

**JOSH GREEN, M.D.**  
GOVERNOR

**SYLVIA LUKE**  
LT. GOVERNOR

**JAMES KUNANE TOKIOKA**  
DBEDT DIRECTOR

**DANE K. WICKER**  
DBEDT DEPUTY DIRECTOR



**BRENNON T. MORIOKA**  
CHAIR, STADIUM AUTHORITY

**RYAN G. ANDREWS**  
STADIUM MANAGER

**CHRIS J. SADAYASU**  
DEPUTY STADIUM MANAGER

*An Agency of the State of Hawaii*

TESTIMONY  
OF  
**RYAN G. ANDREWS, STADIUM MANAGER**  
STADIUM AUTHORITY  
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM

before the  
**SENATE COMMITTEE ON**  
**ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM**

Thursday, February 8, 2024  
1:01 P.M.  
State Capitol, Conference Room 229

In consideration of  
**S.B. 3197**  
**RELATING TO ADVERTISING**  
**EXEMPTS BILLBOARDS AND OUTDOOR ADVERTISING DEVICES DISPLAYED**  
**WITH AUTHORIZATION OF THE STADIUM AUTHORITY WITHIN THE STADIUM**  
**DEVELOPMENT DISTRICT**

Chair DeCoite, Vice Chair Wakai, and Members of the Committee on Energy, Economic Development, and Tourism,

The Stadium Authority supports the intent of Senate Bill 3197, which seeks to exempt the Stadium Development District from Section 445-112 of the Hawaii Revised Statutes.

This exemption will enable the utilization of digital signage, marquees, and video boards within the New Aloha Stadium Entertainment District, enhancing the overall entertainment experience within the area.

Well-designed digital signage offers numerous benefits:

1. They positively contribute to the branding and image of the district, as well as specific event branding.

2. They can facilitate community gatherings and events directly outside stadium plazas, entry points and other gathering locations.
3. They serve as a platform for public service announcements, local news and community messaging.
4. They have the potential to generate revenue for the project through advertising, thus leading to a higher-quality stadium than would otherwise be possible.

The Stadium Authority acknowledges that while these types of signs may not be suitable everywhere, digital signage is fitting for a vibrant entertainment district with a stadium. Implementation can be executed in a thoughtful and strategic manner, in collaboration with the community, to ensure visual aesthetics while minimizing impacts, such as light pollution on the surrounding community. This approach will create a dynamic, modern, and attractive destination, appealing to both locals and visitors.

Thank you for providing us with the opportunity to testify.



**HAWAI'I COMMUNITY  
DEVELOPMENT AUTHORITY**

547 Queen Street, Honolulu, Hawai'i 96813  
Telephone: (808) 594-0300 Fax: (808) 587-0299  
Web site: <http://dbedt.hawaii.gov/hcda/>

JOSH GREEN, M.D.  
GOVERNOR

SYLVIA LUKE  
LT. GOVERNOR

CHASON ISHII  
CHAIRPERSON

CRAIG K. NAKAMOTO  
EXECUTIVE DIRECTOR

Statement of  
**CRAIG K. NAKAMOTO**  
**Executive Director**  
Hawai'i Community Development Authority  
before the  
**SENATE COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM**

Thursday, February 8, 2024  
1:01 p.m.  
State Capitol, Conference Room 229 & Videoconference

In consideration of  
**SB 3197**  
**RELATING TO ADVERTISING.**

Chair DeCoite, Vice Chair Wakai, and members of the Committee. The Hawai'i Community Development Authority (HCDA) **supports** SB 3197, that exempts billboards and outdoor advertising devices displayed with authorization of the Stadium Authority within the Stadium Development District.

The signs or displays within the stadium development district could be more than just advertisements. Signs or displays that are thoughtfully designed and placed within the stadium development district could pay tribute to the place where local athletes begin their athletic careers, publicize the music events that gather communities, publicize business establishments, some of which could be locally owned businesses, located within the entertainment district, and be part of placemaking for the stadium.

Further, the revenue generated by such signs or displays could contribute to the building and/or ongoing maintenance of the stadium.

Thank you for the opportunity to testify.

## BOARD OF DIRECTORS

Diane Harding  
President

Maureen Murphy  
Vice President

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Treasurer

Whitney Bosel  
Secretary

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Waimea

### Kaua'i

### O'ahu

East Honolulu

Lani-Kailua

Mānoa

North Shore

Greater Waikiki

## STAFF

Winston Welch  
Executive Director

Jacqueline Wah  
Operations Director

Myles Ritchie  
Programs Director

Helping to keep Hawai'i  
clean, green, beautiful,  
livable and sustainable  
since 1912



February 7, 2024

RE: The Outdoor Circle OVERWHELMING OPPOSITION to SB 3197 regarding billboards

Dear Chair DeCoite and Senate Committee Members,

As dedicated members of Hawaii deeply invested in preserving the natural splendor of our islands, The Outdoor Circle adds its voice to the vast majority of Hawaii residents in total opposition to Senate Bill 3197, which threatens to undermine the longstanding ban on billboards in our state. With a rich history of environmental activism and a steadfast commitment to protecting Hawaii's scenic beauty, it is imperative that we reject any efforts to weaken the laws that safeguard our landscapes.

Founded in 1912, The Outdoor Circle (TOC) has been a stalwart defender of Hawaii's environment for over a century. In the face of burgeoning industrialization and urbanization, TOC emerged as a beacon of advocacy, championing causes aimed at preserving the natural and scenic beauty of our islands. One of its most significant early victories came with the passage of legislation banning billboards throughout the Territory of Hawaii, marking a pivotal moment in the fight against visual pollution and a first in the United States. TOC bought and then immediately closed down the last operating billboard company in Hawaii in 1926. Since then, TOC has remained at the forefront of environmental activism, tirelessly advocating for policies that promote conservation and protect Hawaii's unique landscapes and built environment.

Senate Bill 3197 poses a grave threat to Hawaii's environmental heritage by seeking to introduce exemptions to the ban on the obtrusive visual pollution that billboards for the proposed Aloha Stadium Development District would bring. This legislation not only undermines the hard-fought victories of TOC and other environmental advocates, but also sets a dangerous precedent for future exemptions. If SB 3197 were allowed to pass, it would open the floodgates for similar demands across Hawaii, paving the way for the proliferation of visual blight and irreversibly altering the character of our communities that we have vigilantly protected for a century.

From exacerbating visual pollution to compromising traffic safety and diminishing property values, the presence of billboards would cast a terrible shadow over the very essence of Hawaii's natural beauty. Hawaii is not just a collection of islands in the Pacific. It is a unique sanctuary, a refuge for all who seek solace in its beauty. Any billboard would be a huge blemish on the canvas of our paradise, a reminder of the unnecessary commercialization that would further to erode the soul of our beloved home. Our natural and scenic beauty is not up for sale.

At its core, SB 3197 represents a direct assault on the principles of environmental conservation and community well-being that have long defined Hawaii's identity. By seeking to introduce exemptions to the ban on billboards, this legislation disregards the concerns of residents and threatens to degrade the visual aesthetics of our state. In addition, billboards are exactly designed to distract motorists' attention, resulting in increased dangers on our roads— is this something we wish to foster? We think not.

1314 S. King Street #306 | Honolulu, Hawai'i 96814

T: 808-593-0300 | [mail@outdoorcircle.org](mailto:mail@outdoorcircle.org) | [www.outdoorcircle.org](http://www.outdoorcircle.org)

The ban on billboards and outdoor advertising in Hawaii has long been recognized as a vital component of our state's efforts to promote the public good and support economic growth. By preserving our scenic vistas and preventing visual clutter, anti-billboard laws enhance the quality of life for residents and visitors alike. Furthermore, these laws contribute to Hawaii's economic vitality by attracting tourists drawn to our pristine landscapes. SB 3197 jeopardizes these benefits by prioritizing the interests of billboard companies over those of our communities, undermining the very foundation of our environmental and economic prosperity.

Rather than reverting to outdated advertising methods that involve mass visual pollution and desecration of our landscapes, the proposed Aloha Stadium District should explore innovative and sustainable marketing strategies that respect our state's natural beauty. With advancements in digital technology and targeted advertising, there are more than ample opportunities to reach audiences effectively without compromising our visual environment. Handheld mobile devices offer a platform that is not only more engaging to modern consumers, but also more adaptable to changing market trends. Instead of pursuing exemptions to the ban on billboards, the proposed Stadium District should explore alternative advertising solutions that align with Hawaii's values of environmental stewardship and community preservation. By embracing these alternatives, we can still promote economic growth while preserving Hawaii's natural and scenic landscapes and the proposed Aloha Stadium District can demonstrate its commitment to responsible advertising practices. Let's make this proposed district beautiful and tree-filled with that as the attraction—that is what people really want to see.

TOC's dedication to protecting Hawaii's visual environment extends far beyond its historic victories against billboards. From spearheading sign ordinances to advocating for the control of signage clutter, TOC continues to serve as a vigilant watchdog for obtrusive signs and a voice for communities across Hawaii. Our organization exists exactly to preserve, protect and enhance Hawaii's natural and scenic beauty and our efforts are tireless due to unrelenting attacks to commercialize and despoil our view planes and beauty of the islands, as exemplified in SB 3197. Our views are overwhelmingly shared by the public because they benefit from these laws, and the editorial in the Star Advertiser this week, along with its straw poll show that the public is absolutely against any weakening of our anti-billboard and offsite advertising laws.

In conclusion, The Outdoor Circle urges you to stand with the people of Hawaii and reject SB 3197. Let us honor the legacy of generations of Hawaii's residents to protect what is unique and uphold our state's ban on billboards, ensuring that Hawaii remains a beacon of environmental conservation and natural beauty for generations to come. Together, we can protect our precious landscapes and preserve the unique character of our islands for future generations by never, ever considering weakening of these laws regarding billboards and advertising.

Senate Bill 3197 must be stopped due to the multifaceted reasons listed above and why the preservation of Hawaii's ban on billboards cannot be negotiable.

Thank you for your unwavering dedication to serving our community and your thoughtful consideration of this matter in firmly rejecting SB 3197.



Winston Welch  
Executive Director  
The Outdoor Circle



**HAWAII MASONS' AND PLASTERERS' UNIONS HAWAII INDUSTRY  
STABILIZATION COMMITTEE**

2251 North School Street | Honolulu, Hawaii 96819

Phone: (808) 452-0350 | Fax: (808) 452-1063



Uploaded via Website

**TO: THE HAWAII STATE SENATE COMMITTEE ON ENERGY, ECONOMIC  
DEVELOPMENT, AND TOURISM**

**SUBJECT: Testimony in STRONG SUPPORT of SB3197 which exempts billboards and  
outdoor advertising devices displayed with authorization of the Stadium Authority  
within the Stadium Development District.**

**DATE: Thursday, February 8, 2024**

**TIME: 1:01 PM**

Aloha Chair DeCoite, Vice-Chair Wakai, and members of the Committee:

The Hawaii Masons' and Plasterers' Unions Stabilization Fund is a labor- management partnership between the cement finisher members of OPCMIA Local 630, the cement finisher members of IUBAC Local 1 and the over 250 construction companies from the General Contractors Labor Association and the Building Industry Labor Association. We are proud to represent our members in all matters related to the construction industry and, to that end, are in **STRONG SUPPORT** of SB3197 which exempts billboards and outdoor advertising devices displayed with authorization of the Stadium Authority within the Stadium Development District.

SB3197 will allow for advertising on the sides of buildings within the New Aloha Stadium Entertainment District and will be perfectly aligned with the current RFP for a Master Developer. Allowing for this kind of signage will increase revenue for the district without taking away from the beauty of the site and, as such, we are in **STRONG SUPPORT**.

Thank you for the opportunity to share our support.

Michael R. Yadao  
Executive Director  
Hawaii Masons' and Plasterers' Unions Hawaii Industry Stabilization Committee



Chamber of Commerce HAWAII  
*The Voice of Business*

Testimony to the Senate Committee on Energy, Economic Development, and Tourism

Thursday, February 8, 2024, at 1:01PM

Conference Room 229

**LATE**

RE: SB3197 Relating to Advertising

supports SB3197

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will be occupied by kama'āina, and all other elements of NASED will be available

'āina



**SB-3197**

Submitted on: 2/7/2024 8:45:02 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Adam Borrello	Testifying for North Shore Community Land Trust	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

Hawai‘i’s strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai ‘i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai ‘i’s visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We’ve known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai‘i.

**SB-3197**

Submitted on: 2/6/2024 10:38:16 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Maureen Lynn Murphy	Testifying for The Outdoor Circle	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

**SB-3197**

Submitted on: 2/6/2024 10:32:14 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Craig Gorsuch	Individual	Oppose	Written Testimony Only

Comments:

STRONGLY oppose, unacceptable to mar, damage, or cheapen Hawai'i's visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. Natural and unobstructed vistas attract visitors whose Hawai'i landscape pictures are posted on the global internet and the SCENIC BEAUTY attracts new visitors that continue to support our economy. PROTECT Hawai'i's unique beauty and guard our treasured view planes and scenic beauty. STOP SB 3197! Mahalo, Craig



335 Hahani Street #342132 \* Kailua, HI 96734 \* Phone/Fax (808) 262-0682 E-Mail: [htf3000@gmail.com](mailto:htf3000@gmail.com)

February 8, 2024

COMMITTEE ON ENERGY, ECONOMIC DEVELOPMENT, AND TOURISM

Senator Lynn DeCoite, Chair  
Senator Glenn Wakai, Vice Chair  
Committee Members

SB 3197  
RELATING TO ADVERTISING

Hawaii's Thousand Friends, a statewide non-profit water and land use planning organization dedicated to protecting the environment, human health, and cultural and natural resources opposes SB 3197, which allows billboards and outdoor advertising within the stadium development district.

Billboards have been banned in Hawaii since 1927. Recognizing that the natural beauty of the islands would be marred by billboards Hawaii was the first to enact a law banning billboards (HRS 445 Part IV).

HRS 445 Part IV Sections 445-111 to 445-121 places regulations on any outdoor advertising devices such as billboards, signs, posters, and other displays which are designed or used for the principal purpose of having outdoor advertising devices placed, posted, or fastened upon them.

Please don't let SB 3197 be the law that breaks Hawaii's long standing anti-billboard ban and hold this bill in committee to ensure that Hawaii's law remains intact and that scenic views remain free of signs.

**SB-3197**

Submitted on: 2/7/2024 11:08:46 AM

Testimony for EET on 2/8/2024 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Bruce Lum	Individual	Oppose	Remotely Via Zoom

Comments:

**Re: STOP SB 3197** -- never allow Billboards and Advertising at the Stadium Development District

**Aloha Chair DeCoite, Vice-Chair Wakai, and Honorable Senator Fukunaga, Senator Kim, & Senator Fevella,**

I am a senior, and a 60+ years resident of Halawa Heights, overlooking the Stadium Development District. I oppose Bill 3197. I am asking you to help preserve the visual beauty and neighborhood character of my home district and our treasured Hawai‘i.

Hawai‘i’s strong anti-billboard laws were adopted to protect, preserve and guard our treasured view planes and scenic beauty. Many of my generation protected our state from the visual pollution of billboards for over a century and we must never weaken our laws in compromise. We are all ultimately stewards of this land, that we hold in trust, for future generations to enjoy as we were blessed. Indeed it is part of what makes Hawai ‘i such a beautiful place to call home and to welcome visitors to share in.

It is unacceptable to degrade and cheapen Hawai ‘i’s visual environment, forcing residents and visitors alike to be captive audiences to intrusive billboards that mar our vistas. Many cherish and salute The Outdoor Circle for taking up the daunting challenge and commitment to protect Hawai‘i’s natural beauty for over a 100 years.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and support preserving our treasure, Hawai‘i’s natural beauty.

Mahalo always for protecting our treasured Hawai‘i, for now and forever more.

Bruce Lum

**SAVE ALA MOANA BEACH PARK HUI**

<https://savealamoanabeachpark.org>

‘A‘ohe hana nui ke alu ‘ia.

No task is too big when done together by all.

**SB-3197**

Submitted on: 2/6/2024 3:35:43 PM

Testimony for EET on 2/8/2024 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Joan Maute	Individual	Oppose	Remotely Via Zoom

Comments:

I've lived here almost all my life and am absolutely shocked to hear that the state is trying to do away with our no billboard laws!!!! Our beautiful islands have been protected for a century from unsightly billboards that would desecrate our spectacular scenery and be a serious eyesore!!

**PLEASE DO NOT PASS ANY BILL allowing billboards in our state!!!!**

Mahalo Nui Loa for respecting the wishes of your constituents!

Joan Maute

Waikoloa, Big Island

**SB-3197**

Submitted on: 2/6/2024 10:28:22 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Antya Miller	Testifying for Haleiwa Waialua Historical Society	Oppose	Written Testimony Only

Comments:

Dear Senators:

Having grown up on the North Shore, when I first visited Florida 50 years ago, I was really struck by the visual pollution of all the billboards. They really detracted from the beauty of that state even then. Here in Hawaii we have enough visual pollution from all the existing road signs, other signs, and now the windmills on the North Shore!

'Nuf already! Protect what is special about Hawaii!

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai 'i such a special place to live and visit.

Please do all you can to stop SB 3197 and ensure that bills like this are never considered.

Thank you for doing what is right for Hawai'i.



**SB-3197**

Submitted on: 2/2/2024 2:56:35 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ellen Godbey Carson	Individual	Oppose	Written Testimony Only

Comments:

I strongly oppose efforts to avoid our Billboard ban at the Stadium site.

Hawaii does not want or need outdoor billboards and advertising, at the Stadium site or anywhere else.

We have a beautiful state in part because we have agreed billboards and other flashy signage are contrary to the beauty of this place and to our community's values. Let's NOT start creating exceptions to those laws.

Please oppose SB3197.

Ellen Godbey Carson

**SB-3197**

Submitted on: 2/3/2024 12:25:30 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ben Robinson	Individual	Oppose	Written Testimony Only

Comments:

Oppose

**SB-3197**

Submitted on: 2/3/2024 2:55:17 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
lynne matusow	Individual	Oppose	Written Testimony Only

Comments:

This bill is a DISGRACE. Billboards are not allowed now. One exception opens the door to a floodgate. We do not need to pollute the visual environment. This is unnecessary. Please come to your senses and defer this bill.

**SB-3197**

Submitted on: 2/5/2024 9:30:16 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kevin Kelly	Individual	Oppose	Written Testimony Only

Comments:

Dear Chair DeCoit, Vice-chair Wakai, and members of the committee,

Billboards are a visual blight on the landscape. Hawaii has long been committed to maintaining visual view planes and outlawing billboards and this strategy has served this community well. Please do not allow billboards in any way, shapem or form around the stadium development district.

Thank you for your consideration and the opportunity to testify on this bill.

Aloha,

Kevin Kelly

**SB-3197**

Submitted on: 2/6/2024 10:03:27 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Shannon Matson	Individual	Oppose	Written Testimony Only

Comments:

Aloha Chair, Vice Chair, and Committee Members,

Please oppose this bill. Say no thank-you to big billboards. It's not what we want as residents. No one but big advertisers wants this. They are distracting to drivers and we already have enough distractions. They are wasteful and impact our beautiful views. Do not advance this bill. Keep Hawai'i - Hawai'i.

Mahalo,

Shannon M.

Puna Resident

**SB-3197**

Submitted on: 2/6/2024 10:08:23 AM

Testimony for EET on 2/8/2024 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
S.A. Blackmore	Individual	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai 'i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai 'i's visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai'i. **As a Realtor and Designer I cannot tell you the number of clients I have worked with who specifically point out how much they appreciate Hawaii's no billboard laws. Please, please don't change this.**

**SB-3197**

Submitted on: 2/6/2024 10:09:33 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Julie Molino de Alvarenga	Individual	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

Hawai‘i’s strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai ‘i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai‘i’s visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We’ve known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai‘i.

**SB-3197**

Submitted on: 2/6/2024 10:15:34 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Breton Frazer	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators,

I have long appreciated that Hawai'i does not have billboards. They are a terrible eyesore and would cheapen the experience of living in Hawai'i. Hawai'i has been protected from the pollution of billboards for over a century and we cannot allow the weakening of our law on this. This is within our control.

Do not force the people of Hawai'i and visitors to look at billboards, destroying our views and distracting motorists.

Please do all you can to stop SB 3197 and any other bills like it. Say no to billboards!

Mahalo,

Breton Frazer



**SB-3197**

Submitted on: 2/6/2024 10:15:57 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Susan Boye-Lynn	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators,

Hawai'i's anti-billboard laws protect our scenic beauty. We have saved our state from the visual pollution of billboards for over a century and we must not weaken our laws on this. It is part of what makes Hawai'i such a beautiful place to live and visit.

We must preserve Hawai'i's visual environment. Help avoid forcing residents and visitors alike to be captive audiences to ugly billboards which distract motorists and mar our daily views.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it now.

Thank you for doing what is right for Hawai'i's integral beauty.

Respectfully,

Susan Boye-Lynn

**SB-3197**

Submitted on: 2/6/2024 10:23:56 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Connie Bender	Individual	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

Hawai‘i’s strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai ‘i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai ‘i’s visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We’ve known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai‘i.

Mahalo, Connie Bender

**SB-3197**

Submitted on: 2/6/2024 10:25:32 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Catherine West Dale	Individual	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

Hawai‘i’s strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai ‘i such a beautiful place to live and visit.

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Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai‘i.

Catherine West Dale

**SB-3197**

Submitted on: 2/6/2024 10:28:46 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Carol Kwan	Individual	Oppose	Written Testimony Only

Comments:

I am strongly opposed to allowing billboards anywhere in the State of Hawaii, including in the stadium district. I'm OK with allowing advertising inside of the stadium that is not visible from surrounding areas.

**SB-3197**

Submitted on: 2/6/2024 10:31:36 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Dr. Andy Kaufman	Individual	Oppose	Written Testimony Only

Comments:

Please STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Aloha Senators,

Hawai‘i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai ‘i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai ‘i's visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai‘i

-Andy Kaufman

**SB-3197**

Submitted on: 2/6/2024 10:32:36 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Miki Ohashi	Individual	Oppose	Written Testimony Only

Comments:

Please STOP SB3197 to maintain the skyline and ocean views that we have left.

Billboards would detract from the "paradise" that the tourism industries relies to heavily on selling to generate tourism revenue. People don't want to see billboards- they come to see the ocean, mountains and waterfalls.

Billboards will cheapen and commoditize the experience of travelers and take away from the magic. The more we assimilate the islands to the mainland, the less appeal it has to travelers especially with cheaper tropical destinations like Mexico, South America, the Philippines, and Indonesia.

We do not want billboards here. Please stop selling off Hawaii as a commodity.

Thank you for your kuleana to the aina.

Mahalo Nui Loa,

Miki C. Ohashi

**SB-3197**

Submitted on: 2/6/2024 10:34:41 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Robert E. Fox	Individual	Oppose	Written Testimony Only

Comments:

We simply have to defeat this attempt to overthrow our sign ordinance. The reason Hawaii still remains somewhat beautiful is because we did not allow billboards to proliferate. If you want to look like that hideous mangle of Los Angeles, then adopt this stupid self serving piece of garbage legislation. If you actually have some semblance of love for our islands then DO NOT ALLOW billboards or signage of this kind.

While you are at it, we should be looking into burying all electrical and power lines throughout Oahu and eventually the state. The fire in Lahaina would not have happened had we buried the lines. The destruction caused upwards of 6.5 billion dollars and counting. Burying the lines would only have cost 5 billion. Do the math.

Please honor our land.

Robert E. Fox

**SB-3197**

Submitted on: 2/6/2024 10:35:07 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
rebecca hanna	Individual	Oppose	Written Testimony Only

Comments:

Please do not detract from the natural beauty of Hawai'i nei by changing the billboard laws.  
Locals and tourists want Hawai'i to not be like the mainland.



**SB-3197**

Submitted on: 2/6/2024 10:36:30 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Gail Baron	Individual	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 – Please do not allow Billboards and Advertising at the Stadium Development District

Dear Senators,

I find it almost impossible to believe that our Legislature would even consider a measure allowing Billboards anywhere in Hawaii. For what purpose? You must know already that any acceptance of Billboards will effective require all of us to succumb to the same throughout the state. That was made perfectly clear in previous legal challenges.

We are so fortunate that others have vigilantly guarded our natural beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai ‘i such a beautiful place to live and visit.

Why would you even consider degrading our visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you. Please do the right thing and vote this measure down.

Mahalo,

Gail F. Baron

**SB-3197**

Submitted on: 2/6/2024 10:37:01 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
jerry lam	Individual	Oppose	Written Testimony Only

Comments:

My name is Jeremy Lam and I was President of the Manoa Branch of the Outdoor Circle for 10 years. We have worked hard to keep Hawaii clean, green and beautiful. I speak against allowing billboards of any kind in the proposed stadium district. Unlike every state in the union, Hawaii has been able to preserve its scenic beauty by limiting the size and types of signage throughout the State. The Outdoor Circle has been vigilently monitoring billboards for the past 100 years. Aerial advertising, bus billboards and any billboard would bring in a paltry amount of money compared with the precedent setting blight on our islands. This bill is a step in the wrong direction! It is supported by organizations, developers and politicians who want to pollute our visual beauty for their bottom lines. The aina cannot speak for itself. You leaders must help. Surely, you can visualize the ugliness of passing this bill and the precedent it will set for future intrusion into our unique island ambience. Please stop this bill from becoming law. Aloha, Jeremy Lam 808 222 5235.

**SB-3197**

Submitted on: 2/6/2024 10:38:18 AM

Testimony for EET on 2/8/2024 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Cynthia Gillette-Wenner	Individual	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

As someone born and raised in Hawaii, now 81 years old, I am appalled at the idea that losing the protection of our ban on billboards is even being considered. Having traveled to many places it is always so rewarding to come home to a billboard free environment. They are a blight on the eyes, and senses we do not need in our beautiful islands. I am well aware "big money" can be persuasive, but let's not fall into that trap.

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai 'i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai 'i's visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai'i.



**SB-3197**

Submitted on: 2/6/2024 10:42:12 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lorna Larsen-Jeyte	Individual	Oppose	Written Testimony Only

Comments:

In Hawai'i we have been blessed with NO billboard to distract from our natural beauty nor interfere with tradewind cooling breezes. Neon, in any form, is akin to artificiality vs natural color. Billboards also distract from the serenity of pausing to reflect. When I am on the mainland I am disgusted by the crass commercialism of billboards and the clutter they present to a street, stadium, whatever. We don't need more commercialism. We already see it daily on our phones and televisions and computers. Please do not pass this bill. I urge you! Mahalo Lorna

**SB-3197**

Submitted on: 2/6/2024 10:46:52 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
ellen sofio	Individual	Oppose	Written Testimony Only

Comments:

I vehemently oppose this any any future bill that would open Pandora's box to allow billboard advertising to desecrate our precious and irreplaceable island visual environment. SB3197 would clearly set a precedent and should never have gotten this far in our state legislature were it not for the pay-to-play political system.

Ellen Sofio

**SB-3197**

Submitted on: 2/6/2024 10:56:22 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Sarah Moon	Individual	Oppose	Written Testimony Only

Comments:

Please,please,please do NOT pass bill SB 3197. It would be foolish to ruin the beautiful views and vistas of Hawaii. Tourists visit for the beauty and may not notice the absence of billboards but probably feel it intuitively. Please don't wreck our beautiful scenery. I am a 60 year resident and an artist and am very grateful for no billboards. Thankyou for listening. Aloha

**SB-3197**

Submitted on: 2/6/2024 10:56:57 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
C. Vierra	Individual	Oppose	Written Testimony Only

Comments:

I do not want my home to look like L.A. I vehemently oppose this bill.

Mahalo



**SB-3197**

Submitted on: 2/6/2024 11:07:15 AM

Testimony for EET on 2/8/2024 1:01:00 PM

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

Comments:

Dear Senators,

Hawaii's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from this visual pollution for over a century and we must never weaken our laws on this. Please don't let this happen.

Please do all you can to ensure that bills like this are never considered and please do all you can to stop SB 3197 and oppose it vehemently!

**SB-3197**

Submitted on: 2/6/2024 11:17:00 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Alexander Ress	Individual	Oppose	Written Testimony Only

Comments:

Hawaii's first-in-the-nation billboard laws became law nearly 100 years ago because forward thinking lawmakers saw the harm in these visual blights whose purpose is to attract people's attention. Our past lawmakers have resisted the lure of mainland developer's desire for exemptions to our billboard laws and I am confident that you will continue to recognize that Hawaii's special status needs special protections. I urge you to treat all of our businesses equally and preserve our current billboard restrictions without exemptions.

**SB-3197**

Submitted on: 2/6/2024 11:19:43 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Mark Bogart	Individual	Oppose	Written Testimony Only

Comments:

I speak against allowing billboards of any kind in the proposed stadium district. Unlike every state in the union, Hawaii has been able to preserve its scenic beauty by limiting the size and types of signage throughout the State. The Outdoor Circle of which I am a long standing member has been vigilantly monitoring billboards for the past 100 years. Aerial advertising, bus billboards and any billboard would bring in a paltry amount of money compared with the precedent setting blight on our islands. This bill is a step in the wrong direction! It is supported by organizations, developers and politicians who want to pollute our visual beauty for their own financial gain. The precedent this bill will set for future intrusion into our unique island ambiance should not be allowed to go forward! Please stop this bill (SB 3197) from becoming law!

**SB-3197**

Submitted on: 2/6/2024 11:20:03 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Dayton Kalanikumupa'a Seto Myers	Individual	Oppose	Written Testimony Only

Comments:

I oppose this as the state and its people have little to gain from advertising and a lot of beauty to lose. In addition, billboards and other advertising can be extremely distracting and dangerous to driverse.

**SB-3197**

Submitted on: 2/6/2024 11:32:43 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Janyce Mitchell	Individual	Oppose	Written Testimony Only

Comments:

Dear Legislators,

Until I grew up and lived on the mainland, I didn't appreciate how lucky we are to have an absolute ban on billboards. For a few years, I lived outside of San Francisco. As beautiful as parts of the city and surrounding areas are, there are areas (e.g. Hwy 101 near the Bay Bridge and areas near the airport) that are blighted by an abundance of billboards. It is unpleasant to drive through past the billboards and, I would imagine, even more unpleasant to live next to one.

Hawaii is blessed with natural beauty. The anti-billboard law has been instrumental in protecting the enjoyment of Hawaii's beauty for all of us. For residents and visitors who will be driving past the stadium-on their way to Pearl Harbor or elsewhere-or going to the stadium complex, billboards would be an unwanted eyesore. Even more importantly for those who will be living in the housing planned there, protecting the view planes from billboards remains an important priority. Given that affordable housing is planned for parts of the stadium complex, I believe it is particularly unfair to subject the residents to billboards in order to profit advertisers. Please, vote no on this bill and help preserve Hawaii's pristine natural beauty.

Thank you for your consideration.

-Janyce Mitchell

**SB-3197**

Submitted on: 2/6/2024 11:34:10 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jacqueline Wah	Individual	Oppose	Written Testimony Only

Comments:

**I am OPPOSED to SB 3197.**

Allowing billboards in the proposed Stadium Development District or anywhere else in our beautiful state would be a huge setback. It is something visitors notice and marvel at because where they live, they have to contend with being visually assaulted with billboard advertising and wish their state had such a law in place. It's something I don't even notice until I go elsewhere and see huge billboard ruining a beautiful landscape.

We are bombarded with advertising 24/7, please do not add to the mental and visual clutter we already experience. The billboard law was enacted for a reason, to help retain the beauty of our islands. Please vote against this bill and keep Hawai'i's billboard law intact! Thank you!

**SB-3197**

Submitted on: 2/6/2024 11:53:39 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Dylan Whitmore	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators,

Hawai‘i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai ‘i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai ‘i's visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai‘i.

RE: SB 3197

Chair DeCoite and Committee Members,

I write in strong opposition to SB 3197. While sponsors of this bill claim that it only affects a limited part of Oahu and a way to attract financing for the stadium project it is in fact another step on the way to gut HRS 445-112 and expose the state to a proliferation of mainland-style billboard signage.

There is every reason to expect that if this bill passes, that the legislature will soon see bills to eliminate any restrictions in HRS 445-112 with supporters citing the exemptions provided previously with the scoreboard advertising and now this bill.

The bill also seems to act in opposition to the spirit of the Hawaii Tourism plan which attempts to protect the distinctive parts of Hawaii, one of which is the absence of obtrusive and distracting billboards.

It doesn't take a lot of imagination to visualize the blight on Molokai if you were to drive from the airport and see signs offering trips to Kalaupapa, or drive into Manoa and see signs "Shop at Safeway" or signs offering homes for sale and condos for rent or places to eat or visit, etc. across Oahu and the state.

This is a bill that can accurately be described as leading to a "slippery slope" with the first step already taken, please do not continue down this path.

Duane Okamoto



**SB-3197**

Submitted on: 2/6/2024 12:02:29 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Charles Sexton	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators, Please do not pass this bill which would open a gaping hole in our wonderful Hawaiian ban on billboards. I am a resident, and I appreciate our many visitors, and I know that all of us take huge and probably mostly unspoken pleasure in our natural environment seen and experienced from many viewpoints. Please do not begin to clutter it with billboards.

Mahalo,

Charles Sexton

**SB-3197**

Submitted on: 2/6/2024 12:05:17 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Evelyn Kaneshige	Individual	Oppose	Written Testimony Only

Comments:

To whom it may concern,

I vehemently oppose SB3197 and I am appalled that this is even considered! I was born and raised here on Oahu and the thought that we will look like Vegas, LA and all those cities on the mainland makes me ill. Our islands are beautiful! Let's not have these hideous billboards and other oversized ads peppering our islands. It's bad enough that we have rampant growth everywhere but to have this too is a horrible idea! And whose idea was it anyway? I would be shocked if a local person suggested this!

**SB-3197**

Submitted on: 2/6/2024 12:57:26 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Scott Whiting	Individual	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

Hawai‘i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai ‘i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai ‘i's visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai‘i.

Scott Whiting

**SB-3197**

Submitted on: 2/6/2024 1:14:47 PM

Testimony for EET on 2/8/2024 1:01:00 PM

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

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

If you start at the stadium, what will be next? Waikiki?

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of ugly billboards for over a century and we must never weaken our law on this. It is part of what makes Hawai 'i such a beautiful place to live and visit. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Developers from the mainland might find it more attractive if they can **turn us into them** by being able to put up billboards?

Thank you for doing what is right for Hawai'i. No billboards please.

**SB-3197**

Submitted on: 2/6/2024 2:16:41 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kit Wynkoop	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators,

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed, it is part of what makes Hawai'i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai'i's visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai'i.

Aloha, Kit

**SB-3197**

Submitted on: 2/6/2024 2:26:51 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Sandra cashman	Individual	Oppose	Written Testimony Only

Comments:

I am opposed to Bill SB 3197. The prohibition of billboards and overly large signage has contributed to Hawaii's beauty and culture over the years. The Bill as written provides opportunity for abuse of limits and establishes a precedent that can be used to expand such signage throughout the islands resulting in a loss of what makes Hawaii unique and appealing to residents and visitors. Please vote NO!!

**SB-3197**

Submitted on: 2/6/2024 2:37:27 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Brett Kurashige	Individual	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai 'i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai 'i's visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai'i.

**SB-3197**

Submitted on: 2/6/2024 3:34:11 PM

Testimony for EET on 2/8/2024 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Jolyn Okimoto	Individual	Oppose	Written Testimony Only

Comments:

Aloha Senators,

My name is Jolyn Okimoto. I am writing to express my OPPOSITION to SB3197.

I was born and raised in Hawaii and I have lived here most of my life, but also in California and Arizona. Billboards and advertising there are a distraction. Hawaii is unique in not having billboards and large ads. We should not change that now. We have had a stadium before, and **Aloha Stadium never needed billboards**. Please join me in opposing SB3197 so we can Keep Hawaii Hawaii.

Thank you, J. Okimoto



**SB-3197**

Submitted on: 2/6/2024 3:41:04 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Laurie Rubie	Individual	Oppose	Written Testimony Only

Comments:

No matter how much you think Hawaii may gain from SB 3197, NO amount of income from billboard advertising is worth it. We're unique in a hundred different ways from the mainland and that's something worth preserving. Once you open the door to ugly highway billboards, we've lost it. I was born and raised here and have driven cross country on the mainland to some really beautiful places, but in my opinion no other state equals ours in natural beauty.

I believe tourists are drawn here because of what makes us different from Florida, the Jersey shore, California or Oregon. We're uniquely Hawaii. Our connection with nature, the spirit of aloha in our people, the Hawaiian culture and beauty of our State must be preserved so we continue to be different. Progress and change are not always positive.

I lived in California for a number of years in grad school. On visits home the first thing I'd do every time is drive past Hanauma, Sandy's, Makapu'u to reassure myself that the Hawaii of my childhood was still alive and well and that beautiful untouched shoreline was still that.

You all have a huge responsibility to balance our economic interests with the need to mālama our land. Please choose wisely and do not sell Hawaii out. Some things are priceless.

Mahalo for your time,

Laurie Rubie

**SB-3197**

Submitted on: 2/6/2024 4:30:28 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Gordon Aoyagi	Testifying for Manoa Outdoor Circle	Oppose	Written Testimony Only

Comments:

Subject: Stop SB 3197 - Do Not Allow Billboards and Advertising in the Stadium Development District

Dear Senators,

I am the current President of the Manoa Outdoor Circle. I oppose SB 3197 and urge that you vote NO on SB3197.

There was wisdom in the State Legislature of over 100 years ago to adopt a ban on outdoor advertising to preserve Hawaii’s scenic beauty then, now and for future generations. That decision was prescient as it has protected our treasured visual environment, prevented visual blight, kept motorists and pedestrians from potential harmful visual distractions and enhanced Hawaii’s beauty and vistas as compelling attractions for tourists. This outdoor advertising ban served and continues to serve the public good providing continuous enjoyment to Hawaii residents and visitors. Please protect this legacy for not only our unique visual environment but also for the economic engine it provides.

I strongly urge that this public good be foremost in your minds. Allowing the Stadium District exemptions for outdoor advertising introduces the “slippery slope” of the other areas seeking the same exemptions given the precedence offered by SB 3197. If this legislation is adopted, there is the potential proliferation of visual blight, intrusion into view planes, and traffic distractions throughout the State. This would open the door to litigation on advertising location with affected community as well as content issues involving the regulation of free speech. We, the public, are the losers and victims of very unwise legislation! We lose the enjoyment of the beauty of our unique surroundings and our hard earned tax dollars are spent on expensive and ongoing litigation impelled by short sighted and needless legislation lifting the ban on outdoor advertising. The public good should not be for sale. Don’t allow this to happen. Stop SB 3197.

Sincerely,

Gordon Aoyagi

President, Manoa Outdoor Circle

**SB-3197**

Submitted on: 2/6/2024 5:07:05 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Sally Mermel	Individual	Oppose	Written Testimony Only

Comments:

Aloha Senators,

I am aghast that SB3197 has proceeded this far,. Oue aina deserves scenic Hawaii ti not have bill boards anywhere!

I have been so proud to tell my children (now adults) that since 1912 here in their home state has been protected from ugly and distracting billboards. If you have ever been to Las Vegas you would be shocked by the numerous bill boards everywhere you drive. It's overboard and tasteless in much of the advertising on them. Do not subject our residents and visitors to this!

We love our islands and prize it's natural splendor and beauty. I urge you to all you can do to ensure that bills like this are never considered. Pleae, do all that you can to STOP SB3197!!! Our children and grandchildren will thank you in the years to come.

Sally M. Mermerl PO Box 342 Volcano Hi 96785

**SB-3197**

Submitted on: 2/6/2024 5:24:20 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Linda Legrande	Individual	Oppose	Written Testimony Only

Comments:

Aloha,

It would seem this 100+ year old ban on billboards has served Hawaii well. Our city and neighborhoods remain free of the visual clutter of advertising, something that our visitors can enjoy on the mainland whenever & wherever they want. When they come here, they want to see the natural beauty of these Islands. Let's keep Hawaii a destination that is different, exclusive of billboard advertising.

Thank you, Linda Legrande

**SB-3197**

Submitted on: 2/6/2024 5:52:16 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Steven Crisp	Individual	Oppose	Written Testimony Only

Comments:

There should be no change to Hawaii's \*beautiful\* restriction on billboards. It would be a tragedy and guaranteed slippery slope to allow billboards and advertising into the Stadium Development District.

Maintaining this prohibition is literally a beautiful position to take. Please do not compromise your principles and weaken current laws and regulations.

Keep Hawaii Beautiful. We've been doing that for more than 100 years. Keep Hawaii free from visual pollution, protect our scenic views, and preserve our beautiful landscape from the ugliness of billboards and their advertising.

Please, please, let's all Keep Hawaii Beautiful!

**SB-3197**

Submitted on: 2/6/2024 6:16:46 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Holly Holowach	Individual	Oppose	Written Testimony Only

Comments:

STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

I seriously can't believe that I even have to testify on this subject. It's a done deal. Hawaii is gorgeous and needs to stay clear of the clutter of billboards. If we allow one, it will lead to more and destroy the visual beauty of this beautiful land. Want proof? Just look at graffiti!

Please don't even consider this idea! Mahalo nui loa!

Dear Senators,

Please consider the benefits that Hawaii's current anti-billboard laws bring to our state. I appreciate and honor the work of women and men over 100 years ago who had the foresight to see the wrong that was happening when auto companies and others began to erect billboards around Honolulu. Because of those early members' efforts, signs were taken down and laws were put in place to prevent billboards. We now enjoy clear view planes with no billboards along our freeways, in our communities, in commercial or residential zones. We can see and appreciate the beauty of our island without sign pollution.

To open a door to advertising by allowing billboards in any part of our islands is wrong including the Stadium Development District. I shudder to imagine where this could lead--the possibilities of residents and visitors traveling around a sign polluted island. Trading beauty for financial payback is wrong.

I ask you most respectfully to strongly oppose SB 3197 in any form. This opposition will show that you are taking a stand to preserve the scenic beauty that is Hawaii. You will be protecting and preserving that which makes our state unique.

Sincerely,

Ruth Holmberg  
Waialua, Hawaii 96791



**SB-3197**

Submitted on: 2/6/2024 6:22:16 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Steve Mechler	Individual	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

Hawai‘i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai ‘i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai ‘i's visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai‘i.

**SB-3197**

Submitted on: 2/6/2024 7:36:26 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Pauline Mac Neil	Individual	Oppose	Written Testimony Only

Comments:

Vote No on: S.B. 3197 (2024)

Commercial billboards would not only be a blight on Hawaii’s natural beauty, they would detract from the “live, work, and play” community concept that is integral to the design.

Who wants to see billboards as they walk along a pedestrian promenade? OR billboards in proximity to a residential area? Even mixed use retail could be dominated by mainland advertisements that have no flavor of Hawaii.

If money is the issue, consider building vertical gardens, ie. green walls on buildings to lower the temperature and prevent the site from becoming an urban heat island. Trees and garden walls would make the district far more comfortable and attractive to the potential 25,000 stadium patrons and those who work and live on the site. Billboards are not the answer, at any price. Vote No on S.B. 3197. Mahalo.

**SB-3197**

Submitted on: 2/6/2024 7:55:45 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Andrea Woods	Individual	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

Hawai‘i’s strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai ‘i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai ‘i’s visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai‘i.

Andrea Woods

**SB-3197**

Submitted on: 2/6/2024 8:53:36 PM

Testimony for EET on 2/8/2024 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Marianne	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators,

I vehemently oppose SB3197.

Generations of Hawaii residents have steadfastly worked for over *one hundred years* to protect our beautiful island from the billboard pollution blighting the mainland. Now this bill seeks to erase that legacy and forever alter Hawaii's landscape for the sake of commercials. *Auwe!*

Hawaii has steadfastly guarded its anti-billboard laws to protect our view planes longer than most of us have been alive. We must *never* weaken our laws on one of the very things that makes us unique throughout the States.

When I drive around our islands admiring our beautiful scenery, I am forever thankful to The Outdoor Circle for their visionary foresight to protect our beauty. Please, do not be the one to destroy it.

Mahalo for doing what is pono for the generations to come, enabling them to enjoy our islands while singing your praises for protecting our island's beauty.

Marianne K. Whiting

Kailua, HI

**SB-3197**

Submitted on: 2/6/2024 8:57:38 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jeffrey Mermel	Individual	Oppose	Written Testimony Only

Comments:

Aloha Legislators: I write in strong OPPOSITION to SB3197.

I oppose any effort to weaken Hawaii's laws for billboards and signage as proposed in SB3197 or in any form.

Thus I oppose any bill targeting lessening of signage regulations with regard to the STADIUM DEVELOPMENT DISTRICT.

I stand with those of The Outdoor Circle wanting to PRESERVE the unique natural beauty of Hawaii.

**SB-3197**

Submitted on: 2/6/2024 10:13:15 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lois Crozer	Individual	Oppose	Written Testimony Only

Comments:

NO, NO and NO. One foot in the door. One exemption then another... There is no reason to allow billboards. Do not do this.

**SB-3197**

Submitted on: 2/6/2024 10:35:51 PM

Testimony for EET on 2/8/2024 1:01:00 PM

Submitted By	Organization	Testifier Position	Testify
Patricia Bilyk	Individual	Oppose	Written Testimony Only

Comments:

TO: Senator Lynn DeCoite, Chair, Senator Glen Wakai, Vice Chair and Members on the Committee on Energy, Economic Development and Tourism

FROM: Patricia Bilyk, resident of Nuuanu

RE: SB 3197 Relating to Advertising

DATE: Thursday, February 8, 2024 1pm

Good Afternoon Senator DeCoite, Senator Wakai and Members of the Committee on Energy, Economic Development and Tourism. I stand in **STRONG OPPOSITION** to SB3197 to allow advertising billboards in the Stadium District.

I've lived in Hawai'i for over 52 years enjoying thoroughly the lack of gaudy billboards around the city! I've enjoyed instead the magnificent beauty of the landscape and ocean unobstructed by billboards!

I further feel the placement of billboards in the Stadium District would pose a significant traffic hazard and distraction to motorist. They would be trying to read the billboards rather than focusing on an already confusing and busy stretch of the highway and surrounding roads!

Finally I feel the Tourists would be not only be distracted as they drive in the area but looking for an Island paradise with lovely scenery, be turned off by tasteless billboards, only wishing to see our Island w unobstructed views!

I strongly encourage this Committee to DEFER this bill and keep the law as it is restricting billboards in our State and specifically restricting them around the Stadium District!

Thank You.

**SB-3197**

Submitted on: 2/6/2024 10:41:18 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
thalya demott	Individual	Oppose	Written Testimony Only

Comments:

Aloha,

I oppose SB3197 to allow advertising billboards in the stadium development district, because in 1912 Hawaii outlawed billboards as an ugly blight, and allowing exceptions will only put us on a trajectory of allowing more such variances. One exception to the law can open the floodgates to undo over 100 years of vigilance which has been enormously successful in preserving the viewplanes of our beautiful state. Please just say NO.

Mahalo,

Thalya DeMott



**SB-3197**

Submitted on: 2/7/2024 2:30:53 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Pamela DeBoard	Individual	Oppose	Written Testimony Only

Comments:

I am shocked that our legislature would ever consider allowing bill boards or other forms of advertisement to mar the beauty of our state.

**SB-3197**

Submitted on: 2/7/2024 2:35:30 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marisa Nguyen	Individual	Oppose	Written Testimony Only

Comments:

Please oppose Senate Bill 3197. Hawaii is more beautiful because eyesore billboards are not allowed. Don't open Pandora's Box. Commercial interests will always rear their ugly heads, disregarding our quality of life. It is up to us to stop them. Protect our islands from this ugliness by opposing SB 3197. Thank you.

**SB-3197**

Submitted on: 2/7/2024 6:24:32 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jayne Datorfreeman	Individual	Oppose	Written Testimony Only

Comments:

Please oppose bill SB3197 and leave Hawaii billboard free. It is too easy to loose control on the growth of visual pollution ( billboards) . Bill Board advertising only benefits the advertisers and companies that own them or advertise on the boards But it affects everyone who has to suffer being exposed to their visual pollution. Please keep Gawaii BillBoard free.

**SB-3197**

Submitted on: 2/7/2024 7:13:15 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Sun-Hee Yeo Tschopp	Individual	Oppose	Written Testimony Only

Comments:

I oppose this measure, let's not sell out more of the island. Enough is enough

**SB-3197**

Submitted on: 2/7/2024 7:16:45 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Donna Otto	Individual	Oppose	Written Testimony Only

Comments:

Please don't allow our beautiful views to be obstructed with signs and billboards.

**SB-3197**

Submitted on: 2/7/2024 7:21:44 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Greg Tjapkes	Individual	Oppose	Written Testimony Only

Comments:

Never allow billboards in Hawaii.

Thank you

**SB-3197**

Submitted on: 2/7/2024 8:14:01 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Tracey Kelley	Individual	Oppose	Written Testimony Only

Comments:

Aloha,

Please do not allow billboards to pollute or views! Keep Hawaii beautiful without large advertising ruining the natural vistas everywhere. Don't make Hawaii the mainland!

Mahalo,

Tracey Stott Kelley

**SB-3197**

Submitted on: 2/7/2024 8:34:54 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Deanna Cornelius	Individual	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

Hawai‘i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai‘i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai ‘i's visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai‘i.



**SB-3197**

Submitted on: 2/7/2024 9:10:29 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jessica Nishikawa	Individual	Oppose	Written Testimony Only

Comments:

I am wholeheartedly opposed to bill 3197

**SB-3197**

Submitted on: 2/7/2024 11:36:54 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Claudia L. Webster	Individual	Oppose	Written Testimony Only

Comments:

SB3197 is a terrible bill that goes against Hawaii law that was passed in 1926 to ban all billboards in Hawaii. Billboards for one area in the New Aloha Stadium Entertainment District would destroy the natural beauty of the area even if they are on buildings. No billboards has been almost a sacred trust in Hawaii since the law was passed to ban billboards.

No amount of money raised by allowing advertising on buildings or billboards is worth destroying the natural beauty of Hawaii. All of us who love the beauty of Hawaii should oppose this terrible Bill, SG 3197.

**SB-3197**

Submitted on: 2/7/2024 11:40:26 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Chow Yu	Individual	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

Hawai‘i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai ‘i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai ‘i's visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai‘i.

**SB-3197**

Submitted on: 2/6/2024 12:09:51 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kristine Qureshi	Individual	Oppose	Written Testimony Only

Comments:

Aloha: Please prevent the State of Hawaii from becoming a billboard state. Having traveled throughout the mainland US, those states that allow billboards are quite unappealing and trashy. Billboards create an environmental scar. Do we want this scar on the landscape of our home? Please think about this and act as leaders who will protect our environment and home state. I will certainly look to see who voted for and against this measure and work to be sure that those who vote yes for this are not re-elected. (By nature I am not an activist, but this idea is a terrible one.) Mahalo for your consideration.

**SB-3197**

Submitted on: 2/6/2024 12:20:15 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
francine hagstrom	Individual	Oppose	Written Testimony Only

Comments:

Please stop this effort to overturn our strong anti-billboard laws, probably the single most important legislation to safeguard the beauty of our island home

**SB-3197**

Submitted on: 2/6/2024 3:19:03 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Susan Hogan	Individual	Oppose	Written Testimony Only

Comments:

I strongly oppose SB 3197. It is absurd to allow Billboards and Advertising at the Stadium Development District. This is an insidious effort to degrade our stringent laws outlawing visual commercial pollution in our islands. No exceptions should be made to the existing landmark legislation that has saved our islands from the ugly creep of commercial signage which makes many mainland US cities both bland and ugly. Visitors come here to get away from that visual noise. Stop this bill.

Respectfully,

Susan Hogan

The beauty of our islands

**SB-3197**

Submitted on: 2/6/2024 3:23:55 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Linda Engelberg	Individual	Oppose	Written Testimony Only

Comments:

Please do not allow billboards in Hawaii. Very upsetting that you would even consider doing so.

**SB-3197**

Submitted on: 2/6/2024 6:45:09 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Carky Ainlay	Individual	Oppose	Written Testimony Only

Comments:

Please protect our beautiful island and do not allow billboards and signage that are the worst of commercialism and will forever spoil our views. Keep Hawaii Hawaii!



**LATE**

**SB-3197**

Submitted on: 2/7/2024 4:37:24 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Karma Lekshe Tsomo	Individual	Oppose	Written Testimony Only

Comments:

We can really be proud of Hawai‘i’s strong anti-billboard laws. They vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed, part of what makes Hawai ‘i such a beautiful place to live and visit is that we are not bombarded by advertising on our roadways.

It is unacceptable to degrade and cheapen the beautiful environment of Hawai‘i with advertising that distracts drivers and benefits only corporations. Residents and visitors should not be held captive to ugly billboards. We can feel proud and delighted that our roads and viewplanes have been protected from this scourge since 1912.

Please do everything you can to ensure that SB3197 and other bills like it are never considered. Please do all you can to stop SB 3197 and oppose it vehemently.

Please do all you can to ensure that bills like this are never considered. Please do all you can to stop SB 3197 and oppose it vehemently. Let’s keep Hawai‘i beautiful and set an example for the whole country.

Thank you for your kind support in opposing this bill.

# Susan J. Moss

64 - 5176 Kamamalu Road  
Kamuela, Hawaii 96743

**LATE**

Phone: (808) 885-5587

Fax: (808) 885-5512

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

Although, this is a 'canned' letter, I can't emphasize enough how appalled I was to hear that the anti-billboard and advertising law that has kept Hawai'i beautiful was being threatened.

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed, it is part of what makes Hawai'i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai'i's visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai'i and voting NO for changing the 'billboard' law.

Aloha,

Susan J. Moss

**LATE**

**SB-3197**

Submitted on: 2/7/2024 10:40:24 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Gina Drewes	Individual	Oppose	Written Testimony Only

Comments:

I oppose SB 3197

**LATE**

**SB-3197**

Submitted on: 2/8/2024 5:27:40 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
David B Warner	Individual	Oppose	Written Testimony Only

Comments:

Please don't allow billboards. They degrade the visual and built environment. The advertising does not promote aloha spirit. Thank you, David Warner

**LATE**

**SB-3197**

Submitted on: 2/8/2024 6:11:38 AM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Rachel K Johnson	Individual	Oppose	Written Testimony Only

Comments:

**STOP Senate Bill 3197.**

**LATE**

**SB-3197**

Submitted on: 2/7/2024 2:41:24 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Margaret Brevoort	Individual	Oppose	Written Testimony Only

Comments:

I am a 24 year long resident of Hawaii. I am strongly opposed to any form of commercial advertising being allowed in public places in Hawaii. I never submit testimony so this is an indication of how strongly I oppose this bill.

thank you

Margaret Brevoort

**LATE**

**SB-3197**

Submitted on: 2/7/2024 2:48:48 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lila Gardner	Individual	Oppose	Written Testimony Only

Comments:

Let's face it, we do not need to promote or encourage any kind of signage. Think about what it does to the natural environment which we extoll and want to encourage viewing. Billboards and signage is plain and simple, a blight on our sensibilities! We must do everything we can to protect our scenic views and the power of that experience. Billboards detract from the power of our communication with the natural world--land and ocean.

The early OutDoor Circle folks had the right idea --was that back in 1912, I believe, and let's continue with their important legacy..

Lila Gardner, Kaimuki

**LATE**

**SB-3197**

Submitted on: 2/7/2024 3:12:55 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lynell Marie DaMate	Individual	Oppose	Written Testimony Only

Comments:

I oppose this Bill SB3197 for the following reasons: visual eyesores, disrupt our vistas, safety hazards due to its distraction for motorists and pedestrians alike. Most importantly, most critically for me and thousands of others with same like-mindedness, and locally born and raised here, I know that if this Bill was to pass, it would set a precedence that will lead to the opening of the floodgates, this resulting in a slew of billboards across our State. I don't want this, you don't want this. We don't want this Bill SB3197 to pass. Mahalo Nui Loa for your attention and time.



**LATE**

**SB-3197**

Submitted on: 2/7/2024 3:16:54 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Renee Iijima	Individual	Oppose	Written Testimony Only

Comments:

I oppose SB3197.

We have protected the natural beauty of Hawaii since the early 1900's, and we should never accept the presence of billboards anywhere in our islands. Hawaii's identity is expressed through the land. It should not be degraded by commerce and advertising.

**LATE**

**SB-3197**

Submitted on: 2/7/2024 3:35:40 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ralph Shohet	Individual	Oppose	Written Testimony Only

Comments:

RE: STOP SB 3197 -- never allow Billboards and Advertising at the Stadium Development District

Dear Senators,

Hawai‘i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards for over a century and we must never weaken our law on this. Indeed it is part of what makes Hawai ‘i such a beautiful place to live and visit.

It is unacceptable to degrade and cheapen Hawai ‘i's visual environment, forcing residents and visitors alike to be captive audiences to ugly billboards, distracting motorists and marring our vistas. We've known this since 1912, when The Outdoor Circle formed to fight this visual blight and replace it with beauty.

Please do all you can to ensure that bills like this are never considered, and please do all you can to stop SB 3197 and oppose it vehemently.

Thank you for doing what is right for Hawai‘i.

**LATE**

**SB-3197**

Submitted on: 2/7/2024 4:30:35 PM

Testimony for EET on 2/8/2024 1:01:00 PM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Michael C Fahey	Individual	Oppose	Written Testimony Only

Comments:

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Much Aloha,

Michael C. Fahey