
A BILL FOR AN ACT

RELATING TO OUTDOOR ADVERTISING.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. The legislature finds that owners and residents
2 of residential and agricultural properties should be allowed to
3 display signs and other outdoor advertising devices on their
4 property in a manner that will not, by their size, location, or
5 method of display, interfere with traffic safety or otherwise
6 endanger the public health, safety, and welfare.

7 The purpose of this Act is to:

- 8 (1) Preserve the character of residential and agricultural
9 neighborhoods;
- 10 (2) Preserve order and cleanliness;
- 11 (3) Avoid of the appearance of clutter;
- 12 (4) Protect property values;
- 13 (5) Avoid the propagation of litter and the growth of
14 weeds around signs;
- 15 (6) Reduce traffic hazards caused by distractions to
16 motorists and impairment of sight lines;
- 17 (7) Ensure that the State remains an attractive place to
18 live, work, and visit;



- 1 (8) Protect the outstanding scenic beauty of our
- 2 community;
- 3 (9) Reduce administrative burdens; and
- 4 (10) Protect the health, safety, welfare, of the public.

5 It is not the purpose of this Act to regulate or control
 6 the copy, content, or viewpoint of any type of sign, nor is it
 7 the intent of this Act to create any greater or less protection
 8 for any specific type of speech, commercial or non-commercial.

9 SECTION 2. Chapter 445, Hawaii Revised Statutes, is
 10 amended by adding a new section to be appropriately designated
 11 and to read as follows:

12 "§445- Residential property limitations. (a) No sign,
 13 billboard, or outdoor advertising device under section 445-112
 14 displayed on residential or agricultural property may be larger
 15 than four feet by two feet, provided that the total area of all
 16 signs for each residential or agricultural property unit does
 17 not exceed sixteen square feet.

18 (b) No sign, billboard, or outdoor advertising device
 19 under section 445-112 may be displayed on residential or
 20 agricultural property if the tenant or owner of the property has
 21 received any payment, fee, or valuable consideration in return
 22 for the display.



1 (c) In a multi-unit residential structure, each separate
 2 unit shall be entitled to display signs, billboards, or outdoor
 3 advertising devices meeting the requirements listed in
 4 subsection (a); provided that multi-unit residential structures
 5 with four or more units may display signs on their common areas
 6 that are no larger than eight feet by four feet, provided
 7 further that the total area of all signs in the common areas
 8 does not exceed sixty-four square feet.

9 (d) Nothing in this section is intended to permit any
 10 sign, billboard, or outdoor advertising device otherwise
 11 prohibited by county ordinance.

12 (e) For purposes of this section, the terms "residential
 13 or agricultural property" and "residential or agricultural
 14 property unit" refer to separate residential or agricultural
 15 properties that have separate tax map keys."

16 SECTION 3. New statutory material is underscored.

17 SECTION 4. This Act shall take effect July 1, 2007.

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INTRODUCED BY: Kirk Caldwell
Tony Vets

JAN 24 2007



Report Title:

Outdoor Advertising

Description:

Limits the size of outdoor advertising displays on residential property.

