

Honolulu, Hawaii  
MAR 20 , 2026

RE: S.B. No. 2353  
S.D. 2  
H.D. 1

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

Madame:

Your Committee on Economic Development & Technology, to which was referred S.B. No. 2353, S.D. 2, entitled:

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

begs leave to report as follows:

The purpose of this measure is to 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 Committee received testimony in support of this measure from the Stadium Authority; Stanford Carr Development, LLC; Pacific Resource Partnership; and Chamber of Commerce Hawaii. Your Committee received testimony in opposition to this measure from The Outdoor Circle; Manoa Outdoor Circle; Ko'olau Foundation; and numerous individuals. Your Committee received comments on this measure from one individual.

Your Committee finds that the New Aloha Stadium Entertainment District is a redevelopment project aimed at replacing the original Aloha Stadium with a modern multi-purpose stadium and surrounding mixed-use community. Your Committee further finds that authorizing the use of digital outdoor signage within the district would create a diversified and sustainable revenue



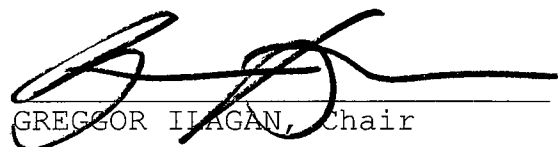
stream, helping to stimulate the local economy. This measure seeks to support the New Aloha Stadium Entertainment District and encourage economic growth by authorizing the use of such signage. Your Committee notes, however, that proper safeguards are needed to limit light pollution and impacts on surrounding communities.

Accordingly, your Committee has amended this measure by:

- (1) Prohibiting outdoor advertising devices or digital outdoor signage devices from being displayed on top of a stadium and facing a state highway;
- (2) Requiring the Department of Business, Economic Development, and Tourism to conduct a study on the impacts of light pollution and report to the Legislature; and
- (3) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

As affirmed by the record of votes of the members of your Committee on Economic Development & Technology that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 2353, S.D. 2, as amended herein, and recommends that it pass Second Reading in the form attached hereto as S.B. No. 2353, S.D. 2, H.D. 1, and be referred to your Committee on Water & Land.

Respectfully submitted on  
behalf of the members of the  
Committee on Economic  
Development & Technology,

  
GREGGOR ILAGAN, Chair



