STAND. COM. REP. NO. 2922

Honolulu, Hawaii

MAR 0 6 2026

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

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

Sir:

Your Committees on Commerce and Consumer Protection and Ways and Means, to which was referred S.B. No. 2353, S.D. 1, entitled:

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

beg leave to report as follows:

The purpose and intent of this measure is to:

(1) Allow the display of outdoor advertising devices, including digital outdoor signage devices, within the Waikiki Special District;

(2) Require the adoption of necessary county ordinances; and

(3) Allow the display of outdoor advertising devices, including digital outdoor signage devices, within the Stadium Development District with the authorization of the Stadium Authority.

Your Committees received testimony in support of this measure from the Stadium Authority; Stanford Carr Development, LLC.; and Chamber of Commerce Hawaii.

Your Committees received testimony in opposition to this measure from seven individuals.

Your Committees find that existing law restricts the display of certain outdoor signage in the State, which limits marketing and activation opportunities in the Stadium Development District and constrains broader economic innovation in local marketing and digital media industries. This measure would stimulate the economy, provide the Stadium Authority with a diversified and sustainable revenue stream, and align the Stadium Development District with industry standards in global professional sports and entertainment venues.

Your Committees have amended this measure by:

(1) Deleting language that would have allowed the display of certain outdoor advertising devices within the Waikiki Special District and required each county with a population of five hundred thousand or more to adopt the necessary enabling ordinances; and

(2) Making technical, nonsubstantive amendments for the purposes of clarity and consistency.

As affirmed by the records of votes of the members of your Committees on Commerce and Consumer Protection and Ways and Means that are attached to this report, your Committees are in accord with the intent and purpose of S.B. No. 2353, S.D. 1, as amended herein, and recommend that it pass Third Reading in the form attached hereto as S.B. No. 2353, S.D. 2.

Respectfully submitted on behalf of the members of the Committees on Commerce and Consumer Protection and Ways and Means

DONOVAN M. DELA CRUZ, Chair

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.:*	Committee Referral:	Date:
SB2353 SD1	EDT, CPN/WAM	3/3/2026

☐ The Committee is reconsidering its previous decision on this measure.

If so, then the previous decision was to: _____

The Recommendation is:

☐ Pass, unamended 2312 ☑ Pass, with amendments 2311 ☐ Hold 2310 ☐ Recommit 2313

Members	Aye	Aye (WR)	Nay	Excused
KEOHOKALOLE, Jarrett (C)	✓			
FUKUNAGA, Carol (VC)	✓			
LAMOSAO, Rachele	✓			
MCKELVEY, Angus L.K.	✓			
AWA, Brenton				✓
TOTAL	4			1

Recommendation: ☑ Adopted ☐ Not Adopted

Chair's or Designee's Signature:

Carol Fukunaga

Distribution: Original — File with Committee Report; Yellow — Committee; Pink — Drafting Agency

*Only one measure per Record of Votes

Revised: 01/02/26

The Senate
Thirty-Third Legislature
State of Hawai'i

Record of Votes
Committee on Ways and Means
WAM

Bill / Resolution No.:*	Committee Referral:	Date:
SB 2353, SD1	EDT, CPN/WAM	3/3/2026

☐ The Committee is reconsidering its previous decision on this measure.
If so, then the previous decision was to: _____

The Recommendation is:

☐ Pass, unamended 2312 ☒ Pass, with amendments 2311 ☐ Hold 2310 ☐ Recommit 2313

Members	Aye	Aye (WR)	Nay	Excused
DELA CRUZ, Donovan M. (C)	X			
MORIWAKI, Sharon Y. (VC)	X			
DECOITE, Lynn	X			
ELEFANTE, Brandon J.C.	X			
HASHIMOTO, Troy N.	X			
INOUYE, Lorraine R.	X			
KANUHA, Dru Mamo	X			
KIDANI, Michelle N.	X			
KIM, Donna Mercado	X			
LEE, Chris	X			
RICHARDS, III, Herbert M. "Tim"	X			
WAKAI, Glenn	X			
FEVELLA, Kurt				X
TOTAL	12	0	0	1

Recommendation: ☒ Adopted ☐ Not Adopted

Chair's or Designee's Signature:

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Revised: 01/02/26