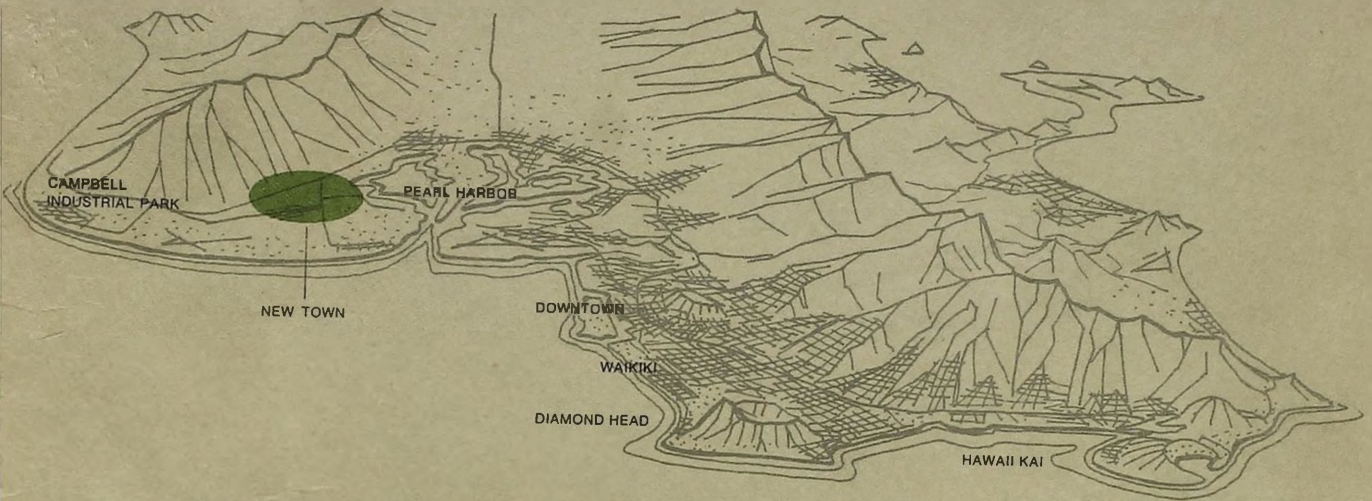
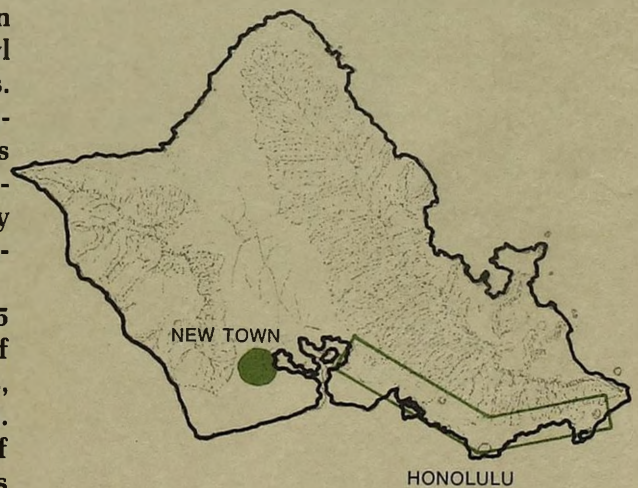


NEW TOWN for EWA



THE CAMPBELL ESTATE proposes a New Town for Ewa as a desirable alternative to the past sprawl of subdivisions across Oahu's hillsides and valleys. The Estate believes that its Ewa site is the best location for a major new urban center because of its nearness to existing job centers, its gentle topography, its appealing climate and its easy access by freeway and highway to beaches, parks and shopping centers.

The New Town would grow over a period of 25 years and eventually be home to 15,000 families of all income levels. The Town would contain churches, day schools, elementary schools and a high school. It would have parks, swimming pools and a golf course. A proposed extension of the future mass transit system would directly serve the Town. The Town could also include a major hospital to serve all of Central-Leeward Oahu; it could also house the University of Hawaii's new campus.



WHY A NEW TOWN?

To preserve our environment and to provide the means for people to live and enjoy life at its best demand a total response to people needs. That is what a totally planned new town does if done right. Physical and social planning are blended to provide a place to work, a place to sleep and a place to play. Equally important from the standpoint of supplying public services, new towns are highly manageable and easily administered.

WHY EWA?

The Ewa site is between two principal job centers: Campbell Industrial Park and Pearl Harbor. Moreover, it is a short distance from other important working places along the corridor which includes the airport, downtown and Waikiki. An extension of any mass transit system could easily serve the residents of the Ewa New Town.

Another feature of the Ewa site is its nearness to public beaches along the Waianae Coast and to a regional park being built at Ewa Beach. The green Waianae mountain range in the background adds warmth and beauty to the setting.

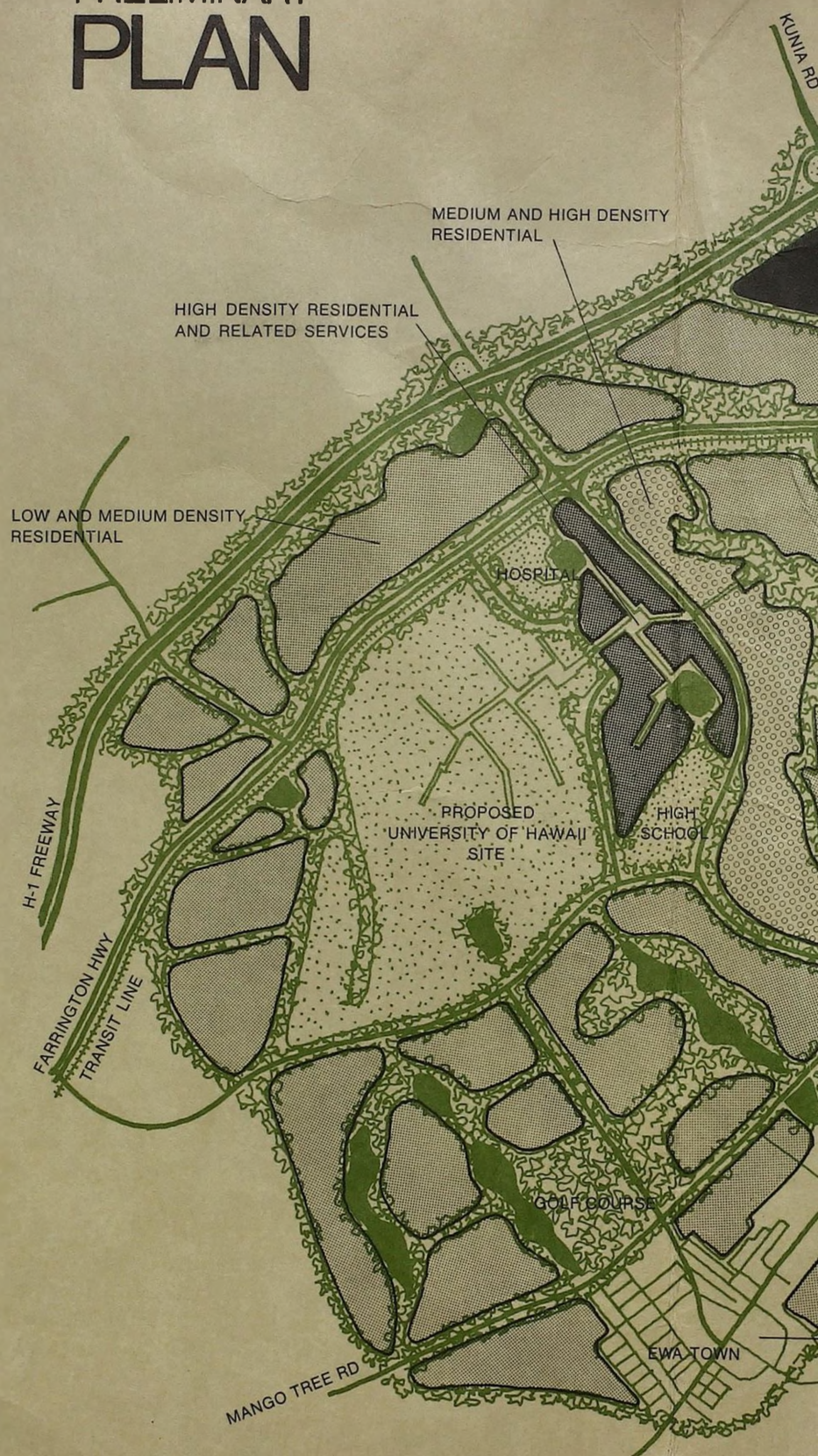
Of major but sometimes forgotten importance is Ewa's unique location outside Oahu's water infiltration areas. These infiltration areas are like sponges below the ground. They hold the rainfall and supply all of Oahu's drinking and household water. Urban use of such lands could endanger that water. Development is naturally more desirable on the non-infiltration areas such as those found at Ewa on the lower side of the H-1 Freeway.

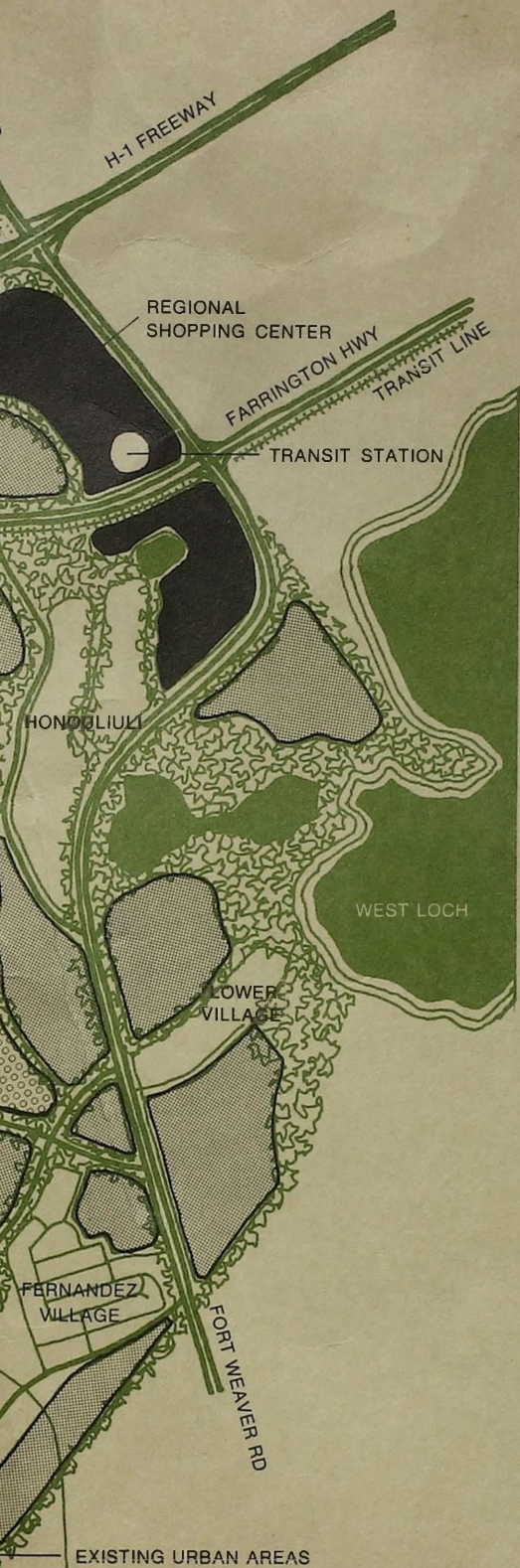
Finally, the Ewa New Town can be built without wasting precious land. The land slopes naturally and is unmarred by steep gullies or ravines. Drainage is natural; weather is ideal. The same physical conditions which make the land good for farming of sugar cane make it ideal for the living of people. A conflict only exists if both cannot be cared for. To do this, the Estate over the last 10 years has moved to partly offset the loss of these lands by providing additional new land in the region for sugar crops. More recently, a new 25 year lease was given to assure agriculture and its workers a secure future.

NEW TOWN FOR WHOM?

The Ewa New Town will be built for people of all age and income levels. Homes will be priced within the reach of many of those who can now only hope and save for the "some day". The need is soaring and requires bold action. New State and Federal assistance programs can help make housing available to the majority of people now unable to buy. Homes—single family, garden and multi-story apartments—clustered or separated on private lots will be offered.

PRELIMINARY PLAN





Merely providing shelter, however, is not enough; it must be physically and socially satisfying. That is our goal.

WHAT ABOUT JOBS?

A strong feature of a New Town is that it becomes a job center. Besides creating service jobs internally, it can attract businesses to serve regional needs. If the University of Hawaii should locate its new campus there, it would create 1,000 direct faculty jobs and another 3,000 support jobs. By the time the New Town has fully matured, Campbell Industrial Park is expected to have 15,000 jobs and Pearl Harbor over 14,000 jobs. All of this is in addition to the 1,500 jobs protected by the recent new agricultural lease from the Campbell Estate. It is expected that over 30,000 jobs in the Central-Leeward Oahu district alone will exist. Many of those holding these jobs can live in the New Town, bypass the packed highways and commute rapidly to work.

WHAT KIND OF SERVICES?

The New Town will have a full range of community services and recreation facilities. These will include schools, parks, playgrounds, libraries, social centers, police and fire facilities, a general hospital, shopping centers and a golf course.

WHAT KIND OF TRANSPORTATION?

The New Town will be served by a network of internal streets which are directly connected to the H-1 Freeway and other major arterial highways. The Honolulu Mass Transit system can provide service from the New Town to Campbell Industrial Park or to as far away as Hawaii Kai. Within the New Town, the ample open, green space will appeal to those who walk, jog or bicycle. Special ferry service between West Loch and the Pearl Harbor Naval Shipyard could be provided for those employed there.

WHAT ABOUT THE UNIVERSITY?

The New Town would be an excellent site for a new campus of the University of Hawaii. The Campbell Estate has offered to arrange to make available a 450 acre site at no cost to the State (subject to court approval). The site can be economically developed and is a logical location for a new campus if a decision is made to locate one in Leeward Oahu. However, should the Estate's offer be declined, the development of the New Town would still proceed. Official estimates of the State's housing shortage have run as high as 100,000 units. It will take at least 10 years to overcome this shortage and to catch up with the increasing annual housing needs. And it will take new towns such as the one in Ewa to do the job.

A New Town for People



A New Town is a special chance to create a complete environment for living—one with all people in mind. It's a chance to start over; to include the kinds of things people like to do for fun, the way they want to travel, and the physical things they prefer to see, to touch, to smell. It's a chance to end conflicts between the pedestrian and the automobile, to screen out noise, to design without air and water pollution. It's a chance that comes only once in a while—we need to do it well.