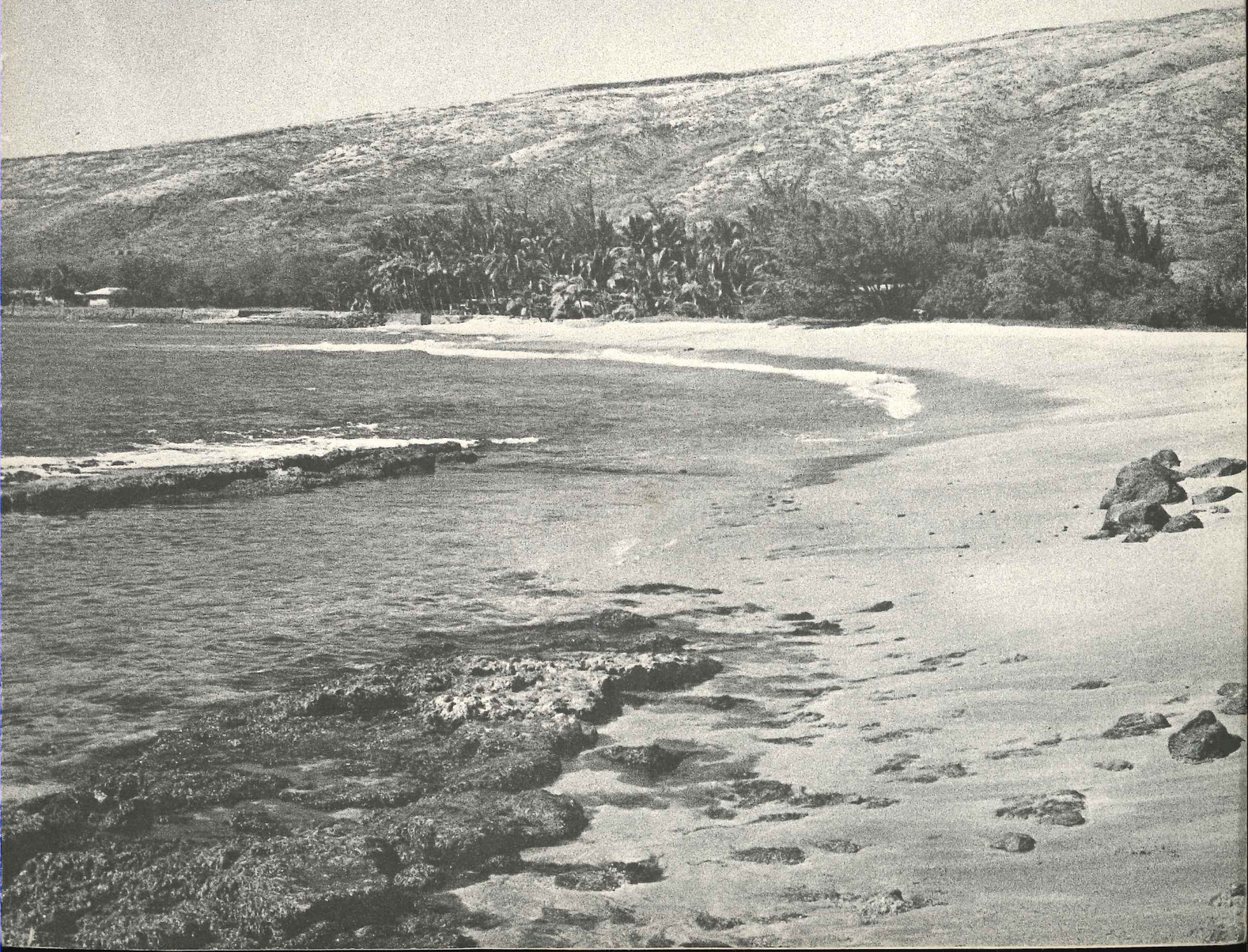


# Kihnei

## Civic Development Plan



Prepared for the  
Maui County Planning Commission  
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Since World War II Hawaii has seen its tourist industry grow from a trickle of activity immediately after the war into a flood that many today believe threatens the survival of the State as a desirable place to visit and a reasonable place to live.

In more recent years, the impact of tourism has made itself felt on Hawaii's Neighbor Islands. Through its County government and with State and Federal assistance, Maui has tried to anticipate the problems that now beset Waikiki, by planning now to control the almost explosive development of resort facilities believed to be inevitable in the near future along the Island's most favored beach areas.

One such area stretches for 22 miles along the central leeward coastline of Maui, on Maalaea Bay, from Maalaea to Makena. In 1969, with the assistance of a U. S. Department of Housing and Urban Development "high merit" planning grant, a far-reaching and comprehensive plan was developed for this area.

Early studies for the plan almost at once defined the size of the problem. An almost totally undeveloped coastline, with a population under 1,500, had to be planned to accommodate a possible fifty-fold increase in population within the next 20 years.

The first objective of the plan is to preserve the 13 miles of white sand beaches along this coast for the future enjoyment of not only the guests of the hotels to be built, but for all of the residents of the area, the Island of Maui, and the State. In short, to preserve these beaches for public recreation.

Fortunately, the State owns much of the beach frontage in the study area. All of this is planned for park development and open space. The plan calls for 10 miles of beach parks, totalling over 1,000 acres. The regional plan divides the area into five districts, Maalaea, Kihei Wharf-Kalepolepo, Kamaole, Wailea, and Makena. Kamaole is planned as a 100-acre resort superblock, large enough to accommodate 4,000 hotel units. At Kamaole more than a mile of public beach park will be set between the resort block and the sea.

Not only is public access to the beaches built into the plan, but developers will be given an incentive to locate their structures in such a way as to insure open vistas to the sea from the land behind the hotels by a proposed bonus plan for favorable building orientation and siting.

Even when the area has reached its maximum

planned development, travellers over its highways and streets and residents of mauka areas are expected always to have clear views of the sea through open corridors between building clusters.

A major objective of the plan is to encourage intermingling of visitors and local residents in the resorts and on the beaches. This intermingling is believed by the planners to be essential to the preservation of the charm of a Hawaiian vacation and of living in Hawaii.

Highly developed urban clusters are designed to be set off by graduated buffer zones of lower-rising apartments and residential neighborhoods, as well as neighborhood commercial complexes.

The planning area includes the site of an entirely new resort town to be built at Wailea by Alexander & Baldwin, Inc. This 1,500-acre site will be developed as a "City of Flowers", capitalizing on the magnificent white sand beaches on the property. The Wailea plan of Alexander & Baldwin has been incorporated into the overall master plan for the entire coast.

Adjoining Wailea is Makena, once a thriving Hawaiian community, now largely vacant. The plan would place strict development controls in Makena, with special emphasis on the conservation of Makena's historic sites.

The planners believe Makena can become one of the most valued assets of the entire planning area, if emphasis on its development is placed on conservation, the prevention of unwanted development, so that when maximum urbanization is reached in the rest of the planning area, Makena will remain as now, a quiet place of natural beauty and historic interest.

The overall plan was drafted in the belief that this Hawaiian coastal region of Maui; once a center of native population, enjoying an almost unparalleled mildness of climate; beside a sea that is a setting for the nearby Islands of Kahoolawe, Lanai and Molokini; can once again become a major population center while still remaining a place for pleasant living.

The planners believe that orderly development will be as profitable for developers as uncontrolled growth.

In the final analysis, everyone, including the developers, will benefit. The plan maximizes the likelihood that even after maximum development, the planning area will continue to be a pleasant place to visit and a happy place to live.



- GENERAL ZONING PLAN**
- RESIDENTIAL
  - APARTMENT
  - HOTEL
  - BUSINESS
  - RESORT COMMERCIAL
  - INDUSTRIAL
  - AGRICULTURE
  - RURAL
  - PUBLIC USE
  - PARK
  - DRAINAGE
  - EXISTING STREET
  - PROPOSED STREET
  - PLANTING BUFFER
  - BEACH RIGHT OF WAY
  - GOLF COURSE
  - OPEN ZONE

