



## ***Maluaka* Project in Maui** **Guided by Cultural and Environmental Principles**

**Makena, Maui, Hawai'i (February 7, 2007)** –Dowling Company, Inc., has announced an upscale residential community comprising 69 elegant residences in *Makena*, Maui. The project, to be known as *Maluaka*, is located on eleven acres on Makena Bay. The timeline calls for construction to begin in early 2007. *Maluaka* will be Maui's first residential "green building" project.

*Maluaka*, commanding a sweeping view of the islands of Molokai, Lanai and Kaho`olawe, was initially offered by invitation only to a select group of Founders. The general public will be invited to purchase in March. Ownership will include membership in Maui's newest private club with extensive amenities, including golf course privileges, exceptional dining, a full-service spa, pool, fitness area and social clubhouse. Interiors will be designed by noted Hawaii-based designer Philpotts & Associates. It is expected that the incomparable location and membership concept will drive rapid sales, with prices ranging from \$4 to \$15 million.

The project is being developed under the stewardship of two respected Hawaiian cultural leaders, Leslie Kuloloio and Kimokeo Kapahulehua. Every aspect of the design, naming, operations and service components has been examined from the standpoint of delivering an authentic Hawaiian experience. Attention was given to the ancient Hawaiian land management systems incorporated in a land designation known as the *ahupua`a*, within which the judicious use of resources was practiced.

"The goal of this project," stated developer Everett Dowling, "is to create a living environment that offers an atmosphere completely unique to Hawaii and which respects the cultural and environmental protocols of the Hawaiians. We utilized the Hawaiians' respect for the environment as our source of inspiration." The project's goal is to create a feeling of *`ohana* (family) that is reflective of native Hawaiian values.

For centuries, native Hawaiians have come to the shores of Makena Bay to cast their nets into the sea. Makena is revered as a place that conveys a special blessing to those who respect its wonder, beauty and cultural history. *Maluaka* is home to an important fishing shrine, indicating gratitude to the sea.

The name of the project was selected as *Maluaka*, which refers to a light cloud that drifts over the area, providing shade and comfort. The area's rich history as a fishing site became the inspiration for the iconography included in the project's identity.

Additionally, a segment of the important King's Trail runs through *Maluaka*. A stone pathway running the circumference of the island of Maui, the King's Trail was built in ancient times for the travels of Hawaiian royalty (known as *ali`i*) as they surveyed their lands and subjects. The remnants of the trail today are historically and culturally

important. The trail will be enhanced with appropriate improvements, signage and an interpretive walking map.

Kapahulehua will be a full-time staff member. He will be highly recognizable on the small property. Hawaiian music, ocean activities (surfing and outrigger canoeing), hikes among native plants and ancient archeological sites, healing and restorative treatments and many other manifestations of the culture will be part of the offerings.

“Our most important product will be the strong, warm, memorable relationships among the staff and the owners. This is not so much about a huge list of amenities and services as about enabling a genuine atmosphere of mutual respect, friendship and aloha to grow among residents and the local Hawaiian people who will provide highly personalized attention,” said Dowling.

In addition to the adherence to Hawaiian tradition and culture, the developer is insisting on the highest level of environmental quality. A recipient of the prestigious LEED (Leadership in Energy and Environmental Design) award presented by the National Green Building Council for environmentally friendly designs and operations in its Maui office, Dowling Company has committed to achieving a LEED Gold Level at *Maluaka*'s clubhouse (The Club at *Maluaka*) and a Silver Level for the residences.

An enormously ambitious endeavor, achieving these LEED certifications will represent the first time any residential project in Hawaii will have attained the award. Further, it is highly unusual in any upscale residential development.

Ralph DiNola is a principal with Green Building Services, Inc. a company that assists developers to achieve LEED certification. He states: "We are seeing a growing trend toward building and development with the environment in mind. *Maluaka* is certainly representative of a response to market demand for environmentally-friendly products as well as living and working spaces. People are becoming much more sensitive to reducing environmental hazards they are exposed to as well as their own impact on the environment. It is evidenced in a demand for hybrid cars, solar panels, biofuels and all manner of environmentally-sound products and systems.

“Our firm is observing an enormous up-swing in attention to green building and development. The *Maluaka* project is notable as one of the few that is responding to the very high end residential segment.”

Christine Ervin, past president of the U.S. Green Building Council and former Assistant Secretary for Energy Efficiency and Renewable Energy in the Clinton Administration, confirms that notion: “It’s still all too rare to see sustainable design and operations being integrated into developments like this. *Maluaka* could help turn that around. By pushing the envelope here, more and more buyers will start asking for properties that couple small environmental footprints with large amounts of personal satisfaction.”

It is estimated that the initial cost of construction will be higher as a result of following LEED program protocol; however, this cost should be offset by lower operating costs and more efficient use of natural resources.

“We want to demonstrate that we are serious about environmental and cultural responsibility,” stated Dowling. “You cannot commit to these obligations halfway, especially in a place as precious as Makena.”

In a recent (August 13, 2006) *New York Times* story entitled, "It's Getting Easier To Be Green," developers said they are building green because they believe in it, but they also expect to gain a competitive edge. “If faced with the choice of renting or buying two similar apartments, the developers say, consumers increasingly will opt for the one with green features, even if it comes at a higher price.”

Dowling is depending on this trend, declaring, “We are counting on buyers who are as serious as we are about living gently on the planet.”

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