026 @ 01:38 PM
Name: Kiran Polk	Email: kiranpolk@gmail.com	Zip: 96707
Representing: Kapolei Chamber of Commerce	Position: Support	Submitted: Mar 24, 2026 @ 10:04 PM



March 23, 2026

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

RE: **Bill 007(2026), CD1 – LUO AMENDMENT RELATING TO SIGN STANDARDS FOR APARTMENT AND APARTMENT MIXED-USE ZONING DISTRICTS**
Hearing Date: March 25, 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(2026), CD1 – LUO Amendment Relating to Sign Standards for Apartment and Apartment Mixed-Use Zoning 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(2026), CD1 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, I am available at (808) 295-7329 or Istokuhara@drhorton.com.

Mahalo for your consideration,

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

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

Wednesday, March 25, 2026, 10:00am
City Council Chamber & via videoconference



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, 'Ewa Beach, Nānakūli, Wai'anae, and Mākaha. We advocate on behalf of our members and the broader business community to support economic vitality and ensure West O'ahu continues to thrive.

The Kapolei Chamber of Commerce **strongly supports Bill 7 (2026), CD1**, which proposes amendments to the Land Use Ordinance (LUO) 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 O'ahu**. The vision for Kapolei and the broader West O'ahu 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 **adopt Bill 7 (2026), CD1 on third reading**, as it supports small businesses, strengthens neighborhood commercial activity, and reinforces the long-term planning vision for Kapolei and West O'ahu.

Mahalo for the opportunity to submit testimony and for your continued leadership regarding policies that support our local business community.

Respectfully submitted,

Kiran Polk
Executive Director & CEO

1001 Kamokila Boulevard, Campbell Building Suite 250, Kapolei, Hawaii 96707