
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, 2015.



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. (SD2)

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