

*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 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.	7/16/25 10:41 a.m.						

***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.**

1 **BE IT ENACTED BY THE PEOPLE OF GUAM:**

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

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

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

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

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

15 ~~(C)~~ (B) Individual signs shall not cover an area in excess  
16 of ten percent (10%) of the surface of the wall to which they are  
17 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 signs that advocate voting for or against  
11 candidates, or other matters to be considered by the electorate;  
12 provided, that such signs shall only be posted on private property.

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

17 (B) "Political sign" means

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

19 or

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

8                   (B) "Political sign" means

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

11                   (ii) any matter to be presented to the electorate for  
12 vote, and

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

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

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

19                   “(f) In the *Tumon Bay* H Resort-Hotel Zone, signs shall comply with §§  
20 61541(b)(2)-(3), 61543, ~~and~~ 61544 and 61547 of this Subarticle. No non-  
21 digital exterior signs shall be erected, displayed or maintained, except for  
22 signs indicating the name of a person, the type of business occupying the  
23 premises, or the name of the building, or signs displaying messages  
24 appurtenant to the use of, products sold on, or the sale or lease of, the property  
25 on which it is displayed, and for public service announcements; provided, that:

26                   (1) Signs shall be placed along on the building wall or behind a  
27 window or clear covering on the building wall, shall not be higher than

1 the roof line of the building, and shall protrude no farther than eighteen  
2 (18) inches from the wall to which they are attached.

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

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

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

24 **“§ 61546. Signs on School Bus Stop Shelters.**

25 Notwithstanding any law in this Chapter to the contrary, it shall not be illegal  
26 for the Department of Education to place a non-digital sign on any school bus stop  
27 shelter to identify and commemorate a public business or individual who contributed

1 money to provide for the erection and maintenance of such shelters. Such signs shall  
2 be non-moving and non-flashing and not larger than the dimensions of the bus stop  
3 shelter.”

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

6 **“§ 61547. Regulation of Digital Signs.**

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

11 ~~(a)~~ (b) Definitions.

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

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

22 (B) mechanically activated animated signs are  
23 characterized by repetitive motion and/or rotation activated by a  
24 mechanical system powered by electric motors or other  
25 mechanically induced means;

26 (C) electrically activated animated signs produce the  
27 illusion of movement by means of electronic, electrical, or

1 electromechanical input and/or illumination capable of  
2 simulating movement through employment of the characteristics  
3 of one (1) or both of the classifications noted below:

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

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

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

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

21 (B) electrically activated - changeable sign whose message  
22 copy or content can be changed by means of remote electrically  
23 energized on-off switching combinations of alphabetic or  
24 pictographic components arranged on a display surface.  
25 Illumination may be integral to the components, such as  
26 characterized by lamps or other light-emitting devices; or it may

1 be from an external light source designed to reflect off the  
2 changeable component display.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

21 (9) "On-premise sign" means a sign erected, maintained or used  
22 in the outdoor environment, or visible from the outside environment,  
23 for the purpose of the display of messages appurtenant to the use of,  
24 products sold on, or the sale or lease of, the property on which it is  
25 displayed, and for public service announcements. For purposes of this  
26 Subsection, public service announcements are limited to factual  
27 information about public health and public safety as determined by the

1 Department of Public Health and Social Services, the Guam Police  
2 Department, or the Office of Civil Defense.

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

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

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

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

19 (B) In the case of signs painted on a building, or individual  
20 letters or graphic elements affixed to a building or structure, the  
21 sign face shall comprise the sum of the geometric figures or  
22 combination of regular geometric figures drawn closest to the  
23 edge of the letters or separate graphic elements comprising the  
24 sign copy, but not the open space between separate groupings of  
25 sign copy on the same building or structure.

26 (C) In the case of sign copy enclosed within a painted or  
27 illuminated border or displayed on a background contrasting in

1 color with the color of the building or structure, the sign face shall  
2 comprise the area within the contrasting background, or within the  
3 painted or illuminated border.

4 ~~(b)~~ (c) Restrictions.

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

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

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

15 ~~(4) It shall be unlawful to display off-premise business~~  
16 ~~information on a digital sign.~~

17 ~~(3) (5) It shall be unlawful to erect a flashing digital sign.~~

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

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

1                    ~~(8)~~(5) A digital sign authorized under this Section for placement  
2 in the Tumon Bay H Resort-Hotel Zone shall only be placed on any  
3 building wall along Pale San Vitores Road or Gun Beach Road that  
4 faces the road. Such digital sign shall not illuminate or shed light onto  
5 the beach or ocean.

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

8                    ~~(10)~~(7) ~~On-premises digital~~ Digital signs do not constitute a form  
9 of outdoor lighting at night and are exempt from any other outdoor  
10 lighting regulations that the Department of Public Works has adopted.

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

14                    ~~(12)~~(8) Digital signs that have external illumination, whether the  
15 lighting is mounted above or below the sign face or panel, shall have  
16 lighting fixtures or luminaries that are fully shielded.

17                    ~~(13)~~ ~~All illuminated digital signs must comply with the maximum~~  
18 ~~luminance level of sixty-five (65) foot candles at least one-half (½) hour~~  
19 ~~before Apparent Sunset, as determined by the National Oceanic and~~  
20 ~~Atmospheric Administration (NOAA) of the U.S. Department of~~  
21 ~~Commerce, for the specific geographic location and date. All~~  
22 ~~illuminated digital signs must comply with this maximum luminance~~  
23 ~~level throughout the night, if the digital sign is energized, until~~  
24 ~~Apparent Sunrise, as determined by the NOAA, at which time the~~  
25 ~~digital sign may resume luminance levels appropriate for daylight~~  
26 ~~conditions, when required or appropriate.~~

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

6                   (15)(9) Digital sign emissions are prohibited. No digital sign  
7                   which emits smoke, flames, visible vapors, particles, sound, or odor  
8                   shall be permitted.

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

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

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

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