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

A COMMUNITY-BASED PLANNING WORKSHOP

By Bill Frampton

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

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

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

Historically, Maui has been an island of separate and distinct communities. However, many of us have watched over the years as distinct small towns and communities have become blurred together, traffic has become more and more congested, and questions have been raised about a future where we do not know our neighbors, affordable housing is scarce and there are no 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, our process needs to recognize and take into account the County General Plan update process. Our proposed community-based planning process will produce an informative plan which, along with various land use studies, can be used to complement the General Plan update process. Informed decisions can then be made with a plan that is driven by sincere community input.

We believe this is an excellent opportunity to work together with the County for the establishment of sustainable and livable communities.

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

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

YOUR KOKUA IS MUCH APPRECIATED
We are respectfully requesting that you consider joining us for the planning workshops. The planning workshops will be held over several days beginning on Tuesday, November 15th, with our opening session from 5:30 PM to 7:30 PM at the King Kamehameha Clubhouse on Hono’opilani Highway in Waikapu, and ending with the Closing Presentation on Monday, November 21st, from 5:30 PM to 7:30 PM at the same location. Pupus and refreshments will be served at each event. A full schedule of all sessions and meetings is included on Page 8 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
For centuries, the ancient Hawaiians of Olowalu Valley flourished as a community-based on the Hawaiian concept of Ahupua’a, a land division extending from the mountains to the sea.

By Gail Ainsworth

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

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

MISSIONARIES AND SUGAR

Both Protestant religion and education came to Olowalu in the 1820s when the Reverends William Richards and Charles Stewart traveled from Lahaina by canoe to preach and teach. In 1835 Reverend Ephraim Spaulding built the first church, a small adobe structure which was later replaced by one made of stone. A decade after the Protestants’ arrival, Father Modest Favens baptized Catholic converts at Olowalu, although it would not be until 1916 that the permanent St. Joseph Church was built. The sugar industry came early to Olowalu. In 1864 King Kamehameha V, then ruler of the Hawaiian Kingdom, invested in the newly-formed West Maui Sugar Company. He was only one of many subsequent owners of the plantation, later called the Olowalu Sugar Company. The company boomed, requiring the hiring of Chinese workers, followed by Portuguese, South Sea Islanders, Germans and Japanese.

CULTURAL MIX

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

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

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

FAMILY

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

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

Learn more about Olowalu’s history at: OLOWALU.net
SUSTAINABLE DEVELOPMENT IS NOT NEW TO HAWAI‘I, LEARNING FROM THE PAST CAN HELP US PLAN A BETTER MAUI

By Bill Frampton
The delicate balance of “Environment and Sustainable Development” is a key concept that provides an answer to the question of how humankind can coexist in harmony with nature. Not surprisingly, this concept is nothing new to the Islands; sustainability was a way of life for the ancient Hawaiian societies. One way this was exemplified was the Ahupua‘a, the genius organizational structure designed by the Hawaiian culture as self-supporting communities.

Ahupua‘a were planned and managed with great care, sensitivity and wisdom to ensure the prolonged existence of natural and cultural resources. John Kaimikaua, Kumu Hula and educator from O‘ahu, explains the guiding principles of managing the ancient Ahupua‘a 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, the more present-day guiding 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 all living things to have a healthy future 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.

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 in the direction of urban 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

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 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.

“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
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.” 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 viability, of our towns and cities. Population growth and migration, transportation and housing, so 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—a conceptual movement 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 Hawaii brings the tremendous opportunity to mitigate the threat of continued sprawl on the islands and instead create and enhance compact communities that are great places to live, work, visit and recreate; that become important foci of community pride and are economically successful, as well as environmentally and culturally sustainable, developments.

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

FOCUS MAUI NUI

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

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

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

Check out FMN at: FOCUSMAUINUI.com

---

DPZ’S MAUI HOLOHOLO

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

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

Aside from these activities, the team collected 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 these members 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.
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
OLOWALU TALK STORY

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

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

16 Wednesday
Highway Traffic
9:30 a.m. - 11:30 a.m.

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

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

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

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

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

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

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.

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

The contents of this paper are copyrighted by various individuals, institutions and Olowalu Town, LLC. ©2005