

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.

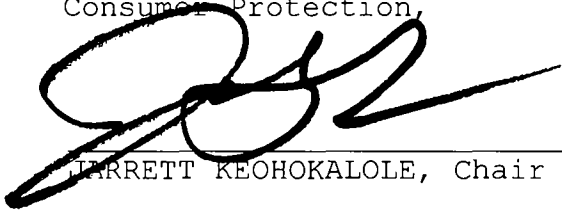


Accordingly, your Committee has amended this measure by:

- (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,



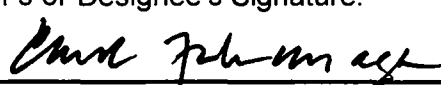
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JARRETT KEOHOKALOLE, Chair



The Senate  
Thirty-Third Legislature  
State of Hawai'i

**Record of Votes**  
**Committee on Commerce and Consumer Protection**  
**CPN**

Bill / Resolution No.:* <div style="font-size: 1.5em; font-family: cursive;">SB2004</div>	Committee Referral: <div style="font-size: 1.5em; font-family: cursive;">CPN, JDC</div>	Date: <div style="font-size: 1.5em; font-family: cursive;">1/29/26</div>		
<input type="checkbox"/> The Committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is: <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="text-align: center;"> <input type="checkbox"/> Pass, unamended 2312         </div> <div style="text-align: center;"> <input checked="" type="checkbox"/> Pass, with amendments 2311         </div> <div style="text-align: center;"> <input type="checkbox"/> Hold 2310         </div> <div style="text-align: center;"> <input type="checkbox"/> Recommit 2313         </div> </div>				
Members	Aye	Aye (WR)	Nay	Excused
KEOHOKALOLE, Jarrett (C)	✓			
FUKUNAGA, Carol (VC)	✓			
LAMOSAO, Rachele				✓
MCKELVEY, Angus L.K.	✓			
AWA, Brenton			✓	
<b>TOTAL</b>	<b>3</b>	<b>0/3</b>	<b>1</b>	<b>1</b>
Recommendation: <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <input checked="" type="checkbox"/> Adopted         <input type="checkbox"/> Not Adopted         </div>				
Chair's or Designee's Signature: <div style="font-size: 1.5em; font-family: cursive; margin-top: 10px;">  </div>				
Distribution: <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <div style="text-align: center;">Original File with Committee Report</div> <div style="text-align: center;">Yellow Committee</div> <div style="text-align: center;">Pink Drafting Agency</div> </div>				

\*Only one measure per Record of Votes