



PULELEHUA COMMUNITY NEWSLETTER

Welcome to the Pulelehua Community Newsletter – a publication designed to keep friends, supporters and future Pulelehua homeowners updated on the progress of this potential new community. In this edition, you'll find out the latest developments on this innovative approach to community building, plus how you can show your support for Pulelehua.

Maui's First "Traditional Design" Community

Designed with the input of over 600 community residents, Pulelehua will truly be a genuine community built by and for the working families of West Maui. In March 2004, Maui Land & Pineapple Company hosted a week of planning workshops with community members and planning consultants, in an effort to create a plan that reflects the needs and wishes of the people who work and live in the area.

The result of the workshops is the award-winning Traditional Neighborhood Design community that is Pulelehua — a holistic and sustainable community for West Maui's working families.

"If approved, Pulelehua will be an extremely high-quality community that's affordable for working

families," said Bob McNatt, ML&P Community Development president. "It will help get commuters off the road, putting the residents of Pulelehua close to their jobs and schools, which will be good for the environment."

"Pulelehua is truly a community planned by, and for, the people of West Maui."

*— Bob McNatt, President,
ML&P Community Development*

With a school, parks and open spaces, biking and walking paths, pedestrian-friendly streets, a lively town center, and inviting, accessible public places, Pulelehua will offer residents the opportunity to live in a connected community.

Designed to celebrate the natural features of the area, Pulelehua will respect fragile ecosystems and provide a vital and sustaining life for those who live, work and play there.

What's Inside...

- Pulelehua is Affordable Housing
- Sneak Preview of Pulelehua's New "I'm Ready" Campaign
- Pulelehua's Timeline



Pulelehua Update Meeting a Success!

More than 310 Pulelehua supporters attended the annual Pulelehua Community Update Meeting in June. They got the latest information on the Maui County planning process and preliminary plans for the Pulelehua elementary school.

Those who attended also previewed our new "I'm Ready" campaign, which is expected to launch this summer. Be on the lookout for it in the newspapers and radio, as they feature real Maui families who hope to one day call Pulelehua "home."



Maui Residents Speak Out



"If the affordable housing at Pulelehua is not built, my family will be forced to seek housing elsewhere and commute to work." — *Marika Alvarez, Potential Pulelehua Homeowner*



"I could have a backyard to play in, my dad could have a garage to work in and my mom could have a spare bedroom to sew in." — *Ruby, 5 years old, Lahaina Resident*

We're getting closer...

Aloha Pulelehua Supporter,

Thank you for your involvement and continued interest in Pulelehua. Because of efforts by supporters like you, Pulelehua is now on the verge of becoming a reality.

After years of planning and months of public hearings and presentations, Pulelehua is ready to clear the final hurdle before ground can be broken on this exceptional community. We anticipate Pulelehua will be reviewed by the Maui County Council Land Use Committee this summer, which is a crucial step to placing Pulelehua on the agenda for a full Maui County Council hearing.

Everyone is ready for Pulelehua to be built and we ask you to show your support by providing testimony at the hearing, writing a letter to the editor of the Maui News, or contacting your Maui County Council representative. Please tell them why you are in favor of Pulelehua. You may convince our Maui County Council to vote "yes" on Pulelehua.

The time has come for quality housing that is affordable. The time has come for Pulelehua.

With aloha,

Bob McNatt
President, Community Development,
Maui Land & Pineapple Company, Inc.

Pulelehua is Affordable Housing

At least 51% of Pulelehua's 882 homes will be affordable.

But who qualifies for affordable housing?

The definition of the term and who qualifies is determined by the County of Maui and the U.S. Department of Housing and Urban Development (HUD).

As of April 2007, HUD's median income for a family of four on Maui was \$69,900. Family incomes up to \$111,840 (160%) qualify for an affordable unit in Pulelehua.

The tables to the right include a general breakdown of price ranges available to families with various income levels.

Please note that actual income requirements for rental and for-sale units will be set upon completion of the project.

Sneak Preview: Pulelehua's Upcoming Campaign

Maui Land & Pineapple Company will soon launch its "I'm Ready" awareness campaign. These print and radio pieces will feature real working families who need Pulelehua to help them realize their dreams of becoming homeowners in West Maui.

The Abrew, Alvarez and Sparling families are some of the real Maui families. Here's a sneak peek at their stories:



Troy & Reiko Abrew

Born and raised in Lahaina, Troy and Reiko want to live and work near their friends and family in West Maui. One of the many working families of West Maui, Troy is a golf course attendant, while Reiko is an administrative assistant.

With homes in the area fetching over a million dollars apiece, Troy and Reiko have been unable to purchase their own home. In October 2006, the Abrew family grew with the birth of their new baby daughter Kalena. More than ever, Troy and Reiko are looking forward to the opportunity to become homeowners in West Maui.



Emiterio & Marika Alvarez

Newlyweds Emitterio and Marika Alvarez are a young family who need Pulelehua to become first time homeowners in West Maui. Both Emitterio and Marika are working at the family business and attending school as well.

Like many young married couples, they are living with Marika's parents to save money, and wait for an opportunity to buy a home in West Maui. With at least 51% of Pulelehua's 882 homes priced as affordable, Emitterio and Marika and many similar families will now have the chance to purchase a truly affordable home in which to raise their family.



Mike & Becky Sparling

New parents Mike and Becky Sparling want to move out of their small apartment and buy a home in Pulelehua.

Mike, a lifeguard in West Maui, prefers to live where he works, so he can spend more time with his wife Becky and their daughter. Like many new parents in the area, Mike and Becky look forward to the opportunity to live in Pulelehua and immerse themselves in their community.

Affordable Home Purchase Prices

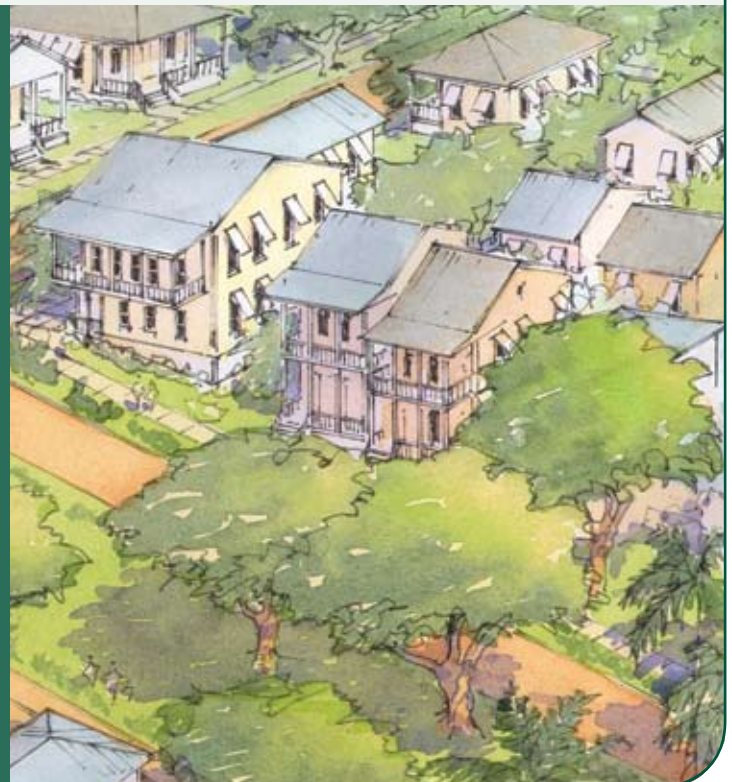
Income Qualifications	Household Incomes	Sales Prices
80% to 100%	\$55,920 to \$69,900	\$232,800 to \$291,000
101% to 120%	\$69,901 to \$83,880	\$291,001 to \$349,200
121% to 140%	\$83,881 to \$97,860	\$349,201 to \$407,400
141% to 160%	\$97,861 to \$111,840	\$407,401 to \$465,600

Source: 2007 Maui County Affordable Housing Pricing Guidelines. Based on 30% of gross monthly income for housing expenses, 30 year fixed rate mortgage, 5% down payment, and 6.5% interest rate on a three bedroom single-family home. Actual pricing will be set based on the HUD figures, current interest rates and down payment at the time the units become available.

Affordable Rental Prices

Income Qualifications	Household Incomes	2 Bedroom Rental Rates
50% to 80%	\$34,950 to \$55,920	\$787 to \$1,258
81% to 100%	\$55,921 to \$69,900	\$1,416 to \$1,573
101% to 120%	\$69,901 to \$83,880	\$1,730 to \$1,887

Source: 2007 Maui County Affordable Housing Pricing Guidelines. Rents based on 30% of gross monthly income. Actual pricing will be set based on the HUD figures.





Pulelehua

Where families come home

1000 Kapalua Drive
Lahaina, Maui, Hawai'i 96761

PRESORTED
FIRST CLASS MAIL
US POSTAGE
PAID
PERMIT NO. 70
PUUNENE, HI

FAST FACT

Pulelehua includes approximately 13 acres for an elementary and preschool and over \$2 million toward its design and construction.

What's Next

2007	2008	2009	2010
Summer 2007	December 2007	2008	2010
Maui County Council Land Use Committee Hearing	Maui County Council Approval	Design and Engineering	Break Ground on First Homes
		2009	2010
		Break ground for Off-site Construction	Families Move In

We are ready for Pulelehua. Are you?

Help Get Pulelehua Built!

- Testify at the Maui County Council Land Use Committee Hearing
- Write Letters to the Editors
- Sign the petition
- Tell your family and friends

To receive more information on Pulelehua, please go to our website:

www.pulelehua.com

If you do not have internet access and would like to receive more information on Pulelehua, you can reach us at:

Maui Land & Pineapple Co., Inc.
1000 Kapalua Drive
Lahaina, Maui, Hawai'i 96761
(808) 669-5625