

Section 3.4 | Areas of Change

Areas of change are neighborhoods or other places where there are opportunities for growth and progress. This section provides guidance based on planning principles and community feedback on how that change should occur.

While some areas of change were identified as Planned Growth Areas in the 2012 MIP, other areas were identified through the community planning process and engagement with the public. While these areas are identified for future change in this Plan, efforts to more concretely plan for their growth will occur throughout the 20-year life of this Plan. A cooperative effort involving the community, property owners, developers, and the County will be needed to ensure that the community's vision for these areas is achieved.

Mā'alaea

Mā'alaea is centrally located between West, Central and South Maui and includes the State-owned small boat harbor and facilities, U.S. Coast Guard Station, Maui Ocean Center, other businesses and amenities, and large parking lots. The area currently supports a population of approximately 300 residents utilizing 178 of the 626 total housing units in the Mā'alaea Census Designated Place based on the American Community Survey 2020 data. The majority of the housing units are multi-story condominiums located along Hauoli Street and are utilized as second homes and short-term vacation rentals.

Change Envisioned

The Mā'alaea area is ideally situated for transit oriented development opportunities that provide a mix of higher-density commercial, employment, and residential uses. Redevelopment of the area bounded by Honoapi'ilani Highway and Mā'alaea Road will create workforce housing close to transit, a more pedestrian friendly area where residents can walk to shops, the beach and harbor, and a multimodal connection between the job opportunities West, Central and South Maui offer.

Challenges and Opportunities

With redevelopment comes challenge and opportunity. The central location, mix of uses and land currently underutilized as parking lots represent an opportunity for redevelopment.

Existing infrastructure such as water lines and roads provide an opportunity, while upgrades can provide challenges. The need for a regional wastewater system ([which includes treated effluent](#)) and public facilities (like schools, police and fire) is challenging,

while having more residents and businesses to spread the cost of this system provides an opportunity. There is an opportunity to install and improve sidewalks and multimodal paths and build a transit hub. Resistance to redevelopment by the area's existing residents can be challenging and will necessitate a thorough and inclusive planning process. Given the threat of [wildfires](#), sea level rise and other coastal hazards and to protect ocean resources in Mā'alaea Bay, attention to [ready and resilient systems](#) ~~resilience~~ and avoiding resource impacts will be important for this redevelopment, as will opportunities for managed retreat and strategic relocation of threatened development.

Figure 3.9: Area of Change | Mā'alaea

Central Maui Baseyard

The Central Maui Baseyard is located east of Maui Veterans Highway at the northern extent of the South Maui Community Plan Area. The existing developed baseyard encompasses approximately 54 acres. The Maui Island Plan identifies expansion of industrial uses in the area, with the Urban Growth Boundary encompassing 168 acres.

Change Envisioned

This South Maui Community Plan allows for expansion north and east of the existing baseyard, potentially expanding the industrial area by 66 acres. This will allow for the expansion of existing industries and the addition of new businesses. The planned growth area represents a logical expansion of industrial land use in the area. The area's location, midway between South Maui and Kahului, makes it a convenient site to serve the island's long-term heavy industrial land use needs.

Challenges and Opportunities

This central location provides an opportunity for Maui's industry to grow in an area best suited for industry. Development of the area must ensure the protection of view corridors along Maui Veterans Highway as well as mauka and makai view planes. Linear-strip development along Maui Veterans Highway is strongly discouraged. Buildings should be setback significantly from the highway, interior roadways should connect to existing intersections with the highway so no new intersections are needed, and all traffic-light timing along the highway should be coordinated for optimum traffic flow.

Mauka North Kīhei

The Mauka North Kīhei area of change includes the MIP North Kīhei Residential planned growth area, portions of the MIP Kīhei Mauka planned growth area, the Pi'ilani Promenade project, and the existing light industrial subdivision south of Ohukai Road. These four separate projects are described as one area of change because of their proximity to each other and the opportunity for coordination, interconnection and creating a cohesive community in North Kīhei mauka of the Pi'ilani Highway. The MIP Kīhei Mauka planned growth area encompasses more than 583 acres and is envisioned to consist 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. The MIP notes that Kīhei Mauka is a considerable expansion of the North Kīhei area and that the project will need to be developed in phases. Since the adoption of the MIP in 2012, population projections have decreased. During the community plan update process, the community called for some growth in this area but not to the full extent of the MIP's Kīhei Mauka planned growth area. [However, including Kihei Mauka in this area of change provides an opportunity for long range planning in a comprehensive manner. Future development of the entire area will be anticipated so that appropriate long-term planning for infrastructure and community facilities will take place.](#)

Change Envisioned

As described in the MIP, the North Kīhei Residential planned growth area is envisioned with a mix of housing types, neighborhood-serving commercial, parks, trails, bike paths, and open space and will incorporate traditional neighborhood design principles. Promoting all of these uses and design principles, the area is designated Residential. ~~The northern portion of t~~The Kīhei Mauka planned growth area is designated Small Town Center allowing for a network of compact, walkable neighborhoods with commercial nodes concentrated in village centers. The Pi'ilani Promenade project is designated Small Town Center on the two makai parcels and Residential on the two mauka parcels. This area is envisioned to have a mix of housing types to promote affordability and support community needs, neighborhood-serving commercial uses and services, parks, and ample open space. The existing light industrial subdivision south of Ohukai Road is designated Transit Oriented Center to provide the opportunity for redevelopment with transit-supported uses and densities. Projects within this area of change should include multimodal connectivity, a range of housing types that will meet residents' needs, safe pedestrian and bicycle connections to the South Maui High School, enhanced north-south mobility mauka of Pi'ilani Highway, and adequate public facilities and parks.

Challenges and Opportunities

These projects will provide families the opportunity to live and work in North Kīhei within a safe walking distance to the new high school. This area of change promotes workforce housing, including a variety of housing types and much needed multimodal transportation options mauka of Pi'ilani Highway. It will be important to create roadway and greenway connections between new and existing developments in this area to promote efficient movement and alleviate traffic on Pi'ilani Highway. A challenge will be upgrading existing infrastructure and adding new infrastructure to ensure adequate services for existing and new residents. As with the whole community plan region, securing water supply for new development will be a challenge. Another significant challenge for this area of change is preventing environmental impacts on makai resources, including reefs and wetlands by mitigating flooding.

Central Kīhei

The Central Kīhei area of change includes developed parcels and undeveloped parcels encompassing approximately 85 acres that present redevelopment and infill opportunities to benefit the South Maui community. Central Kīhei refers to the lands designated Small Town Center, Resort/Hotel and Open Space along both sides of Pi‘ikea Avenue and along the north side of East Lipoa Street between Pi‘ilani Highway and South Kīhei Road. The area encompasses the Downtown Kīhei project, Pi‘ilani Shopping Center, Pi‘ilani Gardens housing complex, and a variety of commercial uses along South Kīhei Road and East Lipoa Street. Commercial uses in this area represent strip development with large parking lots and mobility challenges that present hazards to pedestrians, bicyclists and motorists. This area presents opportunities to redevelop and evolve over time to better serve present and future residents and respect the scale and character of Kīhei.

Change Envisioned

Downtown Kīhei is an infill project that has evolved over the years with community input and the market impacts of the COVID-19 pandemic and resulting economic downturn. The project is envisioned as a mix of uses including residential, commercial, hotel and open space. The residential component includes a variety of housing types including apartments over retail, townhomes, senior living, and affordable housing. Commercial uses will be mixed with the residential component and will also service surrounding neighborhoods. If a hotel is developed, it should be local-serving rather than resort-style and all development should be at a density and scale to respect the character of the area. The Open Space designation protects wetland resources and it will be important to provide ample bus stops, sidewalks, bike paths and connections to the greenway along Liloa Drive and other paths in the area. The rest of the Central Kīhei area of change are developed parcels that present redevelopment opportunities to create pedestrian-friendly activity centers and add housing options to the area.

Challenges and Opportunities

With redevelopment and infill comes challenge and opportunity. Infrastructure such as water and wastewater already exist, which is an opportunity; however, they will likely need significant upgrades, which is a challenge. Residential neighborhoods, jobs, schools, and other services surround the Central Kīhei area and will benefit from redevelopment of the area. There is also an opportunity to improve sidewalks and paths and fill-in gaps to create a more interconnected network of active transportation options. As with most areas in north and central Kīhei, flooding is a significant hazard in this area that must be addressed early in the planning stages of development. Redevelopment and infill can also face resistance from surrounding residents. The community, landowners and

businesses will need to be engaged in redevelopment planning to ensure that it results in positive change for residents in the immediate area and the whole South Maui region.

Figure 3.12: Area of Change | Central Kihei

Maui Research and Technology Park

The Maui Research and Technology Park (MRTP) is located mauka of Pi'ilani Highway between Waipu'ilani Gulch and Kēōkea Gulch. It is bounded by Haleakalā Ranch lands to the east and the Maui Nui Golf Club (formerly the Elleair golf course) to the west, encompassing approximately 400 acres.

Change Envisioned

The MRTP was the vision of a core group of community leaders in the early 1980s who sought to diversify Maui's economic and employment base beyond tourism and agriculture. Today, the MRTP is home to a diverse range of companies and government projects that provide employment in high-technology and other industries. The MRTP is envisioned to continue to be a major employment generator and economic diversifier for Maui.

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, 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. The majority of the MRTP is governed by Chapter 19.38, Maui County Code.

Challenges and Opportunities

Build-out of the MRTP should be coordinated with the development of the neighboring projects 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 new high school and the core commercial and civic uses within Central Kīhei, as has been shown in project plans. As with all development mauka of Pi'ilani Highway, a significant challenge for this area of change is preventing environmental impacts on makai resources including reefs and wetlands, and mitigating flooding.

Figure 3.13: Area of Change | Maui Research and Technology Park

County-Owned Parcel

The 150-acre County-owned parcel mauka of Pi'ilani Highway that surrounds the Kihei Police Station has the potential to serve the community in a variety of ways. The majority of the parcel is currently undeveloped and has been used for grazing. There is a remnant dryland forest of native wiliwili trees on the southeast section of the parcel.

Change Envisioned

The 1998 Kihei-Makena Community Plan envisioned this area as a park. Designating the parcel as Public/Quasi-Public in the updated South Maui Community Plan allows the County flexibility in developing this parcel to meet the community's needs. A portion of this area could be a consolidated baseyard for County departments. Portions of the parcel could be used as a receiving area for excess R1 water from the South Maui Wastewater Reclamation Plant. A park with various facilities and features could be developed on the site. Given the current housing crisis, a portion could be developed for affordable and workforce housing if such uses are compatible with other government uses of the site. Given the Public/Quasi-Public designation and the property's zoning, a fast-track entitlement process could be used. The portion of the parcel with the wiliwili forest should be preserved as a native forest habitat.

Challenges and Opportunities

The geology of the parcel provides a challenge for development and underground utilities, with a thin layer of topsoil underlain by volcanic blue rock. Preservation of cultural and archeological sites may also pose challenges for development of this parcel. The opportunity to utilize R1 water exists as the parcel is near the one million-gallon R1 water storage tank in South Maui. As the County transitions away from the use of wastewater injection wells, this parcel could act as an outlet for excess R1 water to irrigate the native forest and park.

Honua'ula

The Honua'ula project, previously known as Wailea 670, consists of approximately 670 acres of land located east of Pi'ilani Highway and the Wailea Resort, south of the Maui Meadows subdivision, west of Ulupalakua Ranch lands, and north of vacant land that is part of the Makena Resort. This area was identified as Project District 9 in the 1998 Kihei-Makena Community Plan and described as a mix of single-family and multi-family housing types for a range of consumer groups with an emphasis on community development, including community-oriented parks integrated with pedestrian and bicycle recreation ways with a buffer between Pi'ilani Highway and residential areas.

Proposed Change

Honua'ula is a master-planned residential community comprised of single and multi-family homes including at least 25 percent workforce housing units, village mixed uses, ~~200-170~~ acres of preservation and conservation land, and 90 acres of recreational/open space areas. The project would be served by private water and wastewater systems.

Challenges and Opportunities

This project will provide the opportunity for 1,150 new residential units; ~~however, the majority are not geared towards the local resident market. The project continues to face many challenges. The project will also include significant public infrastructure improvements, including the~~ including the widening of Pi'ilani Highway to four lanes, ~~the need for water, wastewater and flood control infrastructure, preservation of cultural sites, and legal challenges from local groups opposed to the project. The project will also include approximately 260 acres of open space, preservation and conservation of native plants and significant historic and cultural sites in consultation with Native Hawaiian cultural advisors.~~

Mākena

Mākena is an area consisting of land uses ranging from luxury golf courses and high-end single-family homes to historic and culturally sensitive sites. Development in the region has capitalized on Makena's natural beauty and dry climate making it a desired location for resorts and second homes for many, while its rich cultural history has made it a desired place for preservation.

Dating back to the 1998 Kihei-Makena Community Plan and the Mākena Resort's Master Plan, land use designations and changes in zoning have occurred allowing for a mix of single and multi-family residents, two new hotels, a wastewater treatment facility, and commercial use.

Proposed Change

The master-planned luxury residential community consists of single and multi-family homes, mixed use, and parks/open space will be expanded, adding to the already developed parcels throughout Mākena.

Challenges and Opportunities

The development of the remaining parcels in Mākena will provide the opportunity for more luxury homes in the area, but the challenge of providing workforce housing in an area so close to the South Maui resort employment center exists. This development also faces the challenges of developing water and flood control infrastructure, preserving cultural sites, and legal challenges from local groups opposed to the continued development of Mākena.