

Pulelehua

A NEW TRADITIONAL COMMUNITY

From Mayor Arakawa



Dear Maui Residents - Aloha kākou:

Affordable housing is a major concern within our community, but the rush to affordable housing should not exclude proper planning. And, as we all know, a fundamental requirement of proper planning is community involvement.

That's why I encourage you to take an active role in a series of community planning sessions for a proposed new community called "Pulelehua," which is envisioned to be located next to Kapalua Airport. Upcoming community planning sessions will provide an opportunity to express your vision, ideas and input as to how you would want this community to be planned for your family.

The County of Maui is working closely with Maui Land & Pineapple Company, Inc. in this exciting new public/private partnership – all to make Pulelehua a community that truly serves the community and one in which we can all take pride.

The Pulelehua idea is to offer affordable housing along with neighborhood amenities, such as an elementary school, neighborhood parks, public gathering places, well-designed streets, and other features that invite a sense of community, health and wellness, and a respect for the environment and resources.

The County of Maui is committed to quality community planning, so your participation is both not only welcomed and encouraged, but vital to our community's long-term visioning.

I look forward to seeing you at the upcoming community planning sessions for Pulelehua.

Aloha,

Alan Arakawa
Mayor

A Vision for Pulelehua

Pulelehua, or "butterfly" in Hawaiian, is the name of a new community proposed by Maui Land & Pineapple Company, Inc. to provide affordable and moderately-priced housing for the working families of Maui, specifically those who work in West Maui. It will be a holistic community that respects fragile ecosystems, fosters an authentic sense of place and provides a vital and sustaining life experience for those who live, work and visit there. There is a critical need for quality, moderately priced housing in West Maui, and ML&P is committed to creating this special place for employees and local residents to live. Traditional town planning concepts will be used to create a community with a mix of agricultural, conservation, residential, commercial and civic uses. A community will be created that connects residences and other uses via walking and bicycle pathways to parks, open space, schools, the Kapalua Resort and other work places and surrounding areas.

The initial phase of proposed development is approximately 150 acres and lies between Honoapiilani Highway and Kapalua Airport. Akahahele Street bisects the study area and provides access to the airport. Phase one is bounded by Kahanaiki Gulch to the North

Continued next page

ML&P To Build West Maui Neighborhood

On behalf of the 1,400 employees of Maui Land & Pineapple Company, Inc., I am pleased to present a proposal for a new neighborhood community for West Maui, to be called "Pulelehua." The vision and values underlying Pulelehua are aligned with our Company's values of creating and managing holistic communities that invite a sustainable future for Maui.

Together we have an opportunity on Maui to use our land, our knowledge and our imaginations to create communities that will work in harmony with nature to offer an intimate sense of place for both residents and guests.

Mahalo to Mayor Alan Arakawa for supporting ML&P in our efforts to offer our employees and fellow islanders homes – including affordable homes that allow us to live close to our workplaces, schools, and beaches.

During the weeklong planning session, new concepts and discoveries will emerge. It is important for us at ML&P to hear your thoughts about Pulelehua. We encourage you and your neighbors to join us.

Aloha,

David C. Cole
Chairman, President & CEO/Maui Land & Pineapple Company, Inc.

Community Meeting Schedule

Friday, March 19th • 6:00 p.m.

Community kick-off presentation at The Ritz-Carlton, Kapalua. An evening presentation to introduce the community to the design process and to educate participants on traditional urban design and town planning.

Saturday, March 20th • 9:00 a.m. - 2:00 p.m.

Hands-on design session at The Ritz-Carlton, Kapalua. An interactive event where community members will draw and discuss their ideas for the site. Come work alongside your neighbors to help create a plan for the site.

Tuesday March 23rd • 5:00 p.m. - 9:00 p.m.

Open house at Napili Plaza, 5095 Napilihau Road. The design team will continue to refine the plan throughout the week in an on-site design studio in West Maui. The open house will allow the community to stop by to review the work-in-progress and offer additional input.

Friday March 26th • 6:00 p.m.

Work-in-progress presentation at The Ritz-Carlton, Kapalua. At the end of the week, the design team will present the work generated to date.

All events are free and open to the public

For more information about the community planning sessions, please call 669-5625.

A Vision for Pulelehua

Continued from page 1

and the ML&P's ownership boundary just south of Mahinahina Gulch.

Possible land uses include multi-family and single-family residential, parks, elementary school and other civic uses, churches, day-care and pre-school facilities, work and live/work spaces, a wellness center and neighborhood-serving commercial uses (walking access to small neighborhood stores to provide essential grocery items and lifestyle goods, such as coffee, baked goods, and ice cream is essential in traditional town planning). Full connectivity between land uses with trails and paths is a must to reduce vehicle trips, thus saving time, energy and money, while providing a safer community.

The goal is that a minimum of 50% of the housing in phase one will be affordable housing based on 80% to 140% of the HUD median family income on Maui. ML&P will provide at



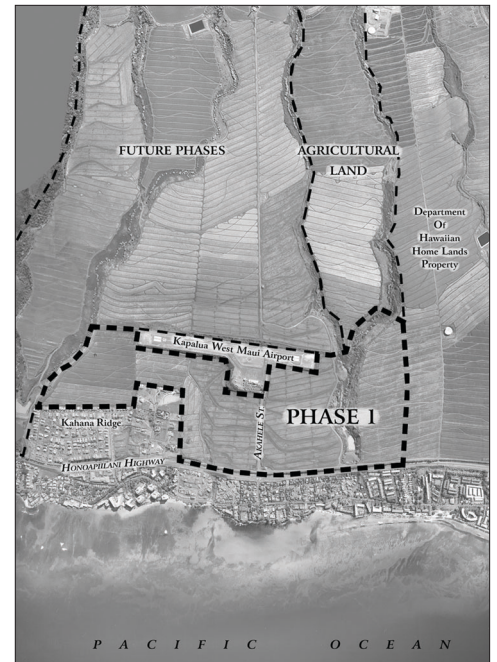
Aerial view of proposed Pulelehua neighborhood

least 125 permanent affordable rental units. Resales of low to moderate-income single-family and condo units may be restricted to prevent windfall profits during the short-term. In other words, speculation will not be allowed in order to achieve long-term availability of moderately priced housing for people who work in West Maui.

High quality building design will be required to create an eminently beautiful and livable place in what is expected to be a relatively dense neighborhood. Residences will be built in a variety of sizes and configurations and special attention must be paid to provide for proper environmental considerations, aesthetics, privacy, energy efficiency, storage and sound attenuation.

Kapalua Airport, limited to commuter airlines and commercial operations, will ultimately be surrounded by Pulelehua and will be an important node of activity and connectivity for the community and integrated into the neighborhood with appropriate transitional uses.

Infrastructure design, including drainage facilities and streets will be extremely important in the planning of Pulelehua. Drainage will be contained in environmentally sensitive ways within swales, parks and open space. Street design and connectivity will be an important element in the overall circulation plan for Pulelehua, where pedestrians will have the highest priority. Streets will need to be designed at a scale and proper relationship to buildings and uses to insure circulation in a pedestrian friendly manner. Adjacent land owned by the Department of Hawaiian Home Lands, the Kahana Ridge neighborhood and existing devel-



The 150-acre site lies between Honoapiilani Highway and Kapalua Airport.

opment Makai of Honoapiilani Highway will be considered in the overall circulation plan.

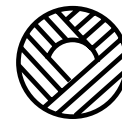
This vision statement is intended to be the beginning of a community design process. We welcome Maui citizens and others who wish to participate and help us design this very special place, called Pulelehua.

Bob McNatt
Vice President/Land Planning & Development
Maui Land & Pineapple Company, Inc.

Before Attending the Community Planning Meetings . . .

There are things to consider about the way you live that may be helpful when you help us to design the community:

- What is the biggest problem in your current neighborhood?
- What is the most important room in your home?
- What activities do you and your children participate in?
- What programs and activities for your children would you like to have near your home?
- What would make life easier for your elderly relatives?
- How far would you be willing to walk to the beach, school, store or work?
- What types of activities/services would you like to be able to walk to?
- What is really important to you in the neighborhood in which you live?
- What types of features and amenities would you like to have in a community (i.e. shops, parks, walking, bike paths, community garden, etc.)?
- Would you like to see groups of homes built around a central play and picnic area?
- How important are lifestyle amenities, such as spa, shops, recreation areas and community events to you?
- What type of home product would you consider in a new community (i.e. single-family, townhomes, condominium, duplexes, rental, etc.)?



MAUI LAND & PINEAPPLE COMPANY, INC.

Maui Land & Pineapple Company, Inc. (ML&P), a Hawaii corporation, is a land management and operating company with several wholly owned subsidiaries, including Maui Pineapple Company, Ltd. and Kapalua Land Company, Ltd. ML&P also operates Pu'u Kukui, Hawaii's largest private nature preserve.

As Maui's largest employer with headquarters on Maui, ML&P has the talent to bring together agricultural, environmental, and cultural knowledge to create holistic communities tuned to our island needs.

- Kapalua is a pioneering example of resort development that respects the environment and local cultural heritage.
- Through its dedication of the Pu'u Kukui preserve, ML&P has maintained a commitment to key environmental concerns and a partnership with nature.
- ML&P has demonstrated a long history and heritage of contributing to the local community and of thinking holistically about social and environmental issues.

P.O. Box 187 • Kahului, Maui, Hawaii 96733-6687
Phone: 877-3351 • Fax: 871-0953

For more information about the community planning sessions, please call 669-5625.