

## GLAMPING FACT SHEET

|             |   |
|-------------|---|
| OWNER       | Starwood Capital Group  |
| LOCATION    | Holes 1-3, Woods Course<br>Princeville Makai  |
| DESCRIPTION | 50 luxury glamping tents, arrival pavilion, grab-n-go cafe, fitness center expansion  |
| OPERATOR    | SH Hotels and Resorts   |
| DEVELOPER   | East West Partners  |
| ARCHITECT   | Hart Howerton   |
| COMMUNITY   | Direct and indirect job creation, charitable program development additional tax revenue, enhanced community amenities, preservation of open space |

## GLAMPING IN PRINCEVILLE: INTRODUCTION, PLANS AND FREQUENTLY ASKED QUESTIONS

### Glamping

*Noun*

A form of camping involving accommodation and facilities more luxurious than those associated with traditional camping.



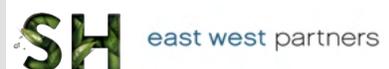
## ALOHA PHCA MEMBERS,

We are pleased that the PHCA staff and Board of Directors have offered us the opportunity to reach out to you about the luxury glamping concept that Starwood Capital Group (SCG) and East West Partners have been exploring. Over the past year, we've talked with neighbors to present the project and hear their thoughts about glamping in Princeville. Mahalo to everyone we've talked with thus far. We have incorporated much of what we have heard from you into our design, program, and operation. The plan is greatly improved as a result of the thoughtful response we have received from you. Your continued input and feedback are greatly appreciated.

We're writing to share more information, answer frequently asked questions, and provide the latest conceptual plan from our design team at Hart Howerton. We are available to answer any questions and encourage each of you to reach out whenever useful.

### LATEST UPDATES AND DETAILS

- **Golf Course Dedication.** Starwood is willing to dedicate the remaining golf course lands, in perpetuity, to golf use only in exchange for PHCA support of glamping on Woods Course holes 1-3. Please review the May 1, 2021 letter to the PHCA board outlining our proposed agreement.
- **Site Plan Revisions.** Development of an updated site plan (attached). A few items to note:
  1. The new proposed plan incorporates a natural passive open space, increasing the distance between the adjacent homes and the glamping tents. A dense landscape buffer has been introduced to ensure the privacy of all.
  2. The organic farm and orchard concept has been abandoned and converted to open grasslands and passive lawns.
  3. In order to ensure as peaceful of an environment as possible for the community and our guests, activity pavilions and spa tents have been removed from the program and commercial activities will be supported on the existing Makai commercial parcels.
- **Ongoing Community Support.** All guests staying at the 1 Hotel Hanalei Bay and glamping resort will be requested to make a voluntary donation to be contributed to local organizations active on the North Shore.
- **Fitness Improvements.** The current fitness center at the Makai Clubhouse will be enhanced and offer a covered outdoor area, improved pool and deck, and a flat lawn for group fitness classes. Kama`aina rates will be offered.
- **Dining.** A grab-n-go outlet will be provided for guests at the Arrival Pavilion.





- **Expanded Path Network.** The community walking paths leading to the new 1 Hotel will be improved to provide a more seamless walking experience. SCG will make a contribution to the PHCA to develop new paths within the community.

## GOLF COURSE BACKGROUND

The golf course has struggled for many years to be financially solvent, and previous owners have considered discontinuing its operations and/or selling the land. SCG is interested in using a portion of the course for glamping, which allows the property to generate revenue and continue golf operations in the other areas of the property. Glamping development provides for a low-density and low-impact approach that is less obtrusive than single-family home development while helping to sustain the economic viability of the Makai course. Financial solvency is critical if the golf course is to contribute to the local economy in a meaningful and sustained way.

## CONCEPT OVERVIEW

The glamping site will host 50 tents and associated amenities to maximize the natural beauty of Kaua`i, while implementing sustainable, leave-no-trace practices. Tents will feature all the comforts of a 5-star resort, from modern restrooms to luxury bedding. The glamping units will be supported by and have access to all the amenities of the 1 Hotel Hanalei Bay down the street. By utilizing the in-place infrastructure of the hotel, we have been able to lessen our footprint and provide a more efficient operation.

## GLAMPING COMMUNITY BENEFITS

**Sustainability.** Glamping accommodations are lower impact on the environment and more focused on sustainability than traditional golf use.

**Jobs.** The project and amenities, as well as the construction of the site, will provide economic opportunities for local workers and business owners. New jobs will be created for residents, beyond what is needed for 1 Hotel Hanalei Bay, which will also service the glamping site. In addition to the direct employees of the glamping operation, the development of the project will also result in a number of construction jobs for local contractors and sub-contractors.

**Local Community Support.** We are working with the operator to establish a donation fund that will be donated annually to North Shore organizations.

**Aligned Recreational Values.** Glamping appeals to a wide-ranging demographic who seek sustainable, unique natural experiences. Glamping will encourage the next generation to fall in love with, recreate at, and ensure a thriving Princeville for years to come.





## VISUALS

Included in this document are the latest conceptual site plans. For those of you who have seen the original version, you'll see that we've incorporated your feedback to create a glamping site which is good for glampers and adjacent homeowners alike.

## WHAT'S HAPPENING NOW

While this letter marks the completion of our initial community outreach effort, we look forward to continuing discussions with neighbors and other community members. We are working with the PHCA Board to provide certainty regarding the broader commitments we are making to the community and completing the Use Permit Application. We plan on submitting the Use Permit application to the County of Kauai Planning Department on May 17th, and plan to continue engagement with the PHCA Board and community to finalize our plan.

## CONTACT US ANYTIME

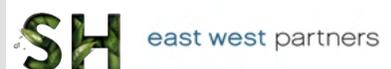
Please contact us if you have any questions or would like to receive more information. We appreciate your interest in the project and we'll keep you updated at the monthly PHCA meetings.

Thank you to the PHCA staff and Board of Directors for continued opportunity to reach out to the entire membership. We look forward to ongoing collaboration.

Mahalo,

Jason Cruce, Starwood Capital Group  
[jcruce@starwood.com](mailto:jcruce@starwood.com)

Mark Hall, East West Partners  
[mhall@ewpartners.com](mailto:mhall@ewpartners.com)

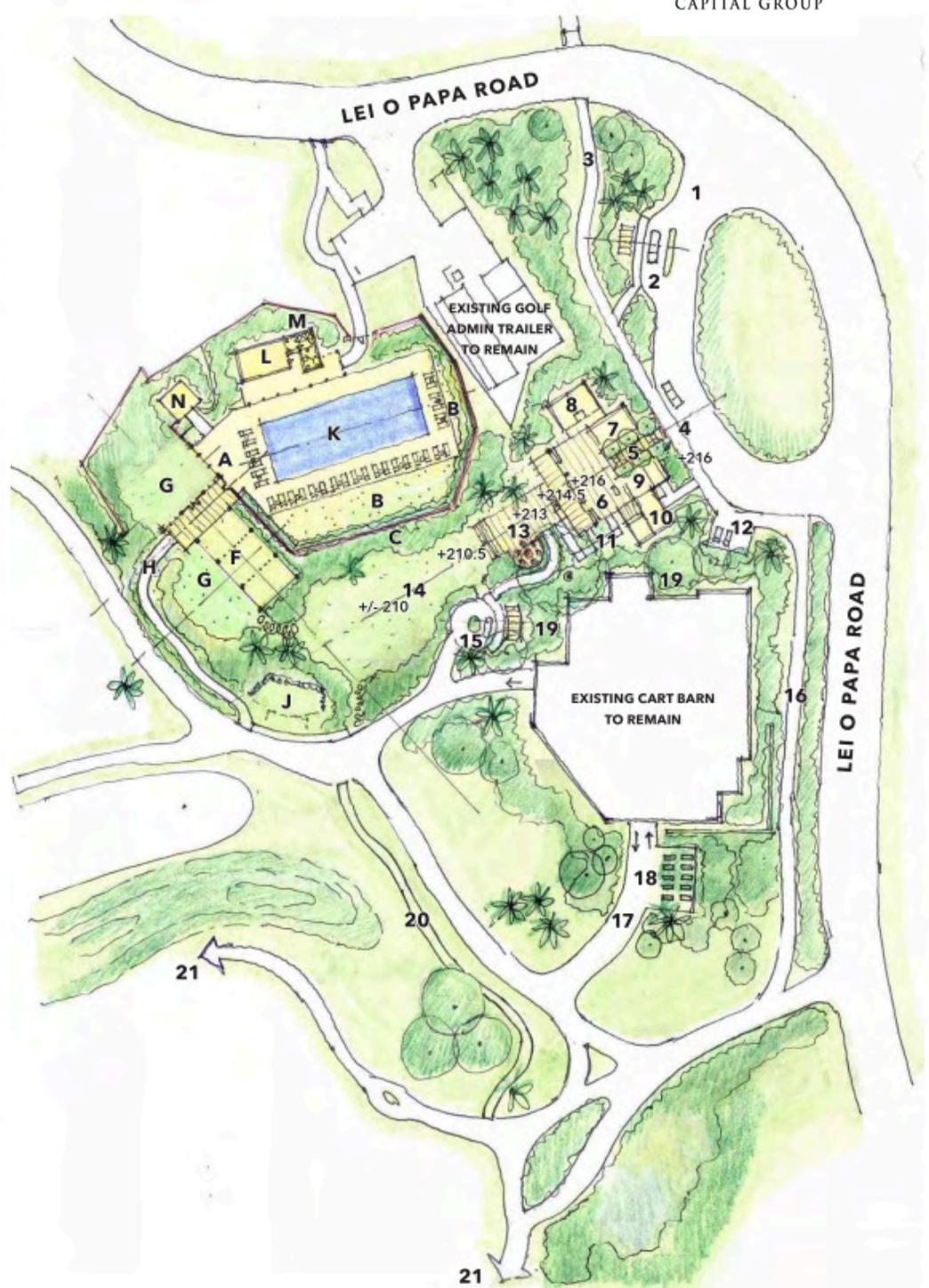




## Current Glamping Masterplan

*A passive open space has been introduced along the existing third fairway including a landscaped buffer to minimize the impact to homeowners. Additionally, commercial programming has been reduced.*

| LEGEND                  |  |
|-------------------------|--|
| #                       | Spaces   |
| <b>Arrival Pavilion</b> |  |
| 1                       | Arrival Entry  |
| 2                       | Shuttle Pick-Up / Drop-Off                                 |
| 3                       | New Pedestrian Path for Guest / Valet                      |
| 4                       | Arrival Pavilion Drop-Off                                  |
| 5                       | Lobby Lounge / Check-In (Open Pavilion)                    |
| 6                       | Entry Garden   |
| 7                       | Valet / Office / Fire Control / IT                         |
| 8                       | Guest Restrooms  |
| 9                       | Admin / Luggage Storage / Bell Storage/ Employee Bathrooms |
| 10                      | Grab & Go/ Pantry  |
| 11                      | Handicap Ramp  |
| 12                      | Cart Staging   |
| 13                      | Wood Platform & Fire Pit under Canopy Tree                 |
| 14                      | Activity Lawn  |
| 15                      | Guest Cart Pick-Up   |
| 16                      | Service Cart Path  |
| 17                      | New Cart Path  |
| 18                      | New Cart Staging Area                                      |
| 19                      | Remove Existing Cart Path in this area                     |
| 20                      | New Pedestrian Path to Tents                               |
| 21                      | To Tents   |
| <b>Fitness / Pool</b>   |  |
| A                       | Expand Existing Pool Deck                                  |
| B                       | New Landscape Area - Lawn/ Sand                            |
| C                       | New Pool Fence (w/ Planting on both sides)                 |
| F                       | New Yoga Pavilion - Non-conditioned (1,200 SF)             |
| G                       | New Fitness / Yoga Lawn                                    |
| H                       | New Guest Access Path                                      |
| J                       | (E) Luau / Possible Food Truck Staging                     |
| K                       | Existing Pool  |
| L                       | Existing Fitness Pavilion                                  |
| M                       | Existing Bathroom Renovation per Code Requirement          |
| N                       | Existing Pool Mech. Room                                   |



## Proposed Commercial Area Layout

*A smaller scale arrivals pavillion utilizing existing golf course infrastructure is now planned along with an expansion of the present day fitness center. Memberships to the updated fitness center will remain available to the community.*



## **Arrival and Fitness Conceptual Design**

*Conceptual renderings of the Arrivals Pavilion (top image) and expanded Fitness Center (bottom image). The Arrivals Pavilion serves as the communal area and transfer point for glampers to access 1 Hotel Hanalei Bay.*



## Typical Glamping Site

*Glamping sites each feature a traditional canvas safari tent with bathroom, thatched roof rain shelter and lanai.*

# Frequently Asked Questions



## **What is Glamping?**

Our version of "glamping" is a luxury version of camping provided in sturdy canvas tents with en-suite bathroom facilities. Similar to traditional camping, the emphasis is on a connection with nature. No televisions or stereos are provided, and we encourage our guests to enjoy the bounty of all that Kauai has to offer.

## **Who is the developer of the project?**

Starwood Capital Group (resort owner) and East West Partners (renovation and development manager), along with input from SH Hotels and Resorts (resort operator).

## **What is the proposed plan?**

To transform the Woods holes 1 through 3 into a luxurious glamp-site with up to 50 glamping tents, to build an arrival pavilion, improvements to Makai Princeville's food and beverage operations, enhancements to the existing fitness center and an improved trail/signage system within Princeville.

## **What is the timing for this project?**

Planning is underway. Provided we undergo a normal permitting process, we anticipate opening the glamping site in mid 2022.

## **Who is operating the glamping site when complete?**

SH Hotels and Resorts, the same operator as the newly renovated 1 Hotel Hanalei Bay, will operate the glamping site. Troon Golf will continue to manage golf course operations.

## **Where is the glamping site?**

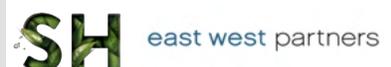
It's located directly west of Lei O Papa Road and south of Ka Haku Road on holes 1-3 of the current Woods course.

## **What happens to the Woods golf course?**

The golf course has been challenged for many years to be financially solvent. Previous owners have considered discontinuing the golf course's operations and/or selling the land. To that end, using a portion of the course for glamping allows the property to generate revenue and continue to support the larger Makai course.

## **What will happen to the remaining Woods holes 4 through 9?**

These holes will be re-dedicated to recreational use including golf, disc golf, park space or passive open space. Starwood is willing to negotiate the sale of this land to the PHCA.



# Frequently Asked Questions



## **What will happen to the glamping site (Woods holes 1 through 3) if the glamping concept doesn't work?**

We anticipate glamping to be a long-term, sustainable solution for the land. The site will be committed to glamping or recreational use in perpetuity. Rest assured; glamping is not a first step toward a plan to develop permanent housing.

## **What happens to the golf course property in 2026 if no action is taken by Starwood Capital Group?**

In 2026, the golf course loses its 50-year dedication as open space. If successful in its use permit application the owner of the property will cooperate with the community and county to re-zone the course to ensure that it will remain a golf course and/or open space after the dedication expires. In the event that Starwood is not successful in its pursuit of glamping or other profitable use prior to the expiration of the dedication, the land becomes available for development according Kauai County Zoning.

## **Will the owner provide some assurance that Makai course holes 1 through 18 will not become a sea of homes?**

Yes. The 18-hole Makai course dedication will be re-established in perpetuity to allow only recreational use on the golf course / open-space.

## **How will the golf course operate?**

Troon will continue to manage the Makai 18-hole course, and until the longer-term plan is in place, Troon will continue to manage holes 4 through 9 of the Woods course.

## **Will the tents be visible when driving on Ka Haku Road, Liholiho Road, or Lei O Papa Road?**

Tents should not be visible from Ka Haku Road. Some tents may be visible from Liholiho Road and Lei O Papa Road, at least until the new landscaping grows in. As the concept is focused on guests being surrounded by nature and the privacy it can provide, the project's landscaping will be designed to surround the tents with living barriers, as much as possible.

## **Will adjacent neighbors be able to see glampers from their homes?**

While the surrounding landscape will minimize the visibility of the glamping tents and guests, some guests may be visible from the perimeter of the site from time to time.

## **How will the noise and activity level differ from current golf course activity?**

We anticipate that the activity level will be similar to current golf course activity, and possibly even less. The project will be enhanced with added landscaping and berms to help reduce noise and increase privacy. SH will implement a strict Quiet Hours policy out of respect for our neighbors as well as our other guests.



# Frequently Asked Questions



## **Will vehicles be allowed on the glamping site and where will the glampers park?**

Only maintenance vehicles will be allowed on the site. Glamper's vehicles, if they choose a rental car in lieu of a shuttle, will be parked in the Makai parking lot.

## **Will the project provide any community benefits?**

Yes. New and improved food and beverage options, an enhanced fitness center, improved walking trails, job creation, increased tax revenues and support for workforce housing initiatives will be provided.

## **Will the tents be equipped with air conditioning and kitchens?**

We are exploring only quiet solutions for AC, including portable electric units placed inside the tents. We understand that AC compressors outside can be loud and unsightly. No kitchens will be provided within the tents.

## **How big are the glamping tents?**

Tent design is still in progress, but we are anticipating single tents to be about 500 interior square feet plus an exterior lanai.

## **How many occupants will each tent accommodate?**

Most of the tents will have single king beds and accommodate two people. A handful of tents will be larger to accommodate families or small groups.

## **What type of guests will glamp?**

Glamping will appeal to a wide range demographic who all seek the most sustainable, unique nature experiences. Glamping attracts participant from all walks of life, both old and young. Ultimately Kauai is a relatively expensive destination, and we expect mostly couples and small groups.

## **Will we offer kama`aina rates?**

Yes. However, specific rates are at the discretion of the operator, seasonal and subject to supply and demand constraints.

## **Is the County of Kauai aware of the project?**

We have discussed the project and toured the property with the Planning Director and other representatives of the County of Kauai Planning Department. They communicated that the project is aligned with the area's land use and encouraged us to proceed with community outreach to gain support from the larger Princeville community.

## **What is involved the project's regulatory process?**

The project will requires a use permit under the current zoning as well as a grading permit from the County of Kauai. Once these are secured, the project may apply for building permits.



# Frequently Asked Questions



## **Will you be required to secure approval from the Princeville Community Association?**

No, it's not a requirement since Makai Princeville is not a member of the PCHA, but in the interest of being good neighbors we are working to gain the support of the PHCA and broader community.

## **Are workforce housing units required with this project?**

All new development on Kauai triggers the County's Workforce housing requirements, which we will fulfill based upon a study required to determine the level of need. We are currently in conversation with the County Planning and Housing Departments to understand the details of the requirements. The required housing will be accommodated either via payment of a fee or development outside of Princeville.

## **How many people will be employed by this project?**

The operator will determine the workforce requirements, but we anticipate over 30 employees will need to be hired to manage and maintain the glamping site and glamping amenities based on the current program requirements.

## **Have we spoken with employees or the union about this project?**

SH Hotels and Resorts is the point of contact and will reach out to employees and the union when appropriate.

## **Why is this type of vacation experience important for Kauai?**

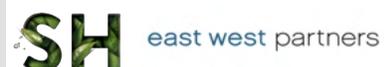
We see glamping as an opportunity to create visitor accommodations that are lower impact on the environment and more focused on sustainability in comparison to traditional hotel rooms. We are seeing more visitors holding these values in high priority and believe that this trend will grow. These are the experiences and visitors that this project would like to bring to Kauai. Furthermore, given the COVID-19 pandemic, glamping is also more conducive for physical distancing versus traditional hotel rooms. We wish to be agile during these unprecedented times to lay the foundation for safer travel experiences while maintaining the visitor industry on Kauai.

## **How will water and bathrooms in the tent work?**

We will get water from and treat all sewage with Princeville Utilities Company, who has confirmed adequate capacity. Princeville Utilities will receive additional connection fees similar to any other development in the community that allow for system upgrades and improvements.

## **Will the project utilize renewable energy? If so, what types and how much of the property's energy will be generated by renewable energy?**

No renewable energy source is anticipated to be constructed on-site for the project, although the project will be designed and built with sustainable practices in mind. Starwood and SH Hotels and Resorts always endeavor to purchase renewable energy.



# Frequently Asked Questions



## **Will you hire local contractors and trade partners?**

Yes, we intend to hire local contractors and trade partners. We are proud to be using Kaua'i and Hawai'i companies just as we have on the Princeville Resort renovation.

## **During the construction phase, how will you minimize traffic, noise and dust during construction?**

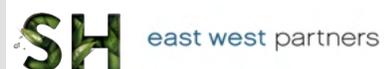
Traffic involving construction vehicles will not affect normal flow on the main road in an out of Princeville. Site access will be via Hanalei Plantation and Lei o Papa roads. Constructing tents is less intrusive and produce less noise and dust than building traditional structures. That said, dust barriers will be installed and noise mitigations will be implemented similar to any construction site.

## **Will you remove any trees on the property? If so, which ones?**

Yes, but very selectively. There are invasive and unhealthy trees on the property which will be removed. Many more new trees and plants will be added than removed.

## **How will you protect the birds that frequent the golf course?**

Lighting will adhere to all regulations to protect all sensitive species. Additionally, we will take the necessary care to ensure that birds on the property will continue to be safe and comfortable. They should be even happier with the enhanced landscaped environment of the glamping site than they were with the golf course.



# More about us . . .



## About Starwood Capital Group

Starwood Capital Group is a private investment firm with a core focus on global real estate, and clean energy infrastructure. The Firm and its affiliates maintain 16 offices in seven countries around the world, and currently have approximately 4,000 employees. Since its inception in 1991, Starwood Capital Group has raised over \$45 billion of equity capital, and currently has in excess of \$60 billion of assets under management. The Firm has invested in virtually every category of real estate on a global basis, opportunistically shifting asset classes, geographies and positions in the capital stack as it perceives risk/reward dynamics to be evolving. Over the past 28 years, Starwood Capital Group and its affiliates have successfully executed an investment strategy that involves building enterprises in both the private and public markets. Additional information can be found at [starwoodcapital.com](http://starwoodcapital.com).

## About SH Hotels & Resorts

SH Hotels & Resorts, an affiliate of global private investment firm Starwood Capital Group, is a hotel brand management company that operates 1 Hotels, a nature-inspired lifestyle brand that launched in 2015 with properties in South Beach and Manhattan; and Baccarat Hotels & Resorts, a luxury brand that made its debut in March 2015 with the opening of its flagship property in New York, with projects under development in Doha and Bordeaux. Leveraging its marketing, design, operational and technological expertise, SH Hotels & Resorts is the force behind some of the most groundbreaking and dynamic hotel brands in the world.

## About 1 Hotels

As a luxury lifestyle hotel brand inspired by nature, 1 Hotels cultivates the best of sustainable design and architecture, together with extraordinary comfort and an unrivaled level of service. 1 Hotels, which launched in 2015 with the opening of exclusive properties in Miami's South Beach and Manhattan's Central Park, followed by Brooklyn, located on the East River, in February 2017, and 1 West Hollywood, on Sunset Boulevard, in June 2019, is inspired by a simple idea: those that travel the world should also care about it, it is, after all, 1 world. 1 Hotels upholds this vision by channeling nature through design and culinary partnerships, while connecting with the local community and taking sustainable steps to make a big difference. In the 2019 Conde Nast Traveler Reader's Choice Awards, 1 Hotel South Beach was awarded #1 in the top 10 Hotels in Miami. 1 Hotel Central Park and 1 Hotel Brooklyn Bridge claimed the #5 and #8 spots respectively in the Top 50 Hotels in New York City. The brand is expanding with the recent opening of its Los Angeles property, which was ranked #4 Hotel in the United States by 2019 Conde Nast Traveler Reader's Choice Awards, and with properties under development in Nashville, Sunnyvale, Hanalei Bay, Cabo San Lucas, Paris, Haitang Bay, Melbourne and Toronto. Additional information can be found at [1hotels.com](http://1hotels.com).



# More about us . . .



## **About East West Partners**

East West Partners is devoted to building, selling, managing and supporting high-quality real estate and life experiences. Their focus is on innovation, sustainability and community. Since 1986, the firm has developed and sold over \$7 billion of residential and commercial real estate across the country. East West Partners is one of only two companies to have received three Urban Land Institute Awards for Excellence for their projects – Beaver Creek Village, Beaver Creek Colorado, Union Station Neighborhood, Denver Colorado and Riverfront Park, Denver Colorado. The Denver headquarters of East West Partners, which is coordinating the Princeville Resort renovation that will become 1 Hotel Hanalei Bay once complete, announced it has been ranked No. 1 Large Company on the list of 2019 Top Workplaces awarded by The Denver Post. In addition, East West Partners' CEO Chris Frampton was named Top Large Company Leader for his leadership. On Kaua'i, East West Partners, in partnership with A&B Properties, founded Kukui`ula Club Villas in the fall of 2013. For more information on East West Partners, visit [www.ewpartners.com](http://www.ewpartners.com)

