



Rice Street Revitalization Study

May 2, 2017

As part of an ongoing effort to support community revitalization, the Kauai Board of REALTORS®, with financial support of the National Association of REALTORS®, engaged Loescher Consulting to explore strategies for the revitalization of the Rice Street commercial district.

ISSUES

As the historic center of the community, Rice Street remains an important component to the economy and quality of Life for Lihue. Like many downtowns and Main Streets of smaller communities elsewhere, Rice Street has experienced a significant decline, with many established businesses leaving the downtown for Kikui Grove and other shopping centers. In addition, growing traffic problems - as well as real and perceived crime and safety issues - has all contributed to a negative image of Rice Street.

Despite significant planning and support by the County government, (including the Lihue Town Core Design Plan, and more recent support for a branding campaign and the Lihue Town Core Mobility and Revitalization - a Tiger grant-funded series of infrastructure improvements - commitment by businesses and investors to redevelop and improve properties in the Rice Street downtown district has lagged. As a result, Lihue lacks a strong core and civic gathering place; a key element of the County's smart growth strategy for the community.

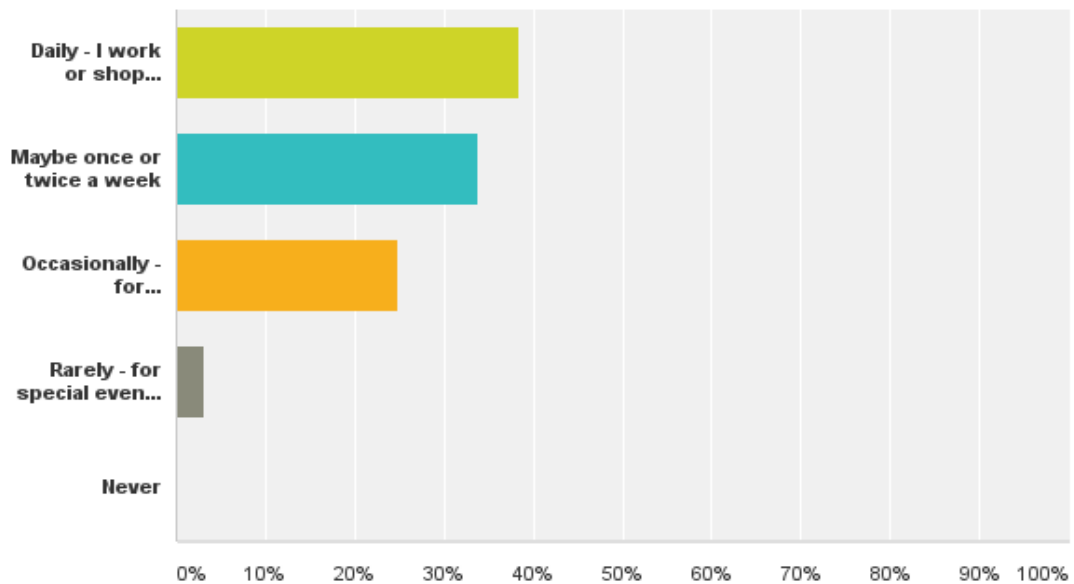
INPUT

To explore Rice Street's potential and the community's organizational capacity for revitalization, all relevant planning efforts, such as the Lihu'e Town Core Design Guidelines, were reviewed as a basis for understanding the community vision for the future.

In addition, more than 300 local residents offered in-depth feedback through an on-line survey conducted from November 2016 - April 2017. (See full results below).

Finally, key community leaders, property and business owners and entrepreneurs were interviewed to explore obstacles and potential for Rice Street redevelopment. Based on a synthesis of inputs, the following observations can be made:

Survey Question: How often do you visit Rice Street?



1. **Role of District** - While Rice Street has clearly seen its heyday pass; it remains an active and frequently visited destination for residents and non-residents alike. In addition to being a primary transportation route, Rice Street endures as a commercial and institutional hub, with government offices and businesses drawing many workers and patrons. While other centers have pulled the majority of retail out of downtown, Rice Street continues to be seen as the historic heart of Lihu'e.

Survey Question: What three words come to mind when you think of Rice Street TODAY?

Dangerous Vacant Outdated Kauai Ugly Dead
Congested Uninviting Parking County
Traffic Town Street Pedestrian Dirty Busy
Narrow Historic Boring Slow Run

2. **Physical Conditions** – Rice Street exhibits a wide range of building styles, periods and architecture, mixing pedestrian and automotive-oriented spaces uneasily. While this presents an incongruous image, the larger issue is the lack of maintenance and reinvestment in properties. As a result, residents and shoppers most frequently use words like “dirty” and “rundown” to describe what was once the gem of the community.
3. **Business Mix** – As mentioned previously, Rice Street offers little range in retail offerings, and given the abundance of shopping center options, as well as physical conditions noted, the short-term potential for retail development may be limited. However, Rice Street and environs still retains many popular eating and drinking establishments, including relative newcomers such as Kauai Beer Company. Altogether, Rice Streets offers a strong and potentially growing destination in this market segment.
4. **Pedestrian Amenities** – One of the most often cited issues for Rice Street has been the lack of basic and consistent pedestrian facilities. Lack of well-kept sidewalks, benches, landscaping and safe crosswalks inhibit the desirability of downtown. Residents find little reason to linger when the public space seems inhospitable. (See comments below).
5. **Transportation & Access** – Beyond pedestrian amenities, overall accessibility and safe transit options are severely compromised in some sections of Rice Street. The slated improvements through the Lihu’e Town Core Mobility and Revitalization plan will address some of these issues, but until changes are made, these obstacles will hinder more robust development.

Survey Question: What three words describe the ideal Rice Street of the FUTURE?

Revitalized Inviting Charming Modern Flow Bike
Traffic Social Safe Fun Pedestrian
Walking Walkable Exciting Shopping
Businesses Parking Restaurants Attractive
Fresh Vibrant Food Clean Street Beautiful Lively
Green Welcoming

6. **Image & Reputation** – The survey made evident the strong interests of residents in improving Rice Street; a hopeful indication of commitment by residents in revitalization activities. While the current state of the street is overwhelmingly negative, survey respondents still envision a walkable, vibrant district they can call their own.

RECOMMENDATIONS

Phase I of the study was intended to identify key issues and conditions, as reported by respondents through the survey and interview, and to identify the most useful options for on-site consulting to be conducted in Phase II, which will take place in September of 2017.

Based on input and evaluations, it is our recommendation that the community pursue the development of a long-term revitalization organization and program of community events, business recruitment and assistance, storefront improvements and community leadership-development.

Many communities have successfully adapted the Main Street® approach to commercial district revitalization, regardless of whether they have an established organization with paid staff or all-volunteer efforts at the beginning stages of organizing.

NEXT STEPS

The survey summary on the following pages offers both a depth of community perspective as well as an important and valuable core group of potential volunteers, who have already committed to some level of engagement and support. (See Q 11 below)

With this groundswell of interest and involvement that has been elicited by the County's efforts to support both the Tiger grant and the Rice Street branding

campaign - as well as the emerging Rice Street Revitalization Committee - there is a promising start for a sustainable and effective program to be launched.

Once the Phase II consultant has been engaged, planning can begin for an on-site visit by a revitalization professional who will conduct a series of meetings with key community leaders and the Rice Street revitalization committee that is currently planning the September Block Party. The objective will be to facilitate a consensus and commitment by Rice Street stakeholders, County leaders and community residents on how to launch a long-term program to bring vibrancy back to Rice Street - as the historic heart of Lihu'e.

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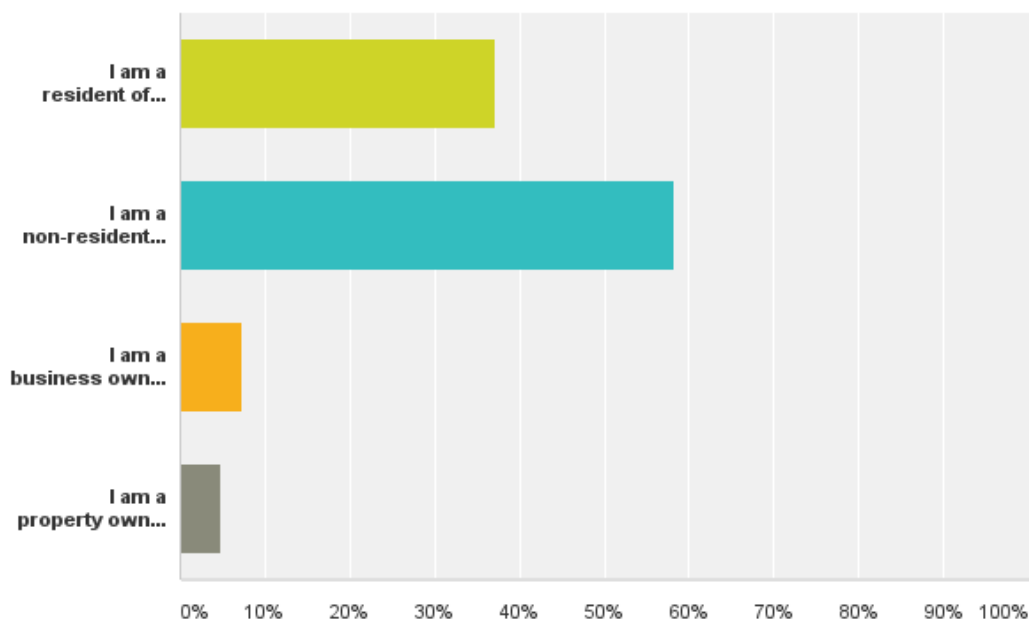
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Appendix

RICE STREET REVITALIZATION SURVEY

Conducted by Loescher Consulting
November 2016- April 2017

Q 1 Please tell us about your interest in Rice Street



Q 5 Do you see Rice Street as the heart of the Community? (those answering "NO"):

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| Times have changed. The activity of Lihue has moved to Kukui Grove area. |
| Street is too short. Not as convenient as Kapaa where most people go |
| It is NOT a walking area. Most businesses are else where, in Lihue. |
| The places I regularly go, see and do are not there and I don't expect them to be there. Why force them to be there when there is no real opportunity to provide the proper access and parking. |
| Lost key places on or near Rice St. in the last few years, Big Save, American Savings, and Kauai Toyota |
| There is little business on Rice, nor has there been in years. There is no safe access, other than in a vehicle to the Harbor. |
| Besides the County buildings there's nothing really on the street that will attract visitors and kama'aina. |
| The heart of Lihue is at Kukui Grove Shopping Center. |
| Walmart, Hilo Hattie, Apple, 7-11, Kmart, Costco, Safeway, Home Depot, Macy's all more frequently visited. |
| Not enough activities there or choices for food, etc, lack of connectivity with civic |

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| uses |
| All of the businesses are moving out due to traffic and congestion. There is only a bar which does nothing to enhance |
| Business are moving away from there. Going to Kukui Grove, Kukui Grove West or Safeway Shopping Center |
| that was the in past |
| Businesses are moving to Hokulei and Kukui Mall. Lihue is the county government center. The heart should be Kukui Mall and Hokulei area. |
| Most of the businesses are not on Rice Street. |
| Not now. It can be but you need a parking lot and shuttle busses, no on street parking and try use old buildings for something other than county offices. Those are much improved, but we don't need more. Do something right to give the homeless-there are easily twice as many as you imagine and they need a roof and a bathroom. This need not be expensive but it needs to happen very soon. |
| It used to be but for me many businesses I frequently go to have been moved or closed such as Big Save, American Savings Bank and KCFCU. |
| To busy commercially. Doesn't show the aloha and paradise of the island. |
| There are other shops and businesses that are already taking that image away from rice street. |
| (Assuming you mean currently, as opposed to the ideal future.) There are too few businesses or other destinations on Rice that attract us for us to feel like it is the heart of town. (Our main destination when we go to Rice is Ace Hardware, and even then we come in from the south and avoid the upper parts of Rice.) How can it be the heart if we go there only when we have too? Also, The street has a neglected feel. Its has developed as a hodge-podge of small 'strip mall' insets, the design of which assumes most people will arrive by car. Rice Street lacks color, attractive plantings, and cleanliness. |
| Kauai's major shopping center, retirement center, community college and many health facilities are all located farther West |
| Most only go there when it is necessary. Bad traffic conditions. Poor parking conditions. Vendor absence. |
| No central draw, needs a park surrounded by coffee shops, restaurants, etc....or something. Go retro if not modern, highlight the history of the Rice family and other island-specific interest (maybe a monument on each block that once beautified, visitors can walk and learn. Very sad, would love to see Rice St. claim its glory. |
| Shopping continues to move south. |
| Needs more eating choices, greenery besides the old county building |
| The business are too far apart for walking. They aren't where I shop for necessities. The buildings are tired, rundown & neglected. How will the Tiger Project help rebuild the existing individual businesses to make them profitable? |
| The heart is along the highway between the government center and hospital |
| The center of retail is kukui grove and there are virtually no restaurants on Rice Street. Rice Street is the only pass-through street nearby Post Office would have to go. |
| Because it is so mismanaged, the highway is the heart, a Rice is the bowel. |
| The desirable shops are in the malls and easier to access and park. Its extremely dangerous driving and walking on Rice. |
| drugs & alcohol are not the heart of a community |
| To congested no parking available for business. side street parking closing off one lane screws up traffic. |
| not now but it should be. Old courthouse or police station should be converted into something useful & interesting to attract families, support workers. |
| Hopefully there will be uncongested bypasses, less traffic, more lanes unobstructed |

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| by parking. |
| regulations discourage new business no post office? |
| Parking,layout,dilapidated,messy |
| The county will make it impossible to reconstruct the business into storefronts. Over regulation will always restrict growth. |
| Not all things are just about money and haole values. |
| Everything is, or considering, moving out - Big Save, Post Office and shopping. Very few places to walk or bike to |
| It's just a street, difficult to use, dangerous for pedestrians. Complicated due to off and on parking zones, lack of left turn lanes, lack of enforcement of parking rules. |
| you built a second mall area in puhi along with costco so visitors could easily get their supplies and head south or north you've gutted lihue by closing the big save down now you want to move the post office so locals dont go there anymore |
| It's not really a place where you can get from point A to B safely. Too much going on. Crosswalks with people crossing /cars turning out of businesses /cars making the right and left turns / roads too narrow/ not safe anymore |
| It's not a place where a lot of events happen. Well, besides the Christmas parade which I think is the only time Kauai residents spend more than an hour or so there. |
| I see it as one of two main arteries in Lihue |
| Just the street that gets you there..not a lot to encourage participation or variety on the street |
| Not any more. It could have been. There's no reason to go there. It's just a thoroughfare which results in a huge traffic jam. Very BAD and irresponsible planning. |
| It is run down with no reinvestment to most of the buildings aesthetics inside and out. Traffic and parking is confusing. I try to avoid the area. |
| Because the heart is currently on Kuhio Hwy. rice St. Is more of the liver. It filters. |
| I see Rice Street as the business district of Lihue not a social hub. There's no diversity to attract or lure me to the location. |
| attempt at a homeless shelter in a historic building in the middle of what was to be a redeveloped urban area, busy busy street with harried commuters trying to get where they are going, coupled with a vision of citizens strolling and biking to restaurants and a variety of small businesses, it is too much of a clash and not working |
| I think it was the center of Lihue a long time ago but not any more. However, I truly believe it can be the 'heart' of Lihue again!! We are headed in the right direction! |
| Yes it could be. Currently the lack of interesting restaurants, shops and cafes give pedestrians nothing to make them linger or browse down the street. |
| I only go when I have to go to rice street because of the access and parking. There is not much there business and recreation wise to invite me to be there. |
| While there are many businesses on Rice Street, there are also many on Kuhio Hwy. Rice street doesn't really have 'window shopping' or nice views if 'strolling'. |
| There is not much to do in the area |
| Not easily accessible |
| I do business with both ends of rice but don't have any reason to stop in the middle. |
| Not currently. Not much in the way of businesses to draw people in on a regular basis. Most of the food businesses on or around Rice feel old and stale to me. No real reason for me to visit Rice street on a regular basis |
| But it should be made into the "Heart" of Kauai |
| Not for a long time. Business are moving out for better access to customers. Parking is horrible. Buildings and landscaping have not been kept up. Homeless problem, Old police station should be demolished. Over by Kukui Grove Is cleaner, |

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| more attractive and has anchor stores to draw shoppers. |
| It had its chance but as you can see all the businesses moved to the new Lihue retail space. And now the post office. It's over! |
| Just because it's the main street does not make it the heart of Lihue. You have many streets in Lihue and they all connect |
| There are multiple places that make up Lihue and would not say that one place is more important than another. |
| It is more often a means of getting to places like the airport. |
| To be the heart you must have vital areas and destinations to make a complete community. We lack a major grocery store. All other businesses on Rice St close at night and street shuts down. |
| The mall has a draw with Starbucks and shopping |
| Kukui Grove |
| Actually, a maybe. It shares its heart with Kukui Grove |
| It used to be, but everything is spread out between Walmart and Puhi now. Even the County and State offices are all over the place. |
| If it were the heart of the community, people would be there daylight and evenings where a variety of needs could be met. |
| Back in the day it was decided by the powers to be that this "heart" was moved to kukui grove. That is where the "heart" went |
| it is less friendly, more industrial. Does not offer a nice area to walk/shop, very little lunch/dining options. |
| It could and should be, but it's the main road and traffic is terrible. Parking is not great either. Not much to draw people there either. |
| Partly, but still too spread out in Lihue, for Rice Street to be center of all Lihue Activity. |
| Think the heart of Lihue has moved to Kukui Grove Area. |
| I think the heart of Lihue now stretches from Puhi to Rice Street. |
| Every community has their own charm, but Lihue is so big that the normal everyday resident is not going to gather at "Main Street" going back to the 60s. |
| It could be, but it's a moribund place |
| Not the hub of business anymore. Most of the shops are at Kukui Grove/Puhi. |
| Right now it is spread out on Kuhio and Rice Street with the "heart" being the County Buildings |
| destination restaurants and shops are found in other areas |
| Yes and No... The government and banking side of things is important... the lack of parking is causing the businesses to locate in other areas. |
| It should be - but it isn't there yet |
| too much closed businesses on Rice Street. Especially with American Savings and Kauai Toyota moving location. |
| Nothing to do unless you need the PO, the County of a bank |
| I think it has the potential to be, but right now, there's often no need to go there. |
| There is very little need and less desire to visit Rice St. It is difficult to navigate and does NOT have flow or Feng Shui with any Hawaiian Style, and throwing money at it is like putting lipstick on a pig! |
| I think of kikui grove as more the heart |
| Kukui Grove is the heart of Lihue |
| I don't live in Lihue so I can't really speak to that |
| It does not offer all of the necessities to provide for the daily needs of a community. |
| should be - but the mall / Costco / Safeway etc. is. |
| Lihue is split into two separate town centers. Rice is one the other is along Kuhio Hwy. Its heart is the Civic Center. |

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| It's not pedestrian friendly and parking is difficult to find. |
| The economic center has moved up the high way. |
| Needs help; not enough activity |
| Frequent other areas more |
| No business is moving away to Puhi in a westerly direction, even Kauai Realty is moving with their bldg. for sale. |
| Not currently, but I think it could certainly become the "welcome" street of the Lihue community. |
| It is too far from the ocean |
| While it is the County Government home as well housing the big banks and main post office, Lihue town has expanded to include West Lihue as well as the East Lihue. Rice street WAS the heart of Lihue and still has opportunity to be a destination. |
| more a could be than an "is" |
| The heart has moved to Kukui Grove area |
| I don't see a heart to Lihue. It is a pretty boring town overall. Kapaa has more character. Lihue doesn't have a unique, upbeat image. |

Q 6 How would you rate the following aspect of Rice Street

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| People are not going to ride their bikes there - especially me. I'm 72 years old and live in the Homesteads. |
| There is already a sidewalk on both sides of the street. We don't need wider ones! It's not Kalakaua in Waikiki! |
| This survey seems predisposed to the idea that Rice Street can be some dressed up shopping place or such. Kauai has such fundamental transportation and infrastructure needs that this "revitalization" notion is actually offensive. |
| The visual appeal is near non-existent, the buildings look old, worn old and poorly re-cycled, most retail has moved to Puhi, and the continuation of random street parking on Rice is a on-going nightmare. |
| Rice Street is outdated, unsafe to walk, dirty, unappealing, not convenient. |
| Rice Street has nothing to offer people other than banks and a post office that may close. The banks on this street also have other branches so there's nothing great about rice street or wasting the money to improve it. It's a waste of tax paying dollars when there are more pressing infrastructure issues on this island. I walked down rice street the other week and there were two druggies that passed me on bikes. I held my wallet close to me and kept looking back. Cleaning up the streets and homeless population should be priority |
| currently zero bike infrastructure & the 'sometimes' parking is especially dangerous for bikes (bikes not allowed to use sidewalks, parking lane is very dangerous for bikes) |
| No uniform appearance of building structures, no character or charm, no options for restaurants or shopping, no place to park, hard to ride my bike to do errands, curbs and gutters have weeds, road debris all the time, doesn't appear we take pride in our city and presents a poor image. |
| I generally avoid the area |
| How is adding bike lanes, adding more or removing of traffic lanes and to make it more prone to holding events or even to attempt to give Lihue another image other than what it is known for right now? Leave it be. It's been modified from originally 2 lanes then to 4 but, 2 out that 4 is used for parking?? You have that whatever millions to use, go put it towards fixing the roads!!! From kealia to wailua to puhi to Koloa to lawai to Kalaheo to hanapepe FIX DA ROADS! If not make something for Keiki's! Children of Kauai should have their own little world to escape to, from all the drugs. Keep the Keiki's preoccupied and busy so they don't have time to even hear or see any drugs! Keiki First!!! |
| Leave it as is, rural is the charm, current modifications are ruining it |
| Density of activity needs to be filled in, old buildings need to be re-purposed |
| currently Rice Street is mostly ugly, unrelated store fronts, and a civic center that is unusable for most residents. |
| People work in lihue come after work or weekend nobody wants to be there unless you are drinking |
| Businesses are mundane not very exciting |
| never see any soul on any bikes! also large trucks should use other streets, only small panel trucks on Rice Street for deliveries, |
| I would like to go to beer company more often but parking is terrible and there aren't good restaurants near by. It needs night life that's safe. |
| Rice Street has the potential to be a thriving civic center and destination for locals and tourists but is in disrepair. Rice Street needs to be reimagined and developed to its fullest potential. |
| dangerous for cyclist and pedestrians, not many stores and restaurants, not enough bus stops. |

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| You folks know who cares and who just won't. |
| It's so disorganized and has bad flow it's better to avoid it whenever possible. |
| Over ten years ago Rice Street was closed for three years for improvements! It was a mess then as it is now. It made no sense to allow curbside parking which confuses drivers as to when we should expect to not be able to continue in the curbside lane. It wouldn't make sense to make the post office area "pedestrian only" because businesses are stretched out along the length of the street. How the @\$% will making the already too busy 4-lane street into a 3-lane street alleviate traffic congestion???? |
| I rated retail a 1 because the only retail shopping is the consignment shop. |
| You want Rice Street to come more alive. When people like locals, tourist and myself drive by Rice Street, there's nothing that grabs my attention, I never go "Wow, what's that?" Or "Let's go over there." As of right now, nothing in rice street catches my eye. You want to create something like the "First Saturdays" in Kapa'a because when I drive by Kapa'a and I see something like that going on, it makes me want to get out of my car and experience that event. |
| Need to be more user friendly and attractive |
| This is a comment submitted in addition to a survey I already submitted. The proposed revitalization plan focuses on transportation along Rice Street (e.g., pedestrian and bike lanes, left turn lanes, crosswalks, buses). From my perspective, these proposals represent a great example of placing the cart before the horse. No amount of improvement in transportation along Rice Street will make up for the fact I have little reason to go there. There are other places on island that meet my needs more conveniently and attractively. Rather than focus initially on transportation, planners should work first to increase the number of desirable destinations in terms of businesses and restaurants. Second, it must surround these businesses with an attractive environment to re-make a large section of the street as a destination (color, architecture, plantings, benches, etc.) Only then, when more people have a reason to come, is it worth it to address the transportation issues. |
| See answer to question 5. One additional note regarding traffic, the presence of street parking makes the street too narrow for the current traffic load. Any plan for improvement must face squarely the question of whether Rice will continue to accommodate significant car traffic or become primarily a bike/pedestrian street. It is hard to imagine how it can do both. |
| - Unless you have kids involved in sports, there's nothing else to do in the are on weekends. The town is "dead" otherwise. -- The parades are very nice but they're only once a year! - There's no community or business involvement. - Aside from Rice street, streets are not bike or walk friendly. - Walking with a child or a stroller is terribly stressful! - For a better flow of traffic, parking on Rice street should be STRICTLY PROHIBITED, anytime of the day. |
| The streets are crowded, with poor traffic control. Sidewalks uneven and dirty. Parking is awful and trying to turn left onto another street impossible. Not safe for bike riders. |
| I give the new plan for rice st a one |
| Rice Street is completely serviceable as is. To remove lanes would increase traffic and make opportunities for accidents. |
| It all just needs work; there is so much potential. Combine beauty, education/excitement, and practicality. Leverage the old buildings and retrofit/dramatize them. |
| car lots and parking lots, empty storefronts, sparse vegetation, busy traffic all add to the lack of appeal |
| All could be revitalized while keeping historic value. |
| Current on street parking is a hazard and blocks view of people trying to cross the |

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| street. |
| Lihue has reputation of being just a drive thru town & place for government offices. |
| Bikes? Not sure who's going to be riding their bikes unless you take out that train track and make it a bikepath .. |
| See comments above. Let the planners fix it and keep the politics out of it |
| the bars need to go, look at the drug addicts & drunks all around there. get rid of the bars & put something healthier in |
| Old fashioned, run down |
| Side street parking closing off one traffic lane. Should have kept it as a single lane street. |
| The sidewalks are too narrow, and almost impassable. Not ADA compliant. The shops are poorly maintained and the mix of commercial is not optimal. There should not be any car dealerships. This area should be higher density with shops on the first level with apartments above. This area needs affordable housing near available services and places of employment. Zoning should allow for 3-4 story buildings. Majority of parking should be behind the buildings to make an appealing shopping, commercial district. |
| Biking lanes are little used and obstruct traffic even further. |
| deteriorating buildings noisy speeding traffic |
| I just don't understand this obsession with being like mainland cities. We should maintain our uniqueness. |
| As stated earlier, repairs are needed, empty buildings and restaurants need to be occupied! It needs to be beautiful again where people come to dine or visit different businesses in Lihue! Everyone seems to gravitate to the new shopping center! Even Kukui Grove Shopping Center has so many empty shops! Just so sad!! |
| Very little in terms of decent food. Tired. No walkability. No nightlife. |
| Parking is terrible |
| It needs an update/ updo! |
| Why add more biking infrastructure when there is nowhere to go to? Lihue is congested - why make it even worse like Kapaa town where it takes forever to drive thru? |
| Parking is a disaster. Extremely dangerous for pedestrians. |
| you already know you've wasted money on your studies you already know what you're going to do |
| Lihue rice street needs a definite face lift. Change it to look like the new shopping complex in lihue . Widen streets and make rice street a one way |
| We need new and different varieties of restaurants and businesses there! Maybe a coffee shop like Dunkin' Donuts! |
| needs more variety in retail needs store fronts restored to earlier era traffic and parking are problematic we don't think of shopping on Rice, nothing to offer |
| Pedestrian amenities always result negatively on traffic flows. To give default or priority to pedestrians or bicycles will always be disruptive to traffic flow. It also provides for a much higher rate of accidents and fatalities. |
| Store fronts seem more like store backs Only hopping spots are brewery, bowling alley, Robs. no parking to conduct business homeless issues |
| No dedicated bike lane |
| Need to bury the electric wires, expand the sidewalks, redirect the main thoroughfare traffic and have parking lots within walking distance. Make it a destination location, offer incentives for entrepreneurs and artists to open shops and live/work spaces. Keep the historical significance in place. |
| It is boring, car-focused, and not at all walkable or interesting. |
| should have 0 as a choice, the traffic and parking make it almost impossible to shop, can't imagine riding a bicycle |

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| Rice street looks like a low rent district with homeless people. It feels dirty. |
| Many of the store/business fronts are dirty and dated. The current Ko trees are fine but a walking community needs to have vibrancy. Street lamps are generic and has no character. The only amenity I see is the sidewalk, there's no benches, trash/recycle receptacles or water fountains. Not sure if you can call the Salvation Army, car sales, pawn shop or church retail selections. The retail options that are there are very minimal or specialty (Don's Camera, Golf shop, furniture store...) the buildings are fine, just need a facelift! Most of the buildings 'historic', if you want to revitalize you either need to rebuild or renovate. The only activities I recall is the Kamehameha parade which is dying, Lights on Rice & Charity Walk. There could be more music and performances at the county building area. Cant really add more parking but don't take away any!! All intersection signals need to have a turning lane in both directions. The one way street at the old Hale Kauai building needs to be one way out onto Rice, not one way to the Convention Hall or close it completely. Move the park next to the fire station to the ball park. Tear down the old police station and move the basketball court there. Relocate the playground to the same area or near the portable buildings adjacent to the Convention Hall. Is there bicycle lanes & racks on Rice? I see them on Hardy.. Image and reputation will change in conjunction with positive improvements. |
| While keeping the "old" feel of Kauai may be the ideal, it does not appeal to tourists and, even from a kama'aina, those visiting from the outer islands. Spending \$\$\$ at places that are lacking - food (quality, taste, variety), retail, etc does not encourage me to return. |
| Described it best |
| Traffic is terrible. There isn't really any retail selection. |
| it is difficult to mesh a cramped main thoroughfare with an attempt of regentrification right lane open until stoplight, then cuts off to possible parked cars- where to park to visit a restaurant or business- what is the purpose of the old county buildings-it is better - traffic circle is great- still there is a lack of focus |
| The sidewalks are cracked and narrow. Only one crosswalk on the entire street from Umi to Hardy. Bicycle infrastructure? What bicycle infrastructure? No bike lanes, no bike racks at any of the businesses...seriously very sad. |
| Their needs to be something like an "Olympic cafe" like was in Kapaa. The beer garden was a good start, but need more mid-range dining options. |
| Visual appeal - Old and tired look Pedestrian Amenities - old sidewalks and safety issues because of street parking Traffic and parking - The street parking conflicts with inviting storefronts and there is no pedestrian paths to accommodate for the lack of parking. Bicycle infrastructure - the safety for bicyclists is a nightmare on rice street. You have the choice to ride in traffic or on a pedestrian sidewalk. Neither are good options. |
| Visually Rice street could have so much more to offer. Make it more of a walking area with shops, restaurants, coffee shops |
| As the years move on Rice Street has not kept pace with the needs and expectations of the customers. |
| driving rice street is very confusing. Store fronts are a hodge podge and not appealing. |
| The street does not look busy. Very little foot traffic. Seems most visits are to specific places versus the idea of going and walking, window shopping, events etc |
| Lihue has always lacked a soul |
| REVAMPING THE BULIDING FRONTAGE TO ATTRACT FLOW OF PEOPLE AND INTEREST TO GO TO AREA |
| Nothing to do on rice street besides bowling, beer and a few restaurants |
| Older - rundown - parking on street is a traffic nightmare |
| Outdated & empty storefronts; lacks retail options, traffic and parking is a challenge |

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| Retail selection - mostly businesses; Restaurants - more variety please; Activities/Events - would be nice to have a "first Friday" or something similar; |
| It will be decades before Rice street can turn around to draw pedestrian shoppers. It may never happen. Do what you have control over. Turn this area into County and Community focused and make it walkable and beautiful. Keep business at one end or one side and make the Civic Center (County) tied together with the Convention Ctr with walking paths, a park for families to enjoy, upgrade the Convention Ctr, etc. Hold community events, concerts in the park, places to eat, etc within the grounds. It could be focused around environmental concerns with information on the walking and bike paths. Make Rice street a place we can be proud of with a focus on community. Make this area good for the many, not just the few |
| Visual is historical and there are wide sidewalks. |
| That ship has sailed. The bike bus and walking plan Isn't going to work because when people go to Lihue they are getting stuff running errands, rice st is to far from kukui grove and the new Lihue retail. My bank moved , Verizon is there Ross is at the mall. There is nothing on Rice St that I want or need |
| Too few racks, bike lanes??? |
| Very old, not many businesses, not great looking. |
| You can walk down the streets easily. There's always too much traffic and no parking so outer streets are used. Bikes shouldn't be allowed down a busy street with lots of traffic as it only takes one car to hit a bike rider! |
| The traffic congestion takes away from the visual appeal. It is an accident waiting to happen. Parking is often an issue. Still have to go to Rice Street to do business with banks, salons, restaurants etc |
| No dedicated bike lanes on Rice Street. On-street parking stalls intermittently block shoulder lanes. |
| It needs to meet the needs of families and mom's with strollers as well as the disabled. Coffee shops, post office, antique shops, play areas for the kids. More trees. Attractive consistent store fronts. Carry the museum theme for a few blocks. Farmers market. |
| Old forgotten street by County Planners, some tourist, but not a tourist destination |
| It would be nice if businesses would upgrade their look and/or get new businesses and restaurants. It might help to improve the overhead lighting and traffic pattern somehow. Parking is bad too. |
| It's just plain run down, ugly, old, unattractive, uninviting, empty, desolate, and not a place I would ever want to go or take people to. |
| Other than shopping at Ace and going to County of State offices, I only use Rice as a passageway. Retail quality seems low possibly due to run down buildings & storefronts. Food options are limited. Landscaping is almost non-existent & there are no vehicle speed reduction mechanisms. |
| Businesses are moving out of Lihue to Puhi. Traffic is my #1 concern. But as Businesses move out it MAY get better |
| Not safe for pedestrians or bikes, seems to need upgrade to buildings, no visual appeal |
| With minor change --- pretty good. Knock down Chevron. Remove all buildings adjoining Civic Center. Expand Civic Center parking. |
| Retail was moved to Kukui Grove that was the plan back in the 70's. Pedestrians can easily walk from one end to the other of rice street. Plenty of places to eat on this street from the liquor store down. Traffic seems to move freely with 4 lanes available to traverse. |
| Rice Street needs to be revitalized, offering a variety of shops and dining. Store fronts/buildings need a fresh coat of paint, new décor, etc. This is the county seat but there is no significance. |
| Riding a bike in Lihue is nearly a life and death experience |

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| Who's going to use them? |
| No visual appeal. Dangerous for pedestrians and cyclists, having to quickly switch lanes when car is parked on road, parking limited otherwise. Few restaurants, empty storefronts. |
| It's okay, like downtown Honolulu, mostly seat of government and financial institutions. |
| It is a thoroughfare, so vehicular traffic is intent on hurrying through as quickly and efficiently as possible, not conducive to cyclists and pedestrians. The retail offerings are sparse and not popular. There are several good eating establishments, and that is pretty much it for evenings. |
| Unappetizing |
| Don't see bicycle infrastructure. It's not safe to ride a bike down rice street. Maybe bikes need to stay on the roads around Rice Street and not go on Rice Street. |
| parking stinks....it will be worse after Tiger Grant improvements are completed. |
| There is no room for bike lanes. |
| Rice Street often looks so grungy. I feel uncomfortable or dirty sometimes walking through all the homeless people as I walk from work to go to the bank or post office. Really needs to be modernized and cleaned up. Not many retail services like coffeeshops. |
| Rice street is outdated. |
| There is nothing to do in Lihue unless you need the County, bank or PO. There is basically no retail and few restaurants. It is ugly. I see no need for bike lanes or racks since nothing is there to bring people. |
| Night time lights, food, and fun events is a must! |
| Old, not kept up. Taken for granted. Not enough pride as the County Seat of our island. |
| There is very little need and less desire to visit Rice St. It is difficult to navigate and does NOT have flow or Feng Shui with any Hawaiian Style, and throwing money at it is like putting lipstick on a pig! |
| Pedestrian crosswalks have been updated and make walking much easier. Traffic is terrible - getting in and out of business near the bank/post office is troublesome |
| Rice Street has one of the worst visual appeals on the island and consequently, everything suffers. |
| Unfortunately the rating on traffic and pedestrian amenities is coupled with Kauai driver attitude and zero Aloha. No one gives way, people speed to get ahead of each other, the crosswalks are not honored. I avoid making left hand turns on Rice street because people loose all aloha when they drive through town. |
| Rice Street has been ignored way too long and is in SERIOUS need of a facelift! |
| Auto mobility is awful because the four lanes are dysfunctional. Drivers must often move back and forth from one lane to another to avoid left turning cars and parked cars. Bicycle infrastructure is pretty much non-existent. |
| When traffic goes down to one lane because people are parked on rice it comes to a crawl. |
| Already did better |
| Visual appeal / Quality of buildings & storefronts - The street just looks old and beat down. Not a nostalgic old like Koloa or Hanapepe but a is anybody ever going to invest some money and fix anything around here old. |
| Very small selection for things to buy. Very little except for the parades. No bike racks, but not many bikes. |
| not sure of any bicycle safety measures in place. |
| The Architecture is completely broken up. 70s Suburbia, old town, suburbia again |
| One must be very assertive to bicycle on Rice Street now, so many cyclists opt to travel on the sidewalks. That is both dangerous for the bicyclists and discourages |

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| pedestrian use of the sidewalks. Bike racks are understandably few & far between. |
| Most buildings are old, some very dilapidated with a hodgepodge of uses that doesn't present an appealing visual image. The sidewalks are narrow and not uniform. There isn't enough off-street parking for many of the shops along Rice Street. There are no bicycle infrastructure, which I don't feel are necessary anyway since the street system isn't conducive to biking and would only interfere with traffic flow. |
| Adding bike lanes without educating bikers and drivers will make things worse. |
| Vacated and abandoned buildings |
| As I've said above, it's not attractive for people. |
| This area has great potential. But there is no consistency in standards of signage, flora appeal, nor parking lot appeal. |
| Need to slow down vehicular traffic and make the area more bike and pedestrian friendly |
| Rice Street is simply a highway from here to there |
| Buildings need reconditioning to be more appealing. I would like to see it restored, for example the county building has been nicely refinished. |
| Most people who like to bicycle are unwilling to ride on Rice Street since that would mean riding in motor vehicle traffic and they regard that as too risky. That leads to bicyclists using the sidewalks, which is actually more dangerous. Bicycle lanes and sharrows will help, but it will not really be bicycle friendly. Fortunately there will be alternate routes more appealing to most bicyclists. |
| In terms of buildings, they are just a hodgepodge; no sense of the history or of the community around that area. |
| Rice Street looks like a highway, with poor (if any) pedestrian and bicycle facilities. There are no shade trees so walking is not a viable option, even if the destination is only 2 blocks away. |
| The building fronts all need updating and it feels dilapidated and not safe. It is dark at night and the onstreet parking is an issue when driving. |
| Once vibrant Rice st devolved into a very unappealing area for locals and visitors. |
| There are few retail and restaurants or other businesses to bring people. Parking is poor, store fronts old and not appealing. Needs multiuse and multifamily housing. |
| Needs a lot of work--and there is great potential. We really need to put utilities underground and should do it as part of Tiger Grant project in terms of timing. Of course, we need to find additional funding. Frequent transit service is the key to overcoming parking problems that are major obstacle to redevelopment of the area. |
| Streets and sidewalks not friendly for pedestrians or bicyclists. |
| Rice Street has just been limping by all these years. Walking to meetings now risks your life because you are so close to the cars whizzing by. |

Q 7 What do you see as the obstacles to improving Rice Street?

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| N/A |
| Building set backs too far in from the road |
| Waste of my tax money! |
| Resistance to change, an island-wide affliction |
| Street parking |
| Monetary resources are tight for businesses. it would help to have some assistance and lead the way. |
| Street parking---takes away from traffic flow. Do not take away any traffic lanes. Keep it 4 lanes, 2 in each direction. |
| County view of Free Federal money |
| A bad vision for Rice Street. This is not a boutique opportunity. |
| adding sidewalks and bike lanes might make driving lanes narrower and slow down traffic |
| Right of way and utilities |
| Improve traffic flow. Get rid of on street parking. |
| Lack of appealing businesses. Hard to navigate. |
| adequate & near parking |
| There's other roads that should be priority |
| The right of way is narrow for bike lanes for a designed four way roadway with on street parking on both sides. |
| parking |
| traffic |
| land owners |
| none- we have the plans, funding, significant community support. Only significant obstacle is 'fear of change' |
| no will of county to have a vision, county not willing to for planning commission to set and enforce architural standards |
| Probably funding |
| No improvement needed or wanted so There are no obstacles so change isn't necessary! |
| Many more important needs rather than Rice Street |
| Economics and market demand |
| money |
| There is not enough room for unnessesary bike lanes and large sidewalks |
| People are slaves to their cars |
| Limited street parking. |
| Cost |
| store fronts without any so called store. |
| Getting business to open in the area |
| Needs nightlife and lunch options |
| Traffic |
| Determination to make it happen. |
| too many cars on the road for the size of Rice Street |
| Mindset of the business community. |
| County council stubborn politicians, humbug |
| Cars parking on the road |
| Archaic thinking, out-dated mind sets of people making the decisions. |
| lack of space for parking |

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| Money/politics |
| Parking. |
| Politicians who won't do what's needed |
| Again, lack of vision. The current revitalization proposals do not create any excitement that the result will actually be re-vitalizing. |
| Lack of money and vision. |
| Forward thinking. As long as we keep looking at ourselves as small town with small ideas/small changes not much can improve. |
| More options just to walk into |
| Can't tear down all the ugly buildings. |
| Too much thru traffic and roadside parking conjection |
| Traffic flow |
| attracting businesses and parking |
| Money, agreement on what should be done, personal agendas and irresponsible use of money and workers. |
| If you slow traffic on rice, other streets in Lihue will be more congested |
| depends on the definition of 'improving'. Narrowing or removing lanes is not an improvement. Making a bike lane for one or two bikers (as opposed to the number of cars) is a detriment. |
| width of road, capital, vision |
| building codes |
| lack of organization and commitment |
| Traffic flow is critical |
| Money and vision of best use |
| Don't think it is a high need to Kauai there are much higher priorities. |
| Money, and storefronts close to street. |
| Utility poles and parking for businesses |
| Post Office will have to be moved to eliminate some traffic |
| Money |
| Money, consensus and will |
| It has pockets of charm, but not a cohesive sense of being a lively town center. Without consistent foot traffic it's challenging for new small retailers to develop successful businesses. And without appealing and varied retail, residents opt for the convenience of one-stop shopping at the malls or big box stores. |
| Lack of space |
| Just getting the owners to except and invest in change - maybe show them videos of cute / lucrative towns that we shoul imitate |
| Counci |
| Cost and resident buy-in. Although it sounds worthy, people want to stay in their cars and need a safe street through town. |
| the government |
| The Tiger grant plans to make bike lanes despite the fact no one uses them. |
| Retail is dying. |
| people resisting change |
| Parking for buisnesses |
| People's attitudes |
| There aren't good alternatives to get to the banks or the library. Making Rice less car-friendly will not work unless there are other ways to get to the places people need to go. |
| Widening lanes. |
| Locals are probably pretty happy with the way it is |

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| Government |
| greed |
| Money |
| When cars become more important than people. |
| Funds |
| Narrow |
| Traffic flow, parking, lack of businesses residents want to shop at. |
| Traffic, adequate space for bicycle lanes and pedestrian safety, adequate space for greenery and shade trees, lack of design that allows for lingering |
| Eliminate parking, add left turn lane, make pedestrian friendly. |
| widening the road |
| Widens roads and make it ONE way traffic |
| Puhu development |
| right of way |
| level of traffic |
| Lack of common sense. |
| government and ROI |
| costs |
| Width of street |
| See above |
| traffic and willpower |
| money and infrastructure |
| Building owners need to reinvest in their facade while business owners need to upgrade their interiors. |
| Roads, business and product. |
| Money. Convenience. |
| Cost |
| Infrastructure, development, revitalization - it may be too costly for individual shop owners to do on their own; perhaps offer a tax incentive for building owners to make improvements. |
| Main traffic lane |
| Filling buildings with long term tenants |
| Politics: why allow big architectural firm bldg & parkg |
| quality merchants |
| Private and Public Funding |
| lack of enticing store fronts. |
| Money for Businesses to upgrade their facilities |
| Business owners and Government |
| Location and accessible parking |
| Parking. Nothing to draw people to that area. |
| Funding, Resistant citizens to change |
| Cost and overall market size of surrounding area |
| vision |
| Impediments to ongoing mobility while under construction |
| Lack of visionary community leaders |
| RESTRICTION TO CHANGE |
| Retail stores coming in and competing against box stores. |
| community support |
| Funding |
| Cost of doing business |

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| parking for events |
| Current owners will not want to invest in their old buildings. When they pass, the kids likely will just want to get rid of it or sell it. Kauai doesn't seem to like to invoke eminent domain rights so we end up simply living with the problems forever. |
| Traffic jams on re-routes |
| No one wants old beat up retail when they can have new. And reducing the lanes makes it all that more avoidable |
| thoroughfare versus walkability versus parking |
| Parking deck |
| parking, getting affordable rents or new businesses |
| I think Rice Street is fine now and shouldn't have anything else done to it! |
| Nothing now that Tiger Grant is coming. |
| Current physical properties |
| parking for businesses |
| Narrow building setbacks that crowd narrow sidewalks and not allowing wider open traffic lanes. |
| Funding and creating a powerful brand that people buy into. |
| \$\$\$\$ |
| parking. County should add parking |
| Getting businesses to spend money to upgrade. |
| Leadership and Resources |
| Money for building & infrastructure improvements |
| eliminate on street parking |
| Do away with Smart Street Program. It is creating more Traffic, On-Going Maintenance Cost. Walking & Bicycling is not the answer as some Council members feel |
| Space to put in pedestrian friendly amenities and keep 4 lanes for driving |
| Endless dithering and small minds. |
| Incentives to get business started on Rice Street |
| traffic flow and parking |
| None provided the community and the County could work together |
| Homelessness, business diversity, owners incentive to improve their property |
| Traffic, upgrading buildings |
| Sufficient traffic lanes to accomodate volume of cars |
| Cost |
| funding |
| Money that should be spent on infrastructure |
| Parking and sparsity of businesses worth visiting (retail) |
| People working towards the same goal |
| Parking access |
| disrupting the businesses |
| Traffic Flow, Parking |
| government |
| County will and political issues |
| Street width |
| Roadway seems congested and traffic flow is jerky. The mix of businesses does not attract after hours activity. The area needs a food/grocery store. |
| Building are staggering all of it. No Restaurant/ / there should be an association to make it attractive. |
| cost to business owners |
| Cannot widen the road to ensure a flowing traffic pattern. |

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| need compelling destination - like a cluster of restaurants or interesting shops |
| Traffic |
| Cost |
| attracting businesses |
| capital |
| Cooperation of retailers/business owners |
| better crosswalks, left turners don't yield to peds |
| Money for more infrastructure, a fresh perspective re: updating design and landscaping, perhaps lack of space or lack of interest. |
| waiting for properties to be improved |
| Funding |
| Lack of interest in the area |
| Money |
| Politics and money |
| financials |
| Parking (despite Lee Steinmetz' parking audit). It's a freeway on Rice Street lately. |
| Kapaa Crawl |
| Existing Infrastructure including overhead utilities |
| Not enough curb appeal |
| overhead utilities, unfriendly to bicyclists and pedestrians; infrequent and convoluted transit services |
| storefronts too close to road |
| Huge, Ugly buildings, narrow street, Hot climate, irrational traffic design (only will be made worse with plan to narrow street); no reliable free parking available to public; Feels like a military base; designed with BUREAUCRACY in mind!!, totally unappealing. , RICE STREET IS A SHAMEFUL DISASTER -- DO NOT THROW ANY TAXPAYER'S MONEY AT IT!!!!!! DELETE!! |
| The community embracing too much historic value at the expense of progress |
| Unwillingness to alter building setbacks to provide the needed parking and traffic lanes. |
| High Traffic Area |
| Alternate routes on that side of town are extremely limited. |
| Lack of political will to truly transform the street. |
| Weinberg. |
| Money for nicer park and store fronts |
| No body but the spend thrift Council members care |
| Money |
| Will the businesses needed to make it vital actually open up shop. |
| approval process to improve |
| Limited right of way space to deal with; attracting new businesses |
| Changing our citizens concept to new things. |
| How do we make an old Dairy Queen drive thru and strip malls hip. |
| Lack of appreciation for the possibilities on the part of many Kauai residents. |
| New is problematic to some; money to make improvements |
| Business willing or able to finance improvements for their businesses. Business ventures new and old want to relocate to newer and more active business centers around Kukui Grove. |
| There are pockets of places you want to go and others you try to avoid |
| capital |
| older residents who are out of touch with current economic development trends and unwilling to change |

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| Government inefficiencies |
| affordable rents; need a nearby grocery store |
| Sacrificing parking and/or traffic flow for the other |
| Two previous master plans ignored. More crosswalks. |
| cost, disruption |
| Said above. |
| I think simply needing a workable plan on acceptable Lihue branding standards. of |
| lack of parking |
| Vision, leadership and determination |
| parking & traffic |
| Individual owned commercial property that doesn't have a budget to renovate. |
| The visual clutter of the utility lines, the narrow sidewalks, loud traffic, and |
| relatively few interesting destinations. |
| Global and Regional retail patterns |
| government regulations |
| Certain members of the County Council. Certain property owners who don't seem |
| to want to modernize their properties. |
| Money; commitment to the vision (on the part of some). |
| \$\$\$ |
| Reduction of traffic lanes and parking |
| lanes not large enough for the traffic |
| The attitude of some of our leaders opposed to spending in general and Rice st. In |
| particular. |
| Lack of interest |
| Funding for property owners to make improvements |
| Overhead utilities. No safe bikeways. Inadequate transit service |
| Owners not willing to participate (change) |
| Space for adding sidewalks & bike paths; overhead electrical lines |
| Business participation |
| Money and ownership |
| High Traffic Area |

Q 8 FOR RESIDENTS: What ONE change would be most useful for Rice Street?

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| Underground utilities |
| None. Leave it as is |
| Stop putting in so many curbs! |
| A more appealing destination |
| NO street parking |
| NA |
| more parking |
| Get rid of the street parking. Make it 4 lanes all the time. |
| add a grocery store |
| Speeding enforcement |
| get rid of on-strrt parking |
| More restaurants |
| parking |
| No changes need to be made. They made the roads wider and and added lanes for a reason. Don't go backwards in time narrowing it and adding bike lanes. Hardy Street bike lanes are so narrow a passenger in a car could push the biker over by simply rolling down the window and reaching out. It's ridiculous |
| Traffic signal at the post office and Rice Street as well as parking structures at the civic center and convention hall. |
| plant trees for shade (walkers) and beautify the town |
| better stores |
| more retail shopping |
| more bikes/ped facilities & less car lanes |
| more off street parking, without adequate parking all the desiging and improvements won't get people to visit and shop |
| Traffic flow |
| Nothing at all |
| Stop improvements |
| County purchases some buildings and re-develops |
| better parking |
| No parking on rice street someone should listen to what the locals say. They hold meetings but already have their mind made up to make it narrower. Most of the people making the decisions have not lived here very long |
| Narrow the road |
| Enforcing no parking in the afternoon and mornings to keep four lanes of traffic moving |
| move utility poles to a back street |
| Restaurants |
| Beautification/facelift |
| widen the street |
| More bicycle areas for me! It's better than it was, but we need more. |
| Make it a place where family's can enjoy, walk down the street, have dinner |
| Clean up all he store fronts |
| More parking |
| Make it pretty. |
| Remove all the curbside parking and keep 4lanes for traffic flow. |
| Maybe create signage for small businesses like Lihue Fishing Supply, Kalena Fish Market, and Flowers Forever. |

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| Two lanes both directions to keep over flowing traffic from using neighborhoods to ct corners |
| More local, original, popular businesses. |
| Fix up all buildings lining rice st, they are shabby |
| (Lihue or Kauai residents?) New shops and restaurants. |
| Beautify the area around the County Administration building, make the green area more appealing so that it becomes the heart of the town and where families can gather on weekends or visitors start their stroll thru our town. Beautiful landscaping, benches, a water fountain.....extend park to Eiwa Street. |
| Move the post office to a place with a large parking lot |
| Remove all roaside parking |
| Open up more stores or activities |
| more bus shelters |
| widen it with left turn lanes and parking. |
| Four lanes without parallel parking |
| repaint the lines and add more street lights |
| mixed use: commercial and residential |
| widen street, wide sidewalks with trees, grass, plants |
| More variety of moderate-priced, good quality food stands and restaurants. Like Monico's for example rather than like McDonalds |
| Remove on street parking |
| Put utility poles underground |
| A few more good restaurants would help |
| Revitalize it as a commercial core that is NOT a shopping center |
| Inviting outdoor areas to sit, relax, visit with friends. A weekend farmers market would be great also. |
| More restaurants with outside eating making rice create a gathering place like a restaurant Row |
| NO PARKING - MEANING NO CARS NO EXCEPTIONS TO PARK THERE. |
| Make it one way. |
| put some housing in where the retailers used to be |
| Wider! |
| walkability |
| Get rid of the street parking on Rice street. |
| Per & bike friendly |
| Remove on street parking to facilitate traffic flow. |
| decide whether it is for people or traffic corridor |
| More Restaurants |
| support for diversity |
| Bring back American Savings Bank |
| Add better retail and grocery options |
| Improved traffic flow to include bike paths and pedestrian safety |
| Eliminate Street side parking |
| bring back big save |
| Widen roads and repaint the lines . They strips do need repainting. |
| More businesses like restaurants! |
| put housing units above retail |
| Variety of serices, goods offered |
| underground utilities |
| Hide utility lines underground |

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| Walkability |
| clear traffic lanes, |
| Clean it up. |
| Better parking options |
| Forbid Parking on both sides of Rice Street |
| Variety |
| Give me something interesting to walk to |
| upgrade apartments |
| na |
| More color in building , landscaping |
| More friendly warm and vibrant |
| more off street parking |
| Nothing as accessibility to services and retail has steadily disappointed. For example American Savings Bank is gone. Talk about the post office closing shop. What else will be happening to Rice St? |
| No parking on street. |
| Continue to make it pedestrian friendly |
| Traffic light and both left turns at Hoolako and Rice |
| Add safer crosswalks |
| Bike lanes and kids on bikes again |
| more weekly community events |
| Make it a place for families to gather, picnic, learn |
| Make it a nicer place to walk and ride bikes. |
| No parking on Rice. |
| Stop trying to fix the tired , deserted old town |
| Attractive lighting, better crosswalks |
| Make it interactive |
| N/A |
| Explicit bike lane |
| one lane traffic double lane with street parking is dangerous |
| Promote the development of a grocery store so that Rice Street residents can walk and shop instead of having to drive to the Lihue perimeters. |
| Evening activities like First Saturday or Sundays even |
| Evening activities like First Saturday or Sundays even |
| less homeless |
| Clean up the store fronts and add off street parking |
| see No. 7 above |
| Eliminate the street side parking completely, so traffic flows better. |
| Revitalize aesthetics |
| Better retail options |
| take away on street parking |
| Improve on Traffic |
| Parking, appeal |
| Get rid of thursday food trucks |
| Safe routes to school for young children (homeless/criminal activity still a problem) |
| I would take the Salvation Army thrift shop and divide the space into smaller shops or stalls to have multiple places to visit, kind of like a Pikes Place Market, something of interest to draw people there and walk around, spend time. The Beer company there is good, so more of that kind of businesses. |
| Make Rice Street a 4 lane divided roadway with sidewalks & bikepaths |

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| Revitalize |
| convert the old toyota lot / Rob's /bowling alley to a strip mall that feature Made on Kauai products; have a Frist Friday art night and a Last Friday entertainment night with local artists, etc. |
| One way traffic/parking |
| All those confussing directional stations between Rice st, and hardy by the old county building. |
| More places to eat |
| Don't allow on street parking at any time |
| nothing |
| Nicer appeal. More shops, restaurants. Outdoor seating. Appealing to "Hang out" |
| Attract more varied and desirable restaurants and shops |
| install a left light signal turn from Rice Street to Hardy Street |
| appearance |
| Support businesses that want to establish themselves |
| Traffic flow |
| Get a nice local community coffeeshop! And remove homeless population. |
| more choices |
| More upscale retail stores and more eating options |
| Make it a more walk-friendly place to visit with trendy bars, outdoor venues, and restaurants. |
| More restaurants and shopping |
| have more businesses and restaurants |
| Improve the ambiance, show pride. |
| plants/banners |
| Reduced vehicle speed |
| Curb appeal |
| put utilities underground |
| better stores |
| Make it a full-time park; , RICE STREET IS A SHAMEFUL DISASTER -- DO NOT THROW ANY TAXPAYER'S MONEY AT IT!!!!!!! |
| Easier access near the post office and banks, more parking for restaurants and business along the strip. |
| Dedicated turning lanes |
| N/A |
| The homeless |
| Nicer park |
| Better traffic flow / parking |
| Take away street parking |
| Eliminate on-street parking |
| Breathing Life back into our Capital of Kauai |
| mix of businesses |
| Provide more public parking areas. |
| Ensure that parking for different places would be readily available and easy to access |
| revitalize |
| Eliminate street parking |
| No street parking |
| No parking on the street. Bike lanes, planter boxes |
| more interesting shops and eateries |

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| Grocery store |
| dedicated bike lane from downtown to kalapaki beach |
| Pedestrian and bicycle friendly |
| Facelift |
| Re-envision utilities particularly overhead electric telephone and cable |
| more public parking |
| slow down the speedway of traffic by making it less lanes. |
| architecture |
| Striping |
| Get rid of on street parking |
| Easy access to shopping, government and activities |
| Same as above |
| More retail, restaurants |
| Encourage more retail and restaruants |
| More frequent transit and better routing |
| Improve sidewalks to encourage walking and biking |
| More multi use |
| Control traffic flow |

Q 9 FOR BUSINESSES: What support would help you do more business?

| |
|---|
| More variety. No car dealerships |
| N/A |
| Better lighting and more greenery |
| More retail space, easier parking |
| Ensuring that what changes are made help the flow of vehicular traffic in the area. |
| More parking |
| good signage and good traffic flow |
| More stores, restaurants, offices |
| Don't take away the onstreet parking just like at Ikeda Barber Shop at Hardy Strret with a planter strip. |
| parking |
| more off street parking |
| Nothing |
| Stop improvements |
| Foot traffic |
| Consumer friendly shops and restaurants. |
| more stores |
| Parking lots. |
| Bike lane, clean up the parking and left turn lanes |
| Though I am not a business, I believe more off street parking would improve access to businesses. |
| Move more businesses to areas where people can access easier less time sitting in traffic. |
| More customer parking |
| Parking |
| Pedestrian traffic and appeal that brings customers to Lihue |
| Maybe the race Street mall could start by doing food truck events where the old Toyota parking lot used to be with live music |
| Easier and safer access. |
| shopping and banking |
| Better access. Currently many people avoid area because turning left is a nightmare; unsafe for pedestrians. |
| more local, less chain stores |
| More restaurants |
| Parking |
| you've already expanded outside lihue town |
| parking or public transport |
| ease of parking |
| Tax breaks and favorable loans |
| Parking |
| Build good POV parking off Rice Street |
| Advertise what's available to the community and visitors |
| Fix traffic |
| More restaurants suitable to conduct meetings |
| quality merchants |
| Easier Access for potential customers |
| na |

| |
|---|
| Community events that involve area businesses |
| Make Rice Street Lihue Entertainment Essential for the whole family |
| Association Meetings |
| Business development technical assistance for existing businesses to grow and for new businesses to start. Also, outside investment funding. |
| n/a |
| Incent people to come to Rice Street. Require that properties are kept up and some beautification done. Reward those owners that make improvements. Better parking and control the traffic. Driving Rice Street is terrible. Crossing it in the afternoon is even worse. Take your life in your hands |
| More parking spaces in back. |
| easy access to businesses |
| N/A |
| Encourage tax breaks for collabrative business solutions |
| Better policing and security against vandalism and homeless populations plaguing the area. |
| Feature businesses in Lihue on line |
| Good restaurants |
| Foster Attraction/Engagement |
| Attractive retail space with reasonable rent |
| I no not believe the thought that slow traffic creates more business |
| Parking |
| Vertical development with on site parking and mixed use for residential use and office. |
| Food Market |
| More retail attraction from wider audiences - tourists, local, etc. |
| better traffic situation |
| more visitors to the island - activity attracts them |
| Smarter people |
| Pave side streets and get owners to pave parking lot on Umi Street near Aloha Furniture |
| Traffic flow, Parking, |
| Parking/Loading Zones |
| A gallery scene with galleries that handle handmade furniture |
| Parking, on the street |
| Parking |
| parking |
| more parking for businesses |
| Same as above. |
| traffic & parking |
| A first Saturday kind of an event for vendors of all kinds |
| Better parking. |
| Community Development District |
| a grocery store, better sidewalks and shade |
| State or County money and ordinance incentives to beautify store fronts and business interiors. |
| A centralized Parking Structure. |
| More parking |
| Not a business |
| Leave us alone |
| Foot traffic |

| |
|--|
| More retail stores, a theater more recreational parks |
| signage, visibility |
| N/A |
| pedestrian traffic |
| Shuttle from harbor area.to points of interest. |
| NA |
| Cafe |
| parking & traffic |
| Less unoccupied commercial space |
| Greater pride and higher level of facilities maintenance |
| more public parking |
| more people traffic, perhaps pedestrian. |
| Signage; branding the area as business central (offices related to starting and managing businesses and economic development |
| parking |
| better lighting at night |
| Foot traffic and parking. |
| Increase parking |
| More transit to supplement parking |
| Bring more people to shop on Rice Street |
| Walkability |
| Meeting and working together to make the area better. |

Q 10 FOR PROPERTY OWNERS: What conditions would encourage more investment?

| |
|---|
| How do we bring more people back to Rice St. |
| None |
| When entrepreneurs sense positive change, more investment will happen and it already is. |
| Safety - homeless issue is a big problem in the area. |
| Ease of access |
| Parking |
| Keep Rice Streer status quo. We don't need bicycle lanes. Why we going back to center two way left turn lanes? We don't need bike lanes. |
| funding |
| more off street parking |
| Nothing |
| Fix potholes |
| Less cars |
| Appeal to locals and tourists |
| Loans to get businesses going and help in the first two years. Food trucks are perhaps over regulated? |
| Clean up the store fronts |
| Less homeless |
| As a possible future investor, I would like to see a widened roadway, widened sidewalks that are level and safe, without breaks in the concrete that creat tripping hazards. (The "sidewalk" in front of the bank by the post office is about 2 feet wide and right next to eastbound traffic!!) I would like to see tree lined sidewalks that offer shade to walkers, and all power poles removed and power run underground. |
| More customer parking |
| Central focus. Government offices, good restaurant, one good retail store |
| Your question has the wrong focus. Quality of life should be of prime importance.BID means those with dollars and on committees eliminate the mom and pop shops that wont be able to afford increases in property taxes these "programs" require.. This is bad for Lihue. Move to the mainland if you want this. Haven't the Hawaiian people gotten ripped off enough by haoles? |
| Affordable rent |
| Clean up the strets |
| How about something after business hours..place is empty |
| tax breaks |
| Tax breaks |
| Curb appeal improvement. |
| Storefront improvement in appearance. |
| Tax incentives for improvements and giving new businesses an opportunity to rent space at an affordable rate - to give them a chance to succeed |
| Street cleaning. Clean the sidewalks and streets |
| modernization of the entire area |
| Tax relief incentives for improvements |
| na |
| Public security of area |
| OPPORTUNITIES REDEVELOP AREA |
| n/a |

| |
|--|
| tax breaks for storefront improvement |
| N/A |
| Build in tax breaks for foot/bike traffic business |
| Parking |
| Revitalize. Attract. Bring in Relevant Retailers/Housing. |
| Easier Traffic Access |
| parking, easier access, appeal |
| Express approval, use 3rd party approval as we did after Iniki. Y |
| Increased safety on Rice Street, diversity of business and activity |
| incentives |
| Store fronts |
| not applicable to me |
| more parking |
| More residential livable spaces |
| Not a property owner. We rent from a property owner on Oahu. |
| NA |
| frequent transit service that mitigates the need for parking |
| NA |
| N/A |
| A monthly event. Like art walk in kapaa |
| Not property owner |
| Leave us alone |
| Faster permitting for improvements |
| N/A |
| Consistent approved signage. |
| NA |
| Amenities for visitors and residents |
| Hawaiian Flora Appeal Standards/Signage |
| county upkeep of infrastructure |
| Tax credits |
| Commitment to higher density of use and service, I am guesssing, not as a property owner. |
| more relaxed building codes |
| Investors will improve if they can subsequently tenant with rent that rewards their investment. Cost of construction is too high; cost to receive proper permitting also is too high (process takes too long). |
| parking |
| Na |
| Low interest funding to remodel |
| More walkable and greener. Literally more vegetation. |
| Underground utility lines |

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