



Waikiki Improvement Association Agenda 2011

The Waikiki Improvement Association created its Planning Committee to advise the board of directors on issues relating to planning, land use and transportation. It charged the committee to be concerned with the overall vision and a plan for Waikiki's future including physical properties, land use and zoning, and pedestrian and vehicular mobility. The Planning Committee has developed this proposed agenda for WIA in 2011.

THEMES

As the WIA implements the agenda developed here, these themes should serve to guide and focus decisions and actions.

- A. Build a Hawaiian Cultural Connection:** Many benefit when Hawaiian cultural activities take place in Waikiki. Hawaiians gain an opportunity to expose their culture to the world and benefit economically. Visitors appreciate the authentic Hawaiian experience. Local residents will come to Waikiki for genuine Hawaiian entertainment and to participate in meaningful cultural events. WIA should actively encourage partnership between Waikiki stakeholders and existing Hawaiian cultural organizations.
- B. Encourage Pedestrian Experiences in the Core of Waikiki:** Walking through and about Waikiki should be easy, enjoyable and safe. One should be able to walk from a hotel room or parking stall to any active gathering place or other Waikiki destination with ease.
- C. Define Waikiki as a Uniquely Hawaiian Destination Resort:** Appropriate architectural, landscaping, civil and sculptural elements combined with cultural events and public gathering places can positively distinguish Waikiki from any other place on Earth. Waikiki should be defined by both its Hawaiian heritage and its surrounding physical beauty. Waikiki should be the State's Hawaiian cultural capital, both traditional and contemporary. Waikiki is a major urban resort, and this should be embraced and celebrated.
- D. Improve Waikiki for the Community:** The Waikiki experience must be a good one for Hawaii's people. WIA should continue to work toward its long standing goal of making Waikiki attractive to Hawaii's local residents. In addition, WIA should strive to create opportunities and bring resources to improve Waikiki for its significant residential population.
- E. Green Waikiki:** Waikiki should strive to be "green"; Demonstrate a sensitivity to the environment in this urban area.
- F. Improve the Business Climate:** Waikiki must be viewed as business friendly. Waikiki businesses should lead the State's economic recovery and create jobs.



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AGENDA ITEM	DESCRIPTION & STRATEGY	LEADERS	COMMITTEE	TIME LINE	STATUS
I. PUBLIC SPACE IMPROVEMENTS					
1. Waikiki Beach Replenishment and Improvements	Support installation of T-Groins in front of; Sheraton; Encourage replenishment of the beach between the Kuhio Beach groin and the planned T-Groins	WIA; DLNR; HTA; Beach front owners	Beach Committee Chair: Greg Dickhens	Permitting in 2011 for T-groins and sand replenishment projects	DLNR in permitting process to pump 24,000 cu yds of sand on Waikiki Beach. Kyo-ya still in permitting process for Grey's Beach
2. Waikiki Sidewalk Improvements	The City has made a priority of upgrading the Kalakaua sidewalk for APEC in November 2011. Planned improvements include quartzite pavers, landscaping, and improved driveways. The City is working with landowners.	WIA	Public Space Committee Chair: Matt Gilbertson	Begin construction in 2011 & finish in 2012	\$1.7 million appropriated by City; construction scheduled to begin in 2011
3. Defining and Improving Waikiki's Entry Experience	Adopt an entry theme (e.g. spouting waters); support ongoing improvements to the Ala Moana Blvd entry point; Consider alternative uses for the Jefferson School and Kapahulu library sites.	WIA; WBID	Public Space Committee Chair: Matt Gilbertson	Develop a design competition program in 2011	Public Space Committee working on a design competition



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II. TRAFFIC AND TRANSPORTATION					
1. Transit in Waikiki	Propose acceptable alternatives to elevated rail line on Kuhio Ave. Develop an overall Waikiki transit plan. Support ongoing efforts by OMPO to establish a Waikiki Circulator, including forming a steering committee in partnership with the City.	WIA; Dept of Transportati on Services; OMPO	Transportation Committee Chair: Eric Masutomi	Proposal ready in 2011 Circulator Planning completed in 2011	Funding secured for 1st phase of Waikiki Circulator planning from OMPO.
2. Parking and Traffic Control	Establish a coordinated parking system in Waikiki.	WIA	Transportation Committee Chair: Eric Masutomi	Ongoing with an eye to completion by 2014	WIA consultant has identified possible sites.
3. Delivery & Passenger Service Improvements	Improve bus passenger pickup and delivery	WIA; Dept of Transporta- tion Services	Transportation Committee Chair: Eric Masutomi	Ongoing with an eye to completion by 2014	



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III. BUILDING POLICY REFORM					
1. Waikiki Special District Reform	<p>Merge the Resort Commercial Precinct with the Resort Mixed Use Precinct;</p> <p>Allow greater flexibility for building height;</p> <p>Provide incentives for improving properties in the Apartment Precinct;</p> <p>Expand the Apartment Mixed Use Sub-precinct;</p> <p>Eliminate off-street parking requirements for small commercial properties (under 10,000 sq. ft.) ; and</p> <p>Make minor adjustments for lei vending carts and outdoor dining in front yards.</p>	WIA; ULI; AIA	<p>WSD Committee</p> <p>Chair: Bill Brizee</p>	Passage early in 2011	DPP finalizing proposed changes for transmission to the Planning Committee
2. Rewrite Guidelines	<p>Make the LUO Guidelines stylistically generic and give the designer more discretion.</p>	WIA; ULI; AIA	<p>WSD Committee</p> <p>Chair: Bill Brizee</p>	Tackle this after Council approves WSD reforms and complete this in 2011	
3. Improve the Permitting Process	<p>Streamline permitting; Consider allowing 3rd Party Review for WSD compliance; Protect and improve Waikiki as a Hawaiian resort destination and as a community asset.</p>	WIA; ULI; AIA	<p>WSD Committee</p> <p>Chair: Bill Brizee</p>	Begin in 2011 with new City Administration	



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IV. BUILDING KNOWLEDGE & UNDERSTANDING OF WAIKIKI					
1. Economic Study	Develop and launch a program to publicize the results of DBED's updated economic analysis of Waikiki; Update the study.	WIA; DBED; HTA		Update the study in 2011	Waiting for State to release the results
2. Measuring the Locals in Waikiki	Establish a baseline measurement of current use of Waikiki by locals. Measure both quantitatively and qualitatively.	WIA		Complete in 2011	WIA to use an intern to perform the study.
V. PUBLIC HEALTH & SAFETY					
1. Homeless in Waikiki	Support and encourage solutions to homelessness.	WBID; WIA	Public Space Committee Chair: Matt Gilbertson		
2. Sidewalk Crimes	Suppress prostitution and after hours crime and violence; Support proposed law prohibiting exchange of money on sidewalks; Continue the effort to obtain additional surveillance cameras and improved lighting.	WBID; DFM; HTA; HPD	Public Space Committee Chair: Matt Gilbertson	Installation of cameras on Kuhio in 2011	WBID has identified camera sites. City is finalizing request to HTA.
3. Emergency Management Planning	Keep abreast of emergency planning efforts; Invite planners to speak to the WIA; review Corp. of Engineer's draft 100 year flood control plan.	City, State & Fed; HVISA		Ongoing	



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VI. GREEN WAIKIKI					
1. Green Waikiki Award	Establish an award to be presented at the WIA Annual Meeting to recognize and encourage efforts to make Waikiki, its environment, its architecture, and its infrastructure “green.”	WIA	Awards Committee Chair: Wayne Nakashima	First annual awards to be presented at the 2011 annual meeting	New committee established.
2. Green Projects	Encourage and endorse well conceived green projects, such as sea water air conditioning, rooftop solar power, wind generation, electric car stations, LED lighting, and green rooftops and walls.	Property Owners			
VII. EVENTS AND ATTRACTIONS					
1. Funding	HTA budget cuts will continue to present challenges to the WIA as it works to maintain popular events. HTA should be urged to continue funding and alternative sources need to be developed.	WIA			HTA committed for \$200,000 in 2011.
2. Kuhio Beach Hula & Torch Lighting	Continue to coordinate production.	WIA; City; HTA	Events Committee Chair: Sam Shenkus	4 nights per week in 2011	Ongoing for 2011.



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3. Sunset on the Beach	Continue to coordinate production; solicit continued private sponsorship; work with the City on continued permitting and use of facilities; reexamine this event's purpose and value.	WIA; City; HTA;	Events Committee Chair: Sam Shenkus	Frequency in 2011 uncertain	No presenting sponsor yet identified for 2011. Working from event to event.
4. Beach Cleanup	WIA's Waikiki Ohana Workforce is a volunteer organization that regularly cleans Waikiki Beach	WIA		Quarterly in 2011	Ongoing.
5. New Year's Eve Fireworks	Secure sustainable funding.	WIA; HTA	Events Committee Chair: Sam Shenkus	New Year's Eve	Planned for 2011.
6. Pro Bowl Festival	Support return of the Pro Bowl to Hawaii.	Pro Bowl; City; WIA	Events Committee Chair: Sam Shenkus	February 2011	Pro Bowl will return in 2011.
7. Aloha Festivals	Support the Aloha Festivals events in Waikiki.	Aloha Festivals; HTA; WIA; HHLA	Events Committee Chair: Sam Shenkus	Festival events in September 2011	WIA will continue administrative agreement in 2011.



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8. International Waikiki Hula Conference	Continue to coordinate production.	WIA; City; Convention Center	Events Committee Chair: Sam Shenkus	Conference has been in November, but might move in 2011	WIA working on marketing agreements with wholesalers.
9. Honolulu Zoo	Encourage development of an improved business plan that will increase zoo revenues and enable capital improvement.	Honolulu Zoological Society; City			
10. Event Promotion	Waikiki businesses and hotels could benefit from coordinated promotion of existing cultural events that take place in Kapiolani Park, Waikiki and surrounding neighborhoods	WIA	Events Committee Chair: Sam Shenkus		