

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.



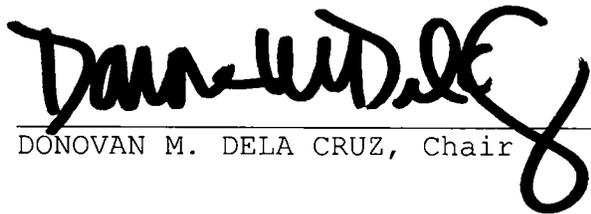
Your Committees find that existing law restricts the display of certain outdoor signage in the State, which limits marketing and activation opportunities in the Stadium Development District and constrains broader economic innovation in local marketing and digital media industries. This measure would 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 NECHOKALOLE, 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 SDI | EDT, CPN/WAM | 3/3/2026 | | |
| <input type="checkbox"/> The Committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____ | | | | |
| The Recommendation is: | | | | |
| <input type="checkbox"/> Pass, unamended 2312 | <input checked="" type="checkbox"/> Pass, with amendments 2311 | <input type="checkbox"/> Hold 2310 <input type="checkbox"/> Recommit 2313 | | |
| Members | Aye | Aye (WR) | Nay | Excused |
| KEOHOKALOLE, Jarrett (C) | ✓ | | | |
| FUKUNAGA, Carol (VC) | ✓ | | | |
| LAMOSAO, Rachele | ✓ | | | |
| MCKELVEY, Angus L.K. | ✓ | | | |
| AWA, Brenton | | | | ✓ |
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| TOTAL | 4 | | | 1 |
| Recommendation: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted | | | | |
| Chair's or Designee's Signature: <i>Carol Fukunaga</i> | | | | |
| Distribution: Original Yellow Pink File with Committee Report Committee Drafting Agency | | | | |

*Only one measure per Record of Votes

