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 re-establishment 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 that 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, André 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 re-establishment 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.

E Kono 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. A hui hou.

Mahalo,
Bill Farnsworth and Dave Ward
Sustainable Communities are Not New to Maui

Maui is an island of small towns and communities, each separate and distinct. Pi‘ia, Makawao, Walluku, Līna‘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’s land management 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.

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 hillside and valleys and untrampled meadows stretched for miles, human activities 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 re-awakening of community in the wholeness of a village. Olowalu Village, we welcome you.

ELIZABETH AYSON
Retired Principal, Two 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 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 produced 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 county-wide which revealed seven top concerns for the county and local families.

Māui County Vision for Smart Growth (2001): Conducted by the Smart Growth Advisory Committee: produced 12 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 plantation days (see below), Olowalu has been a traditional location for a community. Only in recent times – because of the closure of the sugar mill – did Olowalu see its historic importance as a traditional population center decline. For more information about Olowalu’s history please visit our website at www.olowalu.net

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

Eight Principles for Understanding and Managing the Ahupua’a

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.

KAkakahonua
Preserve and respect the lands 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
Preserve the knowledge of practitioners.

KE’IIHI
Preserve and respect the sacred elements including deities, ancestors, the forces of nature, and ceremonial activities.

Learn more about John Kaimikaua’s teachings at www.ahupuaa.com/topics/ahupuas/principles.html.

Learning from Plantation Days

The core values and principles of small town sustainability and balance were also found in plantation villages. As recently as 1930, Olowalu was a complete thriving plantation town including housing for employees, a school, medical facilities, stores, theater, athletic programs, and plenty of work. 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 ¼ mile radius. This distance equals to a 5-minute walk.
The Land Guides Olowalu’s Design

Olowalu Talk Story was a community-based Planning Process. It began with a blank slate, there was no pre-determined 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 Kālāwai (Kawaiolā) Heiau, Waiālua Cemetery, historic burials, Pu‘u Kīleo, petroglyphs, Kepāekī 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 mauna to maka‘a access and enhance educational opportunities.

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

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

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

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<tr>
<th>WORKSHOP ATTENDANCE</th>
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<td>Infrastructure Systems</td>
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<td>Public Facilities</td>
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<td>Business / Commercial</td>
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<td>Total Attendance</td>
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Where Participants Live on Maui

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

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<td>26 Years or more</td>
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<tr>
<td>10-19 years</td>
<td>17%</td>
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<td>5-9 years</td>
<td>18%</td>
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<td>1-4 years</td>
<td>14%</td>
</tr>
<tr>
<td>Less than one year</td>
<td>7%</td>
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</table>
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/Community 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.

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 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 Rexx
Former President of the American Institute of Architects Maui, Former 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 participants’ feedback.
Olowalu Town: A Traditional Maui Community

Conceptual plans for Olowalu Town reflect the re-establishment 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 Tani Story Community-based Planning Event and community input over the past 18 months.

The conceptual drawings and charts provide more detail about living in this community. We look forward to finalizing these plans based upon continued dialogue with the public.

Financial Feasibility

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

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

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

Homes in Olowalu Town

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

<table>
<thead>
<tr>
<th>Parks, Open Space &amp; Community Space: 53%</th>
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<tbody>
<tr>
<td>Active Parks, Community Center, Beaches, Parks: 20%</td>
</tr>
<tr>
<td>Highway and Roadway Corridors: 16%</td>
</tr>
<tr>
<td>Passive Parks, Cultural Reserve: 20%</td>
</tr>
</tbody>
</table>

Residential Land Use: 47%
- Urban Residential and Commercial Business: 20%
- Rural Residential: 20%
- Agricultural Farmlands: 7%

Olowalu Acreage
- Olowalu Town: 620 acres
- Parks, Open Space and Community Space: 530 acres
- Residential Use: 290 acres

Passive Parks and Open Space
- Parks
- Cultural Preserve
- Archeological Sites
- Neighborhood Parks

Active Parks/Community Services
- Coastal Pools
- Schools
- Community Centers
- Police/Fire Facilities

Roadway Corridors
- Tialis
- Sidewalks
- Streets

Number of Units by Type
- Single Family: 560
- Multi-Family/Apartments: 780
- U/L Work Units: 150

Commercial Business Space
- 26,000 sq. ft. in the Town Centers for:
  - Surf Shop
  - Restaurant
  - Market
  - Drug Store
  - Jewelry

Note: Preliminary figures based on conceptual master plan.
Sustainable Infrastructure

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

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

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

Healthy Communities
Olowsu 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, Olowsu Town will allow 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
Olowsu 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. Olowsu Town has also reserved sites for community services including educational, police, and fire facilities. The relocation of Honoa’lilani Highway at Olowsu will be constructed in conjunction with the first phase of re-establishing the Olowsu Community.

Wastewater
State-of-the-art wastewater treatment plants are relatively small and have little odor or other effect on the environment. These plants also 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
Olowsu 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 protect the existing environment from soil erosion, sediment production, and other non-point source pollutants. Drainage systems will exceed government requirements to ensure protection of near-shore water quality.

Fewer Trips, Better Flow, Less Traffic
Instead of just planning streets for cars, Olowsu 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
Olowsu Town is designed with interconnected streets that include trave and sidewalks that slow down automobes and encourage walking and biking. This well-connected network of narrow streets provides better mobility and is safer and more efficient than a poorly-connected network of wide streets. Olowsu 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 Olowsu’s neighborhoods will provide additional ways to move people throughout the community. The monkeypod-lined portion of the existing Honoa’lilani Highway will be preserved and utilized as a lower volume connector road between the Olowsu neighborhoods. In the case of an emergency on Honoa’lilani Highway, this thoroughfare could be used to route highway traffic through Olowsu. 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
Olowsu Town will also greatly improve regional transportation. The construction of the Olowsu portion of the relocated Honoa’lilani Highway in conjunction with the first phase of Olowsu Town will greatly improve regional transportation to West Maui. Additionally, Olowsu Town residents will have safe and easy access to necessary regional transportation. The highway corridor is designed to accommodate mass transit alternatives when available. Olowsu transit systems have been designed to be within walking distance of the neighborhoods to increase personal travel choices and reduce reliance on the automobile.

Honoa’lilani Highway
During the Olowsu Talk Story workshop, options to improve Honoa’lilani 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 Olowsu and to enhance the free flow of highway traffic.
200+ Acres of Parks and Open Space

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

Homes are situated within easy walking distance to recreational facilities.

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

Preserve and enhance public access to shoreline resources.

Gaming facilities.

Relocation Process and the Innovative Olowalu O-Turn

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 help 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 mainlaned 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
A Message from Andrés Duany: A Small Town for Maui

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

Until recently what has proliferated on Maui and in Hawaii 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 spaces 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 a network of sidewalks streets at a variety of densities, uses, and residential unit types. Olowalu Town is the model for a new opportunity to rebuild 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 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.puamaucounty.gov or by phone at 270-7214. 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.

Suburban Sprawl vs Traditional Neighborhood Design

<table>
<thead>
<tr>
<th>Suburban Sprawl</th>
<th>Traditional Neighborhood Design</th>
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<tbody>
<tr>
<td>Segregated land uses</td>
<td>Mixed-use communities</td>
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<tr>
<td>Congested roadways</td>
<td>Pedestrian-friendly</td>
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<tr>
<td>Continuous outward growth of communities</td>
<td>Wide range of housing for all income levels</td>
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<td>Inefficient use of resources</td>
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<tr>
<td>Traffic &amp; Roadways</td>
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</tr>
<tr>
<td>Designed for cars and unsafe for pedestrians</td>
<td>Designed for people, not cars</td>
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<tr>
<td>Congested connector roads</td>
<td>Multiple connected and parallel roadways</td>
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<td>High-speed streets, wide and open</td>
<td>Low-speed streets, lined with trees and sidewalks</td>
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<td>Dead end, cul-de-sacs</td>
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<td>Sprawling suburban developments</td>
<td>Multi-generational communities</td>
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<td>Smaller neighborhoods and efficient land use</td>
</tr>
<tr>
<td>No sense of community</td>
<td>Distinct sense of place</td>
</tr>
<tr>
<td>Reduced open space and uncontrollable growth</td>
<td>Open spaces and urban boundaries</td>
</tr>
<tr>
<td>Infrastructure</td>
<td></td>
</tr>
<tr>
<td>Large, expensive infrastructure systems</td>
<td>Efficient, small-scale infrastructure systems</td>
</tr>
<tr>
<td>Extensive transmission lines</td>
<td>Fewer transmission lines</td>
</tr>
<tr>
<td>Environmental Resources</td>
<td></td>
</tr>
<tr>
<td>Low-density developments pour over open space</td>
<td>Cluttered, higher-density communities</td>
</tr>
<tr>
<td>Large development footprint</td>
<td>Small urban footprint on environment</td>
</tr>
<tr>
<td>Many car trips required per day</td>
<td>Designed to encourage walking, reduce car trips</td>
</tr>
</tbody>
</table>

Talk To Maui’s Long Range Planning Division
Phone: 270-7214 | Online: www.mauicounty.gov
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 mainstream "zoning" concepts that strictly separate uses and activities into single locations.

It is typically composed of subdivisions of homes without community services such as 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 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 as younger and older persons, single households and families may be housed.

7. Educational facilities shall be available, or a site 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 important 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 streetstages, 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 1950s, 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

3004

Kahului

Wailuku

1978

1933
The Potential of Olowalu Town

Olowalu Town Community Benefits

Our goal for Olowalu Town is to re-establish 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. Design to make 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, social, and 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 resources
10. Innovative "O" Law on bypass highway allows cars to flow without stopping with no street lights or over/under passes

LED-CEED-Nominated Community Development

This project is planned to be an LED-certified Neighborhood Development. The LED 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

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 week-long event to help create the Conceptual Master Plan for Olowalu Town.
- Feedback: Presentations of plans have been made over the 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.

Permitting and Approval Phase

Following the completion of the Olowalu Talk Story, a series of informal feedback sessions were conducted with the Planning Advisory Committee (PAC) to gather, review, and analyze the feedback to assist in the development of the General Plan for Olowalu Town.

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 school, store, church. Our pace of life was not so hectic; the quality of life on Maui was good. I know that Bill and Gail have been 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

Rahall in Hi/Al