

# Pop-Up Round #1 Workshop Summary

## Overview and Purpose (Round 1: July 28<sup>th</sup> – September 6<sup>th</sup>)

The City and County of Honolulu held a series of “pop-up” workshops over the course of five weeks during the summer of 2018, to advance awareness and receive feedback on the update to the Primary Urban Center Development Plan. A pop-up workshop is a rapid temporary installation located out in the target community, complete with project information and handouts, staffed by City and team representatives. Each of these events lasted approximately three hours long and were publicized beforehand on the [www.pucdp.com](http://www.pucdp.com) project website in addition to DPP’s social media outlets (Facebook and Twitter). These pop-ups represent the first serious public outreach efforts related to the PUDCP update process, and were held with the following objectives in mind:

- Coincide with the public launch of the project
- Spread awareness of the planning effort to the general population
- Distribute a community survey to a wide audience
- Get feedback on key issues effecting the PUC

## Locations and Dates

A total of ten pop-up events were held, in the following locations and times:

1. Ala Moana Beach Park (July 28<sup>th</sup>)
2. Fort Street Mall (July 31<sup>st</sup>)
3. Makiki Farmer's Market (August 2<sup>nd</sup>)
4. Pearl City Shopping Center (August 3<sup>rd</sup>)
5. Halawa Xeriscape Garden Open House (August 4<sup>th</sup>)
6. Fort Street Mall (August 7<sup>th</sup>)
7. Blaisdell Farmer's Market (August 8<sup>th</sup>)
8. Manoa Safeway Farmer's Market (August 9<sup>th</sup>)
9. Pearl City Library (August 29<sup>th</sup>)
10. da Shop, Kaimuki (September 6<sup>th</sup>)

Locations were chosen in order to maximize participation by PUC residents and employees (as opposed to tourists), and to cover a wide geographic spread across the project area. Pop-up tents were located in areas with maximum pedestrian traffic, such as amidst farmer’s markets, in front of shopping areas, or near public libraries.



## Pop-Up Materials

To meet the goals of the outreach effort, the team and City designed a series of boards and handouts. Four primary boards were set up at each pop-up event, as follows (shown on the following page):

**#1: What is the PUC DP?** This board explains what the PUC is, what a Development Plan is, and why this process is important to residents.

**#2: Where do you live and work?** This board allowed participants to place a dot for where they live and work, in order to get context on their relationship with the PUC.

**#3: What matters to you?** This board asked respondents to vote for their top three issues impacting the PUC, ranging from housing to the environment.

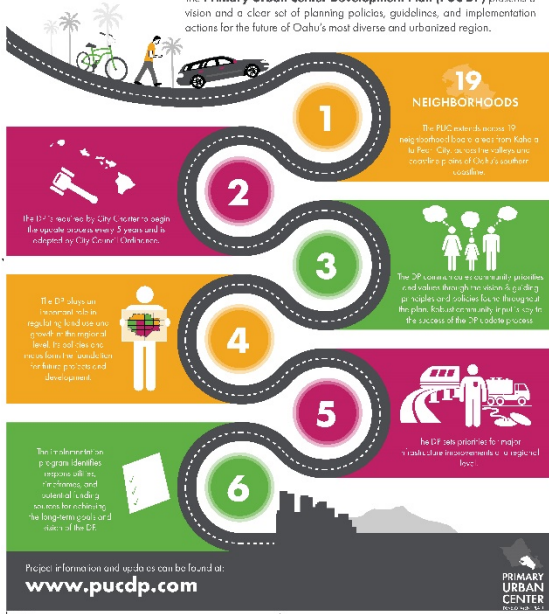
**#4: What do you wish for?** This was a free response board, allowing for written comments, ideas, and suggestions on the vision for the future of the PUC.

Images of the interactive boards are on the next page.



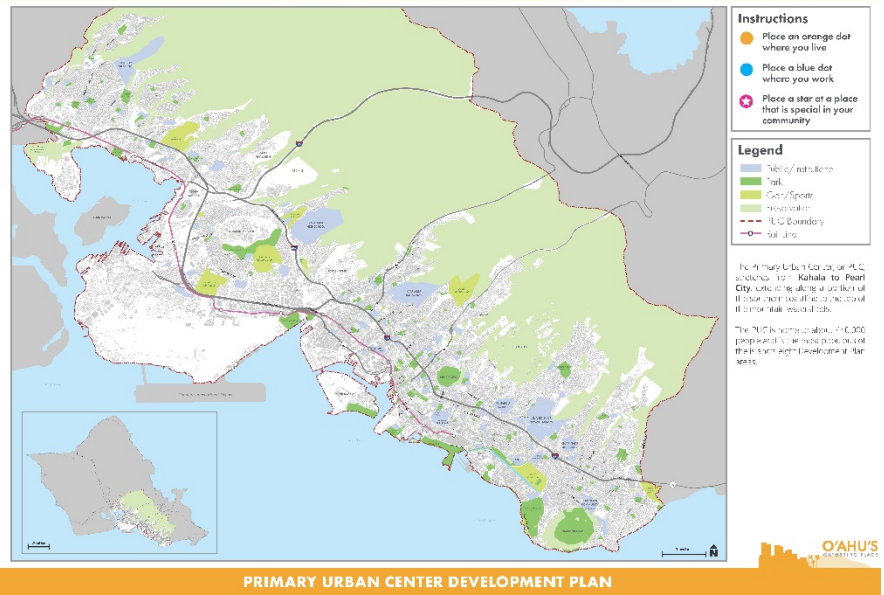
## WHAT IS THE PUC DP?

The **Primary Urban Center Development Plan (PUC DP)** presents a vision and a clear set of planning policies, guidelines, and implementation actions for the future of Oahu's most diverse and urbanized region.



## WHERE DO YOU LIVE AND WORK?

How do you experience the Primary Urban Center?



## WHAT MATTERS TO YOU?

What issues are most important for the future of the PUC?

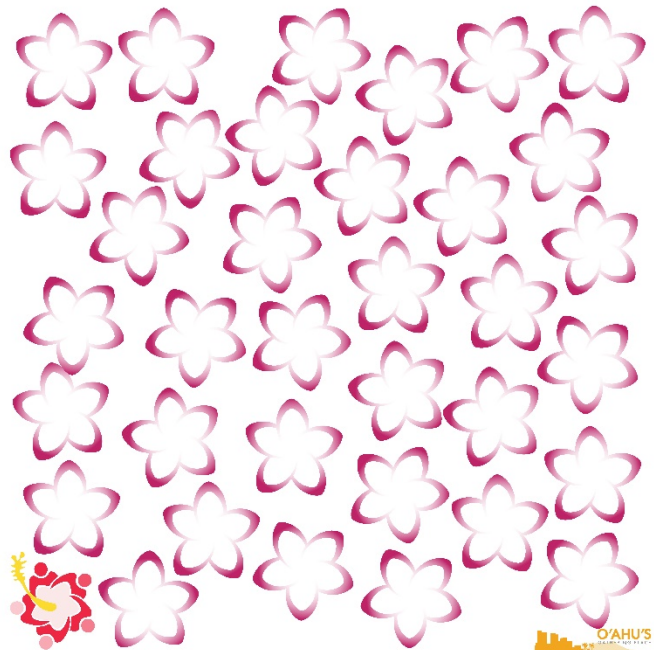
ISSUES		●●● VOTE HERE FOR YOUR TOP THREE
HOUSING	Housing affordability	
	Housing quality	
	Housing availability in desired locations	
ECONOMY	Employment opportunities	
	Local food production	
	Development and growth	
TRANSPORT + INFRASTRUCTURE	Traffic congestion	
	Public transportation	
	Pedestrian conditions	
	Bicycle facilities	
	Infrastructure adequacy (sewers, pipes, etc)	
SOCIAL	Facilities + services for seniors	
	Homelessness	
	Crime + safety	
ENVIRONMENT	Access to cultural + traditional practices	
	Sea Level Rise + climate change	
	Natural resource / watershed conservation	
	Access to beaches and parks	
Other (please specify):		

**PRIMARY URBAN CENTER DEVELOPMENT PLAN**

## WHAT DO YOU WISH FOR?

Tell us your vision for the future

Share your thoughts and hopes for the future of the Primary Urban Center. What do you wish would change or stay the same? How can the PUC grow sustainably? Write your answers in the plumeria leaves with a post-it note.



Participants were encouraged to interact with the boards by placing dots and leaving written notes. In addition, a variety of handouts were available at the pop-up tent, with links to the website, survey, mailing list, and other critical project information. Examples of the handouts are below.

## Announcing an update to the City and County's PRIMARY URBAN CENTER DEVELOPMENT PLAN

The City and County of Honolulu's Department of Planning and Permitting is beginning an update to the Primary Urban Center Development Plan (PUC DP), a long-range (20 year) guide for physical development and policy implementation. The PUC stretches from Kahala to Pearl City, extending from the coastline to the top of the Koʻolau Mountains, and includes areas such as Kakaʻako, Downtown, Civic Center, and Waikiki. The PUC DP will set forth a vision for growth, development, and conservation for this important urban center. It will address topics including land use, transportation, economic development, infrastructure, parks, natural areas, and sea level rise.

The success of this update effort depends on community participation. Over a two-year period, DPP will be speaking with community leaders, hosting workshops, and sharing information at local events. DPP will also seek input from State agencies, City Council, local residents, community organizations, business owners, and Neighborhood Boards. **We want to hear from you!**

### How can you get involved and share your input?

- 1 Visit the project website [www.pucdp.com/get-involved](http://www.pucdp.com/get-involved) to learn more about the project.
- 2 Sign up through the website to receive email updates on project milestones and related events.
- 3 Take an online survey at [www.pucdp.com/conversation](http://www.pucdp.com/conversation) to share your opinions and ideas.
- 4 Attend a community pop-up or workshop. Check the project website for times and locations!
- 5 Talk to your friends and neighbors, and encourage them to get involved too!

### WHO DO I CONTACT FOR MORE INFORMATION?

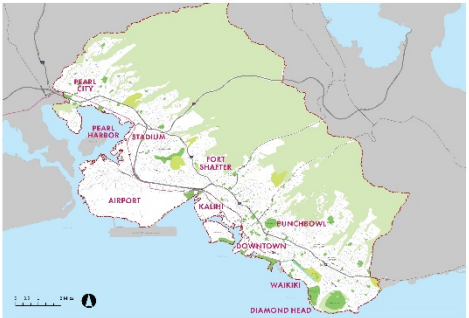
Contact Noelle Cole, PUC DP Project Manager at the Department of Planning and Permitting (DPP)  
Email: [noelle.cole@honolulu.gov](mailto:noelle.cole@honolulu.gov); Phone: 808-768-8055

### PRIMARY URBAN CENTER DEVELOPMENT PLAN ABOUT THE PROJECT

**WHAT IS THE PUC DEVELOPMENT PLAN?**

The City and County of Honolulu's Department of Planning and Permitting is beginning an update to the Primary Urban Center Development Plan (PUC DP), a long-range (20 year) guide for physical development and policy implementation. The PUC stretches from Kahala to Pearl City, extending from the coastline to the top of the Koʻolau Mountains, and includes areas such as Kakaʻako, Downtown, Civic Center, and Waikiki. The PUC DP will set forth a vision for growth, development, and conservation for this important urban center. It will address topics including land use, transportation, economic development, infrastructure, parks, natural areas, and sea level rise.

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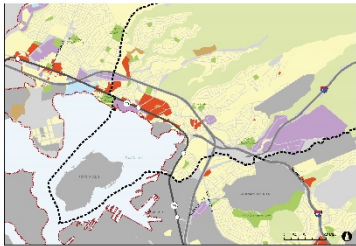


**PRIMARY URBAN CENTER  
DEVELOPMENT PLAN**  
[www.pucdp.com](http://www.pucdp.com)

Department of Planning - Permitting  
225 King St., 14th Floor  
Honolulu, HI 96813  
(808) 768-8000

### NEIGHBORHOOD PROFILES 1 AIEA

**EXISTING LAND USE**




	Area	%
Residential	1,785	14
Commercial	280	2
Industrial	475	4
Public	159	1
Forest	0	0
Open Space	246	2
Preservation	9,319	72
Agriculture	241	2

**QUICK FACTS**

TOTAL AREA (ACRES)	TOTAL URBANIZED AREA	TOTAL POPULATION	TOTAL HOUSING UNITS
14,945	5,626	40,882	14,430
22% of total in PUC	14% of total in PUC	9% of total in PUC	8% of total in PUC

**ACCESS TO PARKS**



**26%** of households are located within a 1/4 mile walk of a park.

**PARK LEVEL OF SERVICE**

0.2 acres per 1,000  
1.2 acres per 1,000  
2.0 acres per 1,000

**TOTAL PARK ACRES**  
70

**O'AHU'S  
WATERFRONT PLACE**

## Pop-Up Results

### “What Matters to You?”

Participants were asked to vote on the three most important issues impacting the PUC. The list was developed based on interviews with stakeholders and research on existing conditions in the area. Over 500 total votes were tallied, as shown below. The top vote-getters were:

1. Housing Affordability (106)
2. Homelessness (86)
3. Traffic Congestion (48)
4. Infrastructure Adequacy / SLR + Climate Change (tie, 30)

Issues	Total
Housing	
Housing affordability	106
Housing quality	13
Housing availability in desired locations	10
Economy	
Employment opportunities	14
Local food production	24
Development and growth	16
Transport + Infrastructure	
Traffic congestion	48
Public transportation	19
Pedestrian conditions	19
Bicycle facilities	16
Infrastructure adequacy (sewers, pipes, etc.)	30
Social	
Facilities + Services for seniors	9
Homelessness	86
Crime + safety	23
Access to cultural + traditional practices	9
Environment	
Sea level rise + climate change	30
Natural resource / watershed conservation	18
Access to beaches and parks	6
Quality of beaches and parks	14
TOTAL	508



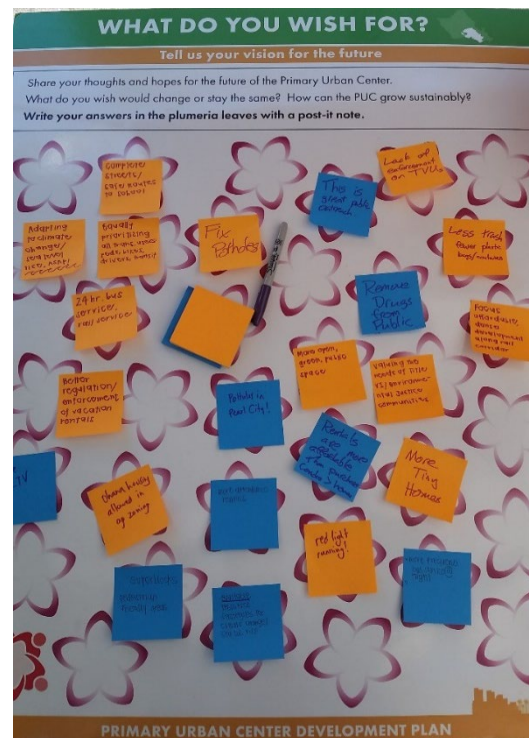


Project team members explaining the Issues board to residents.

## Make-a-Wish Comments

Participants were asked to tell their vision for the future of the PUC on the “Make a Wish” board. Over one hundred comments were left on the “wish” board, on a wide range of topics. Most focused on solving local transportation issues, protecting neighborhoods from the impacts of growth and development, and ideas to address social issues such as crime or homelessness.

Issues	Total
Growth/Development	23
Transportation	34
Infrastructure	10
Environment/Parks	18
Social	23



## Growth and Development Comments

Comments pertaining to growth and development could be summarized as:

- Displeasure at the proliferation of “monster homes”
- Allowing ohana units on agriculturally-zoned land or generally allowing for more housing units on existing property (such as tiny homes)
- Preserving the existing neighborhood character of Kaimuki (and Manoa)
- Better regulation of TVU/TVRs
- More affordable housing, especially rental housing

## Transportation Comments

A majority of comments were about transportation, with the following topics emerging:

- Improving sidewalks and halting removal of sidewalks; increasing safety for pedestrians
- Adding bike lanes on key major streets or open space corridors
- More frequent bus service in residential areas and at later hours
- Improving signal timing or traffic light synchronization
- Displeasure at potholes or otherwise poor road conditions
- Extending the rail all the way to UH-Manoa
- Support for Complete Streets and Safe Routes to School
- Frustrations over traffic congestion

## Infrastructure Comments

Comments relating to infrastructure could be summarized as:

- Desire for more bathrooms in Downtown
- Support for undergrounding more utilities
- Concern about adequate freshwater supply
- Concern about deteriorating infrastructure and the need to replace it in the future

## Environment/Open Space Comments

Participants echoed the following themes pertaining to the environment and open space:

- Serious concern about sea level rise, and supporting greater education around the issue
- The value of equity and environmental justice conversations relating to climate change
- The importance of providing greater open space and parks in urban settings
- Less waste, less use of plastic
- Preservation of natural conservation areas (while still supporting trail usage)

## Social Comments

Comments relating to social issues were extremely broad and did not coalesce around any particular themes, but the following were mentioned:

- Crime, drugs, and homelessness
- Healthier food and better healthcare (including aging-in-place)
- Greater enforcement of existing laws
- Continue to engage the public in outreach efforts



## Conclusion

- **Pop-up touches were relatively high.** Attendance at pop-up events is challenging to measure, as most participants did not sign in or otherwise leave any distinguishing evidence. However, based on team and City staff estimates (and the number of tallied votes and comments), the total “touches” or interactions achieved by this effort exceeded 500 in total, or an average of at least 50 touches per pop-up workshop. Many more people stopped by a pop-up and received information on the project.
- **Participants exhibited significant interest in the issues addressed by the PUC DP.** Many residents were initially reluctant to engage on an unknown project such as the PUC DP, but once they learned about the scope and purpose of the project and the topics it covers, many had a great deal of useful commentary and opinions to offer.
- **Residents were excited about the opportunity to speak directly with DPP.** Many residents expressed gratitude at having an opportunity to learn more about DPP and about planning in general.
- **Most residents worked in the Downtown area, but lived all across the PUC.** The results of the ‘Where Do you Live?’ board were fairly predictable; employment opportunities are concentrated in the Downtown business district, with a few outliers in Kaka’ako and Iwilei, whereas housing is distributed all over the PUC. A small minority of participants lived outside of the PUC (mainly in ‘Ewa or Kailua).
- **The pop-up setting allowed for extended, direct public engagement.** Members of the community could converse at length with staff/project team members.



One-on-one discussions were common at pop-ups, with no time limit on interactions. These genuine conversations occurred naturally in a pop-up setting.

- **Housing and homelessness are incredibly important issues for the PUC.** These two issues dominated the issues voting, and also the general tenor of conversations. Affordable housing is understandably critical, and was expected to be a top concern. However, the level of attention and interest in homelessness was unanticipated, and may necessitate greater thinking on the part of the PUC DP team.
- **Transportation is an important issue.** Transportation received the second most votes on the issues board, and a lot of the “make-a-wish” comments revolved around transportation in one way or another, from Complete Streets, to rail, to biking and walking, to signal timing and potholes.
- **Infrastructure, sea level rise, and climate change are critical issues.** These topics received the 3<sup>rd</sup> and 4<sup>th</sup> most votes and generated a fair bit of discussion. The primary concern was that people understand that infrastructure will need to be replaced and that sea level rise is going to impact the PUC but there are no firm solutions for how to mitigate impacts of climate change or replace aging infrastructure.
- **The PUC DP is a challenging topic of conversation.** PUC DP is not only a challenging acronym, but also a relatively obscure topic for almost all residents. Education about the importance of the DP is important, but understanding how to make the DP relevant to their daily lives is more crucial.

