# DEPARTMENT OF PLANNING AND PERMITTING
## *KA ʻOIHANA HOʻOLĀLĀ A ME NĀ PALAPALA ʻAE*
## CITY AND COUNTY OF HONOLULU

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July 7, 2026

**MEMORANDUM**

TO: Chadd Kadota, Acting City Clerk
Office of the City Clerk

VIA: Krishna F. Jayaram, Managing Director Designate
Office of the Managing Director

FROM: Dawn Takeuchi Apuna, Director
Department of Planning and Permitting

SUBJECT: Regulations for Political-Related Signage

This memorandum supercedes the previously transmitted memorandum dated July 1, 2026, regarding political signage to correct an incorrectly referenced code.

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

1. **Political Signs on Zoning Lots:** The placement of political signs on zoning lots is not regulated by the Land Use Ordinance (LUO). Political signage is not allowed on publicly owned and managed zoning lots unless authorized. State law does not allow political signage to be placed in the rights-of-way of state or federal highways. Hawaiʻi 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.

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 21-7.40 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:** Bumper stickers affixed to vehicles, hand carried signs, and signs erected in the right of way (i.e. not on a zoning lot) are not regulated by the LUO.

4. **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 the Revised Ordinances of Honolulu Chapter 13 Article 14.

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

APPROVED:

Krishna F. Jayaram, Managing Director Designate
Office of the Managing Director