

I Mina'trentai Ocho Na Liheslaturan Guåhan
BILL STATUS

BILL NO.	SPONSOR	TITLE	DATE INTRODUCED	DATE REFERRED	CMTE REFERRED	FISCAL NOTES	PUBLIC HEARING DATE	DATE COMMITTEE REPORT FILED	NOTES
175-38 (COR)	V. Anthony Ada	AN ACT TO <i>AMEND</i> §§ 61541(b), (c) & (f) AND TO <i>ADD</i> A NEW § 61548 ALL TO CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED, RELATIVE TO MAKING PRACTICABLE IMPROVEMENTS TO GUAM'S SIGN LAWS.	7/16/25 10:41 a.m. ^8/7/25 3:48 p.m.	8/8/25	Committee on Land, Environment, Housing, Agriculture, Parks, and Infrastructure.	Request: 8/8/25 Waiver: 8/12/25	9/8/25 9:00 a.m.	9/16/26 As Amended.	



OFFICE OF THE VICE SPEAKER V. Anthony Ada

I Mina'trentai Ocho Na Liheslaturan Guåhan | 38th Guam Legislature

Chairperson - Committee on Land, Environment, Housing, Agriculture, Parks, and Infrastructure

September 16, 2026

Honorable Frank F. Blas, Jr

Speaker

Mina'trentai Ocho na Liheslaturan Guåhan

163 Chalan Santo Papa

Hagåtña, Guam 96910

VIA: Honorable V. Anthony Ada 
Chairperson, Committee on Rules

Re: Committee Report on Bill No. 175-38 (COR) As amended

Hafa Adai Speaker Blas:

Transmitted herewith is the Committee Report on the Bill No. 175-38 (COR) As amended by the Committee on Land, Environment, Housing, Agriculture, Parks and Infrastructure. - V. Anthony Ada- AN ACT TO AMEND §§ 61541(b), (c) & (f) AND TO ADD A NEW § 61548 ALL TO CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED, RELATIVE TO MAKING PRACTICABLE IMPROVEMENTS TO GUAM'S SIGN LAWS.

Committee votes are as follows:

- 2 TO DO PASS
- 0 TO NOT PASS
- 4 TO REPORT OUT ONLY
- 0 TO ABSTAIN
- 0 TO PLACE IN INACTIVE FILE



COMMITTEE ON RULES

RECEIVED:

September 16, 2026 10:09 a.m.

Marie Crisostomo

Si Yu'os ma'åse',



V. Anthony Ada



OFFICE OF THE VICE SPEAKER

V. Anthony Ada

I Mina'trentai Ocho Na Liheslaturan Guåhan | 38th Guam Legislature

Chairperson - Committee on Land, Environment, Housing, Agriculture, Parks, and Infrastructure

COMMITTEE REPORT

Bill No. 175-38 (COR)

As amended by the Committee on Land, Environment, Housing,
Agriculture, Parks and Infrastructure

Introduced by V. Anthony Ada

**“AN ACT TO AMEND §§61541(b), (c) & (f) AND TO
ADD A NEW §61548 ALL TO CHAPTER 61, TITLE
21, GUAM CODE ANNOTATED, RELATIVE TO
MAKING PRACTICABLE IMPROVEMENTS TO
GUAM’S SIGN LAWS.”**

by Vice Speaker V. Anthony Ada



OFFICE OF THE VICE SPEAKER V. Anthony Ada

I Mina'trentai Ocho Na Liheslaturan Guåhan | 38th Guam Legislature

Chairperson - Committee on Land, Environment, Housing, Agriculture, Parks, and Infrastructure

September 15, 2026

MEMORANDUM

To: All Members
Committee on Land, Environment, Housing, Agriculture, Parks and Infrastructure

From: Vice Speaker V. Anthony Ada 
Committee Chairperson

Subject: Committee Report on Bill No. 175-38 (COR) As amended

Transmitted herewith is the Committee Report on the Bill No. 175-38 (COR) As amended by the Committee on Land, Environment, Housing, Agriculture, Parks and Infrastructure. – V. Anthony Ada - AN ACT TO AMEND §§ 61541(b), (c) & (f) AND TO ADD A NEW § 61548 ALL TO CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED, RELATIVE TO MAKING PRACTICABLE IMPROVEMENTS TO GUAM'S SIGN LAWS.

This report includes the following:

- Copy of COR Referral of Bill No. 175-38 (COR)
- Notices of Public Hearing & Other Correspondence
- Copy of the Public Hearing Agenda
- Public Hearing Sign-in Sheet
- Copies of Submitted Testimonies & Supporting Documents
- Committee Vote Sheet
- Committee Report Digest
- Copy of Bill No. 175-38 (COR)
- Copy of Bill No. 175-38 (COR) as amended by the Committee
- Amended Markup Version
- Copy of Fiscal Note from Bureau of Budget and Management Research

Please take the appropriate action on the attached vote sheet. Your attention to this matter is greatly appreciated. Should you have any questions or concerns, please do not hesitate to contact me.

Si Yu'os ma'åse'



COMMITTEE ON RULES

Vice Speaker V. Anthony Ada, Chairperson
I Mina'trentai Ocho Na Liheslaturan Guåhan
38th Guam Legislature

August 8, 2025

To: **Rennae V. C. Meno**
Clerk of the Legislature

Attorney Darleen Hiton
Legislative Legal Counsel

From: **Vice Speaker V. Anthony Ada** 
Chairperson, Committee on Rules

Subject: **Referral of Bill No. 175-38 (COR)**

Håfa Adai,

As per my authority as Chairperson of the Committee on Rules and subject to §6.01(d)(1), Rule VI of our Standing Rules, I am forwarding the referral of **Bill No. 175-38 (COR)** –V. Anthony Ada. – “AN ACT TO *AMEND* §§ 61541(b), (c) & (f); 61546 & 61547 OF CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED, RELATIVE TO MAKING PRACTICABLE IMPROVEMENTS TO GUAM’S SIGN LAWS.”

Please ensure that the subject bill is referred to the Committee on Land, Environment, Housing, Agriculture, Parks, and Infrastructure chaired by Vice Speaker V. Anthony Ada. I also request that the same be copied to the Prime Sponsor of the subject bill and to Management Information Services (MIS) for posting on our website.

A copy of the bill is available on our legislative website.

Should you have any questions or concerns, please feel free to contact Kamarin Nelson, Committee on Rules Director at 671-472-2461.



FIRST NOTICE of Public Hearing: September 8, 2025

Vice Speaker V. Anthony Ada <vicespeakertonyada@guamlegislature.gov>

Fri, Aug 29, 2025 at 8:22 AM

Bcc: phnotice@guamlegislature.gov, vince.arriola@dpw.guam.gov, Elizabeth Napoli <efnapoli@ghura.org>, "Joseph M. Borja" <joseph.borja@land.guam.gov>, "Dr. Anita Enriquez" <abe@triton.uog.edu>**FOR IMMEDIATE RELEASE**

August 29, 2025

MEMORANDUM

To: All Senators, Stakeholders, Media
From: Vice Speaker V. Anthony Ada
Re: FIRST NOTICE of Public Hearing: September 8, 2025

The Committee on Land, Environment, Housing, Agriculture, Parks and Infrastructure will conduct a public hearing on **Monday, September 8, 2025 at 9:00 am** in the Public Hearing Room in the Guam Congress Building. The agenda is as follows:

- **Bill No. 159-38 (COR)** – V. Anthony Ada, Christopher M. Dueñas, Jesse A. Lujan, Frank F. Blas, Jr., Joe S. San Agustin, Tina Rose Muña Barnes, Shelly V. Calvo - AN ACT TO ADD A NEW PARAGRAPH (o) TO § 61531 OF CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED RELATIVE TO GRANTING THE DEPARTMENT OF PUBLIC WORKS TO DETERMINE THE MINIMUM NUMBER OF PARKING SPACES REQUIRED FOR HOMELESS SHELTERS.
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If you are interested in participating in the Public Hearing to provide testimony, please contact the Office of Vice Speaker V. Anthony Ada at (671) 989-0855 or via electronic mail at vicespeakertonyada@guamlegislature.gov for further guidance.

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The Public Hearing will broadcast LIVE on local television (GTA Channel 21, Docomo Channel 117) and stream online via i Liheslaturan Guåhan's live feed. Written testimonies may be sent via email at vicespeakertonyada@guamlegislature.gov.

All government activities, programs, and services are accessible for people with disabilities in compliance with Title II of the Americans with Disabilities Act (ADA). Should you or interested parties require assistance or special accommodations to fully participate in this public hearing, please contact the Office of Vice Speaker V. Anthony Ada at (671) 989-0855 or via email at vicespeakertonyada@guamlegislature.gov.

--

Office of Vice Speaker V. Anthony Ada
38th Guam Legislature
I Mina'trentai Ocho Na Liheslaturan Guåhan



Guam Congress Building, 2nd Floor

163 Chalan Santo Papa

Hagåtña, Guam 96910

Phone: (671) 989-0855

Email: vicespeakertonyada@guamlegislature.gov

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3 attachments



2025-08-29 FIRST Notice .pdf

819K



Bill No. 159-38 (COR).pdf

2148K



Bill No. 175-38 (COR) Referred Version.pdf

1555K



OFFICE OF THE VICE SPEAKER V. Anthony Ada

I Mina'trentai Ocho Na Liheslaturan Guåhan | 38th Guam Legislature

Chairperson - Committee on Land, Environment, Housing, Agriculture, Parks, and Infrastructure

FOR IMMEDIATE RELEASE

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FIRST NOTICE of Public Hearing: September 8, 2026

FIRST NOTICE of Public Hearing: September 8, 2026

PUBLIC HEARING

Posted on: 08/29/2025 08:00 AM

Posted by: Erin Grajek

Public Hearing Date: 09/08/2025 09:00 AM

Department(s): GUAM LEGISLATURE (/notices?department_id=92)

Division(s): OFFICE OF VICE SPEAKER V. ANTHONY ADA (/notices?division_id=261)

Notice Topic(s): PUBLIC HEARING (/notices?topic_id=74)

Types of Notice: PUBLIC HEARING (/notices?type_id=7)

For Audience(s): PUBLIC (/notices?public=1)

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FOR IMMEDIATE RELEASE

August 29, 2025

MEMORANDUM

To: All Senators, Stakeholders, Media

From: Vice Speaker V. Anthony Ada

Re: FIRST NOTICE of Public Hearing: September 8, 2025

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AD REQUEST
August 29, 2025

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INVOICE: I LIHESLATURAN GUAHAN-38TH GUAM LEGISLATURE



600 Harmon Loop Road Ste 102
Dededo, GU 96929
Tel: 671.637.5826
Mobile: [REDACTED]

To: I LIHESLATURAN GUAHAN
38TH GUAM LEGISLATURE

Attn: Accounting Department

DATE
08/27/2025
INVOICE NO.
2720-00027-0000M

Date(s)	Service Details	Amount
08/27/2025	COMMITTEE ON LAND, ENVIROMENT, HOUSING AGRICULTURE, PARKS AND INFRASTRUCTURE PUBLIC HEARING SECOND NOTICE: 08.29.25 (PH 090825) Please make check payable to: KUAM PAYMENT IS DUE UPON RECEIPT OF INVOICE. THANK YOU.	\$ 160.00
		\$ 160.00

Please pay
amount stated
above.

Should you have any questions please contact: 671-687-8879 or 671-635-5836.

SECOND NOTICE of Public Hearing: September 8, 2025

Vice Speaker V. Anthony Ada <vicespeakertonyada@guamlegislature.gov>

Sat, Sep 6, 2025 at 8:00 AM

Bcc: phnotice@guamlegislature.gov, vince.arriola@dpw.guam.gov, Elizabeth Napoli <efnapoli@ghura.org>, "Joseph M. Borja" <joseph.borja@land.guam.gov>, "Dr. Anita Enriquez" <abe@triton.uog.edu>**FOR IMMEDIATE RELEASE**

September 6, 2025

MEMORANDUM**To: All Senators, Stakeholders, Media****From: Vice Speaker V. Anthony Ada****Re: SECOND NOTICE of Public Hearing: September 8, 2025**

The Committee on Land, Environment, Housing, Agriculture, Parks and Infrastructure will conduct a public hearing on **Monday, September 8, 2025 at 9:00 am** in the Public Hearing Room in the Guam Congress Building. The agenda is as follows:

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Office of Vice Speaker V. Anthony Ada
38th Guam Legislature



I Mina'trentai Ocho Na Liheslaturan Guåhan

Guam Congress Building, 2nd Floor

163 Chalan Santo Papa

Hagåtña, Guam 96910

Phone: (671) 989-0855

Email: vicespeakertonyada@guamlegislature.gov

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3 attachments



2025-09-06 SECOND Notice .pdf

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Bill No. 159-38 (COR).pdf

2148K



Bill No. 175-38 (COR) Referred Version.pdf

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OFFICE OF THE VICE SPEAKER V. Anthony Ada

I Mina'trentai Ocho Na Liheslaturan Guåhan | 38th Guam Legislature

Chairperson - Committee on Land, Environment, Housing, Agriculture, Parks, and Infrastructure

FOR IMMEDIATE RELEASE

September 6, 2025

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SECOND NOTICE of Public Hearing: September 8, 2025

SECOND NOTICE of Public Hearing: September 8, 2025

PUBLIC HEARING

 **Posted on:** 09/06/2025 08:00 AM

 **Posted by:** Erin Grajek

 **Public Hearing Date:** 09/08/2025 09:00 AM

 **Department(s):** GUAM LEGISLATURE (/notices?department_id=92)

 **Division(s):** OFFICE OF VICE SPEAKER V. ANTHONY ADA (/notices?division_id=261)

 **Notice Topic(s):** PUBLIC HEARING (/notices?topic_id=74)

 **Types of Notice:** PUBLIC HEARING (/notices?type_id=7)

 **For Audience(s):** PUBLIC (/notices?public=1)

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FOR IMMEDIATE RELEASE

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([https://guamlegislature.gov/38th_Guam_Legislature/Bills_Introduced_38th/Bill%20No.%20159-38%20\(COR\).pdf](https://guamlegislature.gov/38th_Guam_Legislature/Bills_Introduced_38th/Bill%20No.%20159-38%20(COR).pdf))IVE TO GRANTING THE DEPARTMENT OF PUBLIC WORKS TO DETERMINE THE MINIMUM
NUMBER OF PARKING SPACES REQUIRED FOR HOMELESS SHELTERS.
([http://guamlegislature.gov/38th_Guam_Legislature/Bills_Introduced_38th/Bill%20No.%20159-38%20\(COR\).pdf](http://guamlegislature.gov/38th_Guam_Legislature/Bills_Introduced_38th/Bill%20No.%20159-38%20(COR).pdf))
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([https://guamlegislature.gov/38th_Guam_Legislature/Bills_Introduced_38th/Bill%20No.%20175-38%20\(COR\)%20Referred%20Version.pdf](https://guamlegislature.gov/38th_Guam_Legislature/Bills_Introduced_38th/Bill%20No.%20175-38%20(COR)%20Referred%20Version.pdf))

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INVOICE: I LIHESLATURAN GUAHAN-38TH GUAM LEGISLATURE



600 Harmon Loop Road Ste 102
Dededo, GU 96929
Tel: 671.637.5826
Mobile: [REDACTED]

To: I LIHESLATURAN GUAHAN
38TH GUAM LEGISLATURE

Attn: Accounting Department

DATE
09/04/2025
INVOICE NO.
2720-00028-0000M

Date(s)	Service Details	Amount
09/04/2025	COMMITTEE ON LAND, ENVIROMENT, HOUSING AGRICULTURE, PARKS AND INFRASTRUCTURE PUBLIC HEARING SECOND NOTICE: 09.06.25 (PH 090825) Please make check payable to: KUAM PAYMENT IS DUE UPON RECEIPT OF INVOICE. THANK YOU.	\$ 160.00
		\$ 160.00

Please pay
amount stated
above.

Should you have any questions please contact: 671-687-8879 or 671-635-5836.



OFFICE OF THE VICE SPEAKER V. Anthony Ada

I Mina'trentai Ocho Na Liheslaturan Guåhan | 38th Guam Legislature

Chairperson - Committee on Land, Environment, Housing, Agriculture, Parks, and Infrastructure

Agenda

Monday, September 8, 2025 - 9:00 am

- **Bill No. 159-38 (COR)** – V. Anthony Ada, Christopher M. Dueñas, Jesse A. Lujan, Frank F. Blas, Jr., Joe S. San Agustin, Tina Rose Muña Barnes, Shelly V. Calvo - AN ACT TO ADD A NEW PARAGRAPH (o) TO § 61531 OF CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED RELATIVE TO GRANTING THE DEPARTMENT OF PUBLIC WORKS TO DETERMINE THE MINIMUM NUMBER OF PARKING SPACES REQUIRED FOR HOMELESS SHELTERS.
- **Bill No. 175-38 (COR)** – V. Anthony Ada - AN ACT TO AMEND §§ 61541(b), (c) & (f); 61546 & 61547 OF CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED, RELATIVE TO MAKING PRACTICABLE IMPROVEMENTS TO GUAM'S SIGN LAWS.

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The Public Hearing will broadcast LIVE on local television (GTA Channel 21, Docomo Channel 117) and stream online via i Liheslaturan Guåhan's live feed. Written testimonies may be sent via email at vicespeakertonyada@guamlegislature.gov.

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OFFICE OF THE VICE SPEAKER V. Anthony Ada

I Mina'trentai Ocho Na Liheslaturan Guåhan | 38th Guam Legislature

Chairperson - Committee on Land, Environment, Housing, Agriculture, Parks, and Infrastructure

PUBLIC HEARING SIGN-IN SHEET

Monday, September 8, 2025 · 9:00 am · Public Hearing Room, Guam Congress Building

Bill No. 175-38 (COR)

AN ACT TO AMEND §§ 61541(b), (c) & (f); 61546 & 61547 OF CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED, RELATIVE TO MAKING PRACTICABLE IMPROVEMENTS TO GUAM'S SIGN LAWS. – V. Anthony Ada

NAME	AGENCY/ ORGANIZATION	POSITION	TESTIMONY	CONTACT INFO
1. CEUNE CRUZ	DLM	SUPPORT ☐ OPPOSE ☐	WRITTEN ☐ ORAL ☐	[REDACTED]
2. ROSSANA San Miguel Tison	DLIM	SUPPORT ☐ OPPOSE ☐	WRITTEN ☐ ORAL ☐	[REDACTED]
3. JOSEPH M. BORJA	DLM	SUPPORT ☐ OPPOSE ☐	WRITTEN ☐ ORAL ☒	[REDACTED]
4. EDWARD PEREZ		SUPPORT ☐ OPPOSE ☐	WRITTEN ☐ ORAL ☐	[REDACTED]
5. CHRIS A. MORATO	TUMG	SUPPORT ☐ OPPOSE ☐	WRITTEN ☐ ORAL ☐	[REDACTED]
6. JONATHAN DENIGHT	GTA	SUPPORT ☒ OPPOSE ☐	WRITTEN ☒ ORAL ☒	[REDACTED]
7. Kamia Merking	GTA	SUPPORT ☒ OPPOSE ☐	WRITTEN ☐ ORAL ☐	[REDACTED]
8. Benson Au-Yeung	Cube	SUPPORT ☐ OPPOSE ☐	WRITTEN ☒ ORAL ☒	[REDACTED]



P.O. Box 6128
Tamuning, Guam 96931 USA
Phone: (671) 969-CUBE (2823)

Sept. 8, 2025

Honorable Vice Speaker V. Anthony Ada,
38th Guam Legislature
Chairperson, Committee on Rules

Hafa Adai Speaker Blas, Vice Speaker Ada, and honorable Senators,

My name is Benson Au-Yeung. It's nice to see all of you. We have been in the Non-digital Billboard business for almost a decade. Over the years, there were a handful of sign Bills that were either Vetoed or did not even get to the floor. Although we want to have improved legislation for both non-digital and digital signage, I feel compelled to comment on this Bill so our industry can move forward that is in line with the safety and benefits of our community and the motoring public.

First, we have to identify what type of signs we are talking about besides non-digital and digital signs. Referring to page 11, line 15 on this Bill. This line opens the door for off-premises signs for everyone. In other words, anyone with a building and a blank wall can now charge a fee and advertise anything on that wall, which contradicts the on-premises sign law.

Now, although we want to include non-digital and digital signs for this Bill, but nationwide, there are 2 different regulations for non-digital and digital signs. Let me present the matrix of all the regulations for all 50 states on non-digital and digital signs following the Federal Highway Administration's Guidance on Off-Premises Changeable Message Signs. This is quite important to follow because every state gets their highway funding only if they follow certain federal guidelines, such as intersection markings, stop sign placement, crosswalk and in this case, off-premises signs.

This matrix is a summary of all the 50 states law showing the states, where you can download their state law, max. size of the sign, height, length, the federal agreement on the spacing between non-digital signs, and the difference spacing of the digital signs.

I have so much information on off-premises signage, I don't want to take up all your time. But I think the minimum we need to look at is the 5 guidelines from the Federal Highway Administration.



P.O. Box 6128
Tamuning, Guam 96931 USA
Phone: (671) 969-CUBE (2823)

First, the duration of Message. Duration of each display is generally between 4 and 10 seconds – 8 seconds is recommended. And if you look below, the display contains static messages without movement such as animation, flashing, scrolling, intermittent or full motion video. Referring to page 11 line 17, the restrictions of flashing digital signs are removed.

2) Brightness. Adjusted Brightness in response to changes in light levels so that the signs are not unreasonably bright for the safety of the motoring public. Referring to page 12 line 17 to 26, all requirements for brightness have been removed.

3) Spacing. Spacing between such signs is not less than the minimum spacing requirements for the sign under Federal/State Agreement (FSA) or greater if determined appropriate to ensure the safety of the motoring public. The minimum Federal Highway Administration's spacing of signs were not included in this Bill. Therefore, you can have multiple digital signs on one property.

4) Locations. Locations where allowed for signs under FSA except such locations where determined inappropriate to ensure safety of the motoring public. Referring to page 11 line 23 – 26, restriction of the location of the digital sign is removed. This Bill will allow digital signs anywhere including roof top, behind traffic lights.

5) , the required size of the digital signs has been removed. Referring to page 13 line 1 to 5, all requirements of the size of the sign are removed. In other words, you can have a sign as big as the ITC building.

Now, I do support a responsible Bill to move the industry forward, but we must study this closely to avoid any liability arising from safety of the motoring public and violation from the federal government.

Thank you.

Sincerely,

Benson Au-Yeung
President/Owner
Cube Inc.



624 North Marine Corps Drive
Tamuning, Guam 96913

Website: www.gta.net

Telephone: (671) 644 4482

Written Testimony of GTA

October 8, 2025

Before 38th Guam Legislature

Re: Support for Bill No. 175-38 (COR)

Håfa Adai Vice-Speaker Ada and Members of the Committee:

On behalf of GTA, thank you for the opportunity to testify in strong support of Bill No. 175-38 (COR). As Guam's local telecommunications provider, we support commonsense updates to the sign law that balance safety, aesthetics, economic vitality, and clear compliance standards.

At GTA, we value outdoor electronic billboards because they allow us to share timely messages with our customers—whether it's new services, promotions, or critical information during emergencies. We welcome the clear updates in this bill to modernize Guam's outdated sign law, and we encourage more high-quality, well-regulated digital billboards across our island.

We also recommend consideration of increasing the current 10% building wall coverage limit for signage. Allowing slightly larger, well-designed signs will help businesses—especially in Guam's hotel and retail areas—communicate more clearly with residents and visitors, while maintaining safety and aesthetics.

For these reasons, GTA respectfully urges passage of Bill No. 175-38 (COR). Si Yu'os Ma'åse.

Best regards,

Jon Nathan Denight

SVP of Marketing and Consumer Sales

NET Enterprises INC

dba: Summer Dream Information

P.O.Box 9796 Tamuning, Guam 96931 Tel)671-632-0583 Fax)671-637-0583

Testimony on Bill No. ~~15~~⁵38

Relative to Making Practicable Improvements to Guam's Sign Laws

Håfa Adai, Chairman, Senators of the Committee, and Esteemed Members of I Mina'trentai Ocho na Liheslaturan Guåhan:

Thank you for the opportunity to provide written testimony on Bill No. _-38, which proposes amendments to §§ 61541, 61546, and 61547 of Chapter 61, Title 21, Guam Code Annotated, to modernize and improve the island's sign regulations.

Support for Practical Improvements

I support the overall intent of this legislation, which seeks to balance business visibility, public safety, community aesthetics, and responsible regulation of both traditional and digital signage. For too long, Guam's existing sign laws have contained ambiguities and outdated provisions that limit both enforcement and compliance. This bill provides much-needed clarity, particularly with respect to digital signage in Tumon Bay, political sign placement, and recognition of community partnerships through bus stop shelters.

Key Provisions Beneficial to Guam

1. Commercial & Industrial Zones (§ 61541)
 - The bill preserves community standards by requiring non-flashing, non-moving signage while allowing businesses fair opportunities for visibility.

- Political signs are clarified, limiting placement to private property and ensuring safety along roadways.
- 2. Tumon Bay Resort-Hotel Zone (§ 61541(f))
 - The stricter limitations on signage in Tumon Bay support tourism by maintaining an aesthetically pleasing visitor district.
 - Civil penalties and enforcement mechanisms strengthen compliance while allowing flexibility through limited waivers for good faith corrections.
- 3. Bus Stop Shelter Recognition (§ 61546)
 - The allowance for modest, non-digital signs on school bus shelters to acknowledge donors is a practical way to encourage private investment in public infrastructure.
- 4. Digital Sign Regulation (§ 61547)
 - Clear definitions (animated, changeable, electronic message centers) help avoid confusion.
 - Reasonable restrictions on placement, size, luminance, and content strike a balance between modern business advertising needs and the protection of public safety, dark skies, and visitor experience.
 - Prohibition of off-premise advertising and obscene material ensures community values are upheld.

Recommendations for Consideration

While I support passage, I respectfully offer the following for further consideration:

- **Enforcement Resources:** The Department of Public Works must be adequately funded and staffed to enforce penalties, inspections, and permit compliance. Without resources, the bill's enforcement provisions may not be fully realized.
- **Small Business Transition:** Some smaller businesses may need a transition period or technical guidance to bring existing signage into compliance, particularly regarding size limits and digital standards.

- Public Awareness: DPW and the Guam Land Use Commission should develop clear, bilingual guidelines for businesses and property owners, to minimize misunderstandings and violations.

Conclusion

This bill represents a balanced and thoughtful modernization of Guam's sign laws. By clarifying existing ambiguities, setting enforceable standards, and protecting both business interests and community aesthetics, it will serve the people of Guam well. I urge the Committee and full Legislature to support Bill No. _-38 with the recommended considerations to ensure effective implementation.

Si Yu'os Ma'åse' for the opportunity to submit written testimony

John S. Ko

President

Net Enterprises Inc



OFFICE OF THE VICE SPEAKER

V. Anthony Ada

I Mina'trentai Ocho Na Liheslaturan Guåhan | 38th Guam Legislature

Chairperson - Committee on Land, Environment, Housing, Agriculture, Parks, and Infrastructure

COMMITTEE VOTE SHEET

Bill No. 175-38 (COR) as amended by the Committee on Land, Environment, Housing, Agriculture, Parks and Infrastructure. – V. Anthony Ada - AN ACT TO AMEND §§ 61541(b), (c) & (f) AND TO ADD A NEW § 61548 ALL TO CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED, RELATIVE TO MAKING PRACTICABLE IMPROVEMENTS TO GUAM'S SIGN LAWS.

	SIGNATURE/ DATE OF SIGNATURE	TO DO PASS	TO NOT PASS	TO REPORT OUT ONLY	TO ABSTAIN	TO PLACE IN INACTIVE FILE
Vice Speaker V. Anthony Ada Chairperson	 09/15/26	✓				
Senator Christopher M. Dueñas Vice Chairperson	EVOTE 09/15/26	✓				
Speaker Frank F. Blas, Jr. Member	EVOTE 09/16/26			✓		
Senator Sabrina Salas Matanane Member	EVOTE 09/15/26			✓		
Senator Shelly V. Calvo Member						
Senator Vincent A.V. Borja Member	EVOTE 09/16/26			✓		
Senator Sabina F. Perez Member						
Senator Chris Barnett Member						
Senator Tina Muña Barnes Member						
Senator Joe S. San Agustin Member	EVOTE 09/15/26			✓		

URGENT REQUEST for Evote: Bill No. 175-38 (COR) As amended

Senator Chris Duenas <senator.duenas@guamlegislature.gov>

Tue, Sep 15, 2026 at 4:23 PM

To: "Joe S. San Agustin" <senatorjoessanagustin@gmail.com>

Cc: "Vice Speaker V. Anthony Ada" <vicespeakertonyada@guamlegislature.gov>, "Speaker Frank F. Blas Jr." <speakerblas@guamlegislature.gov>, Office Senator Bri <office.senatorbri@guamlegislature.gov>, Office of Senator Shelly Calvo <officeofsenatorshellycalvo@guamlegislature.gov>, Senator Vince Borja <vince.borja@guamlegislature.gov>, Office Senator Perez <office.senatorperez@guamlegislature.gov>, Senator Tina Muna Barnes <senator.munabarnes@guamlegislature.gov>, Senator Darrel Christopher Barnett <malafunkshun@guamlegislature.gov>

To Do Pass

**Office of Senator Christopher M. Dueñas***Chairman, Committee on Finance and Government Operations***259 Martyr St., Hagatna, Guam 96910**senator.duenas@guamlegislature.gov**(671) 989-9554**

[Quoted text hidden]



URGENT REQUEST for Evote: Bill No. 175-38 (COR) As amended

Joe S. San Agustin <senatorjoessanagustin@gmail.com>

Tue, Sep 15, 2026 at 3:52 PM

To: "Vice Speaker V. Anthony Ada" <vicespeakertonyada@guamlegislature.gov>

Cc: Chris Duenas <senator.duenas@guamlegislature.gov>, "Speaker Frank F. Blas Jr."

<speakerblas@guamlegislature.gov>, Office Senator Bri <office.senatorbri@guamlegislature.gov>, Office of Senator Shelly Calvo <officeofsenatorshellycalvo@guamlegislature.gov>, Senator Vince Borja

<vince.borja@guamlegislature.gov>, Office Senator Perez <office.senatorperez@guamlegislature.gov>, Senator Tina Muna Barnes <senator.munabarnes@guamlegislature.gov>, Senator Darrel Christopher Barnett

<malafunkshun@guamlegislature.gov>

To report out.

The Office of Senator Joe S. San Agustin

I Mina'trentai Ocho na Liheslaturan Guåhan

38th Guam Legislature

Guam Congress Building, 163 Chalan Santo Papa, Hagåtña, Guam 96910

T: (671) 989-5445 F: (671) 969-6737 E: senatorjoessanagustin@gmail.com

Website: www.senatorjoessanagustin.com

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URGENT REQUEST for Evote: Bill No. 175-38 (COR) As amended

Speaker Frank Blas Jr. <speakerblas@guamlegislature.gov>

Wed, Sep 16, 2026 at 9:46 AM

To: Senator Vince Borja <vince.borja@guamlegislature.gov>Cc: vicespeakertonyada@guamlegislature.gov, senator.duenas@guamlegislature.gov,
office.senatorbri@guamlegislature.gov, officeofsenatorshellycalvo@guamlegislature.gov,
office.senatorperez@guamlegislature.gov, senator.munabarnes@guamlegislature.gov,
malafunkshun@guamlegislature.gov, senatorjoessanagustin@gmail.com

To Report Out Only

**Speaker, Frank F. Blas, Jr.****I Mina'trentai Ocho na Liheslaturan Guåhan 38th Guam Legislature****Guam Congress Building, 163 Chalan Santo Papa, Hagatña****(671)969-6456****speakerblas@guamlegislature.gov**

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Vice Speaker V. Anthony Ada <vicespeakertonyada@guamlegislature.gov>

URGENT REQUEST for Evote: Bill No. 175-38 (COR) As amended

Office of Legislative Secretary Senator Sabrina Salas Matanane

Tue, Sep 15, 2026 at 4:22

<office.senatorbri@guamlegislature.gov>

PM

To: "Vice Speaker V. Anthony Ada" <vicespeakertonyada@guamlegislature.gov>

Cc: Chris Duenas <senator.duenas@guamlegislature.gov>, "Speaker Frank F. Blas Jr."

<speakerblas@guamlegislature.gov>, Office of Senator Shelly Calvo <officeofsenatorshellycalvo@guamlegislature.gov>,

Senator Vince Borja <vince.borja@guamlegislature.gov>, Office Senator Perez

<office.senatorperez@guamlegislature.gov>, Senator Tina Muna Barnes <senator.munabarnes@guamlegislature.gov>,

Senator Darrel Christopher Barnett <malafunkshun@guamlegislature.gov>, "Senator Joe S. San Agustin"

<senatorjoessanagustin@gmail.com>

To Report Out Only.

[Quoted text hidden]



Office of Legislative Secretary

SENATOR SABRINA SALAS MATANANE

I Mina'trentai Ocho Na Liheslaturan Guåhan | 38th Guam Legislature

Chairperson, Committee on Health and Veterans Affairs

163 W. Chalan Santo Papa, Hagåtña, Guam 96910

✉ office.senatorbri@guamlegislature.gov

☎ 671-989-2572

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URGENT REQUEST for Evote: Bill No. 175-38 (COR) As amended

Senator Vince Borja <vince.borja@guamlegislature.gov>

Wed, Sep 16, 2026 at 8:07 AM

Reply-To: Senator Vince Borja <vince.borja@guamlegislature.gov>To: vicespeakertonyada@guamlegislature.govCc: senator.duenas@guamlegislature.gov, speakerblas@guamlegislature.gov, office.senatorbri@guamlegislature.gov, officeofsenatorshellycalvo@guamlegislature.gov, office.senatorperez@guamlegislature.gov, senator.munabarnes@guamlegislature.gov, malafunkshun@guamlegislature.gov, senatorjoessanagustin@gmail.com, vicespeakertonyada@guamlegislature.gov

Håfa Adai,

To Report Out Only

Please contact our office if you have any questions.

Si Yu'os Ma'åse',

**Caden Nathaniel Ong Poblete***Office of Senator Vincent A.V. Borja*

671-969-8423

caden.poblete@guamlegislature.gov

DNA Building Suite 502, Hagatna

[Quoted text hidden]



OFFICE OF THE VICE SPEAKER

V. Anthony Ada

I Mina'trentai Ocho Na Liheslaturan Guåhan | 38th Guam Legislature

Chairperson - Committee on Land, Environment, Housing, Agriculture, Parks, and Infrastructure

COMMITTEE REPORT DIGEST

I. OVERVIEW

Bill No. 175-38 (COR) was introduced on **August 7, 2025**, by **V. Anthony Ada** and was subsequently referred to the Committee on Rules to the Committee on Land, Environment, Housing, Agriculture, Parks and Infrastructure on **August 8, 2025**.

The Committee on Land, Environment, Housing, Agriculture, Parks and Infrastructure convened a public hearing on **September 8, 2025** at the Public Hearing Room of the Guam Congress Building.

Public Notice Requirements

Public Hearing notices were disseminated via **e-mail** to all senators and all main media broadcasting outlets on **August 29, 2025** (5-Day Notice), and again on **September 6, 2025** (48-Hour Notice).

Senators Present

Vice Speaker V. Anthony Ada, Chairman
Senator Christopher M. Dueñas, Vice Chairman
Senator Telo T. Taitague
Senator Shelly V. Calvo
Senator Jesse A. Lujan

Attendees

Joseph Borja, Director – Department of Land Management
Benson Au-Yeung, President/Owner – Cube Inc
Jon Nathan Denight, Senior Vice President of Marketing and Consumer Sales – Guam Telephone Authority
Christopher Morato – Tri Vision Media Group

Written Testimony Provided by

Benson Au-Yeung, President/Owner – Cube Inc
Jon Nathan Denight, Senior Vice President of Marketing and Consumer Sales – Guam Telephone Authority
John S. Ko, President – Net Enterprises Inc.

II. SUMMARY OF TESTIMONY & DISCUSSION

The **public hearing** was Called-to-Order at **9:00 am**

Vice speaker V. Anthony Ada, Chairman – Committee on Land, Environment, Housing, Agriculture, Parks and Infrastructure: Håfa adai and good morning, everyone. This public hearing conducted by the committee on land, environment, housing, agriculture, parks, and infrastructure is called to order and the time is 9:00 a.m. Today's date is Monday, September 8, 2025. Notice of this hearing was disseminated to all local media outlets on August 29th, 2025, with the second notice provided on September 6, 2025. Notice of the hearing was also made known

on the Guam legislator's website and the government of Guam public portal public notice portal. This morning, the committee will hear testimony on bill number 159-38, COR, an act to add a new paragraph O to subsection 61531 of chapter 61, title 21, Guam code annotated relative to granting the department of public works to determine the number the minimum number of parking spaces required for homeless shelters. the bill I introduced along with co-sponsors Chris Duenas, Jesse Lujan, Speaker Frank Blas, Senators Joseph San Agustin, Tina Rose Muna Barnes and Shelly Calvo as well. We'll also be hearing testimony on bill number 175-38 COR and that is an act to amend subsection 61541B C and F 61546 and 61547 of chapter 61 title 21 Guam code annotated relative to making practicable improvements to Guam science law. today I would like to now welcome my colleagues joining us. vice chair of the committee, Senator Chris Duenas, Senator Telo Taitague, and Senator Shelly Calvo. Thank you, colleagues, for joining us this morning. before we begin, I'd like to go over the general rules of conduct individuals testifying. So, I'll sure first be recognized by the chair before speaking and shall state their name for the recordkeeping purposes. questions and testimonies shall be confined to the substance or nature of the agenda. Personal inference as to the character or motive of any senator or individual testifying is not permitted. The chairperson of the committee may order the removal from the hearing of any member of I Liheslaturan Guahan who fails to observe proper decorum pursuant to the 38 Guam legislature standing rules. Any violation of this general rule will conduct any violation of this general rule of conduct will result in the removal.

[See testimony proceedings on Bill No. 159-38 (COR)]

Up next will be bill number 175-38 COR and this is an act to amend subsection 61541B C and F 61546 and 61547 of chapter 61 title 21 Guam code annotated relative to making practical practicable improvements to Guam sign laws. Bill 175-38 does two main things. First, it standardizes the definition of electronic signs as digital signs. There are currently multiple terms used to describe digital signs to include flashing, electronic, lighted, etc. The other is to be mindful of everyone's right to equal protection under the law. Guam sign laws give preference to some businesses and shut the doors on others. This is a result. This is the result in the legislature in the past assuming the role of the sign permitting agency. I don't think that Guam wants to be a neon city, but at the same time, Guam laws, however, should allow signs for some businesses and not for others. Therefore, business owners either must lobby the legislature for change, changes to the law or take their cases to the courts in discrimination lawsuits. Guam already has two signs permitting authorities, the GLU and DPW. Yet, in the last 15 years, Guam has seen multiple changes to the sign laws. This bill is not intended to add a specific business or businesses to the list of those who want to advertise by digital signage. It simply makes the sign law applicable apply equally to all businesses. And on this bill 175-38, we have several individuals who would like to provide uh oral testimony. Mr. Borja again from Department of Land Management, Mr. Denai from GTA, and Mr. Benson Yeung from uh Cube to please uh come forward. If anyone else wants to provide testimony, please just make your way forward. Well, we'll go ahead and uh Mr. Borja, we'll go ahead and start with you. Land Management.

Joseph Borja, Director – Department of Land Management: Thank you, sir. Joseph Borja, Department of Land Management. We actually only have four comments for the bill. We just want to uh say that uh the bill allows for digital signs in commercial, M1, and hotel zones. Number one. Number two, it allows the display of off- premise business information on digital signs. Number three, it allows signs above the roof line of a building with no limitation. And number four, it removes any sign limitation for the face of a digital sign. Other than that, uh Mr. Chairman, uh we don't have any uh stand on the bill.

Chairman Ada: Okay. Thank you, Mr. Borja. Benson, would you like to provide your testimony?

Benson Au-Yeung, President/Owner – Cube Inc.: [Written testimony presented orally]

Chairman Ada: Thank you, sir. Jon Nathan Denight?

Jon Nathan Denight, Senior Vice President of Marketing and Consumer Sales – Guam Telephone Authority

: [Written testimony presented orally]

Chairman Ada: Thank you, sir. Uh just for the record, can you just go ahead and state your name?

Mr. Denight: Oh, sorry. Uh my name is uh Nathan Denight and I'm the SVP of marketing and consumer sales at GTA.

Chairman Ada: Thank you, sir. I appreciate it, sir. You're recognized.

Christopher Morato – Tri Vision Media Group: Håfa adai senators and good morning. My name is uh Christopher Morato. I uh own and operate Tri Vision Media Group. We're one of the billboard companies here on Guam. Um and we strive to uh run our business very responsibly for the community. Um and that's why we are strongly opposed to this bill. Uh I just want to reiterate a few of uh issues that we have with the bill. Uh and we stand on the side of uh Mr. Benson here. Uh we're I'm just going to reiterate a few of the same things. Uh on page one here, the current sign law defines the area or the square footage that uh a typical sign can be placed on the building. And usually and that is right now in the current law is 10% of the surface area of the wall on which it's mounted. um if there's any practical changes to the sign law. One of one of the things that should be changed is this the definition of wall because a lot of companies out there consider the wall the entire surface area of the building not necessarily the wall that it's mounted with. So that would be a reasonable change to the to the but to the current law. And then if you go to, let me just skip through here on page eight here. I'm not sure, but I got a question. Is this trying to allow digital signs in the uh on uh on the island completely or restricted to Tumon only? because the current bill is Tumon only for digital science, right? So, I'm not sure it's being stricken here. So, I'm assuming that it'll be allowed throughout the island. And then on page 11, uh just like Benson had mentioned, this is striking the word off- premise. So therefore, any individual or any business can put up a sign on any building and sell advertising space on that. And there's a reason why this is very strictly regulated throughout the United States back in the western days, signs uh became very po popular and every company and every individual put up signs for every business, and it created tremendous visual pollution and that's why we started restricting these signs. Uh removing offer um removing the off- premise uh advertising restriction off of this bill will cause visual pollution in our island. And we have to ask ourselves, is that what we want for our island that attract tourists? I probably not. I mean, I love the island the way it is, right? Uh, page 12. Um, again, the illumination uh restrictions that have been put in place because of safety uh issues. So, if you can imagine a giant billboard that is at 100% brightness at 10 p.m., you're not going to be able to see anything else besides that billboard. So, that's why there's very strict restrictions in regard to brightness and illumination of these signs. And then lastly, uh the size of the sign. Again, it's being uh stricken off of the law. So therefore, anyone can build any kind of any size sign um that they want. There is federal regulations that are out there in the continental US that restricts size based on speed limits and based on Guam speed limits, the maximum size should be 200 square feet. Um that's based on federal guidelines. Um yeah, that's all. So, we are against this bill and thank you again for your time and efforts in trying to change the bill and trying to make it better, but there's a lot of work that needs to be done and we're more than willing to help do that. Thank you again.

Chairman Ada: Uh, thank you, Mr. Morato. I didn't I didn't call you up because I didn't see a check mark whether you had any written or uh oral testimony, but I'm glad you came up anyway. Thank you, sir. I'm going to open up the panel to my colleagues for any questions or comments that they may have. And again, colleagues, uh, please, uh, limit your time to five minutes per, uh, colleague. I'm going to start with the vice chair of the committee, Senator Dueñas.

Senator Christopher M. Dueñas, Vice Chairman – Committee on Land, Environment, Housing, Agriculture, Parks and Infrastructure: Si Yu'os ma'åse, Mr. Chair. Um, yeah, it's interesting we're here at this juncture again because this continues to be um, something that of great interest to, you know, many members in our community um with business proposals with land availability with probably being approached by you know entities saying can we advertise on your property such things so I don't know what it's going to take whether it will be the markup meeting on this bill or what it is but I think that it continues to be sort of contentious uh industry standards and the like so I guess could I just get a comment I mean obviously uh from the perspective of land management they provide uh that their comments that this is the way they see the bill as structured but I think the three gentlemen in front of us represent uh probably the um at this point and present in this public hearing probably the most interest in terms of uh going forward and trying to find a

happy medium somewhere. So, I'm just going to ask I heard your testimony. Um, do you think that it would be good to kind of maybe have a round table or something to where we get together and try to hammer out the solutions um working with this bill as a vehicle uh to broaden what seems to be narrow in some perspective to different interested parties. Um but you know wherein would lie um that so maybe I'll just start with Benson in terms of your thoughts like you say in your testimony itself you've seen different iterations of this effort going forward. So, um what do you think it would take to get consensus?

Mr. Yeung: Well, I'll be I'll be happy to share my um knowledge uh over the last 10 years on all the different aspect of uh outdoor advertising and um you know, maybe a round table would be good, you know, and um so we can hammer it out, you know, because the way the bill is written right now, it's just I think we're all speaking same point out almost the same points, you know, the size of the signs is not there. um the location you know um and things like that. So, I mean that knowledge are pretty much um uh you know uh went over for you know that we know and um you know I mean a round table would be good.

Vice Chairman Dueñas: Yeah. Maybe Mr. Borja, I'm sorry. Maybe I'll start with you also just to say cuz I mean obviously even in the opening by the author you know the regulatory uh design structure the efforts over the years I'm sure you've been approached many times on you know what is uh some sort of leeway um cuz for I'll just put it out there if nobody's going to say it. Some believe that the current standard or what's being applied is sort of restrictive to uh maybe a certain pool, right? Um is there leeway for other opportunities? I know people with private properties, other areas in in in very strategic, you know, areas of the island where a lot of flow of traffic and you know, they've been approached. can we also provide for advertisement or the like and uh so what with your years of experience Mr. Borja and then we'll finish with the other members. Uh could you comment on this?

Mr. Borja: Uh thank you very much uh Senator Dueñas for bringing that up. Uh shows your experience as a also a former director of the department of land management. I would add that uh in line with Senator Titu's comment on the previous bill. Uh we have actually three or four inquiries from mayors and the comment that uh one of the gentlemen made here is that does this mean that it would be allowed all over the island if the bill is passed? It means that it will be allowed in C zones, M1 zone and H zones where those properties are where those zone properties are. If the commercial is down in uh Mallesso then it's allowed there but not necessarily allowed over the island. it would be allowed in those zones. And importantly, uh I think you should also uh bring in the mayors on this. Uh I know that they probably got a notice. Uh we have had inquiries from uh three, four, five mayors about putting up a sign in their village. Uh some of them is after the fact, but uh there are uh there are other senator I mean senators there are other mayors asking uh you know can we put up a sign like whatever the municipality is that has a uh like that you what are the procedures that they went through at land management to get that up but yes, the uh round table stakeholder whatever I think definitely should include the mayors

Vice Chairman Dueñas: Si Yu'os ma'ase, Mr. Borja, thank you. Um, sometimes bills just get the conversation going. We'll see where we go. Nate, uh, can you opine, sir?

Mr. Denight: Um, I think um, uh, just generally as a now, I'm on the like advertising side, the electronic billboards, we utilize all three that are currently out there. And I think it's they do a good job in providing, you know, timely advertising. in it. Uh I kind of like that it's in the old days you'd have to like print vinyl, put it up, take it down. It's kind of very um not sustainable in a way and it and you know then you have waste of the old sign. So, I think the electronic billboards if done right and properly um are a good way to advertise uh in a modern way and then you could add some you know motion and other things. So, it's it makes the messages a little bit more uh impactful and it can definitely be done in a right way. I was just um I was in New York uh this summer and went to Time Square and they have you know these beautiful billboards and now they have the 3D type. So, I think um you know it's a good way to uh to advertise and makes the island look modern and definitely like in the tourist areas not near the beach or near the natural areas but like where it's more dense with retail and shopping it makes a lot of sense. So, I'm in support, but uh yeah, I think try the devil's in the details, right? And uh with these regulations, you need to make sure we're following

federal guidelines and then local guidelines. And I think a stakeholder meeting to kind of hammer out some of the specific issues might be helpful. But, um I think I think within the bill, the way I wrote it, there was still um it wasn't just free-for-all for the digital billboards. It seemed like you still had to go through the process. it just opened it up to more areas on Guam, but I'm not a lawyer or a lawmaker, but that was just in my reading. So, I think that was still in there. So, maybe the stakeholder meeting will also like uh clarify where you can kind of walk through the details on how it actually work in the process and how the process may or may not change from what's uh originally there. So, they're just my kind of uh one cent there.

Vice Chairman Dueñas: Thank you, Nate, and Mr. Christopher.

Mr. Morato: Uh thank you again. Um we actually had several rounds um five to seven years ago in regard to this this particular law and uh we've come through a lot of consensus and u we've agreed to a lot of things. That's why some of us already have agreements in terms of size and laws and restrictions and things like that. So, I think that would be a really good idea to bring it back up and uh bring the stakeholders in in in one room and just hammer it out. We've got a lot of information already on this particular issue. So, during that round table, we can bring all of our evidence, all of our facts and things like that. And uh and also go through the last bill that we actually pass passed through the legislature before but was vetoed. But uh um that was a collaborative effort as well. So, So uh yeah, that would be a great idea.

Vice Chairman Dueñas: Yeah, that's where I'm at cuz like I said, I mean, look, we're a small community, right? And inevitably, you're going to meet people in different venues, at a party, at the store, whatever else. And you'll have individuals that will come up and say, "Man, you know, I think that this is too restrictive. I've been approached by a couple of companies that want to work with our family. They're like, you know, you know that's that exists. And then the other part is, you know, where it comes down to, yeah, but then what is it going to look like? You know, if it's all over the place and, you know, how do we how do we strike the balance, right? So, and that's why I wanted to ask I knew that the gentleman particularly in front of us have grappled with this and dealt with the be and flow. So, I I'm sure the chairman is going to be uh open to this that uh really uh it's time to once again sit down and revisit uh you know what might either have evolved towards a more happy medium or some give and come up with a sharper policy like you said. Maybe we'll start with the vetoed bill. Go over that. See what the reasoning was. see what was put forward and say, "Hey, you know, u can we can we come up with something?" Because I just think legislature after legislature, you know, senators are going to be approached on, you know, uh this this issue uh just because of the view that it's desperate somehow. So, you know, how far do you go, how not far do you go? You know, I think that um it'll come up again. So, might as well just tackle it now. And I that's what I want to ask the chairman to do. and I'm sure he'll be open to it. But thanks for coming forward cuz uh I think in a round table what we're going to get is we're probably going to get more of those who, you know, want to express them again more, right? Uh outside of just the kind of the players, if you will, right? Uh that that currently are and doing it well. You know, I have to admit I purchased, you know, because it's a good medium. And so, I recognize that it's have high value. Um and also of course many of us uh seasonally politically you know we erect signage for speech, and you know um kind of looking forward to trying to get our message out. So, it's we all have an interest at some point, but we all have an interest to do it right. So, Mr. Chairman, those are the comments I got and I'm thankful that you know the gentleman at the table here uh obviously see that there is a need u but that's just my recommendation uh as my chairman and my colleague Masi.

Chairman Ada: Thank you, Vice Chair Dueñas, uh for your comments and very good points that you brought up, and we'll see how we can move forward uh with a stakeholder meeting. Uh Senator Tidwig, you're recognized ma'am.

Senator Telo T. Taitague: Thank you Mr. Chair. Um are we afternoon yet? Still good morning gentlemen. Thank you for being here today. Um I'm glad you took the time out to come here and testify on this legislation. Uh something that we've actually had to hash out uh several years ago as uh Mr. Morato has mentioned. Um even on the session floor. It was it was grueling, you know, to try and find a compromise. Um and uh I agree with the previous speaker that uh definitely needs uh to sit down and bring to the round table what was discussed before. However, I'm hoping that DPW

as well as GVB as well as Council also can contribute to uh the conversation which is very important because the way this legislation is written it's like the whole entire island will be affected and if you if you recall you know one of the comments that we made is that uh the primary goal uh on not h or having these strict regulations was to um you know preserving the island's natural uh scenic beauty. and preventing visual clutter. Um, you know, we need to create a unique a new a unique sense of place and that's Guam. We're not Vegas. We're not uh, you know, New York Time Square or, you know, Time Square. We're not there. I mean, we can't compete with Japan with their billboards, or we can't compete with Korea and all their billboards. I think people want to get away from that kind of uh perspective. Go somewhere where it's more natural. Guam is unique and we need to keep it that way. I'm surprised GVB is not here uh to bring in testimony with regards to this. Um DPW, if I'm not mistaken, in the current Guam code annotated is required to provide uh rules and regulations. And that was a question I had uh for DPW, but they're not here today. It's in uh page 52 of the Guam Code annotated. Uh the Department of Public Works shall promulgate rules and regulations for digital signs permits in Tumon H resort hotel zone and uh I haven't found it. I looked through the Guam GARR and I didn't see anything that was provided there. The bill is very problematic um in front of us. Um, I think there's a lot of concerns, Mr. Borja. Uh, just your perspective right now on in the bill at the end page, the very last page, it strikes out the Guam Land Use Commission from providing any kind of uh assistance if needed. Uh, what's your perspective on that? It's at the end of the u the bill. Page 13, line 18 completely strikes out the Guam Land Use Commission.

Mr. Borja: If that's the policy, Senator, of the legislature and the executive branch that the commission shall not grant a variance for electronic signs that exceeds the size limits and the lumens in this act and shall not allow for audible signs. So, it's kind of narrows it down. You can't get a variance for an electronic sign that exceeds the size limit and the lumens in this act and shall not allow for audible signs. It does not necessarily take it completely away

Senator Taitague: and it looks like it that bill would be interpreted as one. that

Mr. Borja: and I would uh offer that uh that's something probably that the attorney general's office should look at rather than land management.

Senator Taitague: You talked about four areas that you mentioned in your testimony, but you didn't explain why. You talked about digital signs, off premises allow uh above roof line. Uh let's just go to above roof line three. Are these four things that you brought up to us um concerns of yours? Is that why you brought it up?

Mr. Borja: Actually, Senator, I didn't bring those up.

Senator Taitague: So that's not concerns of yours. You're just reiterating those sections of the bill.

Mr. Borja: Yeah, that's not Yeah, it's not a concern. That's in the bill.

Senator Taitague: Okay. I'm glad uh Benson of course I remember uh discussing in length with you uh regarding the federal guidelines and the concern of losing any kind of federal funding for highway funding. So, we have to be very cautious about that, and I think we were the last time when we went this uh went over this kind of legislation. So, um you know Mr. Chair. Uh it is it's a very contentious bill at this time striking out a lot of the guidelines already in place that was put in place for a reason and um you know I'm really just surprised GVB is not here because this is something that uh, they want to do is preserve the natural beauty of our island and for them not to be here to testify. I mean there are other opportunities for people to be well-informed. It's called social media. Yeah, I think everybody has their third hand, which is their phone to find out anything that's going on in social media, where to go, events that are coming up, you know, or sales that are coming up. You got social media, so why clutter and contaminate our island with all these signs that are going to be put up. We need to make a choice here. We're talking about bringing tourists to this island, and they're not coming here to see these billboards or these digital signs all over the place. So, thank you, Mr. chair for the opportunity.

Chairman Ada: Thank you, Senator Taitague. Senator Calvo, you're recognized, man.

Senator Shelly V. Calvo: Thank you, Mr. Chair. I don't really have a lot of questions. Um uh I know that uh we're kind of in a crossroads right now with regards to this public sign whether we're going to embrace modernization or we're going to keep within um the practices that we have been uh doing in the last um couple years. Now I do know that this bill may present opportunities to

update um sign laws um set new parameters which is uh clearly very important um and it could create um tighter guidelines for us to move forward and I think um it's duly noted Mr. uh Benson that uh you mentioned there's a number of bills that you have presented already in the past it could be revisited and I agree with my colleagues and the panel uh with regards to having a round table with this one there's a lot of um things that are very critical um that I could see in this bill and um that um it's good and not good at the same time because here we are we're trying to uh create or bring back our tourism industry and as Mr. Nate mentioned earlier in New York Times Square very much lively because of the neon signs. Same thing with Japan. But you know when I go to these places I would uh say that it's sure it's lively it creates that that nice um vibrant feeling but then again sometimes it gets very overwhelming. So, I think u moving forward there can be restrictions on where we can possibly highlight uh and make use of these signs. But for me um certain concerns would be the sizing that I could see. Um, I probably would not want to see a whole building wrap around in neon light. I don't think Guam is an island that um we're ready for that or we're not we're not at that that is not how we wanted to preserve our island, our culture. But I am not opposed to signages because it gives that feel of modern vibe that is quite attractive to young tourists or the younger generation. So, I think striking the correct and proper balance is what I'm looking for here and um I echo the sentiment of Senator Taitague wherein other departments and agencies should be involved very much involved in the round table. Um on that note I really don't have any questions. I'd like to reserve most of that, but I'd like to see this bill tightened. So, um it's not just the panel that obviously we invite to engage but um outside perspective as well because this is our island. We all live here. So, we wanted to make sure that it we just don't keep it pristine safe obviously flashing light. Um I'm one of those people who get migraine with bright flashing lights. So, and I know that I'm not the only one. So, things like that maybe we can control and uh yes, I look forward to a round table. Um but this is a mindful bill I would say with regards to many other people that wanted to participate in in um in this industry and also to modernize the look of Guam. And I could see that this has a play with tourism as well, you know, to make it vibrant, you know, but I agree it should not be for the whole island. Um on that note, that's just my sentiment with regards to it. And um thank you so much, Mr. Chair.

Chairman Ada: Thank you, Senator Calvo. Senator Lujan, you're recognized, sir.

Senator Jesse A. Lujan: Thank you very much, Mr. Chair. I um likewise agree with the uh vice chair of the committee in regards to a uh to a round table. And uh it's definitely needed a comprehensive bill, a signed bill law. And as uh Mr. uh Borja mentioned um he's getting numerous inquiries from folks as to how could I have a son like they as well because they can do it and how come I can't and uh so that being said um there are also the uh in regards to advertising there are um again companies that may not be able to afford uh um uh maybe the cost of um u one sign uh company versus the other static versus non-static and so likewise uh folks who may want to just have say hey man I don't want my sign to change I want it to be there all the time so it's in your face constantly so uh that that being said I also agree that a um uh because I myself have been working on uh some sign laws as well and the question had been posed to me um uh regarding well it's allowed here but not allowed there and all that. So, I think a comprehensive uh sit-down round table with all parties involved um for to once and for all uh get a sign bill um again for Guam to be inclusive of political science and so as we move uh forward because I work with all of you gentlemen in regard to the science as well and that's the one question we all ask each other. how come it's allowed there and not allowed down here and things of that nature. But uh yeah, we need to all uh sit in uh regardless of the table be round or oblong whatever. But uh we need to be able to uh again uh um sit down and walk out of that room uh with a comprehensive uh comprehensive uh bill. With that being said, Mr. Chairman, thank you very much. Appreciate that.

Chairman Ada: Uh thank you, Senator Lujan. And you know, uh I think this is what this is all about, right? is so just like everything else, technology changes, advertising ways change. So, updating our local statutes to change with the times or adapt to new times is what we always have to consider. I mean, if it's not uh the sign bills, it's road signs, it's um just everything that we need to do to ensure that we're always keeping up with times and not let 15 years go by, 10 years go by, that this was the last time it was visited or even seven years. I mean, this is something that constantly

changes. So, something that should be constantly brought back and revisited every time. and whatever good comes out of it, as long as it comes out for the betterment of the community and the island, then you know, we keep moving forward. Uh other than that, you know, I'd like to thank all of you for coming down for your testimony. Um Benson.

Mr. Yeung: can I just add something that um you know I think that um you know uh whether it's digital sign or non-digital sign you know it's a lot more than just you know new technology or flashing lights or making it vibrant or make it look like New York or Japan or you know for the tourists. It's you know with the current economy you know it's actually a viable way for uh our small business to uh advertise. you know uh if people don't see it as a value to advertise so that the people know where to find the business what's you know uh you know I always tell people right you know you know um advocate for you know for the young people was like you can have the best product in the world but if you don't advertise and people don't know about it you know nobody's going to come and buy it right so I mean actually this this actually helps the economy of Guam you know it helps it move forward and Um and uh you know see all those business that closing you know um they're struggling and um advertising is everything you know you don't advertise you're not going to get any business you know but I agree with you know Senator Calvo you know we definitely you know I live in Guam for 50 years so I don't want Guam to look like you know wall-to-wall you know digital video and none of the people sitting here do but this legislation is just strike out almost everything that it's already put in place for you know the restriction. So there's a lot of knowledge you know that we have that um you know over the past decade you know studying what other people do in all of 50 states and what you know people do in other countries and we compile it together and we're happy to share with you guys you know to make w a better place to live so it doesn't hurt the motor public you know and um and help the business you know to advertise so you know I mean it's a little bit more than that you know just um you know colors and vibrance and stuff like that.

Chairman Ada: Uh definitely it's more than that. It's updating our statutes. You know it's updating the laws and uh putting an equal an equal playing field to everyone whether it's digital signs or static signs you know we want to make sure that everyone has an equal playing field. So you know um when Mr. Borja brought it up that you know is does this expand to throughout the island when you look at JFK high school has a digital sign in front of them one of the municipalities uh in Alahan has a digital sign down there so you know let's see how we can work together and move things forward instead of trying to you know we I think there was enough separation in the community that we need to bring the community back together again and see how is it that we as a community can do what is right for everyone. And because without this bill, the only people that can approve the signage is the legislature. Yeah. And that's not the way to go. Why should this legislature be the only one to approve the signs? And that's why I'm saying without this bill, the legislature is the only one that can approve. So, it's a step forward in moving things to ensure and have faith and confidence in our in our agencies, the GLC and DPW to say, "Hey, that's not within regulations or this is not within, you know, the um you know, it's unsightly. You know, they can they'll know how to approve and um what do they call it? Either approve or disapprove the permitting. So, it's good where we'll go ahead and um conclude the public hearing on this bill, but we'll come back again and perhaps have a round table for all of us to come back, see what the latest the last bill that was vetoed by the by the governor and then move forward and see how we can make it a better a better piece of legislation for everyone involved. Right. Thank you everyone again. Uh so this will conclude the public hearing for bill 159-38 COR and bill 175-38 COR and there will be no further questions or comments. This concludes today's public hearing. The committee will continue to accept written statements on today's hearing within 7 days from today which will be mailed to my office on the second floor of the Guam Congress building at 163 Challen Papa Santo in Hagåtña. You may also send your statements to us at vicespeakertonyada@guamlegislature.gov. And thank you all for your participation this morning. And the public hearing is adjourned and the time is now 10:17 a.m. Thank you.

The public hearing was adjourned at **10:17 am.**

III. FINDINGS & RECOMMENDATIONS

The Committee finds, that base on a Public Hearing and a subsequent round table meeting, that significant opposition to Bill No. 175-38 (COR) as introduced. The primary concern was the Bill granted too much leeway for owners of digital signs while not granting any flexibility for owner of static signs to deploy such signs.

The Committee agrees with the author that corrections are needed in the terminology used to define various digital sign terms, defined in law, to reduce ambiguity and misinterpretation of the law.

The Committee therefore amends the bill to strike out all of Sections 3 & 4 of the bill to remove the offending language.

The Committee further finds that, under current law, *I Liheslaturan Guåhan*, has the sole authority to approve sign variances on Guam. The committee, therefore, further amends the Bill to add a new Section 3 to the bill that will give the GLUC to authority to grant sign variances, for all types of signs, on the condition that the GLUC follows the same statutory scrutiny requirements required for land use variances, thus freeing *I Liheslaturan Guåhan* from this burden.

The Committee on Land, Environment, Housing, Agriculture, Parks and Infrastructure hereby reports out Bill No. 175-38 (COR) as amended by the Committee on Land, Environment, Housing, Agriculture, Parks and Infrastructure– V. Anthony Ada - AN ACT TO AMEND §§ 61541(b), (c) & (f) AND TO ADD A NEW § 61548 ALL TO CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED, RELATIVE TO MAKING PRACTICABLE IMPROVEMENTS TO GUAM’S SIGN LAWS, with the recommendation TO REPORT OUT ONLY.

I MINA'TRENTAI OCHO NA LIHESLATURAN GUÅHAN
2025 (FIRST) Regular Session

Bill No. 175-38 (COR)

Introduced by:

V. Anthony Ada 

**AN ACT TO *AMEND* §§ 61541(b), (c) & (f); 61546 & 61547
OF CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED,
RELATIVE TO MAKING PRACTICABLE
IMPROVEMENTS TO GUAM'S SIGN LAWS.**

BE IT ENACTED BY THE PEOPLE OF GUAM:

Section 1. Paragraphs (b) and (c) of § 61541 of Chapter 61, Title 21, Guam
Code Annotated are *amended* to read as follows:

“(b) In Commercial zones, no exterior signs shall be erected displayed
or maintained except the following:

(1) ~~Non-digital signs~~ Signs indicating the name of a person or the
type of business occupying the premises or the name of the building,
provided that:

~~(A) Individual signs shall be non-flashing and non-
moving.~~

~~(B)~~ (A) Individual signs shall be placed flat on the building
wall, shall not be higher than the roof line of the building, and
shall project no further than eighteen (18) inches from the wall
to which they are attached.

~~(C)~~ (B) Individual signs shall not cover an area in excess
of ten percent (10%) of the surface of the wall to which they are
attached.

1 (2) Non-digital free ~~Free~~ standing, doubled faced signs indicating
2 the name of a person or the type of business occupying the premises or
3 the name of the building, provided that:

4 (A) such signs shall not exceed forty (40) square feet in
5 area on each face nor twelve (12) feet in height;

6 (B) such structure shall not be placed closer than ten (10)
7 feet to any street or high way right-of-way; and

8 (C) one such sign shall be permitted for each premises or
9 building.

10 (3) Non-digital political ~~Political~~ signs that advocate voting for
11 or against candidates, or other matters to be considered by the
12 electorate; provided, that such signs shall only be posted on private
13 property.

14 (A) If such private property is adjacent to any roadway,
15 political signs shall be at least eight (8) feet from the paved
16 portion of the roadway, and posted in such a manner that would
17 not impede traffic or a driver's visibility.

18 (B) "Political sign" means

19 (i) all free-standing billboards, posters, banners,

20 or

21 (ii) displays that advocate a candidate for
22 political office or

23 (iii) any matter to be presented to the electorate
24 for vote, and

25 (iv) all items put on property to erect or secure
26 the billboard, poster, banner, or display in place,
27 including rebars and wires.

1 (4) Digital signs in conformance with § 61547 of this Subarticle.

2 (c) In Industrial zones no exterior signs shall be erected, displayed
3 or maintained except the following:

4 (1) Non-digital signs Signs indicating the name of a person, or
5 the type of industry occupying the premises or the name of the
6 building, provided that:

7 ~~(A) Individual signs shall be non flashing and non~~
8 ~~moving.~~

9 ~~(B)~~ (A) Individual signs shall be placed flat on the building
10 wall, shall not be higher than the roof line of the building, and
11 shall project no further than eighteen (18) inches from the wall
12 to which they are attached.

13 ~~(C)~~ (B) Individual signs shall not cover an area in excess
14 of ten percent (10%) of the surface of the wall to which they are
15 attached.

16 (2) Free standing non-digital signs identifying the name of the
17 owner or occupant of the premises, or advertising goods manufactured
18 or produced, or services rendered, on the premises, provided that:

19 (A) Such sign shall not exceed sixty (60) square feet in
20 area nor twelve feet (12) in height.

21 (B) Such structure shall not be placed closer than ten (10)
22 feet to any street or high way right of way.

23 (C) Such signs shall be non-moving and non-flashing.

24 (D) One (1) such sign shall be allowed for each industrial
25 structure, or complex or structures housing a single industrial
26 user.

1 (3) Non-digital political ~~Political~~ signs that advocate voting
2 for or against candidates, or other matters to be considered by the
3 electorate; provided, that such signs shall only be posted on private
4 property.

5 (A) If such private property is adjacent to any roadway,
6 political signs shall be at least eight (8) feet from the paved
7 portion of the roadway, and posted in such a manner that would
8 not impede traffic or a driver's visibility.

9 (B) "Political sign" means

10 (i) all free-standing billboards, posters, banners, or
11 displays that advocate a candidate for political office or

12 (ii) displays that advocate a candidate for political
13 office or

14 (iii) any matter to be presented to the electoral for
15 vote, and

16 (iv) all items put on property to erect or secure the
17 billboard, poster, banner, or display in place, including
18 rebars and wires.

19 (4) Digital signs in conformance with § 61547 of this Subarticle."

20 **Section 2.** Paragraph (f) of § 61541 of Chapter 61, Title 21, Guam Code
21 Annotated is *amended* to read as follows:

22 “(f) In the *Tumon Bay* H Resort-Hotel Zone, signs shall comply with §§
23 61541(b)(2)-(3), 61543, ~~and~~ 61544 and 61547 of this Subarticle. No non-
24 digital exterior signs shall be erected, displayed or maintained, except for
25 signs indicating the name of a person, the type of business occupying the
26 premises, or the name of the building, or signs displaying messages

1 appurtenant to the use of, products sold on, or the sale or lease of, the property
2 on which it is displayed, and for public service announcements; provided, that:

3 (1) Signs shall be placed along on the building wall or behind a
4 window or clear covering on the building wall, shall not be higher than
5 the roof line of the building, and shall protrude no farther than eighteen
6 (18) inches from the wall to which they are attached.

7 (2) Except for electronic or other signs authorized by law or a
8 Guam Land Use Commission variance prior to the enactment of this
9 Act, individual non-digital signs shall not cover an area in excess of ten
10 percent (10%) of the surface of the wall to which they are attached.

11 (3) Violations. Any person in violation of Subsections 61541(f)-
12 (f)(2) of Chapter 61, Title 21, Guam Code Annotated, shall pay a civil
13 penalty not to exceed One Thousand Dollars (\$1,000) for each
14 violation. If violation(s) are not corrected within ten (10) business days
15 of receipt of a Notice of Violation from the Department of Public
16 Works, such person shall be subject to an additional late action civil
17 penalty not to exceed Three Hundred Dollars (\$300) per day for each
18 remaining violation. Failure to pay penalties and to rectify the
19 violations may result in the termination or non-renewal of the digital
20 sign permit. The Director of Public Works shall have the authority to
21 waive parts or all of the late action penalty should the violator
22 demonstrate a good faith effort to address the violation in a timely
23 manner; provided, that such waiver is limited to no more than thirty
24 (30) calendar days. All penalties recovered in any such action shall be
25 paid into the General Fund.”

26 **Section 3.** § 61546 of Chapter 61, Title 21, Guam Code Annotated is *amended*
27 to read as follows:

1 **“§ 61546. Signs on School Bus Stop Shelters.**

2 Notwithstanding any law in this Chapter to the contrary, it shall not be illegal
3 for the Department of Education to place a non-digital sign on any school bus stop
4 shelter to identify and commemorate a public business or individual who contributed
5 money to provide for the erection and maintenance of such shelters. Such signs shall
6 be non-moving and non-flashing and not larger than the dimensions of the bus stop
7 shelter.”

8 **Section 4.** § 61547 of Chapter 61, Title 21, Guam Code Annotated is *amended*
9 to read as follows:

10 **“§ 61547. Regulation of Digital Signs.**

11 (a) Notwithstanding any other provision of law, the statutory provisions
12 set forth in this section shall govern all matters related to the regulation,
13 operation, installation, permitting, enforcement, and maintenance of digital
14 signs.

15 ~~(a)~~ (b) Definitions.

16 (1) “Animated sign” means a sign employing actual motion, the
17 illusion of motion, or light and/or color changes achieved through
18 mechanical, electrical, or electronic means. Animated signs, which are
19 differentiated from changeable signs as defined and regulated by this
20 Section, include the following types:

21 (A) environmentally activated animated signs or devices
22 are motivated by wind, thermal changes, or other natural
23 environmental input, such as spinners, pinwheels, pennant
24 strings, and/or other devices or displays that respond to naturally
25 occurring external motivation;

26 (B) mechanically activated animated signs are
27 characterized by repetitive motion and/or rotation activated by a

1 mechanical system powered by electric motors or other
2 mechanically induced means;

3 (C) electrically activated animated signs produce the
4 illusion of movement by means of electronic, electrical, or
5 electromechanical input and/or illumination capable of
6 simulating movement through employment of the characteristics
7 of one (1) or both of the classifications noted below:

8 (i) flashing - animated signs or animated portions of
9 signs whose illumination is characterized by a repetitive
10 cycle in which the period of illumination is either the same
11 as or less than the period of non-illumination. A cyclical
12 period between on-off phases of illumination exceeding
13 four (4) seconds shall not constitute flashing;

14 (ii) patterned illusionary movement - animated
15 signs or animated portions of signs whose illumination is
16 characterized by simulated movement through alternate or
17 sequential activation of various illuminated elements for
18 the purpose of producing repetitive light patterns designed
19 to appear in some form of constant motion.

20 (2) "Changeable sign" means a sign with the capability of content
21 change by means of manual or remote input, including the following
22 types:

23 (A) manually activated - changeable sign whose message
24 copy or content can be changed manually on a display surface;

25 (B) electrically activated - changeable sign whose message
26 copy or content can be changed by means of remote electrically
27 energized on-off switching combinations of alphabetic or

1 pictographic components arranged on a display surface.
2 Illumination may be integral to the components, such as
3 characterized by lamps or other light-emitting devices; or it may
4 be from an external light source designed to reflect off the
5 changeable component display.

6 (3) “Digital sign” means an ~~on-premise~~ electrically activated
7 animated sign, changeable sign, illuminated sign, or Electronic
8 Message Center sign ~~located in the Tumon Bay H Resort Hotel Zone.~~
9 ~~Digital signs are not environmentally or mechanically activated~~
10 ~~flashing animated signs or devices.~~

11 (4) “Electronic Message Center (EMC) sign” means an
12 electrically activated changeable sign whose variable message and/or
13 graphic presentation capability can be electronically programmed by
14 computer from a remote location. EMCs typically use light emitting
15 diodes (LEDs) as a lighting source. Terms principally associated with
16 an EMC are:

17 (A) display time - the amount of time a message and/or
18 graphic is displayed.

19 (B) dissolve - a mode of message transition accomplished
20 by varying the light intensity or pattern, in which the first
21 message gradually appears to dissipate and lose legibility with
22 the gradual appearance and legibility of the second message.

23 (C) fade - a mode of message transition accomplished by
24 varying the light intensity, where the first message gradually
25 reduces intensity to the point of not being legible and the
26 subsequent message gradually increases intensity to the point of
27 legibility.

1 (D) dynamic frame effect - a frame effect in which the
2 illusion of motion and/or animation is used.

3 (E) frame - a complete, static display screen.

4 (F) frame Effect - a visual effect applied to a single frame.

5 (G) scroll - a mode of message transition in which the
6 message appears to move vertically across the display surface.

7 (H) transition - a visual effect used to change from one
8 message to another.

9 (I) travel - a mode of message transition in which the
10 message appears to move horizontally across the display surface.

11 (5) "Illuminance" means the amount of light falling upon a real
12 or imaginary surface, commonly "light level" or "illumination,"
13 measured in foot candles (lumens/square foot) in the English System,
14 and lux (lumens/square meter) in the SI (metric) system.

15 (6) "Luminance" means the light that is emitted by or reflected
16 from a surface, measured in units of luminous intensity (candelas) per
17 unit area (square meters in SI measurement units or square feet in
18 English measurement units).

19 (7) "Multiple-faced sign" means a sign containing two (2) or
20 more faces.

21 (8) "Off-premise business information" means commercial or
22 noncommercial messages not appurtenant to the use of, products sold
23 on, or the sale or lease of, the property on which it is displayed.

24 (9) "On-premise sign" means a sign erected, maintained or used
25 in the outdoor environment, or visible from the outside environment,
26 for the purpose of the display of messages appurtenant to the use of,
27 products sold on, or the sale or lease of, the property on which it is

1 displayed, and for public service announcements. For purposes of this
2 Subsection, public service announcements are limited to factual
3 information about public health and public safety as determined by the
4 Department of Public Health and Social Services, the Guam Police
5 Department, or the Office of Civil Defense.

6 (10) “Sign” means a device visible from a public place, whose
7 essential purpose and design are to convey either commercial or
8 noncommercial messages by means of graphic presentation of
9 alphabetic or pictorial symbols or representations.

10 (11) “Sign copy” means the physical sign message, including any
11 words, letters, numbers, pictures, and symbols.

12 (12) “Sign face” means the surface upon, against or through which
13 the sign copy is displayed or illustrated, not including structural
14 supports, architectural features of a building or sign structure,
15 nonstructural thematic or decorative trim, or any areas that are
16 separated from the background surface upon which the sign copy is
17 displayed by a distinct delineation, such as a reveal or border.

18 (A) In the case of panel or cabinet type signs, the sign face
19 shall include the entire area of the sign panel, cabinet or face
20 substrate upon which the sign copy is displayed or illustrated, but
21 not open space between separate panels or cabinets.

22 (B) In the case of signs painted on a building, or individual
23 letters or graphic elements affixed to a building or structure, the
24 sign face shall comprise the sum of the geometric figures or
25 combination of regular geometric figures drawn closest to the
26 edge of the letters or separate graphic elements comprising the

1 sign copy, but not the open space between separate groupings of
2 sign copy on the same building or structure.

3 (C) In the case of sign copy enclosed within a painted or
4 illuminated border or displayed on a background contrasting in
5 color with the color of the building or structure, the sign face shall
6 comprise the area within the contrasting background, or within the
7 painted or illuminated border.

8 ~~(b)~~ (c) Restrictions.

9 (1) Digital signs are authorized only ~~in the Tumon Bay H Resort-~~
10 ~~Hotel Zone~~ as allowed by law, and shall be subject to the provisions set
11 forth in this Section.

12 (2) The Department of Public Works shall promulgate rules and
13 regulations for digital sign permits in the *Tumon Bay H Resort-Hotel*
14 *Zone*.

15 (3) Digital signs, as identified in this Section, shall be subject to
16 the Department of Public Works digital sign permit process and may be
17 erected and operated only after a building permit and an occupancy
18 permit are issued.

19 ~~(4) It shall be unlawful to display off premise business~~
20 ~~information on a digital sign.~~

21 ~~(5) It shall be unlawful to erect a flashing digital sign.~~

22 (4) ~~(6)~~ Digital signs shall be properly maintained. The Building
23 Official of the Department of Public Works shall issue a Notice of
24 Violation to the permittee for any digital sign that is damaged or non-
25 functional. The permittee shall make necessary repairs within ninety
26 (90) days of notice.

~~(7) Digital signs shall be placed along on the building wall or behind a window or clear covering on the building wall, shall not be higher than the roof line of the building, and shall protrude no farther than eighteen (18) inches from the wall to which they are attached.~~

~~(8)~~(5) A digital sign authorized under this Section for placement in the Tumon Bay H Resort-Hotel Zone shall only be placed on any building wall along Pale San Vitores Road or Gun Beach Road that faces the road. Such digital sign shall not illuminate or shed light onto the beach or ocean.

~~(9)~~(6) Any permitted digital sign under this Section may be illuminated at night.

~~(10)~~(7) ~~On premise digital~~ Digital signs do not constitute a form of outdoor lighting at night and are exempt from any other outdoor lighting regulations that the Department of Public Works has adopted.

~~(11) Digital signs that are illuminated at night may not exceed a maximum luminance level of seventy (70) foot candles, regardless of the method of illumination.~~

~~(12)~~(8) Digital signs that have external illumination, whether the lighting is mounted above or below the sign face or panel, shall have lighting fixtures or luminaries that are fully shielded.

~~(13) All illuminated digital signs must comply with the maximum luminance level of sixty five (65) foot candles at least one half (1/2) hour before Apparent Sunset, as determined by the National Oceanic and Atmospheric Administration (NOAA) of the U.S. Department of Commerce, for the specific geographic location and date. All illuminated digital signs must comply with this maximum luminance level throughout the night, if the digital sign is energized, until~~

1 ~~Apparent Sunrise, as determined by the NOAA, at which time the~~
2 ~~digital sign may resume luminance levels appropriate for daylight~~
3 ~~conditions, when required or appropriate.~~

4 ~~(14) A digital sign shall not have a sign face exceeding twenty~~
5 ~~percent (20%) of the allowable signage area on the façade of the~~
6 ~~building, as prescribed by law or by a variance from the Guam Land~~
7 ~~Use Commission, except that in no case shall digital signage area~~
8 ~~exceed two (2) signs of one hundred sixty five (165) square feet each.~~

9 ~~(15)~~(9) Digital sign emissions are prohibited. No digital sign
10 which emits smoke, flames, visible vapors, particles, sound, or odor
11 shall be permitted.

12 ~~(16)~~(10) Digital signs are prohibited from promoting obscene
13 material, as defined in 9 GCA § 28.90.

14 ~~(17)~~(11) The Department of Public Works shall promulgate a fee
15 schedule for digital sign permits based on its size.

16 ~~(c) Statutory Interpretation. A digital sign shall be considered and deemed~~
17 ~~prohibited if it is not explicitly allowed in this Section.~~

18 ~~(d)The Guam Land Use Commission shall not grant a variance for electronic~~
19 ~~signs that exceed the size limits and the lumens in this Act, and shall not allow for~~
20 ~~audible digital signs.”~~

I MINA'TRENTAI OCHO NA LIHESLATURAN GUÅHAN
2025 (FIRST) Regular Session

Bill No. 175-38 (COR)

As amended by the Committee on
Land, Environment, Housing, Agriculture,
Parks, and Infrastructure

Introduced by:

V. Anthony Ada

**AN ACT TO *AMEND* §§ 61541(b), (c) & (f) AND TO ADD A
NEW § 61548 ALL TO CHAPTER 61, TITLE 21, GUAM
CODE ANNOTATED, RELATIVE TO MAKING
PRACTICABLE IMPROVEMENTS TO GUAM'S SIGN
LAWS.**

BE IT ENACTED BY THE PEOPLE OF GUAM:

Section 1. Paragraphs (b) and (c) of § 61541 of Chapter 61, Title 21, Guam
Code Annotated are *amended* to read as follows:

“(b) In Commercial zones, no exterior signs shall be erected displayed
or maintained except the following:

(1) Non-digital signs Signs indicating the name of a person or the
type of business occupying the premises or the name of the building,
provided that:

~~(A) Individual signs shall be non-flashing and non-~~
~~moving.~~

~~(B)~~ (A) Individual signs shall be placed flat on the building
wall, shall not be higher than the roof line of the building, and
shall project no further than eighteen (18) inches from the wall
to which they are attached.

~~(C)~~ (B) Individual signs shall not cover an area in excess
of ten percent (10%) of the surface of the wall to which they are
attached.

1 (2) Non-digital free ~~Free~~ standing, doubled faced signs indicating
2 the name of a person or the type of business occupying the premises or
3 the name of the building, provided that:

4 (A) such signs shall not exceed forty (40) square feet in
5 area on each face nor twelve (12) feet in height;

6 (B) such structure shall not be placed closer than ten (10)
7 feet to any street or high way right-of-way; and

8 (C) one such sign shall be permitted for each premises or
9 building.

10 (3) Non-digital political ~~Political~~ signs that advocate voting for
11 or against candidates, or other matters to be considered by the
12 electorate; provided, that such signs shall only be posted on private
13 property.

14 (A) If such private property is adjacent to any roadway,
15 political signs shall be at least eight (8) feet from the paved
16 portion of the roadway, and posted in such a manner that would
17 not impede traffic or a driver's visibility.

18 (B) "Political sign" means

19 (i) all free-standing billboards, posters, banners,

20 or

21 (ii) displays that advocate a candidate for
22 political office or

23 (iii) any matter to be presented to the electorate
24 for vote, and

25 (iv) all items put on property to erect or secure
26 the billboard, poster, banner, or display in place,
27 including rebars and wires.

1 (4) Digital signs in conformance with § 61547 of this Subarticle.

2 (c) In Industrial zones no exterior signs shall be erected, displayed
3 or maintained except the following:

4 (1) Non-digital signs Signs indicating the name of a person, or
5 the type of industry occupying the premises or the name of the
6 building, provided that:

7 ~~(A) Individual signs shall be non-flashing and non-~~
8 ~~moving.~~

9 ~~(B)~~ (A) Individual signs shall be placed flat on the building
10 wall, shall not be higher than the roof line of the building, and
11 shall project no further than eighteen (18) inches from the wall
12 to which they are attached.

13 ~~(C)~~ (B) Individual signs shall not cover an area in excess
14 of ten percent (10%) of the surface of the wall to which they are
15 attached.

16 (2) Free standing non-digital signs identifying the name of the
17 owner or occupant of the premises, or advertising goods manufactured
18 or produced, or services rendered, on the premises, provided that:

19 (A) Such sign shall not exceed sixty (60) square feet in
20 area nor twelve feet (12) in height.

21 (B) Such structure shall not be placed closer than ten (10)
22 feet to any street or high way right of way.

23 (C) Such signs shall be non-moving and non-flashing.

24 (D) One (1) such sign shall be allowed for each industrial
25 structure, or complex or structures housing a single industrial
26 user.

1 (3) Non-digital political ~~Political~~ signs that advocate voting
2 for or against candidates, or other matters to be considered by the
3 electorate; provided, that such signs shall only be posted on private
4 property.

5 (A) If such private property is adjacent to any roadway,
6 political signs shall be at least eight (8) feet from the paved
7 portion of the roadway, and posted in such a manner that would
8 not impede traffic or a driver's visibility.

9 (B) "Political sign" means

10 (i) all free-standing billboards, posters, banners, or
11 displays that advocate a candidate for political office or

12 (ii) displays that advocate a candidate for political
13 office or

14 (iii) any matter to be presented to the electoral for
15 vote, and

16 (iv) all items put on property to erect or secure the
17 billboard, poster, banner, or display in place, including
18 rebars and wires.

19 (4) Digital signs in conformance with § 61547 of this Subarticle."

20 **Section 2.** Paragraph (f) of § 61541 of Chapter 61, Title 21, Guam Code
21 Annotated is *amended* to read as follows:

22 “(f) In the *Tumon Bay* H Resort-Hotel Zone, signs shall comply with §§
23 61541(b)(2)-(3), 61543, ~~and~~ 61544 and 61547 of this Subarticle. No non-
24 digital exterior signs shall be erected, displayed or maintained, except for
25 signs indicating the name of a person, the type of business occupying the
26 premises, or the name of the building, or signs displaying messages

1 appurtenant to the use of, products sold on, or the sale or lease of, the property
2 on which it is displayed, and for public service announcements; provided, that:

3 (1) Signs shall be placed along on the building wall or behind a
4 window or clear covering on the building wall, shall not be higher than
5 the roof line of the building, and shall protrude no farther than eighteen
6 (18) inches from the wall to which they are attached.

7 (2) Except for electronic or other signs authorized by law or a
8 Guam Land Use Commission variance prior to the enactment of this
9 Act, individual non-digital signs shall not cover an area in excess of ten
10 percent (10%) of the surface of the wall to which they are attached.

11 (3) Violations. Any person in violation of Subsections 61541(f)-
12 (f)(2) of Chapter 61, Title 21, Guam Code Annotated, shall pay a civil
13 penalty not to exceed One Thousand Dollars (\$1,000) for each
14 violation. If violation(s) are not corrected within ten (10) business days
15 of receipt of a Notice of Violation from the Department of Public
16 Works, such person shall be subject to an additional late action civil
17 penalty not to exceed Three Hundred Dollars (\$300) per day for each
18 remaining violation. Failure to pay penalties and to rectify the
19 violations may result in the termination or non-renewal of the digital
20 sign permit. The Director of Public Works shall have the authority to
21 waive parts or all of the late action penalty should the violator
22 demonstrate a good faith effort to address the violation in a timely
23 manner; provided, that such waiver is limited to no more than thirty
24 (30) calendar days. All penalties recovered in any such action shall be
25 paid into the General Fund.”
26

1 **Section 3.** A new § 61548 is *added* to Chapter 61, Title 21, Guam Code
2 Annotated to read as follows:

3 **§ 61548. Digital Sign Permit Variances.**

4 The Guam Land Use Commission (GLUC) may grant variances to the
5 restrictions for signs, contained this Chapter, subject to the following:

6 (a). An application for a variance shall be subject to the conditions of § 61106
7 and the same type of review processes contained in §§ 61616, 61617, 61618, 61619,
8 616120, 61621 and 61623 of this Title.

9 (b) Upon granting of a variance authorized by paragraph (a), *supra*, nothing
10 here in this section is to be interpreted as to waive the sign permitting authority of
11 the Department of Public Works to approve the compliance with the sign
12 specifications as authorized by Public Law subject to the conditions of the GLUC.

COMMITTEE MARKUP

I MINA'TRENTAI OCHO NA LIHESLATURAN GUÅHAN
2025 (FIRST) Regular Session

Bill No. 175-38 (COR)

As amended by the Committee on
Land, Environment, Housing, Agriculture,
Parks, and Infrastructure

Introduced by:

V. Anthony Ada

AN ACT TO AMEND §§ 61541(b), (c) & (f) ~~61546 & 61547~~ AND TO ADD A NEW § 61548 ALL TO OF CHAPTER 61, TITLE 21, GUAM CODE ANNOTATED, RELATIVE TO MAKING PRACTICABLE IMPROVEMENTS TO GUAM'S SIGN LAWS.

BE IT ENACTED BY THE PEOPLE OF GUAM:

Section 1. Paragraphs (b) and (c) of § 61541 of Chapter 61, Title 21, Guam Code Annotated are *amended* to read as follows:

“(b) In Commercial zones, no exterior signs shall be erected displayed or maintained except the following:

(1) Non-digital signs Signs indicating the name of a person or the type of business occupying the premises or the name of the building, provided that:

~~(A) Individual signs shall be non flashing and non moving.~~

~~(B)~~ (A) Individual signs shall be placed flat on the building wall, shall not be higher than the roof line of the building, and shall project no further than eighteen (18) inches from the wall to which they are attached.

1 ~~(C)~~ (B) Individual signs shall not cover an area in excess
2 of ten percent (10%) of the surface of the wall to which they are
3 attached.

4 (2) Non-digital free ~~Free~~ standing, doubled faced signs indicating
5 the name of a person or the type of business occupying the premises or
6 the name of the building, provided that:

7 (A) such signs shall not exceed forty (40) square feet in
8 area on each face nor twelve (12) feet in height;

9 (B) such structure shall not be placed closer that ten (10)
10 feet to any street or high way right-of-way; and

11 (C) one such sign shall be permitted for each premises or
12 building.

13 (3) Non-digital political ~~Political~~ signs that advocate voting for
14 or against candidates, or other matters to be considered by the
15 electorate; provided, that such signs shall only be posted on private
16 property.

17 (A) If such private property is adjacent to any roadway,
18 political signs shall be at least eight (8) feet from the paved
19 portion of the roadway, and posted in such a manner that would
20 not impede traffic or a driver's visibility.

21 (B) "Political sign" means

22 (i) all free-standing billboards, posters, banners,

23 or

24 (ii) displays that advocate a candidate for
25 political office or

26 (iii) any matter to be presented to the electorate
27 for vote, and

(iv) all items put on property to erect or secure the billboard, poster, banner, or display in place, including rebars and wires.

(4) Digital signs in conformance with § 61547 of this Subarticle.

(c) In Industrial zones no exterior signs shall be erected, displayed or maintained except the following:

(1) Non-digital signs ~~Signs~~ indicating the name of a person, or the type of industry occupying the premises or the name of the building, provided that:

~~(A) Individual signs shall be non flashing and non moving.~~

~~(B)~~ (A) Individual signs shall be placed flat on the building wall, shall not be higher than the roof line of the building, and shall project no further than eighteen (18) inches from the wall to which they are attached.

~~(C)~~ (B) Individual signs shall not cover an area in excess of ten percent (10%) of the surface of the wall to which they are attached.

(2) Free standing non-digital signs identifying the name of the owner or occupant of the premises, or advertising goods manufactured or produced, or services rendered, on the premises, provided that:

(A) Such sign shall not exceed sixty (60) square feet in area nor twelve feet (12) in height.

(B) Such structure shall not be placed closer than ten (10) feet to any street or high way right of way.

(C) Such signs shall be non-moving and non-flashing.

1 (D) One (1) such sign shall be allowed for each industrial
2 structure, or complex or structures housing a single industrial
3 user.

4 (3) Non-digital political ~~Political~~ signs that advocate voting
5 for or against candidates, or other matters to be considered by the
6 electorate; provided, that such signs shall only be posted on private
7 property.

8 (A) If such private property is adjacent to any roadway,
9 political signs shall be at least eight (8) feet from the paved
10 portion of the roadway, and posted in such a manner that would
11 not impede traffic or a driver's visibility.

12 (B) "Political sign" means

13 (i) all free-standing billboards, posters, banners, or
14 displays that advocate a candidate for political office or

15 (ii) displays that advocate a candidate for political
16 office or

17 (iii) any matter to be presented to the electoral for
18 vote, and

19 (iv) all items put on property to erect or secure the
20 billboard, poster, banner, or display in place, including
21 rebars and wires.

22 (4) Digital signs in conformance with § 61547 of this Subarticle."

23 **Section 2.** Paragraph (f) of § 61541 of Chapter 61, Title 21, Guam Code
24 Annotated is *amended* to read as follows:

25 "(f) In the *Tumon Bay* H Resort-Hotel Zone, signs shall comply with §§
26 61541(b)(2)-(3), 61543, ~~and~~ 61544 and 61547 of this Subarticle. No non-
27 digital exterior signs shall be erected, displayed or maintained, except for

1 signs indicating the name of a person, the type of business occupying the
2 premises, or the name of the building, or signs displaying messages
3 appurtenant to the use of, products sold on, or the sale or lease of, the property
4 on which it is displayed, and for public service announcements; provided, that:

5 (1) Signs shall be placed along on the building wall or behind a
6 window or clear covering on the building wall, shall not be higher than
7 the roof line of the building, and shall protrude no farther than eighteen
8 (18) inches from the wall to which they are attached.

9 (2) Except for electronic or other signs authorized by law or a
10 Guam Land Use Commission variance prior to the enactment of this
11 Act, individual non-digital signs shall not cover an area in excess of ten
12 percent (10%) of the surface of the wall to which they are attached.

13 (3) Violations. Any person in violation of Subsections 61541(f)-
14 (f)(2) of Chapter 61, Title 21, Guam Code Annotated, shall pay a civil
15 penalty not to exceed One Thousand Dollars (\$1,000) for each
16 violation. If violation(s) are not corrected within ten (10) business days
17 of receipt of a Notice of Violation from the Department of Public
18 Works, such person shall be subject to an additional late action civil
19 penalty not to exceed Three Hundred Dollars (\$300) per day for each
20 remaining violation. Failure to pay penalties and to rectify the
21 violations may result in the termination or non-renewal of the digital
22 sign permit. The Director of Public Works shall have the authority to
23 waive parts or all of the late action penalty should the violator
24 demonstrate a good faith effort to address the violation in a timely
25 manner; provided, that such waiver is limited to no more than thirty
26 (30) calendar days. All penalties recovered in any such action shall be
27 paid into the General Fund.”

1 **Section 3.** ~~§ 61546 of Chapter 61, Title 21, Guam Code Annotated is amended~~
2 ~~to read as follows:~~

3 ~~**“§ 61546. Signs on School Bus Stop Shelters.**~~

4 ~~Notwithstanding any law in this Chapter to the contrary, it shall not be illegal~~
5 ~~for the Department of Education to place a non digital sign on any school bus stop~~
6 ~~shelter to identify and commemorate a public business or individual who contributed~~
7 ~~money to provide for the erection and maintenance of such shelters. Such signs shall~~
8 ~~be non moving and non flashing and not larger than the dimensions of the bus stop~~
9 ~~shelter.”~~

10 **Section 4.** ~~§ 61547 of Chapter 61, Title 21, Guam Code Annotated is amended~~
11 ~~to read as follows:~~

12 ~~**“§ 61547. Regulation of Digital Signs.**~~

13 ~~(a) Notwithstanding any other provision of law, the statutory provisions~~
14 ~~set forth in this section shall govern all matters related to the regulation,~~
15 ~~operation, installation, permitting, enforcement, and maintenance of digital~~
16 ~~signs.~~

17 ~~(a) (b) Definitions.~~

18 ~~(1) “Animated sign” means a sign employing actual motion, the~~
19 ~~illusion of motion, or light and/or color changes achieved through~~
20 ~~mechanical, electrical, or electronic means. Animated signs, which are~~
21 ~~differentiated from changeable signs as defined and regulated by this~~
22 ~~Section, include the following types:~~

23 ~~(A) environmentally activated animated signs or devices~~
24 ~~are motivated by wind, thermal changes, or other natural~~
25 ~~environmental input, such as spinners, pinwheels, pennant~~
26 ~~strings, and/or other devices or displays that respond to naturally~~
27 ~~occurring external motivation;~~

1 ~~(B) mechanically activated animated signs are~~
2 ~~characterized by repetitive motion and/or rotation activated by a~~
3 ~~mechanical system powered by electric motors or other~~
4 ~~mechanically induced means;~~

5 ~~(C) electrically activated animated signs produce the~~
6 ~~illusion of movement by means of electronic, electrical, or~~
7 ~~electromechanical input and/or illumination capable of~~
8 ~~simulating movement through employment of the characteristics~~
9 ~~of one (1) or both of the classifications noted below:~~

10 ~~(i) flashing animated signs or animated portions of~~
11 ~~signs whose illumination is characterized by a repetitive~~
12 ~~cycle in which the period of illumination is either the same~~
13 ~~as or less than the period of non illumination. A cyclical~~
14 ~~period between on-off phases of illumination exceeding~~
15 ~~four (4) seconds shall not constitute flashing;~~

16 ~~(ii) patterned illusionary movement—animated~~
17 ~~signs or animated portions of signs whose illumination is~~
18 ~~characterized by simulated movement through alternate or~~
19 ~~sequential activation of various illuminated elements for~~
20 ~~the purpose of producing repetitive light patterns designed~~
21 ~~to appear in some form of constant motion.~~

22 ~~(2) “Changeable sign” means a sign with the capability of content~~
23 ~~change by means of manual or remote input, including the following~~
24 ~~types:~~

25 ~~(A) manually activated changeable sign whose message~~
26 ~~copy or content can be changed manually on a display surface;~~

1 ~~(B) electrically activated changeable sign whose message~~
2 ~~copy or content can be changed by means of remote electrically~~
3 ~~energized on off switching combinations of alphabetic or~~
4 ~~pictographic components arranged on a display surface.~~
5 ~~Illumination may be integral to the components, such as~~
6 ~~characterized by lamps or other light emitting devices; or it may~~
7 ~~be from an external light source designed to reflect off the~~
8 ~~changeable component display.~~

9 ~~(3) “Digital sign” means an on premise electrically activated~~
10 ~~animated sign, changeable sign, illuminated sign, or Electronic~~
11 ~~Message Center sign located in the *Tumon Bay* H Resort Hotel Zone.~~
12 ~~Digital signs are not environmentally or mechanically activated~~
13 ~~flashing animated signs or devices.~~

14 ~~(4) “Electronic Message Center (EMC) sign” means an~~
15 ~~electrically activated changeable sign whose variable message and/or~~
16 ~~graphic presentation capability can be electronically programmed by~~
17 ~~computer from a remote location. EMCs typically use light emitting~~
18 ~~diodes (LEDs) as a lighting source. Terms principally associated with~~
19 ~~an EMC are:~~

20 ~~(A) display time—the amount of time a message and/or~~
21 ~~graphic is displayed.~~

22 ~~(B) dissolve—a mode of message transition accomplished~~
23 ~~by varying the light intensity or pattern, in which the first~~
24 ~~message gradually appears to dissipate and lose legibility with~~
25 ~~the gradual appearance and legibility of the second message.~~

26 ~~(C) fade—a mode of message transition accomplished by~~
27 ~~varying the light intensity, where the first message gradually~~

1 ~~reduces intensity to the point of not being legible and the~~
2 ~~subsequent message gradually increases intensity to the point of~~
3 ~~legibility.~~

4 ~~(D) dynamic frame effect—a frame effect in which the~~
5 ~~illusion of motion and/or animation is used.~~

6 ~~(E) frame—a complete, static display screen.~~

7 ~~(F) frame Effect—a visual effect applied to a single frame.~~

8 ~~(G) scroll—a mode of message transition in which the~~
9 ~~message appears to move vertically across the display surface.~~

10 ~~(H) transition—a visual effect used to change from one~~
11 ~~message to another.~~

12 ~~(I) travel—a mode of message transition in which the~~
13 ~~message appears to move horizontally across the display surface.~~

14 ~~(5) “Illuminance” means the amount of light falling upon a real~~
15 ~~or imaginary surface, commonly “light level” or “illumination,”~~
16 ~~measured in foot candles (lumens/square foot) in the English System,~~
17 ~~and lux (lumens/square meter) in the SI (metric) system.~~

18 ~~(6) “Luminance” means the light that is emitted by or reflected~~
19 ~~from a surface, measured in units of luminous intensity (candelas) per~~
20 ~~unit area (square meters in SI measurement units or square feet in~~
21 ~~English measurement units).~~

22 ~~(7) “Multiple faced sign” means a sign containing two (2) or~~
23 ~~more faces.~~

24 ~~(8) “Off-premise business information” means commercial or~~
25 ~~noncommercial messages not appurtenant to the use of, products sold~~
26 ~~on, or the sale or lease of, the property on which it is displayed.~~

1 ~~(9) “On premise sign” means a sign erected, maintained or used~~
2 ~~in the outdoor environment, or visible from the outside environment,~~
3 ~~for the purpose of the display of messages appurtenant to the use of,~~
4 ~~products sold on, or the sale or lease of, the property on which it is~~
5 ~~displayed, and for public service announcements. For purposes of this~~
6 ~~Subsection, public service announcements are limited to factual~~
7 ~~information about public health and public safety as determined by the~~
8 ~~Department of Public Health and Social Services, the Guam Police~~
9 ~~Department, or the Office of Civil Defense.~~

10 ~~(10) “Sign” means a device visible from a public place, whose~~
11 ~~essential purpose and design are to convey either commercial or~~
12 ~~noncommercial messages by means of graphic presentation of~~
13 ~~alphabetic or pictorial symbols or representations.~~

14 ~~(11) “Sign copy” means the physical sign message, including any~~
15 ~~words, letters, numbers, pictures, and symbols.~~

16 ~~(12) “Sign face” means the surface upon, against or through which~~
17 ~~the sign copy is displayed or illustrated, not including structural~~
18 ~~supports, architectural features of a building or sign structure,~~
19 ~~nonstructural thematic or decorative trim, or any areas that are~~
20 ~~separated from the background surface upon which the sign copy is~~
21 ~~displayed by a distinct delineation, such as a reveal or border.~~

22 ~~(A) In the case of panel or cabinet type signs, the sign face~~
23 ~~shall include the entire area of the sign panel, cabinet or face~~
24 ~~substrate upon which the sign copy is displayed or illustrated, but~~
25 ~~not open space between separate panels or cabinets.~~

26 ~~(B) In the case of signs painted on a building, or individual~~
27 ~~letters or graphic elements affixed to a building or structure, the~~

1 ~~sign face shall comprise the sum of the geometric figures or~~
2 ~~combination of regular geometric figures drawn closest to the~~
3 ~~edge of the letters or separate graphic elements comprising the~~
4 ~~sign copy, but not the open space between separate groupings of~~
5 ~~sign copy on the same building or structure.~~

6 ~~(C) In the case of sign copy enclosed within a painted or~~
7 ~~illuminated border or displayed on a background contrasting in~~
8 ~~color with the color of the building or structure, the sign face shall~~
9 ~~comprise the area within the contrasting background, or within the~~
10 ~~painted or illuminated border.~~

11 ~~(b) (c) Restrictions.~~

12 ~~(1) Digital signs are authorized only in the *Tumon Bay H Resort*~~
13 ~~*Hotel Zone* as allowed by law, and shall be subject to the provisions set~~
14 ~~forth in this Section.~~

15 ~~(2) The Department of Public Works shall promulgate rules and~~
16 ~~regulations for digital sign permits in the *Tumon Bay H Resort Hotel*~~
17 ~~*Zone*.~~

18 ~~(3) Digital signs, as identified in this Section, shall be subject to~~
19 ~~the Department of Public Works digital sign permit process and may be~~
20 ~~erected and operated only after a building permit and an occupancy~~
21 ~~permit are issued.~~

22 ~~(4) It shall be unlawful to display off premise business~~
23 ~~information on a digital sign.~~

24 ~~(5) It shall be unlawful to erect a flashing digital sign.~~

25 ~~(4) (6) Digital signs shall be properly maintained. The Building~~
26 ~~Official of the Department of Public Works shall issue a Notice of~~
27 ~~Violation to the permittee for any digital sign that is damaged or non-~~

functional. The permittee shall make necessary repairs within ninety (90) days of notice.

(7) Digital signs shall be placed along on the building wall or behind a window or clear covering on the building wall, shall not be higher than the roof line of the building, and shall protrude no farther than eighteen (18) inches from the wall to which they are attached.

(8)(5) A digital sign authorized under this Section for placement in the Tumon Bay H Resort Hotel Zone shall only be placed on any building wall along Pale San Vitores Road or Gun Beach Road that faces the road. Such digital sign shall not illuminate or shed light onto the beach or ocean.

(9)(6) Any permitted digital sign under this Section may be illuminated at night.

(10)(7) On-premise digital Digital signs do not constitute a form of outdoor lighting at night and are exempt from any other outdoor lighting regulations that the Department of Public Works has adopted.

(11) Digital signs that are illuminated at night may not exceed a maximum luminance level of seventy (70) foot candles, regardless of the method of illumination.

(12)(8) Digital signs that have external illumination, whether the lighting is mounted above or below the sign face or panel, shall have lighting fixtures or luminaries that are fully shielded.

(13) All illuminated digital signs must comply with the maximum luminance level of sixty-five (65) foot candles at least one-half (½) hour before Apparent Sunset, as determined by the National Oceanic and Atmospheric Administration (NOAA) of the U.S. Department of Commerce, for the specific geographic location and date. All

1 illuminated digital signs must comply with this maximum luminance
2 level throughout the night, if the digital sign is energized, until
3 Apparent Sunrise, as determined by the NOAA, at which time the
4 digital sign may resume luminance levels appropriate for daylight
5 conditions, when required or appropriate.

6 (14) A digital sign shall not have a sign face exceeding twenty
7 percent (20%) of the allowable signage area on the façade of the
8 building, as prescribed by law or by a variance from the Guam Land
9 Use Commission, except that in no case shall digital signage area
10 exceed two (2) signs of one hundred sixty five (165) square feet each.

11 (15)(9) Digital sign emissions are prohibited. No digital sign
12 which emits smoke, flames, visible vapors, particles, sound, or odor
13 shall be permitted.

14 (16)(10) Digital signs are prohibited from promoting obscene
15 material, as defined in 9 GCA § 28.90.

16 (17)(11) The Department of Public Works shall promulgate a fee
17 schedule for digital sign permits based on its size.

18 (c) Statutory Interpretation. A digital sign shall be considered and deemed
19 prohibited if it is not explicitly allowed in this Section.

20 (d)The Guam Land Use Commission shall not grant a variance for electronic
21 signs that exceed the size limits and the lumens in this Act, and shall not allow for
22 audible digital signs.”

23 Section 3. A new § 61548 is added to Chapter 61, Title 21, Guam Code
24 Annotated to read as follows:

25 **§ 61548. Digital Sign Permit Variances.**

26 The Guam Land Use Commission (GLUC) may grant variances to the
27 restrictions for signs, contained this Chapter, subject to the following:

1 (a). An application for a variance shall be subject to the conditions of § 61106
2 and the same type of review processes contained in §§ 61616, 61617, 61618, 61619,
3 616120, 61621 and 61623 of this Title.

4 (b) Upon granting of a variance authorized by paragraph (a), *supra*, nothing
5 here in this section is to be interpreted as to waive the sign permitting authority of
6 the Department of Public Works to approve the compliance with the sign
7 specifications as authorized by Public Law subject to the conditions of the GLUC.



COMMITTEE ON RULES

Vice Speaker V. Anthony Ada, Chairperson
I Mina'trentai Ocho Na Liheslaturan Guåhan
38th Guam Legislature

August 12, 2025

To: **Rennae V. C. Meno**
Clerk of the Legislature

From: **Vice Speaker V. Anthony Ada** 
Chairperson, Committee on Rules

Subject: **Fiscal Note Waiver for Bill No. 175-38 (COR)**

Håfa Adai!

Find the attached, Fiscal Note Waiver for the following bill:

Bill No. 175-38 (COR).

I also request that the same be sent to the respective Chairperson of the Standing Committee, to which this bill has been referred. Kindly copy the same to Management Information Services (MIS) for posting on our website.





BUREAU OF BUDGET & MANAGEMENT RESEARCH



OFFICE OF THE GOVERNOR
Post Office Box 2950, Hagåtña Guam 96932

LOURDES A. LEON GUERRERO
GOVERNOR

LESTER L. CARLSON, JR.
DIRECTOR

JOSHUA F. TENORIO
LIEUTENANT GOVERNOR

AUG 12 2025

Vice Speaker, V. Anthony Ada
Chairperson, Committee on Rules
I Mina'trentai Ocho Na Liheslaturan Guåhan
38th Guam Legislature
Guam Congress Building
163 Chalan Santo Papa
Hagåtña, Guam 96910

Hafa Adai Vice Speaker Ada:

The Bureau requests that Bill No. 175-38 (COR) be granted a waiver pursuant to Public Law 12-229, as amended for the following reason(s):

Bill No. 175-38 (COR) is an act to *amend* §§ 61541(b), (c), & (f); 61546 & 61547.2 of Chapter 61, Title 21, Guam Code Annotated; relative to making practicable improvements to Guam's sign laws.

It should be noted that the Bureau had sought input on the proposed Bill No. 175-38 (COR) from the DPW on July 22, 2025 with a follow-up request on July 28, 2025 and has not received any official comments as of the date of this waiver request.

The intent of Bill No. 175-38 (COR) is to make amendments regarding digital and non-digital signs in the current laws relative to commercial zones, hotel zones and current sign regulations. The Bureau has determined that the Bill is administrative in nature and poses no additional fiscal impact upon any of the funds of Government of Guam.

Senseramente,

For LESTER L. CARLSON, JR.