

**Josh Green, M.D.**  
Governor

**Sylvia Luke**  
Lt. Governor

**James Kunane Tokioka**  
DBEDT Director

**Dane K. Wicker**  
DBEDT Deputy Director

**Walter Thoemmes**  
Stadium Authority Chair

**Michael R. Yadao**  
Stadium Authority Executive Director



Statement of  
**MICHAEL R. YADAO**  
Stadium Authority  
Department of Business, Economic Development, and Tourism  
before the

**SENATE COMMITTEE ON WAYS AND MEANS  
AND  
SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION**

Tuesday, March 3, 2026  
10:16 AM  
State Capitol, Conference Room 211

In consideration of  
**S.B. 2353, SD1  
RELATING TO OUTDOOR SIGNAGE.**

Chairs Dela Cruz and Keohokalole, Vice Chairs Moriwaki and Fukunaga and members of the Committees.

The Stadium Authority supports Senate Bill 2353, SD1 which allows the display of outdoor advertising devices, including digital outdoor signage devices, within the Stadium Development District with the authorization of the Stadium Authority.

S.B. 2353, SD1 is a vital step in ensuring the long-term financial viability and vibrancy of the New Aloha Stadium Entertainment District (NASED). The ability to authorize and manage digital outdoor signage provides the Stadium Authority with a diversified and sustainable revenue stream. By allowing modern, high-quality digital displays, we can offer local and national partners premium placement. This stimulates the local economy and aligns the NASED with industry standards for professional sports and entertainment venues globally. Modern digital signage is not just for advertising; it serves as a tool for public announcements, wayfinding, and emergency alerts. Controlled, well-regulated signage contributes to a dynamic "live-work-play" environment that attracts residents and tourists alike.

Thank you for the opportunity to testify.

March 2, 2026

The Honorable Donovan M. Dela Cruz, Chair  
The Honorable Sharon Y. Moriwaki, Vice Chair  
and Members of the Committee on Ways and Means

The Honorable Jarrett Keohokalole, Chair  
The Honorable Carol Fukunaga, Vice Chair  
and Members of the Committee on Commerce and Consumer Protection

Subject: Testimony: SB2353, SD1, Relating to Outdoor Signage  
Hearing: March 3, 2026, at 10:16 AM, Conference Room 211

Dear Chairs Dela Cruz and Keohokalole, Vice Chairs Moriwaki and Fukunaga and Members of the Committee:

Stanford Carr Development strongly supports SB2353, SD1 which authorizes the display of outdoor advertising devices, including digital signage, within the Stadium Development District with the approval of the Stadium Authority.

Signage, advertising, and naming rights are standard features in modern stadiums and entertainment districts nationwide. They serve as essential revenue tools to maintain facilities, support events, and minimize reliance on public funding—all while enhancing the community and visitor experience.

Currently, the Honolulu Land Use Ordinance (§21-7.30) prohibits flashing signage, which in ROH §21-7.20 includes digital signs. These restrictions significantly limit the ability to effectively market and activate the stadium redevelopment. Allowing well-regulated digital signage and sponsorship opportunities will promote the project's long-term financial sustainability and attract private sector investment and partnerships.

SB2353, SD1 achieves a thoughtful balance between preserving Hawaii's unique visual character and enabling contemporary strategies that make this important public project viable and self-sustaining.

Thank you for the opportunity to provide strong testimony in support of SB2353, SD1.

Sincerely,



Stanford S. Carr

**Testimony to the Senate Committee on Ways and Means  
Senator Donovan M. Dela Cruz, Chair  
Senator Sharon Y. Moriwaki, Vice Chair**

**Tuesday, March 3, 2026, at 10:16AM  
Conference Room 211 & Videoconference**

**RE: SB2353 SD1 Relating to Outdoor Signage**

Aloha e Chair Dela Cruz, Vice Chair Moriwaki, and Members of the Committee:

My name is Sherry Menor, President and CEO of the Chamber of Commerce Hawaii ("The Chamber"). The Chamber supports Senate Bill 2353 Senate Draft 1 (SB2353 SD1), which requires the display of outdoor advertising devices, including digital outdoor signage devices, to be allowed within the Waikiki Special District and requires the adoption of necessary county ordinances. Allows the display of outdoor advertising devices, including digital outdoor signage devices, within the Stadium Development District with the authorization of the Stadium Authority.

SB2353 SD1 aligns with our 2030 Blueprint for Hawaii: An Economic Action Plan, specifically under the policy pillar for Economic Action. This bill aligns with the Chamber's priorities for modern economic policy that stimulates business activity while contributing to the state's fiscal strength.

This measure creates the opportunity for advertising and commercial economies that can generate new business activity across multiple sectors, including marketing firms, media companies, digital platforms, and local small businesses. This bill allows local companies gain expanded access to promotional channels while modernizing the commercial landscape in Waikiki.

Hawai'i's economy has long relied on tourism. Traditional monetization models are concentrated in accommodations, transportation, and visitor spending. This measure offers an opportunity to diversify how tourism activity is monetized by introducing alternative revenue mechanisms that capture value from visitor engagement in ways the state has not capitalized on. This bill stimulates activity in the advertising economy, channels visitor spend across a broader array of industries, assists the state with tax revenue generation.

The Chamber of Commerce Hawaii is the state's leading business advocacy organization, dedicated to improving Hawaii's economy and securing Hawaii's future for growth and opportunity. Our mission is to foster a vibrant economic climate. As such, we support initiatives and policies that align with the 2030 Blueprint for Hawaii that create opportunities to strengthen overall competitiveness, improve the quantity and skills of available workforce, diversify the economy, and build greater local wealth.

We respectfully ask to pass Senate Bill 2353 Senate Draft 1. Thank you for the opportunity to testify.

**SB-2353-SD-1**

Submitted on: 2/28/2026 1:07:42 PM

Testimony for CPN on 3/3/2026 10:16:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
ROBERT J FINLEY	Individual	Oppose	Written Testimony Only

Comments:

I strongly oppose

**SB-2353-SD-1**

Submitted on: 2/28/2026 7:00:13 PM

Testimony for CPN on 3/3/2026 10:16:00 AM

Submitted By	Organization	Testifier Position	Testify
Denise Boisvert	Individual	Oppose	Written Testimony Only

Comments:

**Oh my word, NO!!!**

**Did you ever watch Breaking Bad or Better Call Saul? We went to Albuquerque a few years ago and there are gigantic billboards with bright lights every 100 feet on all the roads and on every rooftop. The TV shows are not kidding or using AI.**

**Honolulu is the rarest of cities that has banned ugly, tacky, in-your-face, signage.**

**It's bad enough that the state can't control all the invasive species that are thriving and proliferating; at least you can prevent ugly streetscapes and landscapes!**

**This bill is a travesty; please do not pass it.**

**SB-2353-SD-1**

Submitted on: 2/28/2026 7:28:35 PM

Testimony for CPN on 3/3/2026 10:16:00 AM

Submitted By	Organization	Testifier Position	Testify
Kim Jorgensen	Individual	Oppose	Written Testimony Only

Comments:

**If you build it, they will come!**

**Do not worry...Hawaii does not need big bright blinding obnoxious lights and signs for people to find the way to the new stadium or Waikiki.**

**There are enough other ways for the new Field of Dreams and the Epicenter of Tourism and all their respective concession stands and businesses to advertise.**

**There is absolutely no need to add ghastly, tasteless, and hideous signage anywhere in Hawai'i Nei.**

**SB-2353-SD-1**

Submitted on: 3/1/2026 12:58:27 PM

Testimony for CPN on 3/3/2026 10:16:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Louis Erteschik	Individual	Oppose	Written Testimony Only

Comments:

I write as a private citizen in opposition though I am the Vice Chair of the Waikiki Neighborhood Board. The proposal has raised great concerns among members of the community and this type of advertising appears inappropriate in Waikiki.

**SB-2353-SD-1**

Submitted on: 3/2/2026 8:18:54 AM

Testimony for CPN on 3/3/2026 10:16:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Bradley Patenaude	Individual	Oppose	Written Testimony Only

Comments:

As a resident of Waikiki, we already must cope with unusaul amounts of noise pollution (sirens, cars, motorcycles, loud music, screaming homeless. We DO NOT NEED light pollution! Waikiki has no need for digital signage. It will creat an unwanted amount of light pollution in an already over polluted neighborhood.

**SB-2353-SD-1**

Submitted on: 3/1/2026 9:53:12 PM

Testimony for CPN on 3/3/2026 10:16:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Pam Walker	Individual	Oppose	Written Testimony Only

Comments:

I first visited Hawaii in 1967, and immediately noticed the absence of billboards and lighted signage, that was so prevalent in California. The banning of these hindrances, since 1927, should be continued to avoid distracted driving, and unnecessary clutter to our beautiful state.

I Strongly object.

**LATE**

**SB-2353-SD-1**

Submitted on: 3/3/2026 3:24:27 AM

Testimony for CPN on 3/3/2026 10:16:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Terril Slusser	Individual	Oppose	Written Testimony Only

Comments:

As a long time owner and resident in Waikiki, I can tell you we don't need any more pollution, whether it be noise or light.

We are against any additional lighting especially neon lights that can be seen from our living areas and lanais. As with most older buildings in waikiki, we don't have central air and our windows and curtain remain open.

Please don't pass this bill