



# OLOWALU TALK STORY



Vol. 1 No. 1

November 2005

Olowalu.net

*“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.”*



Olowalu is one of the larger valleys in West Maui. Photo circa 1998

## 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



Dave Ward

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 stores or 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’opiliiani 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 in 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**

## FROM AHUPUA‘A TO PLANTATION: A HISTORY OF OLOWALU

*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.*

Learn more about Olowalu's history at: [OLOWALU.net](http://OLOWALU.net)



Mr. Kyutaro Kawasaki and family, proprietor of the Olowalu Nihonjin Shokai (Japanese Store).

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



Students and teacher, Richard Ho‘opi‘i, of the Olowalu School, circa 1915. Ray Jerome Baker, Bishop Museum

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



King Kamehameha V

H.L. Chase, Bishop Museum

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 (Olowalu 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."



Olowalu Sugar Mill and Oceanside Camp. Hawaii State Archives



Illustration from *The Hawaiian Thatched House* by Russell A. Apple.

## SUSTAINABLE DEVELOPMENT IS NOT NEW TO HAWAI‘I, LEARNING FROM THE PAST CAN HELP US PLAN A BETTER MAUI

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<sup>1</sup> 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:**

<sup>1</sup> John Kaimikaua’s principles can be found at: [hawaii.gov/dbedt/czm/todays\\_challenges/principles.html](http://hawaii.gov/dbedt/czm/todays_challenges/principles.html).

For more information on the Ahupua‘a and Green development please visit: [Olowalu.net](http://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



By DPZ Staff

# About DPZ

## DUANY PLATER-ZYBERK & CO.



Mr. Andres Duany

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.

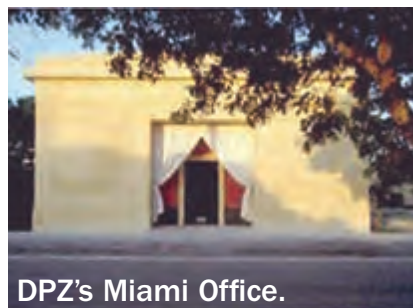
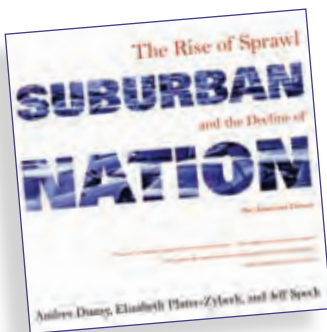
DPZ's projects have received numerous awards, including 2 National AIA Awards and 2 Governor's Urban Design Awards for Excellence. The firm is led by its Principals, Andres Duany and Elizabeth Plater-Zyberk, who are co-founders of the Congress for the New Urbanism (CNU), recognized by the New York Times 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 Rainey, 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 Mississippi coast. All are working at little or no cost. To find out more about DPZ please visit [www.DPZ.com](http://www.DPZ.com)



DPZ's Miami Office.

***"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.



Olowalu Stream.

## “FLOWERS THRIVE WHERE THERE IS WATER”

**By Senen Antonio, Architect and Planner, DPZ**

There is a Hawaiian saying that goes “Mohala i ka wai ka maka o ka pua”. Translated, it means “Flowers thrive where there is water”, or “Thriving people are found where living conditions are good.”<sup>1</sup> 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 envi-

ronment 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.

**T**he 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.

**O**lowalu 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.

<sup>1</sup> From ‘Olelo No’eau: Hawaiian Proverbs and Poetical Sayings, No 2178. Collected, translated and annotated by Mary Kawena Puku’i, 1983.



Hawaiian Hale, Iao Valley State Park.



Olowalu Petroglyphs. Maui Historical Society, Bailey House Museum

## 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](http://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.



Boys playing at Kula Community Park.



East Maui from Olowalu beach.



Maui homes, circa 1902-1903. Kittie Gay Burkland (Hawaii State Archives)



Makawao's landmark store.

## TRADITIONAL TOWN PLANNING CONCEPTS

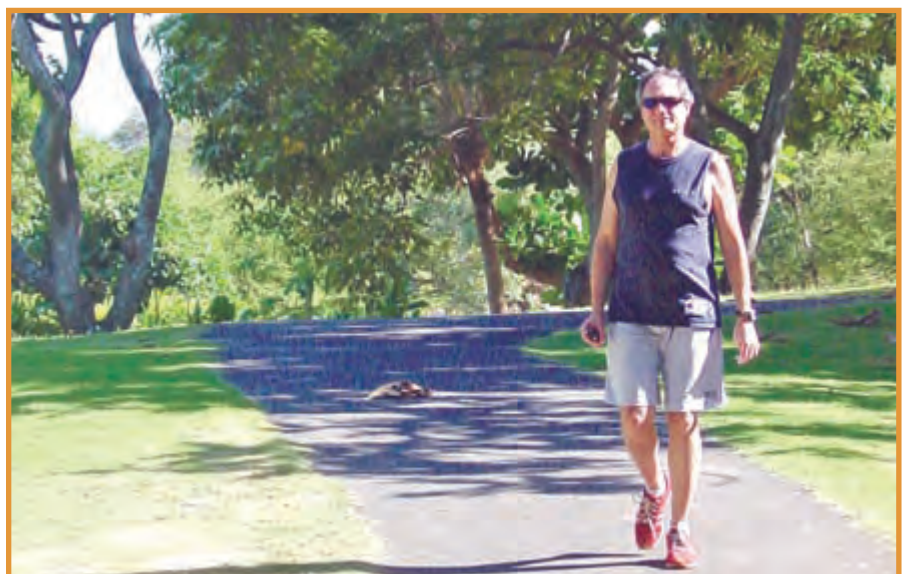
**By Tom Low, DPZ** — Certain physical and organizational characteristics result in social and environmental benefits of Traditional Neighborhood Developments (TND). These characteristics include most of the following:

- 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](http://OLOWALU.net)*



Makawao; mixed use makes for a lively Town Center.



Keopuolani Regional Park. Linn Nishikawa

# OLOWALU TALK STORY

Come help re-establish  
a sustainable community  
at Olowalu. [www.olowalu.net](http://www.olowalu.net)

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

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SEE PAGE 3



SEE PAGE 2



SEE PAGE 1



## NOVEMBER

### 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](mailto:talkstory@olowalu.net)  
Web Site: [www.olowalu.net](http://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.

#### 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 and 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.

19 Saturday - Off

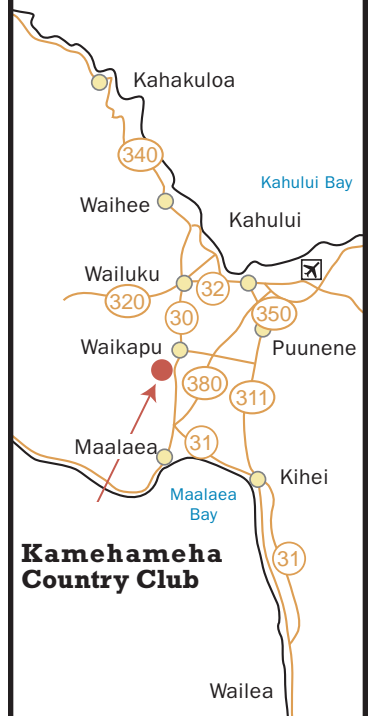
20 Sunday - Off

### 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.







# Olowalu Town

## BY MAUI, FOR MAUI

SPRING/SUMMER 2007 | VOL. 2 NO. 1

OLOWALU TOWN, LLC

LEARN MORE AT OLOWALU.NET

# 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 1,350 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



environment, native architectural traditions, and local building techniques.

### 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](mailto:talkstory@Olowalu.net) or call us at 249-2930. You can also visit our website at: [www.Olowalu.net](http://www.Olowalu.net). Ahui Hou.

Mahalo,  
Bill Frampton and Dave Ward



### Island of Small Towns 2

Olowalu is based on the tradition of Maui's small towns that historically have helped shape our values and principles and define who we are.



### Housing for Everyone 6

Olowalu Town will offer a wide range of housing for Maui residents, including affordable, gap-group, below market, senior, live-work, market, single-family, multi-family, and rentals.



### Traffic Relief 8

Olowalu Town will help reduce traffic by being a community where residents can walk to stores, parks, schools, civic centers and even to work. Our plans include building a new mauka Honoapi'ilani Highway through Olowalu.



### Parks and Open Space 9

Over 200 acres of parks, open space, beaches, greenways, trails, and bikeways will make Olowalu a healthy community. Public access to the shoreline for surfing, fishing and enjoyment will be preserved and enhanced.



**Olowalu Town**  
BY MAUI, FOR MAUI

Olowalu Town, LLC  
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Wailuku, Hawai'i 96793

PRSR STD  
US POSTAGE  
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OLOWALU TOWN LLC  
PERMIT NO. 1171



Makawao



Wailuku



Paia

Makawao, Wailuku, and Paia are good examples of sustainable communities that provide residents with daily needs and services, while maintaining their small-town character.

# Sustainable Communities

Maui is an island of small towns and communities, each separate and distinct.

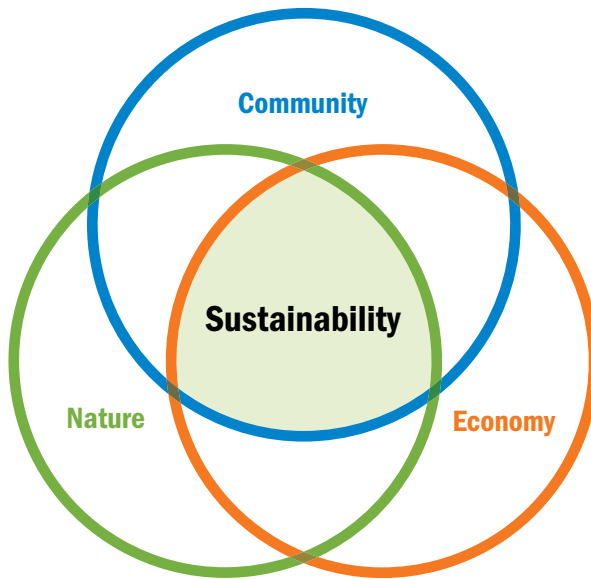
Paia, Makawao, Wailuku, Lāna'i City, and Lahaina Town are good examples of sustainable communities that provide residents with their daily needs and services while maintaining their small-town character. Until recently, these communities were surrounded by large tracts of agricultural land and open space.

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.

## are Not New to Maui

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.



**Sustainability:** Balancing the needs of Community, Economy, and Nature. Olowalu Town proposes to reestablish a sustainable community by incorporating these design-related values and principles.

### 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) help conserve energy, fuel, and operation costs

**“In the midst of today’s intensity, refreshing effort is being made to capture by design the healthy attributes of the village.”**



*In the days when villages dotted the hillsides and valleys and un-trampled meadows stretched for miles, human spirits were nourished*

*by their lush and inviting surroundings. Such tranquility could only lead to serene, peaceful, creative inhabitants.*

*In the midst of today's intensity, refreshing effort is being made to capture by design the healthy attributes of the village. Beginning with the involvement of Maui's people, the conceptual process encouraged cooperation and emotional ownership of a new attitude for future development on this island of limited space and abundant beauty.”*

*Maui is ready for such a place. Let us anticipate with pleasure and hope the reawakening of community in the wholeness of a village.*

*Olowalu Village, we welcome you.*

– ELIZABETH AYSON  
Retired Principal; Iao Intermediate School

### Olowalu Talk Story Values

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:

- Protect the environment
- Preserve culture
- Improve infrastructure
- Address water needs
- Build affordable housing
- Improve public facilities
- Strengthen island economy
- Preserve and enhance shoreline access



### Grass Roots Planning

The Olowalu Talk Story values are 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.

**Maui 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.

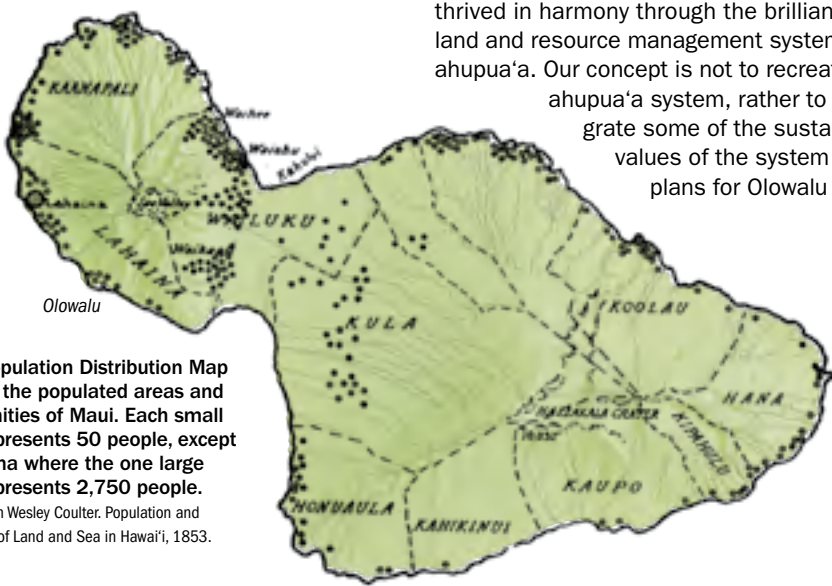
From historic times through the plantations days (see below), Olowalu has been a traditional location for a community. Only in recent times - because of the closure of the sugar mill - did Olowalu see its historic importance as a traditional population center decline. For more information about Olowalu's history please visit our website at [www.olowalu.net](http://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.



Ahupua'a Poster by Marilyn Kahalewai, reprinted with permission of Kamehameha Schools. All rights reserved.



1853 Population Distribution Map showing the populated areas and communities of Maui. Each small circle represents 50 people, except in Lahaina where the one large circle represents 2,750 people. Source: John Wesley Coulter. Population and Utilization of Land and Sea in Hawai'i, 1853.

## 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.

Learn more about John Kaimikaua's teachings at: [Hawaii.gov/dbedt/czm/todays\\_challenges/principles.html](http://Hawaii.gov/dbedt/czm/todays_challenges/principles.html).



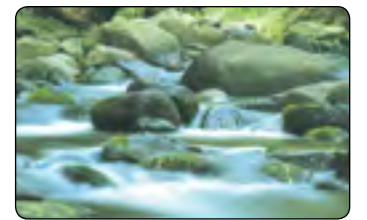
**KAI MOANA**  
Preserve all life in the ocean, from the shoreline to the horizon.



**MAKAI**  
Respect the land and resources extending from the shoreline to the sand's reach.



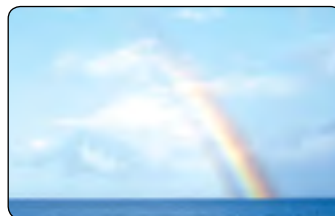
**MAUKA**  
Respect the land and resources extending from the sand's edge to the highest mountain peak.



**KAMOLEWAI**  
Respect 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 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.



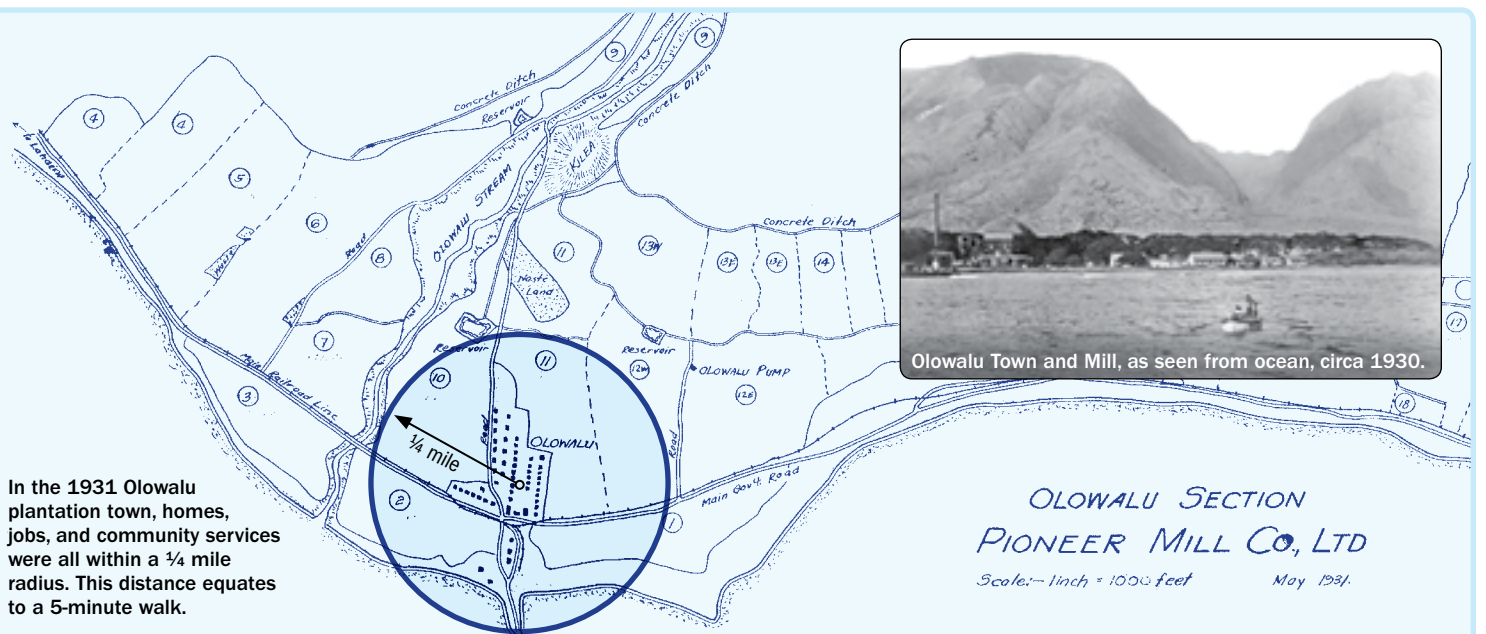
**KAPAELOLONA**  
Respect the knowledge of practitioners.



**KE'IHI**  
Preserve and respect the sacred elements including deities, ancestors, the forces of nature, and ceremonial activities.

## 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 1931 Olowalu plantation town, homes, jobs, and community services were all within a 1/4 mile radius. This distance equates to a 5-minute walk.



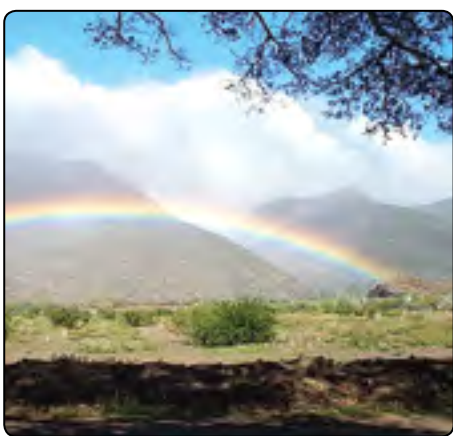
Olowalu Town and Mill, as seen from ocean, circa 1930.

OLOWALU SECTION  
PIONEER MILL CO., LTD  
Scale: 1 inch = 1000 feet May 1931.

# The Land Guides Olowalu's Design



Olowalu Talk Story was a community-based Planning Process. It began with a blank slate, there was no predetermined plan.



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'iwaloa (Kawailoa) heiau, Awalua 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"

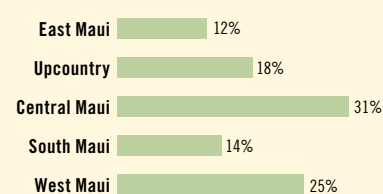
"Olowalu Talk Story," a week-long series of workshops and general sessions attracted 1,350 participants.

The workshops asked the community to help design a Small Town at Olowalu.

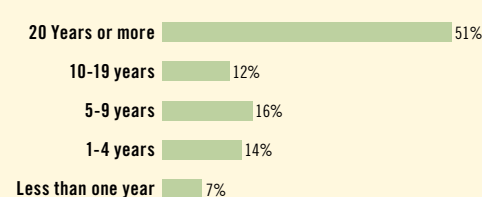
This was a significant first step in the continuing effort to maintain a dialogue between Maui residents, town planners, public officials and others.

WORKSHOP ATTENDANCE	
SESSION	ATTENDANCE
Opening Session	420
Highway Traffic	105
Recreational Resources	60
Infrastructure Systems	100
Mid-Point Presentation	100
Public Facilities	35
Business / Commercial	40
Residential	110
Aloha Closing Session	380
<b>Total Attendance</b>	<b>1,350</b>

### Where Participants Live on Maui



### Participant Residency on Maui





Hokulani Holt-Padilla provided the design team with valuable knowledge of Hawaiian history, language, and culture.



Local Architects provided the design team with tours of Lahaina, Paia, Wailuku, and Makawao.



Reverend Earl Kukahiko conducted a Blessing prior to the planning workshop with the design team and the Olowalu residents.



Ed Lindsey led a tour of Honokowai Valley describing the natural environment, cultural history, and native plants.

# 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.

## An Evolving Design Process

### 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.



Plans were created based on various neighborhood locations. Each neighborhood is defined by the 5-minute walk.



## Traditional Neighborhoods for People, Not Cars

### Mixed-Use Neighborhoods

The basic building block for Olowalu Town is the mixed-use neighborhood. Neighborhoods will have defined centers, shops and stores to satisfy daily household needs, and a variety of places to live and work.

### Small Walkable Neighborhoods

The ideal size or scale of a walkable neighborhood is measured by a **5-Minute Walk\*** with only a 1/4 mile from center to edge. The neighborhood center is a gathering place, such as a town square, a park, town center, or green space.

\*Defined as a Pedestrian Shed



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.”**



*“The planning and growth of a small town community is just like that of a family. What you nurture from the very beginning*

*of its conception and continue to nurture has a direct result on its presence to the world. People and things that are close to the family and hold it dear to their heart will inevitably look out for its best interests. So, too, with town planning. Success is achieved with knowing and respecting the environment, the needs of the people, and the purpose of preparing a healthy future.”*

**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.

Large shoreline parks and coastal views for community enjoyment.

Neighborhood Town Square

Relocate and construct a bypass highway with three innovative "O-Turns."

< Lahaina



## A Detailed Look at a Mixed-Use Neighborhood

- 1 Recreational activities: surfing, swimming, fishing, hiking, and diving
- 2 Streets lined with trees, sidewalks, and bike lanes.
- 3 Preserved archaeological site
- 4 Landscape buffer along highway
- 5 Town center with local businesses
- 6 Land reserved for community centers, social services, and civic/religious organizations
- 7 Land available for police and fire stations
- 8 Corner store near live/work unit
- 9 Apartment or multi-family building
- 10 Wide range of housing for work force, under market, market, senior, fee simple, and rentals
- 11 Connected street network provides multiple routes to disperse local traffic and minimize highway use
- 12 Homes within five-minute walk (1/4 mile) from parks, school, coastline, stores and work centers
- 13 Historic cemetery
- 14 Rural house lots
- 15 Farmstead homes
- 16 Bed & breakfast, inn, or lodge

Neighborhood town centers designed to embrace and sustain local businesses.

Maximize the use of recycled water for irrigation.

Existing highway preserved as a scenic drive with monkeypod tree-lined bikeways and sidewalks

**"Olowalu reminds me of the small towns that I knew as a youngster growing up on Maui."**



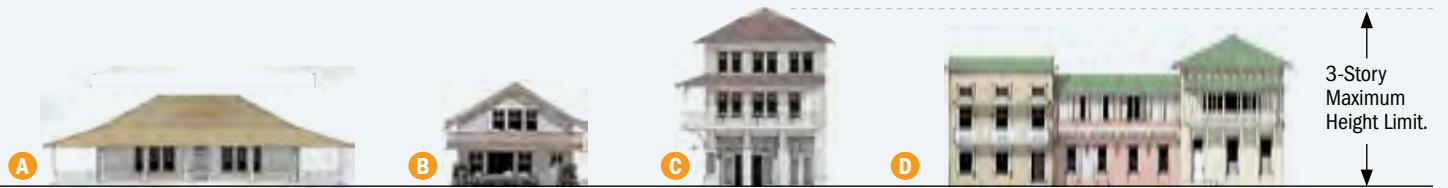
*"How Maui will grow to meet the housing needs of our working families is an important question facing us. Olowalu*

*town answers that question by proposing to build a true community with a mix of housing, beach access and with planning for local neighborhood businesses, schools, and community facilities. Olowalu reminds me of the small towns that I knew as a youngster growing up on Maui."*

**BILL KAMA'I**

Senior Service Representative,  
Hawai'i Carpenters Union, Maui Office

## 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

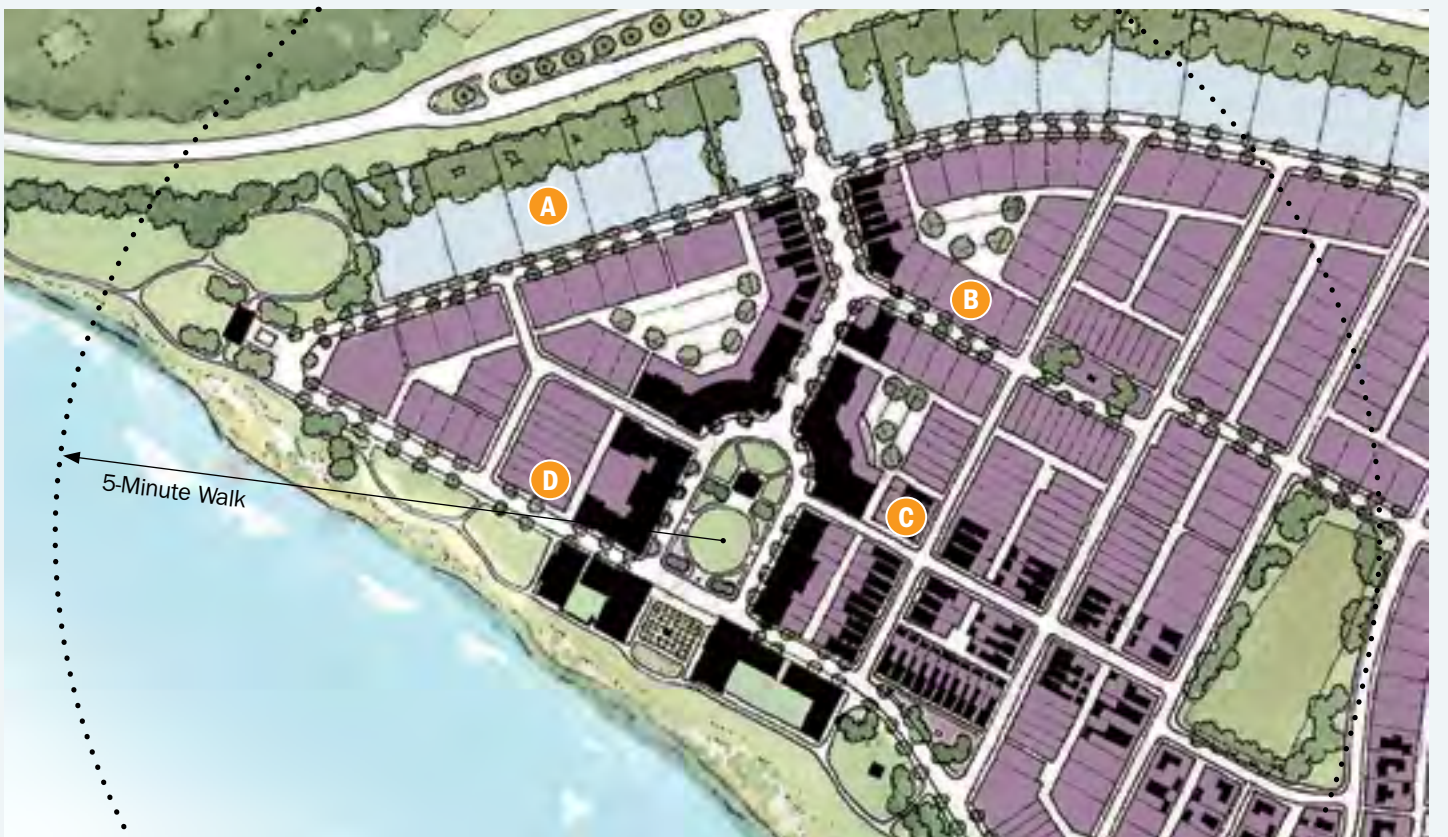
Single-family homes on smaller lots, closer to neighborhood town centers.

### 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.

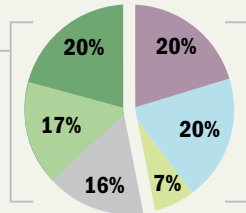




## Olowalu Town Land Use Breakdown

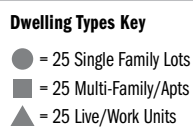
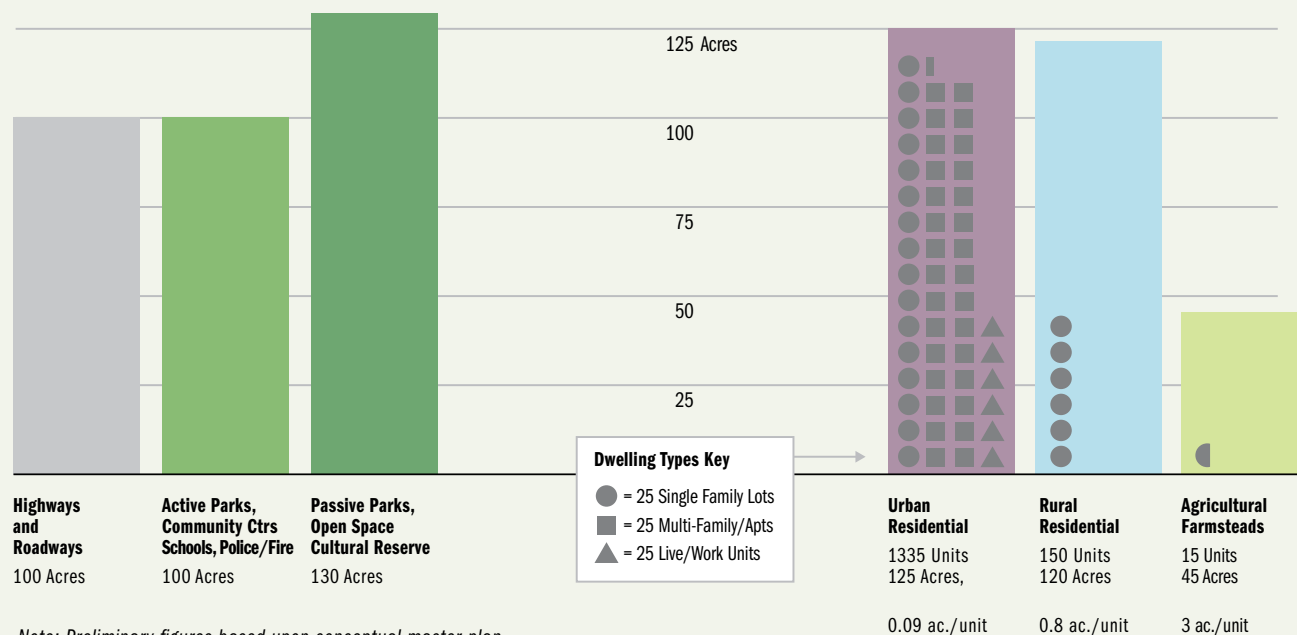
### Parks, Open Space & Community Space: 53%

- Passive Parks, Open Space, Cultural Reserve: 20%
- Active Parks, Community Center, Schools, Police/Fire: 17%
- Highway and Roadway Corridors: 16%



### Residential Land Use: 47%

- Urban Residential and Commercial Business: 20%
- Rural Residential: 20%
- Agricultural Farmsteads: 7%



### Olowalu Acreage

Olowalu Town	620 acres
Parks, Open Space and Community Space	330 acres
Residential Use	290 acres

### Passive Parks and Open Space

Streamside Park	Pocket Parks
Cultural Preserve	Archaeological Sites
Neighborhood Parks	

### Active Parks/Community Services

Coastal Parks	Schools
Community Centers	Police / Fire Facilities

### Roadway Corridors

Tree-Lined Roadway	Alleys
Greenways	Bikeways
Relocated Highway	Trails
Streets	

### Number of Units by Type

Single Family Lots	565
Multi-Family / Apartments	785
Live/Work Units	150

### Commercial Business Space

25,000 sf in the Town Centers for:

Surf Shops	Doctors	Cafés
Restaurants	Dentists	Book Store
Markets	Video Stores	Hardware Store
Drug Stores	Bakeries	Bar

Note: Preliminary figures based upon conceptual master plan.



**“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

# Sustainable Infrastructure



**Learn from our natural resources, use the best available technologies, and build independent infrastructure.**

### Respect Our Natural Resources

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.

### 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

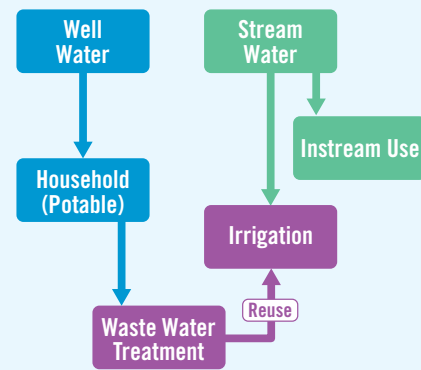
Irrigation water (non-potable water) will be provided by a combination of recycled wastewater, stream water and possibly captured storm water. Use of native plants will reduce overall irrigation water demands.

### 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.



**Water Used Wisely** The Olowalu water treatment plant will reclaim wastewater from households and make it reusable for irrigation keeping more stream water in Olowalu Stream.

## 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 interconnected 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



### Reducing Car Dependency

The Olowalu walkable community is designed to reduce overall traffic and congestion by reducing;

- A. The number of times people use their car, and
- B. The average distance traveled in the car.

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.

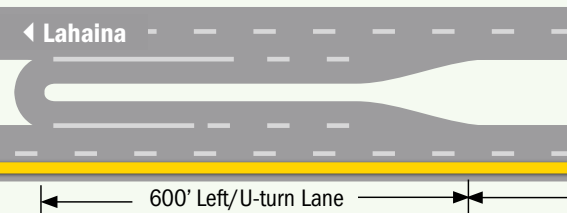
### Regional Transportation

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.



Artist rendering and U-turn diagram not to scale.





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.



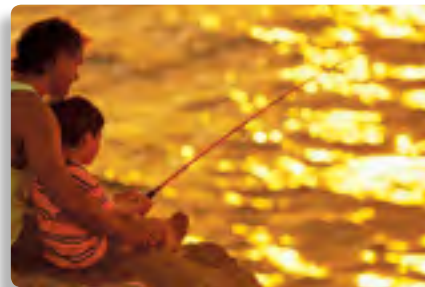
Olowalu Cultural Reserve will be increased in size and enhanced with trail systems.



Homes are situated within easy walking distance to recreational facilities.



Easy access to civic, religious, and non-profit facilities.

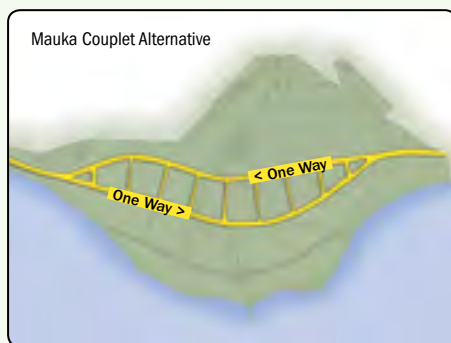


Preserve and enhance public access to shoreline resources.



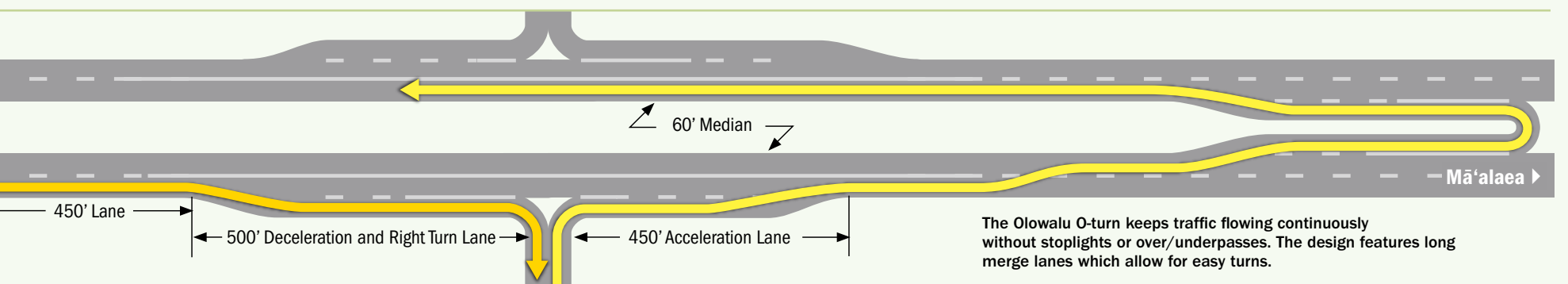
Camping facilities.

## Relocation Process and The Innovative Olowalu 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



The Olowalu O-turn keeps traffic flowing continuously without stoplights or over/underpasses. The design features long merge lanes which allow for easy turns.

### 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.”**

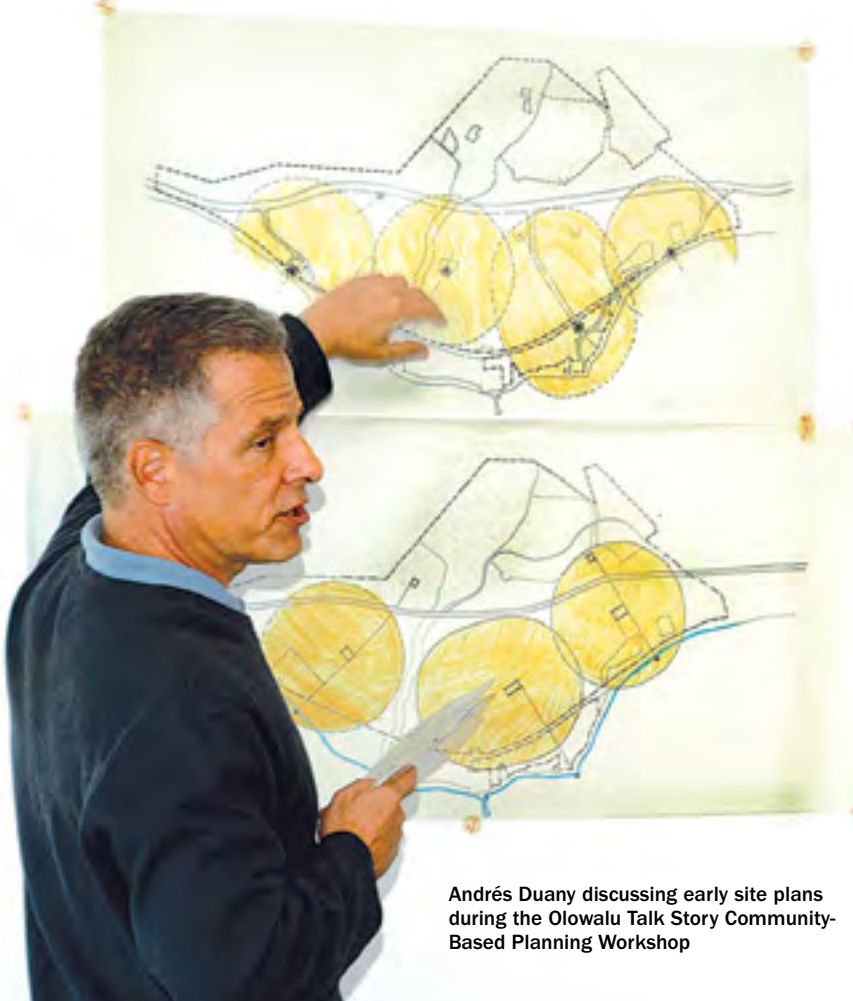
*ANDRÉS DUANY Lead Architect of Olowalu Town*



Olowalu's Urban Growth Boundaries combined with the natural land features create a combination of restrictions that will prevent Olowalu Town from sprawling into other communities.

## A Message from Andrés Duany:

# A Small Town for Maui



Andrés Duany discussing early site plans during the Olowalu Talk Story Community-Based Planning Workshop

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 ecological 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.

## Maui County's General Plan And The Future Of Maui

The Maui County General Plan is currently being updated. The 2030 General Plan will establish the overall vision that will guide the growth and development of Maui County for the next 20 years. One of the key components of the General Plan will include the establishment of Urban and Rural growth boundaries. Future growth and development within these identified Urban and Rural boundaries will be encouraged; growth in areas located outside of these boundaries will be discouraged. The 2030 General Plan will be comprehensive and address the social, economic, and physical environment through a community-driven process to collectively define values, goals, and objectives.

### Long Range Effects

When ultimately adopted by the Maui County Council, the 2030 General Plan has the potential to

affect almost every decision we will make about where to live, work, send our children to school and prepare our families for a better life in the years ahead. We encourage you to stay informed and participate in this vital work.

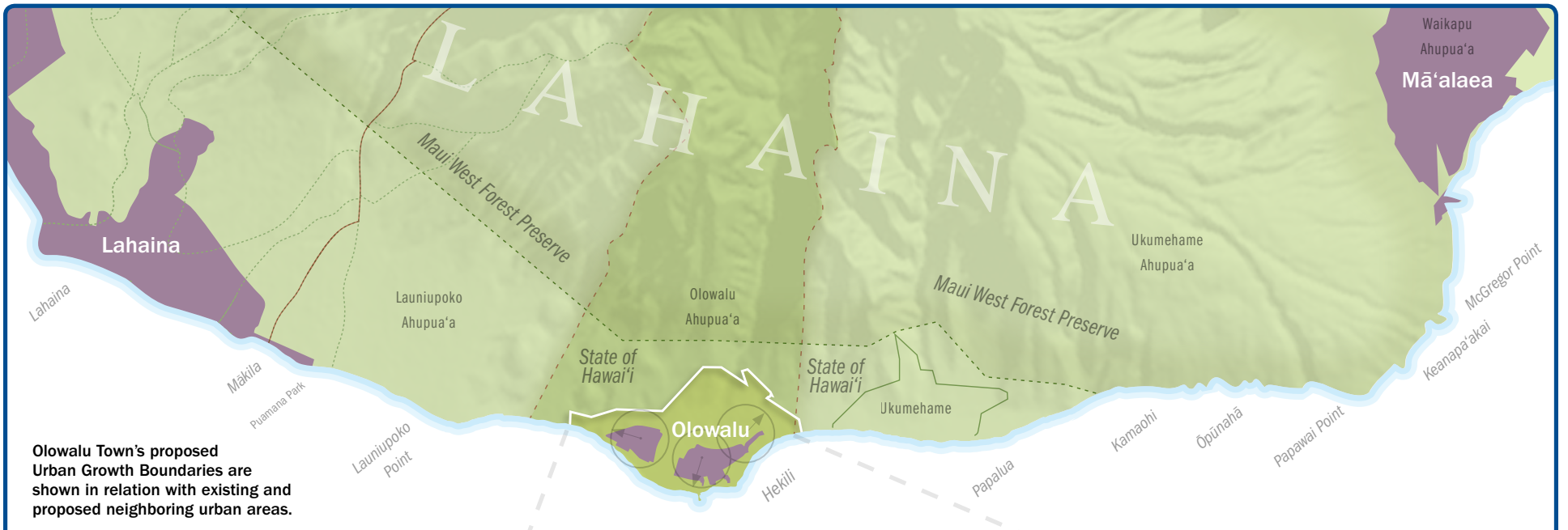
### Participate Now

You can send your ideas to the Long Range Planning Division online at [www.generalplan2030@mauicounty.gov](http://www.generalplan2030@mauicounty.gov) or by phone at 270-733. All of the meetings relating to the development of the General Plan, including those of the current General Plan Advisory Committee (made up of 25 dedicated citizen-volunteers), the Planning Commission and the County Council are open to the public. The notice of meetings is published on the Maui County government website [www.mauicounty.gov](http://www.mauicounty.gov).

**Talk To Maui's Long Range Planning Division**  
Phone: 270-7335 | Online: [www.mauicounty.gov](http://www.mauicounty.gov)

## Suburban Sprawl vs Traditional

Suburban Sprawl	General Characteristics	Traditional Neighborhood Design
<ul style="list-style-type: none"> <li>Segregated land uses</li> <li>Congested roadways</li> <li>Continuous outward growth of communities</li> <li>Inefficient use of resources</li> </ul>	<ul style="list-style-type: none"> <li>Mixed-use communities</li> <li>Pedestrian-friendly</li> <li>Wide range of housing for all income levels</li> <li>Environmentally sustainable</li> </ul>	
<b>Traffic &amp; Roadways</b>		
<ul style="list-style-type: none"> <li>Designed for cars and unsafe for pedestrians</li> <li>Congested connector roads</li> <li>High-speed streets, wide and open</li> <li>Dead end, cul-de-sacs</li> </ul>	<ul style="list-style-type: none"> <li>Designed for people, not cars</li> <li>Multiple connected and parallel roadways</li> <li>Low-speed streets, lined with trees and sidewalks</li> </ul>	
<b>Community</b>		
<ul style="list-style-type: none"> <li>Sprawling sub-urban developments</li> <li>Require car to get to services and schools</li> <li>Social and civic facilities an afterthought</li> </ul>	<ul style="list-style-type: none"> <li>Multi-generational communities</li> <li>Walking distance to schools and parks</li> <li>Social and civic facilities planned within town</li> </ul>	
<b>Land Use</b>		
<ul style="list-style-type: none"> <li>Sprawling suburbs and isolated land use</li> <li>No sense of community</li> <li>Reduced open-space and uncontrollable growth</li> </ul>	<ul style="list-style-type: none"> <li>Smaller neighborhoods and efficient land use</li> <li>Distinct sense of place</li> <li>Open-space and urban boundaries</li> </ul>	
<b>Infrastructure</b>		
<ul style="list-style-type: none"> <li>Large, expensive infrastructure systems</li> <li>Extensive transmission lines</li> </ul>	<ul style="list-style-type: none"> <li>Efficient, small-scale infrastructure systems</li> <li>Fewer transmission lines</li> </ul>	
<b>Environmental Resources</b>		
<ul style="list-style-type: none"> <li>Low-density developments pave over open-space</li> <li>Large development footprint</li> <li>Many car trips required per day</li> </ul>	<ul style="list-style-type: none"> <li>Clustered, higher-density communities</li> <li>Small urban footprint on environment</li> <li>Designed to encourage walking, reduce car trips</li> </ul>	



# Growth Boundaries

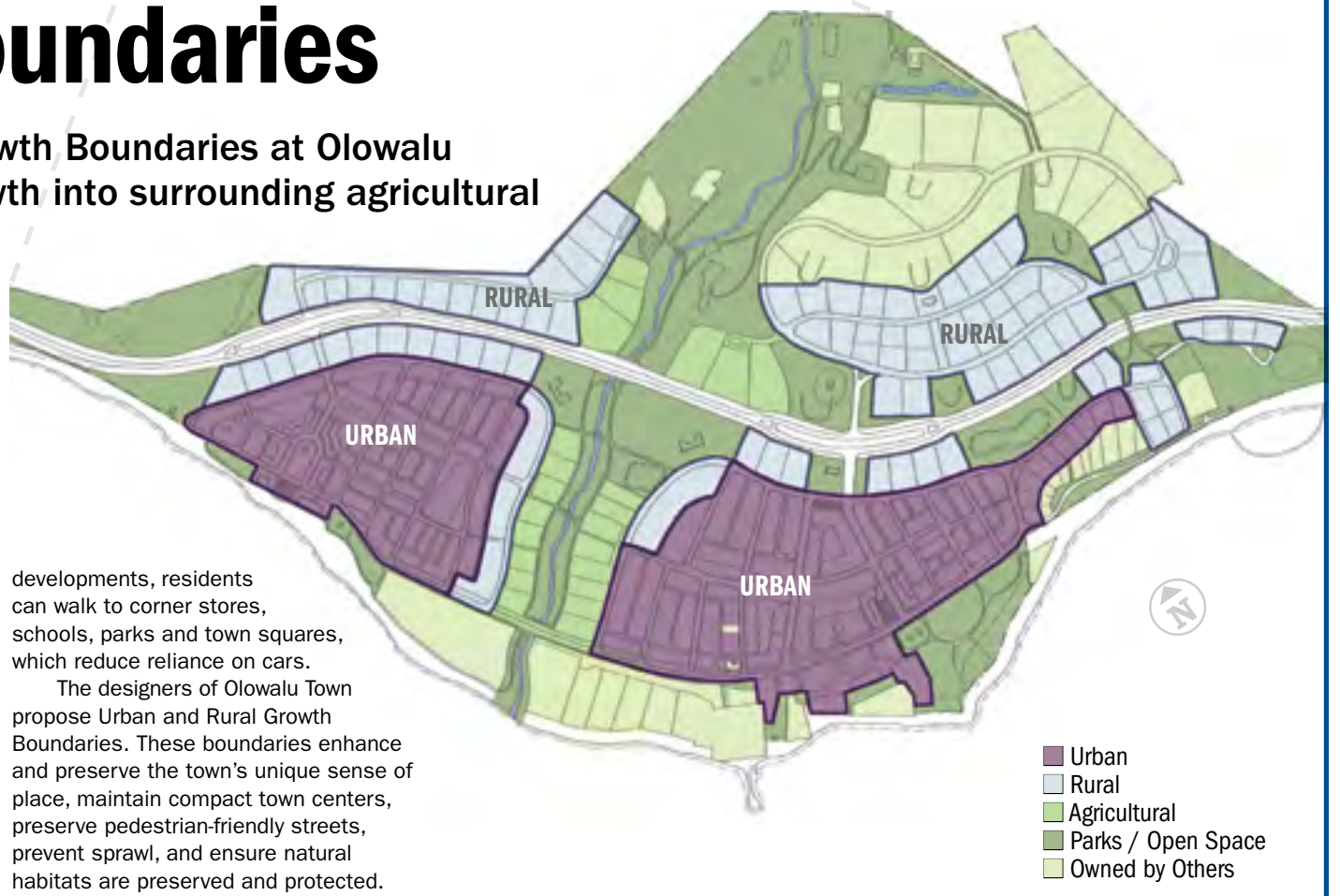
The Urban and Rural Growth Boundaries at Olowalu will prevent outward growth into surrounding agricultural and open space areas.

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.

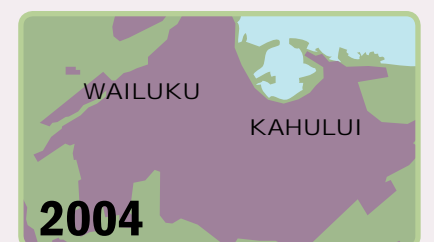
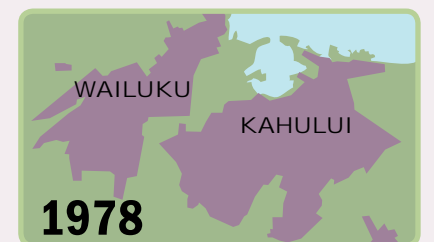
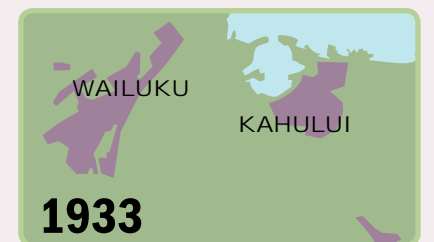
At Olowalu, we are committed to Traditional Neighborhood Design (TND). This innovative concept uses specific planning and design tools to guide the environment for existing and new communities, with the ultimate objective to build towns and communities that are pedestrian-friendly, comfortable, safe, 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 discernible 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.

### The Value of Boundaries as a Design Tool

Kahului and Wailuku used to be compact and complete communities separated by agricultural and open space. With the establishment of zoning and subdivision laws in the 1950's, these communities began to merge together. At Olowalu, Urban and Rural Growth Boundaries are designed to maintain its small town scale.



Source: Maui County Planning Department

# Olowalu Town Community Benefits

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 parks and 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. Innovative infrastructure systems designed to have minimal adverse impacts upon the environmental resources
9. Exceed government regulations for drainage and storm water runoff to protect shoreline ecosystems
10. Innovative "O-Turn" on bypass highway allows cars to flow without stopping with no street lights or over/under passes

11. New bypass highway designed to accommodate light rail or mass transit
12. Existing Olowalu Cultural Reserve along stream expanded and enhanced to include mauka and makai trail system with educational/interpretive program
13. Walkable town reduces the number and length of automobile trips, reduces traffic congestion, conserves fuel/energy, and lowers emissions
14. Design team and architects certified by U.S. Green Building Council for Leadership in Energy Efficiency Design (LEED)

This project is planned to be a LEED-certified Neighborhood Development. The LEED for Neighborhood Development Rating System integrates the principles of smart growth, new urbanism, and green building. Certification provides independent, third party verification that the development's location and design meet accepted high standards for environmental responsibility and sustainable development. You can learn more at [www.usgbc.org](http://www.usgbc.org)

## 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 Contractor's 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-Honolua Senoir Citizen Club
- West Maui Taxpayers Association
- West Maui Mountains Watershed Partnership

## Planning and Construction Timeline

 <p><b>2005-2007</b> <b>Community-Based Planning</b></p> <p>Early Consultation with Key Groups/People Olowalu Talk Story Community Outreach In-House Conceptual Review General Plan Advisory Committee Recommendation for Urban Boundaries</p>	 <p><b>2008-2012</b> <b>Permitting and Entitlement Process</b></p> <p>Early Consultation and Notice of Environmental Impact Statement Development of Technical Studies for Environmental Impact Statement Public Review of EIS Government Approval Process for Land Use Entitlements Final Approval of Governmental Land Use Entitlements and Permits</p>	 <p><b>2013-2018</b> <b>Infrastructure Design And Construction</b></p> <p>Final Design of Infrastructure Construction of Initial Infrastructure Improvements including; Phase 1 Water Improvements, Decentralized Wastewater Treatment, Drainage Systems Construction of relocated Honoapi'ilani Highway at Olowalu Occupancy of First New Residents at Olowalu</p>	 <p><b>2019-2028</b> <b>First Neighborhood Construction Phase</b></p> <p>Residents live and work in Olowalu's first neighborhood center Neighborhood stores, parks, educational facilities within walking distance Affordable, rental, senior, single-family, multi-family, apartment housing options</p>	 <p><b>2029-2038</b> <b>Second Neighborhood Construction Phase</b></p> <p>Residents live and work around Olowalu's second neighborhood center Additional infrastructure improvements Expansion of civic, social and community services</p>
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# 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 weeklong 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.
- GPAC Process: We have committed not to begin our Entitlement and Permitting Phase until the General Plan Advisory

Committee (GPAC) 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 a request to change the existing land use designations from Agriculture to Project District (includes Urban and Rural Designations). Accordingly, this phase will involve a thorough public review and approval process, including:

- Preparation and Acceptance 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 Honoapi'ilani Highway at Olowalu, internal roadways, parks/greenways, 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.Olowalu.net](http://www.Olowalu.net) or by writing us at: Olowalu Town, 2073 Wells Street, Suite 101, Wailuku, Hawai'i 96793.

**"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  
Raised in Haiku

# OLOWALU TOWN MASTER PLAN

## EARLY CONSULTATION MEETINGS

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

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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:

DATE	GROUP/ENTITY	LOCATION
• July 2005	Maui County General Plan Planning Consultant	Honolulu, Oahu
• August 2005	Maui Tomorrow Foundation	Makawao, Maui
• August 2005	Sierra Club, Maui Chapter, Executive Committee	Paia, Maui
• September 2005	Olowalu Village Residents	Olowalu, Maui
• September 2005	West Maui Residents & Other Maui Residents	Olowalu, Maui
• September 2005	State Department of Transportation -Highways Division	Honolulu, Oahu
December 2005	same as above (2 <sup>nd</sup> meeting)	Honolulu, Oahu
September 2006	same as above (3 <sup>rd</sup> meeting)	Honolulu, Oahu
• September 2005	Hawaii Carpenter Union, Maui Office Representative	Wailuku, Maui
• September 2005	Maui Chamber of Commerce	Wailuku, Maui
• September 2005	U.S. Green Building Council & LEED Rep.	Wailuku, Maui
• September 2005	Maui Coastal Land Trust	Wailuku, Maui
March 2006	same as above (2 <sup>nd</sup> meeting)	Olowalu, Maui
• September 2005	Maui County Council Member, Charmaine Tavares	Wailuku, Maui
• September 2005	Maui County Planning Department, Director, Deputy, and Staff	Wailuku, Maui
February 2007	same as above (2 <sup>nd</sup> meeting)	Wailuku, Maui
April 2007	same as above (3 <sup>rd</sup> meeting)	Wailuku, Maui
February 2008	same as above (4 <sup>th</sup> meeting)	Wailuku, Maui
• September 2005	Executive Assistants for former Mayor of Maui	Wailuku, Maui
• September 2005	Maui County Environmental Coordinator	Wailuku, Maui
• September 2005	Tri-Isle Main Street Resource Center/Wailuku Main St. Assoc.	Wailuku, Maui

Early Consultation List  
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▪ September 2005	Greenways Maui	Wailuku, Maui
▪ September 2005	M.E.D.B Executive Director	Wailuku, Maui
▪ September 2005 November 2005 February 2006	Former Maui County Mayor, Alan Arakawa same as above (2 <sup>nd</sup> meeting) same as above (3 <sup>rd</sup> meeting)	Wailuku, Maui Kahului, Maui 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 Taxpayer's 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 February 2006	Former Mayor, Alan Arakawa same as above (2 <sup>nd</sup> meeting)	Kahului, Maui 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 August 2007	State Senator Roz Baker same as above (2 <sup>nd</sup> meeting)	Kihei, Maui Lahaina, Maui
▪ January 2006	Maui Contractor's Association	Kahului, Maui
▪ January 2006	Na Kupuna O Maui	Olowalu, Maui
▪ January 2006	Maui County Council Member, Michelle Anderson	Wailuku, Maui
▪ February 2006 July 2007	Maui County Council Member, Joanne Johnson same as above (2 <sup>nd</sup> meeting)	Wailuku, Maui Wailuku, Maui
▪ February 2006	Kahului Rotary Club	Kahului, Maui
▪ February 2006 February 2007 January 2008	West Maui Taxpayer's Association, Annual Meeting same as above (2 <sup>nd</sup> meeting) same as above (3 <sup>rd</sup> meeting)	Lahaina, Maui Lahaina, Maui Lahaina, Maui

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▪ March 2006	Maui Young Business Round Table Leaders	Kahului, Maui
▪ May 2006	Maui County Council Member, Charmaine Tavares	Wailuku, Maui
▪ July 2006	West Maui Chamber of Commerce	Lahaina, Maui
▪ August 2006	Kihei-Wailea Rotary Club	Wailea, Maui
▪ August 2006	American Institute of Architects, Maui Chapter	Wailuku, Maui
▪ January 2007 July 2007	Maui County Council Member, Gladys Baisa same as above (2 <sup>nd</sup> meeting)	Wailuku, Maui Wailuku, Maui
▪ January 2007	Maui County Council Member, William Medeiros	Wailuku, Maui
▪ January 2007 March 2008	Lahaina-Honolua Senior Citizens Club same as above (2 <sup>nd</sup> meeting)	Lahaina, Maui Lahaina, Maui
▪ July 2007	Maui County Council Member, Riki Hokama	Wailuku, Maui
▪ July 2007	Maui County Council Member, Danny Mateo	Wailuku, Maui
▪ July 2007	Maui County Council Member, Mike Molina	Wailuku, Maui
▪ July 2007	Lahaina Rotary, Sunrise Club	Lahaina, Maui
▪ August 2007	Maui Chamber of Commerce, West-Side	Lahaina, Maui
▪ August 2007	State Representative Joe Bertram	Kihei, Maui
▪ August 2007	Maui County Council Member, Mike Victorino	Wailuku, Maui
▪ August 2007	State Representative Angus McKelvey	Lahaina, Maui
▪ August 2007	Council on Aging, Peter Durkson	Wailuku, Maui
▪ August 2007	Maui Kiwanis Group	Kahului, Maui
▪ August 2007	Kihei Community Association	Kihei, Maui
▪ August 2007	State House Interim Task Force on Smart Growth	Honolulu, Oahu
▪ September 2007	Wailuku Senior's Club	Wailuku, Maui
▪ October 2007	County Department of Economic Development, Director	Wailuku, Maui
▪ October 2007	Kihei-Wailea Rotary Club	Wailea, Maui
▪ November 2007	Opinions Maui, Akaku TV, Don Couch	Kahului, Maui
▪ November 2007	AARP Livable Communities Conference	Kahului, Maui
▪ November 2007 November 2008	Maui Native Hawaiian Chamber of Commerce same as above (2 <sup>nd</sup> meeting)	Wailea, Maui Wailea, Maui

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▪ February 2008	State Department of Education, Planning Division	Honolulu, Oahu
▪ April 2008	Maui County Mayor, Charmaine Tavares	Wailuku, Maui
▪ April 2008	State Senator Russell Kokubun	Honolulu, Oahu
▪ May 2008	State Department of Health, Healthy Communities Initiative, Dir.	Wailuku, Maui
▪ May 2008	Bank of Hawaii, Wailuku Branch Management	Wailuku, Maui
▪ August 2008	Maui Realtor's Association, Government Affairs Committee	Kahului, Maui
▪ August 2008	Olowalu Mauka Homeowner's Association	Olowalu, Maui
▪ October 2008	Maui Representative for Congresswoman Mazie Hirono	Wailuku, Maui
▪ October 2008	Maui Representative for Senator Inouye	Wailuku, Maui
▪ December 2008 January 2009	Maui Nui Marine Resource Council, Representatives same as above (2nd meeting)	Olowalu, Maui Wailuku, Maui
▪ June 2009	Director of State Land Use Commission	Honolulu, Oahu
▪ September 2009	Maui YMCA Director	Kahului, Maui
▪ September 2009	Maui Community College, Chancellor	Kahului, Maui
▪ September 2009	Sustainable Living Institute of Maui, Director	Kahului, Maui
▪ March 2011	University of Hawaii Maui College	Kahului, Maui
▪ April 2011	Kaunoa Senior Center	Spreckelsville, Maui
▪ June 2011	FACE Maui Chapter	Wailuku, Maui
▪ August 2011	Lions Club	Kahului, Maui

**INDIVIDUALS**

▪ November 2005	Kumu Keli'I Tava & Kimokeo Kapahulehua, Cultural Consultants	Wailuku, Maui
▪ November 2005	Ed Lindsey, deceased, and wife Pua, Cultural Consultants	Honokowai, Maui
▪ November 2005	Dana Naone Hall, Cultural Consultant	Wailuku, Maui
▪ November 2005	Hokulani Holt-Padilla, Cultural Consultant	Wailuku, Maui
▪ November 2005	Iokepa Naeole, Cultural Consultant	Wailuku, Maui
▪ November 2005	Katherine King, deceased, long-time Olowalu Resident	Olowalu, Maui
▪ November 2005	George Rixey, A.I.A.	Wailuku, Maui
▪ November 2005	Dick Mayer, Retired Instructor, MCC	Kula, Maui
▪ November 2005	Buck Buchanan, Environment	Lahaina, Maui



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- March 2006 Leslie Kuloloio, Cultural Consultant Wailuku, Maui
- December 2006 Robert Hobdy, Environmental Consultant Wailuku, Maui
- September 2009 Marc Hodges, Natural Resource Consultant Wailuku, Maui
- October 2009 Scott Fisher, Native Flora/Fauna Specialist Wailuku, Maui