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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

HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT & TECHNOLOGY

Wednesday, March 18, 2026
08:30 AM
State Capitol, Conference Room 423

In consideration of
S.B. 2353, SD2
RELATING TO OUTDOOR SIGNAGE.

Chair Ilagan, Vice Chair Hussey and members of the Committee.

The Stadium Authority supports Senate Bill 2353, SD2 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, SD2 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 12, 2026

The Honorable Greggor Ilagan, Chair
The Honorable Ikaika Hussey, Vice Chair
and Members of the Committee on Economic Development and Technology

Subject: Testimony: SB2353, SD2, Relating to Outdoor Signage
Hearing: March 18, 2026, at 8:30 AM, Conference Room 423

Dear Chair Ilagan, Vice Chair Hussey and Members of the Committee:

Stanford Carr Development strongly supports SB2353, SD2 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.

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, SD2 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, SD2.

Sincerely,



Stanford S. Carr



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Keeping Hawai'i clean,
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since 1912

March 16, 2026

RE: STRONG OPPOSITION TO SB2353 SD2 – RELATING TO OUTDOOR SIGNAGE

Dear Representatives,

The Outdoor Circle submits this testimony in strong opposition to SB2353 SD2.

For nearly a century Hawai'i has maintained some of the strongest billboard and outdoor advertising restrictions in the nation. These protections were adopted deliberately and reaffirmed repeatedly, because earlier Legislatures recognized that Hawai'i's scenic roadways, shoreline districts, and public view planes are not commercial platforms. The existing framework reflects a long-standing public policy choice that the visual character of Hawai'i's landscapes should not be treated primarily as locations for commercial messaging.

Although the current draft of SB2353 SD2 removes earlier provisions that would have affected Waikīkī, the bill continues to authorize digital outdoor advertising devices within the Stadium Development District and alters a central feature of Hawai'i's outdoor advertising law. In practical terms, the bill is not limited to stadium scoreboards. Rather, it authorizes digital advertising devices throughout the entire Stadium Development District. Authorizing district-wide digital advertising in statute would represent one of the most consequential departures from Hawai'i's longstanding billboard policy framework in a century.

For the reasons outlined below—including safety concerns, the protection of Hawai'i's visual environment, the preservation of county land-use authority, and the precedent created by statutory exceptions—The Outdoor Circle respectfully urges the House and its Committees to defer this measure.

1. Digital Advertising Devices Introduce Real Safety Risks

Digital billboards are designed to attract attention. Their economic value depends on capturing the attention of motorists and pedestrians and directing it toward commercial messaging. The more effectively these displays accomplish that goal, the greater the potential for driver distraction.

Numerous studies conducted in the United States and internationally have concluded that digital billboards increase driver distraction and can elevate roadway risk. A widely cited compendium prepared for the California Department of Transportation reviewed more than forty studies examining the relationship between digital billboards and driver attention.

The overall body of research consistently identifies the potential for distraction associated with bright, electronically changing displays located near roadways.

As these reports conclude:

“The more that commercial digital signs succeed in attracting the attention of motorists... the more they represent a threat to safety along our busiest streets and highways.”

The Stadium Development District lies adjacent to major transportation corridors and complex traffic movements. Introducing flashing or electronically changing advertising displays into this environment adds another competing visual stimulus in an already demanding traffic context. In an area where drivers must already navigate multiple lanes, merging traffic, pedestrians, and nearby freeway ramps, the addition of high-intensity digital advertising displays warrants careful scrutiny.

Safety concerns alone warrant deferring this bill.

2. The Bill Overrides Honolulu’s Existing Sign Regulations

Honolulu’s Land Use Ordinance contains detailed sign regulations developed over many decades of planning and public deliberation. Those regulations reflect careful balancing among competing considerations, including commercial activity, neighborhood character, pedestrian safety, scenic preservation, and illumination control.

The city’s sign standards address issues such as maximum sign area, height limits, illumination intensity, district-specific standards, and placement relative to roadways and pedestrian areas. These provisions form part of a broader land-use framework that allows counties to tailor development standards to the character and needs of individual districts.

SB2353 SD2 overrides those local standards. The bill uses mandatory language stating that certain digital advertising devices “shall be allowed,” and applies this authorization “notwithstanding any law to the contrary.” In effect, the bill would require the City and County of Honolulu to revise its land-use regulations to permit signage it has deliberately chosen not to authorize.

The population threshold in this bill applies only to the City and County of Honolulu. This is not a uniform statewide adjustment; it is targeted. Article VIII of the Hawai’i Constitution recognizes county authority over local matters, including land use and zoning. Honolulu has exercised that authority through its Land Use Ordinance, but S.B. 2353 SD2 substitutes a state mandate for that local judgment.

Land-use regulation is one of the core functions of county government. Substituting a statewide mandate for local planning judgment in a highly visible redevelopment district represents a significant departure from Hawai’i’s traditional respect for county land-use authority.

3. The Bill Alters the Structure of Hawai'i's Billboard Law

Hawai'i's outdoor advertising law has historically operated on a prohibition model with narrow exceptions. The Legislature has generally restricted outdoor advertising devices while allowing limited, carefully defined exceptions in specific circumstances.

SB2353 SD2 changes that basic structure. When the Legislature mandates that a category of advertising "shall be allowed," the presumption shifts from restraint to permissibility. The burden moves from the advertiser to the regulator, and the exception becomes embedded in statute rather than evaluated through local land-use processes.

These structural changes matter because they establish precedent. Once statutory entitlement replaces a prohibition framework in one district, similar requests elsewhere become easier to justify. Over time, district-specific exceptions can gradually reshape the broader policy framework that has governed outdoor advertising in Hawai'i for generations.

4. Existing Scoreboard Advertising Is Carefully Limited

Supporters of the bill may note that advertising already exists on certain stadium scoreboards. That observation is accurate, but it is important to understand the safeguards that accompany those existing provisions.

For example, advertising attached to the scoreboard at the Waipio Peninsula Soccer Stadium must be physically attached to the scoreboard structure, must remain within defined size limits, and must not be visible from any thoroughfare. These restrictions ensure that the advertising functions as event-related signage visible primarily to spectators within the stadium environment rather than as roadside advertising visible to passing motorists.

SB2353 SD2 contains no comparable safeguards. Instead of limiting advertising to interior-facing scoreboard displays, the bill authorizes digital advertising devices throughout the surrounding Stadium Development District. Nothing in the bill confines these allowances to interior-facing installations or limits their visibility beyond the facility itself.

While the bill requires authorization by the Stadium Authority, it establishes in statute that such digital advertising devices are permitted within the Stadium Development District and provides no statutory safeguards governing visibility, brightness, or placement.

5. Hawai'i's Visual Landscape Is an Economic Asset

Hawai'i's restrictions on outdoor advertising were not adopted solely for aesthetic reasons. They were adopted to protect the scenic landscapes that distinguish the state from many other destinations.

Visitors arriving in Hawai'i encounter roadways and public spaces without the dense billboard corridors common in many mainland cities. The relative absence of large-scale offsite commercial signage has become part of Hawai'i's identity and contributes to the sense of place that residents and visitors alike value.

This visual environment also supports Hawai'i's tourism economy. Policies protecting scenic landscapes therefore reflect both economic considerations and long-standing community values regarding the character of the state's public spaces.

6. The Bill Establishes a Broader Commercial Advertising Precedent

SB2353 SD2 should also be considered within the broader context of increasing pressures to commercialize public redevelopment areas. Each individual proposal may appear limited when viewed in isolation. Taken together, however, they reflect a gradual shift toward embedding commercial advertising into public infrastructure and redevelopment areas.

Historically, advertising associated with Hawai'i stadiums has been limited and largely interior-facing during events. SB2353 SD2 moves definitively beyond that model by authorizing digital outdoor advertising within the statutory framework governing the surrounding district.

Once such exceptions are established in statute, they are rarely temporary and often become precedents for similar requests elsewhere. Over time, incremental statutory changes can significantly alter the policy framework that has long protected Hawai'i's visual landscape.

In Conclusion

Hawai'i's billboard restrictions were adopted deliberately and reaffirmed repeatedly because earlier Territorial and State Legislatures recognized that the state's scenic landscapes and public view corridors are not simply locations for commercial display. They understood that scenic integrity is a public asset and that once statutory exceptions for commercial display are created, they are difficult to reverse.

Those protections have helped preserve the distinctive visual environment that residents and visitors associate with Hawai'i.

SB2353 SD2 would fundamentally alter that framework by authorizing digital outdoor advertising devices throughout the Stadium Development District and by overriding existing county land-use regulations. Once such statutory exceptions are created, they rarely remain limited in scope and often become the basis for similar requests elsewhere.

For these reasons, The Outdoor Circle respectfully urges the House and any of its Committees to defer SB2353 SD2 and to preserve the longstanding policy framework that has protected Hawai'i's visual landscape for generations.

Mahalo for your consideration of our testimony.



Winston Welch, Executive Director

For reference, the following study compilations summarize decades of research on digital billboard safety:

<https://www.scenic.org/wp-content/uploads/2021/10/Billboard-Safety-Study-Compendium-10-16-2020.pdf>

<https://www.scenic.org/wp-content/uploads/2019/09/billboard-safety-study-compendium-updated-february-2018.pdf>

SB-2353-SD-2

Submitted on: 3/16/2026 1:04:51 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Catherine West Dale	The Outdoor Circle	Oppose	Written Testimony Only

Comments:

[SB2353 SD2](#) would authorize digital outdoor advertising devices in the Stadium Development District, undermining nearly a century of carefully crafted policy protecting Hawai‘i’s scenic landscapes by restricting exacting what this bill proposes to allow.

Key concerns and talking points include:

• Breaks with nearly a century of Hawai‘i policy protecting scenic landscapes

Hawai‘i has maintained strong restrictions on outdoor advertising since the 1920s to preserve public view corridors and the natural beauty that residents and visitors value.

• Creates a dangerous statewide precedent for expanding digital advertising

Once a district-wide exception is granted, other areas will inevitably seek the same treatment. What begins in one redevelopment district can quickly spread to others across the state.

• Undermines the intent of Hawai‘i’s 100 year old outdoor advertising laws

These laws were specifically designed to prevent the proliferation of billboard-style commercial signage.

• Introduces commercial advertising into a state-controlled civic district

The Stadium Development District is a public redevelopment area, not a traditional commercial advertising corridor.

- **The bill contains no meaningful guardrails**

SB2353 SD2 places no clear limits on the number, size, placement, brightness, colors, or motion of digital advertising displays, leaving broad discretion for potentially large, visually dominant signage.

- **Allows bright, moving digital displays designed to capture attention**

Digital advertising devices rely on bright, changing images intended to draw the eye, raising concerns about visual clutter and driver distraction adjacent to major highways.

- **Erodes Hawai‘i’s reputation for largely billboard-free landscapes**

For nearly a century, Hawai‘i has chosen to protect scenic views rather than fill them with commercial advertising. SB2353 SD2 would weaken that long-standing commitment.

For these reasons, The Outdoor Circle **STRONGLY OPPOSES SB2353 SD2** and respectfully urges that **SB2353 SD2 NOT be advanced.**



Testimony of
Pacific Resource Partnership

Hawai'i State Legislature
Honorable Members of the House Committee on Economic Development & Technology (ECD)
Wednesday, March 18, 2026

Subject: Strong support for SB2353 SD2 – Relating to Outdoor Signage

Aloha Chair Ilagan, Vice Chair Hussey, and members of the committee:

Pacific Resource Partnership (PRP) represents the Hawai'i Regional Council of Carpenters and more than 250 contractors statewide. Together, we are the backbone of Hawai'i's construction industry, building homes, businesses, neighborhoods, and infrastructure across the islands.

PRP submits this testimony in STRONG SUPPORT of SB 2353 SD2, which amends Chapter 445, Hawai'i Revised Statutes, to allow outdoor advertising devices, including digital outdoor signage devices, within the Stadium Development District upon authorization by the Stadium Authority. This measure is a vital step in ensuring the long-term financial viability and vibrancy of the New Aloha Stadium Entertainment District (NASED).

By permitting authorized digital signage within NASED, the bill opens new revenue streams through advertising, which will help sustain operations, attract events, and support ongoing development in the district. NASED represents a transformative project for O'ahu, poised to create thousands of high-quality construction jobs, generate construction spending in excess of \$2 billion, and build out 4,500 units of new housing. These investments will not only boost our local economy but also provide lasting benefits for our communities through improved infrastructure, entertainment options, and economic opportunities.



(Continued From Page 1)

We urge the Committee to pass this measure to help unlock the full potential of NASED and keep Hawaii's construction industry thriving.

Mahalo for your consideration.

Andrew Pereira



Director of Public Affairs
Pacific Resource Partnership
1100 Alakea Street, 4th Floor
Honolulu, HI 96813
Phone: (808) 528-5557
Email: apereira@prp-hawaii.com
Website: www.prp-hawaii.com

SB-2353-SD-2

Submitted on: 3/16/2026 2:42:03 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Gordon Aoyagi	Manoa Outdoor Circle	Oppose	Written Testimony Only

Comments:

Manoa Outdoor Circle opposes SB2074 SD1 for the following reasons:

1. This law breaks with nearly a century of Hawai'i policy to protect its scenic beauty by banning outdoor advertising. Hawai'i Courts have upheld that our scenic beauty has economic value and is to be protected.
2. This law violates home rule provisions of the Hawai'i Constitution that gives the County authority over its land use and zoning control including local management of its sign ordinance.
3. Introducing digital advertising as a means to modernize brand penetration exposes everyone to attention getting, brightly lit moving visual images - whether wanted or unwanted. This visual display poses problems of distraction and visual pollution to an area and beyond. In an Island reliant upon limited petroleum based energy sources, we believe it is not good public policy to allow use of limited energy resources in a distracting wasteful way.

MOC urges the legislature to protect the natural and visual environment by the wise and judicious use of our energy resources consistent with home rule provisions of Hawaii's Constitution. For these reasons, MOC strongly opposes SB2353 SD2 and respectfully urges that SB2353 SD2 not be advanced.



Ko`olau Foundation

P. O. Box 4749 / 46-005 Kawa St., #205
Kane`ohe, HI 96744

March 16, 2026

To: Rep. Greggor Hagan, Chair
Rep. Ikaika Hussey, Vice Chair
& Members, Committee on Economic Development & Technology

From: Mahealani Cypher, President
Ko`olau Foundation

Re: SB2353, S.D. 2 – Relating to Outdoor Signage – STRONGLY OPPOSE

Aloha Chair Hagan, Vice Chair Hussey, and Committee Members:

The Ko`olau Foundation **strongly opposes** S.B. 2353, S.D. 2, which opens the floodgates to outdoor billboard signage, including lighted signs, that could be located in the new Stadium District and is likely to expand beyond that area into all of our island communities and natural landscapes.

We actually are not opposed to allowing these types of billboard signs within the stadium itself, but NOT outdoors.

Our organization is dedicated to the preservation of Hawaiian history, places and heritage. We understand why the Legislature is considering such a new economic opportunity.

But in our view, we feel this bill goes too far.

We urge you to place limits on this signage bill, keep it within the buildings and continue to ban outdoor signage along visual corridors whether at the Stadium district or anywhere else in our beautiful islands.

Mahalo for your consideration of our mana`o.

Testimony to the House Committee on Economic Development & Technology (ECD)

**Representative Greggor Ilagan, Chair
Representative Ikaika Hussey, Vice Chair**

**Wednesday, March 18, 2026, at 8:30AM
Conference Room 423 & Videoconference**

RE: SB2353 SD1 Relating to Outdoor Signage

Aloha e Chair Ilagan, Vice Chair Hussey, 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), 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-2

Submitted on: 3/12/2026 3:52:54 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
William Caron	Individual	Oppose	Written Testimony Only

Comments:

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

I am writing today to express my **strong opposition to SB2353**, which would authorize the display of outdoor advertising devices—including digital billboards—within the Stadium Development District with the approval of the Stadium Authority.

I understand the desire to generate revenue for the new stadium development. But this bill trades a short-term financial gain for a long-term degradation of our shared community landscape. And once those digital billboards go up, they will never come down.

We have all seen what happens when digital signage is allowed to proliferate. What starts as a "limited" exception quickly becomes the norm. Drivers are distracted. Neighborhood character is erased. And our islands—already burdened by visual clutter—lose another piece of what makes them special.

Hawai‘i is not Las Vegas. We are not Times Square. People come here—and more importantly, we choose to live here—because of our natural beauty, our sense of place, and our ability to see the sky without a glowing screen demanding our attention at every turn.

SB2353 would carve out an exception to longstanding state policy restricting outdoor advertising. That policy exists for good reason: billboards are visual pollution. They distract drivers, reduce property values in surrounding neighborhoods, and commercialize public space that should belong to all of us, not just advertisers.

Digital billboards are even worse. Their bright, changing displays are designed to capture your attention—which means they are designed to pull your eyes off the road. Studies have shown that digital billboards contribute to driver distraction and increase the risk of crashes. Is that really a trade-off we are willing to make?

The Stadium Authority may argue that it needs this revenue. But there are countless other ways to generate funding that do not involve selling out our community's visual environment. Naming rights, concessions, premium seating, events—these are all proven revenue streams that do not require blighting the surrounding area with glowing advertisements.

I urge you to reject this short-sighted bill. Let us build a stadium we can be proud of without lining the roads leading to it with digital billboards that none of us want.

Please hold the line. Please protect Hawai'i from becoming just another generic landscape of highway advertising.

Mahalo for the opportunity to testify.

TESTIMONY ON SB2353 SD2

Relating to Outdoor Signage

Rep. Greggor Ilagan, Chair

Rep. Ikaika Hussey, Vice Chair

Members, Committee on Economic Development & Technology

HEARING: Wednesday, March 18, 2026 8:30 am

Aloha, Chair, Vice Chair, and Members of the Committee:

Mahalo for the opportunity to provide comments on SB2353 SD2 and for the ongoing work being undertaken to plan the future of the stadium district. I appreciate the Legislature's efforts to thoughtfully plan the future of the stadium district and recognize the importance of creating a vibrant and successful redevelopment for the community.

This measure would allow the display of outdoor advertising devices, including digital outdoor signage devices, within the Stadium Development District with authorization from the Stadium Authority.

While the proposal may be intended to support activities or generate revenue associated with the stadium district, it is important to recognize that the **effects of outdoor and digital signage may extend beyond the stadium itself**. The stadium district is surrounded by established residential neighborhoods, and expanded signage—particularly illuminated or changing digital displays—may have impacts related to visual character, nighttime lighting, and overall quality of life for nearby residents.

In addition, the stadium area lies within a highly visible transportation corridor connecting the H-1 freeway, Pearl Harbor, and **Daniel K. Inouye International Airport**. Because of this location, large illuminated signage may be visible from multiple directions beyond the stadium itself. Given the proximity to airport flight paths, it may also be prudent to ensure that any digital signage is reviewed for potential aviation considerations such as brightness, glare, and distraction.

It may also be helpful for the Legislature to consider how expanded digital outdoor signage within the stadium district relates to Hawai'i's long-standing policies limiting billboards and large-scale outdoor advertising, which have helped preserve the visual character of our communities and landscapes. The Committee may also wish to consider the longer-term precedent that may be established by introducing digital signage in this district, as similar requests sometimes follow in nearby areas once such policies are established.

As planning for the stadium district continues, it is also worth considering how development decisions reflect Hawai'i's unique sense of place. Many residents value public spaces that honor the character, culture, and environment of our islands rather than resemble heavily commercialized districts found elsewhere.

Finally, it is notable that **few testimonies appear to have been submitted by residents of the surrounding neighborhoods**, including the applicable Neighborhood Board(s). Because these communities will likely experience the most direct impacts, it may be beneficial for the **Senator and Representative representing those districts to seek input from their constituents before the measure proceeds further in the legislative process.**

Mahalo for the opportunity to share these comments and for your consideration of the perspectives of the surrounding communities.

Respectfully submitted,

Leimomi Khan

SB-2353-SD-2

Submitted on: 3/16/2026 11:59:36 AM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Sharon McKellar	Individual	Oppose	Written Testimony Only

Comments:

Breaks with nearly a century of Hawai‘i policy protecting scenic landscapes

Hawai‘i has maintained strong restrictions on outdoor advertising since the 1920s to preserve public view corridors and the natural beauty that residents and visitors value.

• Creates a dangerous statewide precedent for expanding digital advertising

Once a district-wide exception is granted, other areas will inevitably seek the same treatment. What begins in one redevelopment district can quickly spread to others across the state.

• Undermines the intent of Hawai‘i’s 100 year old outdoor advertising laws

These laws were specifically designed to prevent the proliferation of billboard-style commercial signage.

• Introduces commercial advertising into a state-controlled civic district

The Stadium Development District is a public redevelopment area, not a traditional commercial advertising corridor.

• The bill contains no meaningful guardrails

SB2353 SD2 places no clear limits on the number, size, placement, brightness, colors, or motion of digital advertising displays, leaving broad discretion for potentially large, visually dominant signage.

• Allows bright, moving digital displays designed to capture attention

Digital advertising devices rely on bright, changing images intended to draw the eye, raising concerns about visual clutter and driver distraction adjacent to major highways.

• Erodes Hawai‘i’s reputation for largely billboard-free landscapes

For nearly a century, Hawai‘i has chosen to protect scenic views rather than fill them with commercial advertising. SB2353 SD2 would weaken that long-standing commitment.

SB-2353-SD-2

Submitted on: 3/16/2026 12:27:17 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Joan Maute	Individual	Oppose	Written Testimony Only

Comments:

[SB2353 SD2](#) would authorize digital outdoor advertising devices in the Stadium Development District, undermining nearly a century of carefully crafted policy protecting Hawai‘i’s scenic landscapes by restricting exacting what this bill proposes to allow.

Key concerns include:

- **Breaks with nearly a century of Hawai‘i policy protecting scenic landscapes**

Hawai‘i has maintained strong restrictions on outdoor advertising since the 1920s to preserve public view corridors and the natural beauty that residents and visitors value.

- **Creates a dangerous statewide precedent for expanding digital advertising**

Once a district-wide exception is granted, other areas will inevitably seek the same treatment. What begins in one redevelopment district can quickly spread to others across the state.

- **Undermines the intent of Hawai‘i’s 100 year old outdoor advertising laws**

These laws were specifically designed to prevent the proliferation of billboard-style commercial signage.

- **Introduces commercial advertising into a state-controlled civic district**

The Stadium Development District is a public redevelopment area, not a traditional commercial advertising corridor.

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Digital advertising devices rely on bright, changing images intended to draw the eye, raising concerns about visual clutter and driver distraction adjacent to major highways.

- **Erodes Hawai‘i’s reputation for largely billboard-free landscapes**

For nearly a century, Hawai‘i has chosen to protect scenic views rather than fill them with commercial advertising. SB2353 SD2 would weaken that long-standing commitment.

For these reasons I believe this is a terrible bill and would create a very bad precedent for the future of Hawaii. Therefore I **STRONGLY OPPOSES SB2353 SD2** and respectfully urges that **SB2353 SD2 NOT be advanced.**

Hawaii is my beautiful home and I don't want to see it ruined by what this bill would allow here.

Mahalo for your consideration.

Joan Maute

SB-2353-SD-2

Submitted on: 3/16/2026 12:38:31 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Marcia Kemble	Individual	Oppose	Written Testimony Only

Comments:

Greetings Committee Members,

I am writing in strong opposition to SB2353 SD2. Hawaii has maintained strong restrictions on outdoor advertising since the 1920s to preserve public view corridors and the natural beauty of our aina, and it's essential that we maintain these protections. This bill would create a dangerous statewide precedent for expanding digital advertising from one redevelopment district to another. This bill also undermines the intent of Hawaii's 100-year-old outdoor advertising laws, which were specifically designed to prevent the proliferation of billboard-style commercial signage.

Mahalo for your attention.

Marcia Kemble

Makiki

SB-2353-SD-2

Submitted on: 3/16/2026 1:26:27 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
judy folk	Individual	Oppose	Written Testimony Only

Comments:

Please keep our landscapes and views-on all islands- free of advertising and especially Digital signage. Moving and large signage, esp digital ones, can be such a deterrent to safe driving as well as to Hawaii's magnificent natural view. PLEASE vote NO.

SB-2353-SD-2

Submitted on: 3/16/2026 1:40:38 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Sidney Lynch	Individual	Oppose	Written Testimony Only

Comments:

No bright digital signage. Keep Hawaii different from the mainland. Protect it's scenic landscapes. Don't cave into corporate pressure. Don't set a precedent. Turn this bill down

SB-2353-SD-2

Submitted on: 3/16/2026 3:24:09 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Jacqueline Wah	Individual	Oppose	Written Testimony Only

Comments:

I am OPPOSED to SB 2353 SD2.

We are bombarded with advertising 24/7, please do not add to the mental and visual clutter we already experience by allowing digital outdoor signage. We live in a beautiful state ~ please help keep it that way ~ vote NO to SB 2353 SD2. Thank you!

SB-2353-SD-2

Submitted on: 3/16/2026 3:30:26 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Marisa Nguyen	Individual	Oppose	Written Testimony Only

Comments:

OPPOSE SB2353 SD2.

Hawai'i has done a good job protecting the beauty of our islands against companies' desire to expand outdoor advertising.

Let's prevent the proliferation of billboard-style commercial signage.

There are no guardrails in this bill.

Do not open Pandora's Box. Oppose SB2353 SD2

SB-2353-SD-2

Submitted on: 3/16/2026 3:35:22 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Thinh Nguyen	Individual	Oppose	Written Testimony Only

Comments:

Vote No on SB2353 SD2. Do not let advertisers kill the goose that laid the golden egg by ruining Hawaii's landscape with expanded advertising. Protect our islands from billboard-style commercial signage. Oppose this bill. Thank you.

SB-2353-SD-2

Submitted on: 3/16/2026 3:37:31 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Janyce Mitchell	Individual	Oppose	Written Testimony Only

Comments:

I vehemently oppose this measure. This is a clear break from the long-held limits on billboard-type signage. While digital signage facing the interior of the stadium is generally acceptable (especially if primarily only visible from the interior of the stadium), this measure goes well beyond that. SB2353 SD2 places no limits on the number, size, placement, brightness, colors, or motion of digital advertising displays, leaving broad discretion for potentially large, visually dominant signage. It simply allows digital signage within the stadium district.

Digital advertising devices rely on bright, changing images intended to draw the eye. This raises significant concerns about visual clutter and driver distraction to nearby major highways. As such, allowing digital signage anywhere in the stadium district may be dangerous in addition to unpleasant. Given that visitors to Pearl Harbor are likely to travel near the stadium, such signage would be visible to visitors. This could damage Hawaii's reputation for natural beauty and adversely impact tourism.

For these and other reasons, I urge you to vote against this measure.

SB-2353-SD-2

Submitted on: 3/16/2026 3:40:03 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Bob Ress	Individual	Oppose	Written Testimony Only

Comments:

Vot against SB2353 SD2. Preserve the beauty of Hawaii which makes Hawaii feel like home to both residents and visitors. Do not let advertising expand--we do not need billboard-style commercial signage. Stop this before it takes hold.

Oppose SB2353 SD2. Thank you.

SB-2353-SD-2

Submitted on: 3/16/2026 4:17:19 PM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Alexander Ress	Individual	Oppose	Written Testimony Only

Comments:

This bill erodes our 100 year old outdoor advertising laws. This sours our natural beauty and should continue to be restricted.

SB-2353-SD-2

Submitted on: 3/17/2026 2:50:44 AM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Whitney Bosel	Individual	Oppose	Written Testimony Only

Comments:

I strongly oppose this bill, which frankly opens the state up to a pandora's box of issues, including liability as currently written, allowing distracting and potentially dangerous signage to be posted in public spaces that could cause accidents. Whether that is a slim possibility or not, the risk is there. Moreover it jist flies in the face of why people love to come to Hawaii, and why people here love it - the natural beauty of the islands. Don't go allowing it to be polluted with ugly digital signage that no one wants, out in the public space. Our outdoor advertising laws have been overwhelmingly supported by the public as long as they have existed. Do your duty and represent your citizen's interests and do not advance this bill.

SB-2353-SD-2

Submitted on: 3/17/2026 8:12:47 AM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Elaine Terry	Individual	Oppose	Written Testimony Only

Comments:

SB2353 SD2 would authorize digital outdoor advertising devices in the Stadium Development District, undermining nearly a century of carefully crafted policy protecting Hawai‘i’s scenic landscapes by restricting exacting what this bill proposes to allow.

Key concerns and talking points include:

• Breaks with nearly a century of Hawai‘i policy protecting scenic landscapes

Hawai‘i has maintained strong restrictions on outdoor advertising since the 1920s to preserve public view corridors and the natural beauty that residents and visitors value.

• Creates a dangerous statewide precedent for expanding digital advertising

Once a district-wide exception is granted, other areas will inevitably seek the same treatment. What begins in one redevelopment district can quickly spread to others across the state.

• Undermines the intent of Hawai‘i’s 100 year old outdoor advertising laws

These laws were specifically designed to prevent the proliferation of billboard-style commercial signage.

• Introduces commercial advertising into a state-controlled civic district

The Stadium Development District is a public redevelopment area, not a traditional commercial advertising corridor.

- **The bill contains no meaningful guardrails**

SB2353 SD2 places no clear limits on the number, size, placement, brightness, colors, or motion of digital advertising displays, leaving broad discretion for potentially large, visually dominant signage.

- **Allows bright, moving digital displays designed to capture attention**

Digital advertising devices rely on bright, changing images intended to draw the eye, raising concerns about visual clutter and driver distraction adjacent to major highways.

- **Erodes Hawai‘i’s reputation for largely billboard-free landscapes**

For nearly a century, Hawai‘i has chosen to protect scenic views rather than fill them with commercial advertising. SB2353 SD2 would weaken that long-standing commitment.

SB-2353-SD-2

Submitted on: 3/17/2026 9:37:11 AM

Testimony for ECD on 3/18/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Andrea Bartlett	Individual	Oppose	Written Testimony Only

Comments:

I'm writing in opposition to SB 2353 SD2, which would allow digital outdoor signage devices within the Stadium Development District. These devices are unsightly and detract from Hawaii's natural beauty. They also impact drivers' attention, if visible from the road. Let's ban billboards of any sort, so residents can continue to enjoy our scenic vistas and Hawaii will remain a popular destination for visitors.