



PRINCEVILLE 2040

A Strategic Vision for the Next 15 Years

Protecting value • Improving life • Preparing for the next generation

The central idea

Princeville should use the next 15 years to become a greener, more sustainable, resilient, connected and family-friendly community. The goal is to increase both the financial value of owning property in Princeville and the lifestyle value of living here.

Why a 15-year vision?

Princeville was created as a planned community. Its early planning documents dealt with more than individual homes. They addressed land use, design, natural beauty, roads, recreation, public services and long-term development. The original covenants also aimed to keep Princeville attractive and desirable while protecting the interests of property owners.

More than fifty years later, Princeville faces a different set of conditions. Infrastructure is aging. Property values and costs are high. Climate and weather risks are changing. Tourism is changing. New technology is changing homes and transportation. The population is aging, and younger families face major housing and cost pressures across Kaua'i.

The question is no longer only how to maintain what we have. The larger question is: what kind of community should Princeville become by 2040, and what should we start doing now to get there?

This is a research-based starting point

Friends of Princeville prepared this paper as a starting point, not as a finished master plan. We reviewed Princeville's founding documents, North Shore planning studies, Kaua'i planning and tourism documents, PHCA records, and research on how other planned, resort, coastal and high-value communities are preparing for the future.

About 70 outside reports, studies and best-practice sources were reviewed, in addition to the main Princeville and Kaua'i documents. The sources cover resilience, transportation, family-friendly communities, housing, healthy design, tourism, property value, governance and long-term asset management. They are listed in the appendix, with a full linked source register maintained in the project reference folder.

The research does not tell Princeville what to do. It helps us understand trends, see what other communities are trying, compare alternatives and ask better questions.

A point of departure for a larger community discussion

A 15-year vision should not be written by one Board, one committee or one group. Homeowners, condominium and timeshare associations, businesses, younger and older residents, nonresident owners, professionals and community organizations all have different experiences and needs. A useful plan has to bring those perspectives together.

Friends of Princeville believes this discussion is necessary if Princeville is to remain a strong community for the next generation. The aim should be a community-supported Princeville 2040 roadmap that is reviewed and updated over time, not another report that is placed on a shelf.

Learn from the earlier PHCA strategic-planning effort

PHCA previously started a strategic-planning effort but did not bring it to completion. The current Board Chair later said that strategic planning would be revived. A completed long-term roadmap has still not emerged.

There is also a lesson in how the earlier effort was organized. Work was divided into separate pillars, and participants produced lists of ideas within those pillars. That can be useful for collecting suggestions, but a group of wish lists is not a strategy. Roads, drainage, community design, parks, finances, sustainability, tourism, housing and community life affect one another. The next planning effort should start with one shared vision, then test how different actions work together.



A better planning process

The next strategic-planning process should be collaborative, but it should also be disciplined. Research, community knowledge, technical assessment and financial reality should all be part of the same process.

- 1. Define the outcome** Agree on the broad characteristics of the Princeville we want in 2040: green, resilient, financially sound, attractive, healthy, connected, family-friendly and respectful of its rural-island character.
- 2. Establish the baseline** Measure current conditions: roads and drainage, reserves, mobility, parks and facilities, demographics, housing, environmental performance, communications and the condition of shared spaces.
- 3. Research trends and comparable communities** Use outside research to understand how similar communities are dealing with aging infrastructure, climate risk, changing demographics, sustainability, tourism and new lifestyle expectations.
- 4. Develop alternatives** For each problem, consider more than one response. The choice may be better maintenance, a rule change, a partnership, a new operating practice, a capital project, or doing nothing for now.
- 5. Evaluate value and feasibility** Compare alternatives using the same tests: lifestyle value, financial value, environmental value, benefit to future generations, legal and technical feasibility, cost, and how broadly the benefits are shared.
- 6. Build one integrated strategy** Choose actions that reinforce each other. A path project, for example, can improve mobility, family life, health, sustainability, tourism management and property value at the same time.
- 7. Implement and measure** Translate the vision into a rolling five-year program, annual priorities, budgets and measurable results. Review the long-term strategy every few years without losing the overall direction.

The organizing principle: maximize value to members

The strategic vision should be organized around a simple idea: PHCA exists to protect and increase value for the owners who make up the Association. But value should not be defined only as the sale price of a home.

FINANCIAL VALUE	LIFESTYLE VALUE
Protect property values. Maintain infrastructure. Reduce future liabilities. Spend assessments on priorities that produce clear long-term benefits.	Protect scenery, safety, recreation, access to nature, community, mobility, tranquility, convenience and healthy living.

The strongest long-term choices will often improve both kinds of value at the same time. A well-designed path, drainage improvement, park, tree-canopy program or mobility service can improve everyday life while also strengthening Princeville's market appeal and reducing future costs.

Seven strategic directions

1. A greener and more resilient Princeville

Princeville should increasingly treat its landscape as part of its infrastructure. Roads, drainage, trees, open space and stormwater should be planned together. Over time, the community can use more native and climate-appropriate planting, better drainage, bioswales, permeable surfaces, tree canopy and other nature-based solutions, along with normal drainage renewal. Energy efficiency, solar, battery storage, EV charging and emergency power should also become part of the plan. The purpose is practical: reduce damage, lower long-term costs, improve appearance and protect property values.

2. Better walking, bicycling and mobility

Princeville should remain easy to reach by car, but residents should not need a car for every short trip. Safe paths and crossings should connect neighborhoods, parks, the shopping center, community facilities and transit. Traffic calming and better bicycle connections should be considered where they make sense. Princeville could also become a useful North Shore mobility point that connects parking, shuttles, County transit and visitor transportation. A good test is simple: could a child, an older resident or a visitor move safely between major Princeville destinations without needing a car?



3. Make Princeville a place younger families want to call home

Princeville should actively think about the next generation. A community made up mainly of retirees, second homes and visitor accommodations can remain expensive, but it can also become less connected and less sustainable as a living community. A family-friendly Princeville would offer safe streets, parks, recreation, places for children and teenagers, access to nature, family activities and stronger connections among generations. The goal is not to change Princeville into something else. It is to make the community work well for people at more stages of life.

4. Housing and demographic renewal

Attracting younger households cannot be separated from housing. Princeville sits in one of Hawai'i's most expensive housing markets, and many people who work on the North Shore cannot live nearby. PHCA cannot solve Kaua'i's housing problem, but it should be part of serious discussions about workforce housing, attainable housing, future development, multigenerational living and appropriate housing choice. The question should be: how can Princeville preserve its character and property values while still remaining connected to the people and families who will sustain the North Shore in the future?

5. Better community design and shared spaces

Princeville has great natural beauty, but natural beauty alone does not create community life. More attention should go to the spaces between private properties: parks, trails, landscaped corridors, the community center, pedestrian areas, seating, recreation and gathering places. The Community Design Committee can also look further ahead by tracking new materials, sustainable technologies and design trends. The goal should be coherence without uniformity: preserve Princeville's rural-island character while allowing thoughtful modernization.

6. Regenerative tourism and a stronger local economy

Tourism will remain part of Princeville, but the goal should not simply be more visitors. Princeville should support Kaua'i's move toward higher-value, lower-impact and better-managed tourism. That means reducing traffic and parking impacts, protecting natural resources, improving visitor education, working with resorts and AOA's, and supporting local businesses that also serve residents. A community that is green, quiet, attractive, walkable and well maintained can improve resident life while also strengthening Princeville as a destination and protecting real-estate value.

7. Manage Princeville as a long-term asset

None of the vision matters without the ability to carry it out. Princeville should move toward professional long-term asset management. PHCA should maintain a clear inventory and condition assessment of roads, drainage, paths, facilities, landscaping and other common assets, and connect that information to reserve studies and a rolling capital program. Members should be able to see what needs to be done, why it is a priority, what alternatives were considered, what it will cost, how it will be funded and whether it produced the expected result. The strategy should survive changes in Boards and managers.

From vision to a roadmap

Friends of Princeville believes the next step should be a structured Princeville 2040 community process. It should start with facts and community input, then move to alternatives, choices and implementation.

PHASE 1 — UNDERSTAND	Community survey and workshops; infrastructure and asset baseline; demographic and housing analysis; environmental and mobility assessments; review of earlier PHCA strategic work.
PHASE 2 — DEFINE & COMPARE	Define the desired Princeville of 2040; set measurable outcomes; develop alternatives; compare value, feasibility, cost, risk and community-wide benefit.
PHASE 3 — CHOOSE & INTEGRATE	Select priorities using common criteria; identify how projects interact; set sequencing, responsibility, partnerships and financial implications.
PHASE 4 — IMPLEMENT	Adopt a 15-year roadmap; maintain a rolling five-year capital program; tie annual priorities to the roadmap; publish a progress dashboard; review the strategy every three years.



A practical closing thought

Princeville's greatest risk is not that it will suddenly become an undesirable place. Its natural setting and existing property base are major strengths. The larger risk is gradual decline by inaction or fragmentation: infrastructure ages, opportunities are missed, younger households go elsewhere, and decisions are made inside separate silos without reference to a common future.

Princeville 2040

Preserve what makes Princeville valuable. Improve what makes it livable. Invest in what will make the next generation want to call it home.



Appendix — Research Base

Approximately 70 external sources were reviewed, in addition to Princeville and Kaua'i source documents.

1. Green infrastructure, resilience and clean energy

1. Kaua'i Multi-Hazard Mitigation and Resilience Plan — 2026 Update — County of Kaua'i / KEMA
2. Hawai'i Sea Level Rise Vulnerability and Adaptation Report — 2022 Update — Hawai'i Climate Commission / DLNR
3. Green Infrastructure — Engineering with Nature for Resilience — Hawai'i Climate Change Portal
4. Kaua'i General Plan — Energy Sustainability & Climate Change Mitigation — County of Kaua'i
5. KIUC Renewable Portfolio and 100% Renewable Energy Goal — KIUC
6. Enhancing Sustainable Communities with Green Infrastructure — U.S. EPA
7. Land Use and Green Infrastructure Scorecard — U.S. EPA
8. Building Community Resilience with Nature-Based Solutions — FEMA
9. Coastal Community Resilience Indicators and Rating Systems — NOAA
10. Kaua'i General Plan — Hazards and Resiliency — County of Kaua'i

2. Sustainable mobility, walkability and access

1. Kaua'i Multimodal Land Transportation Plan — County of Kaua'i
2. Kaua'i Short-Range Transit Plan — County of Kaua'i
3. North Shore Mobility Study — The Hanalei Initiative
4. North Shore Shuttle — Transportation and Tourism Management — The Hanalei Initiative
5. Hawai'i Safe Routes to School Program — Hawai'i DOT
6. AARP Walk Audit Tool Kit — AARP Livable Communities
7. Designing Streets for Kids — Global Designing Cities Initiative / NACTO
8. Bike Plan Hawai'i Master Plan — Hawai'i DOT
9. Coconut Marketplace Mobility Hub Plan — County of Kaua'i / Kaua'i Forward
10. 2026 Statewide and Regional Long-Range Land Transportation Plans — Hawai'i DOT

3. Families, younger generations and community life

1. Shaping Urbanization for Children — UNICEF
2. Child-Responsive Urban Policies, Laws and Standards — UNICEF / UN-Habitat
3. Family Friendly Communities — American Planning Association
4. Ensuring Adequate Child Care in Planning Practice — American Planning Association
5. Where Do Families Live? — Urban Institute (2026)
6. 2026 Community and Transportation Preferences Survey — National Association of REALTORS®
7. How Multiage Communities Can Connect Generations — AARP Public Policy Institute
8. The Undeniable ROI of Community Parks and Green Spaces — Trust for Public Land
9. Hawai'i Population Estimate Data — 2025 Age and County Series — Hawai'i State Data Center
10. 2025 Kaua'i Youth Report — Public Findings — local partners

4. Housing, affordability and demographic renewal

1. 2024 Hawai'i Housing Planning Study — State of Hawai'i
2. The Hawai'i Housing Factbook 2025 — UHERO
3. The Hawai'i Housing Factbook 2024 — UHERO
4. Short-term Vacation Rentals and Housing Costs in Hawai'i — UHERO
5. Discovering and Developing Missing Middle Housing — AARP / Opticos
6. Surveying Missing Middle Housing — Harvard Joint Center for Housing Studies
7. The ABCs of ADUs — AARP Livable Communities
8. Making Room: Housing for a Changing America — AARP / National Building Museum
9. Hawai'i Housing Survey — Housing, Outmigration and Housing Choice — Housing Hawai'i's Future
10. Maui Missing Middle and Workforce Housing Resources — House Maui

5. Community design, healthy living and the public realm

1. Kaua'i General Plan — Shared Spaces — County of Kaua'i
2. Building Healthy Places Toolkit — Urban Land Institute
3. Designing Activity-Friendly Communities — CDC
4. Built Environment Assessment Tool and Manual — CDC
5. Putting Smart Growth to Work in Rural Communities — U.S. EPA / ICMA
6. Smart Growth Self-Assessment for Rural Communities — U.S. EPA
7. LEED for Neighborhood Development — U.S. Green Building Council
8. LEED v4 Neighborhood Development Guide — U.S. Green Building Council
9. 2026 ParkScore Economic Benefit Studies — Trust for Public Land
10. Placemaking and Community-Driven Public Space — Project for Public Spaces

6. Regenerative tourism, local economy and property value

1. Kaua'i Destination Management Action Plan 2026–2028 — Hawai'i Tourism Authority
2. HTA Strategic Plan 2026–2030 — Hawai'i Tourism Authority



3. Kaua'i Comprehensive Economic Development Strategy 2022–2026 — County of Kaua'i
4. GSTC Destination Standard — Global Sustainable Tourism Council
5. Hawai'i Destination Management Framework — Hawai'i Tourism Authority
6. GSTC Destination Criteria v2.0 — Global Sustainable Tourism Council
7. The Undeniable ROI of Community Parks and Green Spaces — Trust for Public Land
8. The Value of Green and Blue Space: Walkability and House Prices — Cities (2024)
9. 2026 Community and Transportation Preferences Survey — National Association of REALTORS®
10. Tourism Pathway — Regenerative Investment and Economic Resilience — Hawai'i Climate Change Portal

7. Governance, finance and long-term asset stewardship

1. Best Practices Report: Strategic Planning — Foundation for Community Association Research
2. Best Practices Report: Reserve Funding — Foundation for Community Association Research
3. Best Practices Report: Community Association Maintenance — Foundation for Community Association Research
4. Best Practices: Green Communities — Foundation for Community Association Research
5. Breaking Point Revisited: Aging Infrastructure in Community Associations — Foundation for Community Association Research
6. Built-to-Last: Strategies for Extending the Economic Life of Community Associations — Foundation for Community Association Research
7. Asset Management Best Practice — Government Finance Officers Association
8. Multi-Year Capital Planning — Government Finance Officers Association
9. Long-Term Financial Planning — Government Finance Officers Association
10. Capital Planning Policies — Government Finance Officers Association