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# A BILL FOR AN ACT

RELATING TO OUTDOOR ADVERTISING.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. The University of Hawaii's rainbow wahine  
2 soccer team currently plays at the Waipio peninsula soccer  
3 stadium, which is within the Waipio peninsula soccer complex.  
4 The legislature finds that the scoreboard at the stadium was  
5 found to be non-conforming by the National Collegiate Athletic  
6 Association.

7           The purpose of this Act is to ensure that the University of  
8 Hawaii's rainbow wahine soccer team has access to a scoreboard  
9 that is compliant with National Collegiate Athletic Association  
10 requirements by authorizing a specific, limited outdoor  
11 advertising device that would allow for timely replacement of  
12 the non-conforming scoreboard.

13           SECTION 2. Section 445-112, Hawaii Revised Statutes, is  
14 amended to read as follows:

15           "§445-112 Where and when permitted. No person shall  
16 erect, maintain, or use a billboard or display any outdoor  
17 advertising device, except as provided in this section:



- 1           (1) The display of official notices and signs, posted by  
2           order of any court or public office, or posted by any  
3           public officer in the performance of a public duty, or  
4           posted by any person required to do so by any law or  
5           rule having the force of law;
- 6           (2) Any outdoor advertising device announcing a meeting or  
7           series of meetings is not prohibited by this section  
8           if displayed on the premises where the meeting or  
9           series of meetings will be or is being held. Meeting,  
10          as used in this section, includes all meetings  
11          regardless of whether open to the public or conducted  
12          for profit and includes but is not limited to sports  
13          events, conventions, fairs, rallies, plays, lectures,  
14          concerts, motion pictures, dances, and religious  
15          services;
- 16          (3) Any outdoor advertising device indicating that the  
17          building or premises on which it is displayed is the  
18          residence, office, or place of business, commercial or  
19          otherwise, of any individual, partnership, joint  
20          venture, association, club, or corporation, and  
21          stating the nature of the business;



- 1           (4) Any outdoor advertising device that advertises  
2           property or services that may be bought, rented, sold,  
3           or otherwise traded in on the premises or in the  
4           building on which the outdoor advertising device is  
5           displayed;
- 6           (5) The offering for sale of merchandise bearing  
7           incidental advertising, including books, magazines,  
8           and newspapers, in any store, newsstand, vending  
9           machine, rack, or other place where such merchandise  
10          is regularly sold;
- 11          (6) Any outdoor advertising device offering any land,  
12          building, or part of a building for sale or rent, if  
13          displayed on the property so offered or on the  
14          building so offered;
- 15          (7) Any outdoor advertising device carried by persons or  
16          placed upon vehicles used for the transportation of  
17          persons or goods, except as provided under section  
18          445-112.5, relating to vehicular advertising devices;
- 19          (8) Any outdoor advertising device warning the public of  
20          dangerous conditions that they may encounter in nearby  
21          sections of streets, roads, paths, public places,



- 1 power lines, gas and water mains, or other public  
2 utilities;
- 3 (9) Signs serving no commercial purpose that indicate  
4 places of natural beauty, or of historical or cultural  
5 interest and that are made according to designs  
6 approved by the department of business, economic  
7 development, and tourism;
- 8 (10) Any outdoor advertising device or billboard erected,  
9 placed, or maintained upon a state office building, if  
10 erected, placed, or maintained by authority of a state  
11 agency, department, or officer for the sole purpose of  
12 announcing cultural or educational events within the  
13 State, and if the design and location thereof has been  
14 approved by the department of business, economic  
15 development, and tourism;
- 16 (11) Signs urging voters to vote for or against any person  
17 or issue, may be erected, maintained, and used, except  
18 where contrary to or prohibited by law;
- 19 (12) Signs stating that a residence that is offered for  
20 sale, lease, or rent is open for inspection at the  
21 actual time the sign is displayed and showing the



1 route to the residence; provided that the sign  
2 contains no words or designs other than the words  
3 "Open House", the address of the residence, the name  
4 of the person or agency responsible for the sale, and  
5 an arrow or other directional symbol and is removed  
6 during such time as the residence is not open for  
7 inspection;

8 (13) The erection, maintenance, and use of billboards if  
9 the billboard is used solely for outdoor advertising  
10 devices not prohibited by this section;

11 (14) The continued display and maintenance of outdoor  
12 advertising devices actually displayed on July 8,  
13 1965, in accordance with all laws and ordinances  
14 immediately theretofore in effect;

15 (15) The continued maintenance of any billboard actually  
16 maintained on July 8, 1965, and the display thereon of  
17 the same or new advertising devices, all in accordance  
18 with all laws and ordinances in effect immediately  
19 prior to July 9, 1965;

20 (16) Any outdoor advertising device, displayed with the  
21 authorization of the University of Hawaii, on any



1 scoreboard of any stadium owned by the university. An  
2 outdoor advertising device displayed under this  
3 paragraph shall be on the front of the scoreboard and  
4 face the interior of the stadium;

5 (17) Any temporary outdoor advertising device attached to  
6 or supported by the structure of any stadium owned by  
7 the University of Hawaii, located within and facing  
8 the interior of the stadium, and authorized to be  
9 displayed by the university. For the purpose of this  
10 paragraph, "temporary" means displayed for a short  
11 period before the official start of organized athletic  
12 competition, during the organized athletic  
13 competition, and for a short period after the official  
14 end of the organized athletic competition; [~~and~~]

15 (18) Any outdoor advertising device, displayed with the  
16 authorization of the stadium authority, on any  
17 scoreboard of any stadium operated by the stadium  
18 authority. An outdoor advertising device displayed  
19 under this paragraph shall be on the front of the  
20 scoreboard and face the interior of the stadium[~~-~~];  
21 and



- 1        (19) Any outdoor advertising device, displayed with the  
2        authorization of the city and county of Honolulu, on  
3        the scoreboard of the Waipio peninsula soccer stadium.  
4        The outdoor advertising device shall be:  
5        (A) Attached to the bottom of the scoreboard;  
6        (B) No longer than the width of the scoreboard; and  
7        (C) No higher than twenty-five per cent of the  
8        scoreboard height.

9        The scoreboard shall be no larger than twenty-eight  
10       feet by ten feet. Any outdoor advertising device  
11       displayed pursuant to this paragraph shall be on the  
12       front of the scoreboard and face the interior of the  
13       stadium; provided that the outdoor advertising device  
14       shall not be visible from any thoroughfare."

15       SECTION 3. Statutory material to be repealed is bracketed  
16 and stricken. New statutory material is underscored.

17       SECTION 4. This Act shall take effect on July 1, 2030.



**Report Title:**

Outdoor Advertising; Waipio Peninsula Soccer Stadium

**Description:**

Authorizes the display of an outdoor advertising device at the Waipio peninsula soccer stadium, subject to appropriate approval; provided that the scoreboard faces the stadium interior and is not visible from any thoroughfare. Specifies placement and size limitations for the device. Takes effect on 7/1/2030. (SD1)

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