

October 10, 2014

Cementum Momentum Boxing Kihei In

Aloha Sarofim Realty Advisors:

Your business is to build malls. But Why Kihei? 30,000 people, a small beach community. We aren't large enough to handle the magnitude of the mall and all the repercussions you are proposing.

At its reduced and present size of 530,000 sq ft, the Pi'ilani Promenade Mega Mall is 5 times the size of COSTCO in Kahului. This project in its enormity will suffocate the aina, blot out the night sky, crush the backbone of small businesses, bury local economy and Island Lifestyle.

A new shopping center behind Longs and Azeka on both sides of Pi'ikea has been on the South Maui plan for years and is slated to be built with 200,000 sq ft of retail space. Most likely retail chains. This mall is within 1/2 mile of your proposed Mega Mall. Together this will be almost 730,000 sq ft of retail space in an area with an existing glut of empty retail spaces.

This unbridled cementum momentum of retail chains in Kahului and elsewhere is creating an even deeper glut of empty retail spaces island wide. Small businesses can't afford to stay in business as their rents are raised, and business is channeled into retail chains whose profits go off island. The youth, the next generation of creativity and passion to be entrepreneurs are being snuffed out, forced to leave the island. They have to leave island to get jobs that are meaningful, or create businesses elsewhere. These retail chains are washing away Hawaiiiana, and the diversity of styles in a tsunami of homogenized look-a-likes. We can be in any city and all look the same.

This is our home, our community, our land. You don't live here. This isn't your home, neighborhood, community. Your children don't go to school here, grow up here and want to create a life for themselves. You have no connection with the land, its value and importance in our lifestyle.

How would you feel if you woke up one day, and your lovely home with a yard, had 10-story Cement buildings surrounding it, blocking out views and light, boxing you in?

You show great disrespect by imposing this "Elephant on an Ant". Cementum is the opposite of healthy growth. Cement doesn't breathe, or provide for environmental health and growth. This mall is a greed machine that only benefits you. Urbanizing nature, and the face and lifestyle of our beach community is adding a nail to the coffin of Kihei and island life.

We don't want to look like or be like Oahu or Mainland cities.

Most of us left that urban lifestyle with its cement and crowds and lack of healthy natural space. We came to Maui to breathe, to be part of an island lifestyle, to sustain its natural beauty and partner in its growth.

Maui has all the natural resources to preserve the land, create local businesses, and manufacturing. Rather than our money going out on a one-way ticket off island to corporate headquarters, we have the capacity and energy to generate on-island economy that recycles itself here.

PLEASE STOP for a moment. Take the time to REALLY SEE the natural beauty of Maui through the eyes of creation.

You are taking away the lure of what makes Maui Maui.

Please leave what's left of Paradise to Paradise.

I wish you well ELSEWHERE.

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Cc: The Department of Business, Economic Development & Tourism, Land Use Commission
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STATE OF HAWAII