



Replay Resorts Inc.  
Experience-Driven Development

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**March 16, 2011**

**An open letter to associates, stakeholders and parties interested in the future of Turtle Bay Resort**

**Re: the Turtle Bay Resort Plussing Session - March 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup>, 2011**

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Over two and a half days last week, representatives of Turtle Bay Resort conducted a Plussing session at the resort. The underlying concept in Plussing is to start with an idea and make it better through participatory dialogue incorporating different thoughts and viewpoints. Although other alternatives may exist, the starting point, or context, for this session is the contemplated resort master plan that would define the project for the purpose of evaluating its potential impacts – as part of the Supplemental Environmental Impact Statement (SEIS). The 29 participants in this event included the extended project team as well as other individuals representing both a global and local perspective on the various ideas discussed. The session was hosted by Drew Stotesbury, the owners' representative for Turtle Bay Resort and facilitated by his colleagues from Replay Resorts.

The Replay approach to resort master planning is to focus, first, on the authentic experiential elements that will define the relationships between the resort and its users. Replay also uses a broad definition of user – believing that the best resorts encourage a vibrant interaction between visitors and locals. We have been studying these concepts earnestly since our involvement began last June and while our education continues we also believe that the following are integral components of the future of Turtle Bay Resort.

**Host Communities.** While proudly part of Kahuku and the Ko'olauloa region, Turtle Bay Resort is also considered to be part of the North Shore. Attempting to balance the hopes and concerns of both communities is important in planning the future of the resort. Most important, however, is recognizing, respecting and reinforcing the values and sensibilities of the host Hawaiian culture.

**The Ocean.** It is impossible to ignore Turtle Bay Resort's inextricable connection to the sea and the many ways it is enjoyed and celebrated including, but not limited to, the surf culture that the North Shore is famous for. Expanding on this will be central to the resort master plan and provide meaningful opportunities for locals to pursue their passions recreationally, or commercially, together with our visitors.

**Mixing Place.** The heart of any resort, or community for that matter, is a gathering place where people can mix, mingle, shop, dine or just relax. More than an amenity, they are also the source

of a local commercial economy. Our vision for such a place is small, in terms of built form, oriented towards the water - and water uses, and designed and programmed in such a way as to maximize the integration of locals and visitors. In particular we are contemplating an ocean (surf, paddling, etc.) center as the focal point.

**Food.** In a manner similar to an ahupua'a, Turtle Bay Resort has the potential to enhance and integrate food production, from its 469-acre mauka (or kula) farmlands, within the hotel and mixing place and embrace the excitement and authenticity of the slow food movement in a way that is culturally appropriate.

**Entertainment.** Turtle Bay Resort is already a popular venue for the film industry and we continue to explore the potential inclusion of this use in the master plan. More certain is the integration of music into both the physical infrastructure and programming aspects of the resort's future – including consideration of a small amphitheater.

**Land-based Activities.** With 840 acres makai, 469 acres mauka, five miles of oceanfront and many inland trails, golf, equestrian, agriculture and more, Turtle Bay Resort will be able to offer a rich array of land-based experiences to complement its spectacular waterfront setting. We also see bicycles as both a source of enjoyment and a means of transportation within the area. We are developing such opportunities to incorporate into our plan.

**The Master Plan.** The foregoing elements will be incorporated into the physical and operational master plan for Turtle Bay Resort. In addition, we considered community sentiments with respect to the allowable overall density and created a first draft of a site plan that reduced unit counts by one-third overall and by 60% in both the eastern (Kahuku) and western (Kawela) sectors of the resort. Based on additional feedback during the Plussing session we are going to review this plan to seek ways to even further reduce densities, and the development footprint made on the land.

As the redrafting of the master plan materializes, we will offer those community members who participated in the Plussing session the opportunity to review and comment. From there we will potentially create a third draft that would then be made available, broadly, to the community – we are targeting mid-April for a public open house. Additional community feedback will likely lead to a fourth draft before we land on a plan to underscore the SEIS process. This won't end the dialogue though. As the SEIS proceeds we can continue to discuss the plan, and alternatives. At the same time, should we succeed in developing a plan that accomplishes our goal of balancing the interests of the environment, community and investors then we would also entertain entrenching its key elements in the form of a binding agreement that could run with the land.

We are extremely grateful for the engagement and insights provided by everyone, and especially those community members who participated in the Plussing session. Now the ball is in our court – to redraft the master plan and to create a detailed time line for next steps. Please stay tuned.

Mahalo



Drew Stotesbury