

# Rory Frampton Consulting Inc.

Land Use and Environmental Planning ▪ Consulting ▪ Project Management

---

340 Napoko Place  
Kula, Hawaii 96790

cell (808) 298-4956  
[rory@roryframpton.com](mailto:rory@roryframpton.com)

September 30, 2026

Chair Tamara Paltin, and Members  
Disaster Recovery, International Affairs, and Planning Committee  
*Sent via email*

Aloha Chair Paltin and DRIP Committee Members

Re: South Maui Community Plan Update – North Kihei Mauka  
Project Summary

Kihei Mauka refers to an area in North Kihei above the High School and between the Maui Research and Technology Park (MR&TP) and the area above the Ohukai Street. The area is approximately 583 acres in size and is designated within the Urban Growth Boundary (UGB) in the Maui Island Plan (MIP). The area was included in the Community Plan Advisory Committee's (CPAC's) version of the South Maui Community Plan (SMCP) as we Maui Planning Commission's.

The area is owned by Haleakala Ranch Company (HRC) and Kaonoulou Ranch LLLP (KR), multi-generational family owned ranches established in 1888 and 1916 respectively. Recognizing the need to have a well planned community, Kaonoulou Ranch and Haleakala Ranch initiated a cooperative planning effort to evaluate the suitability of the region to accommodate future community growth during the initial phases of the Maui Island Plan formulation. The identification of Kihei Mauka as a growth area presents an opportunity to address future community needs for Maui residents while also protecting the integrity and legacy of the remaining lands of both ranches.

## **Growth Area Rationale:**

**Logical growth area.** Kihei Mauka is located adjacent to a number of existing and planned facilities: Kulanihako'i High School, Maui Research and Technology Park/Kihei Charter School, and existing and planned light industrial areas. Being in North Kihei, it will have less of an impact on Pi'ilani Highway than other potential areas further south. Importantly, the area is not considered prime in terms of Agricultural productivity.

Kihei Mauka was consistently endorsed as an area appropriate to accommodate urban growth in all phases of the County sponsored efforts to gather public input during the creation of the Maui Island Plan, including Focus Maui Nui's grass roots Walkstory Planstory workshops, and reviews by the General Plan Advisory Committee, Maui Planning Commission, previous County Administrations and the Maui County Council. As noted above, it was also included in the CPAC's Draft SMCP that is being currently being considered by this Commission.

**Opportunity for Comprehensive long-term planning.** Including Kihei Mauka in the SMCP provides an opportunity for long range planning of the area 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. Limiting the Community Plan designation to only a portion of the area could lead to fragmented planning and an under estimation of future infrastructure and community needs.

### **Vision:**

From the Maui Island Plan: *“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. ... 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.”*

### **Urban Planning and Design:**

Future growth within Kihei Mauka will utilize modern smart growth principles and up-to-date zoning tools to encourage complete and comprehensive community development. Some of the major objectives that have been included in the description of Kihei Mauka in the Maui Island Plan include the following:

- *“...progressively designed and safe pedestrian, bicycle, and ground transportation corridors will need to connect the project to the Kīhei High School, MRTP, 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.”*
- *“...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.”*

### **Project Specific Policies:**

As a representative for Haleakala Ranch and Kaonoulu Ranch, I worked with the KCA Design Review Committee to develop policies related to the Kihei Mauka Growth Area, see Policies 3.4.1 through 3.4.6. The policies are intended to address concerns of the community regarding the buildout of the Kihei Mauka area. As previous testimony dated September 29, 2026, with two policies related to the timing and phasing of stormwater management and transportation improvements.

Our main concern has to do with the implementation of the mauka collector road. The Ranches recognize that implementation of effective traffic mitigation will be key to maintaining the quality of life for existing and future South Maui residents. However, requiring the completion of the entire mauka collector road from Veterans Highway all the way to East Lipoa Street prior to occupancy of any development is excessive. Imposing this condition at this point in time is also premature. During the District Boundary Amendment and Change in Zoning processes there will be a detailed traffic study examining existing and future conditions to determine the specific improvements that are necessary to mitigate impacts from various stages of the project. The required improvements will be determined by the State Department of Transportation. We feel our requested language for policy 3.4.5 would more appropriately address transportation requirements and would read as follows:

*3.5.5 Require the implementation of transportation improvements prior to or concurrent with each phase of development, including a mauka connection to Veterans Highway, in order to mitigate impacts of the project, as determined by the State Department of Transportation.*

### **Other Issues:**

**Open Space.** Both Ranches are committed to protection of open space and responsible stewardship of their land holdings. The Kihei Mauka UGB represents just over 1% of HRC's land and just over 3% of KR lands. Except for HR's Keokea Industrial area, there are no lands designated or planned for Urban growth in any of their other holdings. This establishes a substantial open space buffer between south Maui and Kula, not to mention the large tracts of open space above and around Kula and Makawao that are owned by both Ranches.

**Land Use Forecast and Timing.** Concerns have been expressed regarding the amount of land area that should be designated within the Community Plan. The argument is that the amount of land use areas designated in the plan should match the projected population growth for the area as expressed in the social - economic forecast prepared by the Department.

There should be some caution in relying too heavily or rigidly on the Department's land use demand forecast for the following reasons:

- It is based on economic forecasts which can be subject to changes based on worldwide trends or global events.
- While the forecast has been made for 10 or 20 years, the supposed planning horizon for the Community Plan, the updates of the community plans have not been timely, this plan is almost 30 years old. Relying too rigidly on the forecast numbers could result in an outdated or irrelevant plan if it takes 30 years or more for the next update to occur.
- The forecast did not account for pent up demand due to the existing housing shortage. The Hawaii Housing Planning Study estimated that the pent up demand need for housing units in Maui County for the years 2020-2025 was 10,404 units (SMS, Hawaii Housing Planning Study, 2019).

- It did not include numbers for vacancies and assumed every new house would be occupied by a local resident.
- Changing assumptions on variables such as household size, can lead to significant differences in results. The Department's forecast utilized a higher household size than actual existing conditions despite the discussion in the housing report indicating that future residents will want to be in smaller units and household sizes, thus requiring more units for the same amount of people.
- Based on past experiences, not all designated areas will necessarily be built out, in which case there could be a shortage of available growth areas. **Just because an area is designated in the plan as a growth area does not guarantee that it will be developed.**

**Long term plans for Kihei Mauka will not materialize overnight.** Maui's two primary master planned residential communities are located in Central Maui at Maui Lani and Kehalani and took almost twenty years from the start of County planning efforts to beginning of construction. And it is important to reiterate that the Kihei Mauka area will be developed in phases over time, concurrently with infrastructure development.

Maui Lani and Kehalani Project Districts are good examples of master planned communities:

- Including a large area and scale has assured that sites for schools, parks, roadways, shopping areas are anticipated for and constructed.
- Although conceived in the 70's and approved around 1990, they have not been completely built out and are still in process.

### **Next Steps:**

Necessary future land use approvals include State District Boundary Amendments through the State Land Use Commission as well as Change in Zonings from the Maui County Council. These regulatory reviews will require processing of an Environmental Impact Statement which will provide for public review and detailed analysis of impacts related to infrastructure (transportation, water, wastewater, drainage, etc.) socio-economic and environmental factors, and archaeological and cultural resources. It is anticipated that a detailed set of conditions will be attached to the approvals ensuring compliance and implementation of a variety of mitigation measures and infrastructure improvements to accommodate the development.

Thank you for the opportunity to present this information. I will be available to clarify any of the above information during the DRIP committee meeting(s).

Respectfully submitted,



Rory Frampton

Cc: J. Scott Meidell, President, Haleakala Ranch Company  
Wendy Rice-Peterson, General Partner, Kaonoulou Ranch LLLP