

# Pulelehua

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A NEW TRADITIONAL COMMUNITY

## creating A H o l i s t i c C o m m u n i t y

Maui Land & Pineapple Company's vision for creating and managing holistic communities began to take shape at the March hands-on community planning sessions for Pulelehua. Two aspects of this nascent community evolved during these meetings. First, the town's physical layout itself took form, revealing the desires of many for a network of genuine neighborhoods with easy walking access to schools, markets and public spaces. Second, the community's collective vision emerged as people shared their ideas, plans and dreams for building a uniquely livable place.

Because holistic communities foster an inclusive environment conducive to individual and familial participation, we have opened the planning process for Pulelehua by including surrounding community members and potential Pulelehua residents from throughout Maui. This opportunity to participate in designing the community ensures that before we disturb the earth we in fact know that this new community will inspire a sense of pride and belonging among its intended residents.

Authenticity, eco-effective design, multiculturalism, and life in balance – these indispensable coins of holistic thinking can only be minted in our collective minds.

Please visit [www.pulelehua.com](http://www.pulelehua.com) and sign up to receive information on both market-based and affordable housing as these options evolve in the future.



Aloha,

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



Houses located along streets that run mauka-makai will frame vistas to the water.



### This is your Community!

WE WANT TO HEAR FROM YOU.

Your input through all stages of planning for Pulelehua is vital to its success. Visit our website at [www.pulelehua.com](http://www.pulelehua.com).

Share your ideas at [info@pulelehua.com](mailto:info@pulelehua.com).

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Community members ask questions about Pulelehua at the March 19 kick-off presentation.

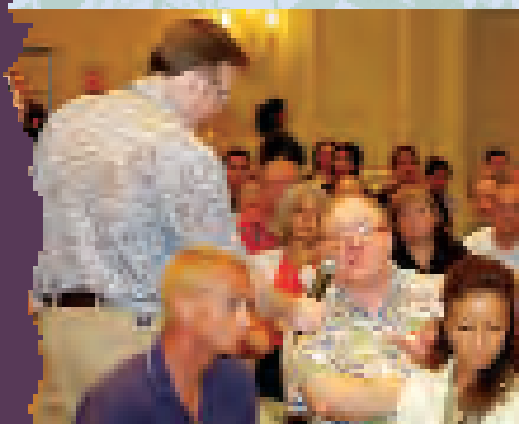
### The Vision

“By integrating agriculture, wise stewardship and eco-effective design principles, Maui Land & Pineapple Company is committed to creating and managing holistic communities that build a sustainable future for Maui.”

– David C. Cole, ML&P Chairman, President & CEO



A hands-on design session on March 20, 2004 allowed community members to work together in small groups.





Above: Community members share their ideas during an open-microphone session at The Ritz-Carlton, Kapalua, March 19, 2004.

Right: At the March 20 hands-on design session, community members discuss ideas for the site.

Aerial of Pulelehua

# planning

The Community is Part of the Process

## AHUPUA'A

Maui Land & Pineapple Company, Inc.'s (ML&P) vision of holistic communities is based on the traditional Hawaiian concept of the ahupua'a - a section of land stretching from the summit of the mountains, down through the fertile valley lands, into the sea. Within each ahupua'a grew most of the products needed by the people who lived and worked there. The ahupua'a was managed as an ecological, social, and economic unit. The people of the ahupua'a understood the limits of its resources and their complex interrelationships. Their way of thinking supported a rich, interdependent human culture that was self-sustaining.

Several hundred citizens of Maui and a team of planning consultants gathered from March 19 to 26 for a dynamic series of community meetings and workshops to create a plan for Pulelehua. Having a high level of community involvement in the process was a top priority to ensure that the plan reflects the needs and wishes of people who will live and work in the area.

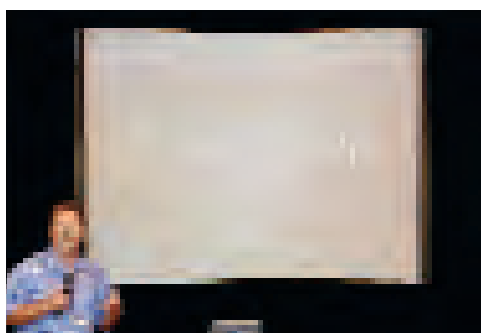
Prior to the community sessions, Dover Kohl & Partners, our planning consultants, began their research with a site analysis. The team walked and drove the entire site, noting important views and topographical features. They also toured surrounding neighborhoods and became familiar with existing roadways, houses and shops. The team researched Hawaiian architecture by visiting Makawao, Pa'ia, Wailuku, Lahaina, Lana'i City, and other towns to appreciate specific elements that make these towns memorable, such as the lanai and porches, the relationship of buildings to the streets, and the quality of public open spaces.

On Friday, March 19, a community kick-off was held at The Ritz-Carlton, Kapalua to introduce approximately 250 people to the design process and to familiarize participants with urban design and town planning. Encouraging their involvement in the process were Mayor Alan Arakawa and Maui County Planning



Director Mike Foley. Bob McNatt, Senior Vice President/Planning & Development of Kapalua Land Company Ltd., introduced Victor Dover, town planner, and Rick Hall, transportation planner, who presented overviews of traditional neighborhood design and walkable street design. The community was invited to ask questions and share thoughts in an open microphone session that evening.

On Saturday, March 20, a five-hour interactive, hands-on design session was held at The Ritz-Carlton, Kapalua. With the help of facilitators, participants brainstormed, debated and sketched large maps of the site. Discussions involved desired land uses, activities, services and physical characteristics for the Pulelehua neighborhoods. At



ML&P CEO David Cole (left) addresses attendees at the work-in-progress presentation on March 26, 2004.

the end of the design session, representatives from each table presented their work to the entire group.

On Tuesday, March 23, a community open house was held at the design studio located at Napili Plaza and approximately 100 residents came by to review the work produced to date. Drawings from the Saturday session were placed

around the room for the community to review. The design team encouraged further input from the community and listened to ideas and concerns for inclusion into the evolving plan.

On Friday, March 26, a work-in-progress presentation was held at The Ritz Carlton, Kapalua. David Cole, Chairman, President & CEO of ML&P, welcomed approximately 180 attendees and discussed the new direction of ML&P and how Pulelehua fits within that vision. Victor Dover then presented preliminary ideas and drawings for Pulelehua generated over the week-long community sessions and open house.

Throughout the week, Dover Kohl & Partners and other design team members held a series of technical meetings with representatives of various government agencies, including the County of Maui Departments of Planning, Public Works and Environmental Management, the Affordable Housing Technical Review Committee, and the State of Hawai'i Department of Transportation (Maui Office).

**What we heard from you.**

*"This is the most concentrated collection of intelligent ideas I've heard since I came to Maui nine years ago."*

— Lee Altenberg, University of Hawai'i professor

**What we heard from you.**








*"Ohana – promote a sense of family and timeless family traditions."*

**What we heard from you.**

*"Appropriate planning – we'd like to see smaller communities built one at a time to be able to judge the impact before it is a problem."*

**What we heard from you.**

*"Have plenty of open space! Hawaii's main draw is the 'aima."*

- |  |  |
|--|--|
|  Neighborhood Core    |  Estate Edge          |
|  Neighborhood Center  |  Workplace Edge       |
|  Neighborhood General |  Proposed School Site |
|  Neighborhood Edge    |  |



Participants sketched large maps of the site during the hands-on design session on March 20.

# pulelehua

A U n i q u e S i t e , A U n i q u e O p p o r t u n i t y

The Pulelehua site presents unique opportunities to create a beautiful, inclusive community. The gentle slope of the land offers exceptional views from many vantage points. Remarkable gulches form natural divisions for neighborhoods. Natural features such as topography, wind direction, and sun angle will determine the orientation of buildings and streets. Planning and development of Pulelehua allows us to put ML&P's values of Mālama'aina and Ho'ohanohano into a tangible, living form to be enjoyed by residents as we respect the land and all community participants.

Initial plans for Pulelehua call for three neighborhoods, each with its own distinct character. The central neighborhood, anchored by Akahele Street, will include neighborhood-serving businesses, a wellness center, an elementary school, open park and recreation spaces. The most intense and closely spaced uses (commercial and higher density) will be in the central crossroads area with less intense uses (single family homes and lower density) toward the edges of Pulelehua.

The crossroads will include a main street area consisting of storefront buildings that have apartments above. A wellness center,

## Ohana-Style Living

*As vision becomes reality, Pulelehua will embrace the rich history of cultural and economic diversity that is embodied in ML&P's heritage. This strong sense of "ohana" is the cornerstone of Pulelehua, where housing for company employees and other island residents will allow all to live closer to workplaces, schools and beaches.*

*A main street area, including shopfront buildings with apartments will be the center of activity in the neighborhood.*

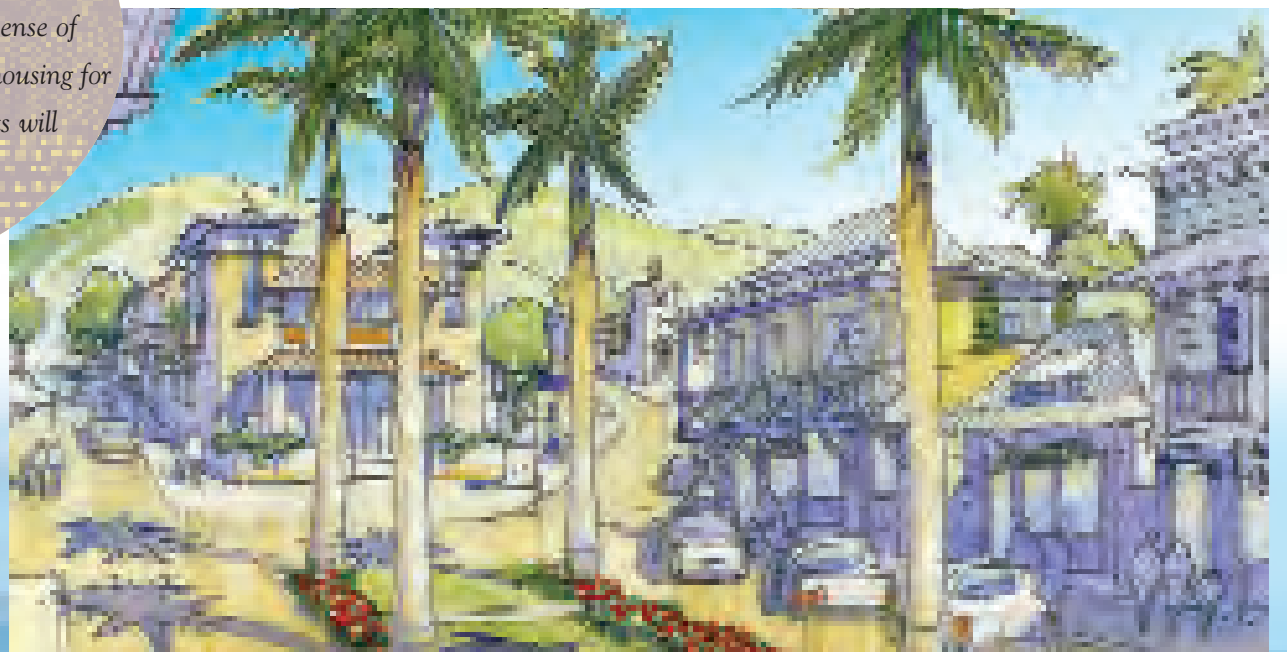
community facility or commercial building will overlook a long, terracing green leading back to Honoapi'ilani Highway at one end and an elementary school at the other.



*Pulelehua buildings will reflect traditional Hawaiian architecture.*

A range of housing types will complete this central neighborhood area, including apartments, single family homes and terraced houses near the neighborhood center. Larger single family lots will be situated along the outer edge of the community. Buildings will reflect traditional Hawaiian design inspired by local architects. Pedestrians, bicyclists and motorists as well as residents spending time on their front lanai will enjoy vistas of the ocean and the islands of Moloka'i and Lāna'i.

Other neighborhoods, predominantly residential, will be located to the north and south, separated from the central neighborhood by gulches. The north neighborhood will compliment Kahana Ridge, providing shared park space and a network of walkable streets and trails to connect residents to Pulelehua. A green buffer will be created



- Developed Area: 105 Acres
  - School: 13 Acres
  - Usable Open Space: 91 Acres
  - Gulch: 33 Acres
  - Right of Way: 70 Acres
- 
- Total: 312

**Pulelehua - Work in Progress Unit Count** rev. 08/03/04

Unit Type	Total
Main Street (Mix use)	20
Live/Work	60
Apartment	151
Terrace House	211
Sideyard/Cottage House	122
Front Lanai	292
Estate House	26
Civic Lots	7

Total Residential Units 882

*Unit counts are preliminary and are subject to change based on public and governmental agency comments and technical analysis.*

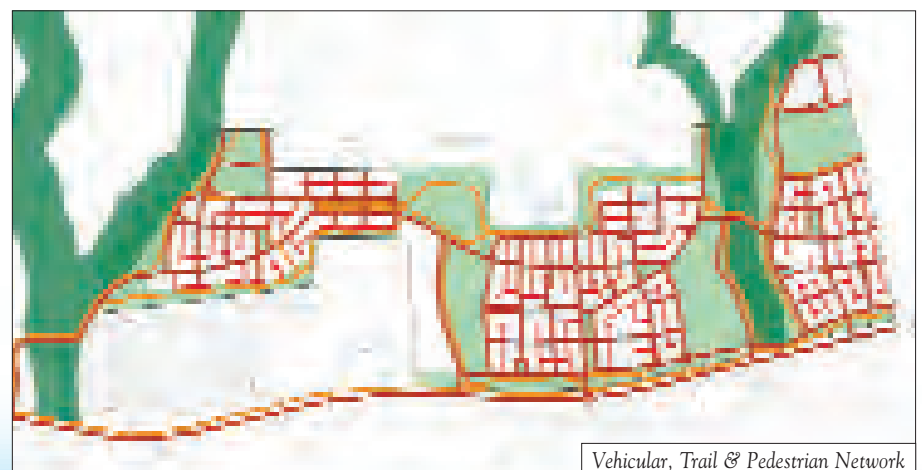


The above diagram compares the acres devoted to developing land, usable open space, gulches, right-of-way and the neighborhood school. Right: Pulelehua Green Network and Vehicular, Trail & Pedestrian Network.

near the airport with a large parcel for community gardens. The south neighborhood will be connected to the Department of Hawaiian Home Lands property.

Neighborhood traffic is an important consideration. Cars will circulate along a network of interconnected streets to disperse traffic throughout the neighborhood. There will be multiple entry and exit connections to Honoapi'ilani Highway with a round-about proposed on Akahelu Street. Pedestrians will benefit from streets designed for lower vehicle speeds with appropriately narrow lanes, sidewalks and trees. Pedestrians and bicyclists will have access to a system of linked paths and trails that run through a strategically located network of green spaces and an exterior greenbelt.

Aligning these design components will offer residents a truly holistic community and support a healthy and friendly lifestyle.



# values

We will build our success by focusing on three values embodied in traditional Hawaiian values:

## EQUITY

*Creating social capital for the community; improving the quality and vitality of life.*

## HO'OHANOHANO

*To conduct oneself with distinction.*

## ECOLOGY

*Protecting and enriching the natural capital of our island.*

## MĀLAMA'AINA

*To care for, protect and preserve the land.*

## ECONOMY

*Creating sustainable profits to enable us to thrive as a company.*

## PO'OKELA

*To excel; to exhibit superior workmanship.*

## Stuck in Traffic? Why Pulelehua is Part of the Solution

*by Richard A. Hall, P. E.*

Have you ever lived or worked in a place where you could walk to buy a loaf of bread or a gallon of milk? To gather with family for a BBQ in the neighborhood park? Or ride a bike to school on a trail without ever getting on the highway? These opportunities are increasingly rare in modern communities. While cars conveniently satisfy our daily travel needs, they have monopolized our towns and marginalized the three “forgotten modes” of land transportation: transit, biking and walking. Recently communities have been designed around cars, with roads too fast and noisy for walking or living, pushing homes onto streets disconnected from school, work, and shopping.

Pulelehua will be the first walkable Maui community in modern times. Streets (not roads) will be designed for pedestrian comfort and safety with lanes designed to limit cars to speeds of 20 to 25 mph. Our planning goal is a five-minute walk or less



from neighborhood edges to schools, neighborhood-serving businesses and parks in the center of town. At most, the town center will be a half mile away, an easy bicycle trip. Routine trips will take place within the community, often on foot, by bicycle or on a bus, and kids will be free to safely bike rather than have parents drive them. This should significantly reduce residents' dependence on cars.

Pulelehua's pedestrian design will revive healthy walking, build stronger hearts and encourage neighbors to stop and chat on sidewalks, offering a traditional style of community life in which people know their neighbors. The community's housing will allow working families to move closer to their jobs in West Maui, thus reducing commuter traffic and congestion and simultaneously increasing quality time spent at home.

*A modern round-about provides a traffic calmed alternative to a busy intersection.*

**What we heard from you.**

“Have a sense of place... design to allow community members to walk and interact with neighbors... encourage the spirit of Aloha.”



*In a community characterized by a mix of uses and housing types, families can establish long-lasting roots in diverse neighborhoods.*

## from Mayor Arakawa

Aloha kakou-

It is my firm belief that the creation of affordable housing must never proceed at the expense of proper planning.

The people at Maui Land & Pineapple Company, Inc. who are involved with the Pulelehua project have worked hand-in-hand with our community, addressing major concerns up front. They are consulting meticulously and often with our county departments – Fire, Water, Planning, Public Works and Environmental Management – to ensure that the infrastructure necessary to support Pulelehua is in place without overburdening surrounding neighborhoods or roads.

Pulelehua is an example of what can be done when our government agencies, private sector and business sector work together and plan for the long-term, global progression of an outstanding community, rather than trying to short-circuit the system, the process and consequently, our community itself.

Pulelehua exemplifies Maui people working together to create Maui’s future. That’s what is so right about the Pulelehua project and that’s why Pulelehua has my support.

Mālama pono,

Alan Arakawa  
Mayor

*Interconnected paths and walking trails will allow ready access to the parks and green belt.*



## DESIGN PRINCIPLES

During the community workshops, five design principles emerged:

### **A Compact, Sustainable Community**

Create genuine neighborhoods, not just subdivisions. Genuine neighborhoods contain a mix of uses and housing types, accommodating a wide variety of people and activities.

A compact community respects the land on which it is placed, protecting and restoring natural amenities within and around the development.

### **Affordable Housing with Dignity**

Provide a variety of affordable housing options integrated into complete neighborhoods. Include a wide variety of street-oriented buildings.

Integrate density into the neighborhoods with careful urban design.

### **Mixed Uses for Livability**

Include neighborhood-serving commerce but no “strip malls.”

### **True Hawai’i**

Value traditional Hawaiian architecture, the landscape, the climate, important views, outdoor life, and the principle of mālama ʻāina. Design with these issues in mind.

### **Connectedness**

Make it walkable & bike-friendly. Incorporate networks of green space, streets and trails into the neighborhood. Encourage people-to-people contact through the architecture and urban design by creating high quality public buildings, houses with porches, parks, streets and sidewalks for all to enjoy.

The design of streets and destinations located along them determine how they will be used. Make great streets, not just ordinary ones, and people will use them for more than just driving.

# next steps

P u l e l e h u a

## WHAT IS AFFORDABLE HOUSING?

What affordable housing is — and, more important, who qualifies for it — is determined by the County of Maui and the U.S. Department of Housing and Urban Development (HUD).

At least half of the homes in Pulelehua will be affordable to families earning between 50 and 120 percent of the median family income as determined by HUD. The amount is regularly adjusted. As of February 2004, HUD's median family income was \$60,700.

For example, if your family income is between \$30,350 (50 percent) and \$72,840 (120 percent), the income level qualifies you to purchase or rent one of a specified number of homes at Pulelehua. The actual income requirements will be set when rentals and for-sale units are available.

Re-sales of homes in the affordable housing category are restricted to guarantee that they will continue to be available to families and people who need them most.

Details on affordable housing will be provided in the near future on our website.

You may not see any construction on the Pulelehua site right now, but building plans are progressing. Since the community planning sessions in March, ML&P has refined details for Pulelehua and assembled a team of environmental specialists and other experts to study the site and surrounding area.

Biologists studied plants and wildlife in the area to ensure no endangered species will be harmed. Archaeologists searched for potential artifacts. Cultural experts researched

the history of the area and identified cultural attributes of the site and surrounding property. Marine experts studied the shoreline and acoustic engineers measured noise from the airport and the highway. Civil and traffic engineers analyzed Pulelehua's impact on area roads, water systems, sewers, and other infrastructure systems.

This information will be compiled into a comprehensive environmental impact statement and will be available for public comment. An environmental impact statement is one of the first steps toward ensuring that the community and decision makers are well informed about the project.

This summer and fall, ML&P will file applications with the State of Hawai'i and County of Maui for residential and other urban uses at Pulelehua. This involves a petition to the State Land Use Commission to change the current classification from Agricultural to Urban. On the County level, ML&P is working with the Mayor, the Department of Housing & Human Concerns, and the Planning

Department to meet the requirements of the "201G," fast track process, which allows for expedited review of affordable housing projects.



*Aerial perspective of the central neighborhood of Pulelehua.*

These applications will be available for public review. Based on comments from agencies and the public, changes may be made to address all concerns.

By early next year, we anticipate presenting Pulelehua to the Maui County Council and the State Land Use Commission for consideration and approval. Once

approval is received, ML&P will proceed with detailed engineering, subdivision, and architectural plans. It is estimated these plans will take nine to twelve months to complete, with groundbreaking at Pulelehua scheduled for late 2005 or early 2006.

Affordable housing eligibility will be determined once rentals and for-sale units are available. Resales of affordable homes will be restricted to ensure that Pulelehua remains an affordable community for years to come.

ML&P recognizes the urgent need for affordable housing on Maui and is proceeding as quickly as possible to move Pulelehua from the drawing boards to an actual community while meeting all environmental and governmental requirements. Along the way, there will be continuous opportunities for public input to ensure Pulelehua becomes the most desirable community on Maui. We welcome your continued involvement.

## JOIN OUR INTEREST LIST

If you are interested in being a prospective resident, join our interest list by going to [www.pulelehua.com/signup.html](http://www.pulelehua.com/signup.html) or mail your name, address and telephone number to

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