



# Olowalu Town

## BY MAUI, FOR MAUI



SPRING/SUMMER 2007 | VOL. 2 NO. 1

OLOWALU TOWN, LLC

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# 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 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 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.

We recognize and greatly respect that changing our ways is a bold proposal; however, we believe that it is necessary to step back and reconsider how we plan for growth and development on Maui. We need to be asking the hard questions: What are we doing to preserve the character of Maui? Are we building communities, or are we just continuing to encourage sprawl? Are we serious about creating a sustainable island? How do we manage and protect our natural resources, yet continue to sustain a healthy and viable economy for future generations to come?



## E Komo Mai

We sincerely appreciate you taking the time to read our newspaper, and we hope that it informs you about our vision and conceptual plans for Olowalu Town. We are committed to continuing our community-based planning efforts to help further refine the conceptual plans. We welcome your comments and encourage discussion of our plans. Please contact us by email at: [talkstory@Olowalu.net](mailto:talkstory@Olowalu.net) or call us at 249-2930. You can also visit our website at: [www.Olowalu.net](http://www.Olowalu.net). A hui hou.

Mahalo,  
Bill Frampton and Dave Ward



### Island of Small Towns 2

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



### Housing for Everyone 6

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



### Traffic Relief 8

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



### Parks and Open Space 9

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



**Olowalu Town**  
BY MAUI, FOR MAUI

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US POSTAGE  
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OLOWALU TOWN LLC  
PERMIT NO. 1171



Makawao



Wailuku



Pā'ia

Makawao, Wailuku, and Pā'ia 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.

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

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

## 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 re-establish a sustainable community by incorporating these design-related values and principles.

### COMMUNITY

- Design small scale neighborhoods where you know your neighbors
- Provide a 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-profit groups, 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) to help conserve energy, fuel, and operating 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 untrampled 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 re-awakening of community in the wholeness of a village.

Olowalu Village, we welcome you.

**ELIZABETH AYSON**  
Retired Principal; I‘ao 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 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.

**Maui 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

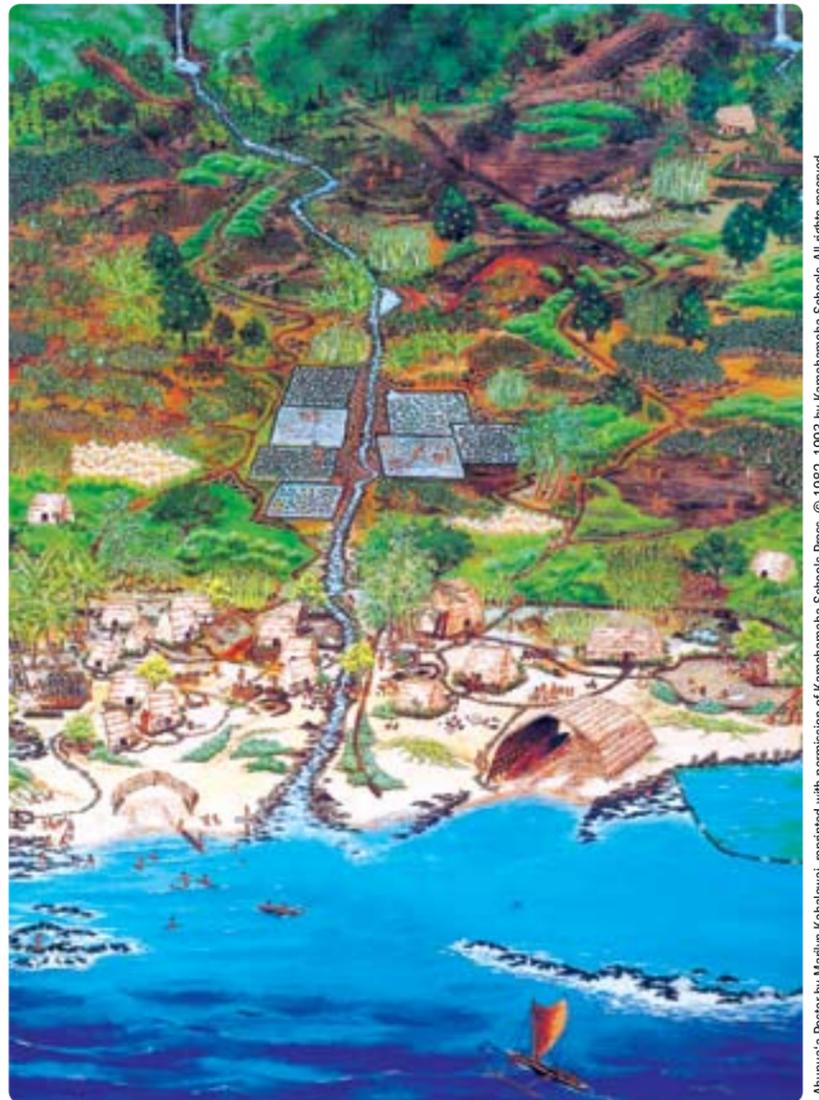
It is clear from studying the historic settlement patterns of Maui that Olowalu has always been a location where people have chosen to live. Prior to Western contact, it is estimated that up to 2,000 Hawaiians were living and thriving in Olowalu. The Olowalu Ahupua'a had an abundance of natural resources. 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.

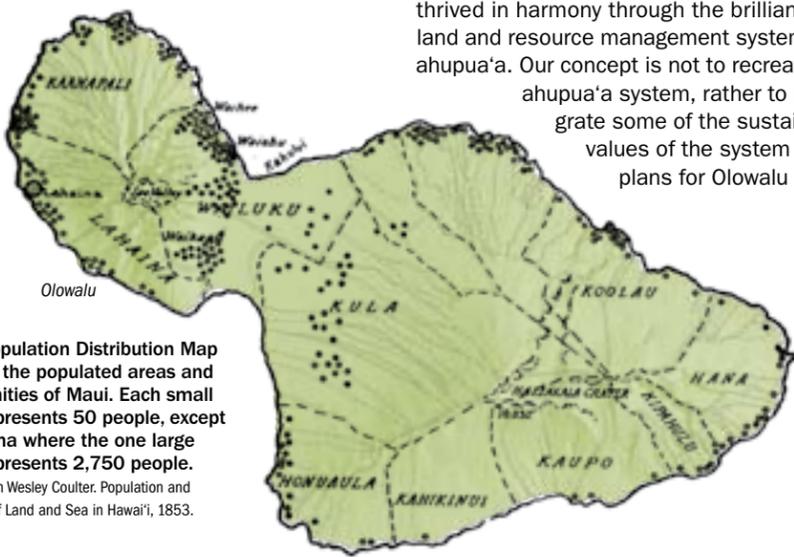
From historic times through the plantations days (see below), Olowalu has been a traditional location for a community. Only in recent times - because of the closure of the sugar mill - did Olowalu see its historic importance as a traditional population center decline. For more information about Olowalu's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

## Learning from the Ahupua'a System

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



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



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

## Eight Principles for Understanding and Managing the Ahupua'a

John Kaimikaua, the late kumu hula and educator from O'ahu, tells the story of how the ahupua'a evolved as a solution to the hardship and strife resulting from the depletion of natural resources. Communities had to learn to work together to take care of the land, and they formed the first stewardship organizations called the 'aha ki'ole, or people's councils.

This approach centers around the preservation of and respect for the natural resources that sustain a community over time. These concepts provide insight for the re-establishment of Olowalu Town.

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



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



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



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



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



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



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



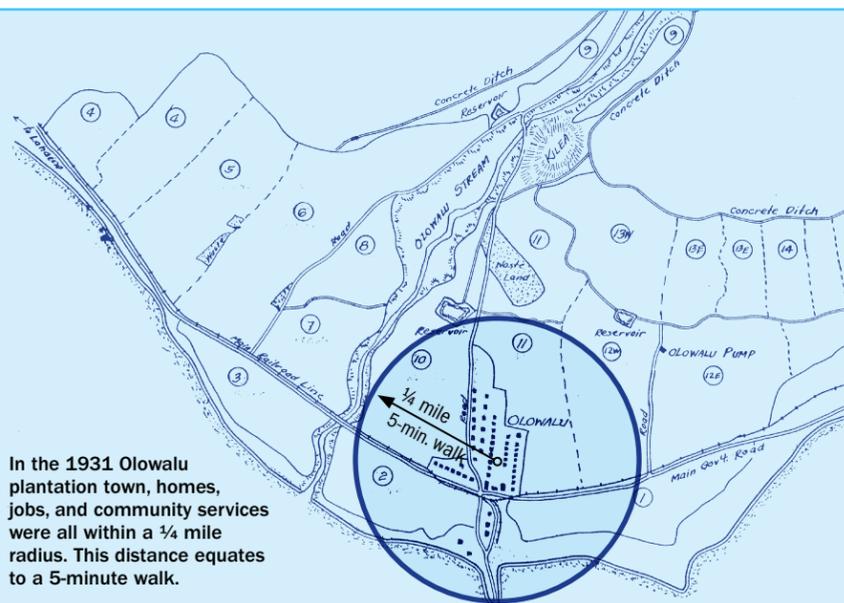
**KAPAELOLONA**  
Preserve the knowledge of practitioners.



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

## Learning from Plantation Days

The core values and principles of small town sustainability and balance were also found in plantation villages. As recently as 1930, Olowalu was a complete thriving plantation town including housing for employees, a school, medical facilities, stores, theater, athletic programs, and places of worship. Olowalu's plantation town integrated multi-cultural practices into daily life and was a multi-generational community where everyone knew each other, shared, and took care of those in need.



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



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

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

# The Land Guides Olowalu's Design



Olowalu Talk Story was a community-based Planning Process. It began with a blank slate, there was no 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 Ka'iwaloa (Kawailoa) heiau, Awalua Cemetery, historic burials, Pu'u Kīlea, petroglyphs, Kapaiki Village, the historic Olowalu Church, the Olowalu General Store, Olowalu Wharf, and the old Olowalu Sugar Mill. The preservation, enhancement, and protection of these sites and features shall be incorporated into the community design.

### Cultural Reserve

The current Olowalu Cultural Reserve is approximately 75 acres. Plans include expanding the Cultural Reserve to increase mauka to makai access and enhance educational opportunities.

## 1,350 Residents Participate in Olowalu Talk Story

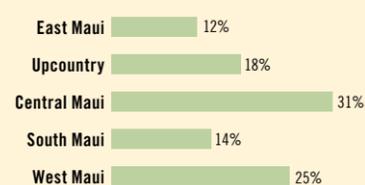
Olowalu Talk Story, a week-long series of workshops and general sessions attracted 1,350 participants.

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

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

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

### Where Participants Live on Maui



### Participant Residency on Maui





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



Local Architects provided the design team with tours of Lahaina, Pā'ia, Wailuku, and Makawao.



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



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

# The People Guide the Town Plan

During the Olowalu Talk Story workshop, participants and town planners exchanged valuable knowledge and experiences.

A town for Maui should be designed with insights from the people of Maui. Town planners learned essential information about Maui's culture and lifestyle, including the need to preserve our quality of life, provide affordable housing for Maui's residents, and preserve our natural resources.



The original Olowalu Talk Story newsletter informed and invited participants to the week-long community-based planning workshop. It was mailed to everyone on Maui.

## An Evolving Design Process

### Important Design Components

Throughout the planning workshop, a number of alternative designs were presented to participants for review, comment, and feedback. The site plans were continuously evaluated, assessed, and updated to incorporate the following design components:

#### Streets/Circulation

Pedestrian-friendly, tree-lined roadways and connective street network.

#### Residential

A wide variety of housing types, including affordable, senior, market, single family, multi-family, and rental.

#### Recreational Resources

Easy access to open spaces, parks, beaches, greenways, trails, and bike ways.

#### Infrastructure Systems

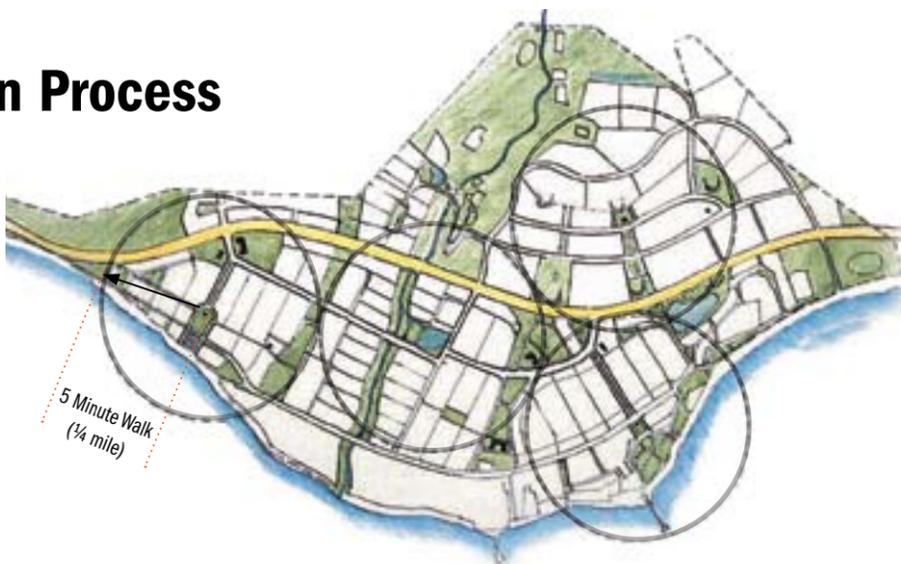
Environmentally sensitive infrastructure systems, at no cost to public, to include roadways, water, wastewater, and utility systems

#### Public/Civic Facilities

Sites for community centers, social services, schools, police, fire, and medical facilities.

#### Business/Commercial

Neighborhood town centers for local businesses with economic opportunities for residents, including live/work units and access to daily services.



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



## Traditional Neighborhoods for People, Not Cars

### Mixed-Use Neighborhoods

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

### Small Walkable Neighborhoods

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

\*Defined as a Pedestrian Shed

**“The planning and growth of a small town community is just like that of a family.”**



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

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

**GEORGE RIXEY**

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 participant’s 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 Talk Story Community-based Planning Event and community input over the past 18 months.

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

## Financial Feasibility

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

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

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

Large shoreline parks and coastal views for community enjoyment.

Neighborhood Town Square.

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



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



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

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

**BILL KAMAI**

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

## Homes in Olowalu Town



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

### A. Rural Residential

Single family homes on minimum one-half acre lot with rural character.

### B. Urban Residential

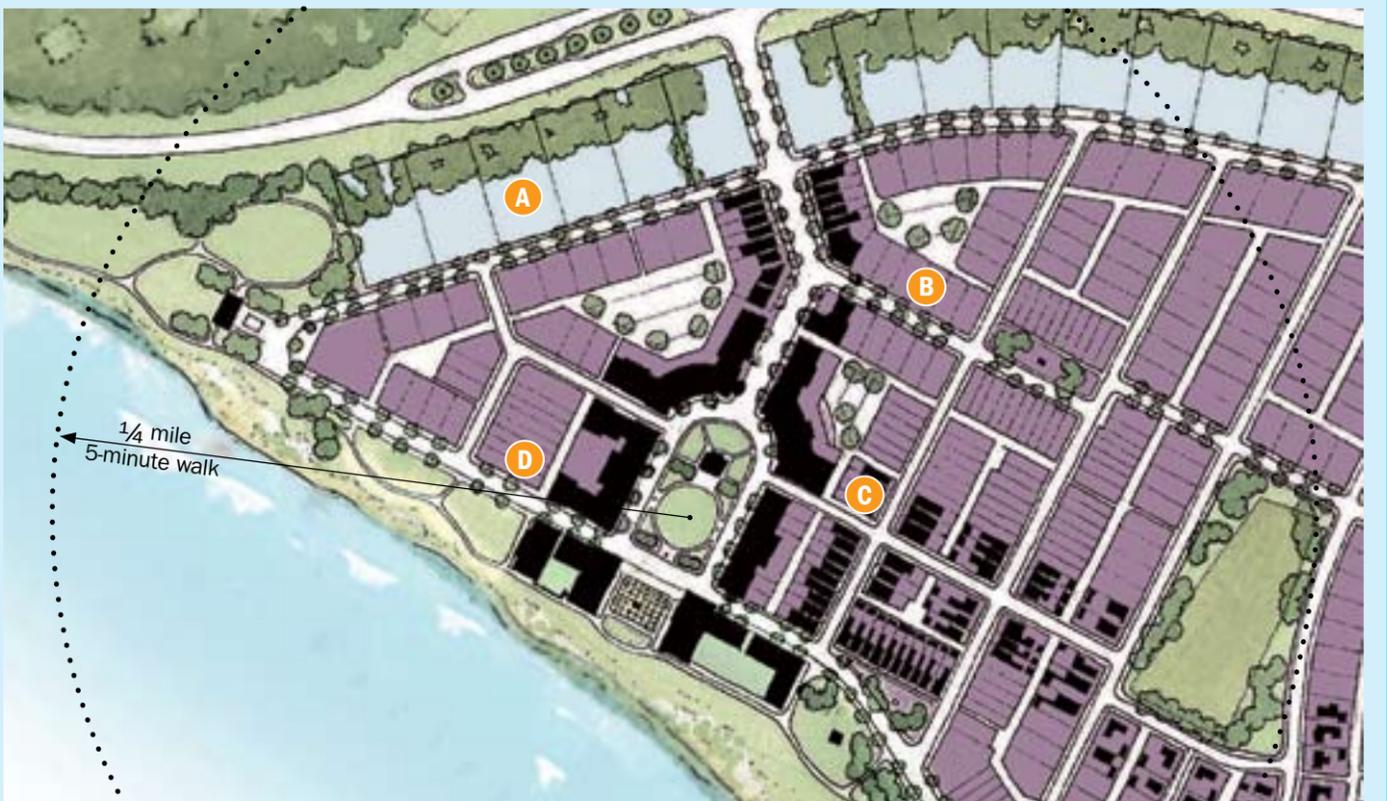
Single family homes on smaller lots, closer to neighborhood town centers.

### C. Urban Live/Work Units

Residential living space above, small family business or commercial use on street level.

### D. Urban Town Houses

Multi-family units create higher density located near neighborhood town centers.

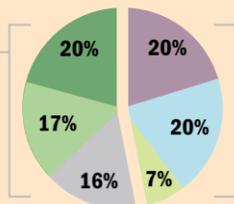




## Olowalu Town Land Use Breakdown

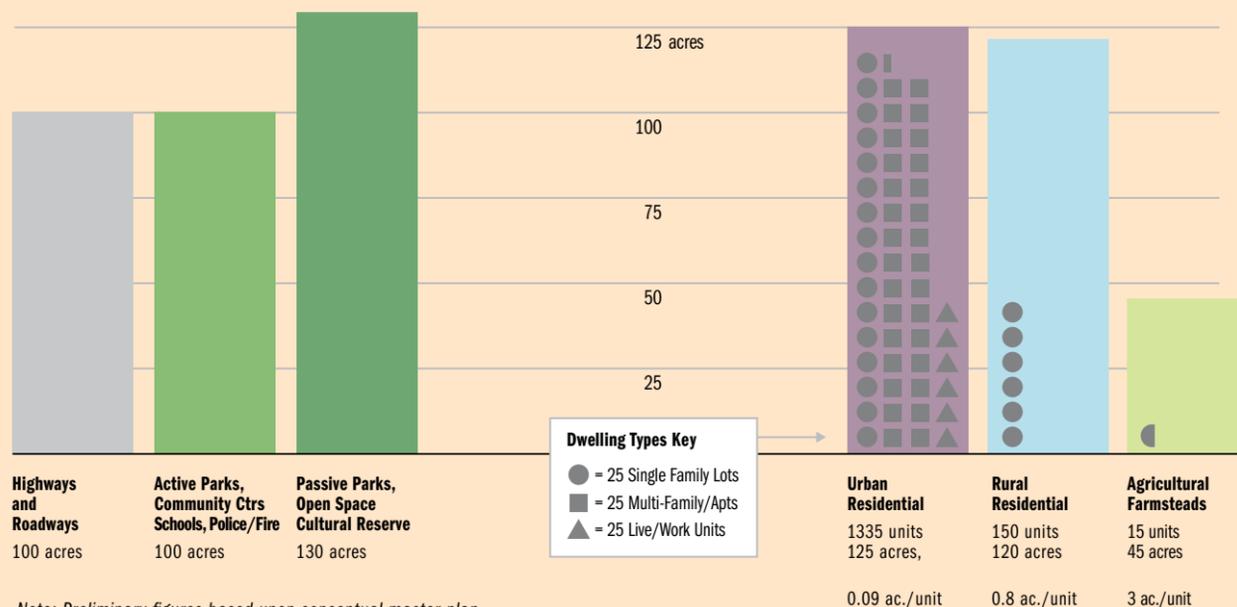
### Parks, Open Space & Community Space: 53%

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



### Residential Land Use: 47%

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



### Olowalu Acreage

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

### Passive Parks and Open Space

Streamside Park	Pocket Parks
Cultural Preserve	Archaeological Sites
Neighborhood Parks	

### Active Parks/Community Services

Coastal Parks	Schools
Community Centers	Police/Fire Facilities

### Roadway Corridors

Tree-Lined Roadway	Alleys
Greenways	Bikeways
Relocated Highway	Trails
Streets	

### Number of Units by Type

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

### Commercial Business Space

25,000 sq. ft. in the Town Centers for:

Surf Shop	Doctor	Café
Restaurant	Dentist	Book Store
Market	Video Store	Hardware Store
Drug Store	Bakery	Bar

Note: Preliminary figures based upon conceptual master plan.



**“Bill and Dave did a beautiful job working and talking with us. I’ve seen what the community came up with and it is a good project.”**

KATHERINE D. KING - Born and Raised in Olowalu

# Sustainable Infrastructure



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

### Respect Our Natural Resources

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

### Healthy Communities

Olowalu Town’s residents will utilize walking for many daily needs thus reducing the number of daily car trips. Not only will residents reduce their reliance on imported gasoline and cut down on vehicle emissions, Olowalu Town will provide residents access to beach parks, playgrounds, hiking, and biking from their homes. Walkable communities also increase interaction with neighbors and lead to physically and socially healthy communities.

### Independent Infrastructure

Olowalu Town will be supported by privately funded, independent infrastructure. The water, wastewater, and drainage systems will be sized appropriately to support the town’s needs. In many cases, these infrastructure systems will be decentralized which allows for less impact on the environment. Olowalu Town has also reserved sites for community services including educational, police, and fire facilities. The relocation of Honoapi’ilani Highway at Olowalu will be constructed in conjunction with the first phase of re-establishing the Olowalu Community.

## Water and Wastewater

Through the use of Integrated Resource Planning, Olowalu’s Natural Resource Engineers carefully assessed and examined innovative alternatives for water, wastewater, and drainage systems.

### Drinking Water

The drinking water (potable water) requirement to support Olowalu Town is roughly 600,000 gallons per day. The Olowalu aquifer’s sustainable yield is estimated at 3 million gallons per day. The Olowalu Town Plan is designed to utilize only 20% of the aquifer’s sustainable yield.

### Wastewater

State of the art wastewater treatment plants are relatively small and have little odor or other effect on the environment. These plants efficiently produce clean recycled water for irrigation use.

### Irrigation Water

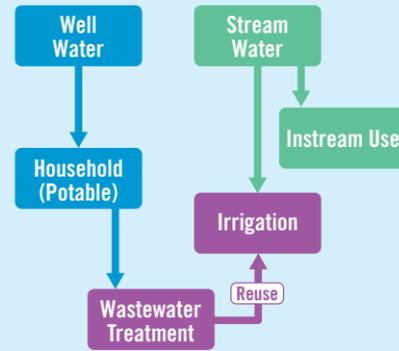
Irrigation water (non-potable water) will be provided by a combination of recycled wastewater, stream water and possibly captured storm water. Use of native plants will reduce overall irrigation water demands.

### Stream Water Restoration

The integrated irrigation water system will provide opportunities to significantly reduce the amount of stream water currently being utilized for irrigation.

### Drainage/Storm Water

Olowalu Town will use best management practices (BMPs) to design and build drainage systems that protect the health of residents and their homes, preserve and enhance the natural environment, and protect shoreline water quality. The BMP standards will protect the surrounding environment from soil erosion, sediment production, and other non-point source pollutants. Drainage systems will exceed government requirements to ensure protection of near-shore water quality.



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

## Fewer Trips, Better Flow, Less Traffic

Instead of just planning streets for cars, Olowalu Town is designed to provide many modes of transportation for people including walking, biking, mass transit, and automobiles.

These different modes of transportation address movement within the neighborhood (circulation), between neighborhoods (connectivity), and to different parts of the island (regional transportation).

### Connectivity

Olowalu Town is designed with interconnected streets that include trees and sidewalks that slow down automobiles and encourage walking and biking. This well-connected network of narrow streets provides better mobility and is safer and more efficient than a poorly-connected network of wide streets. Olowalu Town’s neighborhood block system shortens travel routes and encourages alternatives to automobiles.

Planning for neighborhood stores, parks, community centers, and educational facilities within walking distance of neighborhoods will reduce the number of automobile vehicular trips and encourage the casual meeting of residents that form the bonds of a community.

### Circulation

Internal roadway systems connecting Olowalu’s neighborhoods will provide additional ways to move people throughout the community. The monkeypod-lined portion



### Reducing Car Dependency

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

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

of the existing Honoapi’ilani Highway will be preserved and utilized as a lower volume connector road between the Olowalu neighborhoods. In the case of an emergency on Honoapi’ilani Highway, this thoroughfare could be used to route highway traffic through Olowalu. Bike and walking paths will also serve as another connection between neighborhoods and allow people easy access to beach parks, shops, and homes.

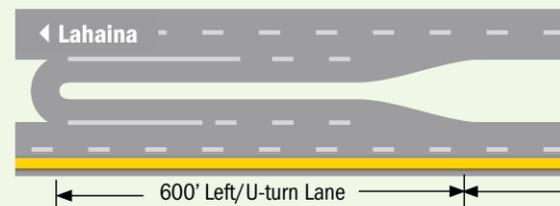
### Regional Transportation

Olowalu Town will also greatly improve regional transportation. The construc-

tion of the Olowalu portion of the relocated Honoapi’ilani Highway in conjunction with the first phase of Olowalu Town will greatly improve regional transportation to West Maui. Additionally, Olowalu Town residents will have safe and easy access to necessary regional transportation. The highway corridor is designed to conveniently accommodate mass transit alternatives when available. Olowalu transit stops have been designed to be within walking distance of the neighborhoods to increase personal travel choices and reduce reliance on the automobile.

## Honoapi’ilani Highway

During the Olowalu Talk Story workshop, options to improve Honoapi’ilani Highway evolved from simply widening the existing road to considering various alternatives, including the ones shown at right. The alignment favored by workshop participants (far right) provided the best opportunity to serve a small town at Olowalu and to enhance the free flow of highway traffic.



Artist rendering and U-turn diagram not to scale.



Access to beaches, surfing, parks, and play areas.



Neighborhood parks provide "back yards" for children.



Series of interconnected greenways/ bikeways for walking or biking.



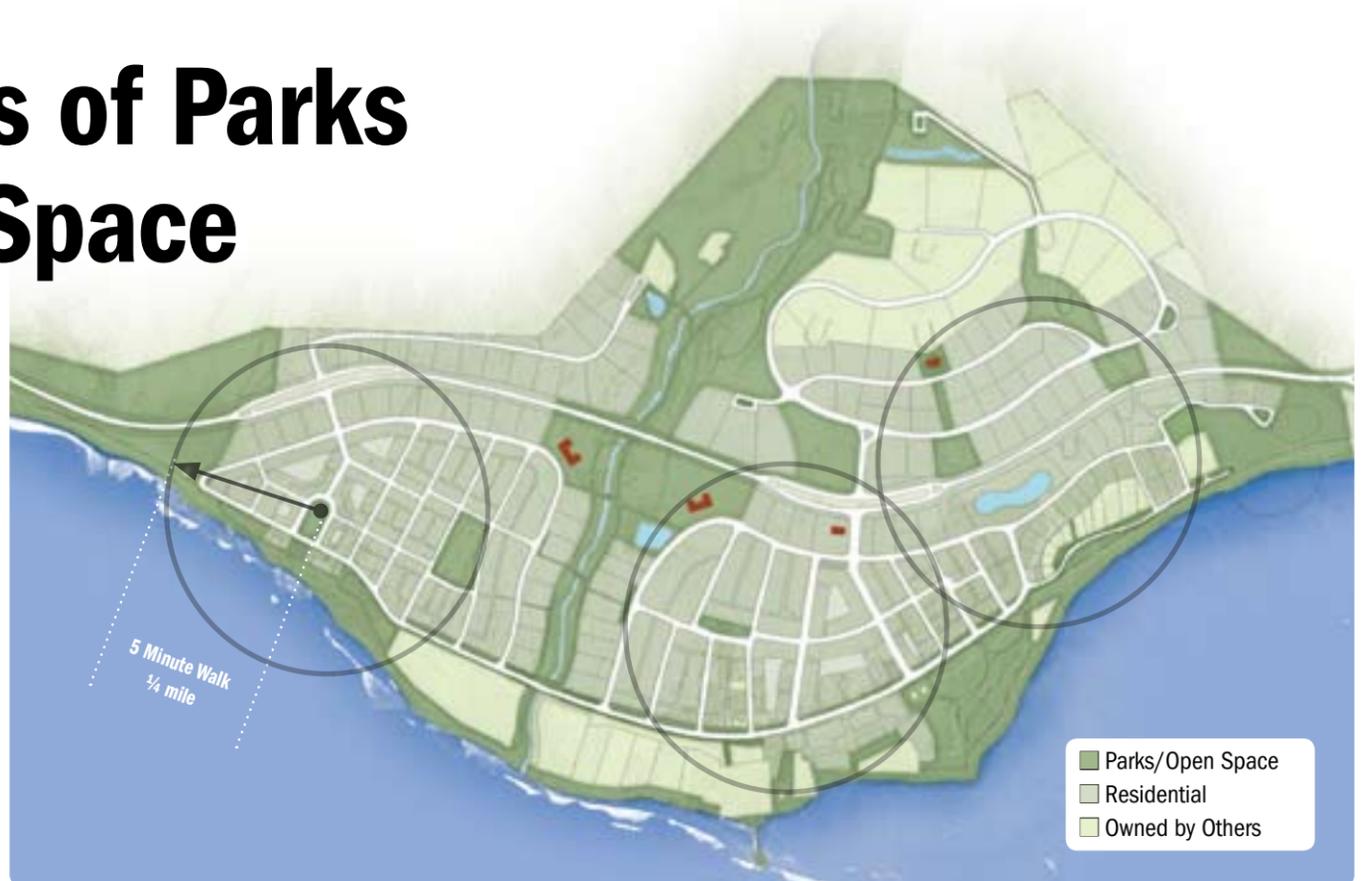
Places where residents can just hang out with friends, sit and relax.

# 200+ Acres of Parks and Open Space

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



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



Homes are situated within easy walking distance to recreational facilities.



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

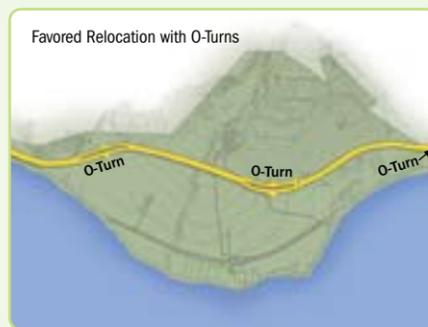
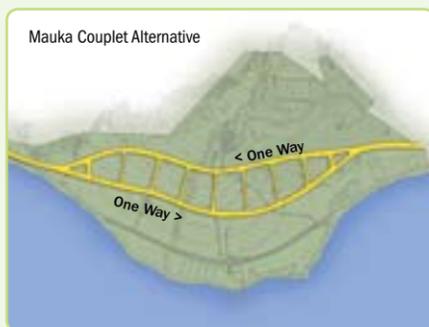


Preserve and enhance public access to shoreline resources.



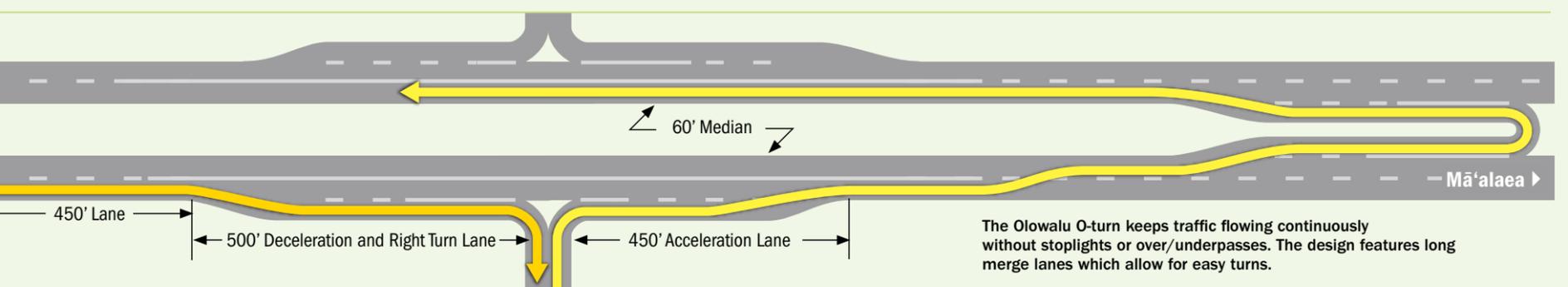
Camping facilities.

## Relocation Process and the Innovative Olowalu O-Turn



### Relocation Highlights

- Highway constructed in conjunction with first phase of development
- Three separate O-Turns provide access to town and disperse traffic and allow left turns without delays
- Medians designed to accommodate light rail or other mass transit system, as it becomes available
- Public access to larger beach parks between the relocated highway and the ocean



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

### How the O-Turn Works

The Olowalu Turn or O-Turn works by preventing drivers from making left turns across traffic. Drivers safely take a U-turn with the 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 mainland and local traffic engineers at the workshop introduced a new approach to Maui which we call the "O-Turn." It is an efficient solution that allows for easy and safe turns without interrupting the flow of traffic and is successfully being used in other states. Our

traffic engineers have designed it to accommodate the existing and future traffic volumes on Honoapi'ilani Highway.

### O-Turn Benefits

- No stoplights
- No under/overpass
- Easy turns
- Long on/off lanes
- Continuous traffic flow

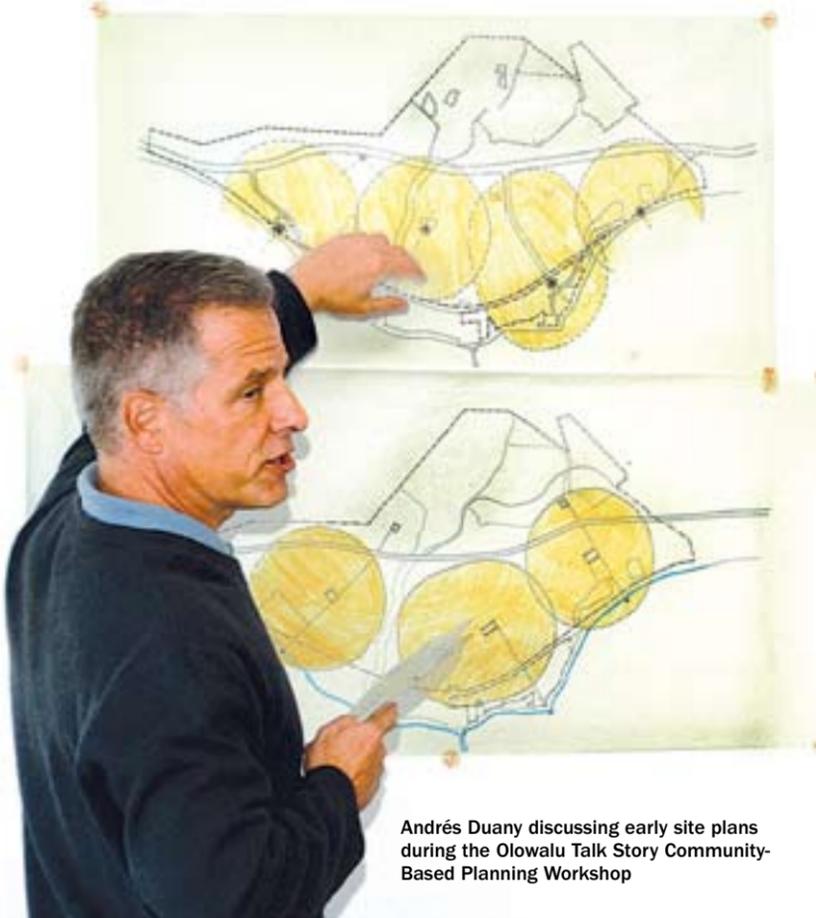
“One advantage that Maui has is the island still has a number of traditional towns. These small towns represent the model of sustainable communities that are compact, connected, and complete.”

ANDRÉS DUANY *Lead Architect of Olowalu Town*



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

## A Message from Andrés Duany: A Small Town for Maui



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

Today, Maui has the opportunity to chart its own future and determine the manner and form of development that will occur on the island for many years to come.

The plan for Olowalu Town returns to the original Maui small town model of complete and compact communities, where most, if not all, daily needs can be met within a five-minute walk of one's home.

Until recently what has proliferated on Maui and in Hawai'i is the conventional suburban planning imported wholesale from the mainland. This development model comes with a number of disadvantages, penalties, and inconveniences, such as larger land consumption, segregated and isolated pockets of development, traffic congestion, pollution, and loss of open space and public amenities.

Olowalu Town's layout, structures, density, and land use all contribute to create a compact, walkable environment. Olowalu will have a wide range of housing types, including townhouses,

apartments, bungalows, cottages and large houses on farmsteads, with a substantial portion given to much-needed affordable housing.

There will be live/work units to encourage people to start new businesses, which would help reduce the need to commute to work and create a wider, more diverse, economic base. Two town centers will feature facilities and amenities for the larger community, including retail and commercial spaces, civic buildings, and public open space.

The building of Olowalu Town will be guided and framed by a new design code. This new code marries traditional settlement patterns with sustainable ecological strategies, and is proposed to overlap and simplify the existing zoning code with the creation of livable streets at a variety of densities, uses, and residential unit types.

Olowalu Town is the model for a new opportunity to 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 encouraged; growth in areas located outside of these boundaries will be discouraged. The 2030 General Plan will be comprehensive and address the social, economic, and physical environment through a community-driven process to collectively define values, goals, and objectives.

#### Long Range Effects

When ultimately adopted by the Maui County Council, the 2030

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

#### Participate Now

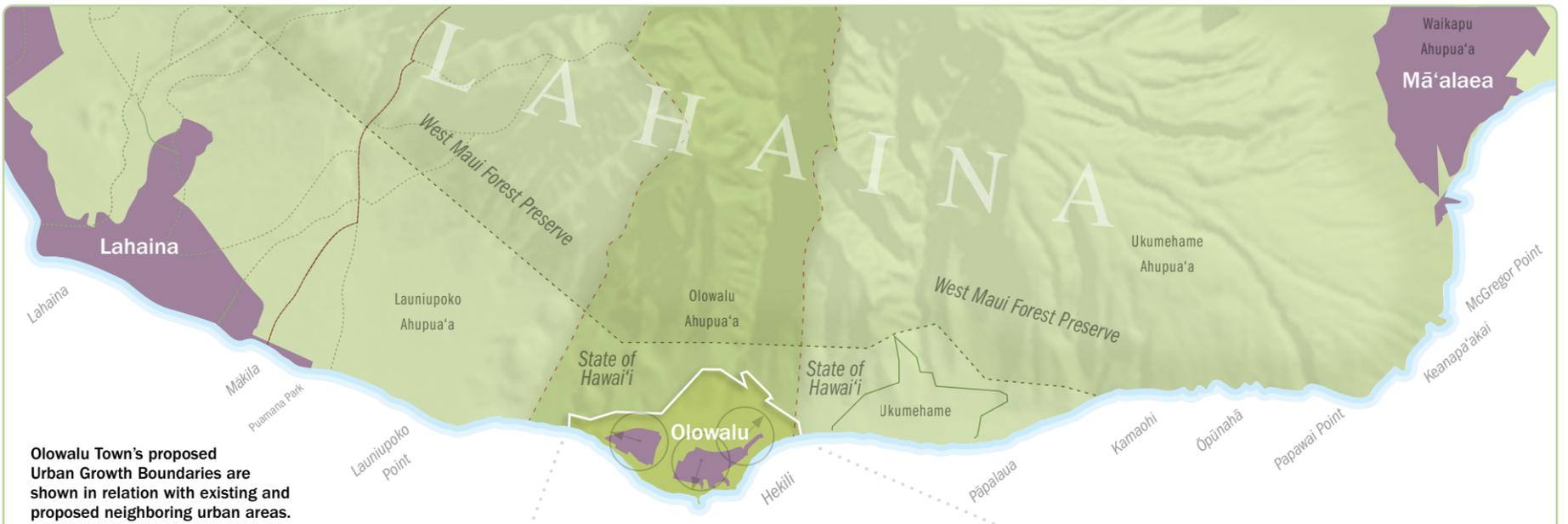
You can send your ideas to the Long Range Planning Division online at [www.generalplan2030@mauicounty.gov](http://www.generalplan2030@mauicounty.gov) or by phone at 270-7214. All of the meetings relating to the development of the General Plan, including those of the current General Plan Advisory Committee (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](http://www.mauicounty.gov).



Talk To Maui's Long Range Planning Division  
Phone: 270-7214 | Online: [www.mauicounty.gov](http://www.mauicounty.gov)

### Suburban Sprawl vs Traditional

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



Olowalu Town's proposed Urban Growth Boundaries are shown in relation with existing and proposed neighboring urban areas.

# Growth Boundaries

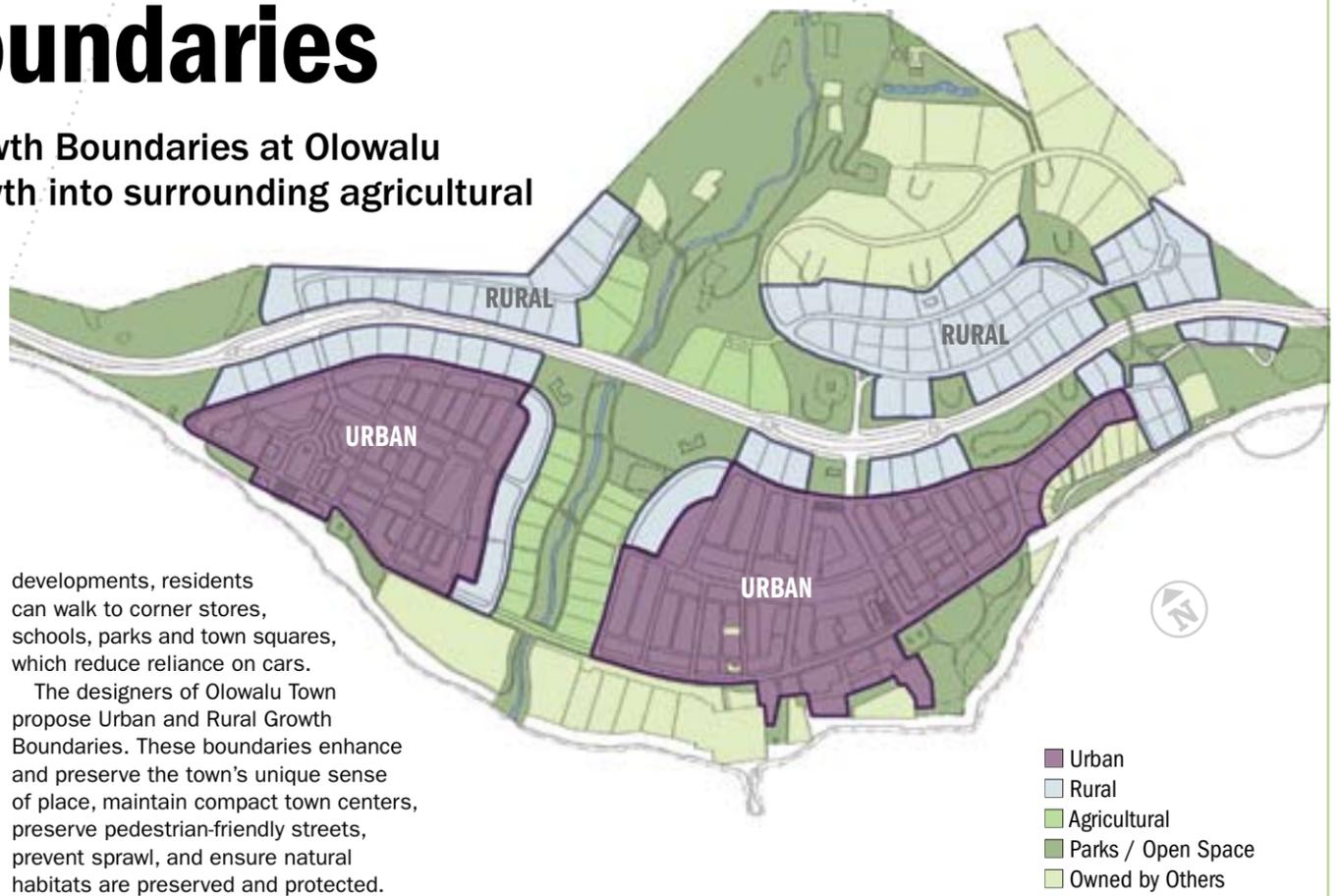
The Urban and Rural Growth Boundaries at Olowalu will prevent outward growth into surrounding agricultural and open space areas.

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.

- Urban
- Rural
- Agricultural
- Parks / Open Space
- Owned by Others

# Neighborhood Design (TND)

Suburban sprawl is the result of mainland "zoning" concepts that strictly separate uses and activities into single locations.

It is typically composed of subdivisions of homes without community services 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 Town is compatible with Maui's small town traditions and ensures that a meaningful and distinctive community is created.

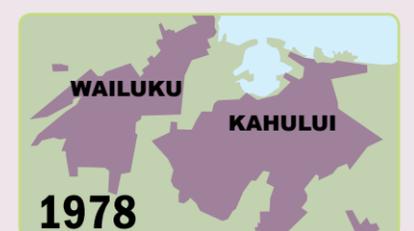
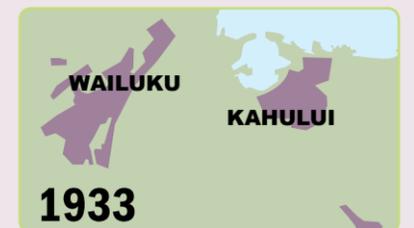
At Olowalu, we are committed to Traditional Neighborhood Design (TND). This innovative concept uses specific planning and design tools to guide the environment for existing and new communities, with the ultimate objective to build towns and communities that are pedestrian-friendly, comfortable, safe,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

## Traditional Neighborhood Design Principles

1. The basic increment or building block will be the mixed-use neighborhood ("pedestrian sheds"), and neighborhoods will be designed and sized to be walkable.
2. Each mixed-use neighborhood shall have a discernible center to serve as a community gathering place. This center will also contain a transit stop.
3. The neighborhood will be of small size and scale with a maximum standard of a 5-minute walk from the edge to the center. This distance averages one-quarter of a mile.
4. Shops and stores within close proximity to neighborhoods will be sufficiently varied to satisfy ordinary daily household needs, such as a convenience store.
5. The neighborhood shall incorporate a variety of places to work, including live/work units.
6. Neighborhoods shall include a variety of dwelling types, such that younger and older persons, single households and families may be housed.
7. Educational facilities shall be available, or a site reserved, within walking distance of most dwellings.
8. Small playgrounds or neighborhood parks will be situated within one-eighth of a mile to all dwellings, not more than a 2- to 3-minute walk.
9. Thoroughfares and roadways shall be designed as a network, with emphasis on connecting adjacent thoroughfares wherever possible to provide drivers with options to disperse traffic.
10. Thoroughfares shall be designed to slow traffic, creating an environment appropriate for pedestrians, bicyclists, and automobiles.
11. Building frontages shall collectively support pedestrian streetscapes, parking lots to be located behind buildings.
12. Sensitive natural resources and cultural areas are preserved as permanent open space.
13. Exceptional sites or special locations to be reserved for community uses or civic buildings.
14. Buildings for meetings, education, religion, or culture will be located at the termination of street vistas or within the neighborhood centers.
15. Youth and seniors benefit because walkable neighborhoods are not dependent on automobile transportation.

## The Value of Boundaries as a Design Tool

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



Source: Maui County Planning Department

# Olowalu Town Community Benefits

Our goal for Olowalu Town is to 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. 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)

### LEED-Certified Neighborhood Development

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

### Continued Dialogue Improves Town Plan

We would like to thank the following groups, associations, and community leaders listed below for helping to improve our plans for Olowalu Town.

Over the past 18 months they have provided us with opportunities to share our plans with them.

Please note that those listed below have not provided us with official endorsements or approvals; rather, they have kindly provided us with valuable feedback and suggestions on how to improve our plans.

- American Institute of Architects
- County Department of Transportation
- County Mayor and Administration
- County Planning Department
- County Public Works Department and Environmental Management
- Filipino Centennial Chair
- Governor's Office
- Hawai'i Carpenter's Union Reps.
- Island Of the Worlds Conference on Sustainability
- Kahului Rotary
- Kihei-Wailea Rotary
- Lahaina Rotary
- Maui Chamber of Commerce - West Side
- Maui Coastal Land Trust
- Maui Contractor's Association
- Maui County Council Members
- Maui Economic Development Board
- Maui Economic Opportunity
- Maui Tomorrow Board of Directors
- Maui Young Business Round Table Leaders
- Maui Nui Housing Task Force First Time Home Buyers Conference
- Na Kupuna O Maui
- Office of Hawaiian Affairs
- Sierra Club Executive Committee
- State Association of Professional Engineers
- State Department of Transportation - Highways Division
- State Senators and House Members
- Tri-Isle Main Street Resource Center
- Wailuku Rotary
- Lahaina-Honolua Senior Citizen Club
- West Maui Taxpayers Association
- West Maui Mountains Watershed Partnership

### Planning and Construction Timeline

<p><b>2005-2007</b></p> <p><b>Community-Based Planning</b></p> <p>Early Consultation with Key Groups/People Olowalu Talk Story Community Outreach In-House Conceptual Review General Plan Advisory Committee Recommendation for Urban Boundaries</p>	<p><b>2008-2012</b></p> <p><b>Permitting and Entitlement Process</b></p> <p>Early Consultation and Notice of Environmental Impact Statement Development of Technical Studies for Environmental Impact Statement Public Review of EIS Government Approval Process for Land Use Entitlements Final Approval of Governmental Land Use Entitlements and Permits</p>	<p><b>2013-2018</b></p> <p><b>Infrastructure Design And Construction</b></p> <p>Final Design of Infrastructure Construction of Initial Infrastructure Improvements including; Phase 1 Water Improvements, Decentralized Wastewater Treatment, Drainage Systems Construction of relocated Honoapi'ilani Highway at Olowalu Occupancy of First New Residents at Olowalu</p>	<p><b>2019-2028</b></p> <p><b>First Neighborhood Construction Phase</b></p> <p>Residents Live and Work in Olowalu's First Neighborhood Center Neighborhood Stores, Parks, Educational Facilities Within Walking Distance Affordable, Rental, Senior, Single Family, Multi-Family, Apartment Housing Options</p>	<p><b>2029-2038</b></p> <p><b>Second Neighborhood Construction Phase</b></p> <p>Residents Live and Work Around Olowalu's Second Neighborhood Center Additional Infrastructure Improvements Expansion of Civic, Social and Community Services</p>

## 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.
- GPAC Process: We have committed not to begin our Entitlement and Permitting Phase until the General Plan Advisory

Committee (GPAC) has reviewed and approved a Maui Island Plan.

### Permitting and Entitlement

The next phase of the project is the Permitting and Entitlement Process which will include a request to change the existing land use designations from Agriculture to Project District (includes Urban and Rural Designations). Accordingly, this phase will involve a thorough public review and approval process, including:

- Preparation and acceptance of an Environmental Impact Statement (EIS) detailed and comprehensive review of project, technical studies, public meetings, and full disclosure of project's impacts upon natural and human environment.
- Land Use Entitlements Review and approval by the State Land Use Commission, the County Council, and Maui Planning Commission, with many public hearings and meetings.

### Infrastructure Design and Construction

Once entitled, the project will begin infrastructure design and construction

including the new mauka Honoapi'ilani Highway at Olowalu, internal roadways, parks/greenways, and water and wastewater systems. Ultimately, this phase will include families moving into a range of affordable, below market, and market homes.

### Future Neighborhood Construction

With initial infrastructure in place, neighborhoods will begin to be established. Future construction of the project will include additional homes, business/commercial establishments, neighborhood town centers, additional infrastructure systems, space for civic/social services, and educational facilities.

**Mahalo** for taking time to read our paper. We hope that this report will provide you with helpful information that you can use as we continue our planning process for Olowalu Town.

**Your comments** and feedback regarding Olowalu Town are welcome. Write to us at: Olowalu Town, 2073 Wells Street, Suite 101, Wailuku, Hawai'i 96793 or at our website: [www.Olowalu.net](http://www.Olowalu.net)

**"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 Hā'ikū