Let’s walk to Hekili Street
4 principles for a pedestrian oriented shopping street

Tenant mix provides purpose
- Use distribution of spending by target population to structure strategy
- Mix reflects where spending is spent most
- Restaurants will target households within walking distance
- Retail will continue local emphasis to attract resident and the visitor market

The town center is only as good as the pedestrian network
- Connect Hekili Street to the commercial district
- New paths to break up parking lots
- Clear connections to each activity center
- Require public and private commitment

Define pedestrian spaces with density
- Market demand will support 3.5 total acres of leasable space
- Determined by comparing projected demand in 2030 to 2011 sales in the town
- Concentrate buildings along identified pedestrian path and frame pedestrian spaces

Character is defined by common pedestrian design
- Uniform design to visually connect activity centers
- Design guidelines emphasize leisure
- Encourage lively streets.