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# Maui Island Plan

*Island of Maui*

*General Plan 2030*

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For information regarding this plan please contact the County of Maui or the Maui County Department of Planning. Copies of this plan are available from the Maui County Department of Planning.

In loving memory, Christopher L. Hart, Robin Foster,  
Rae and Carl Lindquist

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The planned protected area is adjacent to Wailuku's residential and industrial areas. It is envisioned that the protected area will incorporate trail systems, restroom facilities and pedestrian linkages to provide lateral and mauka-makai access to surrounding neighborhoods and business districts.

### **Kīhei-Mākena**

The Kīhei-Mākena Community plan region is characterized by a linear urbanization pattern, primarily makai of Pi'ilani Highway. The region has the second highest resident population with over 27,000 people in 2010. The region currently has the third highest number of jobs on the island. The region has four distinct urban sub-regions: Mā'alaea, Kīhei, Wailea, and Mākena. A brief discussion of each sub-region is provided below.

**Mā'alaea.** Mā'alaea is located at the northernmost end of the Kīhei-Mākena community plan region. Primary land uses in the sub-region are multifamily residential, vacation rental, and commercial. Major resident and visitor attractions in the area include the Maui Ocean Center and Mā'alaea Harbor.

**Kīhei.** The Kīhei sub-region houses the largest resident population in the region. Kīhei is a linear community lying along Maui's south shore and can be further divided into North and South Kīhei. Land uses in the sub-region include residential, commercial, and visitor amenities. The visitor industry, along with the Maui Research and Technology Park (MRTP), are major job generators in the sub-region.

**Wailea.** Wailea is a master-planned resort area located in the southern portion of the Kīhei-Mākena community plan region. Primary land uses are resort and commercial with most employment in the area related to the visitor industry. The off-shore real estate market plays a dominant role in the Wailea housing market.

**Mākena.** Mākena is the southernmost sub-region in South Maui. The area is characterized by a rugged volcanic landscape and important Hawaiian cultural sites. Mākena is distant from commercial services and infrastructure systems within the region. Resort accommodations and luxury homes are dispersed along the shoreline.

### **CHALLENGES AND OPPORTUNITIES**

Major land use challenges and opportunities in the Kīhei-Mākena Community plan region include:

<i>Job-rich recreationally diverse</i>	The Kīhei-Mākena Community plan region continues to develop as a tourism-based coastal community that provides a high number of jobs within its primary visitor and related sub-industries. The region is well-known for its favorable climate and diverse recreational opportunities where newcomers are accepted readily into a wide spectrum of social and economic arrangements.
<i>Design Matters</i>	The region is a major contributor to the island's economy and has the potential to reshape itself into a more attractive, thriving, and progressive community. It is positioned to diversify its economy through high-technology and other knowledge-based sectors that can foster resiliency during economic downturns. One key challenge towards that end will be to integrate civic, commercial, residential, and recreational uses into vibrant, walkable, urban nodes. The incorporation of progressive urban design principles that link traditional neighborhoods will be instrumental in enhancing the region's built environment.

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### *Auto-Dependency and Traffic Congestion*

The 1998 Kīhei-Mākena Community Plan identifies poor circulation and mobility as the most significant problem within the Community Plan area. Limited intra- and inter-regional mobility, separation of land uses, and traffic congestion have become major issues in the region due to the linear design of the community. Efficient land use patterns, bicycle and pedestrian pathways, additional public transportation options, and alternate travel routes are needed to address circulation and mobility challenges.

### *Lack of Mixed-Use Neighborhood Centers*

Residential and commercial land uses are predominantly segregated within the Kīhei-Mākena Community plan region. Mixed-use neighborhood centers are needed to provide services and jobs within close proximity to where people live and provide a more efficient land use pattern. The region has numerous infill opportunities that should be utilized to create more self-sufficient and sustainable communities that can meet resident housing demand. These infill areas include, but are not limited to, the Azeka, Kalama, and Kama`ole areas.

### *Land-based Nonpoint Source Pollution*

From Mā`alaea south to Mākena, the South Maui coastline has experienced unprecedented growth in both tourism and residential development activity. Similar to West Maui, the Kīhei shoreline offers a narrow strip of land available for construction. Much of the construction along the shoreline has been done in an environmentally-insensitive manner, allowing for NPS pollution to affect the marine environment.

NPSP has been killing reefs and increasing the incidence of algae blooms. Algae and sedimentation from runoff is slowly smothering the remaining healthy reef, and will eventually destroy the very habitat and fish stock that the tourism industry depends on. In addition to grading and increased impervious surfaces, South Maui relies on septic systems, cesspools, and injection wells for wastewater treatment. Wastewater seepage, combined with other nonpoint source pollution, has the potential to destroy the region's nearshore water quality.

### *Sea Level Rise, storm run-off, flooding and Tsunami Inundation*

Throughout Kīhei a significant amount of development has occurred along the coastline in areas that is threatened by stormwater runoff, flooding from other regions, tsunami inundation, and sea-level rise. Future planning must carefully consider these threats, and to the extent possible, development should be directed mauka to areas not threatened by coastal hazards. Future planning should also ensure that adequate routes exist for safe evacuation of area residents in the event of a tsunami or hurricane (see Chapter 3, Natural Hazards).

### *Urban Design Review*

Projects proposed mauka of Pi'ilani Highway are not required to receive any formal urban design review. This may be problematic because major projects can have a significant impact on the character of a community and on scenic resources along roadways, as well as from residential and commercial neighborhoods. Proposed projects within the Kīhei-Mākena community plan region could benefit greatly from strengthened design review measures.

## **Kīhei – Mākena – Planned Growth Areas**

Urban infill will be a major source of additional housing units in the Kīhei-Mākena community plan region. Four new planned urban growth areas have been identified in the Kīhei-Mākena community plan region: North Kīhei Residential, Kīhei Mauka, Maui Research and Technology Park (MRTP), and Pulehunui. No new rural growth areas are planned for South Maui. Planned growth areas are depicted in Figures 8-4 and 8-5 and on Directed Growth Map #S1, #C4, and #C5.



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### New Regional Facilities Recommended – South Maui

- North-South Collector Road
- Kīhei High School
- South Maui Regional Park
- Kīhei mauka transportation corridor (mauka of Piʻilani Highway)
- Regional drainage master plan and related improvements
- Kīhei Police Station
- Māʻalaea-Keālia bypass highway

### *Kīhei Infill and Revitalization*

The MIP calls for significant revitalization and redevelopment of Kīhei. Kīhei experienced significant development in the 1970s and 1980s, and the existing urban form mimics the design notions that prevailed during that period. Kīhei's development pattern during this period was guided by the "701 Plan" which laid the foundation for the linear development pattern we see today. More importantly, land uses in the area are very separated, with few examples of mixed-use development patterns.

Particular potential exists for redevelopment of aging commercial and retail centers into more vibrant mixed-use projects integrating commercial, retail, office, residential, and open-space uses within a single project. Many of the existing commercial areas, which include expansive parking areas along street frontages, may redevelop during the life of the MIP. An example of this is the Kīhei Krausz Project which is a 320,000-square-foot sustainable, mixed-use community that will create a walkable and vibrant downtown district for Kīhei. This, and similar projects, present an opportunity to redefine Kīhei into a network of individual towns within a larger town. Town and neighborhood commercial centers can become focal points of the community, strengthen civic pride, and foster economic vitality. To do this, mixed uses (residential, commercial and civic uses) need to be directly related and be proximate to employment. Future planning should create spaces that are human in scale, that reduce the dependence on the automobile, and strengthen the region's identity.

The Kīhei-Mākena Community Plan update process is the appropriate forum to begin defining the future of Kīhei and to lay the foundation for these areas to encourage their redevelopment. One constraint that must be overcome is the historical practice of adjacent land owners developing projects independently of one another. The planning process should encourage cooperation between property owners in reaching the common goal of transforming Kīhei into a place with a wide variety of housing types within close proximity of jobs, services and open space.

Extreme care should be taken to avoid development on existing wetlands in order to mitigate excessive flooding. Where possible and practicable, old wetlands should be restored.

### *North Kīhei Residential*

The North Kīhei Residential planned growth area is envisioned as an urban expansion project along Waiakoa Gulch in North Kīhei mauka of Piʻilani Highway. The residential housing project will incorporate traditional neighborhood design principles and provide approximately 600 single and multifamily homes, neighborhood-serving commercial uses, a park, a network of trails and bike paths, as well as open green space. The project is bounded by the existing Hale Piʻilani residential subdivision along Kaiolohia and North Kīhei Residential Streets, and by active seed corn operations on the West side.

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### Planned Growth Area Rationale

The North Kīhei Residential planned growth area is situated in close proximity to the commercial areas of Kīhei, major roadways, and schools. The growth area will provide needed housing in close proximity to the commercial, recreational, and employment centers of Kīhei. The project will also provide affordable workforce housing units for Maui residents. Located in North Kīhei, this planned growth area will provide access to Pi'ilani Highway. Internal roadways should support traditional neighborhood design to the extent practicable, particularly within the multifamily component. Traditional neighborhood design concepts typically provide walkable neighborhoods, small neighborhood parks, and a tight interconnected multimodal grid for enhanced pedestrian and automobile mobility. Efforts should be made to provide safe pedestrian walkways that connect the planned growth area to the existing Hale Pi'ilani neighborhood, the Kaiwahine Villages affordable-housing project, parks and commercial areas, and along the new collector road that will serve the project. The development of infrastructure shall be coordinated with the projects to the south, including the Kīhei Mauka and the MRTTP growth areas. The North Kīhei Residential planned growth area is located on Directed Growth Map #S1. Table 8-10 provides a summary of the planned growth area.

**Table 8 - 10 : North Kīhei Residential Planned Growth Area**

<b>Background Information:</b>			
Project Name:	North Kīhei Residential	Directed Growth Map #:	S1
Type of Growth:	Residential	Gross Site Acreage:	95 Acres
<b>Planning Guidelines</b>			
Dwelling Unit Count:	Approximately 600 Units <sup>13</sup>	Residential Product Mix:	Balance of SF and MF units
Net Residential Density:	9-12 du/acre	Parks and Open Space <sup>14</sup> :	≥ 10%
		Commercial:	Neighborhood and Convenience Shopping

<sup>13</sup> Additional units may be permitted through a transfer of development rights program or to provide affordable housing in excess of what is required by law. Unit counts may be further defined through the entitlement process in response to infrastructure and environmental constraints.

<sup>14</sup> The distinct boundaries of the parks and open space, specific location of the recreational uses, and the precise amenities will be further defined during the Kīhei – Mākena Community Plan Update and the project review and approval process.



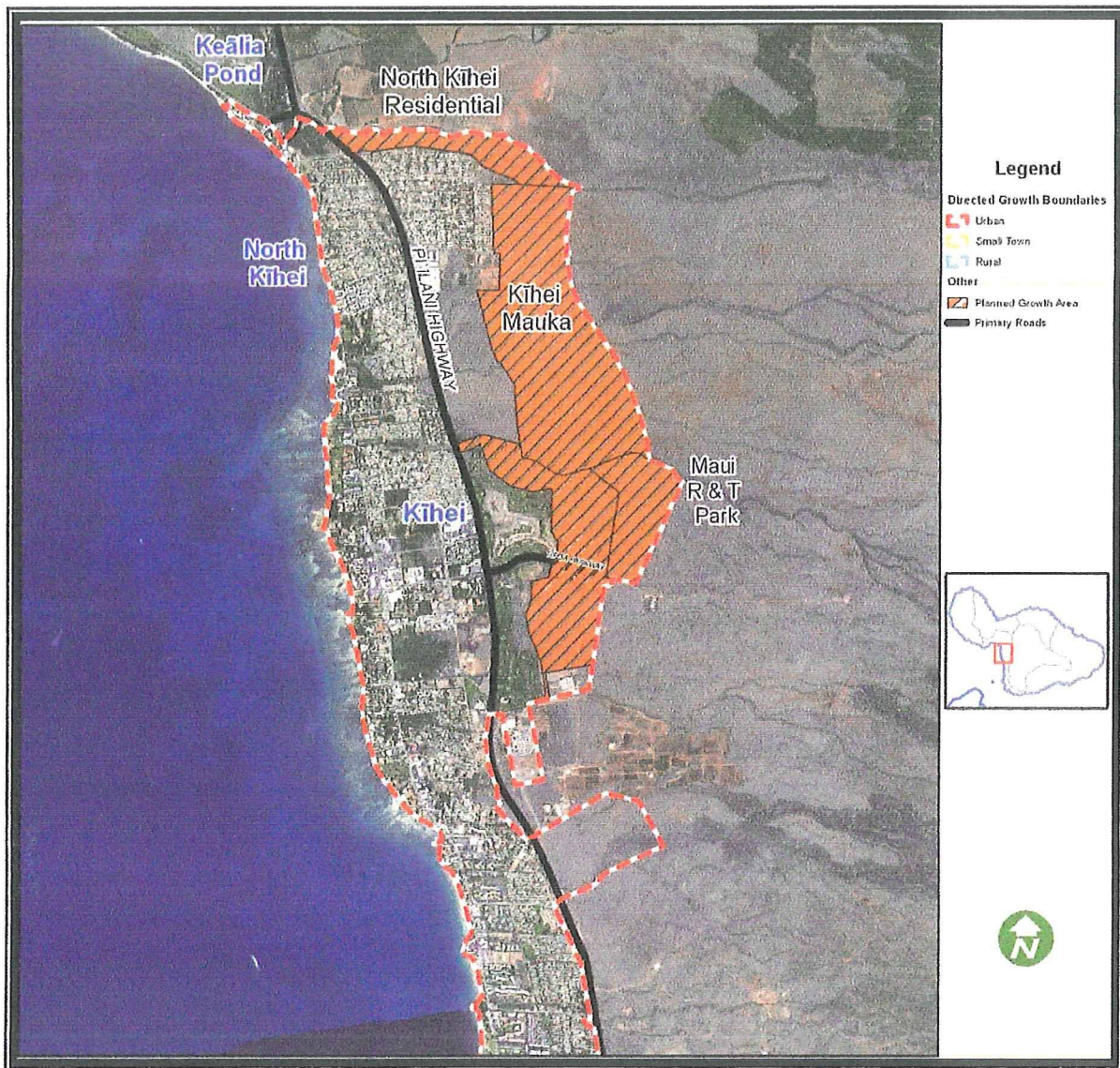


Figure 8-4: Kīhei- Mākena Planned Growth Areas.

### *Kīhei Mauka*

Kīhei Mauka is located in North Kīhei, mauka of the Pi'ilani Highway and north of the Waipu'ilani Gulch. Kīhei Mauka will encompass more than 583 acres and be comprised of a mix of land uses, housing types, lot sizes, open space, parks, and other public facilities to create an interconnected network of walkable communities that together will create a self-sufficient town.

### Planned Growth Area Rationale

The Kīhei Mauka planned growth area offers suitable topography for a new community, and is located outside of the tsunami inundation zone. Although the site is within the County's agricultural zoning district, the lands have low-agricultural suitability. Relatively few development and infrastructure constraints at the Kīhei Mauka site make it possible to provide significant quantities of workforce housing for Maui residents. Located in North Kīhei, this planned growth area will have connections to the



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planned Kīhei-Upcountry Highway and Mokulele Highway, and will generate less of an impact on Pi'ilani Highway, the North-South Collector Road, and South Kīhei Road than a comparable project located further south. The Kīhei Mauka planned growth area is adjacent to the proposed Kīhei High School and the MRTTP. Kīhei Mauka will provide public facilities, commercial land uses, parks and an open space network to serve the new and existing communities. The development of infrastructure will be coordinated with the North Kīhei Residential project, the continued expansion of the MRTTP, and the Honua'ula and Mākena resort developments located to the south. Kīhei Mauka's proximity to large employment centers within the Kīhei-Mākena community plan region offers an ideal location for several self-sufficient villages that, together, will comprise a new town.

The expansion area should be developed based on the concept of a network of compact, walkable neighborhoods with neighborhood commercial nodes concentrated in the village centers of Kīhei Mauka. Projects proposed within this growth area should receive urban design review to ensure multimodal connectivity, and the incorporation of progressive-design treatments. A range of housing types should be provided with a significant percentage of multifamily units, and an emphasis on housing that is intended to meet resident needs. Due to the existing transportation challenges in the region and the size of the Kīhei Mauka planned growth area, progressively designed and safe pedestrian, bicycle, and ground-transportation corridors will need to connect the project to the Kīhei High School, MRTTP, and the rest of Kīhei. Enhanced north-south mobility mauka of Pi'ilani Highway will be key to ensuring efficient intra- and inter-regional connectivity. Convenient public transit access should be provided to improve regional mobility. Drainage and sedimentation control systems will need to be constructed to mitigate the potential for flooding makai of the project and to prevent nonpoint source pollution from entering coastal waters. These measures can be combined with the growth area's planned park, open space, and greenbelt and greenway systems. Finally, since the site is a considerable expansion of the North Kīhei area, the project will need to be developed in phases. Each phase should be planned with adequate public facilities and commercial services to meet resident needs. The Kīhei Mauka planned growth area is located on Directed Growth Map #S1. Table 8-11 provides a summary of the planned growth area.

**Table 8 - 11: Kīhei Mauka Planned Growth Area**

<b>Background Information:</b>			
Project Name:	Kīhei Mauka	Directed Growth Map #:	S1
Type of Growth:	Urban Expansion	Gross Site Acreage:	583 Acres
<b>Planning Guidelines</b>			
Dwelling Unit Count:	Approximately 1,500 <sup>14</sup> Units	Residential Product Mix:	Balance of SF and MF units
Net Residential Density:	9-12 du/acre	Parks and Open Space% <sup>15</sup> :	≥ 30%
		Commercial:	Neighborhood Convenience Shopping Region Serving

### **Maui Research and Technology Park**

The MRTTP was the vision of a core group of community leaders in the early 1980s who sought to diversify the economic and employment base on Maui beyond tourism and agriculture. Today, the MRTTP

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<sup>15</sup> The distinct boundaries of the parks and open space, specific location of the recreational uses, and the precise amenities will be further defined during the Kīhei – Mākena Community Plan Update and the project review and approval process.

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is home to a diverse range of companies and government projects that together employ approximately 400 persons in high-technology and related industries. The MRTP is envisioned to continue to be a major employment generator for Maui. The Park's mission of job creation and diversification of the island's economy remains one of vital importance.

### **Planned Growth Area Rationale**

Since the opening of the MRTP, experts in the field of economic development have gained a better understanding of innovation clusters and the needs of knowledge workers and businesses. Technology businesses thrive in areas of diversity and activity. A diversity of businesses and workers, and the availability of a variety of commercial and industrial spaces, enhance the viability and success of individual businesses. The intent of the MRTP planned growth area is to create opportunities for a broader range of desirable knowledge-based and emerging industries,<sup>16</sup> which will provide high-skilled and well-paying jobs for Maui residents.

As the MRTP develops, it should utilize the principles of new urbanism, smart growth, and the Association of University Research Park's "Power of Place" study to create a community of innovation. This includes providing diverse housing options within close proximity of the MRTP's employment, and integrating neighborhood-serving retail, civic, and commercial uses in a manner that encourages bicycling, walking, and public transport. The growth area may also include exhibit halls and meeting space to support the development of the research and technology sector, and to serve the broader needs of South and Central Maui. Build-out of the MRTP should be coordinated with the development of the neighboring Kihei Mauka planned growth area to ensure efficient intra- and inter-regional transportation connectivity for both motorized and non-motorized transportation. The MRTP should also develop pedestrian and bicycle linkages between the future Kihei High School and the core commercial and civic uses within Central Kihei. The MRTP planned growth area is located on Directed Growth Map #S1. Table 8-12 provides a summary of the planned growth area.

**Table 8 - 12 : MRTP Planned Growth Area**

<b>Background Information:</b>			
Project Name:	Maui Research and Technology Park	Directed Growth Map #:	S1
Type of Growth:	Urban Expansion	Gross Site Acreage:	437 Acres
<b>Planning Guidelines</b>			
Dwelling Unit Count:	Approximately 1,250 <sup>17</sup> Units	Residential Product Mix:	Balance of SF and MF units
Net Residential Density:	9-20 du/acre	Commercial:	Neighborhood serving retail and commercial
Net acres dedicated to non knowledge-based employment (parks, civic, residential, commercial)	Approximately 35%	Knowledge based employment:	Up to 2 million sq. ft.

<sup>16</sup> Industries characterized by highly-skilled workers in fields such as science and research, biotechnology, clean technology, information technology, disaster mitigation, education, healthcare and medicine, media production as well as other industries supported in the Emerging Sector's Subelement, Chapter 4, MIP.

<sup>17</sup> Additional units may be permitted through a transfer of development rights program or to provide affordable housing in excess of what is required by law. Unit counts may be further defined through the entitlement process in response to infrastructure and environmental constraints.