



Waikiki Improvement Association

Agenda 2012

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 2012.

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. Maintain and enhance Waikiki's worldwide presence and reputation.
- 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	Push for progress on replenishment of the beach between in front of the Duke Statue; Support installation of T-Groins in front of Sheraton	WIA; DLNR; HTA; Beach front owners	Beach Committee Chair: Greg Dickhens	Finish Beach Replenishment in 2012	Project starts in January 2012
2. Waikiki Sidewalk Improvements	Continue installing quartzite pavers on Kalakaua Avenue sidewalks on the remaining incomplete sections.	WIA	Public Space Committee Chair: Matt Gilbertson	Secure funding for next phase in 2012	First phase completed in 2011
3. Defining and Improving Waikiki's Entry Experience	Organize and hold the "Arrival Waikiki" design competition to elicit creative ideas for a theme and design element for Waikiki's gateways	WIA	Public Space Committee Chair: Matt Gilbertson	Need to set a date for the first Competition and award event.	Committee is active
4. Paving Kalakaua Avenue	Encourage a more attractive alternative to blacktop for paving Kalakaua Avenue to make it safer and more pedestrian friendly and aesthetically pleasing.				



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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 Transportation Services; OMPO	Transportation Committee Chair: Eric Masutomi		Underway
2. Parking and Traffic Control	Establish a coordinated parking system in Waikiki.	WIA	Parking Sub-Committee	Ongoing with an eye to completion by 2014	Preliminary meetings taking place
3. Delivery & Passenger Service Improvements	Improve bus passenger pickup and vendor deliveries. In anticipation of mass transit completion, consider a baggage delivery service between the airport and Waikiki destinations .	WIA; Dept of Transportation 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	Rewrite the WSD Guidelines.	WIA; ULI; AIA	WSD Committee Chair: Bill Brizee	Decide in 2012 what needs changing and build a case	Anticipating current WSD changes approved in December 2011
2. Improve the Permitting Process	Streamline permitting; review the efficacy of the WSD permitting process and recommend appropriate changes; Protect and improve Waikiki as a Hawaiian resort destination and as a community asset.	WIA; ULI; AIA	WSD Committee Chair: Bill Brizee	Study and recommend changes ins 2012	Pending
IV. BUILDING KNOWLEDGE & UNDERSTANDING OF WAIKIKI					
1. Economic Study	Time for a new economics analysis of Waikiki. Ask UHERO to conduct a Waikiki economic input study.	WIA; UHERO; HTA		Ask UHEO to issue a report in 2012	Pending
2. Measuring the Locals in Waikiki	Establish a baseline measurement of current use of Waikiki by locals. Measure both quantitatively and qualitatively.	WIA		Pending	WIA to use an intern to perform the study.



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3. Waikiki Issues Forum	Organize a multi speaker all day forum open to the public for the purpose of understanding, exploring and developing the issues critical to the Waikiki community.	WIA	Issues Forum Committee Chair: Matt Gilbertson	First Forum in the Fall of 2012: Waikiki 20/20	Planning underway
V. PUBLIC HEALTH & SAFETY					
1. Homeless in Waikiki	Support and encourage solutions to homelessness and related issues. Encourage and support State and City initiatives.	State; City; WBID; WIA		Major Progress in 2012	WIA supports City Council Bill 55 re private property on public space
2. Sidewalk Crimes	Suppress prostitution and after hours crime, violence and disorderly conduct, including brawling, particularly on Kuhio Avenue.	WBID; HPD; Liquor Commission; WIA		Reduce the number of incidents in 2012	WIA to approach HPD to increase presence to prevent breakouts of violence when the bars close
3. Bird Control	Address bird populations in Waikiki that have become a hazard and a nuisance.	HHLA; WIA		Assess immediately and develop solutions	Fred Orr will assist with organizing the effort.
4. 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	Present an award 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 award at 2012 annual meeting	
VII. EVENTS AND ATTRACTIONS					
1. Funding	Further HTA budget cuts will worsen 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			2012 Funding by HTA cut by \$50,000
2. Organize Events Committee	Find a volunteer to chair and organize the events committee	WIA		Appoint a new chair in early 2012	
3. Kuhio Beach Hula & Torch Lighting	Continue to coordinate production.	WIA; City; HTA	Events Committee		Continuing
4. 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		Continuing



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5. Beach Cleanup	WIA's Waikiki Ohana Workforce is a volunteer organization that regularly cleans Waikiki Beach	WIA	Events Committee	WOW	Continuing
6. New Year's Eve Fireworks	Secure sustainable funding.	WIA; HTA	Events Committee	New Year's Eve	Continuing
7. Pro Bowl Festival	Support the continued play of the Pro Bowl in Hawaii, including after expiration of the current NFL commitment.	Pro Bowl; HTA; City; WIA	Events Committee	February 2012	Continuing
8. Aloha Festivals	Support the Aloha Festivals events in Waikiki.	Aloha Festivals; HTA; WIA; HHLA	Events Committee		Continuing
9. International Waikiki Hula Conference	Continue to coordinate production.	WIA; City; Convention Center	Events Committee		Continuing
10. Honolulu Zoo	Encourage development of an improved business plan that will increase zoo revenues and enable capital improvement. Reach out to the new Zoo Director and the new City Director of Enterprise Services.	Honolulu Zoological Society; City			



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11. 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	Include this as part of Events Committee reorganization in 2012	Ongoing