

STAND. COM. REP. NO. 2109

Honolulu, Hawaii

FEB 04 2026

RE: S.B. No. 2004
S.D. 1

Honorable Ronald D. Kouchi
President of the Senate
Thirty-Third State Legislature
Regular Session of 2026
State of Hawaii

Sir:

Your Committee on Commerce and Consumer Protection, to which was referred S.B. No. 2004 entitled:

"A BILL FOR AN ACT RELATING TO OUTDOOR ADVERTISING,"

begs leave to report as follows:

The purpose and intent of this measure is to increase penalties for violations of the State's laws relating to the display of billboards or any outdoor advertising.

Your Committee received testimony in support of this measure from Hawaiian Electric and The Outdoor Circle.

Your Committee received comments on this measure from Life of the Land.

Your Committee finds that unlawful outdoor advertising and display of billboards may cause issues such as littering, visual distraction, and access and safety issues for utility poles. In particular, utilities require unimpeded access to utility poles to undertake maintenance and any interference may jeopardize safety or disrupt service delivery. This measure acts as a deterrent against unlawful outdoor advertising and display of billboards by increasing penalties. However, your Committee notes that increased enforcement may also be required as a stronger deterrent.



Accordingly, your Committee has amended this measure by:

- (1) Inserting an effective date of January 1, 3000, to encourage further discussion; and
- (2) Making a technical, nonsubstantive amendment for the purposes of clarity and consistency.

As affirmed by the record of votes of the members of your Committee on Commerce and Consumer Protection that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2004, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 2004, S.D. 1, and be referred to your Committee on Judiciary.

Respectfully submitted on
behalf of the members of the
Committee on Commerce and
Consumer Protection,



GARRETT KEOHOKALOLE, Chair



The Senate
Thirty-Third Legislature
State of Hawai'i

Record of Votes
Committee on Commerce and Consumer Protection
CPN

Bill / Resolution No.:* SB2004	Committee Referral: CPN, JDC	Date: 1/29/26		
<input type="checkbox"/> The Committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is:				
<input type="checkbox"/> Pass, unamended 2312 <input checked="" type="checkbox"/> Pass, with amendments 2311 <input type="checkbox"/> Hold 2310 <input type="checkbox"/> Recommit 2313				
Members	Aye	Aye (WR)	Nay	Excused
KEOHOKALOLE, Jarrett (C)	✓			
FUKUNAGA, Carol (VC)	✓			
LAMOSAO, Rachele				✓
MCKELVEY, Angus L.K.	✓			
AWA, Brenton			✓	
TOTAL	3	CPN	1	1
Recommendation:	<input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted			
Chair's or Designee's Signature: <i>Carol Fukunaga</i>				
Distribution:	Original File with Committee Report	Yellow Committee	Pink Drafting Agency	

*Only one measure per Record of Votes