

Honolulu, Hawaii

APR 10 , 2026

RE: S.B. No. 2353
S.D. 2
H.D. 2

Honorable Nadine K. Nakamura
Speaker, House of Representatives
Thirty-Third State Legislature
Regular Session of 2026
State of Hawaii

Madame:

Your Committee on Finance, to which was referred S.B. No. 2353, S.D. 2, H.D. 1, entitled:

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

begs leave to report as follows:

The purpose of this measure is to:

- (1) Allow the display of digital outdoor signage devices within the Stadium Development District or on the front of any stadium scoreboard facing the stadium interior, with the authorization of the Stadium Authority; and
- (2) Require the Department of Business, Economic Development, and Tourism to conduct a study on the impacts of light pollution associated with the use of digital outdoor signage devices and report to the Legislature.

Your Committee received testimony in support of this measure from the Stadium Authority; Chamber of Commerce Hawaii; Retail Merchants of Hawai'i; Pacific Resource Partnership; and Stanford Carr Development, LLC. Your Committee received testimony in opposition to this measure from The Outdoor Circle; Manoa Outdoor Circle; North Shore Outdoor Circle; and numerous individuals.



Your Committee has amended this measure by:

- (1) Specifying certain requirements for outdoor advertising devices or digital outdoor signage devices within the Stadium Development District that are intended to guard against distracted driving; and
- (2) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

Your Committee notes concerns regarding whether advertisement signs or devices authorized under this measure should be subject to size limitations or parameters and looks forward to further discussion on this issue as the measure moves through the legislative process.

As affirmed by the record of votes of the members of your Committee on Finance that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2353, S.D. 2, H.D. 1, as amended herein, and recommends that it pass Third Reading in the form attached hereto as S.B. No. 2353, S.D. 2, H.D. 2.

Respectfully submitted on
behalf of the members of the
Committee on Finance,



CHRIS TODD, Chair



