"We honestly believe there is a better way - a way to balance the need for homes and jobs with a respect for the natural environment and our irreplaceable culture."

A COMMUNITY-BASED PLANNING WORKSHOP

By Bill Frampton

ALOHA
Thank you for taking the time to read this message that has been mailed to your home by our newly formed company, Olowalu Town, LLC.

The purpose of this newspaper is to respectfully request that you join us for "Olowalu Talk Story: Community Based Planning Workshop" to provide your thoughts on re-establishing a sustainable community at Olowalu.

WE GREW UP IN SMALL TOWNS
First, we would like to introduce ourselves. We are Bill Frampton and Dave Ward. Both of us come from small towns. Dave was raised in New Bern, North Carolina and I was raised here on Maui in Kula. The two of us met many years ago during our days of canoe racing together at the Hawaiian Canoe Club and have since become great friends, as well as, business partners.

Historically, Maui has been an island of separate and distinct communities. However, many of us have watched over the years as distinct small towns and communities have become blurred together, traffic has become more and more congested, and questions have been raised about a future where we do not know our neighbors, affordable housing is scarce and there are no parks that we can walk to.

We honestly believe there is a better way - a way to balance the need for homes and jobs with a respect for the natural environment and our irreplaceable culture. Subdivisions should not sprawl between communities; instead separate and distinct communities should be established that have multiple types of housing (affordable, senior, market), schools, civic centers, fire and police stations, medical facilities, childcare, parks, recreational opportunities, walkways, bike paths, and neighborhood businesses.

COMMUNITY DRIVEN PROCESS
This opportunity to work together to create a livable community is right now before us; however, this needs to be done right. It needs to involve a sincere public outreach process from the start, it requires that both private and public professionals work together. Also, the update of the County’s General Plan needs to be recognized and taken into account. A proposed community-based planning process could produce an informative plan which, along with various land use studies, can be used to compliment the General Plan update process. Informed decisions can then be made with a plan that is driven by sincere community input.

We believe that now is the time to work together with the County for the establishment of a sustainable and livable community.

This new company, Olowalu Town, LLC, is committed to creating a community at Olowalu based on the above ideas. Dave and I have formed Olowalu Town, LLC with the existing owners of Olowalu. In this new company, Dave and I are the "developers" or the decision makers in the company. Right away, we recognized that we needed to bring in a professional with specific expertise in planning and design of sustainable communities. As such, we hired a distinguished planner: Mr. Andres Duany of Duany Plater-Zyberk & Company (DPZ).

DPZ will be leading our week-long community based planning workshop. DPZ is a world-class firm that has designed and planned over 300 communities nationally and internationally. DPZ is very much looking forward to being our lead design team and they are hopeful to have significant participation from the community. As such, we are requesting your assistance to provide our design team with valuable information regarding what is important to all of us on Maui.

YOUR KOKUA IS MUCH APPRECIATED
We are respectfully requesting that you consider joining us for the planning workshops. The planning workshops will be held over several days beginning on Tuesday, November 15th, with our opening session from 5:30 PM to 7:30 PM, at the King Kamehameha Clubhouse on Hono’opilani Highway in Waikapu, and ending with the Closing Presentation on Monday, November 21st, from 5:30 PM to 7:30 PM, at the same location. Pupus and refreshments will be served at each event. A full schedule of all sessions and meetings is included on Page 8 of this paper (Back Page). All sessions and meetings are free and absolutely open to the public.

Again, Dave and I are pleased to invite you to attend our planning workshops to share and provide our design team with valuable information regarding what is important to you in creating a community at Olowalu. The future of Olowalu will come from the suggestions and ideas that arise as a result of your participation in this unique event.

Thank you for your time and consideration. If you have any questions or would like additional information, please feel free to contact us at 249-2930. A hui hou.

MAHALO
For centuries, the ancient Hawaiians of Olowalu Valley flourished as a community based on the Hawaiian concept of Ahupua‘a, a land division extending from the mountains to the sea.

By Gail Ainsworth

The Ahupua‘a system allowed Hawaiians to thrive as they were able to grow breadfruit and taro in the higher areas and sweet potato and coconuts closer to shore. The sea provided fish and the forest supplied wood for canoes and housing. A Hawaiian born in the valley could learn a skill, raise a family, trade, play, work, and worship within the Olowalu Ahupua‘a.

An incident at Olowalu turned the tide of post-contact Hawaiian history. In 1790 Hawaiians stole a boat from the American ship Eleanora and killed a sailor, infuriating Captain Simon Metcalfe. To retaliate, Metcalfe sailed to Olowalu, assured the villagers of peaceful trading, and then opened fire killing more than 100 Hawaiians. This tragedy, termed the Olowalu Massacre, set into motion a series of events which left two Western seamen and a ship in the hands of the ambitious Big Island chief Kamehameha. With these advantages, Kamehameha ultimately triumphed in the race to unite the Hawaiian Islands.

MISSIONARIES AND SUGAR

Both Protestant religion and education came to Olowalu in the 1820s when the Reverends William Richards and Charles Stewart traveled from Lahaina by canoe to preach and teach. In 1835 Reverend Ephraim Spaulding built the first church, a small adobe structure which was later replaced by one made of stone. A decade after the Protestants’ arrival, Father Modest Favens baptized Catholic converts at Olowalu, although it would not be until 1916 that the permanent St. Joseph Church was built.

The sugar industry came early to Olowalu. In 1864 King Kamehameha V, then ruler of the Hawaiian Kingdom, invested in the newly-formed West Maui Sugar Company. He was only one of many subsequent owners of the plantation, later called the Olowalu Sugar Company. The company boomed, requiring the hiring of Chinese workers, followed by Portuguese, South Sea Islanders, Germans and Japanese.

CULTURAL MIX

The ethnic mix changed again in the 20th century with the importation of Puerto Rican, Korean and Filipino workers. The multi-cultural residents of Olowalu shopped at the Olowalu Nihonjin Shokai (Japanese Store) and C. Sam Lung & Company, a general store and coffee saloon. Students attended the one-room Olowalu School, and the Olowalu Japanese Language School taught Japanese children the culture of their homeland.

The sea provided the primary contact with the outside world. For decades, the Inter-Island Steamship Company picked up and delivered mail, freight and passengers at Olowalu Landing. The world also entered the Olowalu community through regular showings at the Olowalu Theater.

The 1930s brought more change to Olowalu. In 1931 Pioneer Mill Company purchased Olowalu Sugar Company; Olowalu School closed, requiring children to travel to Kamehameha III School in Lahaina; and M. Ichiki Store replaced the C. Sam Lung Store.

FAMILY

Despite many changes over the years, the community remained close. Workers lived in small camps with names such as Filipino Camp, Beach Camp, and Makimoto Camp. Much of the community was sports-crazy, children and adults alike. Plantation families worked hard and lived a frugal life, many of them growing vegetables and fruit trees, raising chickens and fishing. Everyone knew each other; neighbors shared and took care of those in need.

Most of the community dispersed when company housing was phased out. Even though the plantation camps had disappeared, professional sports hero Wally Yonamine returned often to his hometown of Olowalu because, he said, “When I go there, it helps me look back over time. Olowalu still makes me feel humble.”

Learn more about Olowalu’s history at: OLOWALU.net
By Bill Frampton

The delicate balance of “Environment and Sustainable Development” is a key concept that provides an answer to the question of how humankind can coexist in harmony with nature. Not surprisingly, this concept is nothing new to the Islands; sustainability was a way of life for the ancient Hawaiian societies. One way this was exemplified was the Ahupua‘a, the genius organizational structure designed by the Hawaiian culture as self-supporting communities. Ahupua‘a were planned and managed with great care, sensitivity and wisdom to ensure the prolonged existence of natural and cultural resources.

John Kaimikaua, Kumu Hula and educator from O‘ahu, explains the guiding principles of managing the ancient Ahupua‘a as follows:

**Kai Moana**
Preserve all life in the ocean, from the shoreline to the horizon.

**Makai**
Respect for the land and resources extending from the shoreline to the sand’s reach.

**Mauka**
Respect for the land and resources extending from the sand’s edge to the highest mountain peak.

**Kamolewai**
Respect for all water resources including rivers, streams, and springs and the life within.

**Kanakahonua**
Preserve and respect the laws of the land and each other to insure the community’s health, safety and welfare.

**Kalewalani**
Respect for the elements that float in the sky including the sky, moon, clouds, stars, wind and rain which guide the planting and fishing seasons, provide water and create the tides and directions for ocean navigation.

**Kapahelolona**
Preservation of the knowledge of practitioners.

**Ke‘ihi**
Preservation and respect for the sacred elements including deities, ancestors, the forces of nature and ceremonial activities.

**Notes:**
1. John Kaimikaua’s principles can be found at: hawaii.gov/dbedt/czm/todays_challenges/principles.html.

For more information on the Ahupua‘a and Green development please visit: Olowalu.net

Planning for a Better Maui

The planning of a sustainable community at Olowalu presents an incredible opportunity to interpret the ancient principles of the Ahupua‘a within a contemporary context. Ironically, today’s principles of “Smart Growth” and/or “Traditional Neighborhood Design” are very similar or identical to the land stewardship principles of mālama ‘aina, or having great care and respect for the land. Sustainability is defined as: creating a healthy balance between the needs of our culture, our economy, and the environment so that the rights for a healthy future for all living things are protected and nourished. We are committed to creating and developing a community that is founded upon sustainable land use principles.

Why Green Development?

“Many developers fear that following a green agenda will delay project schedules and raise costs. ... The reality, however, is that well-executed green development projects... perform extremely well financially. In fact, even though many of the leading-edge developers... have strong environmental backgrounds and ideals, the financial rewards of green development are now bringing mainstream developers into the fold at an increasing pace. It is possible - indeed it is the norm - to do well financially by doing the right thing environmentally. For example, project costs can be reduced, buyers or renters will spend less to operate green buildings, and developers can differentiate themselves from the crowd - getting a big marketing boost”.

Source: Rocky Mountain Institute
About DPZ

DUANY PLATER-ZYBERK & CO.

Celebrating its 25th year in 2005, Duany Plater-Zyberk & Company (DPZ) is a major leader in the practice and direction of urban planning, having designed over 300 new and existing communities in the United States and overseas.

DPZ's projects have received numerous awards, including 2 National AIA Awards and 2 Governor's Urban Design Awards for Excellence. The firm is led by its Principals, Andres Duany and Elizabeth Plater-Zyberk, who are co-founders of the Congress for the New Urbanism (CNU), recognized by the New York Times as "the most important collective architectural movement in the United States in the past fifty years." The movement, currently over 3,000 strong, marked a turning point from the segregated planning and architecture of post-war America; instead, they advocated and promoted the universal and time-tested principles of planning and design that created the best-loved and most-enduring places throughout the world.

Duany and Plater-Zyberk’s recent book, Suburban Nation, written with Jeff Speck, was hailed as "an essential text for our time," and "a major literary event," in the national media. In 2004, Builder Magazine recognized Duany as the 5th most influential person in home building, the ranks of which included economists, bankers and developers, apart from architects, planners and builders. Duany was ranked after Alan Greenspan, Franklin Rainee, George W. Bush and Jerry Howard, earning Duany the distinction of being the top ranking individual from the private sector. Duany sits on the board of the National Town Builders Association, and Plater-Zyberk shepherds the Knight Program in Community Building, a program that brings an interdisciplinary approach to the revitalization of inner cities. These and other efforts have earned Duany, Plater-Zyberk, and the firm at large international recognition and dozens of local and national awards, including the Thomas Jefferson Medal and the Vincent Scully Prize from the National Building Museum in recognition of their contributions to the American built environment.

Most recently, in response to the devastation of Hurricane Katrina and upon the request of Mississippi Governor Haley Barbour, DPZ is coordinating the rebuilding of eleven Gulf Coast towns for the CNU. Duany is heading the effort, and has organized a task force of over 100 New Urbanists, as well as local experts and officials. These professionals—including architects, planners, and transportation specialists—are currently completing a workshop dedicated to the renewal of the Mississippian Coast. All are working at little or no cost. To find out more about DPZ please visit www.DPZ.com

“DPZ will set up a fully equipped design studio to draw up the concepts discussed by the community during the planning workshops. The illustrations are then presented back to the community for their immediate feedback and refinement. This ‘real time’ communal planning process is one of the reasons we are bringing DPZ to Maui.”

Bill Frampton

THE WORKSHOP

Olowalu Talk Story
Community-Based Planning Workshop

By Dave Ward and DPZ Staff

This Planning Workshop is an intensive one-week planning session where Maui citizens, public agencies, world-class town designers, and other interested groups collaborate to create a vision for re-establishing a sustainable community at Olowalu. Everyone on Maui is invited and encouraged to participate in the workshop. It provides a forum for ideas and offers the unique advantage of giving immediate feedback to both the designers and workshop participants. More importantly, it allows everyone who participates to be a mutual author in the plan to re-establish Olowalu.

Olowalu Talk Story will be held from November 15th-21st at the King Kamehameha Clubhouse (former Grand Waikapu Country Club) in Waikapu. The team of design experts and consultants will set up a full working office, complete with drafting equipment, supplies, computers, copy machines, fax machines, and telephones. Members of Duany Plater-Zyberk & Company will lead public meetings throughout the week focusing on important land use topics.

Additionally, everyone is invited to participate in informal “open design meetings” while plans are actively being developed.

Through brainstorming and design activity, many goals are accomplished during the Planning Workshop. First, each individual who participates cultivates a personal stake in the ultimate vision. Second, the world-class design team obtains critical information about “how we live on Maui” to produce a plan and accompanying documents that address our local culture and aspirations apart from the physical aspects of design. Finally, since the input of various groups is gathered at one event, it is possible to hear many concerns, swiftly resolve issues, forge a common way forward and create a balanced plan during the workshop.

Ultimately, the purpose of Olowalu Talk Story is to establish a plan for Olowalu that reflects the collaboration of Maui’s community ideas with world-class design concepts. Such a plan may be utilized in making sound decisions for future planning processes. We need your help to integrate community ideas into a plan to re-establish a sustainable community at Olowalu. Food and refreshments will be provided at the meetings so bring your stories, ideas, dreams, and concerns to participate in Olowalu Talk Story.

We need your help to integrate community ideas into a plan to re-establish a sustainable community at Olowalu. Food and refreshments will be provided at the meetings so bring your stories, ideas, dreams, and concerns to participate in Olowalu Talk Story.
By Senen Antonio, Architect and Planner, DPZ

There is a Hawaiian saying that goes “Moha lka wai kaa maka o ka pua”. Translated, it means “Flowers thrive where there is water”, or “Thriving people are found where living conditions are good.” The pattern of human settlement in Maui and the other islands, as evidenced by early Ahupua’a, had historically been influenced by this tenet, which suggests not only environmental sustainability, but social and cultural sustainability as well.

Unfortunately, many of the more recently developed communities in the islands have not always been guided by this philosophy.

Maui, and Hawaii at large, is continually evolving, as social, economic, political and technological changes and advancements demand new or altered forms and functions for places. These random demands of modern life increasingly threaten the fabric, and eventually the livability, of our towns and cities. Population growth and migration, transportation and infrastructure demands and expectations for a higher standard of life bear upon the quality of the built environment, and, until recently, often with unsatisfactory results.

In response to these pressures, several concerned architects, urban designers and planners banded in the late 1980s with the goal of reforming the built environment through a return to Traditional Neighborhood Development (TND). Their response brought attention to the crisis of ad hoc urban development, and in turn they proposed a less wasteful alternative to suburban sprawl. Some twenty years later, TNDs can now be seen on the ground in the United States, and indeed around the world in new communities, in the revitalization of older neighborhoods and downtown districts, in metropolitan and regional growth plans, and even in the retrofitting of suburban shopping centers.

The basic principles behind the movement are universal. They promote the creation of real communities with pedestrian-oriented neighborhoods, mixed uses and streets shaped by buildings and landscape. The movement has grown to broad application, its principles extending to a wide range of development contexts, densities and design. The principles project an ideal of a sustainable quality of life that competes with the American suburban dream.

At the regional level the movement promotes environmental and agricultural conservation, as well as the equitable distribution of public transportation and housing, so that important destinations such as employment, cultural and recreational centers are served by public transit. At the neighborhood level TNDs promote compact, mixed-use, mixed-income, pedestrian-friendly increments of community building. Appropriate detailing of public space such as streets, and their interface with private buildings, is important to ensure the comfort and safety of the pedestrian. The varying degrees of density and their corresponding built forms are governed by the Transect — an organizational concept which proposes appropriate detailing (lot sizes, road widths, building form and function, etc.) according to each development’s classification, within a continuum from a more rural to more urban context.

Traditional Neighborhood Development in the Hawaiian context, via a strong focus on traditional neighborhood development and the public engagement process, offers unique opportunities for capitalizing upon and reinforcing the innate sense and feeling of community. This is achieved by focusing on the unique story of each community towards developing and nurturing the special, appropriate balance of uses and activities in the area; leveraging investments in projects like civic/community facilities and spaces to complement and enhance private initiatives; strengthening the existing and emerging development context; and protecting culturally and environmentally significant sites and areas. Our towns and cities should present a mix of uses and activities for the neighborhood, where residents, workers and visitors can walk the streets, meet and engage each other and walk between destinations. They must offer places to live, work, shop and eat, provide opportunities for cultural enrichment, learning and recreation; and present each community at large with an identifiable center, a gathering place and a common ground for celebrating and sharing stories.

Traditional Neighborhood Development in Hawaii brings the tremendous opportunity to mitigate the threat of continued sprawl on the islands and instead create and enhance compact communities that are great places to live, work, visit and recreate; that become important foci of community pride and are economically successful, as well as environmentally and culturally sustainable, developments.

Olowalu provides a dramatic setting for the proposed development like no other locale: set against the emerald lushness of West Maui Mountains, from which the Olowalu Stream emerges and meanders through the site, before finally reaching the blue expanse of the Au’au Channel on the site’s edge, all under a perfect azure canopy of sky. Olowalu presents the opportunity to create a new town guided by principles of sound development and growth, and by a strong sense of community life responsive to the land and local culture, all in the spirit of caring for Olowalu’s future.

FOCUS MAUI NUI

By Bill Frampton — Focus Maui Nui (FMN) provided a unique opportunity for Maui County residents to define a common vision for the future of Maui. FMN was a successful grass-roots effort in which the community voiced their goals, desires, and needs regarding the future of Maui County. FMN was able to reach approximately 1,700 residents who represented a statistical, cultural, political and demographic cross section of the community. With this information, FMN produced “Recommended Strategies” and “Core Values” which can be utilized to help guide the future growth and direction of Maui. The vision and planning of a new livable and sustainable community in Olowalu will draw on FMN’s “Recommended Strategies” and “Core Values” listed below:

RECOMMENDED STRATEGIES:
- Improve Education;
- Protect the Natural Environment;
- Addressing Infrastructure Challenges, especially Transportation and Housing;
- Strengthening the Economy; and
- Preserving Local Culture and Traditions, Addressing Human Needs.

CORE VALUES:
- Stewardship of Natural and Cultural Resources;
- Compassion and Understanding;
- Respect for Diversity;
- Engagement and Empowerment of Local People;
- Honoring Cultural Traditions and History;
- Consideration of the Needs of Future Generations;
- Commitment to Local Self-sufficiency;
- Wisdom and Balance in Decision Making; and
- Thoughtful, Island-appropriate Innovation.

Check out FMN at: FOCUSMAUINUI.com

DPZ’S MAUI HOLOHOLO

By Dave Ward — Duany Plater-Zyberk (DPZ) understands that Maui has a unique cultural, recreational, environmental, and architectural heritage to integrate into the Olowalu town design.

In late August, three members of DPZ’s design team made a week long trip to Maui. The team visited Lahaina, Pa’ia, Wailuku, Makawao and various other Maui communities, attended a class on the Hawaiian culture/language, met with various members of the community, and explored Olowalu.

Aside from these activities, the team gathered a bunch of books and even a Rap Reiplinger DVD to share with other designers in preparation for the November Community-based Planning Workshop.

When the DPZ team arrives in November, the entire 12-member team will holoholo to enlighten DPZ’s appreciation of Maui’s special sense of place. Planned activities for the team include:

- Participate in Blessing Ceremony for the Workshop
- Tour the Olowalu site to view existing uses and the physical characteristics of the land
- Guided hike thru Honokowai Valley to better understand the environment, history, and culture of Maui
- Meet with Olowalu Residents
- Attend a Cultural Class by local cultural/historical advisors
- Tour Wailuku, Pa’ia, Makawao, Lahaina, and Upcountry with local architects
- Attend a presentation on results of Focus Maui Nui

The DPZ team is looking forward to working with the Maui community to ensure that Maui’s special qualities are incorporated into a plan for Olowalu.
By Tom Low, DPZ — Certain physical and organizational characteristics result in social and environmental benefits of Traditional Neighborhood Developments (TND). These characteristics include most of the following:

1. The Neighborhood has a discernible center. This is often a square or green, and sometimes a busy or memorable street intersection. A transit stop may be located at this center.

2. Most of the dwellings are within a five-minute walk of the center. This distance averages one-quarter of a mile.

3. There are a variety of dwelling types within the Neighborhood. These usually take the form of houses, rowhouses and apartments, such that younger and older people, singles and families, the poor and the wealthy, may find places to live.

4. There are shops and offices at the edge of the Neighborhood. The shops should be sufficiently varied to supply the weekly needs of a household. A convenience store is the most important among them.

5. A small ancillary building is permitted within the backyard of each house. It may be used as one rental unit, or as a place to work.

6. There may be an elementary school in the Neighborhood. The school should be close enough for most children to walk from their homes.

7. There are small playgrounds quite near every dwelling. This distance should not be more than one-eighth of a mile.

8. The streets within the Neighborhood are a connected network. This provides a variety of itineraries and disperses traffic congestion.

9. The streets are relatively narrow and shaded by rows of trees. This slows down the traffic, creating an environment for the pedestrian and the bicycle.

10. Buildings at the Neighborhood center are placed close to the street. This creates a strong sense of place.

11. Parking lots and garage doors rarely enfront the streets. Parking is relegated to the rear of buildings, sometimes accessed by alleys.

12. Certain prominent sites are reserved for civic buildings. Buildings for meeting, education, religion or culture are located at the termination of street vistas or at the Neighborhood center.

13. The Neighborhood is organized to be self-governing. A formal association debates and decides on matters of maintenance, security and physical change (but not on taxation which should be the responsibility of the larger community).

Learn more about Olowalu at: OLOWALU.net
OLOWALU TALK STORY

Come help re-establish a sustainable community at Olowalu. www.olowalu.net

15 TUESDAY

OPENING PRESENTATION
5:30 p.m. - 7:30 p.m.
Public meeting. Opening ceremony, introduction of the consultant team, discussion of Traditional Neighborhood Design, and overview of the format of the planning workshops. Heavy pupus/snacks & refreshments.

All meetings will be held at the at the Kamehameha Country Club, (formerly the Grand Waikapu Country Club)

To talk story with Bill or Dave, please use the contact information below:

Olowalu Town, LLC
2073 Wells Street
Suite 101
Wailuku, HI 96793

Phone: 808-249-2930
E-mail: talkstory@olowalu.net
Web Site: www.olowalu.net

16 WEDNESDAY

Highway Traffic
9:30 a.m. - 11:30 a.m.
Public discussion of traffic issues, concerns, solutions, possible relocation of Honoapi'ilani Highway, Access Management Plan, Light food/snacks & refreshments.

Open Design
1:30 p.m. - 4:00 p.m.
Informal review period open to the community, Public encouraged to browse and observe physical drafting of plans/concepts, Team available for questions, Light food/snacks & refreshments.

Recreational Resources
4:30 p.m. - 6:30 p.m.
Public discussion of need for recreational resources, parks, shoreline access, fishing, surfing, camping, open-space, snorkeling. Light food/snacks & refreshments.

17 THURSDAY

Infrastructure Systems
9:30 a.m. - 11:30 a.m.
Public discussion of infrastructure needs, vehicular and pedestrian ways; street size/widths, water, wastewater, utilities, private and public systems, Light food/snacks & refreshments.

Open Design
1:30 p.m. - 4:00 p.m.
Informal review period open to the community, Public encouraged to browse and observe physical drafting of plans/concepts, Team available for questions, Light food/snacks & refreshments.

18 FRIDAY

Public Facilities, Social & Civic Amenities
9:30 a.m. - 11:30 a.m.
Public discussion of need for public services, social & civic amenities, school, medical, fire/police, Public and Private services and amenities. Light food/snacks & refreshments.

Country-town Business / Commercial
1:30 p.m. - 3:30 p.m.
Public discussion of business & commercial needs, location, types and size. Light food/snacks & refreshments.

Residential
4:30 p.m. - 6:30 p.m.
Public discussion of residential needs, affordable, senior, market, rental, multi-family and single-family. Light food/snacks & refreshments.

PROGRESS REPORT PRESENTATION
5:30 p.m. - 7:30 p.m.
Public presentation of current plans based on workshops held to date, Plans to be reviewed and discussed, Receive feedback from participants, Light food/snacks & refreshments.

19 Saturday - Off

20 Sunday - Off

21 MONDAY

ALOHA PRESENTATION
5:30 p.m. - 7:30 p.m.
Public presentation of the Olowalu plan based on planning workshops, Discussion: Where Do We Go From Here? Heavy pupus/snacks & refreshments.

Kamehameha Country Club

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A Community for Maui’s Families

Aloha
In November 2005, we invited the residents of Maui to attend Olowalu Talk Story, a week-long community-based planning workshop. The purpose of the workshop was to provide the residents of Maui with an opportunity to come together to discuss the reestablishment of a community at Olowalu.

The workshop did not begin with a pre-determined town plan; rather it began with a blank slate. Our hope was to work with the community to create a plan for Olowalu that reflected both Maui’s small town values and innovative design concepts. Over 1,300 participants came to Olowalu Talk Story and made our workshop a successful community-based planning effort.

A Town for Maui Residents
At Olowalu Town, we have pledged to develop a community where Maui’s residents can afford to live and raise families. A community where schools, stores, community centers, parks, ball fields, beaches/shoreline, and other civic resources will be within walking distance of residents’ homes. A place designed to offer residents an opportunity to live and work in the same community, minimizing reliance upon cars.

Small Town Maui
Historically, Maui’s small towns have been defined by distinct boundaries that helped maintain the size, scale, and unique character of each community. Each town and community had its own sense of place. People knew their neighbors and could walk to stores, parks, and schools. These towns helped bring us together and families looked out for each other.

However, over the past several decades, our towns have grown outward into the surrounding agricultural lands and open space. The distinct sense of place which characterized many of our small towns has become blurred by this development trend, also known as suburban sprawl. If allowed to continue, suburban sprawl will have adverse effects on our cultural and social settings, traffic congestion, housing for local residents, economic conditions, and natural resources.

Stopping Sprawl
There is a solution to suburban sprawl. There is a better way to plan for the future of Maui. Our lead architect, Andrés Duany, has successfully utilized the design principles of Traditional Neighborhood Design (TND) to prevent or halt suburban sprawl in locations across the country. In doing so, he has preserved and created a number of unique communities. These design principles promote the development of communities that are pedestrian friendly, offer a wide range of housing opportunities, and allow residents to live within walking distance to corner stores, schools, parks, and community centers.

Our hope is to adapt these successful design principles to guide the reestablishment of a community at Olowalu that will reflect our island’s small towns. A place where Maui residents can build a healthy and viable economy for future generations to come.

What We Believe
We both grew up in small towns and we share small town values. Our families are here and this is where we are raising our children. We believe that our island should be focused on building communities for the residents of Maui, as opposed to only constructing new housing units. In the larger picture we are hopeful that our Olowalu Town project will help change how all of us manage growth and make decisions regarding the future of Maui.

We recognize and greatly respect that changing our ways is a bold proposal; however, we believe that it is necessary to step back and reconsider how we plan for growth and development on Maui. We need to be asking the hard questions: What are we doing to preserve the character of Maui? Are we building communities, or are we just continuing to encourage sprawl? Are we serious about creating a sustainable island? How do we manage and protect our natural resources, yet continue to sustain a healthy and viable economy for future generations to come?

E Komo Mai
We sincerely appreciate you taking the time to read our newspaper, and we hope that it informs you about our vision and conceptual plans for Olowalu Town. We are committed to continuing our community-based planning efforts to help further refine the conceptual plans. We welcome your comments and encourage discussion of our plans. Please contact us by email at: talkstory@Olowalu.net or call us at 249-2930. You can also visit our website at: www.Olowalu.net. Ahui Hou.

Mahalo,
Bill Frampton and Dave Ward
Maui is an island of small towns and communities, each separate and distinct.

Paia, Makawao, Wailuku, La`i City, and Lahaina are good examples of sustainable communities that provide residents with daily needs and services, while maintaining their small-town character. Until recently, these communities were surrounded by large tracts of agricultural land and open space. Historically, our host Hawaiian culture demonstrated how to build sustainable communities that respect natural resources through the ahupua’a system. The Hawaiians developed the ahupua’a system in order to balance the needs of the environment, community, and economy. Over the past few decades grass roots planning efforts in Maui County, such as Decisions Maui, Focus Maui Nui, and other events, have reiterated that our residents desire to balance stewardship of natural resources with community and economic needs.

Preserving Maui’s small towns and communities ensures that communities will be here for generations to come. By utilizing sustainable values and principles from the past and listening to Maui’s residents, Olowalu Town hopes to balance the needs of Maui’s growing families while maintaining our island’s character and respecting the natural resources.

The Olowalu Talk Story Planning Workshop attracted 1,350 participants. The workshops asked the community to help design a small town at Olowalu. Through surveys and general discussions, the Talk Story participants confirmed that the following values and principles should help guide the Olowalu Town planning process:

- **Community**
  - Design small scale neighborhoods where you know your neighbors
  - Provide wide range of housing types for all income levels and all stages of life
  - Include community centers, meeting halls, and educational facilities close to homes
  - Preserve historic and cultural resources to learn from the past
  - Include social services, civic amenities, non-profits, and emergency services

- **Economy**
  - Promote small shops, offices, and services that serve the daily needs of the community
  - Include live/work units, office rentals, and office support systems
  - Provide financial incentives for desired locally owned stores and emphasis on selling local goods
  - Incorporate state of the art technology, communications, and high-speed connectivity

- **Nature**
  - Provide recreational opportunities for good health and well being
  - Include innovative green infrastructure systems to minimize impacts upon natural resources
  - Utilize efficient land use that preserves open space and reduces the community’s ecological footprint
  - Exceed governmental storm water requirements to protect near-shore water quality and shoreline ecosystems
  - Encourage landscaping with native plants that require less water
  - Incorporate U.S. Green Building Standards (LEED) to conserve energy, fuel, and operation costs

**Olowalu Talk Story Values**

The Olowalu Talk Story Planning Workshop is very similar to other resident responses from successful community-wide grass roots efforts over the past several decades on Maui including:

- **Focus Maui Nui** (2004): A public planning effort that produced the community’s goals, desires, and needs regarding the future of Maui County. The “Recommended Strategies” and “Core Values” are being utilized to help guide the update of the County’s General Plan.

- **Decisions Maui** (1990): A grass-roots planning effort, which arrived at core community values and priorities, ultimately helped to guide the update of Maui County’s 1990 General Plan.

- **County of Maui Benchmark Study** (2002): A household survey of residents countywide which arrived at seven top concerns for the county and local families.

- **Mau County Vision for Smart Growth** (2001): Conducted by the Smart Growth Advisory Committee; arrived at twelve guiding principles to help achieve the smart growth vision. Many overlapping themes and values identified in the above noted efforts included stewardship of natural and cultural resources, local self-sufficiency, respect for cultural traditions and history, and compassion and wisdom in decision-making.
Learning From The Past Can Help Us Plan For a Better Future

Olowalu: A Historic Population Center
It is clear from studying the historic settlement patterns of Maui that Olowalu has always been a location where people have chosen to live. Prior to Western contact, it is estimated that up to 2,000 Hawaiians were living and thriving in Olowalu. The Olowalu Ahupua’a had an abundance of natural resources. Hawaiians were able to grow breadfruit and taro in the higher areas and sweet potato and coconuts closer to the shore. The sea provided fish and the forest supplied wood for canoes and housing. A person born in the valley could learn a skill, raise a family, trade, play, and worship within the Olowalu Ahupua’a. From historic times through the plantations days (see below), Olowalu has been a traditional location for a community. Only in recent times - because of the closure of the sugar mill - did Olowalu see its historic importance as a traditional population center decline. For more information about Olowalu’s history please visit our website at www.olowalu.net

**Learning From The Ahupua’a System**
Sustainable development is not a new idea at Olowalu. For hundreds of years at Olowalu, a population of several thousand lived and thrived in harmony through the brilliant land and resource management system of ahupua’a. Our concept is not to recreate an ahupua’a system, rather to integrate some of the sustainable values of the system into the plans for Olowalu Town.

**Eight Principles For Understanding And Managing The Ahupua’a**
John Kaimikaua, the late kumu hula and educator from O’ahu, tells the story of how the ahupua’a evolved as a solution to the hardship and strife resulting from the depletion of natural resources. Communities had to learn to work together to take care of the land, and they formed the first stewardship organizations call the ‘aha ki’ole, or people’s councils. This approach centers around the preservation of and respect for the natural resources that sustain a community over time. These concepts provide insight for the reestablishment of Olowalu Town.

- **Kai Moana** Preserve all life in the ocean, from the shoreline to the horizon.
- **Makai** Respect the land and resources extending from the shoreline to the sand’s reach.
- **Maaua** Respect the land and resources extending from the sand’s edge to the highest mountain peak.
- **Kamoiewai** Respect all water resources including rivers, streams, and springs and the life within.
- **Kanakahohua** Preserve and respect the laws of the land and each other to insure the community’s health, safety, and welfare.
- **Kalewalani** Respect elements that float in the sky including the sky, moon, clouds, stars, wind, and rain which guide the planting and fishing seasons, provide water, and create the tides and directions for ocean navigation.
- **Kapaeoloa** Preserve the knowledge of practitioners.
- **Ke’Uhi** Preserve and respect the sacred elements including deities, ancestors, the forces of nature, and ceremonial activities.

Learn more about John Kaimikaua’s teachings at: hawaiigov/gov/aboutus/travel/todays_challenges/principles.html.

**Learning from Plantation Days**
The core values and principles of small town sustainability and balance were also found in plantation villages. As recently as 1930, Olowalu was a complete thriving plantation town including housing for employees, a school, medical facilities, stores, theater, athletic programs, and places of worship. Olowalu’s plantation town integrated multi-cultural practices into daily life and was a multi-generational community where everyone knew each other, shared, and took care of those in need.

In the 1991 Olowalu plantation town, homes, jobs, and community services were all within a ¼ mile radius. This distance equates to a 5-minute walk.
The Land Guides Olowalu’s Design

As planning for the proposed community began, the design team learned about existing land conditions, natural resources, archaeological and historic sites, drainage patterns, climate, scenic resources, and other critical components. This information was then used as a framework for town planning.

Long-time families of Olowalu and some of Maui’s most respected cultural and professional experts provided our Lead Architect and Planner, Andrés Duany, and his design team with invaluable information related to Maui’s small town communities, natural environment, and cultural history. This information helped the design team appreciate and recognize the significance of Olowalu.

Geographic Boundaries

The steep valleys and slopes surrounding Olowalu serve as natural boundaries and help establish the size and scale of the community. The project site is situated at the foothills of the West Maui Mountains. The 620-acre project site is approximately 12% of the over 5,000 acre Olowalu Ahupua’a.

Natural Resources

The design of Olowalu Town requires careful consideration of existing natural resources: the Olowalu Stream, a healthy shoreline ecosystem, abundant ocean resources, and recreational sites for surfing, fishing, diving, and snorkeling.

Historical and Cultural Resources

Olowalu area contains many significant archaeological sites and historical features including Ka’awalao (Kawailoa) heiau, Awa’ula Cemetery, historic burials, Pu’u Kilea, petroglyphs, Kapaiki Village, the historic Olowalu Church, the Olowalu General Store, Olowalu Wharf, and the old Olowalu Sugar Mill. The preservation, enhancement, and protection of these sites and features shall be incorporated into the community design.

Cultural Reserve

The current Olowalu Cultural Reserve is approximately 75 acres. Plans include expanding the Cultural Reserve to increase mauka to makai access and enhance educational opportunities.

### 1,350 Residents Participate in “Olowalu Talk Story”

“Olowalu Talk Story,” a week-long series of workshops and general sessions attracted 1,350 participants. The workshops asked the community to help design a Small Town at Olowalu. This was a significant first step in the continuing effort to maintain a dialogue between Maui residents, town planners, public officials and others.

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Where Participants Live on Maui

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<tr>
<th>Maui Region</th>
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<tr>
<td>East Maui</td>
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<td>Upcountry</td>
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<tr>
<td>Central Maui</td>
<td>31%</td>
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<tr>
<td>South Maui</td>
<td>14%</td>
</tr>
<tr>
<td>West Maui</td>
<td>31%</td>
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Participant Residency on Maui

- Less than one year: 7%
- 1-4 years: 14%
- 5-9 years: 16%
- 10-19 years: 12%
- 20 Years or more: 38%
The People Guide The Town Plan

During the Olowalu Talk Story workshop, participants and town planners exchanged valuable knowledge and experiences.

A town for Maui should be designed with insights from the people of Maui. Town planners learned essential information about Maui’s culture and lifestyle, including the need to preserve our quality of life, provide affordable housing for Maui’s residents, and preserve our natural resources.

Important Design Components:
Throughout the planning workshop, a number of alternative designs were presented to participants for review, comment, and feedback. The site plans were continuously evaluated, assessed, and updated to incorporate the following design components:

- Streets/Circulation
  Pedestrian-friendly, tree-lined roadways and connective street network.
- Residential
  A wide variety of housing types, including affordable, senior, market, single-family, multi-family, and rental.
- Recreational Resources
  Easy access to open spaces, parks, beaches, greenways, trails, and bike ways.
- Infrastructure Systems
  Environmentally sensitive infrastructure systems, at no cost to public, to include roadways, water, wastewater, and utility systems.
- Public/Civic Facilities
  Sites for community centers, social services, schools, police, fire, and medical facilities.
- Business/Commercial
  Neighborhood town centers for local businesses with economic opportunities for residents, including live/work units and access to daily services.

The original Olowalu Talk Story newsletter informed and invited participants to the week-long community-based planning workshop. It was mailed to everyone on Maui.

“The planning and growth of a small town community is just like that of a family.”

—GEORGE RIXEY
Past President of the American Institute of Architects Maui, Past President of the Kihei Community Association

Olowalu Talk Story started with a “blank slate.” All design occurred in sessions open to the public where participants were encouraged to review and comment. The plans were continuously updated and modified based on participant’s feedback.
Olowalu Town: A Traditional Maui Community

Conceptual plans for Olowalu Town reflect the reestablishment of a community at Olowalu where Maui’s residents can afford to live. Housing will be provided in many forms including affordable, senior, apartments, below market, single family, multi-family, and live/work opportunities. Stores, schools, parks, beaches, and community services will be integrated within walking distance of homes. Town centers will provide business and commercial opportunities for residents to live and work in the same community.

These plans are being developed based on the information gathered in the Olowalu Talk Story Community-based Planning Event and community input over the past 18 months. The conceptual drawings and charts provide more detail about living in this community. We look forward to finalizing these plans based upon continued dialogue with the public.

Financial Feasibility

The Olowalu Town Project will need to be financially feasible in order to become reality. Under current conceptual plans, Olowalu Town will provide roughly:

- 500 affordable housing units (less than 120% median income)
- 500 sub-market housing units (below existing average market prices)
- 500 market rate housing units (above average market prices)

As designed, this plan would meet or exceed Maui’s existing Workforce Housing Ordinance. As proposed, the market rate housing units will help to finance the affordable housing units and the costly infrastructure improvements.

Homes in Olowalu Town

Olowalu will offer a wide range of housing for all ages and income levels — young singles, families, service workers, working farmers, entrepreneurs, and retirees. From single-family lots to live/work units, Olowalu homes will be dignified and close to the town center, parks, and beaches.

A. Rural Residential
Single-family homes on minimum one-half acre lot with rural character.

B. Urban Residential
Single-family homes on smaller lots, closer to neighborhood town centers.

C. Urban Live/Work Units
Residential living space above, small family business or commercial use on street level.

D. Urban Town Houses
Multi-Family units create higher density located near neighborhood town centers.
Local shops/stores within walking distance of homes to provide daily goods and services for residents.

Exceed Government requirements for drainage and storm water runoff to help preserve and protect the shoreline ecosystems.

Encourage and support cultural activities, including opportunities to reestablish agricultural practices.

Expanded Olowalu Cultural Reserve with mauka–makai trail system.

Educational facilities integrated into the community.

Expanded streamside park provides Mauka/Makai access and other types of passive park experience.

Farmstead lots along the stream separate the two neighborhood town centers.

Māʻalaea >

Educational facilities integrated into the community.

Mauka community park connected to greenway system.

Rural lots help transition from urban to agricultural in nature.

Comprehensive greenway system runs throughout the community for exercise, walking and biking.

Police, fire, and other civic facilities located within the community.

Town Green with possible cultural center, library, hula halau, or other non-profit uses.

Enhance access to existing state beach reserve.

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Enhance access to existing state beach reserve.
Sustainable Infrastructure

Olowalu Town will build innovative infrastructure systems that are based upon sustainable technologies which minimize adverse impacts upon the natural environment. Efficient “green” technologies modeled from natural systems are planned at Olowalu Town with emphasis on conservation, cleaning, and recycling. Compact, decentralized infrastructure systems are both economically and environmentally friendly. These systems create a smaller, less intensive “ecological footprint” than larger centralized systems.

Healthy Communities
Olowalu Town’s residents will utilize walking for many daily needs thus reducing the number of daily car trips. Not only will residents reduce their reliance on imported gasoline and cut down on vehicle emissions, Olowalu Town will provide residents access to beach parks, playgrounds, hiking, and biking from their homes. Walkable communities also increase interaction with neighbors and lead to physically and socially healthy communities.

Healthy Communities
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Independent Infrastructure
Olowalu Town will be supported by privately funded, independent infrastructure. The water, wastewater, and drainage systems will be sized appropriately to support the town’s needs. In many cases, these infrastructure systems will be decentralized which allows for less impact on the environment. Olowalu Town has also reserved sites for community services including educational, police, and fire facilities. The relocation of Honoapi‘ilani Highway at Olowalu will be constructed in conjunction with the first phase of reestablishing the Olowalu Community.

Water and Wastewater
Through the use of Integrated Resource Planning, Olowalu’s Natural Resource Engineers carefully assessed and examined innovative alternatives for water, wastewater, and drainage systems.

Drinking Water
The drinking water (potable water) requirement to support Olowalu Town is roughly 600,000 gallons per day. The Olowalu aquifer’s sustainable yield is estimated at 3 million gallons per day. The Olowalu Town Plan is designed to utilize only 20% of the aquifer’s sustainable yield.

Wastewater
State-of-the-art wastewater treatment plants are relatively small and have little odor or other effect on the environment. These plants efficiently produce clean recycled water for irrigation use.

Irrigation Water
Irrigation water (non-potable water) will be provided by a combination of recycled wastewater, stream water and possibly captured storm water. Use of native plants will reduce overall irrigation water demands.

Stream Water Restoration
The integrated irrigation water system will provide opportunities to significantly reduce the amount of stream water currently being utilized for irrigation.

Drainage/Storm Water
Olowalu Town will use best management practices (BMPs) to design and build drainage systems that protect the health of residents and their homes, preserve and enhance the natural environment, and protect shoreline water quality. The BMP standards will protect the surrounding environment from soil erosion, sediment production, and other non-point source pollutants. Drainage systems will exceed government requirements to ensure protection of near-shore water quality.

Fewer Trips, Better Flow, Less Traffic
Instead of just planning streets for cars, Olowalu Town is designed to provide many modes of transportation for people including walking, biking, mass transit, and automobiles. These different modes of transportation address movement within the neighborhood (circulation), between neighborhoods (connectivity), and to different parts of the island (regional transportation).

Connectivity
Olowalu Town is designed with inter-connected streets that include trees and sidewalks that slow down automobiles and encourage walking and biking. This well-connected network of narrow streets provides better mobility and is safer and more efficient than poorly-connected network of wide streets. Olowalu Town’s neighborhood block system shortens travel routes and encourages alternatives to automobiles.

Planning for neighborhood stores, parks, community centers, and educational facilities within walking distance of neighborhoods will reduce the number of automobile vehicular trips and encourage the casual meeting of residents that form the bonds of a community.

Circulation
Internal roadway systems connecting Olowalu’s neighborhoods will provide additional ways to move people throughout the community. The monkeypod-lined portion of the existing Honoapi‘ilani Highway will be preserved and utilized as a lower volume connector road between the Olowalu neighborhoods. In the case of an emergency on Honoapi‘ilani Highway, this thoroughfare could be used to route highway traffic through Olowalu. Bike and walking paths will also serve as another connection between neighborhoods and allow people easy access to beach parks, shops, and homes.

Regional Transportation
Olowalu Town will also greatly improve regional transportation. The construction of the Olowalu portion of the relocated Honoapi‘ilani Highway in conjunction with the first phase of Olowalu Town will greatly improve regional transportation to West Maui. Additionally, Olowalu Town residents will have safe and easy access to necessary regional transportation. The highway corridor is designed to conveniently accommodate mass transit alternatives when available. Olowalu transit stops have been designed to be within walking distance of the neighborhoods to increase personal travel choices and reduce reliance on the automobile.

Honoapi‘ilani Highway
During the Olowalu Talk Story workshop, options to improve Honoapi‘ilani Highway evolved from simply widening the existing road to considering various alternatives, including the ones shown at right. The alignment favored by workshop participants (far right) provided the best opportunity to serve a small town at Olowalu and to enhance the free flow of highway traffic.

“Bill and Dave did a beautiful job working and talking with us. I’ve seen what the community came up with and it is a good project.”
— KATHERINE D. KING — born and Raised in Olowalu
Access to beaches, surfing, parks, and play areas. Neighborhood parks provide "back yards" for children. Series of interconnected greenways/bikeways for walking or biking. Places where residents can just hang out with friends, sit and relax.

**200+ Acres of Parks and Open Space**

The design of Olowalu Town includes over 200 acres of parks, beaches, greenways, ball fields, community gathering areas, and open space. Healthy and active communities help provide for the social, spiritual, and cultural needs of its residents, and enhance our quality of life.

Homes are situated within easy walking distance to recreational facilities. Neighborhood parks provide "back yards" for children. Series of interconnected greenways/bikeways for walking or biking. Places where residents can just hang out with friends, sit and relax.

- Access to civic, religious, and non-profit facilities.
- Olowalu Cultural Reserve will be increased in size and enhanced with trail systems.
- Camping facilities.
- Preserve and enhance public access to shoreline resources.
- Parks/Open Space
- Residential
- Owned by Others

**Relocation Process and The Innovative Olowalu O-Turn**

- **Widens Existing Highway**
- **Ma'alea Couplet Alternative**
- **Toward Relocation with O-Turn**

**Relocation Highlights**

- Highway constructed in conjunction with first phase of development
- Three separate O-Turns provide access to town and disperse traffic and allow left turns without delays
- Medians designed to accommodate light rail or other mass transit system, as it becomes available
- Public access to larger beach parks between the relocated highway and the ocean

**How the O-Turn Works**

The Olowalu Turn or O-Turn works by preventing drivers from making left turns across traffic. Drivers safely take a U-turn with the assist of merge lanes and enter into the flow of traffic going in the reverse direction. Then, by merging to the right lane, drivers may turn right and reach their destination. Meetings with the Department of Transportation have been productive and they have been receptive to these innovative ideas.

**No Stoplights, Continuous Flow**

One of the problems with the existing flow of traffic through Olowalu is that cars making turns off the highway – especially left-turns – invariably slow the overall flow of the traffic. Our mainland and local traffic engineers at the workshop introduced a new approach to Maui which we call the "O-Turn." It is an efficient solution that allows for easy and safe turns without interrupting the flow of traffic and is successfully being used in other states. Our traffic engineers have designed it to accommodate the existing and future traffic volumes on Honoapi'ilani Highway.

**O-Turn Benefits**

- No stoplights
- No under/overpass
- Easy turns
- Long on/off lanes
- Continuous traffic flow
“One advantage that Maui has is the island still has a number of traditional towns. These small towns represent the model of sustainable communities that are compact, connected and complete.”

ANDRÉS DUANY Lead Architect of Olowalu Town

A Small Town for Maui

Today, Maui has the opportunity to chart its own future and determine the manner and form of development that will occur on the island for many years to come. The plan for Olowalu Town returns to the original Maui small town model of complete and compact communities, where most, if not all, daily needs can be met within a five-minute walk of one’s home.

Until recently what has proliferated on Maui and in Hawai‘i is the conventional suburban planning imported wholesale from the mainland. This development model comes with a number of disadvantages, penalties, and inconveniences, such as larger land consumption, segregated and isolated pockets of development, traffic congestion, pollution, and loss of open space, and public amenities. Olowalu Town’s layout, structures, density, and land use all contribute to create a compact, walkable environment. Olowalu will have a wide range of housing types, including townhouses, apartments, bungalows, cottages and large houses on farmsteads, with a substantial portion given to much-needed affordable housing.

There will be live/work units to encourage people to start new businesses, which would help reduce the need to commute to work and create a wider, more diverse, economic base. Two town centers will feature facilities and amenities for the larger community, including retail and commercial spaces, civic buildings, and public open space. The building of Olowalu Town will be guided and framed by a new design code. This new code marries traditional settlement patterns with sustainable ecocological strategies, and is proposed to overlap and simplify the existing zoning code, with the creation of livable streets at a variety of densities, uses, and residential unit types.

Olowalu Town is the model for a new opportunity to re-build communities on the island of Maui.
The Urban and Rural Growth Boundaries at Olowalu will prevent outward growth into surrounding agricultural and open space areas.

Once established, these growth boundaries will maintain Olowalu’s small town scale, ensuring its continued sense of place. Over the past 40 to 50 years our island’s urban areas have grown and expanded outward, blending together and reducing farmland and open space.

In an effort to prevent this suburban sprawl, many communities across the country have begun to create Urban Growth Boundaries. An Urban Growth Boundary is a line drawn around an existing or proposed urban area beyond which urbanization cannot occur. Once established, growth must take place only within this area. Rural Growth Boundaries soften the transition from these urban areas to agricultural and natural areas. Olowalu’s Urban boundaries will encourage higher density mixed-use development resulting in increased land use efficiency. In mixed-use developments, residents can walk to corner stores, schools, parks and town squares, which reduce reliance on cars.

The designers of Olowalu Town propose Urban and Rural Growth Boundaries. These boundaries enhance and preserve the town’s unique sense of place, maintain compact town centers, preserve pedestrian-friendly streets, prevent sprawl, and ensure natural habitats are preserved and protected.

Neighborhood Design (TND)

Suburban sprawl is the result of mainland “zoning” concepts that strictly separate uses and activities into single locations. It is typically composed of subdivisions of homes without community services; local stores, parks and amenities. As a result the automobile dominates the setting, thus requiring more and more roads that repeatedly fill up with traffic. This form of growth is a wasteful use of precious resources.

Principles of TND

The master plan for Olowalu Town is compatible with Maui’s small town traditions and ensures that a meaningful and distinctive community is created. At Olowalu, we are committed to Traditional Neighborhood Design (TND). This innovative concept uses specific planning and design tools to guide the environment for existing and new communities, with the ultimate objective to build towns and communities that are pedestrian-friendly, comfortable, safe, and ecologically and economically sustainable.

Traditional Neighborhood Design Principles

1. The basic increment or building block will be the mixed-use neighborhood (“pedestrian sheds”), and neighborhoods will be designed and sized to be walkable.
2. Each mixed-use neighborhood shall have a discernable center to serve as a community gathering place. This center will also contain a transit stop.
3. The neighborhood will be of small size and scale with a maximum standard of a 5-minute walk from the edge to the center. This distance averages one-quarter of a mile.
4. Shops and stores within close proximity to neighborhoods will be sufficiently varied to satisfy ordinary daily household needs, such as a convenience store.
5. The neighborhood shall incorporate a variety of places to work, including live-work units.
6. Neighborhoods shall include a variety of dwelling types, such that younger and older persons, single households and families may be housed.
7. Educational facilities shall be available, or a site reserved, within walking distance of most dwellings.
8. Small playgrounds or neighborhood parks will be situated within one-eighth of a mile to all dwellings, not more than a 2- to 3-minute walk.
9. Thoroughfares and roadways shall be designed as a network, with emphasis on connecting adjacent thoroughfares wherever possible to provide drivers with options to disperse traffic.
10. Thoroughfares shall be designed to slow traffic, creating an environment appropriate for pedestrians, bicyclists, and automobiles.
11. Building frontages shall collectively support pedestrian streetscapes, parking lots to be located behind buildings.
12. Sensitive natural resources and cultural areas are preserved as permanent open-space.
13. Exceptional sites or special locations to be reserved for community uses or civic buildings.
14. Buildings for meetings, education, religion, or culture will be located at the termination of street vistas or within the Neighborhood centers.
15. Youth and seniors benefit because walkable neighborhoods are not dependent on automobile transportation.
Our goal for Olowalu Town is to reestablish a small town community that reflects the vision, values and goals of Maui’s citizens and families.

1. A community where Maui’s families can afford to live
2. A mixed-use community with homes close to parks, schools, corner stores, beaches, community centers, town centers, etc.
3. A wide range of housing types for all ages and all income levels
4. Plans include the construction of bypass highway through Olowalu, in conjunction with first phase
5. Over 200 acres of open space (1/3 of the project) including preservation and enhancement of public shoreline access
6. Infrastructure systems at no cost to the County
7. Neighborhood town centers to provide community with economic sustainability, employment opportunities, and local business opportunities
8. Natural infrastructure systems designed to have minimal adverse impacts upon the environmental resources
9. Exceed government regulations for drainage and storm water runoff
10. Innovative “O-furn” or bypass highway allows cars to flow without stopping with no street lights or over/under passes

Planning and Construction Timeline

2005–2007
Community-Based Planning
Early Consultation with Key Groups/People
Olowalu Talk Story
Community Outreach
In-House Conceptual Review
General Plan Advisory Committee Recommendations for Urban Boundaries

2008–2012
Permitting and Entitlement Process
Early Consultation and Notice of Environmental Impact Statement
Development of Technical Studies for Environmental Impact Statement
Public Review of EIS
Government Approval Processes for Land Use Entitlements
Final Approval of Governmental Land Use Entitlements and Permits

2013–2018
Infrastructure Design and Construction
Final Design of Infrastructure Construction of Initial Infrastructure Improvements
Including: Phase 1 Water Improvement, Decentralized Wastewater Treatment, Drainage Systems
Construction of relocated Honopali/Iani Highway at Olowalu
Occupancy of First New Residents at Olowalu

2019–2028
First Neighborhood Construction Phase
Residents live and work in Olowalu’s first neighborhood center
Neighborhood stores, parks, educational facilities within walking distance
Affordable rental, single family, multi-family, apartment housing options

2029–2038
Second Neighborhood Construction Phase
Residents live and work around Olowalu’s second neighborhood center
Additional infrastructure improvements
Expansion of civic, social and community services

The First Steps of a Long Journey

We are currently completing the first steps of a long journey. The Olowalu Town project will be entitled and constructed over the next 25 to 30 years.

Community-based Planning phase.
Highlights of this phase include:
• Olowalu Talk Story: 1,350 participants openly exchanged ideas with our design team during a weekend event to help create the Conceptual Master Plan for Olowalu Town.
• Feedback: Presentations of plans have been made over past 18 months to various groups, associations, and community leaders. The purpose of these meetings was not to seek any endorsements or approvals, rather, the purpose was to seek suggestions on how to improve the plan.
• GPC Process: We have committed not to begin our Entitlement and Permitting Phase until the General Plan Advisory Committee (GPC) has reviewed and approved a Maui Island Plan.

Permitting and Entitlement:
The next phase of the project is the Permitting and Entitlement Process, which will include:
• Preparing and submission of an Environmental Impact Statement (EIS)
• Detailed and comprehensive review of project, technical studies, public meetings, and full disclosure of project’s impacts upon natural and human environment.
• Land Use Entitlements Review and approval by the State Land Use Commission, the County Council, and Maui Planning Commission, with many public hearings and meetings.

Infrastructure Design and Construction:
Once entitled, the project will begin infrastructure design and construction including the new mauka Honopali/Iani Highway at Olowalu, internal roadways, parks/greensways, and water and wastewater systems. Ultimately, this phase will include families moving into a range of affordable, below market, and market homes.

Future Neighborhood Construction:
With initial infrastructure in place, neighborhoods will begin to be established. Future construction of the project will include additional homes, business/ commercial establishments, neighborhood town centers, additional infrastructure systems, space for civic/social services, and educational facilities.

Mahalo for taking time to read our paper. We hope that this report will provide you with helpful information that you can use as we continue our planning process for Olowalu Town.

Feedback:
Your comments and feedback regarding Olowalu Town are welcome at our website at: www.oolawalotown.org or by writing us at: Olowalu Town, 273 Wells Street, Suite 101, Wailuku, Hawai‘i 96793.

Continued Suggestions
Improve Town Plan
We would like to thank the following groups, associations, and community leaders listed below for helping to improve our plans for Olowalu Town.

Over the past 18 months they have provided us with opportunities to share our plans with them.

Please note that those listed below have not provided us with official endorsements or approvals, rather, they have kindly provided us with valuable feedback and suggestions on how to improve our plans.
• American Institute of Architects
• County Department of Transportation
• County Mayor and Administration
• County Planning Department
• County Public Works Department and Environmental Management
• Filipino Centennial Chair
• Governor’s Office
• Hawai‘i Carpenter’s Union Reps.
• Island Of The Worlds Conference on Sustainability
• Kahului Rotary
• Kihei-Wailea Rotary
• Lahaina Rotary
• Maui Chamber of Commerce – West Side
• Maui Coastal Land Trust
• Maui Contractors’ Association
• Maui County Council Members
• Maui Economic Development Board
• Maui Economic Opportunity
• Maui Tomorrow Board of Directors
• Maui Young Business Round Table Leaders
• Maui Nui Housing Task Force First Time Home Buyers Conference
• Na Kupuna O Maui
• Office of Hawaiian Affairs
• Sierra Club Executive Committee
• State Association of Professional Engineers
• State Department of Transportation – Highways Division
• State Senators and House Members
• Tri-Isle Main Street Resource Center
• Wailuku Rotary
• Lahaina-Honokaa Senior Citizen Club
• West Maui Taxpayers Association
• West Maui Mountains Watershed Partnership

“It’s a community where you can afford to live and raise a family.”

I grew up in a small town where we knew our neighbors, we looked out for each other, and we could safely walk or ride our bikes to the store, school, or church. Our pace of life was not so hectic; the quality of life on Maui was good. I know that Bill and Dave are concerned about the changes to our island, especially about the changes to our small towns and communities. Olowalu Town is designed to be a small town like the one I grew up in, a community where you can afford to live and raise a family.

– JON SANTOS
Rural in Hawai‘i
**OLOWALU TOWN MASTER PLAN**

**EARLY CONSULTATION MEETINGS**

*(Before & After Nov. 2005 Talk-Story Planning Workshop)*

In addition to the week-long Olowalu Talk Story planning workshop in November 2005, a significant component of Olowalu Town's community-based planning process involved an extensive number of *Early Consultation* meetings with both public and private agencies/groups, as well as, concerned individuals of the community. The purpose and intent of the meetings were not to seek approval or support of the Master Plan; rather, the meetings provided an opportunity for the project managers to share and discuss the conceptual Master Plan, and more importantly, receive valuable feedback and suggestions related to possible issues and/or concerns. Since mid-2005 thru December 2009, the project developers have met with a wide range of groups or entities, including Maui's residents, associations, community leaders, and public officials. The following is a brief listing of these groups/entities:

<table>
<thead>
<tr>
<th>DATE</th>
<th>GROUP/ENTITY</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2005</td>
<td>Maui County General Plan Planning Consultant</td>
<td>Honolulu, Oahu</td>
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<tr>
<td>August 2005</td>
<td>Maui Tomorrow Foundation</td>
<td>Makawao, Maui</td>
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<td>August 2005</td>
<td>Sierra Club, Maui Chapter, Executive Committee</td>
<td>Paia, Maui</td>
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<td>September 2005</td>
<td>Olowalu Village Residents</td>
<td>Olowalu, Maui</td>
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<td>September 2005</td>
<td>West Maui Residents &amp; Other Maui Residents</td>
<td>Olowalu, Maui</td>
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<td>September 2005</td>
<td>State Department of Transportation - Highways Division</td>
<td>Honolulu, Oahu</td>
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<td>December 2005</td>
<td>same as above (2nd meeting)</td>
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<td>September 2006</td>
<td>same as above (3rd meeting)</td>
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<td>September 2005</td>
<td>Hawaii Carpenter Union, Maui Office Representative</td>
<td>Wailuku, Maui</td>
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<td>September 2005</td>
<td>Maui Chamber of Commerce</td>
<td>Wailuku, Maui</td>
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<td>September 2005</td>
<td>Maui Coastal Land Trust</td>
<td>Wailuku, Maui</td>
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<td>March 2006</td>
<td>same as above (2nd meeting)</td>
<td>Olowalu, Maui</td>
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<tr>
<td>September 2005</td>
<td>Maui County Council Member, Charmaine Tavares</td>
<td>Wailuku, Maui</td>
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<tr>
<td>February 2007</td>
<td>Maui County Planning Department, Director, Deputy, and Staff</td>
<td>Wailuku, Maui</td>
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<td>April 2007</td>
<td>same as above (2nd meeting)</td>
<td>Wailuku, Maui</td>
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<tr>
<td>February 2008</td>
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<td>September 2005</td>
<td>Executive Assistants for former Mayor of Maui</td>
<td>Wailuku, Maui</td>
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<td>September 2005</td>
<td>Maui County Environmental Coordinator</td>
<td>Wailuku, Maui</td>
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<td>September 2005</td>
<td>Tri-Isle Main Street Resource Center/Wailuku Main St. Assoc.</td>
<td>Wailuku, Maui</td>
</tr>
</tbody>
</table>
Early Consultation List
Page 2

- September 2005  Greenways Maui  Walluku, Maui
- September 2005  M.E.D.B Executive Director  Walluku, Maui
- September 2005  Former Maui County Mayor, Alan Arakawa  Wailuku, Maui
- November 2005  same as above (2nd meeting)  Kahului, Maui
- February 2006  same as above (3rd meeting)  Kahului, Maui
- September 2005  American Institute of Architects, Maui Chapter  Wailuku, Maui
- September 2005  Public Works/Environmental Management, Director and Deputy  Wailuku, Maui
- October 2005  Maui Economic Opportunity (MEO), Executive Director  Wailuku, Maui
- October 2005  West Maui Taxpayers' Association, Executive Director  Wailuku, Maui
- November 2005  Maui Cultural Lands, Ed and Pua Lindsey  Honokowai, Maui
- November 2005  Maui County Department of Parks, Deputy  Wailuku, Maui
- November 2005  Maui County Department of Transportation, Director and Deputy  Wailuku, Maui
- November 2005  Maui County Police Department, West Maui Division  Wailuku, Maui
- November 2005  County Department of Housing & Human Concerns, Director  Wailuku, Maui
- November 2005  Maui County Department of Fire, Deputy  Wailuku, Maui
- November 2005  Olowalu Cultural Reserve, Board of Directors  Olowalu, Maui
- November 2005  Former Mayor, Alan Arakawa  Kahului, Maui
- February 2006  same as above (2nd meeting)  Kahului, Maui
- December 2005  State Association of Professional Engineers, Maui Chapter  Wailuku, Maui
- December 2005  West Maui Mountains Watershed Partnership, Director  Olowalu, Maui
- January 2006  Wailuku Rotary Club  Wailuku, Maui
- January 2006  State Senator Rox Baker  Kīhei, Maui
- August 2007  same as above (2nd meeting)  Lahaina, Maui
- January 2006  Maui Contractor's Association  Kahului, Maui
- January 2006  Na Kūpuna O Maui  Olowalu, Maui
- January 2006  Maui County Council Member, Michelle Anderson  Wailuku, Maui
- February 2006  Maui County Council Member, Joanne Johnson  Wailuku, Maui
- July 2007  same as above (2nd meeting)  Wailuku, Maui
- February 2006  Kahului Rotary Club  Kahului, Maui
- February 2006  West Maui Taxpayers' Association, Annual Meeting  Lahaina, Maui
- February 2007  same as above (2nd meeting)  Lahaina, Maui
- January 2008  same as above (3rd meeting)  Lahaina, Maui
<table>
<thead>
<tr>
<th>Date</th>
<th>Organization</th>
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<tr>
<td>March 2006</td>
<td>Maui Young Business Round Table Leaders</td>
<td>Kahului, Maui</td>
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<td>May 2006</td>
<td>Maui County Council Member, Charmaine Tavares</td>
<td>Wailea, Maui</td>
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<td>July 2006</td>
<td>West Maui Chamber of Commerce</td>
<td>Lahaina, Maui</td>
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<td>August 2006</td>
<td>Kihei-Wailea Rotary Club</td>
<td>Wailea, Maui</td>
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<td>August 2006</td>
<td>American Institute of Architects, Maui Chapter</td>
<td>Waileu, Maui</td>
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<td>January 2007</td>
<td>Maui County Council Member, Gladys Balsa</td>
<td>Waileu, Maui</td>
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<td>January 2007</td>
<td>Maui County Council Member, William Medeiros</td>
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<td>January 2007</td>
<td>Lahaina-Honolua Senior Citizens Club</td>
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<td>Maui County Council Member, Riki Hokama</td>
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<td>Maui County Council Member, Danny Mateo</td>
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<td>Lahaina Rotary, Sunrise Club</td>
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<td>Maui Chamber of Commerce, West-Side</td>
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<td>August 2007</td>
<td>State Representative Joe Bertram</td>
<td>Kihei, Maui</td>
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<td>Maui County Council Member, Mike Victorino</td>
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<td>August 2007</td>
<td>State Representative Angus McKeelvey</td>
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<td>August 2007</td>
<td>Council on Aging, Peter Durkson</td>
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<td>August 2007</td>
<td>Maui Kiwanis Group</td>
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<td>August 2007</td>
<td>Kihei Community Association</td>
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<td>August 2007</td>
<td>State House Interim Task Force on Smart Growth</td>
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<td>County Department of Economic Development, Director</td>
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<td>November 2007</td>
<td>Opinions Maui, Akaku TV, Don Couch</td>
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<td>AARP Livable Communities Conference</td>
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<td>Maui Native Hawaiian Chamber of Commerce</td>
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<td>Wailea, Maui</td>
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</tbody>
</table>
Early Consultation List

INDIVIDUALS

- November 2005  Kumu Keli'i Taua & Kinokeo Kepahulehua, Cultural Consultants  Walluku, Maui
- November 2005  Ed Lindsey, deceased, and wife Pua, Cultural Consultants  Honokowai, Maui
- November 2005  Dana Naone Hall, Cultural Consultant  Walluku, Maui
- November 2005  Hokulani Holt-Padilla, Cultural Consultant  Walluku, Maui
- November 2005  Iokepa Naole, Cultural Consultant  Walluku, Maui
- November 2005  Katherine King, deceased, long-time Olowalu Resident  Olowalu, Maui
- November 2005  George Rixey, A.I.A  Walluku, Maui
- November 2005  Dick Mayer, Retired Instructor, MCC  Kula, Maui
- November 2005  Buck Buchanan, Environment  Lahaina, Maui
Early Consultation List
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- March 2006  Leslie Kuloloio, Cultural Consultant
- December 2006  Robert Hobdy, Environmental Consultant
- September 2009  Marc Hodges, Natural Resource Consultant
- October 2009  Scott Fisher, Native Flora/Fauna Specialist

Wailuku, Maui
Wailuku, Maui
Wailuku, Maui
Wailuku, Maui