



Waikiki Improvement Association Agenda 2010

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 2010.

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 Orientation 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 other Waikiki destination with ease. Strive to clean up and open up areas that pedestrians view as obstacles. Draw people in and through. Easy transportation options should be available for the longer journeys from one end to the other.
- C. Define Waikiki as a Uniquely Hawaiian Destination Resort:** Waikiki should be a sought after experience. Creative and careful planning can define Waikiki as a unique 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. The name Waikiki, which means "spouting waters," provides an attractive unifying theme.
- 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.



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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 2010 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	Monitor progress of City's commitment to install quartzite pavers on all Kalakaua sidewalks.	WIA	Public Space Committee Chair: Matt Gilbertson	Begin first phase in 2010 finish in 2012	\$1.7 million appropriated by City construction scheduled to begin by 3rd quarter 2010.
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; Support DOT Plans for Nimitz corridor improvements; Monitor the Zoo entry renovation project; Look for opportunities to improve other entry points, including possible redevelopment of State property at the Kapahulu entry.	WIA; WBID	Public Space Committee Chair: Matt Gilbertson	Zoo Entry renovation complete by 2010	State DOT completed majority of the work on Nimitz corridor. Zoo entry ground breaking held in December 2009. Project completion end of 2010
II. TRAFFIC AND TRANSPORTATION					



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1. Transit in Waikiki	Propose acceptable alternatives to elevated rail line on Kuhio Ave. Develop an overall Waikiki transit plan.	WIA	Transportation Committee Chair: Eric Masutomi	2010	WIA has developed Waikiki Transit Policy, continues working with City DTS to plan linkage to rail terminus at Ala Moana
2. Parking and Traffic Control	Establish a coordinated parking system in Waikiki.	WIA	Transportation Committee Chair: Eric Masutomi	2010-2014	WIA consultant has identified possible sites.
3. Delivery & Passenger Service Improvements	Improve bus passenger pickup and delivery	WIA; Dept of Transportation Services	Transportation Committee Chair: Eric Masutomi	2010-2014	Ongoing
III. LAWS AND REGULATIONS					
1. Waikiki Special District	Broadly reconsider the Waikiki Special District regulations of the LUO; More specifically work to	WIA; ULI;	WSD	In 2010, submit WSD	WIA finalizing



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Modernization	exempt all retail establishments from the off street parking requirement, to allow planned use in the Apartment precinct, and to allow hotel use in the Resort Commercial precinct.	AIA	Committee Chair: Bill Brizee	Round III reform package to the city for adoption by the end of the year.	proposed changes
2. Improve the Permitting Process	Streamline permitting; Clarify permitting requirements as part of WSD modernization; protect and improve Waikiki as a Hawaiian resort destination and as a community asset.	WIA; ULI; AIA	WSD Committee Chair: Bill Brizee	Same as above	Same as above
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.	WIA; DBED; HTA		2010	DEBT report in review process.
2. Measuring the Locals in Waikiki	Establish a baseline measurement of current use of Waikiki by locals. Measure both quantitatively and qualitatively.	WIA		WIA Intern to perform the study in 2010	Ongoing
V. PUBLIC HEALTH & SAFETY					
1. Homeless in Waikiki	Support and encourage solutions to homelessness.	WBID; WIA		Campers off the sidewalks and out of Kapiolani and	Ongoing City cleared Kapi'olani Park sidewalk strip in



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				Ala Moana Parks in 2010	December 2009.
2. Sidewalk Crimes	Suppress prostitution and after hours crime and violence; Voice concern to the City; Continue the effort to obtain additional surveillance cameras and improved lighting.	WBID; DFM; HTA; HPD		Installation of cameras on Kuhio in 2010	WBIDA has identified camera sites. City is finalizing request to HTA.
3. Green Waikiki	Waikiki should strive to be “green.” Encourage energy efficiency by exploring the merits of a sea water air conditioning pipeline; Encourage rooftop solar power generation.	Property Owners		Undetermined	Major properties in Waikiki planning innovative projects.
4. Emergency Management Planning	Keep abreast of efforts by agencies and institutions to plan for emergencies; Invite planners to speak to the WIA board and its membership; review Corp. of Engineer’s draft 100 year flood control plan.	City, State & Fed; HVISA		Ongoing	Ongoing
VI. 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		Ongoing	WIA contract with HTA for \$200,000 approved but subject to budget cuts.
2. Waikiki Beach Hula &	Continue to coordinate production.	WIA; City;	Events	4 nights per	Current approved budget supports 4



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Torch Lighting		HTA	Committee Chair: Barbara Campbell	week in 2010	nights per week in 2010.
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; Tesoro	Events Committee Chair: Barbara Campbell	Frequency in 2010 uncertain.	No presenting sponsor yet identified for 2010 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 2010	Ongoing
5. New Year's Eve Fireworks	Secure sustainable funding.	WIA; HTA	Events Committee Chair: Barbara Campbell	New Year's Eve	Funded for 2010.
6. Pro Bowl Festival	Support return of the Pro Bowl to Hawaii.	Pro Bowl; City; WIA	Events Committee Chair: Barbara Campbell	No Event in 2010	Pro Bowl will return for 2011 and 2012.
7. Aloha Festivals	Support the Aloha Festivals events in Waikiki.	Aloha Festivals; HTA; WIA; HHLA	Events Committee Chair: Barbara	Event in September 2010	WIA will continue administrative agreement for 2010 and 2011.



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			Campbell		
8. Hula Conference	Continue to coordinate production.	WIA; City; Convention Center	Events Committee Chair: Barbara Campbell	Conference in November of 2010	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		Ongoing	Ongoing