

APPENDIX B.

Olowalu Talk Story



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’opili 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.

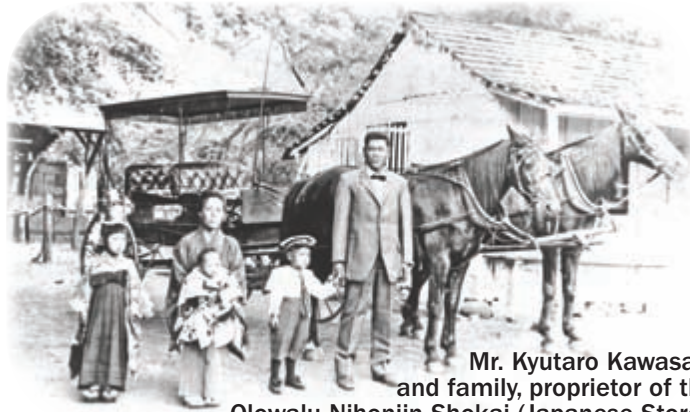
Thank you for your time and consideration. If you have any questions or would like additional information, please feel free to contact us at 249-2930. A hui hou.

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



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‘a¹ as follows:

Kai Moana

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

Makai

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

Mauka

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

Kamolewai

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

Kanakahonua

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

Kalewalani

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

Kapahelolona

Preservation of the knowledge of practitioners.

Ke‘ihi

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

Notes:

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

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

Planning for a Better Maui

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

Why Green Development?

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

Source: Rocky Mountain Institute



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.

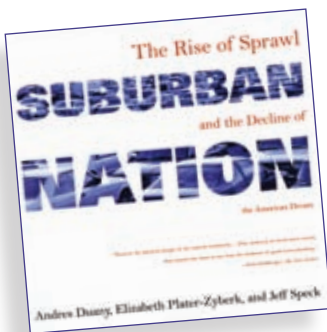
DPZ's projects have received numerous awards, including 2 National AIA Awards and 2 Governor's Urban Design Awards for Excellence. The firm is led by its Principals, Andres Duany and Elizabeth Plater-Zyberk, who are co-founders of the Congress for the New Urbanism (CNU), recognized by the New York Times 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 Rainee, George W.

Bush and Jerry Howard, earning Duany the distinction of being the top ranking individual from the private sector. Duany sits on the board of the National Town Builders Association, and Plater-Zyberk shepherds the Knight Program in Community Building, a program that brings an interdisciplinary approach to the revitalization of inner cities. These and other efforts have earned Duany, Plater-Zyberk, and the firm at large international recognition and dozens of local and national awards, including the Thomas Jefferson Medal and the Vincent Scully Prize from the National Building Museum in recognition of their contributions to the American built environment.

Most recently, in response to the devastation of Hurricane Katrina and upon the request of Mississippi Governor Haley Barbour, DPZ is coordinating the rebuilding of eleven Gulf Coast towns for the CNU. Duany is heading the effort, and has organized a task force of over 100 New Urbanists, as well as local experts and officials. These professionals – including architects, planners, and transportation specialists

– are currently completing a workshop dedicated to the renewal of the Mississippi coast. All are working at little or no cost. To find out more about DPZ please visit 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.”¹ 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.

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

At the regional level the movement promotes environmental and agricultural conservation, as well as the equitable distribution of public transportation and housing, so that important destinations such as employment, cultural and recreational centers are served by public transit. At the neighborhood level TNDs promote compact, mixed-use, mixed-income,

pedestrian-friendly increments of community building. Appropriate detailing of public space such as streets, and their interface with private buildings, is important to ensure the comfort and safety of the pedestrian. The varying degrees of density and their corresponding built forms are governed by the Transect — an organizational concept which proposes appropriate detailing (lot sizes, road widths, building form and function, etc.) according to each development’s classification within a continuum from a more rural to more urban context.

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

provide opportunities for cultural enrichment, learning and recreation; and present each community at large with an identifiable center, a gathering place and a common ground for celebrating and sharing stories.

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

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

¹ 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

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



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

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

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SEE PAGE 3



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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
Web Site: www.olowalu.net

16 WEDNESDAY

Highway Traffic

9:30 a.m. - 11:30 a.m.

Public discussion of traffic issues, concerns, solutions, possible relocation of Honoapi'ilani Highway, Access Management Plan, Light food/snacks & refreshments.

Open Design

1:30 p.m. - 4:00 p.m.

Informal review period open to the community, Public encouraged to browse and observe physical drafting of plans/concepts, Team available for questions, Light food/snacks & refreshments.

Recreational Resources

4:30 p.m. - 6:30 p.m.

Public discussion of need for recreational resources, parks, shoreline access, fishing, surfing, camping, open-space, snorkeling. Light food/snacks & refreshments.

17 THURSDAY

Infrastructure Systems

9:30 a.m. - 11:30 a.m.

Public discussion of infrastructure needs, vehicular and pedestrian ways; street size/widths, water, wastewater, utilities, private and public systems, Light food/snacks & refreshments.

Open Design

1:30 p.m. - 4:00 p.m.

Informal review period open to the community, Public encouraged to browse and observe physical drafting of plans/concepts, Team available for questions, Light food/snacks & refreshments.

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

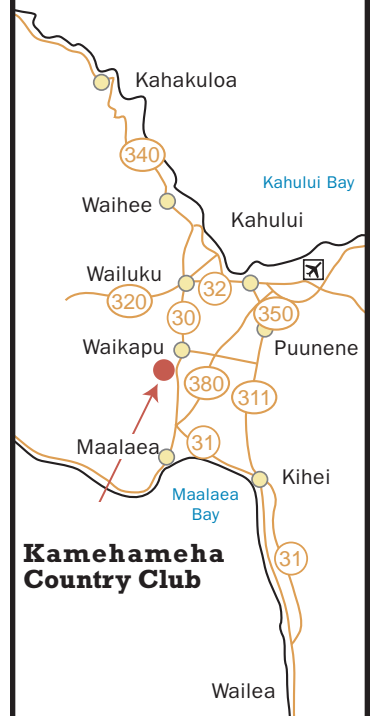
20 Sunday - Off

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 or call us at 249-2930. You can also visit our website at: 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'iiani 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

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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.

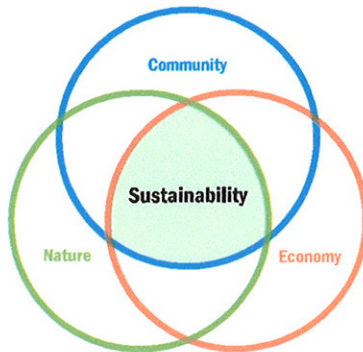
Paia, Makawao, Wailuku, Lānaʻi City, and Lahaina Town are good examples of sustainable communities that provide residents with their daily needs and services while maintaining their small-town character. Until recently, these communities were surrounded by large tracts of agricultural land and open space.

Historically, our host Hawaiian culture demonstrated how to build sustainable communities that respect natural resources through the ahupuaʻa system. The Hawaiians developed the ahupuaʻa 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.

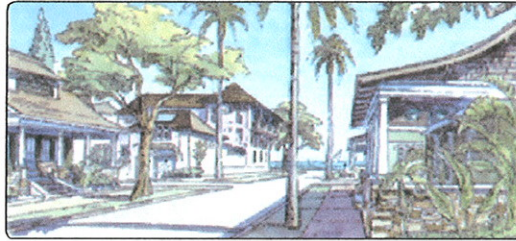
County of Maui Benchmark Study (2002): A household survey of residents countywide which arrived at seven top concerns for the county and local families.

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.

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

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
- Kihel-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



2005-2007

Community-Based Planning

Early Consultation with Key Groups/People
Olowalu Talk Story
Community Outreach
In-House Conceptual Review
General Plan Advisory Committee Recommendation for Urban Boundaries



2008-2012

Permitting and Entitlement Process

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



2013-2018

Infrastructure Design and Construction

Final Design of Infrastructure
Construction of Initial Infrastructure Improvements including: Phase 1 Water Improvements, Decentralized Wastewater Treatment, Drainage Systems
Construction of relocated Honoapiʻilani Highway at Olowalu
Occupancy of First New Residents at Olowalu



2019-2028

First Neighborhood Construction Phase

Residents live and work in Olowalu's first neighborhood center
Neighborhood stores, parks, educational facilities within walking distance
Affordable, rental, senior, single-family, multi-family, apartment housing options



2029-2038

Second Neighborhood Construction Phase

Residents live and work around Olowalu's second neighborhood center
Additional infrastructure improvements
Expansion of civic, social and community services

The First Steps of a Long Journey

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

Community-based Planning phase.

Highlights of this phase include:

- Olowalu Talk Story: 1,350 participants openly exchanged ideas with our design team during a 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 Honoapiʻilani 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 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