

STAND. COM. REP. NO. 2721

Honolulu, Hawaii

MAR - 5 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 Judiciary, to which was referred S.B. No. 2004, S.D. 1, 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 the penalties for any person who violates the State's laws relating to the display of billboards or any outdoor advertising device.

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

Your Committee finds that unlawful outdoor advertising creates unnecessary visual pollution, is distracting and dangerous, produces safety hazards, and obstructs sightlines. Outdoor advertising on utility poles is particularly detrimental as it may disrupt service delivery and access to equipment and electrical lines. This measure will impose harsher penalties to deter unauthorized outdoor advertising and preserve the State's unique visual and scenic environment.

As affirmed by the record of votes of the members of your Committee on Judiciary that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2004, S.D. 1, and recommends that it pass Third Reading.



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



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KARL RHOADS, Chair



