

**Testimony of
John D. Beutler, AICP
Calthorpe Associates
SLUC Docket No. A10-787 Maui R&T Partners, LLC.**

In the Matter of the Petition of Maui R&T Partners, LLC. to Amend the State Land Use District
Boundary of Lands Situated at Kihei, Island of Maui, State of Hawaii, Consisting of 253.05 Acres
from the Agricultural District to the Urban District,
Tax Map Key Nos. (2) 2-2-024: 016 and 017, and (2) 2-2-002: 054 (por.)

My name is John D. Beutler and I am a Senior Associate at Calthorpe Associates, a planning consulting firm. I was responsible for the preparation of the Maui Research and Technology Park Master Plan Update *Development Code* (November 2012) (included as Appendix Q in the Final Environmental Impact Statement) and the *Sustainability Plan* (November 2012) (included as Appendix N in the Final Environmental Impact Statement). I have worked with Calthorpe Associates providing planning services internationally, including Hawaii, and have 13 years experience. A copy of my resume is attached.

I will briefly summarize the key elements of the Master Plan Update, Development Code and Sustainability Plan.

Master Plan and Development Code

The Maui Research and Technology Park's (MRTP) mission of job creation and diversification of the island's economy remains one of vital importance. The Park retains many advantages, not the least of which is the high amenity value of life on Maui. But there are also a variety of factors that have impeded hoped-for growth. Among these factors are the physical and visual isolation of the Park; offshore perception of Maui as a destination for leisure, not business; a lack of flexibility created by restrictive zoning and design guidelines; a lack of some of the public amenities valued by knowledge workers; and the lack of flexible, cheap space for use by entrepreneurs for growing businesses. Although the Master Plan Update may have limited success in changing the general offshore perception of Maui, the Plan does try to address the challenges posed by the Park with a variety of strategies. These can be broadly grouped into two categories: creating a place and diversifying the offering.

Creating a Place

It has been 25 years since the original controlling documents were prepared for the MRTP. During this period urban planning design philosophy and strategy has changed dramatically in response to the impacts of auto-centric development patterns. It is now broadly understood that segregation of land uses and low density development patterns creates automobile

dependence, increases the cost of development, exacerbates environmental impacts and produces sterile and uninspiring community design.

Research into the growth of businesses in Silicon Valley and other tech centers have shown the value of a mixture of uses and activities. For businesses and cities alike, the healthiest situations arise where there is a mixture of elements. Businesses thrive in these mixed environments, especially young businesses which depend on the business connections made available by diverse environments and the labor pool which comes with these areas.

Creating a "place", a location which people are drawn to, involves a combination of factors. Among others, these factors include a diversification of land uses and creation of an attractive and welcoming public realm. In order to create a place, the Master Plan Update proposes a diversification of land uses within the Park. The addition of housing, retail, civic, and open spaces to the Park will add amenities for business attraction and retention. While the Plan does not contemplate addition of a large amount of retail, local serving retail such as coffee shops, restaurants, dry cleaners and businesses services will be amenities for employees of the Park. Civic uses such as a school or a library may also serve as amenities.

Residential development, especially development with a wide variety of unit types targeted toward workers in the Park, would also be an amenity helping businesses in the Park attract and retain qualified workers and reducing the barrier of the high cost of housing on the island. Put together, the combinations of existing businesses and employees in the Park, new businesses which will be created and attracted, housing, retail, open space, and civic elements will create a true neighborhood in place of the isolated, single use Park that exists today.

Diversifying the Offering

The original MRTP strategy, as reflected in the controlling ordinances and subsequent development pattern, is most suited to attracting mid-size businesses which have been in existence for some time. However, the Park's existing strategy is destined to miss out on many opportunities to achieve the Park's ultimate purpose, which is the diversification of Maui's economy with high skilled, high paying jobs.

The Master Plan Update proposes three (3) strategies to "diversify the offering". First, the Plan will provide a wide variety of spaces, especially small, inexpensive, flexible spaces which will allow entrepreneurs to begin and grow businesses. The Plan proposes a great diversification in the Park's offering of spaces for business. One strategy to achieve this will be the revising of the Park's zoning ordinance. The revised zoning ordinance protects essential aspects of the park but loosen many of the onerous restrictions on business development in the Park.

Second, the Master Plan Update proposes a variety of parcel sizes. This element of the physical plan will allow the Park to maximize job creation by being opportunistic, seizing every chance at business attraction. While still providing parcels at current sizes of approximately two acres, the Plan subdivides some into smaller users. At the same time, the Plan maintains space for a large, "campus"-scale user, should the opportunity arise to accommodate one in the Park.

Third, the Plan proposes to be more inclusive to attract the high skill, high paying jobs so vital to Maui's economy. While the goal of attracting "high technology" is a good one, other quality jobs broadly falling in the category of "knowledge industries"¹ should also be pursued. The Park's mission of economic development will be facilitated by the flexibility to attract many different knowledge businesses. The addition of new employees will aid in creating a critical mass in the Park, benefiting the effort to make the MRTP into a place, moving beyond its current state as an isolated, single use zone.

Sustainability Plan

In accordance with priority guidelines and principles to promote sustainability under section 226-108, HRS, and in response to comments from the LUC and the State Office of Planning a Sustainability Plan was prepared for the Maui Research and Technology Park (MRTP) Master Plan Update.

The Sustainability Plan seeks to enable a sustainable future for the MRTP in large part through the creation of a functional and attractive urban environment. The Park aims to be a good steward of the environment by creating an efficient place for people to live, work and play. The design of the Park itself has been done in a way intended to create long-term sustainability. Fortunately, the latest understanding of urban design for quality economic development, especially in fields of high technology, is also urban design which achieves environmental and other goals. Places which attract and create new high technology businesses are those which facilitate the exchange of ideas and make it easier for people to become entrepreneurs, and are able to deliver a high quality of life. For these reasons, it is essential to use new models of development for the MRTP. New development must address many concerns simultaneously, incorporating the latest understanding of multiple issues. While good design involves an infinite number of elements, we have grouped the major concerns of urban design for the MRTP in to four categories: conservation and restoration of the environment; economic and social diversity and balance; human and pedestrian scale in the public and private realms; and connections and interdependence between the neighborhood, town and region.

¹ Industries characterized by highly-skilled workers in fields such as science and research, biotechnology, clean technology, information technology, disaster mitigation, education, healthcare and medicine, media production, and professional services and similar knowledge based organizations.

Conservation & Restoration

Design of the MRTP will respect the existing topography and other natural features, and is therefore less damaging to construct and preserves natural systems. The MRTP will incorporate a compact designed roadway network with bicycle and pedestrian pathways to reduce automobile use. The MRTP will use recycled water when applicable including fire control, landscaping and toilets. It is estimated that 170 million gallons of water per year could be diverted away from injection wells. Approximately 300 kilowatts of photovoltaic power is used at the MRTP with another 200 kilowatts planned. The master developer will encourage the use of as much renewable energy and distribution generation as the utility will allow. The use of drought tolerant native plants will be encouraged.

Diversity & Balance

The MRTP Master Plan Update provides a diversity of uses, far different than typical single-use development. The MRTP will provide residential opportunities within walking distance of commercial development to reduce commuting distances and make walking and bicycling more convenient. Residential neighborhoods will offer a diversity of housing types within a short walk of the mixed use center, and the Park's increased balance of employment and residential will help alleviate problems of commuting to work.

Human & Pedestrian Scale

The MRTP will provide a variety of activities and land uses available within a reasonable walking and bicycling distance and creates an area scaled to people, not automobiles. The plan proposes streets with bike lanes and sidewalks for slow automobile traffic and nearby buildings, creating a kind of outdoor room for which will be comfortable, safe and inviting for pedestrians. Pedestrian safety measures include street parking, narrow streets, traffic calming measures, and sidewalks throughout the MRTP to promote less reliance on the automobile.

Connections & Interdependence

The MRTP will be accessible from Piilani Highway via the existing Lipoa Parkway. The Park will develop an internal roadway network that will connect the MRTP to the Piilani Highway and to surrounding developments as necessary. The MRTP will also include sidewalks and bicycle pathways to improve the efficiency and effectiveness of the transit system. As the MRTP gains employment and population, transit service will become more viable as well as more essential. The Park has been planned to work with a future transit system.

Sustainability in new development is not an add-on which can be considered after the structure of the development is conceived. Sustainability must be considered from the first stages of planning and design. This is how the design for the MRTP was created. It is through these

principles of Conservation & Restoration, Diversity & Balance, Human & Pedestrian Scale, and Connections & Interdependence that long-lasting, human -centered, and economically successful sustainability will be achieved.

John David Beutler, AICP

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Resume for Maui State Land use District Boundary Amendment Hearing

RELEVANT WORK EXPERIENCE

Calthorpe Associates, Berkeley, California, April 2000 - Present

Senior Associate - Progressively responsible experience from entry to management level. Experience includes:

Urban design and planning

Experience on many projects, from small to large scale, public and private

Project management

Managed multiple projects over many years, from inception to completion

Personnel management

Involved in hiring and personnel reviews; managed teams up to 10 people, based on project

Client contact and business development

Traveled extensively and led client meetings; made public presentations

Public speaking

Ran public workshops for various projects; invited speaker about transit-oriented development in New Delhi; invited reviewer at Stanford, UC Berkeley, San Francisco State University; invited conference speaker, Zhuhai, China; guest instructor at Stanford University; speaker at national planning conference in April 2013

Writing and public outreach

Policy and plan writing; newspaper editorials

International experience

Work in US, China, Dubai, Equatorial Guinea, Jordan, Kazakhstan, Malaysia, Pakistan, Saudi Arabia, Senegal

EDUCATION

Master of City Planning, University of California, Berkeley, 1999

- Major coursework in land use, transportation and urban design
- 1999 College of Environmental Design Professional Promise Award

Bachelor of Science, Missouri State University, 1990

- Emphasis in Entrepreneurial Management.
- Major course work in business management, finance, and economics
- Graduated Summa Cum Laude

OTHER RELEVANT QUALIFICATIONS

- Certification, American Institute of Certified Planners

PUBLICATIONS

- International research effort with Dr. Robert Cervero on the adaptation of transit to a variety of land use environments, the result of which was the coauthored paper, "Adaptive Transit: Enhancing Suburban Transit Services."
- Five-article newspaper series on Urban Design, Fall 2009