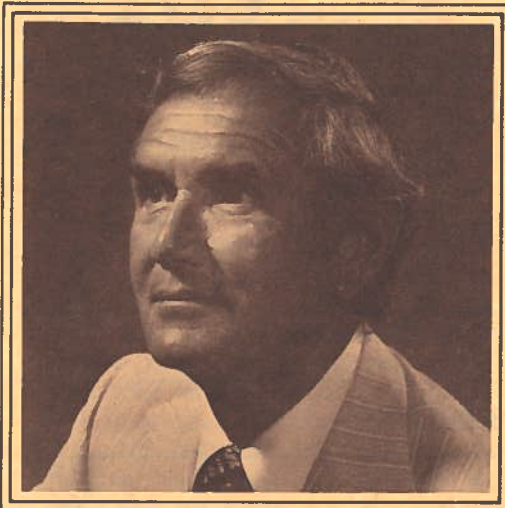


# Parker Ranch 2020

## ❁ BIG ISLAND OF HAWAII ❁ A MASTER PLAN FOR THE TOWN CENTER ❁



Waimea is changing. It seems only yesterday that we could name every face in town, no matter how young or old and feel the intimacy of the annual Christmas gathering at Puuopelu where the entire community reaffirmed its spirit of oneness. Unimmune from the tides of change that continue to sweep rural America, Waimea is no longer the town of unlocked doors, where cattle and horses freely roamed the streets. Quaintness, like the open range, is rapidly becoming a thing of the past.

Today Waimea is at the crossroads of a resplendent history and an uncertain but potentially promising future. The corporate mission of the Parker Ranch to continue as a viable livestock operation, while still primary, is continually tested by international, national, state, and local economies. Community needs, responding to growth in the District, demand new directions and fresh planning concepts for the lands immediately adjacent to the Waimea town center. As chief stewards of these developable lands, we at the Parker Ranch bear a great responsibility to ensure that what occurs on these lands is consistent with the goals of the community.

Lest Waimea becomes an unwilling victim of time, the Parker Ranch has embarked on an exciting planning effort that will guide it into the 21st Century. Our foundation is a Master Plan for the town center. I have personally selected PARKER RANCH 2020 as the name for this plan, since it implies great foresight and commitment to this community for the sake of our children.

PARKER RANCH 2020 is an historic effort. It addresses water source exploration and development, housing, and other critical issues, which fly in the face of inevitable growth in the South Kohala District. It is our greatest hope that in the year 2020, our children's children shall look back at this planning effort in the same light with which we today perceive the early 1900 efforts of the legendary A.W. Carter to improve and strengthen the Ranch and the community.

This publication is my way of sharing with you the planning concepts of PARKER RANCH 2020. I hope you will take the time to read this and provide me comments and suggestions to make it a better plan. This plan is still conceptual and is subject to change.

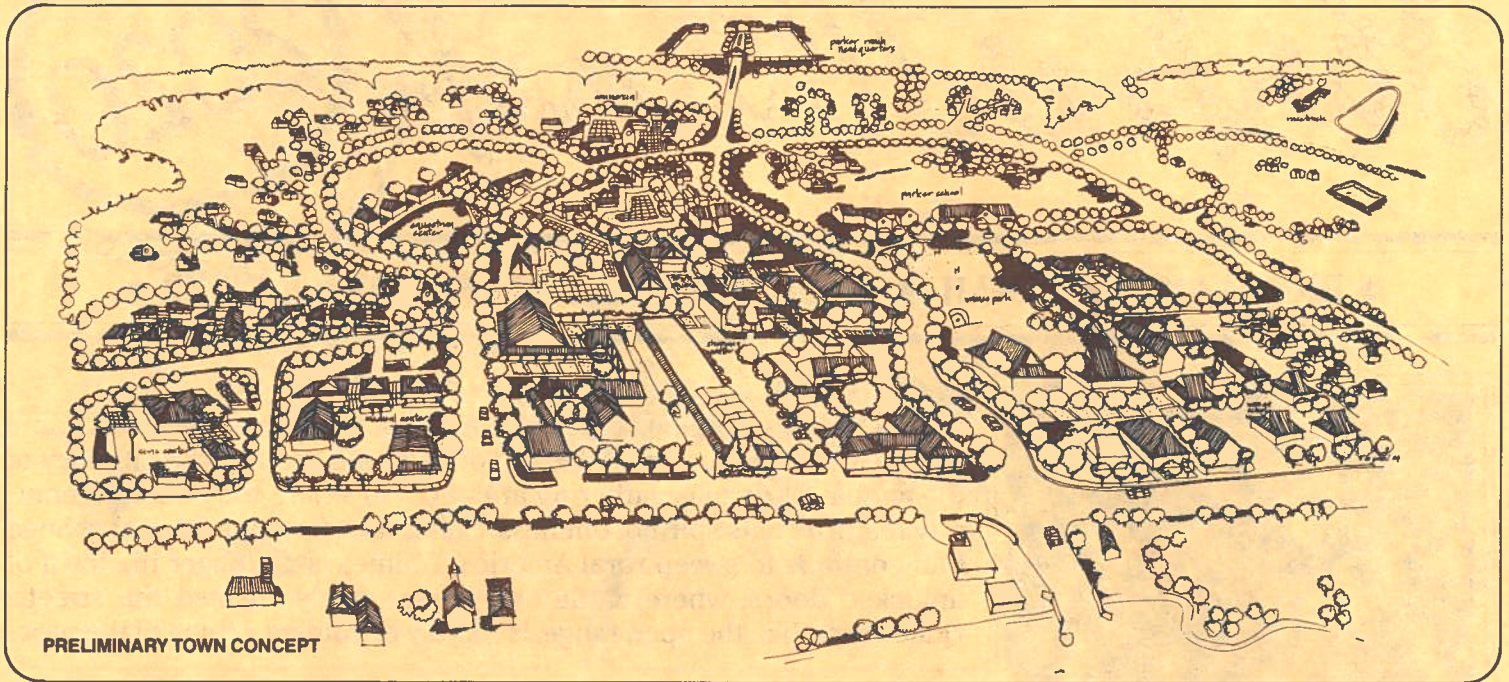
Let us work together to make Waimea the kind of community we all desire and deserve. May our land continue to be blessed with all the benefits which make it a better place in which to live.

Aloha pumehana.

*Richard Smart*  
Richard Smart

*"Land isn't worth anything unless you do something with it."  
John Palmer Parker I. soon after receiving his first parcel of land from Kamehameha I at Niulii, Kohala.*

## PARKER RANCH 2020 — PLANNING FOR TOMORROW



PRELIMINARY TOWN CONCEPT

*The overall concept — Shows the present town center, the approaches, the loop road, the expanded town center and the ranch headquarters.*

### PRIMARY COMMUNITY ISSUES FOR THE '80'S.

- Traffic congestion at certain peak times at the main intersection of Mamalahoa and Lindsey Roads. Strip development and the lack of secondary arterials have made this intersection a virtual choke point. Accessibility to emergency medical, fire, and police facilities during times of congestion and seasonal parades is almost impossible.
- Inadequate potable and agricultural water sources, even during periods of normal rainfall. Without a dependable water source and adequate storage capability, no planned residential or commercial development can occur and expanded cultivation of agricultural lands will be severely limited.
- Limited supply and choice of housing for either purchase or rental. The water situation has stifled introduction of new housing products in Waimea, especially in the mid-priced range. Average occupancy of rental units is 99%, and 1985 rates average \$500 per month.

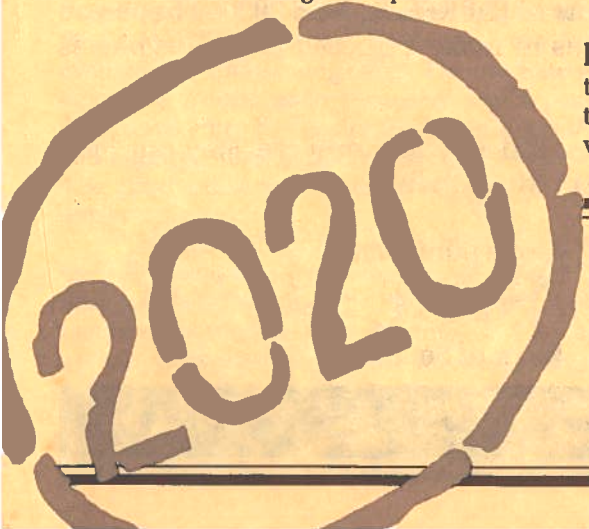
### MASTER PLAN OBJECTIVES

- To meet community needs for housing, public facilities, retail/commercial/industrial space, parks, school facilities, and secondary roads.
- To facilitate the development of dependable water sources for the community.
- To establish a new campus for Parker School and provide for expansion of public school facilities.
- To revitalize the town center, perpetuating an architectural style that reaffirms the town's ranching heritage.
- To create greenways, trails, and additional park areas to preserve the town's rural-ranch charm and country lifestyle.

**PARKER RANCH 2020** is intended as a planning guide for the improvement of the town center and expansion of the urban area. The plan addresses land uses, use relationships, densities, infrastructure requirements, and development priorities, and provides a framework for new development in Waimea over the next 35 years.

*"If I can leave it in a better situation than when I inherited it — so much the better."*

*Richard Smart on the future of the Parker Ranch  
HONOLULU ADVERTISER, October 11, 1959.*





*The stables – Using existing themes, these buildings show the possibility of shops, stores and related commercial activities.*

## PLAN ASSUMPTIONS

- Without water source development, Waimea has, at best, a questionable future.
- Waimea's long term health as an economically/socially/culturally viable community depends on its success in perpetuating the "ranch style" ambience and renewing a "sense of place" in the town center.
- Without a sensible plan at this point in time, the current trend of strip development will yield a congested and sprawling community without character or distinction.

## CONSISTENCY WITH THE WAIMEA DESIGN PLAN AND COUNTY GENERAL PLAN

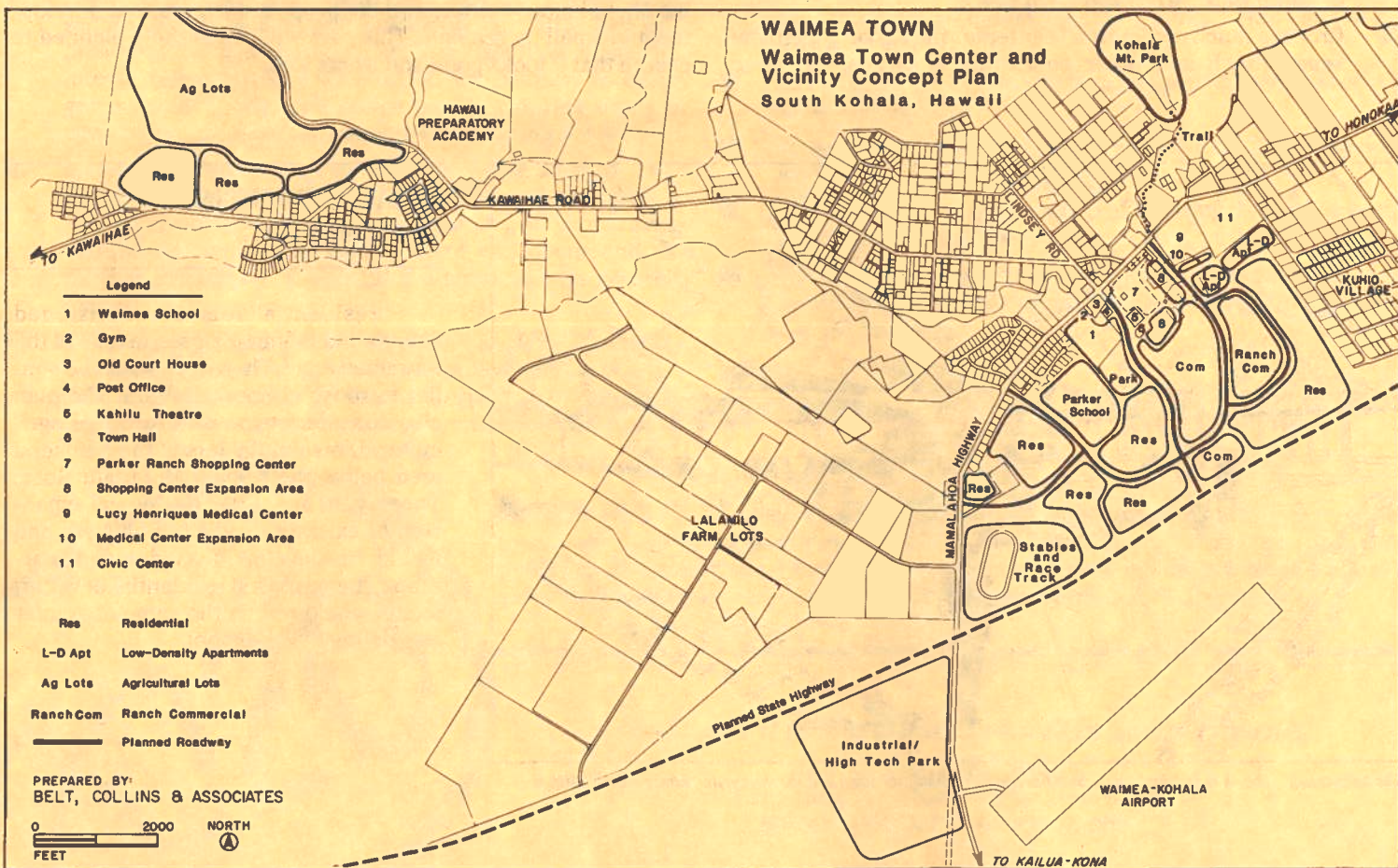
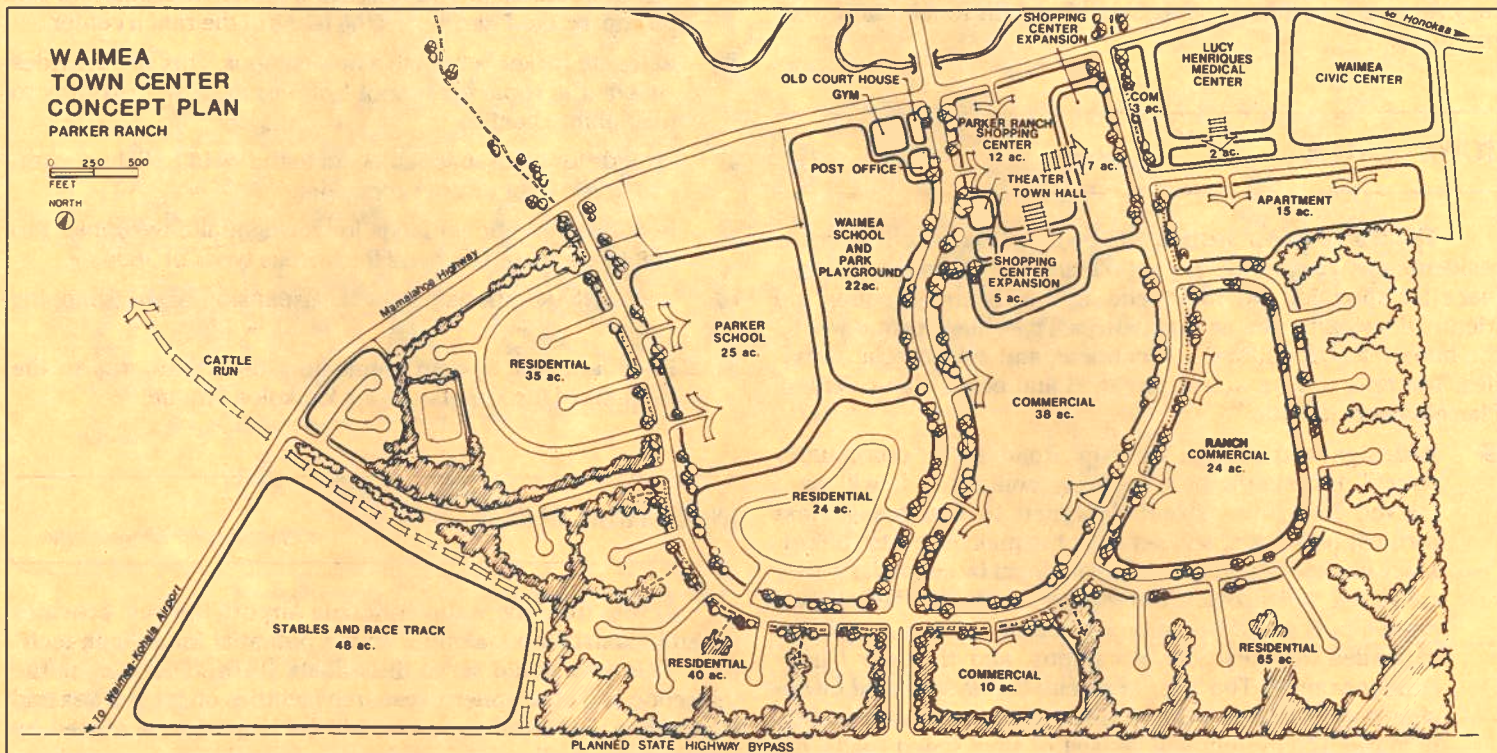
PARKER RANCH 2020 meets all the goals and objectives outlined in the Waimea Design Plan, which was approved by the Waimea-Kawaihae Community Association in 1983:

- **Town Character:** It encourages development compatible with the unique rural ranch ambience.
- **Urban Form:** It consolidates commercial growth around the emerging town center and takes industrial development away from the town center toward the southwest, makai of the Mamalahoa Highway.
- **Design Concept:** It encourages a design concept that preserves and reinforces the significant features of the area by
  - enhancing the form and function of the commercial center
  - proposing new commercial structures that complement existing structures of the "ranch style", in terms of form, scale, choice of materials, and architectural styles
- minimizing the impact of motor vehicles and associated parking, service, and sales facilities
- preserving the views toward Mauna Kea, Mauna Loa, Kohala Mountains, and nearby pu'us
- encouraging landscaping and landscape elements such as signage, paving, and lighting to enhance the town character
- proposing an integrated circulation system for pedestrians, horses, and bicycles, linking key public service facilities, landmarks, and recreation elements.
- **Circulation and Safety:** It proposes local connector streets within the town center to relieve high traffic pressure that currently exists on the Mamalahoa Highway, especially where it intersects Lindsey Road.

## PLANNING TEAM

Parker Ranch ..... Owner/Petitioner  
 Belt Collins & Associates ..... Planning: Land and Water Source Exploration & Development  
 Design Partners ..... Architectural Design Concept  
 Environs Pacific ..... Environmental Assessment

Earthwatch ..... Flora and Fauna  
 Kobayashi Watanabe Sugita Kawashima ..... Legal Counsel  
 William Bonk, PhD ..... Archaeologist  
 Natelson, Levander, Whitney ..... Market Study  
 Mauna Lani Resort ..... Planning Coordinator



## LAND USE CONCEPT

The plan addresses three primary areas: 480 acres near the town center, 130 acres west of the Waimea-Kohala Airport near Gary's Automotive, and 190 acres below Hawaii Preparatory Academy between the Kohala Mountain Road and Kawaihae Road.

### TOWN CENTER

The plan concept is to create a village center attractive to residents and visitors alike — not a place to drive through, but a place for shopping, dining, attending the theatre, meeting old friends, developing new acquaintances. This village center will be the hub of social, cultural, educational, and commercial activities. The area will be well landscaped and pedestrian-oriented. Plan elements include:

- Redesign and realign Lindsey Road as a "community street", not simply as a highway connector. It will be a curved tree-lined street designed to discourage fast through traffic, and will serve as the main entry to the primary commercial center. It will connect by secondary arterials that will provide alternative routes to the medical center, police and fire stations, senior citizens center, the expanded Waimea School campus, and the new Parker School campus. The interior circulation system will be designed to function with or without the proposed bypass highway. The system will consist of slow speed roads, pedestrian walks, trees and open space.
- Create a ranch commercial center for the Parker Ranch museum, ranch and other equestrian activities. Cattle ac-

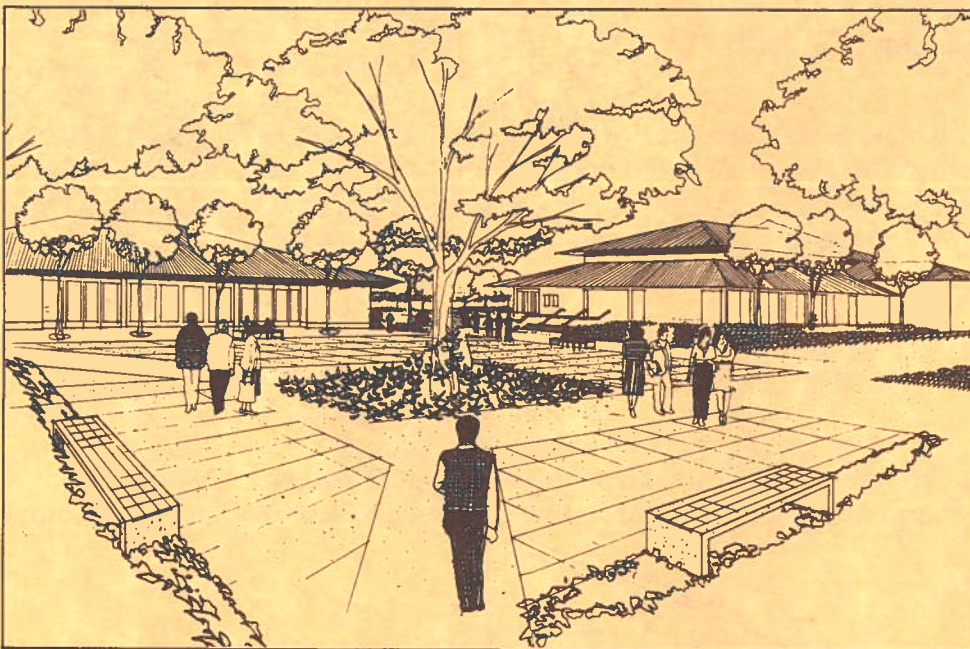
cessways, the race track and other related facilities will be maintained.

As development progresses, a new Ranch headquarters will be constructed, serving as the focus of the ranch center.

- Relocate Parker School to a new campus. This site provides substantial room for school facilities in close proximity to the Kahilu Theatre.
- Provide for open space adjacent to the Waimea School campus to allow for future expansion.
- Reclassify additional lands for residential development to meet anticipated demand for various types of housing.
- Reclassify additional lands for expansion of the shopping center.
- Provide a trail system connecting the urban area to the foothills of the Kohalas, along Waikoloa Stream.

### INDUSTRIAL PARK

Across from the Waimea-Kohala Airport, the plan provides for an industrial area along with the potential for a "high tech" park. This area could serve the Kohala Districts as well as the telescope and atmospheric research facilities on Mauna Kea and Mauna Loa. Essential elements will be large lots, screened by large trees and other landscaping, limited vehicular access from the Mamalahoa Highway and the proposed bypass, and development in small increments. This park will be carefully planned to ensure that it looks good and works well.

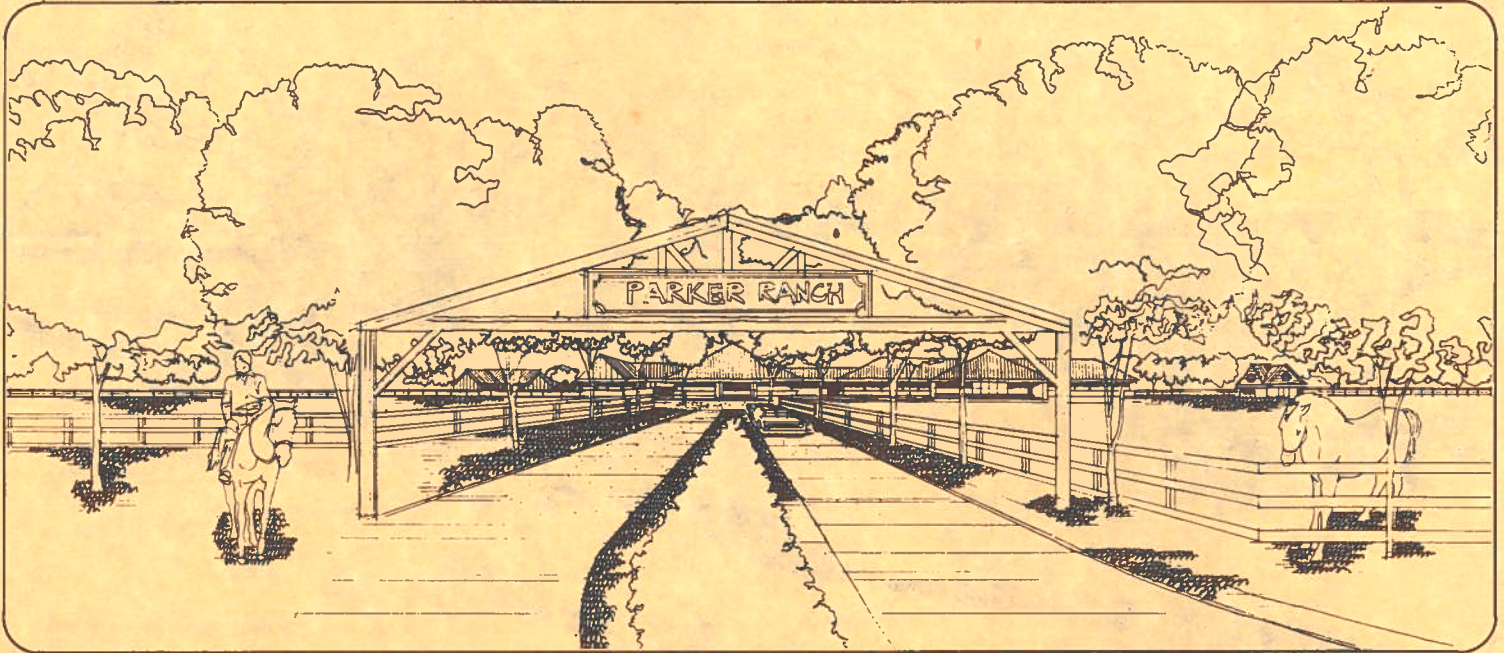


The town center — Shown is the plaza area which ties together visually the town ball, the theater and future civic buildings.

### RURAL RESIDENTIAL DEVELOPMENTS

Residential lots are envisioned near Kamuela View Estates, mauka of the Kawaihae Road. These lots would be similar to those at Kamuela View. The plan also considers two areas for large agricultural/residential lots in the Lanikepu area below the Kohala Mountain Road. These areas are part of the logical expansion of existing residential clusters and would be developed as demand warrants. The proposed residential developments would reflect the same character as existing development.

## IMPLEMENTATION



*The headquarters – The “Hawaiian Paniolo” style of buildings along with the tree lined pathways should give a sense of “place.”*

### WATER EXPLORATION AND DEVELOPMENT

Since the future of Waimea depends wholly on dependable water sources, the planning team consulted with the State’s considered experts in water development to determine source options for Waimea. High level groundwater development was determined to be the most timely and economical means to not only relieve chronic water shortages but to supply anticipated growth in Waimea. On behalf of the Parker Ranch, Mauna Lani released \$20,000 to effect a site selection program for exploratory drilling in the Kohala Mountains.

The primary purpose of the program is to gain information on groundwater source potential through an exploratory drilling program and determine the feasibility of high-level well development. The study, conducted by Belt Collins in coordination with the Department of Land and Natural Resources and the County Department of Water Supply, considers perched water sources as well as deeper, dike confined water.

By May 1985, three sites within the region of Honokane and Waipio will have been selected for drilling in the fall of ’85. It is anticipated that water resource exploration funds through the State DLNR Division of Water and Land Development will be available for this drilling effort. The ultimate goal is to discover untapped ground water resources which can be economically developed. After the exploration phase, it will take a collective community effort to insure proper funding for development of new production wells, reservoirs, and related water system improvements.

The U.S. Soil Conservation Service and DOWALD have undertaken studies to improve water supply for agriculture in Waimea; this element of the PARKER RANCH 2020 study complements these efforts. As agricultural and domestic water issues are interdependent, a common solution is necessary.

### LAND USE BOUNDARY CHANGE

The PARKER RANCH 2020 plan and supportive studies will become a petition for an urban district boundary change, which will be submitted to the State Land Use Commission.

Subsequent to State approval, County zoning approval will be sought and planning for individual projects will commence.

### MAUNA LANI-PARKER RANCH RELATIONSHIP

In 1985, the Parker Ranch signed an agreement with Mauna Lani to allow development of vertical wells on Richard Smart Trust lands at Lalamilo to serve the long term water needs of the resort. Negotiations for this arrangement sparked discussions between Richard Smart and Kenneth F. Brown, principals of their companies and long time colleagues and friends, on the importance of Waimea community as a regional support center and the timeliness to proceed on a sensible town planning effort.

In light of Mauna Lani’s planning successes at its coastal resort, Smart asked not for money in return for the right to drill wells on his property but for assistance in planning for the future of Waimea. PARKER RANCH 2020 is the beginning of this joint planning effort.

*“He who has health has hope, and he who has hope has everything.”*

*Arabian Creed by which John Palmer Parker lived.*