

Signs and Standards No Permits Needed

SUBDIVISION CONSTRUCTION SIGNS

Standard: Only one sign per street entrance



GAS STATION PUMP ISLAND SIGNS

Standard: Maximum three square feet

GASOLINE PRICE SIGNS

Standard: Maximum one square foot in area

TEMPORARY SIGNS

Definition: Any sign advertising a specific event for a short period of time

• Announcing Signs (announcing purpose of a building)

Standard: Maximum 16 square feet in residential areas and 32 square feet in other areas.

• Real Estate Signs

Standard: one sign per street frontage, maximum four square feet in residential districts and eight square feet in other districts. Allowed only on private property.



• Special Event Displays/Banners

Standard: Portable and wind signs/banners that advertise an opening, occasion, or event. Limited to one event per six month period, displayed for no longer than seven consecutive days. Allowed only at event venue.



PUBLIC SIGNS

Definition: Signs of a non-commercial nature

FLAGS

Standard: Maximum of 50 square feet each. No more than five per street lot.

ADDRESS SIGNS

Standard: Maximum of one square foot in area.

DIRECTIONAL SIGNS

Standard: Maximum 30 inches in height and one square foot in area.



HISTORICAL PLAQUES

Placed only by historical agencies recognized by the City or State.

WINDOW DISPLAYS

For sale of merchandise on the premises of a ground floor establishment and may be placed only on the inside of glass surfaces.



Permits Needed

- BUSINESS SIGNS
- DIRECTORY SIGNS
- GROUND AND GARDEN SIGNS
- HANGING AND PROJECTING SIGNS
- IDENTIFICATION SIGNS
- ROOF AND WALL SIGNS
- MARQUEES AND MARQUEE FASCIA SIGNS
- SECOND FLOOR BUSINESS SIGNS



Obtaining a Permit

Sign permits may be obtained by contacting:
Department of Planning and Permitting
Frank S. Fasi Municipal Building
650 South King Street
Honolulu, Hawaii 96813

Prohibited Signs

• Wind or portable signs that advertise an establishment, service price, product or commodity



• Flashing signs

• Roof signs on buildings more than one story or above 16 feet

• Signs that because of size, location, movement, color content or illumination constitute a traffic hazard by diverting drivers' attention

• Any sign advertising an activity not conducted on the premises on which the sign is maintained

• Aerial advertising signs

• Any sign on a median, light pole, tree or within the right of way of any state or county road



• One event banner per six month period and displayed for no longer than seven consecutive days and only at the site of the event

• Any flyer or other sign placed on utility poles



Enforcement

The Director of the Department of Planning and Permitting (DPP) is authorized and empowered to revoke the permit if the sign owner fails to comply with regulations. The State Department of Transportation (DOT) enforces sign violations on State highways.

Anyone can call and make a complaint if he/she believes a sign is in violation. Complaints about signs within the City and County of Honolulu are received at DPP's Building Code Enforcement Branch. Complaints about signs on State highways are received at the DOT hotline.

The Outdoor Circle (TOC) also serves as a clearinghouse for complaints about potentially illegal signs. All complaints reported to TOC will be referred to the appropriate agency for investigation.

When making a complaint be sure to have an address where the sign is located and a detailed description of the sign in question.

DPP Complaints	527-6341
DOT Complaints	831-6714
TOC Hotline	593-0300

Copies of Sign Laws

Copies of the Honolulu County Sign Ordinance and the State of Hawai'i Sign Laws can be found via the internet or at most public libraries.

County Ordinance: www.honolulu.gov/refs/roh/21_990.pdf
www.honolulu.gov/refs/roh/21_990.pdf
State Laws: www.capitol.hawaii.gov/hrscurrent/Vol05_Ch0261-0319/HRS0264/HRS_0264-0072.HTM
http://www.capitol.hawaii.gov/hrscurrent/Vol05_Ch0261-0319/HRS0264/HRS_0264-0072.HTM

The Outdoor Circle

Founded in 1912 The Outdoor Circle's mission is quite simple: to keep Hawai'i clean, green and beautiful by preserving, protecting and enhancing our environment for future generations. Perhaps best known for ridding Hawai'i of billboards, TOC engages in many activities to support its mission:

- Plants and protects trees
- Protects view planes
- Provides environmental education to island children
- Advocates to have utility wires placed under ground
- Works to eliminate illegal and inappropriate signs
- Protects open space
- Promotes and sponsors community beautification

Throughout the years, The Outdoor Circle and its branches have helped prevent hundreds of ill-conceived land use plans and inappropriate development from moving forward. We also are active in government relations serving on numerous boards and task forces. When needed, The Outdoor Circle also becomes involved in court battles to protect the scenic environment.

This Brochure

This is an informational publication created by The Outdoor Circle. It is not a regulatory document nor is TOC a regulatory agency. It is simply meant to educate sign makers, sign users, and the general public about the various sign laws that protect our visual environment. If you have any questions, comments or concerns regarding signs please contact us.



The Outdoor Circle
1314 South King Street, Suite 306
Honolulu, HI 96814
808-593-0300
www.outdoorcircle.org
mail@outdoorcircle.org

Oahu Sign Regulations

A History of Protection

Hawai'i has a long standing tradition of regulating the size and placement of signs. In the early 1900s billboards and other inappropriate signs proliferated throughout the islands, particularly on O'ahu. After years of consumer actions and boycotts, The Outdoor Circle in 1927 persuaded the Territorial Legislature to pass Hawai'i's a law banning billboards in the islands. Today Hawai'i is one of only four states that prohibit billboards.



Why Regulate Signs?

- Regulating signs protects the natural beauty of Hawai'i.
- Sign regulations allow businesses and others to display important information while protecting the visual environment.
- Sign laws provide public safety for vehicles and pedestrians by reducing inappropriate distractions.
- Sign laws ensure that Hawai'i remains free of all billboards.



General Sign Guidelines

Sign regulations have standards that must be followed. These standards primarily relate to size, location, placement, motion, illumination, height and setbacks. Violators may face stiff penalties including criminal charges.



Sign makers and users need to check the law BEFORE creating and/or posting signs. Persons who believe specific signs might be in violation of State or County regulations should double check the standards before making a complaint.