

**URBAN DESIGN REVIEW BOARD
REGULAR MEETING
DECEMBER 3, 2013**

APPROVED 01-07-2014

A. CALL TO ORDER

The regular meeting of the Urban Design Review Board (Board) was called to order by Mr. Morgan Gerdel, Vice-Chair, at approximately 10:00 a.m., Tuesday, December 3, 2013, in the Planning Department Conference Room, First Floor, Kalana Pakui Building, 250 South High Street, Wailuku, Island of Maui.

A quorum of the Board was present (see Record of Attendance.)

B. ADMINISTRATIVE APPROVAL OF THE NOVEMBER 5, 2013 MEETING MINUTES

Mr. Morgan Gerdel: Alright, I'd like to call this meeting to order. This is the December 3rd meeting of the Urban Design Review Board. I am standing in for Mike Silva, the Chair. I'd like to start with the approval of the minutes. Is there any comments or corrections on the minutes from last month's meeting? No? Okay, the minutes are administratively approved.

The December 3, 2013 Urban Design Review Board meeting minutes were administratively approved.

C. COMMUNICATIONS

- 1. ATC MAKENA HOLDINGS, LLC requesting a Special Management Area Use Permit for the proposed Makena Resort H-M Project, the redevelopment of the Makena Beach & Golf Resort property into a new resort community including the renovation of the existing 310-room hotel into 46 fee-simple apartment units at 5400 Makena Alanui Road, TMK: 2-1-005: 086 (por.), Makena, Island of Maui.**

The proposed action also includes the development of a new club consisting of a new 16,357 sq. ft. spa facility, a 7,396 sq. ft. fitness center, a 5,663 sq. ft. restaurant and various other accessory amenities as well as construction of five (5) spa hales, nine (9) beach cottages, two (2) three-story six plex apartment buildings and a new 76 room hotel and related hotel facilities with related site improvements. (SM1 2013/0013) (Ann Cua)

The Board may provide its recommendations to the Maui Planning Commission on the design aspects within its purview based on the proposed Special Management Area Use Permit plans provided for the project.

Mr. Gerdel: Moving on to Item C, Communications, #1 is (*Vice-Chair Morgan Gerdel read the above project description into the record.*) Can we start with the presentation?

Ms. Ann Cua: Yeah, before I call the applicant's representative up, I just wanted to highlight a couple of things. Mainly the reason we're here is because the applicant is applying for an SMA Permit as the Chair mentioned. The property is zoned, has been zoned, it's community planned. So basically they just need to get their development entitlements, and this is the first step, the SMA Permit.

In terms of what you have before you, the applicant put together a booklet for you which takes you through the project. It's a very, it's a very large project as you'll see. So hopefully you've had time to digest this a little bit but they're going to be going through a power point with you. Also, I believe the applicant passed out a vicinity map showing, I guess, where the project is located. And then also some, I guess, an index of where everything is in this booklet. And then we received this morning two handouts. A letter dated December 3rd, 2013 from the Sierra Club, Lucienne de Naie, the conservation chair of the Sierra Club. As well as a handout, 11 by 17 handout, that she provided.

So with that, what we'd like to have happen today is you're going to hear the presentation. Something a little different for this project that you normally see is you're gonna have two architects present to you. They've had two architects worked – two architectural firms work on this project, which, which, which is a, is a little bit different than you're normally used to seeing. So, that is going to happen. So they'll take you through the entire presentation, and then I'll come back and, and get comments from you. Comments that you want us to reflect to the Planning Commission. This project is not yet scheduled. It probably will be scheduled I would say in the, in the first half on next year. Hopefully maybe even in the first quarter. And so we're in the stage of getting agency comments right now. We're mostly done with agency comments. And then this one big hurdle for them, your meeting today. So with that, I'd like to turn it over to Mark Roy of Munekiyo & Hiraga, and he will introduce his consultant team and have them take you through the project.

Mr. Mark Roy: Thank you Ann. Good morning Vice-Chair and members of the Urban Design Review Board. My name is Mark Roy with Munekiyo & Hiraga, Incorporated. On behalf of the ownership of Makena Resort, I'd like to thank you all for the opportunity to be here before you today.

Most of you, I think, are very familiar with the location for this project which is the Makena Beach and Golf Resort property shown here in this slide. Formerly operated as the Maui Prince Hotel located on a piece of hotel zoned land, known as H-M. It's in the heart of Makena Resort. Makena Alanui Road as well as the north golf course located on the east side of the site. To the south we have the 17th hole of the now disused or closed Makena South Course. As well as the Maluaka Condominium Project that's under construction, which is very close to the Maluaka Beach Park, County beach park. On the north side of the property there's a mixture of vacant lands, single-family homes, as well as Keawalai Church and Makena landing further up to the north. Public access easement called the Kings Trail actually runs along the western

boundary of H-M. This pedestrian trail connects the cul-de-sac of Makena-Keoneoio Road on either side of H-M, and provides unrestricted public access down on to Maluaka Beach across a raised berm that separates the H-M parcel from the ocean. I'll just point out the raised berm area here, outside of the project limits.

A bit of background. The existing hotel contains 310 rooms, and was built over 30-years ago by the Seibu Group, the original developer of Makena Resort. As members may recall, much of the resort was purchased in 2010 by ATC Makena Holdings LLC following foreclosure. Since that time a new owner has invested substantial funds into renovating and trying to reinvigorate the existing hotel, but has been unable to transform it into a long-term financially viable operation. Recognizing the need to keep up with revolving market trends and the importance of defining Makena Resort, a leading global destination, ATC Makena has partnered with Discovery Land Company and is proposing to redevelop H-M into a new kind of resort community over the next several years. We're excited to share these plans with you all today.

Before doing so I'd like to briefly introduce you to members of the team for this project. It's quite a large team. I'd like to then move to offer a high level summary of the scope of work that is being proposed. So for the project team, the applicant is ATC Makena Holdings LLC, Development Partner, Discovery Land Company. We have the design team consisting of VITA Landscape Architects. They're the land planner. As Ann mentioned there's several architects working on the project. We have de Reus Architects, Hart Howerton, WCIT Architecture – excuse me – and you'll see they're all working on various components or product types within the overall site plan. You'll see more details of that as we go through the presentation. And the civil engineer for the project is Austin Tsutsumi & Associates.

We have a full technical consultant team in support of the SMA application that's in process for the project. Sustainability consultant is Urban Green and we have Bob Hobdy as our flora/fauna expert, Hana Pono as cultural advisor for project. They have prepared a cultural impact assessment report. Scientific Consulting Services is the archaeologist. Austin Tsutsumi & Associates are the traffic engineers for the project. And lastly, Munekiyo & Hiraga acting as local planning consultants for the SMA application process.

Valued at \$230 million, the proposed project will essentially re-purpose the existing hotel property through the creation of a new luxury resort community. By doing so there will be significant reduction in density achieved compared to today's conditions. The total number of units will decrease by almost 50% from the existing 310-hotel unit, hotel rooms, that are there today on the site, to a total of 148 units. This reduction in density will be achieved through the following scope of work as summarized on this slide. First, the existing hotel structure will be retained and converted from 310-hotel units into 46 luxury condominiums and a new restaurant. Second, new residential product types will also be added to the site, including nine beach cottages, five spa hale oriented around the new spa facility, and two six-plex apartment buildings containing 12 multi-family units. A final component will involve the addition of a new hotel containing 76 rooms which will offset the loss of hotel rooms in the existing structure. All of these uses will, of course, be complimented by various other site improvements including recreational amenities and other accessory structures to create a cohesive resort community.

. . . (Inaudible) . . . briefly on schedule, SMA and construction permitting is expected to take the next, year and a half to complete, with initial phases of construction coming online in 2015. All going well, full occupancy is targeted to occur by the end of 2017.

I'd like to now introduce you to Mr. Ed Devita one of the partners with Discovery Land Company. Ed will be giving a brief overview of the Discovery Club concept, as well as, outlining some of this core sustainability principles that are being embraced by the development of the H-M Project. We'll then be handing you over to project architect Mark de Reus as well as Robb Iopa who will be walking you through the plans for the project. Ed?

Mr. Ed Devita: Thank you Mark. Good morning. My name is Ed Devita. I am a partner with Discovery Land Company. Today I will start with a brief background about Discovery, and then discuss a little about our approach to product and our target market, and introduce the sustainability principles that are defining and driving the project.

Discovery was founded in 1997, inspired by Thomas Jefferson's core of discovery. And our founding principle was to seek out new lands and create new and beautiful places where people can meet and enjoy family time and create new friendships.

Our product focus is luxury, recreational and residential communities including ball facilities, where the amenities fit exceptionally within the setting. And our target market is affluent second homeowners and family vacationers. From inception, Discovery has been involved in the development of 17 master plan communities from Hawaii and in North America, across to the Bahamas. We're very long term focused, and our marketing is nearly 100% by member referral and word of mouth, thus, reliability and follow through our key to our success and our future.

At Discovery our projects are about creating a lifestyle. We do this by creating world class amenities, providing world class service, and focusing on family activities. Family activities such the outrigger canoeing, beach activities and the like are great opportunities to create memorable experiences and also lasting relationships.

In addition to our focus on lifestyle, for each of our projects we focus to assure a place appropriate concept and style. We draw from traditional and vernacular architecture based upon the local needs and locally available construction materials hopefully reflecting local traditions. Kuki'o on the Big Island is an example of how this was accomplished. We integrated natural stone into the foundations of the buildings. We utilized natural decay resistant wood. And in some cases we included a thatched roof with natural tones to blend with the nature and also represent an island character. Later in our presentation our architects and planners will talk about how this discovery approached is being applied to Makena, in particular, tapping into the historic foundations of Makena, and establishing themes around the rich history of Makena.

Over the course of the past year, concurrent with the planning and design, we've been meeting regularly with many community groups. A priority has been placed upon understanding what's important especially to our neighbors, local kupuna, cultural practitioners, in addition to community associations and other interested stakeholders. We've been discussing the history

and culture of Makena, and also discussing the future of Makena as it relates to our plan, especially this H-M Project. And we've worked hard to assure that the project plan is being responsive to the feedback that we've garnered from this community outreach. We have a supportive letter of endorsement from the Makena Homeowner's Association.

Sustainability is also a long term strategy driving our overall thinking about the project. All phases of Makena design, construction and future operations will be guided by seven sustainability principles. Based upon these principles we're creating an enduring framework for sustainability that we hope will live beyond today's current thinking and allows us to address elements of sustainability that are unique to Makena and also provide a foundation for Makena as we move forward.

The seven principles fall into two categories. The first three are what we might consider as go to type principles. Ideas that are commonly associated with sustainability in today's world. The second group of principles reflect ideas that might be considered emerging now within the context of sustainability. Some of these are not as common but we think that Makena can take on a leadership role in Hawaii in terms of high quality guest experience linked together with sustainability and we look forward to contributing to that effort. Managing resources with responsibility includes practices such as irrigation with refined computer controlled systems to conserve the natural resources and utilization of, of day lighting principles in the architecture to minimize power usage. Photo voltaic systems work great in Hawaii's environment on a day to day basis and are already being utilized, and we intend to include them. And providing mobility choice, you know, integrating alternative pathways throughout the community be it for pedestrians, golf carts, bicycles, and the like. Designing with allowances for the native environment becomes an opportunity to sustain natural beauty. This photo is a, where existing ponds that had become damaged and were restored at the Kuki'o project. Integrating historic and cultural features with respect maintains a connection to the past and we expect our future residents of Makena will appreciate that. Nature is beautiful and we take full responsibility to assure that the buildings and the landscapes blend in harmony with nature. And lastly, we take the responsibility for community and economic success. Our emerging programs at some of our other projects utilizing local farmers and organic produce are being embraced by the producers and the consumers at the project in a healthy and positive way.

These principles have been embraced with enthusiasm by our design team. Well let's now move on to the design presentation and see how the plans for Makena have emerged from these foundations. I'd like to start by introducing Don Vita to talk about the planning concept.

Mr. Don Vita: Thank you Ed, and good morning members of the board. I'm Don Vita, VITA Planning and Landscape Architecture, and I will discuss some of the planning, the site planning, architecture, landscape architecture and infrastructure design principles that help guide the project team in preparing the application that you see before you today.

When we first started thinking about the site planning for Makena, our top three design principles sort of came to the surface rather quickly. First was to maintain the existing and create new view corridors throughout the property and arrange the new development around

those view corridors. Second was to maintain the landscape character on the mauka side of the existing hotel. That includes the large monkey pods that are there over the parking and the entry drive, as well as the – as well as the coconut grove that is around the existing hotel entry. Much of the character that is associated with the Makena Resort today as you drive along Makena Alanui Road is the result of the landscape, and we felt it was important to main it. And thirdly maintain the strong visual open space and pedestrian connections that exist into the H-M property from the Kings Trail.

With those basic concepts in mind, I'll walk very quickly through the major plan component. First is the entry experience starting off at the existing hotel entry here where we've located the sales pavilion and greeter hale, and then down the new entry road under the existing monkey pods to a greeter pavilion – I'm sorry, an arrival pavilion at the south end of the hotel. Near the hotel entry is the new 76 resort hotel. 76 key resort hotel. The existing hotel, as was mentioned, will be converted to residences, and the lobby area of the existing hotel will be converted to a spa with five spa hale arranged around that existing coconut lawn. The beach club which consists of a restaurant, bar – a pool bar, pool and open lawn areas are located on the mauka side of the hotel, approximately in the same area of where the existing pool for the hotel is now. And a family pool is located on the mauka side of the hotel, just an activity center on the north side. Nine beach cottages stepping down towards to ocean with the topography are located across from the beach, beach club, across the lawn. With one of the beach, one of the nine beach – sorry – one of the nine beach cottages located just mauka of the family pool area. And lastly the multi-family three-story residential building is located closer to the, the highway.

Tying these all together is a system of vehicular, vehicular roads; cart, pedestrian and bike paths; pedestrian and pedestrian only paths. As was mentioned, you, you come down the entry road located here. Parking is located mostly in the mauka portion of the site. It's a combination of surface parking and our new parking structure. Service comes off the entry road, and services the converted hotel in the north service area, and the new resort hotel is serviced in this area as well. And you can see that cart and bike parking is, is equally distributed throughout the site. And the intent of the plan is to be very pedestrian friendly so that the vehicle trips once residents arrive onsite will be minimized. The center of the site and the mauka side is reserved for pedestrian only pathway.

I'll now describe some of the very high level infrastructure components of the project. And our intent is to utilize green, low impact infrastructure, engineer techniques wherever possible as we move forward through the details design. The design –. The site slopes generally from mauka to makai, with the low point being in the northwest quadrant. The drainage will be designed to incorporate 100% of all of the new runoff that will be created by the proposed project. It's important to note that there is no connection between the existing site drainage and Maluaka Beach as the result of the berm and the Kings Trail that separate the property from the beach. Drainage structures will be a combination of retention basins, bio-retention basins, bio-swales and existing dry wells onsite.

Regarding utilities, the water line, as far as water, we will be using existing County water system

water main that is located towards the hotel entry. And there will be no needed, no need to up size that water main for this particular project. This site is currently serviced by the privately owned and maintained Makena Waste Water Treatment Facility, and, and waste water flows to the southwest corner of the site to a pump station on adjacent parcel where it is then pumped mauka to the existing waste water treatment facility.

In thinking about the landscape, the major components of the landscape plan, there were three main components that really came to the surface as we began our design process. First, the landscape design was intended – is intended to preserve as much as possible the existing mature landscape that's there that reinforces the site plan concepts that were described earlier. Second, the use of indigenous or Polynesian introduced species. In accordance with the Maui Planting Plan, it was a primary concern. And third, utilizing water conservation and arid, arid capable plants, and also plants that are capable of withstanding brackish irrigation is a primary consideration. The landscape will be in formal in character with more shore tolerant species located on the makai side of the site, and tropical planting reserved for interior courtyards or adjacent to buildings. Part of the landscape master plan will be a signage program that will be understated and utilize local materials such as lava rock or kiawe wood, and have a hierarchy signage as one moves throughout the site. The lighting plan will also be understated and really focused upon amenities or arrival points within the site. And all, all fixtures will be shielded.

Talking about – thinking about some of the architectural themes that are very high level. You know, Hawaii is really blessed with a, a great and varied history of architecture from, you know, ancient Hawaiian structures of rock, lava rock and ohia wood, to, you know, Charles Dickey to the kamaaina structures of Charles Dickey to the modern masters of Val . . . (inaudible) . . . or Ed Killingsworth. And all of these, all of these traditions began to play into our thinking when we started to think about the, what would be a Makena and place appropriate type of architecture for this new development. So we tried to incorporate those, and, and the architect will describe those in detail in all our thinking.

So some of the principles that evolved as a result to that were, first, we wanted to create a – the intent was to create an architecture that really is truly unique to this Makena H-M project. Second, through the use of architectural elements such as screens or shade devices, color and material begin to scale down some of the large scale buildings that are there, and that we will be building such as the new resort hotel or the, or the condominium residence. Third, create a diversity of style with utilizing more modern, contemporary expressions for the larger buildings, but a more traditional architecture vocabulary for the smaller residential buildings that we're talking about. And then lastly, take all of those styles and set them in a very gracious landscape that will knit them all together.

So I will now turn over the presentation to Robb Iopa and Mark de Reus who will go through and describe in detail the architecture for the project. Thank you.

Mr. Robb Iopa: Aloha. Robb Iopa, WCIT Architecture. We're the architect for the resort hotel property that's located here in blue. Just from the overall resort area, one of the key elements as we were looking to site our building here was maintain view plains from Makena Alanui as

one was looking makai. So really important to us was maintaining the entry drive, the existing landscaping and those view plains. We'll see that more as we come into our site plan. If you're familiar with the site, you actually start at Makena Alanui at about elevation 92 from mean sea level and ramp down. Our motor court is really our arrival feature that . . . (inaudible) . . . comes down approximately 15 feet from Makena Alanui and comes to essentially a one-story building on arrival. We call it the arrival pavilion or arrival building. This really provides for the arrival experience in an open air structure that allows one to view through, and around, and over the building at arrival. The remaining components of the building structure really are contained in two wings shown here. Building one and building two. Those are primarily guest room wings. The program calls for 76 hotel units. In addition to the 76 hotel units we have the arrival functions, some back of house functions, some food and beverage outlets, and then some outdoor amenities including landscaping and pool environments.

I'll take you just through a series of plans and diagrammatic forms to show the programming elements. But we mentioned coming in at the motor court, arriving and check-in, and having an arrival lounge and open air environment, and then traversing back and around to the two, building one and two, being the unit building. These are single loaded open air corridors, so we're really trying to create this open air environment as one traverses in and around site . . . (inaudible) . . . In addition to that we've incorporated two significant court yard features so actually pulling the single loaded corridor off the building face, allowing for natural ventilation to come in and around.

If I can I'll take you two levels down to what we call level one. So you actually arrive on level three, and then can come down two levels. Again, using the existing topography to our benefit. As one comes back and around, and as Don had mentioned, our loading and back of house function is located here in close proximity to the existing hotel which will be the conversion. In addition, we have our food and beverage outlets, both featured in and around the landscaping environment, here. You can see this relationship here through the, through the section to our arrival building. So the lower section, really, just kind of showed it in context to the existing topography. The makai section in beach and berm area, with the existing the hotel conversion beyond. Blowing that section up you can really kind of get the sense of the topography that we're working in, and the arrival structure being one-story in nature at arrival, but two-story in nature if you're looking makai, looking back mauka.

The rest of the these plans essentially just show you how the levels start to arrange. I won't go into great detail except for highlighting the fact that as we step up, the building massing steps down. So we're trying to tier this down on both sides, starting from essentially the one-story arrival building, ramping up to two- and three-stories, up to four, as viewed from the arrival side, and then back down again. We're really trying to gentle – gently mass in the building. These sections through the guest room wings depict two things in particular. One is the nature of the single loaded corridor, which is an important factor, I think, to creating this light kind of trellis along the back end of these buildings which often in some contemporary, or in some single-loaded buildings becomes an element that is architecturally challenged. We think these really kind of create these breeze ways, if you will, and occasionally comes through these garden court yard. Not only does that help to shield the building on the mauka side, but it does also

allow for natural ventilation again. So we really can get ventilation and through air flow that happens on both mauka/makai, and in some cases from the side elements as well.

Architecturally we show what we call the arrival, or mauka elevation on the top, also labeled east. And then the makai elevation, or labeled west on the lower end of this. Again you see the height differential. Because of the arrival, I'm using the topography to our advantage. We depicted our height limits, so we're well within our restrictions. And then generally you start to see the massing of how the buildings terraces up and then back down to try and gently weave this into our site. At arrival, the building, I had mentioned, being the arrival pavilion. Again, really influenced by our kamaaina style structure open air, double pitched roof forms. On the makai side, you see that arrival building being two-stories, and then the massing stepping up again.

Materiality of the buildings are consistent with what we would see as part of these kind of kamaaina style structures with a bit of contemporary flare. This is the arrival side or the single loaded corridor side. And you see the variety of just the trellis like elements that happen here, looking back into court yards, how we've actually split the building, between buildings one and two, to allow for view channels that would look makai. The introduction of trellis elements and screens both in pre-cast concrete, in metal, and in wood, or wood composite materials to help mass and scale and create shadow patterns for the building. The roof forms actually inspired by the history of the paniolos and plantation spirits allowing for these metal roofs, and two tiered metal roofs to slip and start to accentuate the massing. Much of the similar materiality on the makai side, again, the trellis elements that help to hold up our roof form really creating deep and varied shadow patterns. Deep lanais, deep overhangs consistent with kamaaina style architecture. We have the glass experience on this side. Obviously one that is related to the guest room environment. But again deeply setback behind lanais to allow for shade and shadow. And then lastly the roof element. So you start to see the materiality and kind of the layering of those roof elements in simple forms but are articulated in ways that allow for interest in the design.

We do have a palette of our materials here, and then we have more extensive material boards that can be available for questions should there be questions of the materiality or anything else associated with the architecture of the resort hotel. At this time I'll turn it over to Mark de Reus to walk you through the rest of the architecture of the resort.

Mr. Mark de Reus: Thank you Robb. I'm Mark de Reus with de Reus Architects. We're based on the Big Island. Good morning. Specific to this segment we're giving a brief presentation of the hotel portion, the amenity building such as the spa and restaurant, the associated residences that include the new Molokini wing, the beach cottages, spa hale, and multi-family condominiums, and lastly the ancillary facilities such as the gate hale, sales center, and the parking structure. Robb just spoke to you about the resort hotel.

Let me start this part of the presentation about intentions behind the architectural designs and review. Importantly on many levels we have planned and designed the buildings and physical environments on this project not as theme development, but as an extension of the existing

west Maui shoreline community. In other words, we want the new residences and amenity buildings meddled with the community fabric of the island and to its Hawaiian setting.

Our design efforts are humanistically based. As residence part-time or full-time they want to feel part of this island community, not as tourists. We want the goal of timelessness to inspire and motivate our design rather than . . . (inaudible) . . . magazine or developer's preconceived marketing notion. Repositioning this early 80s hotel is a unique design assignment, but I'm sure you can appreciate. As well as a compelling story for adaptive reuse of this existing 295,000 square foot structure. The benefits to recycling this existing building include significant reductions in emissions and debris, truck trips and impact to air quality. Current plans envisioned retaining 74% of the existing structure. Some portions of the walls and floors will be removed to introduce more natural daylight, and to create the required quality of interior space. Through a more surgical deconstruction approach versus the wholesale raise and redevelopment scenario, we'll be gaining multiple benefits from a sustainability construction.

These pull apart 3-D diagram show in general the ideas behind the hotel conversion itself. The key ideas include grouping the 14 bay modules together to form single-story and two-story residences. We're capturing the existing single loaded corridors of the hotel into new, the new floor plan for the residence. And thirdly, we're replacing the single loaded corridors and adding new elevated breeze ways providing accesses to the residences. These are designs that they're pulled away from the base of the building to provide natural ventilation and privacy.

This typical floor plan at elevation 50 shows how the residential units are laid out with the elevated access walkway. This building – excuse me. Solar collector share the roof top with the converted hotel with trellis, lanai, for the penthouse units to take advantage of the ocean views. This building section illustrates the circulation from the central walkway at the first floor level down to the new restaurant passing beneath the residential units on the floors above.

The exterior elevations to the hotel conversion demonstrate the warmth of the material palette that softens the impact of the existing massing, and helps to recede in to the landscaping. Exterior finish materials proposed are medium bronze, anodized aluminum doors and windows, breeze soleil on the residence lanai, walkway screens, facade and fascia caps of metal.

Low e-glass would be used. It's an insulated glass and has a low reflectance value to it. Exterior cement plaster, demising walls with a receding tropical indigo color are being used, along with earth-tone plaster walls. Grass roofs of the Molokini wing and restaurant. It will also have a copper shingle low pitch along the edge. The eaves are cedar planked. We're using a . . . (inaudible) . . . walkway, or stones on walkway columns, and mauka facades. We also have a materials board for your reference later should you choose to look at any of these more in detail.

This illustration, looking mauka, conveys the hotel conversion in its final form, utilizing a material palette just mentioned. The use of breeze soleils on each lanai provides additional shade for both comfort and to reduce thermal gains. The lanais are also very deep. It will also help create a lot of shadow against the exterior walls. The architectural intent is for a minimal sense

of restraint. The diversity of architectural expression is apparent between the various buildings in this illustration looking makai across the resort property. From the restrained modern architecture of the hotel conversion, the kamaaina expressions of the spa haies and beach cottages. The entry pavilion and spa are meant to provide stylistic bridge between modern and traditional.

This slide shows a before and after scenario taken from the cul-de-sac turn around at the south end of Makena road. The new architecture and supporting detailing of the hotel conversion reflects the goals of having the structure become a part of and receding into the landscaping in the hillside. Pulled away from the building, the new elevated walkway is to provide access to the residences, and help break up the mass of the building on the mauka side. Gardens and architectural metal screens will provide privacy while allowing natural ventilation through the units.

This is the floor plan of the new spa. It's located within the same footprint as the existing hotel lobby. The existing hotel service level is below at elevation 34 and is maintained and will function for service just as it does for the current hotel. We are only using one of the two service yards of the current hotel. From the spa garden this view looks towards the spa with the converted hotel, and new elevated walkways in the background. The palette of exterior finish material include tropical colors within the cement plaster walls such as indigo and lavender, mahogany doors and windows, and architectural screen, cedar timbers and wall plants.

This new 6,800 square foot restaurant addition has direct views of the ocean and is adjacent to the existing hotel kitchens, and efficiently adjacent to the lower service level. The restaurant lanai will no doubt be one of the sweet spots on the property to enjoy the sunset and views. The illustration taken from the dining lanai captures the view over the beach club pools and existing berm out to the ocean beyond.

Looking mauka at the same restaurant, the view depicts the restaurant setting at night time. The converted hotel wing is shown behind. The roof of this restaurant has a grass roof. The finish materials utilize warm tones, cedar wood, and travertine stone along the back wall and on the floor. This key plan shows the relationship of the spa haies oriented around the spa garden. This garden incorporates the circular shape of the existing hotel, entry drive and as Don said, maintains, tried to keep as many of the mature palms as well.

Five 1,900 square foot spa haies are organized around the circular spa garden. These two-bedroom units are designed for the need for a smaller dwelling and are integrated into the spa's garden oasis. This illustration depicts the Hale Kalani inspired cottage. The architecture of the spa hale. Materials again are tropical light . . . (inaudible) . . . color exterior plaster wall along with cedar shingle roof, and mahogany doors and windows, cedar post, timbers and wall plants.

This key plan shows you, orients you to where the eight cottages are located, and the ninth cottage out to the north side of the property. That ninth cottage will be used as a sales center or a model unit, excuse me. The floor plans of this 3,100 square foot beach cottage was

designed as a two side by side hip roof structure to reduce the bulk of the exterior massing. Looking north along the Kings Trail, this illustration zooms into a view depicting the kamaaina inspired character of the two-story beach cottage. The exterior finish materials are shown. Copper shingle hip roofs, exterior walls, and cedar wood siding at the top level. And to break up the two story massing, the lower level we're wrapping that with indigo colored cement plaster.

This key plan shows the location of the multi-family condos. The architecture of these condos have been conceived as garden structures with contemporary architectural direction. Integrated trellis will provide shade on west facing lanai. Louvered screens on south facing walls. The use of vegetation of planting, the use of natural materials such as lime stone, exterior wall platting and wood detailing in the play of the shadow and light are used to ground the structure with environment in to the garden. The building and systems are designed to minimize the impact on natural resources. Architectural wood screens have been incorporated in the exterior design of this building to inspire the ancient Hawaiian structure. Palette of exterior materials include natural lime stone, and warm tone plaster for the exterior walls, wood shutters for the windows, light colored plaster cement walls along with the stone. And then wood doors and windows, and wood lattice trellis.

Designing the contemporary expression of these buildings to fit in the environment on this part of Maui has lead to the approach of restraint, and elegant detailing of natural materials. . . . (inaudible) . . . exterior terraces for outdoor living are incorporated. Trellis screening for shade and cooling. Operable louvered shutters for solar screening while allowing visual connection to the exteriors. And large window and door allows the units to take advantage of the ocean breezes as well as the views.

This key plan provides project orientation for the arrival pavilion, the sales center, the guest hale, and the parking structure. The parking structure is shown in blue in the middle. The primary arrival pavilion sits independently from the hotel conversion just off the south wing. The arrival experience at this pavilion is designed for immediate view of the ocean. There's an additional arrival pavilion located mauka of the multi family condominiums as well. The intent with these one-story buildings is to provide a gracious, inviting setting for an entry. The concierge staff is to be located in this pavilion. For compatibility with the natural environment the arrival pavilions are detailed with natural materials such as copper shingled roofs, green stones . . . (inaudible) . . . cedar wood column eaves and soffits, and mahogany wood doors and windows.

The first buildings encountered upon arrival at the Makena Resort are the sales center and the gate hale. The mauka paniolo architecture fits its mauka setting, maintaining our sensibility goals and the anchor to the site the buildings are detailed in natural materials. There's a continuity in the design between these two buildings because of the proximity on the site. The mauka of paniolo character is an inviting scale to the experience of the entry and the sales function. And consistent with kamaaina character of the buildings are casual and detailed with natural materials. Coral and . . . (inaudible) . . . stones site walls and buildings walls, mahogany wood doors and windows, zinc or shingle roofs, cedar post and siding.

Befitting the climate, this open air parking structure enables efficient use of land on the site while consolidating much of the site parking. There's a two fold benefit for the project in the community with the parking structure. First by consolidating parking efficiently in a garage means we have more gardens around the various buildings. This is better experientially and it's also better environmentally.

To soften and mesh with the environment, the structures are wrapped with architectural metal screen and its visual veils and green walls. The lighting is designed to be minimal for path, just for path to travel, and minimum glare to surroundings.

In summary the existing island community in this part of Maui has a diversity of architecture. Appropriately our buildings are designed with a range of character as well. From the modern expression of the hotel conversion and multi-family condominiums with a more traditional kamaaina character of the resort hotel, beach cottages and spa hale, with the mauka paniolo character of the sales, and gate, gate hale. This architecture, this architectural diversity is a key for our intent to have the buildings relate to fit in with the community. It's also important to achieve the quality of timelessness and mesh with our sustainability goals.

We've prepared a number of before and after slides for you to get a sense of judging what the visual impacts might be. These, these proposed buildings when you see them are illustrated for massing purposes only. The proposed materials and coloration are proposed separately in other parts of this presentation. And we have material boards on hand for your review. This first is taken from the Makena Alanui Road at the entrance to the project site. This is the same point of entry of the existing hotel that currently exists. The existing large monkey pods and palms at the circular drive. . . (inaudible) . . . The lower right hand corner is a little key plan that shows you the approximate area where the view is taken.

Moving further down the Makena Alanui Road to the south, if you're looking makai over the top of the parking structure that will be located below the elevation of the road. Additional planting and trees will be added along the road to help screen this area. This view taken from the southeast corner of the property from Makena Alanui Road at the park crossing above the 17th Fairway, we see the proposed arrival pavilion off in the distance just to the south of the hotel conversion. The most mauka of the eight beach cottages are obscured by the trees. Looking northeast from Maluaka Beach Park across the Kings Trail, this view shows the kamaaina character of the beach cottages in the foreground, and the converted hotel residences beyond. This view taken from the ocean, looking mauka, shows the hotel conversion residences behind the existing berm. Proposed view conveys our goal of having the structure recede into the landscape and the hillside. Taken from the cul-de-sac turn around, the south end of Makena Keoneoio Road, looking mauka, into the south, this view shows the new Molokini wing obscured by trees in the foreground, and the converted hotel residences behind. The lightness of architectural detailing and the removal of massive elements of the existing exterior of the existing hotel are shown. It also shows how our coloration is going to help this building recede into the landscape and hillside. There's a belief that these before and after illustrations provide evidence that there are no adverse visual impacts to the proposed developments on the H-M Property. And we're glad to discuss or elaborate on any of these views, any part of our

presentation. Thank you. This completes the architectural presentation and before and after studies. I'd like to turn the podium back to Ed Devita of Discovery Land.

Mr. Devita: Thank you Vice-Chairman and board members and others for allowing us this opportunity to present our intent and objectives for the development of the Makena H-M Project. We've outlined for your review our holistic approach to the preliminary planning, engineering, architectural, and importantly, our community involvement approach and the sustainability goals guiding the project. We feel this is a very exciting opportunity for our development team and also for Maui County. We believe we have the convergence of elements to make this successful. Where success can be achieved economically, environmentally and for the community. Now I'd like to turn the podium back over to Mark Roy for closing.

Mr. Roy: Thank you Ed. With that we'd like to conclude our presentation for you today and we're available, and we'd be certainly happy to answer any questions board members have during their review of the project today. Thank you very much.

Mr. Gerdel: Okay. Thank you for that presentation. Do we have any public testimony on this item?

Ms. Lucienne de Naie: Good morning. My name is Lucienne de Naie. I'm testifying on behalf of Sierra Club Maui Group today, and greetings to all of you. Thank you for this opportunity to testify. I did pass out the one page of our main points. I had not seen the presentation and had not had a chance – the, the documents are not available online yet so I look forward to reading the full SMA application when it is available electronically.

Sierra Club has tracked this issue for many, many years, before the hotel was built, and then during the building of the hotel. And we've been meeting with various ownership interest over the last, what, almost 30-years, including Discovery Land folks. I just want to point out that the last environmental review of this project, the whole project, was done in 1974, so times have changed a little bit since then, and we appreciate this new approach. Unfortunately other aspects of the Makena Resort has been segmented over the years. Like a road would be built, and they would just pretend that this road led to no where and had no other impacts, which, of course, was not the case, but those were all accepted. So we want to see a very robust SMA process here. It looks like this is a very full document.

Also, we hadn't intended to point this out in our testimony but I think one consideration here is that Makena Resort which is beloved by local people. Maybe it hasn't been very successful financially, but it's probably going to transition from a relatively public place to a relatively private place except for the new smaller hotel area. So that is something to keep in mind. I know many limited income senior citizens love to go and just look at the koi pool. You know, it's one of their favorite places, so I don't know if that's still going to be accessible to the public. These are some things that I think would be good to find out. We've made suggestions to the ownership in four, five different areas. We're only going to discuss a couple today because others are not within the purview of this body. We would request that the Urban Design Review Board consider in their recommendations, you know, adding some of these suggestions.

#1, we like the idea that there's before and after shown to you folks, but hopefully this will also be in the SMA. Because otherwise it's really hard to know what replaces what, and what impacts it might have, so we would recommend some maps be included, if, if they are not already. You folks may have already answered that. But certainly any overlay map showing like just a line drawing of what is proposed on a Google Earth photo over what exists now so you get a sense of what gets removed, what gets replaced, and what gets, you know, filled in. And also the before and after maps of the various parts of the project site.

As far as the historic preservation aspect, I know this is something that is very important to Discovery Land, because we've had, you know, a number of discussions about this. This parcel did undergo archaeological review in '74, '78, '79, and then recently this year. It is unfortunate, but under the previous ownership many meaningful, traditional historic sites have been destroyed on this parcel. In fact, I find it ironic the paniolo theme, everything having to do with that historic era was systematically removed in all previous archaeological review. There was, you know, no recommendation that any of it be saved at all. And, you know, it's kind of sad. Now it's the paniolo theme. But the old ranching walls, things like that, nobody had any respect for it. I'm hoping that this is going to change. But I think it would be good if you folks – I know you have a lot to say about tying in the sense of place, and the sense of design here. We've already lost the Aupuni wall that went through this property, a government wall, a very unique feature built by Kamehameha III. You know not too many things remained from his era. A sizeable segment still remains in the golf course area and on surrounding properties. But the segment that went through the Makena Resort parcel was cleared for destruction in '79. A number of house sites, traditional Hawaiian hale and work areas rich with artifacts, even little shrines and things were all found in the area that were cleared to build the swimming pool and the landscaping there. It's unfortunate we don't have those to tell the story of this place anymore. But there were a few sites found in this most recent review. I, I hope that it has changed. They were, I believe, just recommended for, you know, investigation and then they could be cleared for destruction too. I'm hoping we could reverse the trend on this particular parcel which is kind of the heart of Makena. It's a very historically significant area with the Maluaka beach right there, the Kings Trail right in front, and find a way to incorporate as many of these as possible into the parking lot landscaping area. And I just bring this up because it's so easy to say, oh, this is such a degraded site, there's really nothing left of it, there's nothing to see, there's nothing to know about, but it's what we have left. And it's true, the resorts has 100's of sites above the highway, and I'm sure that they're thinking of preserving a number of them. They've been doing extensive archaeological research there. But these are the coastal sites. These are unique and they're the last chance to have anything that tells the history of the folks that lived near the ocean in this area on this property.

So our recommendation would be that you just recommend that they work with their design to try and incorporate as many of the sites that would be appropriate. And also that there be monitoring during the construction process because –. I tell you I have local friends that won't swim in the swimming pool because they go there's stuff underneath there. Anyway, preservation of native plants, and native habitats. There are several small groves of Wili Wili trees. Some of them are in the area behind the golf course which will not be impacted by this development. But I believe a few are actually in the area that might be impacted. If those could

possibly be spared. You know, they fought their way back to health. They've survived the invasive wasps. And they are the signature species of the dry land forest which is what this area was before we all came.

Drainage impacts, my last topic. While the project is emphasizing the overall reduction in units, the increase in the square footage is tremendous, and a lot of areas that were natural grassy areas, trees and so forth are now going to be buildings, roofs, parking structures, parking lots, you know, entry ways, etcetera, etcetera. Now I know they're committed to a green kind of perspectives on this, but we just heard a wonderful presentation by a local landowner touting the benefits of porous concrete. Mr. Ed Bello who owns land in Kihei nearby installed porous concrete in the shopping center area that he owns off Lipoa. And he said it's been very, very successful. It allows instead of like having all of your drainage go to dry wells, which, once again, it concentrates everything in way that nature never really intended and then it puts it in one place. And then we don't really know what happens as a result of that. It may be wonderful, it may not. The water table in Makena is like, you know, six feet down, eight feet down in some places. It's very near to the surface. So these dry wells are going to take that water out into the ocean probably in a relatively quickly manner.

If it would be possible to incorporate to the design, and if you would just make the recommendation, the porous concrete for, for hardy surfaces, to also design as much as possible the rain garden approach where instead of things getting rooted to a common drainage area, they get absorbed where they are created. The grass roof sounds like a great idea. I, I, I would, I'd be very surprised if the owners would not be amenable to any of these kinds of, you know, traditional or, you know, emerging green technologies. Certainly the swales and everything else, the bio-swales are a great idea. But the more we can avoid massing the drainage, there's going to be a tremendous amount, more drainage here when it rains. And the property is, is steeply sloping. So, even though things have been built into the, you know, the elevation change, they still are surfaces that don't exist here now. So that would just be those things that we would ask for your consideration. The project really appears to be, you know, looking at a good use of an area that, you know, is beloved by many people in the community. Lots of folks like to just go to brunch at the Maui Prince. We all still call it the Maui Prince because it is kind of like the end of the road. And I don't think people will mind so much that isn't white, although it is a very good landmark when you're upcountry and you're trying to figure out where you're looking. That is one thing you can tell where you are, so I don't know if that's a cultural consideration or not, but it is going to change things for people.

Also, the – for a project this, you know, in an area with this much traditional significance it would be our recommendation that it does have some review by the Cultural Resources Commission even though very few cultural sites were recorded at this point on the property. Just the location itself, it was crown land up until 1962. It was a very, very special place and I won't go into all the details. But I did a lot of research. I did this book for OHA a number of years ago, and so, you know, just personally I did a lot of research on this area and there's, there's quite, a lot of wonderful stories to know. So thank you for your consideration and I'm happy to answer any questions if you have any.

Mr. Gerdel: Any questions? Okay, thank you.

Ms. de Naie: Thank you.

Mr. Gerdel: Is there any other public testimony?

Ms. Irene Bowie: Good morning, my name is Irene Bowie, with Maui Tomorrow Foundation. Maui Tomorrow has followed and commented on Makena Resort's proposed development for a number of years, and one issue of particular importance to our organization is condition 32 in the resort's change in zoning requiring Makena Resort to expand the existing beach park at the south end of Maluaka by 1.5 acres. During discussions before the Maui County Council in 2011, the resort proposed that the required expansion take place at the northern end of the existing beach park while it continued to use the southern end of the park for commercial activities such as private weddings. Their rationale was that the prior owner, Dowling Company, identified the area to the north for required park expansion. However Dowling Company only looked at that portion of land nearest the hotel as a temporary location because the 16th fairway was at that time under construction. In conversations with Mr. Dowling he's confirmed that permanent park expansion was always planned for the southern end which is more conducive to public use and beach access, and facilitate shoreline access leading to areas where significant, historic and cultural sites and resources are located.

More recently we have participated in discussion – discussions with the resorts development partners, Discovery Land Company. We've expressed our concerns regarding expansion of Maluaka at a number of advisory meetings, and believe the resort is now agreeable to a southerly expansion. Maui Tomorrow Foundation respectfully requests the that Urban Design Review Board recommend park expansion at the southern end of Maluaka as part of the SMA approval. Thank you.

Mr. Gerdel: Okay. Any questions? Thank you. Any other public testimony? Okay, yeah, I'd like to open it up for questions. Can we start with Robert?

Mr. Robert Bowlus: Okay. Well, there's a lot here. There's a lot to talk about, but I'd like to thank all of, all of you for an incredibly detailed presentation of a very complicated project. There's a lot. There's a lot to go over and basically you've done a beautiful job of explaining it, and I really like most of what I've seen. I've got reams and reams of comments here, but, I think, my, my, my biggest concern is the look of the hotel conversion. And that's a very difficult thing to do because it's such a big dramatic impact structure now. For starters the going to the deeper tones, the lighter colors, and more textures, I think helps softened it a great deal. But the – in all of the exhibits, I know they're flat elevation exhibits, but my comment is that it still looks too urban, and it, to me, it looks like a inner city HUD project, honestly. It's just so flat, so much glass, and it's a huge, huge building now, and that's a, that's a tough thing, and I don't really know the solution.

But, in – if I can find some of my notes here – when – let's see here, I think Ed was talking originally, and you made the overall presentation about the traditional architectural vernacular

and you showed exhibits with thatched roofs and sloping roofs, and, you know, the discovery approach, I think what you've done goes a long ways. But I don't think it's gone far enough, really. I think that it might be difficult. But, I, I know it's a big massive building, and you can't just, you know, slope the whole roof. But I love sloped roofs, and I love big overhangs. And if you could introduce some sloped roofs or something to make it look less industrial looking, I think. And even if it's a nod towards a residence or a residential scale or texture.

So that's – honestly that's my, that's my whole thing. And you went through a whole lot of architectural samples, and you used Charles Dickey as a, as a height. And I really appreciate and love his work, and it's softer and less modern and less contemporary, and more, more local, I think, is, is certainly to my taste.

So I think that's – I mean, I can shorten it down, but there's so much. There's so much that's so good about the project. Really, I think you guys are doing a fabulous job in general, and that's not to be picky, but my one, my one comment, I did like Lucienne's suggestion to keep some public access whether the restaurant will be open to the public. I assume it will. But if there's some public access to get in to the project to go to the restaurant, I think that would be good. And maybe walk around the gardens, I think that's a nod to the existing community. And Irene's comment about moving the park to the southern part of the property seems reasonable to me, although I don't – the park, park expansion, I'm not really familiar with that, but I, I like that approach, so that's really my comments.

Mr. David Green: I guess first of all I would say I that I, I've stayed at the hotel, I don't know, six, seven eight months ago, and I think, I think what you're trying to do, you've done a really, really, really good job of, of making it fit into the landscape a lot better than it, than it does today. It's so much less obtrusive than it was. You're also filling up quite a bit too. I mean, it's got a lot of added structures in the – on the property. But as a whole I like the way it all goes together and I like the design principles, etcetera. I have a little bit of the same kind of feeling as Bob mentioned about the, about the very modern look of the hotel. I like the modern look of the hotel in and of itself. It just is perhaps not – well, it looks really good, it does look like it's more of an urban kind of a facility.

I only have one other question and that is – I think it was Irene – no, it was Irene who asked about the beach park. Has the developer, have you agreed to their request about where the expansion is going to be or is that still an open issue?

Mr. Roy: If I maybe, if I maybe able to respond to that specific question. Just to give a little bit of a background for clarification purposes, the project that's before you today is the H-M Redevelopment Project. The condition that was cited during the previous testimony by Irene Bowie, the condition that is attached to the Change in Zoning ordinance that was enacted back in 2008. And what the County Council did, this was a multi-year, over a 10-year Change in Zoning application process for the Makena Resort. It affected quite a few lands within the resort. It did not affect the project site for this particular project. So the condition that's cited during the testimony is part of the Change in Zoning ordinance, and there are, there is compliance work moving forward. There are a number of conditions attached to that Change

in Zoning ordinance. ATC Makena Holdings is putting a lot of work into complying with each one of those conditions. So that's work in progress at this point, but I did want to mention how it is a very separate ordinance that is not related to the project at hand.

Ms. Linda Berry: Is that it?

Mr. Green: Yes.

Ms. Berry: I think that the details of the presentation that you've given us are beautiful, that you've obviously put a lot of thought into it, and have a sense of what Maui is about. Thank you for that. I have some questions about the project in general. Is this combination of residential and luxury hotel something that's similar to the layout for your other resorts?

Mr. Roy: If it's okay I'd like to ask Ed Devita who's the Discovery Land Company person here today. He can run you through some of the other resorts that they manage. The closest one is Kuki'o over on the Big Island and how this project is similar in some ways, but also different. Certainly trying with this project to create a very special sense of place that's appropriate to Makena.

Mr. Devita: Thank you. My name is Ed Devita with Discovery Land Company. We have 17 projects. They do share a lot of common principles including they're mostly focused towards second home owners and family vacationers. And a lot of the components about this project are similar and could be found in our other projects. But can point out some distinctions. At Kuki'o on the Big Island it's residential and it has a beach club with a pool, which are similar components that are in, in this project. And it also has, Kuki'o also has golf, which is similar. There's an existing golf course at Makena. One of the distinctions would be is that this project includes a hotel. And of our total portfolio, I believe this will be the third project that does include a hotel. So the hotel aspect is not overly common within them, but other than that they're quite similar.

Ms. Berry: Thank you. Ann, does this residential component activate the County requirement for affordable housing?

Mr. Roy: It does. The SMA application is currently under review. We have received comments back from the Department of Housing and Human Concerns. It's one agency that is invited to comment. This project does trigger compliance with Chapter 2.96 which is the residential workforce housing ordinance for residential component. So we're working with that particular agency on addressing those requirements for this project moving forward.

Ms. Berry: But you don't have any answers for us now as to how that will be carried out?

Mr. Roy: I believe they're, they're – the ATC Makena Holdings is currently working on an affordable housing plan that would be specifically intended to address the requirements by Chapter 2.96. I think there is consideration to credits being used maybe to offset some of those requirements, but it's, it's a work in progress with the Department of Housing and Human

Concerns at this point.

Ms. Berry: Thank you. You mentioned sustainability is an important issue for you. Will you be pursuing LEED for any of the buildings? Or any other sustainable ratings?

Mr. Roy: Well we're fortunate to have Jim Hyde with us today from Urban Green, and he's a sustainability consultant. Very much an expert in sustainability. He's developed sustainability program for the H-M Project. If it's okay I'd like to ask Jim to come forward and address that question.

Ms. Berry: Thank you.

Mr. Jim Hyde: Thank you and good morning. Jim Hyde, Urban Green. The question of LEED and/or rating systems in general is should be kind of embraced within the information that Ed presented in the beginning which was we've started with a very broad kind of framework for sustainable which are our seven principles. And then LEED is probably one of the most well known rating methods. But others such as Hawaii Build Green, some of the living building challenge programs, Hawaii Clean Energy Initiatives, Energy Star, Water Sensor are all models that we're looking at to inform and approach the sustainability, and some of the matrix and programs that we'd be utilizing the design of construction. But at this point because of the complexity of the project and the number of buildings, it seems inappropriate to pick a particular or single system that kinds of drive you through a check list as opposed to the broader view that we've looked at all these other programs and how to best to incorporate what's being learned in the industry into the designs of all of the elements.

Ms. Berry: Will you have anything in your plan for recycling water? It seems like you'll have a large water usage on this property. Can you use any of that for landscaping for example?

Mr. Hyde: Yes. There's the waste water treatment plant which obviously produces water and will be used outside of the, outside of the H-M parcel because actually dealing with our – serving the golf course. But this property is actually one of the key things in our sustainability approach is to reduce the potable water use, and bring in non-potable uses for the landscape. So it's a similar thing that we're using. Again, trying to drive down potable water use as a basic principle within our water, water approach.

Ms. Berry: I have another question for you too. What percentage of the power will the PV panels that you showed us provide for the site?

Mr. Hyde: At his point we have not done the full math on how much can be provided by renewables. But what we're doing is we're looking at the Hawaii Clean Energy Initiative goals which is the 70% clean power program, and of that 30% comes from demand reduction, and 40% comes from renewables. So that's kind of a target that we're looking and trying to see if we can attain it. And to some degree that's limited by the amount of roof top area. We can only get so many panels up there as Mark showed in the plan. But goal is to try and least see through primarily demand reduction, and that's a big thing, simple changes in the program will

reduce the amount of energy and to what degree can we supplement that with renewables for clean energy is going to be part of our further study as we go in to the next phase of design development.

Ms. Berry: Thank you. And one more question. You mentioned indigo and lavender walls. Did I hear that right? One of the architects –

Mr. Roy: Indigo and lavender walls? Yes, it's Mark de Reus from de Reus Architects.

Ms. Berry: Thank you.

Mr. de Reus: Mark de Reus of de Reus Architects. Yes, there was a variety of colors that we tried select. Our colors we felt would not only help the building recede but also help add some vibrancy, some tropical vibrancy to the outside of the building. And it's sort of subjective world as I'm sure you can appreciate. And we selected these based on what we thought seemed tropical, and fresh and new, other than going over the top with color it has to be very subtle.

Ms. Berry: Do you have any examples of that in your material board?

Mr. de Reus: We do. This is a board that we put together that shows the overall illustrations of the –. The two illustrations of the overall perspectives are on the left. This is an example of the indigo color plaster. You can see how that might work really nicely on some of these demising walls along the edge to soften the look of it. And it helps with the shadow play. I know there was a comment by Robert about the urban look of it. We're trying very hard to not have it look like urban. I'm sure you can appreciate that the existing hotel has a very strong sort of 80's sort of era, strong horizontality and painted an off-white color. So it's very strong in its presence. We're trying to get this pull way back and be more of a collection of details. Architectural screens on the exterior, on the lanai, a lot of shadow, and colors that are going recede rather than pop out I think. But we still wanted to have, you know, a bit of a subtle vibrant life, and that's why we're trying to use color with it.

Ms. Berry: Okay, that's more muted than I imagined when I heard those words coming out of your mouth.

Mr. de Reus: Okay. Right.

Ms. Berry: Okay. Finally I'd like to recommend the recommendations that Lucienne suggested in her paper that she handed us. Thank you.

Mr. Gerdel: Thank you Linda. Frances, do you have any questions?

Ms. Frances Feeter: Thank you. I spent a lot of time looking through this at home, and I was almost overwhelmed at the, at the massive project you've undertaken. At first I thought this is not look like Hawaii, but my husband said, you know, I just got a Hawaii Business magazine that talks about using environmental materials, and that building doesn't look at all Hawaiian. So

I understand you're kind of between a rock and hard place on this. And after seeing your slide show, I do think they'd look more Hawaiian than I thought they did. So I'm pleased with that. I do agree with Lucienne if you can preserve any cultural things that's good. Sometimes that becomes the tail wagging the dog, but, but I know everybody wants to try. I would – I think I had answered about the environmental thing as far as using alternative energy which I'm really pleased about. Overall I think – ideally you would not add all those additional buildings and leave it open space. But I realized that's financially possibility. So I think you've done a good planning that. I still have a hard time wrapping my mind around a two-story cottage. That seems like it's not a real word. Anyway. I think you've answered most of my questions, and I'm impressed with what you've done so far. I think that's all.

Mr. Gerdel: Okay, Fiona?

Ms. Fiona van Ammers: I generally agree with, I think, the rest of the boards' comments. I think you guys did a really good job presenting the details on the project, and the overall concept, and what you're trying to achieve. I agree about the color. I like the change in the color. But I also agree, it looks urban. I doesn't necessarily feel like Hawaii. I also wanted to comment on Lucienne. Her comment regarding there's no – or you guys didn't necessarily explain your increase use on this site, so we didn't get a perspective of the existing condition and what additional buildings and parkings are being proposed. I guess what I'm trying to say is, you know, in your summary it sounded like the use of this lot was going to be reduced so the impact, the number of people that are going to be using lot is infused, but you're adding buildings and you're adding parking and you're adding amenities and it didn't really add up as to why we had to increase certain aspects of the project. If that makes sense. So I don't know if someone can speak to that.

Mr. Roy: Absolutely. Thank you for that comment. I think, you know, this is a question that deals really with site planning aspects of this project. And maybe if could just add in terms of the density reduction that was sited at the beginning of the presentation, there is a reduction in the number of units. And that goes from the 310 hotel rooms. If you go down to the hotel today on this 310 hotel rooms in the hotel, as well as accessory facilities, with this project being implemented and the conversion of those 310 hotel rooms into 46 condominium apartments, there's a significant reduction from 310 down to 46. And then with the additional residential product around the existing hotel, that's the new construction, that's where it goes from 46 up to, you know, the, the number that is recited in the presentation which is 148 units. So the big picture is we're looking at the site today, the existing hotel, 310 hotel rooms. With the implementation of the project it comes down to 148 units. So there is a reduction in density, but maybe to just go through your questions and how the site plan was put together based on existing conditions, we have Don Vita who's the land planner for the project who can address any additional questions that you may have on that specific aspect.

Mr. Vita: Again, I'm Don Vita, VITA Planning and Landscape Architecture. I cannot give you an exact square footage of what increase may be from existing hotel right now. Would it be helpful if I pointed out the new buildings and the thought process behind how they were located onsite? Would that, would that help answer your question?

Ms. van Ammers: Well, one of my primary questions and I think I was piggy backing off of the comment about showing an existing site plan. Maybe if you could, for example, explain what is the purpose in the additional parking if you're actually having a reduction in density?

Mr. Vita: Right. Okay. The – a lot of the additional parking requirement comes from, some of it comes from the added, added units that we were talking about in terms of going from basically a hotel unit to a residential unit, parking requirements being different there. Secondly, there is, there is the additional, the new hotel – the new resort hotel is going on there, also has restaurant and other function spaces associated with it that add to the parking requirement. In addition, some of the amenities that we are proposing – the pools and those sort of things – also have parking requirements associated with it. We have done a parking analysis that is within, included in the SMA package and is being reviewed by ZAED as, as we speak here, and have offered some comments on that. We are in the process of going to be addressing those. So that's, that's kind of where, without, you know, exactly answering with numbers, that's where a lot of the new, new requirements are coming from.

Ms. van Ammers: Okay. So I guess to summarize, though, the use or the density the attraction to this property, you're getting an increase in users or a reduction in user overall?

Mr. Vita: I will, I will relate that to perhaps a question that went earlier that was addressed to – that Ed Devita answered, and that is how the clubs are really used. We've seen historically a reduction in use of these facilities. Whether it being private club as opposed to an existing hotel, the use is expected to be much lower than what we normally see now.

Ms. van Ammers: Okay, so you expect a reduction in use, but –

Mr. Vita: We expect a reduction in use.

Ms. van Ammers: – but the amenities are for, are newer requirements?

Mr. Vita: Exactly.

Ms. van Ammers: Okay.

Mr. Gerdel: Okay. Marie?

Ms. Marie Kimmey: Okay, Marie Kimmey, architect. I agree this is a very excellently put together presentation. I think that I, at this point, have only one – well couple of additional comments. One is you did reference the double pitched roofs. But I was a little disappointed to see that you did not use them in any of the buildings. And I thought maybe some of these cottages or other residential parts of the project might benefit from having that double pitched roof. It would give it a little bit more of that Hawaiian sense that we're struggling with trying to find in this project.

The second comment I have, Irene had mentioned the – no actually it was Lucienne mentioned

the porous concrete. I'm familiar with that use of it. It's in Kihei, in Ed Bello's project. It's not throughout. It's just in a certain portion of the parking area. I don't think we're, I don't think that the requirement by any means if there is one should be that all concrete be porous. If it could be limited so that where it is porous there is some underground way of catching the water that comes through it. I think that's it.

Mr. Gerdel: Okay, thanks Marie. I have a couple questions regarding the drainage design for the project. You mentioned all the new runoff would be retained onsite. Is the existing runoff being handled also, or is that – like is all the runoff being retained onsite or is it just the new runoff for the new features of the project?

Mr. Roy: Could I just take a second to find the drainage slide so I can refer to that?

Mr. Gerdel: Go ahead.

Mr. Roy: So there is a comprehensive drainage plan being put in place for this project. The drainage plan is complying with the County of Maui's drainage requirements. It is retaining more than a 100% of the increase associated with the development, so I'm not sure if that answers your question. We do have Adrienne Wong here with us today from Austin Tsutsumi and Associates, the civil engineers for this project. If you want me to I can invite her forward to address any additional questions that you have.

Mr. Gerdel: Okay. Yeah, I guess – yeah, I was wondering if there is a requirement. So the requirement is just for the additional runoff produced by the project, the county requirement?

Mr. Roy: Correct. My understanding is that the county drainage requirements requires you to retain onsite the increase associated with the developments of the particular project. But I'm certainly not a civil engineer so I'll defer to Adrienne Wong to give you some additional information on that specific question.

Ms. Adrienne Wong: Good morning. I'm Adrienne Wong. I'm with Austin Tsutsumi and Associate and I'm the civil engineer for the project.

Mr. Gerdel: Okay. Yeah, I guess the thought I had was for like the existing hotel roof. I'm sure it has runoff. Is that runoff being retained or is that existing so it's not required to be retained?

Ms. Wong: That one would be retained. The increase in runoff. Yes.

Mr. Gerdel: Yeah, I guess that the only question. Thank you. The other question I had was regarding the beach cottage. I don't know if you want to go to that slide.

Mr. Roy: Sure.

Mr. Gerdel: I was just looking at the overhang. I was wondering what size overhang that was for that structure.

Mr. Roy: Okay, I'm going to have Mark de Reus respond to respond to that question from de Reus Architecture.

Mr. de Reus: Mark de Reus. That's a, right now, as shown, depicted in the elevation, that's a three foot overhang.

Mr. Gerdel: Yeah, I guess --

Mr. de Reus: And it's a double pitched roof.

Mr. Gerdel: Okay. It is. Yeah, I just had a thought, I guess, especially it's a two story and maybe a larger overhang might, might be more appropriate for more coverage.

Mr. de Reus: Good catch. We are studying it.

Mr. Gerdel: And then I don't know if you can answer this question. On the multi-family condo structures, in the site plans, they look fairly close together. Do you know how far apart the structures are?

Mr. Roy: If I can find the slide in here. So I could just repeat my understanding of the question. So we have two multi-family six-plex apartment buildings, what's the separation between the two?

Mr. Gerdel: Right. I guess what I noticed it seemed, it looked a lot visually closer on the site plan than the rendering, I was just wondering how far apart they are.

Mr. Roy: We can certainly research that and have answer for you in a couple of minutes.

Mr. Gerdel: Okay. Yeah.

Mr. Roy: If you want to move to another question.

Mr. Gerdel: Okay.

Mr. Roy: Thank you.

Mr. Gerdel: Yeah, that's all the questions I have. Is there any other discussion?

Ms. Berry: Yeah, we would like to know what the new, new number of bedroom is as opposed to the new number of units.

Mr. Roy: The new number of bedrooms for the entire project.

Ms. Berry: Correct.

Mr. Roy: Okay.

Ms. Berry: Because you're comparing units to what were essentially one bedroom units previously.

Mr. Roy: Sure. Well we have – maybe we could just take each components. We have a new hotel, that's 76 hotel rooms. If you go down to, if you go down makai to the hotel conversion which is really the significant center piece of the project, Mark, would you mind giving a summary of what –? There's actually a combination of different unit types in this product type. There's a four bedroom, four and a half baths. Four bedroom –. One unit type is a four bedroom, four and a half bath. There's three bedrooms, three and a half bath units. And then there's also four bedroom, two and a half baths with a roof terrace unit as well as part of –. Excuse me, I'm looking at the wrong sheet. I apologize.

For the hotel conversion. So if we're looking down makai at the existing hotel structure, that will be converted into 46 residential apartment units. We have five two-bedrooms, two and a half bath units. And this is actually on your project data sheet that we handed out. It's right at the top, the area calculations, where it says hotel conversion residential units. We have five two-bedroom units. They're single story. Five three-bedrooms, single story units. And then we move into the two story units. There are two models of four-bedrooms. So 16 plus 18 on that is 24. And then two five-bedroom units which is also a two-story. There is a single story four-bedroom unit. There are four of those. And then in the Molokini wing, there is six units which consists of four-bedrooms each. So there are 46 units in total. We can certainly add those up and get back to you on a number of how many bedrooms there are in the hotel conversion if that would be okay. If we could have a couple of moments to do that.

Ms. Berry: Okay, and then as well the number of units in the multi-family condominiums.

Mr. Roy: Sure.

Mr. Gerdel: Do we want to take a recess to let them figure out that information?

Mr. Roy: Thank you very much.

(The Urban Design Review Board recessed at approximately 11:40 a.m. and reconvened at 11:51 a.m.)

Mr. Gerdel: Okay the Urban Design Review Board meeting is back in session. Mark, did you want to respond to that question?

Mr. Roy: Sure. And thank you for the question. It made us think. We had to go back and look at the number of bedrooms, and aggregate them for the different product types. So we've done that and so what we have today is 310 hotel rooms in the existing hotel. With the new hotel that would add 76 rooms. With the multi-family, the two buildings, the two six-plex buildings that would add a total of 44 bedrooms. The hotel conversion when completed would have 171

bedrooms. The beach cottages would have 36 bedrooms. And the spa hale – there are five of those, two-bedrooms each – would be 10 bedrooms. So when you add that up, it gives a total of 337 bedrooms. So if we're looking at purely the number of bedrooms on the site, there is actually an increase from 310 up to 337. We did want to point out with regards to usage on the site, it will be a different kind of community than what is there today. You know operating a hotel has – you're typically looking at a regular rate of occupancy. With the new community that's proposed, we're looking at potentially having by a much higher rate of part-time residents living at the site. And going to one of the questions earlier in terms of will there be a reduction in the number of people at the site? We, we went back because we did look at that, and there was an assessment into the fact of the population which is ultimately the population that would be there before and there after, plus a rolling average. And there would actually be a reduction, quite a significant reduction of a 165 people on the site following, following implementation of the project. And you would have ordinarily with the hotel under its current operation. So that is – I just wanted to provide that additional information, just to clarify that there is a difference in terms of usage with the proposed project. But that's the number. It's goes from 310 to 337 bedrooms. Sorry, it took us a while to get there.

Mr. Gerdel: Okay, are there any other questions? Marie? Or, sorry, Frances.

Ms. Feeter: I had one thing. I'm not sure if it said in this, now, will there will be management? Will these people rent out their units to other people, or is that –?

Mr. Roy: Thank you for that question. I'll have Ed Devita from Discovery Land Company and he'll be able to address that question on how those units would be operated under the . . . (inaudible) . . . concept.

Mr. Devita: Thank you. Ed Devita with Discovery Land Company. We do anticipate the possibility of people renting their rooms, and there being a management of the rental operation.

Mr. Roy: Could I just respond to one of the other questions that was raised?

Mr. Gerdel: Go ahead.

Mr. Roy: And I think it was your question, Vice-Chair, in terms of what the separation distance was between the two multi-family buildings. It is 23 feet, so we're complying with County Code requirements there. 23 feet between the nearest points of those two structures approximately.

Mr. Gerdel: Okay. Thank you. Is there any more discussion or do we want to go around with recommendations, formulaize the recommendations?

Mr. Bowlus: Can we go from the other end?

Mr. Gerdel: Okay.

Ms. Berry: Can we get Ann to read? Can we get Ann to read what she's got?

Ms. Cua: Well, maybe this is a good time to talk about how we go forward from here. And I did want to, if I could Chair, make a couple of comments just from the department based on what I heard today both from the applicant and testimony. I think primarily from the testimony. Lucienne commented about the importance of having view analysis before and after maps. Very, very, very early on in the process when the developer came to meet with us, we asked for that. It's very typical especially in such a big project to see the project, the proposed project super imposed on the existing landscape. And so as a result of our preliminary discussions they did prepare the view analysis. It is included in the SMA application. It was presented to you today. It's going to be made part of my staff report, so it's permanently part of the department's record, in addition to the application. And then it's going to be presented to the Planning Commission. The department feels that that is critical to this process. Although this is not a project that's directly on the shoreline, there are shoreline views. And they, they, they've indicated – you've seen that there in their planning and they're trying to preserve as many of the views as possible. And that can only really be captured in terms of communicating their intent to board members, to the public, to staff. That can really only be communicated through a view analysis. And so they've done that, and I wanted to assure both the testifiers as well as this board that it is going to be part of the record moving forward.

The, the comment of sense of place, another, another comment that the department had spoke with these developers about. And I think you can see that they've, they've really been trying to, to get there. We, we can appreciate your comments about the, the design aspect and we'll see where that goes today. I do want to comment that I did visit their project in, in Kona, Kūki'o. And the – I was actually very surprised when I visited how well the project, the project just fits in the landscape. I mean, we, we stood closer to the shoreline and kind of looked at the project, and it's, it really blends in very well. I know with this project, they did – they were not fortunate enough to start with raw land. You know they have an existing massive building that they're starting with, so that was an extreme challenge for them.

In terms of the number of the number of people that were there when I visited that project, I was very surprised with the small amount of people that were in house when we were there that I saw. And, and I've learned a lot more of, of this type of project. I didn't understand it at first. I've learned a great deal. And I know this is a lot for you today, so what I'd like to do moving forward, I know we've had comments, I've taken a lot of notes, at this point in time, however, I think when, when we go from member to member, we'd want to see, okay, what do you want us – now you've heard what everybody said, what would you like us to put as the board's official comments? And because some of what has been said here today, you may not all agree, so –. And then, I think, another, one of the most important things I do want to talk about today is that, that issue of the beach expansion that has come up. What the applicant said is correct. The Makena Resort project went through a, a Change In Zoning. I received the application back, I believe, the late '80's. Yeah, late '80's. And so this project did take 10 years to get its zoning. However, this property, this particular hotel property was not part of the Change in Zoning. It was, it was not a piece of property that necessitated the zoning being changed. The zoning was already appropriate for the hotel use. So the condition of zoning that was being discussed about the expansion of the parking on the south side, and, you know, wanting you to, you know, support the condition to, to place the park further on the south side, it is an issue

that is being dealt with by the overall owner of the Makena Resort property. However, this particular property does not have that condition of zoning imposed on it. So I just want to make that, that clear. There can be suggestions for that to happen as part of the overall discussions by the owner. But in terms of this particular project, again, I just wanted to reiterate that it is not – the condition of zoning does not pertain to this particular property. Are there any questions?

So what I'll do is, I guess, as you start to go around and say what you would like the applicant to do or what conditions you would like attached to your letter, I'll take those notes, and then I'll read them all off to you to make sure you concur and then we'll move forward if that's okay. Alright?

Mr. Gerdel: Alright. Marie, do you want to start?

Ms. Kimmey: No, I'll pass.

Mr. Gerdel: Fiona?

Ms. van Ammers: I guess, my one recommendation regarding the existing – asked the question about the existing and the proposed condition. I was looking at more from the aspect of the required infrastructure for the project, not so much the view corridor. Although, I'm not saying that's not important as well. So I would make a recommendation that at the SMA hearing that information is presented because it's relevant to the infrastructure that's required for the project, meaning, the drainage, the parking structures. In seeing, in what I saw today, it was hard for me to understand some of the infrastructure requirements based off the use because it was shown to be a reduction in use. So based off that was just told to us that there was an increase in the number of bedrooms, that sort of explained more to me about what I saw on some of the site plans. Does that make sense?

Ms. Cua: I just want to make sure I captured that properly. So you, you want them –. You want –

Ms. van Ammers: I guess, my – well, in one sentence presenting the existing conditions and the proposed conditions and the difference between – more explanation on the increase in use which justifies some of the site plan.

Ms. Cua: Okay.

Mr. Gerdel: Okay, Frances?

Ms. Feeter: Essentially I, I have no real recommendations other than if you can preserve any cultural site, that would be good. She mentioned the Wiliwili trees. I do know from experience you can plant Wili Wili trees and have them grow wherever you want them. We have on in our front yard doing very well. That's the main thing.

Mr. Gerdel: Yeah, I had a couple recommendations relating to the design of the project. I guess

looking at the multi-family condo structures facing Makena Alanui. They kind of look really vertical and severe. I don't know that elevation could be softened maybe with some overhangs, or some other architectural features to break up the mass from the roadway. And then for the beach cottages, I thought they could use a larger overhang to provide more shading. And for the design of the hotel conversion, perhaps looking at a metal railing versus the glass. It may soften that up. Yeah, it's kind of hard know exactly how the glass railings is going to look whether, you know, it will be reflective, but that's an option.

Ms. Cua: So on the hotel itself, the railings were the only thing that you –

Mr. Gerdel: Yeah, and I guess, I'd open up that discussion if any members feel differently about that recommendation.

Ms. Cua: Okay.

Mr. Gerdel: Alright, Linda?

Ms. Berry: I'd like – I, too, recommend that, with regard to drainage, that they add green street principles in addition to their existing plans to enhance the drainage using the soil and plants that are going to on the site. Have you got that? And then I'd like to make what Frances said a little more forceful, I'd like to say that any cultural historic features on the site should be preserved in order to enhance the sense of place which I think is important to this development. You got that?

Ms. Cua: Yes.

Ms. Berry: Thank you. And then #3, I think they should present the number of bedrooms, not just the number of units because I think deceptive. Thank you.

Mr. Green: I don't have anything to add.

Mr. Gerdel: Bob, do you have anything to add?

Mr. Bowlus: I think most of everything that I have has been covered, but I'd like to reiterate a little if I could. I'd like to just encourage the use of sloping roofs, larger overhangs, and I applaud the use of the shadow plains that they're proposing, and I encourage that. And I like the indigo or lavender shade colors on the buildings. I think that's, that's great for having it recede and disappear and have more shadow like. And I'd like to recommend that we continue the public access to and through the site. I don't know if it's been mentioned, but I do like the use of the porous concrete and I think we should encourage whenever, whenever and however much we can. And encourage the 1.5 acre park expansion to the southern end of the property if possible. And, and, and for Lucienne's comments review the historical significant elements, and preserve the Wili Wili trees. A lot of that has been covered. So that's it.

Mr. Gerdel: Okay Ann, do you want to read through those?

Ms. Cua: I'm going to try. Okay, so first that you would like them to present as they move forward both the existing and proposed conditions, maybe more explanation of the increase in use with the focus on more on infrastructure. Encourage the preservation of cultural sites. And even more specifically, any cultural features be preserved to enhance the sense of place. In terms of design comments, you would like them to, for the multi-family condos, you feel that the look is a little too vertical and severe. I think that's what you said. And that you feel it should be softened with overhangs to break up the mass. This is the multi-family. Yeah. The mass, especially from the roadways.

On the hotel conversion, we had a couple of comments. You would like them to use more sloping roofs, overhangs, shadings, possibly metal railings versus the glass railings. You did like the indigo shading. On the drainage, you would like them to add Green Street Principles to enhance the existing drainage system, and possibly use the plants onsite to do that. You would like them to, as they move forward, to present the number of bedrooms and not only the number of units in the project. You would like them to continue public access through the site. And, and, when you say site are you meaning the hotel conversion site because they are having, you know, the new hotel, obviously the public can go there. You're talking about the part that they are representing would be pretty much restricted to those who purchase. You would like them to try and continue public access to that? Is that what I'm understanding?

Mr. Bowlus: Just, not defining exactly, anywhere and everywhere the public has access to the property, but just make sure that it has access to some public areas within the property. So, the gardens. Not the pool necessarily, but access to the restaurant and the grounds so the public can stroll the grounds and have access through the property.

Ms. Cua: Okay. So again I'm just trying to get clarification because I want to understand so they understand exactly what you mean. So, in the, in the hotel conversion portion, you know, they have restaurants that are pretty much for use by people that are purchasing those units.

Mr. Bowlus: Correct.

Ms. Cua: They have a new hotel, this 72 unit hotel, that is going to have restaurants that will be accessed by the public. Is that sufficient for you or are you speaking of that you want them to have access to other restaurants on the property as well?

Mr. Bowlus: No, I wouldn't define that. I think that's fine.

Ms. Cua: Okay. Okay, that's helpful. Thank you. So, I'm just going to maintain it as that to continue public access through the property.

Mr. Bowlus: Right. That's fine.

Ms. Cua: Leave it, leave it more general. And then I'm not going to list this as a specific comment on this project, but I'm going to list it as like a paragraph after all of these itemized comments indicating that the board encourages continued communication in the 1.5 acre park

expansion. I don't know, I have to think of some wording on that. Because again it is not, it is not a condition that affects this, this particular site, so I think –

Mr. Bowlus: You may just want to take that out.

Ms. Cua: You okay with taking that out?

Mr. Bowlus: Yeah. Take that out. Yeah, that's fine.

Ms. Cua: I mean, I think you heard here they've represented – I'm sure it's going to come up at Planning Commission again – they're going to represent their – that they have been and will continue to work on that issue. They have to. It's a condition of zoning. When I say "they" though, I'm not meaning this applicant. I'm meaning the overall owners of Makena Resort, so that's where we need to kind of, you know, distinguish what we're dealing with here. Did I capture –

Ms. Berry: Did you get the drainage one? Did I miss that?

Ms. Cua: I did. Add green street principles to enhance their drainage plan using plants onsite.

Ms. Berry: Good.

Mr. Bowlus: And we commented on encouraging sloping roofs and larger overhangs. Did you have the larger overhangs expanding those existing . . . (inaudible) . . .

Ms. Cua: Yes, I said overhangs, I didn't say larger. So I guess my question, especially with, with your comments about sloping roofs, larger overhangs, shading. Are you comfortable with them going back doing that and they just coming to the department or is that something that you wanted to see again?

Mr. Bowlus: Don't have to see it.

Ms. Cua: Okay.

Mr. Bowlus: Just make that recommendation.

Mr. Gerdel: Ann, I think there were a couple of other areas. There was a comment about the Wili Wili trees. To preserve and –

Ms. Cua: When we talk about any cultural – encourage the preservation of cultural sites, for example, any cultural features, be preserved such as the Wili Wili trees.

Ms. Feeter: Can I comment on that? My comment was if it's not possible to preserve those Wili Wili trees, they are easily replantable and can be planted again. We've had one in the yard only five years, it's 12 feet tall, so I know it's possible.

Ms. Cua: How about encourage the preservation of the existing Wili Wili trees?

Ms. Berry: And replace any that are removed.

Ms. Cua: Are you encouraging the replacement of any? Okay, so this is all encouraged, yeah? I think I got it. So I have a total of eight comments.

Mr. Gerdel: Oh, did you have the one relating to porous concrete?

Ms. Cua: Oh, no, I missed that. Did you guys restate that?

Mr. Bowlus: Yeah.

Ms. Cua: You did? Okay, I missed it.

Mr. Bowlus: Nine.

Ms. Cua: I guess we're at nine. So, again, is it encourage? Encourage the use of porous concrete throughout the project? Or, well, you didn't say all over the project.

Mr. Bowlus: Where applicable.

Ms. Cua: Okay. And you all are comfortable with that? We have nine comments.

Mr. Gerdel: Okay, we can adopt those comments by consensus. Does everyone agree? Okay.

Ms. Cua: Alright, the department will put a letter together on your behalf and send it to the Planning Commission when we take this project to the commission. Thank you.

Mr. Gerdel: Thank you.

Ms. Berry: Thank you.

Mr. Roy: Thank you very much.

By consensus, the Urban Design Review Board forwarded nine comments to the Maui Planning Commission.

Mr. Gerdel: Shall we take a short recess while they set up for the next project? Okay.

(The Urban Design Review Board recessed at 12:17 p.m. and reconvened at 12:22 p.m.)

2. MCDONALDS OF HAWAII requesting approval of a Special Management

Area Minor Permit for the proposed renovations to the existing Kihei McDonald's fast food restaurant including modification of the exterior design, reconfiguration of the drive-through layout, new trellis, and outdoor seating area located at 1228 South Kihei Road, TMK: 3-9-008: 017, Kihei, Island of Maui. (SMX 2013/0402) (Candace Thackerson)

The Board may provide its recommendations to the Planning Director on the design aspects within its purview based on the proposed Special Management Area Assessment plans provided for the project.

Mr. Gerdel: . . .(inaudible) . . .board meeting back in session. We're on item C2. (*Vice-Chair Morgan Gerdel read the above project description into the record.*)

Ms. Candace Thackerson: Hello. So I'm staff planner Candace Thackerson, and I just wanted to give you a little bit of an overview of the administrative process for it. And the applicant has prepared a short power point presentation. Much shorter than the last one than the last one that you just watched.

So the McDonald's restaurant in South Maui is the only down in Kihei right now, and they have not had a major renovation since 1992. The reason that this is going to go, your comments go to the planning director, and not to the planning commission, is because this is a SMA Minor permit as opposed to a Major. The valuation of \$500,000 would then kick it to a major review so it would go to the Planning Commission. But this is in your review because it is located within this SMA area, so it's, you know, right by the South Kihei Road. So your comments are much appreciated. And I'll go ahead and let the applicant give the power point presentation.

Mr. Bryan Esmeralda: Good afternoon board members. My name is Bryan Esmeralda with Munekiyo & Hiraga. I'm here on behalf of the applicant, McDonald's Restaurants of Hawaii, to present the plan for the proposed Kihei McDonald's rebranding project. As Candace stated this project is within the special management area so that's why we're here to solicit comments on the design element from you today.

The project team consists of the property owner and applicant, McDonald's Restaurant of Hawaii, who is represented today by Joy Vrchota, Tricia Dang, and Rob Lancaster. The architect, AD2 International who's represented by Wesley Deguchi, and planning consultants, Munekiyo & Hiraga.

The property is located on South Kihei Road, and there's other commercial and retail uses in Kihei. It's located directly adjacent to the Azeka Shopping Center, and across the street from the Long's Kihei Center. As Candace stated, the Kihei McDonald's is the only restaurant servicing the South Maui region, and it has not undergone a major renovation since its original development in 1992. Now before we discuss the specific project components, I just want to go through some photos to show you the existing conditions.

So this is a view of the existing building, and the parking lot entrance from South Kihei Road.

This is a view looking south . . . (inaudible) . . . from in front of the property. And then again from in front of the property looking north on South Kihei Road. This is a view from the front of the property looking at the main front entrance of the restaurant, the existing drive-through entrance, and the existing drive-through exit. The proposed project is comprised of two components. The first is the redesign of the exterior architectural elements to keep in . . . (inaudible) . . . with the corporation's national rebranding campaign of its restaurants, and reconfiguration of the existing drive-through layout to accommodate a dual lane entry system and second order taking station. This has been implemented at other McDonald's restaurants. It's been known to improve vehicular circulation and improve order taking and restaurant operation efficiently.

So at this time I'd like to turn it over to the project's architect to talk through some of the designs.

Mr. Wesley Deguchi: Thank you. Good afternoon. I'd like to start first with the existing site plan, and just for orientation, South Kihei is on the bottom of the image. Here's our entry point. The existing parking lot, the existing building, and then the drive-through lane in back of the existing building. So as Bryan mentioned we have basically two modifications that we'd like to do the, to the existing store. First of all the existing building is 4,800 square feet, and it has also an outdoor lanai for dining, and an entry, an entry, covered entry area off of – excuse me – off of Kihei Street. So the modifications to the building, we're proposing to do an expansion of the cash booth, to extend it, and so that's an additional 30 square feet that we're adding on the building. And this is for efficiency purposes through the drive-through lanes. And also in the front, we'd like to add an additional outdoor, outdoor seating area for dining. And then as Bryan mentioned, the drive-through lane basically is a single drive-through, and now what we'd like to proposed in the rear of the building is a dual point ordering system. So two areas to order in the back. And what happens though is that basically there's no modifications to the existing parking lot and landscaping except for adding this secondary lane here. And the gas tank is a propane tank with a low wall is located here, and now basically we're proposing to locate it at this point here. But other than that there's no modifications to the site. And this is just a large floor plan showing the entry area. The existing entry area is about 150 square feet, and then we're adding on another 200 square feet to the entrance, and then the 30 square feet for the cash booth.

So with respect to the exterior renovation, the proposal tried to blend two different elements. One is the national rebranding of McDonald's, so there's certain elements that they would like to have incorporated into the design, and then, of course, addressing the local architecture of, you know, the Kihei area. So as you see what we've done is basically we're proposing to eliminate the mansard roof, and replace it with a wood parapet, together with an eyebrow for shading. So there's two components here. A horizontal wood parapet, together with a metal, we call it trellis, but it's actually covered. It's a covering. Together with that, and these are basically as you can see are earth tones, natural colors. The . . . (inaudible) . . . siding on the store will remain, and so we would just propose to repaint the existing wooden siding. And we have actually – this is one of the branding elements which is what we call an arcade, and this would be made up with hardy boards, so a horizontal wood siding look, together with an awning.

And of course the roof cap element, it's again part of the branding for McDonald's.

Go to the next slide. This is from the parking lot entrance. And again we have what we call the main entry arcade element, together with its awning. And this is the existing outdoor dining area which we basically kept but added the trellis element, and of course the – in addition to the earth tones, we basically are looking at perhaps some kind of a motif . . .(inaudible) . . . design out of EIFS and of course like I said the wood parapet.

These are the elevations. Starting at the top. This is the drive-through elevation, and again everything you see here is basically just paint. And this is a new cash booth. This is to present the color scheme is just part of the corporate branding. The – this is the elevation that you just saw which is from the parking lot. Front entrance off of Kihei, south Kihei. Again the front arcade element, the outdoor, additional outdoor dining area. This is existing dining area here. And then this is at the rear of the building, another branding element. And this is where the drive-through lanes occur. I do have a sample board of the materials which I would be more than happy to show you or pass it around. Thank you.

Mr. Gerdel: Okay, I'd like to open up for any questions. Marie, would you like to start?

Ms. Kimmey: Okay. I guess my question is what happened to the old roof? Is it going to be just taken down completely, or how are you going to handle that?

Mr. Deguchi: Yes. You know, it's, it's a mansard. As you know, so basically it's a fake roof. It's just in the front, and there's a flat roof in the back of it what we call mansard. So, yes, we would remove the mansard roof but retain the – the actual roof is really flat. It's a flat roof.

Ms. Kimmey: Okay. Thank you.

Ms. van Ammers: I don't have any comments.

Ms. Feeter: This probably shows my old age, but I kind of prefer the old one, now although I don't have any extreme opposition to the new one.

Mr. Gerdel: Thank you. Linda?

Ms. Berry: I'm a member of the Kihei Community Association Design Review Board and so I was at the presentation that they did for Kihei, and our consensus – which was a different presentation. He had a building that looked almost exactly like the one in Kahului, on Dairy Road. Theirs have been remodeled so it's mainly light colors, and even more modern than this. But our consensus after looking at the new photos and site photos that he's showing now is that we all preferred the existing building to what it is. So Wesley's made some modifications to try to make it look more like Hawaii. But after having that rich discussion about sense of place with our last review, I still feel like this, this not represent Maui. And I think – I think it's too bad to lose the split pitched roof because that is a typical Maui shape and style. But the colors, the brown part of this and the brown shapes are all fine. But it's the white and yellow, the branding

part that I find just are not Maui. And this – to those of us that live in Kihei, it's very important because this is the first thing that you see when you hit downtown Kihei. It's at the north end and so we would like people who are coming for their first time to say, oh, I'm in Hawaii, not this is part of McDonald's International rebranding thing. So I'd like to see the white changed to a different color, and I don't like the striped awning still. And I think the yellow thing on the roof could be construed as a logo. It's sort of like a Nike swosh. It's the McDonald's stripe. And if that's the case, then that would be construed as a sign, and it's definitely much larger than what should be allowed for a sign for a building that size with that frontage. So I, I think that that could be contested as it shouldn't be part of the building.

Mr. Gerdel: David?

Mr. Green: I agree with a lot of the comments. I think – I like the colors. I prefer the old style. I guess all of us, or some of us are a certain age. Anyway, I like the browns and the dark colors that you've used here, but I, I think they contrast with the white. Unfortunately the required elements look like they came from corporate headquarters and were slapped on the building in a location where they're not really appropriate. And I hate the awning. I mean the color. The color of the awning. On the board here it looks more muted. On the picture it looks a lot like Ronald McDonald's outfit or something. I don't know. It's just – I don't know what flexibility you have, but, it, it's unfortunate.

Mr. Gerdel: Bob?

Mr. Bowlus: I completely agree with Frances and our comments that are going on. When you –. I think that it's – every building needs to be refreshed and maintained and painted and cleaned up, and I think that's good thing. And, and the problem is that the corporate rebranding is a corporate rebranding, and there's – that most large chains can accommodate local design aspects and I don't really see any of that and reflecting any Maui characteristics at all. And I do agree that the old slope, the two pitch sloped roof, if nothing else, it has worked for McDonald's for years and maybe it could be cleaned up, painted up and fixed up, but maintain that design element. I think that would be a great thing. The two lane driveway and the extra cash area and the presentation area, all of that stuff is perfectly fine. It's just the contemporary look versus the traditional look. And I think we all kind of prefer the traditional look.

Mr. Gerdel: Okay, yeah, and I guess to share my comments, I agree with Bob and David. I think the stark white is too much of a contrast with the earth toned building, so maybe something that could better compliment that. I did have a question on the drive-through side, you have a McDonald's sign. Was that? It seems like no one is going to see that sign. Is that there for a reason?

Mr. Deguchi: Yeah, actually this is in concept right, and so when we get into the details, you know, some of the signs may drop off because of signage requirements and stuff. So we're really at in the concept stage. But I agree, the rear rebranding element is probably, we don't need a sign there.

Mr. Gerdel: Okay. And this is another comment, maybe, even though it's an old style, maybe it could be a kind of retro design McDonald's. Maybe that would have some Pumas to it, I don't know.

Mr. Deguchi: That's a good point. Could we add to that, to your comment?

Mr. Gerdel: Oh, sure, go ahead.

Ms. Thackerson: I'd like to speak to the roof cap element because do a lot of the sign permits. So traditionally we have to interpret logo as usually as some thing that's incorporated. We, we go back and forth a lot with different people, and what's a graphic as opposed to what's a logo. Stores are allowed to have graphics, but logos usually have to be incorporated, something like the Starbucks logo, or the McDonald's with their, the M right there is more of their logo. If, if the roof cap element is not their incorporated logo, then that's not considered a sign. Yeah, it's more of a design element. You know, it does resemble a Nike swosh, but this is not a Nike Store. If it was a Nike Store, then that, we might be able to kind of argue about whether or not they're using their logo. But that's more of design element because it's not the traditional McDonald's logo. Unless, unless they've incorporated this now, I'm not sure.

Ms. Berry: Can we ask if they have?

Ms. Thackerson: Yeah.

Ms. Joy Vrchota: My name is Joy Vrchota and I work with the McDonald's Corporation. We do not use the roof cap element that we're referring as a swosh element. We do not use any form of logo. It's not in any of our prints, our materials. We do not use in any advertising, etcetera. It's also not internally illuminated. It's lit from the outside. It doesn't have to be. So, it's not a sign. It's just made out of fiberglass.

Ms. Berry: Okay, but I still don't like how it looks. I was hoping I had some power to get rid of it.

Ms. Vrchota: You know what we're trying to do is the rebranding of our restaurant. We say rebranding. Yeah, we invest in a lot of our restaurants. We spend a lot of money keeping them up, keeping them in good shape. We invest a lot in equipment inside. We try to reinvent our menu. We try to keep fresh and contemporary to our customers. You know, when we reinvent our menu, there's not enough to tell our customers that something has changed that McDonald's is reinvesting for our customers in our communities, etcetera. So, yes, it's a dramatic change to take that double mansard roof off, and replace it with just a straight parapet, for example. But we still feel that is – there are samples of this type of architecture. I think Lahaina is an example, where you can, you know, have a straight parapet roof. You don't necessarily have to have a sloped mansard roof and still achieve a Hawaii sense of place. You know this is why we have the detailing of that corbeling around the parapet, for example. We don't typically do siding on our restaurants, but we feel that did have a sense of place within your community so we removed any sort of metal material, any kind of hard surfaces, and

switched it to a wood material. I know what you saw there that wood trellis – you know, we call it wood – it's actually made of aluminum. It has a wood finish appearance. The reason we go with the aluminum is because it's much more durable. It will stay crisp, it will stay straight for a much longer period of time. It will make the building look nice in your communities. You know, it will last for years, and years, and years. We don't want to put up a material that's going to fall in a short amount of time, that's going to require a lot of maintenance, and looks rundown quickly. We definitely want to leave behind a good product when we're done.

As far as the arcade elements, you know, we're trying to just establish the pedestrian areas of our buildings, and really define the entry points for our customers, and so, yes, it's bright, it's white. It's got a lot of contrast to it. We have, you know, an alternate color that we could offer. There's the white sample on the material board that went around. We could soften it and go with something that's not quite as bright white.

Ms. Berry: . . .(inaudible) . . .

Mr. Bowlus: Yeah, that's a huge change.

Ms. Vrchota: Yeah, let me know if you feel more comfortable with that. We could probably regenerate . . . (inaudible) . . . and share them with you. The awnings as you see there, the sample that's on that board is the true colors, the true sample of the metal awnings. Again we go with metal because it will be much more durable to the weather, the climate, etcetera. Fabric will fail quickly. So again we just want to leave behind a good product that's durable and will last long.

Ms. Berry: Couldn't you just go with one color instead of the stripes?

Ms. Vrchota: We do have that option. We have an option, instead of using a sloped awning, of using the – you see the brown trellis?

Ms. Berry: Right.

Ms. Vrchota: It could just be a yellow band across there. It's shorter. It's, you know, about 18 inches tall, and it projects – it could project three feet off the building to provide additional weather protection for your customers. Or, we could make it narrower. We can make it only project off the building 18 inches or so as well, so it's not maybe as prominent. I don't know if we have any samples of that in your renderings handy that we could show you right now. But, that is an option we could do.

Ms. Berry: That sounds promising.

Ms. Vrchota: It would be the color of the lighter of the two yellows that's on that board, in the upper left hand corner.

Ms. Berry: Right.

Ms. Vrchota: It would be that, that color. Yeah.

Ms. Berry: Yeah, that would be preferable for the stripes.

Ms. Vrchota: Okay, so we could do the alternate siding color on the main arcade, and then the single canopy.

Ms. Berry: Thanks Marie.

Ms. Vrchota: Are you feeling better about the design?

Ms. Berry: Better, but still like the original.

Mr. Gerdel: Okay, so do we want to make –? I'm sorry. Okay, I guess I forgot to mention is there any public testimony for this item? Okay. So do we want to formalize our recommendations for the Planning Director?

Ms. Berry: Do we want to see if Candace has written anything down?

Ms. Thackerson: Yes, I have. First that the applicant consider the removal of the rear branding drive-through sign. The McDonald's one on the drive-through, right? So that's a consider or is that would be like that sign –

Ms. Kimmey: Removed.

Ms. Thackerson: Removed entirely. Yeah? Okay. That the applicant remove the rear branding drive-through sign. That the applicant change the white color utilized on the arcade walls as shown in the application to the ivory presented to the commission on December 3rd, 2013. That the canopy shall be changed from a striped canopy to a single color canopy as presented to the commission on December 3rd, 2013.

Ms. Berry: Didn't you say you had an option where the yellow is minimized too?

Ms. Vrchota: Correct, where it's just 16 or 18 inch tall, 18 tall band that just runs straight across. So what you're seeing there is probably about three feet tall or so. It would be about half that height. And again, we can – you know, you let us know. Can it project off the three feet to give additional protection from the elements for our customers. It has a solid in fill panel in there, so if it's raining, it will help protect them from the elements. Or we could make it shorter. You know, let us know. I don't know if you need to review something, or we prefer to do the three feet just to give our customers a little bit more protection.

Ms. Berry: I think the three feet is probably okay. Don't you?

Mr. Bowlus: Sure.

Ms. Vrchota: It's all yellow, then.

Ms. Thackerson: That the size of the canopy shall be limited to three feet?

Ms. Vrchota: Well, three feet projecting.

Ms. Thackerson: Three feet projecting.

Ms. Vrchota: So, it's not more than 18 inches tall.

Ms. Thackerson: Yeah.

Ms. Vrchota: If I'm understanding correctly.

Ms. Kimmey: And that would be the lighter of the two yellows shown today to clarify that.

Ms. Thackerson: Okay. That the striped canopy shall be changed to the single color – well – shall be changed to the light yellow, single color canopy as presented to the commission on December 3rd, 2013. And then another comment that's just that the size of the canopy shall be limited to 18 inches in height, and three feet in projection.

Mr. Deguchi: I could show the board members what that canopy looks like.

Ms. Thackerson: Yeah, please.

Mr. Deguchi: . . .(inaudible) . . .

Mr. Bowlus: Cantilevers out?

Mr. Deguchi: Cantilevers out.

Ms. Berry: Yeah, that's better. And I like that color of that – not the awning, but the, whatever you call it, the branding element. Tan.

Ms. Thackerson: So that's four comments. So we've got the removal of the sign. The white color changing to ivory. The striped canopy changing to the single light yellow color. And then the size of the canopy.

Mr. Deguchi: It's not a canopy.

Ms. Thackerson: Not a canopy.

Ms. Kimmey: It is. It's an overhang.

Mr. Gerdel: Was there –? Did anyone want to try to maintain the existing roof, or are you okay

with the new parapet design?

Mr. Bowlus: No, I abstain.

Ms. van Ammers: What about the roof cap element? . . . (inaudible) . . .

Ms. Berry: You mean request that they remove it?

Ms. van Ammers: Yes. I mean I understand it's a brand. To me it is fine. It clearly indicates McDonald's. McDonald's is here if you drive down South Kihei Road. I don't know technically, it may not . . . (inaudible) . . . but to me it looks . . . (inaudible) . . .

Mr. Bowlus: Well, McDonald's is known as the golden arches. It's definitely a gold arch. It's a truncated arch, but it's still a golden arch.

Ms. Vrchota: Good interpretation.

Ms. Feeter: Golden arc.

Ms. Vrchota: We prefer to keep it. You know, as our branding rules go, if we cannot have that, roof cap element on there, we then revise that whole front arcade look to be more like the side entry arcade.

Mr. Bowlus: Yeah.

Ms. Vrchota: Again, what we're trying to do is design the customer portions of the building as separate from the drive-through portions of the buildings because we want our customers to gravitate towards where the pedestrian areas of the building are, and stay away from the drive-through because there are vehicles, etcetera. And so that is why we make it as prominent as we do. You know, of course, yes, it does have good presence for us as well, we benefit from that. If you want it to go away, this design is going to change.

Ms. Berry: And what, what will it change to? Can you show?

Ms. Vrchota: If you can go to slide 17. The front will then only have this amount of, you know, entry arcade on it with the gold canopy instead of a gold awning.

Ms. Berry: With what instead of what? I'm not clear.

Ms. Vrchota: We're referring to the stripes as an awning . . . (inaudible) . . .

Mr. Deguchi: . . . (Inaudible) . . .

Ms. Berry: Right.

Ms. Vrchota: Right. So I'm changing the language from saying no awning allowed to the gold canopy, the yellow canopy, that's three feet by 18 inches.

Ms. Berry: Yeah, I think that would be preferable.

Ms. Vrchota: Okay. If we do that then I guess I need to know are we keeping the covered lanai? Because the covered patio out front was really the result of adding the whole branded element in the front of the building. And currently the building only has a small entry portacle.

Ms. Berry: So you can't just take the roof cap off and leave that, the rest of it?

Ms. Vrchota: Correct. There's a rule of thumb we do not do that.

Mr. Green: May I ask a question? Are you saying if you remove the swosh – let me call it a swosh – if you remove that you remove the bump out?

Ms. Vrchota: Correct. It's a trademark element. In order for us to have that roof cap element, we have to have the whole assembly. So we violate our own trademark by not keeping that together.

Ms. Berry: So you'd have this – the piece that appears on the side almost exactly as it is.

Ms. Vrchota: Yeah.

Ms. Berry: Well, it's smaller, so I think it preferable.

Ms. Vrchota: . . . (inaudible) . . . we would because the outdoor seating is a result of having the whole main arcade.

Ms. Thackerson: At this point, I'm going to have to ask that with these many changes would the commission like applicant to revise the application and bring it back to then –. See, I'm, I'm trying to capture all your comments in to, in to words. But this is not going to go to the commission. I'm going to – we approve it administratively. I'm not sure if I'm going to be capturing exactly what you would like to see.

Mr. Gerdel: Is everyone comfortable with approving with these comments, or would you rather see the final version to approve or to review?

Mr. Bowlus: There's a lot of changes. I think it would be great if we could take a look at them again and see it, see it back. And I do think that everybody on this board is, is pushing hard for the existing two pitched roof. If we could stay with the two pitched roof you'd get accolades from the board at least, and, and you could provide that covered seating area, that outdoor covered seating area under that, that two pitched roof.

Ms. Vrchota: Actually instead of adding on this wood trellis we'd put a . . . (inaudible) . . .

Mr. Bowlus: Flat? The flat.

Ms. Vrchota: Leaving the lower pitch of the mansard roof, but we still what we call neutralize the mansards. And we put a box parapet on top of that.

Mr. Bowlus: I understand exactly. I think your rendering shows all the diagonal metal support brackets.

Ms. Vrchota: Correct. So in picture, yeah, that's where the existing slope would be made.

Mr. Bowlus: If that could be a sloping roof I think that would help greatly.

Ms. Vrchota: If we were to do that, could we bring back the full arcade in the front with the roof cap element?

Mr. Bowlus: I'm sorry, I didn't understand.

Ms. Vrchota: I guess I'm wondering, you know, do we have the option, if we were to satisfy the sloped roof, could we then go forward with our full arcade on the front with the roof cap element?

Mr. Bowlus: That's the white element you're talking about?

Ms. Kimmey: And the swosh.

Mr. Bowlus: Oh, the swosh.

Ms. Vrchota: We can't call that because Nike trademarked it.

Mr. Bowlus: Okay, the golden arch. I do think that the – I mean, it is, it's just a little box and you're doing the best you can with it. But I do think that the sloped roof helps tie it into the community much more. And I realize that you need branding, and you need an identification to identify the use, but –

Ms. Vrchota: I appreciate that.

Mr. Bowlus: Well, that would be great. I'd like to see that sloped roof out there.

Ms. van Ammers: . . .(inaudible) . . .

Ms. Berry: Can you show us both with the – add the sloped roof and keep the swosh, and then add the sloped roof with the other type of branding on it.

Ms. Tricia Dang: My name is Tricia Dang. I'm the regional director here for McDonald's in Hawaii. This is an owner operated store. She owns three stores. All three need to be renovated. I mean, what Joy is talking about –. I mean, it's unusual to Joy here first of all because she's currently filling in the, the guy that did the other presentation. He relocated to our Texas region, so Joy represent our corporate side, and they kind of are the rule makers. When it comes to the mansard roof and that sort of thing, it really is Joy's side that decides. From everything that's told to the regions, you know, we have certain rules to follow in terms of what's required and that sort of thing so I don't know.

Ms. Vrchota: Okay, I'm just trying to get directions. . . .(inaudible) . . . multiple signs and are we comfortable.

Mr. Bowlus: If I could, I do think that nationally many chains have to accommodate local design guidelines and design preferences, so I would think that the owner operator would find a cost benefit in saving and maintaining as much of that existing roof as possible rather than demolishing and removing it all and reconstructing over again. I think that I, I, I appreciate the need for branding, and I appreciate the need for the owners cost benefit. But, I think there's a strong preference for that existing roof line and incorporating whatever new graphics that you can do with that. So if it would be possible to take a look at that, I think the community would, would appreciate it.

Mr. Green: May I make a –

Mr. Gerdel: Go ahead David.

Mr. Green: I, I – are we saying now that – my sense is now that we've suggested so many changes it's probably is important to have different – have this come back, with incorporating as many of the suggestions as possible. And perhaps as Bob suggested give a couple of – of perhaps of you suggested giving a couple of versions of the without, with the swosh and without the swosh.

Ms. Dang: Could I ask a question? What is the importance of outdoor seating to your community? Because the different elements you know will sometime reduce. And now it make a two person outdoor seating versus four, four seats.

Ms. Berry: I think that's important.

Mr. Bowlus: I agree.

Ms. Dang: So, let me think, what you're asking for because Joy will not be here next time, so it will be me fumbling through this I'm sure. So you'll see multiple options. What I hear is you want the slope, you don't want the roof cap, you want outdoor seating. So essentially it is back to the drawing board, a completely different drawing. Everything is, you know, it's the give and take. I mean, I obviously we do have an agenda of when we have money to do, go forward. So we could probably go back and forth for quite a long time.

Mr. Gerdel: I have a comment. Are we being clear enough about what changes that we want to see made, or do we need to kind of distill down what we're asking for?

Mr. Michael Munekiyo: Mr. Chair if I may offer a couple of comments? My name is Mike Munekiyo. I think we understand the concepts or the comments that the board has provided. If I could just summarize. In addition to what Candace has restated what the board is looking for is a revised set of plans which would include the sloped roof. It does give the McDonald's the option of retaining the current front design as one option. And a second option of providing a front design without the roof cap element. And that's what I understand to be general comments. And we can bring those revised plans back to the board for discussion again. Again, just to reiterate, one of the purposes of the rebranding effort, if you can imagine, is to ensure that the McDonald's has an identity in the community. They have a certain design elements at other restaurants that they've implemented, and so the importance of certain, retaining certain things is quite significant. But nonetheless we will come back with options for the board to look at. And we can do that at the next board, next board meeting. Thank you.

Mr. Gerdel: Okay. Thank you.

Ms. Feeter: One question. Is there –? Does McDonald's require a certain thing of their franchisee? I mean, are there some requirements in this that they have to or set in cement say you have to do this or is that not a problem?

Ms. Vrchota: As far as the look of the building, yeah, there's a couple of items, such as defining the entry points with the arcade elements. Drive-through, I know Wes mentioned that we're bumping the cash booth.

Ms. Feeter: I don't think that's a problem.

Ms. Vrchota: Yeah, I didn't hear any feedback, that that was an issue. But this a requirement of our operators is to improve their drive-through, to improve the flow of the cars through the drive-through and efficiencies and reduce some of the stacking and help orders move through quicker. So those are probably the two big things.

Mr. Gerdel: Okay, so without any objections, we'll defer this item until –. I'm sorry, Candace, go ahead.

Ms. Thackerson: I just want to make sure I have all the comments so the things that we know that we don't want to see again. So removal of the sign. The white to the ivory. Do we still want to keep the size of the canopy limited to eight? Do you want me include that condition because that might change depending upon their new designs that they redo with the roof. I'm not, I'm not sure.

Mr. Gerdel: Can, can you repeat that part?

Ms. Thackerson: Yeah. So originally I was going to, you know, outline the comments to be, you

know, must be. So we have the removal of the drive-through sign, the change of the white color to the ivory, and then we have that the striped canopy shall be changed to a light yellow single color canopy. And we definitely want to keep that? And then that the size of the canopy shall be limited to 18 inches in height, and three feet in projection. Do we want to keep that one?

Ms. Berry: Minimize it.

Ms. Thackerson: Okay, so just that the size of the canopy shall be minimized as applicable to the new designs presented? Because then I'm, then I'm going to write that the applicant prepare for the board a revised set of exterior elevations which incorporates the removal of the roof cap element and preserving the style of pitch roof, so that gives them some flexibility. But I do want to give them some guidelines to draw from, so we're not, we're not just going back and forth quite, quite a bit.

Mr. Munekiyo: And if I may add to Candace's comments, also to allow the applicant flexibility to include the roof cap element as part of the review documentation that we submit back to the board.

Mr. Gerdel: That's good.

Ms. Berry: I can just say I really appreciate your efforts at working with the community on this. Thank you.

Mr. Gerdel: Okay, so without any other further objection, we'll defer this item to the next meeting when we have the revised plans.

Mr. Green: Can I –? Sorry, can I just clarify? You're going to do two options of that, that view. One, with the swosh, or roof cap. One with the roof cap and outdoor seating, and one without. Is that correct?

Mr. Munekiyo: Correct.

Mr. Green: Right. Okay.

Mr. Gerdel: Thank you.

Ms. Dang: Can we request going before the Makena Group next time?

Mr. Gerdel: Okay. Thank you.

Mr. Munekiyo: Thank you very much.

By consensus, the Urban Design Review Board deferred the project and requested revised renderings to be presented at the next meeting.

D. DIRECTOR'S REPORT

1. Agenda items for the January 7, 2014 meeting.

Mr. Gerdel: Okay, now we'll have the director's report, item D.

Mr. Clayton Yoshida: Good afternoon Mr. Vice-Chair and members of the board. Thank you for your input on these two projects today. That's it for calendar year 2013. But again, the Mayor's Office is seeking volunteers for board and commission members for the transition period March/April of next year when the members whose terms expire in March are replaced by people whose terms begin in April. So the Mayor's Office probably will submit the list to the Council at the end of January. So the deadline, the current deadline is the end of this month. If you know of qualified people who would like to serve on this board, or if your term is ending and would like to serve on another board, then please be sure to contact the Mayor's Office.

Again, our next meeting is scheduled for January 7th, 2014. We have two sign variances plus revised plans, SMA plans, for two projects. One is the – which the board, or your prior boards have seen before – one is for the Maui Kaanapali Villas project, and the other is for the Plantation Inn Phase 3 on Lahainaluna Road. They acquired another property so they're kind of spreading things out . . . (inaudible) . . . Yeah, that's where the Gerard's Restaurant . . . (inaudible) . . . And plus, I guess we'll have the Kihei McDonald's item back, again. So, it should be another full agenda. But, again, we thank you for your service, your voluntary service, and wish all of you a happy holidays.

Mr. Gerdel: Alright. Thanks, and thanks for hanging out for a long meeting. Happy holidays!

E. NEXT MEETING DATE: January 7, 2014

F. ADJOURNMENT

There being no further business brought forward to the Board, the UDRB meeting was adjourned at approximately 1:05 p.m.

Respectfully submitted by,

LEILANI A. RAMORAN-QUEMADO
Secretary to Boards and Commissions II

RECORD OF ATTENDANCE:

PRESENT:

Linda Berry
Robert Bowlus
Frances Feeter
J. Morgan Gerdel, Vice-Chair
David Green
Marie Kimmey (Alternate Member)
Fiona van Ammers

EXCUSED:

Jane Marshall
Bryan Maxwell
Michael Silva, Chair

OTHERS:

Clayton Yoshida, Planning Program Administrator, Department of Planning
Ann Cua, Staff Planner
Candace Thackerson, Staff Planner
Richelle Thomson, Deputy Corporation Counsel