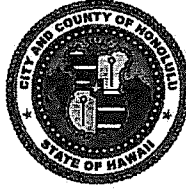


DEPARTMENT OF PLANNING AND PERMITTING
CITY AND COUNTY OF HONOLULU

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RICK BLANGIARDI
MAYOR



DEAN UCHIDA
DIRECTOR

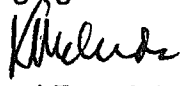
DAWN TAKEUCHI APUNA
DEPUTY DIRECTOR

July 11, 2022

MEMORANDUM

TO: Glen I. Takahashi, City Clerk
Office of the City Clerk

VIA: Michael D. Formby, Managing Director

FROM: Dean Uchida, Director 
Department of Planning and Permitting

SUBJECT: Regulations for Political-Related Signage

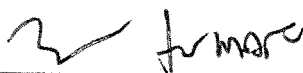
As another campaign season progresses, questions concerning political signage will again be raised. Therefore, it seems appropriate to provide you with some guidelines on how political-related items are treated under both City and State regulations.

1. **Political Signs on Private Property:** The placement of political signs on private property, in any zoning district, is not regulated by the Land Use Ordinance (LUO).
2. **Campaign Headquarters Signs:** Signs for campaign headquarters are regulated as business signs for purposes of the LUO sign regulations. Such signs must be located on the premises of the headquarters and are subject to the provisions enumerated in LUO Section 2 1-7.40 which specify the number, type, placement, illumination, and size of permitted signs, based on the underlying zoning district for the property. The following political signs are regulated as business signs when they can be seen from a public right-of-way or a parking lot on an adjacent lot:
 - i. Located on the lot outside the campaign office; or
 - ii. On the exterior face of the building where the headquarters has building frontage facing a street or parking area; or
 - iii. Fixed to the inside or outside of a window of the campaign office.

3. **Signs NOT Regulated by the LUO:** The following types of political messages are not regulated by the LUO: bumper stickers affixed to a motor vehicle and hand-carried political signs.
4. **Rights-of-way of state or federal highways:** State law does not allow political signage to be placed in the rights-of-way of state or federal highways. Hawaii Revised Statutes §264-72 specifies that temporary signage may not be placed "outside the right-of-way boundary and visible from the main-traveled way of any federal-aid or state highway." Additionally, the federal guidelines for signage along interstate and primary highways also apply.
5. **County rights-of-way and malls:** Similar to state law, any signs, including political signs, displayed in a public right-of-way or public mall are subject to summary removal pursuant to the provisions of Chapter 29 Article 14 Revised Ordinances of Honolulu.

Should you have any questions, please feel free to contact the Land Use Permits Division at (808) 768-8015.

APPROVED:



Michael D. Formby
Managing Director