
A BILL FOR AN ACT

RELATING TO OUTDOOR SIGNAGE.

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

1 SECTION 1. Section 445-112, Hawaii Revised Statutes, is
2 amended to read as follows:

3 "~~§445-112~~ **Where and when permitted.** No person shall
4 erect, maintain, or use a billboard or display any outdoor
5 advertising device, except as provided in this section:

6 (1) The display of official notices and signs, posted by
7 order of any court or public office, or posted by any
8 public officer in the performance of a public duty, or
9 posted by any person required to do so by any law or
10 rule having the force of law;

11 (2) Any outdoor advertising device announcing a meeting or
12 series of meetings is not prohibited by this section
13 if displayed on the premises where the meeting or
14 series of meetings will be or is being held.

15 ~~[Meeting, as]~~ As used in this ~~[section,]~~ paragraph,
16 "meeting" includes all meetings regardless of whether
17 open to the public or conducted for profit and



1 includes but is not limited to sports events,
2 conventions, fairs, rallies, plays, lectures,
3 concerts, motion pictures, dances, and religious
4 services;

5 (3) Any outdoor advertising device indicating that the
6 building or premises on which it is displayed is the
7 residence, office, or place of business, commercial or
8 otherwise, of any individual, partnership, joint
9 venture, association, club, or corporation, and
10 stating the nature of the business;

11 (4) Any outdoor advertising device that advertises
12 property or services that may be bought, rented, sold,
13 or otherwise traded in on the premises or in the
14 building on which the outdoor advertising device is
15 displayed;

16 (5) The offering for sale of merchandise bearing
17 incidental advertising, including books, magazines,
18 and newspapers, in any store, newsstand, vending
19 machine, rack, or other place where such merchandise
20 is regularly sold;



- 1 (6) Any outdoor advertising device offering any land,
2 building, or part of a building for sale or rent, if
3 displayed on the property so offered or on the
4 building so offered;
- 5 (7) Any outdoor advertising device carried by persons or
6 placed upon vehicles used for the transportation of
7 persons or goods, except as provided under section
8 445-112.5, relating to vehicular advertising devices;
- 9 (8) Any outdoor advertising device warning the public of
10 dangerous conditions that they may encounter in nearby
11 sections of streets, roads, paths, public places,
12 power lines, gas and water mains, or other public
13 utilities;
- 14 (9) Signs serving no commercial purpose that indicate
15 places of natural beauty, or of historical or cultural
16 interest, and that are made according to designs
17 approved by the department of business, economic
18 development, and tourism;
- 19 (10) Any outdoor advertising device or billboard erected,
20 placed, or maintained upon a state office building, if
21 erected, placed, or maintained by authority of a state



1 agency, department, or officer for the sole purpose of
2 announcing cultural or educational events within the
3 State, and if the design and location thereof has been
4 approved by the department of business, economic
5 development, and tourism;

6 (11) Signs urging voters to vote for or against any person
7 or issue[~~r~~] may be erected, maintained, and used,
8 except where contrary to or prohibited by law;

9 (12) Signs stating that a residence that is offered for
10 sale, lease, or rent is open for inspection at the
11 actual time the sign is displayed and showing the
12 route to the residence; provided that the sign
13 contains no words or designs other than the words
14 "Open House", the address of the residence, the name
15 of the person or agency responsible for the sale, and
16 an arrow or other directional symbol and is removed
17 during such time as the residence is not open for
18 inspection;

19 (13) The erection, maintenance, and use of billboards if
20 the billboard is used solely for outdoor advertising
21 devices not prohibited by this section;



- 1 (14) The continued display and maintenance of outdoor
2 advertising devices actually displayed on July 8,
3 1965, in accordance with all laws and ordinances
4 immediately theretofore in effect;
- 5 (15) The continued maintenance of any billboard actually
6 maintained on July 8, 1965, and the display thereon of
7 the same or new advertising devices, all in accordance
8 with all laws and ordinances in effect immediately
9 prior to July 9, 1965;
- 10 (16) Any outdoor advertising device, displayed with the
11 authorization of the [~~University~~] university of
12 Hawaii, on any scoreboard of any stadium owned by the
13 university. An outdoor advertising device displayed
14 under this paragraph shall be on the front of the
15 scoreboard and face the interior of the stadium;
- 16 (17) Any temporary outdoor advertising device attached to
17 or supported by the structure of any stadium owned by
18 the [~~University~~] university of Hawaii, located within
19 and facing the interior of the stadium, and authorized
20 to be displayed by the university. For the [~~purpose~~]
21 purposes of this paragraph, "temporary" means



1 displayed for a short period before the official start
2 of organized athletic competition, during the
3 organized athletic competition, and for a short period
4 after the official end of the organized athletic
5 competition;

6 (18) Any outdoor advertising device~~[7]~~ or digital outdoor
7 signage device displayed with the authorization of the
8 stadium authority~~[7-on]~~:

9 (A) On any scoreboard of any stadium operated by the
10 stadium authority[.—An]; provided that an
11 outdoor advertising device or digital outdoor
12 signage device displayed under this ~~[paragraph]~~
13 subparagraph shall be on the front of the
14 scoreboard and face the interior of the
15 stadium~~[7]~~ and shall not be displayed on top of
16 the stadium and facing a state highway; or

17 (B) In the stadium development district; provided
18 that an outdoor advertising device or digital
19 outdoor signage device displayed under this
20 subparagraph shall:



- 1 (i) Face the interior of the district and not a
- 2 state highway; and
- 3 (ii) Be intended to be viewed by those that are
- 4 physically present in the district.

5 For the purposes of this paragraph, "digital outdoor
 6 signage device" means any outdoor advertising device
 7 displaying a message that may be changed by electronic
 8 processes or designed to attract attention by the
 9 inclusion of a flashing, changing, revolving, or
 10 flickering light source or change in light intensity.

11 "Digital outdoor signage device" includes signs with
 12 electronically generated or controlled images, such as
 13 electronic programmable message signs, digital signs,
 14 and plasma or light-emitting diode (LED) signs; and

15 (19) Any outdoor advertising device, displayed with the
 16 authorization of the city and county of Honolulu, on
 17 the scoreboard of the Waipio peninsula soccer stadium.

18 The outdoor advertising device shall be:

- 19 (A) Attached to the bottom of the scoreboard;
- 20 (B) No longer than the width of the scoreboard; and



1 (C) No higher than twenty-five per cent of the
2 scoreboard height.

3 The scoreboard shall be no larger than twenty-eight
4 feet by ten feet. Any outdoor advertising device
5 displayed pursuant to this paragraph shall be on the
6 front of the scoreboard and face the interior of the
7 stadium; provided that the outdoor advertising device
8 shall not be visible from any thoroughfare."

9 SECTION 2. (a) The department of business, economic
10 development, and tourism shall conduct a study on the impacts of
11 light pollution associated with the use of digital outdoor
12 signage devices displayed in a stadium or within the stadium
13 development district pursuant to section 445-112(18), Hawaii
14 Revised Statutes. The study shall include an analysis of the
15 impacts of light pollution on communities surrounding the
16 stadium development district.

17 (b) The department of business, economic development, and
18 tourism shall submit a report of its findings and
19 recommendations, including any proposed legislation, to the
20 legislature no later than twenty days prior to the convening of
21 the regular session of 2027.



1 SECTION 3. Statutory material to be repealed is bracketed
2 and stricken. New statutory material is underscored.

3 SECTION 4. This Act shall take effect on July 1, 2050.



Report Title:

Stadium Authority; Outdoor Advertising; Digital Outdoor Signage Devices; Stadium Development District; DBEDT; Light Pollution; Study

Description:

Allows the display of outdoor advertising devices, including digital outdoor signage devices, within the Stadium Development District with the authorization of the Stadium Authority and subject to certain conditions. Requires the Department of Business, Economic Development, and Tourism to conduct a study on the impacts of light pollution associated with the devices and report to the Legislature. Effective 7/1/2050. (HD2)

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