



**Hawaiian
Electric**

**WRITTEN TESTIMONY BEFORE THE SENATE COMMITTEE ON
COMMERCE AND CONSUMER PROTECTION**

**SB 2004
Relating to Outdoor Advertising**

Thursday, January 29, 2026
9:31 AM

State Capitol, Conference Room 229 & Videoconference

Dear Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee,

Hawaiian Electric is providing written testimony in **support** of SB 2004, Relating to Outdoor Advertising.

Hawaiian Electric's utility poles are the backbone of its electrical distribution grid. Maintaining the poles' integrity, including access to them and to Hawaiian Electric's attachments on the poles, is paramount to supporting a safe grid. As such, it is critical to limit any unauthorized attachments to the poles that could jeopardize the safety of the poles or interfere with Hawaiian Electric crews' ability to access its equipment and electrical lines on its poles. To that end, Hawaiian Electric supports the proposed increase in penalties for the unauthorized attachment of advertising material as it relates to utility poles.

Thank you for this opportunity to provide written testimony in **support** of SB 2004.

LATE

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Winston Welch
Executive Director

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Keeping Hawai'i clean,
green and beautiful
since 1912

January 28, 2026

RE: Strong Support of SB2004 Relating to Outdoor Advertising

Dear Senator Keohokalole and Committee Members,

The Outdoor Circle started the movement against billboards and visual pollution in Hawaii over a century ago, resulting in a culture and laws that protect our unique special visual and scenic environment. It is not an exaggeration to say that Hawaii is the envy of the nation in this regard, and is also held up as an international role model in eradication of billboards, forced consumption of advertisements in the public view plane, and excessive, unnecessary signage.

Lamentably, we have found over the decades the relentless need to protect from constant challenges or proposed laws that would weaken, degrade and pollute our collective visual space. Even in 2026, there at least three bills before the legislature, again, that seek to compromise our hard-won laws that protect our unique visual environment. Despite these challenges, the public has been overwhelmingly and consistently been opposed to any weakening of our signage laws protecting our visual space and view planes.

It is therefore extremely heartening to see that SB2004 is being offered to strengthen our existing signage laws. As the preamble of SB2004 says in the first line: "The legislature finds that unlawful outdoor advertising and display of billboards cause multiple problems for public safety, waste management, and community pollution."

While the focus of this bill is for illegal postings on utility poles, the rationale is correct—this unnecessary visual pollution is distracting and dangerous, creating major safety hazards, and obstructs sightlines as many studies have confirmed for all outdoor signage, posting and billboards. We look forward to working with the sponsors of this bill to defeat other egregious bills this legislative on other challenges to our vital and respected signage laws that have defined Hawaii for over a century.

We applaud introducers of this bill for their vision, understanding, and support of this important issue for Hawaii.

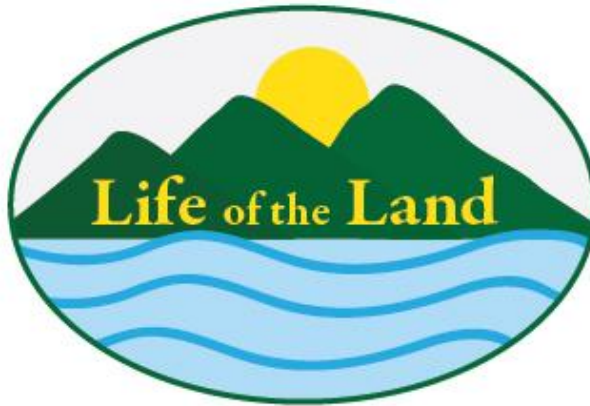
We wholeheartedly support the passage of SB2004.

Mahalo nui loa for considering our testimony,

Winston Welch, Executive Director

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COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Senator Jarrett Keohokalole, Chair

Senator Carol Fukunaga, Vice Chair

DATE: Thursday, January 29, 2026

TIME: 9:31 AM

PLACE: Conference Room 229

SB 2004 Relating to Outdoor Advertising.

COMMENTS

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee

Life of the Land is Hawai`i's own energy, environmental and community action group advocating for the people and `aina for 56 years. Our mission is to preserve and protect the life of the land through sound energy and land use policies and to promote open government through research, education, advocacy and, when necessary, litigation.

For the past two months a highly illegal commercial sign has been prominently on display at a traffic light on the Pali Highway.

The **S. Tanaka Construction LLC** sign is 70 inches tall and 54 inches wide. It had to have been noticed by regulators. Increasing the penalty only works if there is enforcement.

