

## FOR IMMEDIATE RELEASE

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## MAUI LAND & PINEAPPLE COMPANY'S PULELEHUA COMMUNITY RECEIVES AMERICAN PLANNING ASSOCIATION AWARD

**LAHAINA, MAUI, HAWAI'I, November 2, 2005** –Maui Land & Pineapple Company's proposed *Pulelehua* community was awarded today with the "**Current Topic Award: Housing Choice and Affordability**" from the American Planning Association (APA) Hawai'i Chapter. PBR Hawaii and Dover Kohl & Partners received the esteemed award for their contributions to the project.

The Pulelehua community was evaluated in five areas: innovation and originality; transferability and potential application to other areas or to other projects; quality of planning; how well the project addresses housing choices and affordability; and comprehensiveness.

In response to the critical need for quality affordable and moderately-priced housing in West Maui, ML&P intends for at least 51% of Pulelehua's 882 proposed homes to qualify as affordable housing, either for rent or sale. The community plan is the result of a successful collaboration between community members, including West Maui residents and employees, government agencies, local and national designers and town planners. Pulelehua's holistic approach to design respects fragile ecosystems, fosters an authentic sense of place and provides a vital and sustaining life experience for those who choose to live, work, learn and play there. The community will embrace a "traditional neighborhood design" (TND) concept, which includes a mix of residential, commercial and public amenities, including numerous parks and open spaces, a neighborhood elementary school, biking and walking paths, a town center and pedestrian friendly streets.

The Awards Jury of the APA Hawai'i Chapter commended the plan for its, "sincere expression of community values and a skilled rendering of smart growth principles," as well as its ability to meet "the community's desire for a multi-generational and socio-economically diverse neighborhood."

Each year, the APA Hawai'i Chapter Awards recognize individuals, communities, public agencies and professional planning and design firms whose work exemplifies the planning profession's highest goals and ideals. By distinguishing the significant contributions planning practitioners and professionals make to the State of Hawai'i, the awards program increases public awareness about the advantages of efficient planning.

As proposed, the Pulelehua community will be located on 310 acres in the Mahinahina region of West Maui between Ka'anapali and the Kapalua Resort. With a holistic approach to neighborhood design that supports a live-work-learn-play lifestyle for its residents, Pulelehua is poised to be a role model for future residential communities. It will feature a mix of multi-family and single family homes, commercial, specialty retail and small business workspaces, a Department of Education school site, wellness facility, churches and community centers and an extensive trail system designed to encourage walking, biking and community interaction. For more information or to join Pulelehua's buyer interest list, visit [www.pulelehua.com](http://www.pulelehua.com) or call 808-669-5625.

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