



Community Meeting and Open House

Project Overview, Key Findings, and Initial Opportunities

February 28, 2023

OUR GOALS THIS EVENING

- **Provide highlights** and key takeaways from the first round of community engagement
- **Review findings** from the draft community profile, housing inventory, and real estate market analysis
- **Gather feedback** about opportunities for walking, biking, and Maui Bus improvements and priority locations for affordable and workforce housing



PROJECT OVERVIEW

- Build on West Maui Community Plan and West Maui Greenway Master Plan
- Increase affordable and workforce housing
- Identify a new transit hub location
- Create walkable, accessible communities
- Support economic diversity
- Connect critical destinations
- Keep and make great places
- Reflect West Maui's history and future



WEST MAUI COMMUNITY PLAN

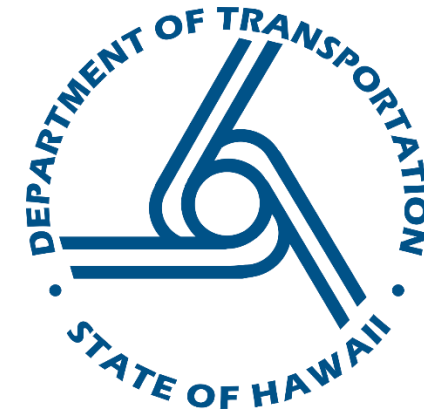
January 2022



we are
WEST MAUI | COUNTY OF MAUI
PLANNING FOR THE FUTURE | DEPARTMENT OF PLANNING

AN INTERDISCIPLINARY TEAM

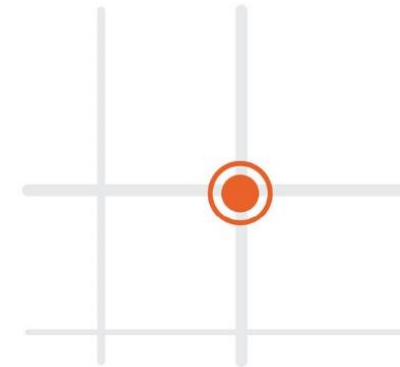
- Maui MPO
- Department of Planning
- Department of Transportation
- Department of Public Works
- Department of Housing & Human Concerns
- Department of Parks & Recreation
- Hawai'i Department of Transportation



TRANSIT-ORIENTED DEVELOPMENT FOR MAUI

- Connected, walkable communities, organized around transit
- Focused on mixed land uses, with affordable and workforce housing
- Mode of transit is less important than quality of service and experience
- **TOD on Maui will look different** than TOD elsewhere

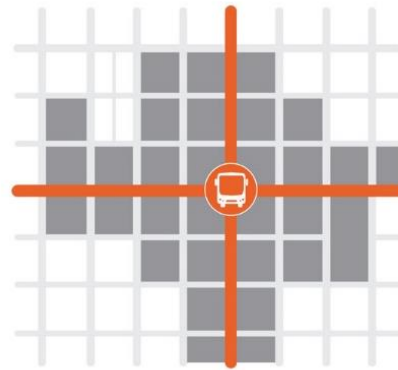
TOD TRANSIT-ORIENTED DEVELOPMENT



1 Identify Transit Oriented Development (TOD) site



2 Develop TOD plan



3 Develop transit and walkable street corridors



4 Make zoning changes to encourage TOD



5 Complete TOD district

COMMUNITY CORRIDOR STUDY AREA

Lāhainā to Kā'anapali

- Focused on Honoapi'ilani Highway and a half mile mauka
- Includes areas where people live, work, shop, go to school, and get community services
- Transit Oriented Community (TOC) land uses identified in West Maui Community Plan
- Vulnerable to sea level rise and erosion



COMMUNITY CORRIDOR TASKS & SCHEDULE

Project Launch



Winter 2022-2023

Future Needs & Visioning Workshops

Future vision for the corridor and programs, policies, and projects to support that vision



Summer 2023

Priority Projects & Programs

Clear priorities based on goals and funding recommendations to move forward



Summer-Fall 2022

Study Area Tour & Existing Conditions

Transportation and land use issues and opportunities, including an assessment of market and housing conditions



Spring 2023

Land Use & Connectivity Plans

Housing, land use, and transportation plans to better connect and support our community



Fall 2023

Draft & Final Plan

Action plan to help us build projects and achieve our goals

WHAT'S YOUR VISION FOR WEST MAUI'S COMMUNITY CORRIDOR?



Here's how to participate:

- 1 Grab three dots.
- 2 Use your dots to tell us what you think is most important in a transit-oriented community corridor.
- 3 Have other thoughts? Use a sticky note or comment card to tell us more!

Buses that take me where I want to go	
Bus stops near businesses and transit	
Safer ways to walk, roll, and bike	
Housing that is affordable for all income levels	
Access to places to play and be active	
More job centers and local businesses	
Art and cultural destinations	

Have other ideas? Put a sticky note here to tell us more!

More local stops
More beach parking for locals
Homes for my kids
Health and wellness/fitness
Multi-use housing & businesses
Transportation options
Affordable Rental Housing
Connectivity

Share more online at: WestMauiCommunityCorridor.org

Lahaina ~ Honolulu

Senior Citizens Club

sign up

calendar

bus list

Wailea

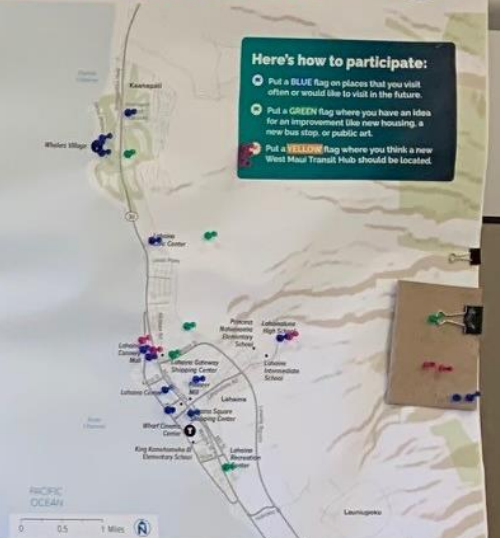


MAP YOUR IDEAS FOR WEST MAUI'S COMMUNITY CORRIDOR



Here's how to participate:

- 1 Put a BLUE flag on places that you visit often or would like to visit in the future.
- 2 Put a GREEN flag where you have an idea for an improvement like new housing, a new bus stop, or public art.
- 3 Put a RED flag where you think a new West Maui Transit Hub should be located.



Do you have other ideas? Put a sticky note here to tell us more!

Share more online at: WestMauiCommunityCorridor.org

COMMUNITY ENGAGEMENT HIGHLIGHTS

RECENT ENGAGEMENT ACTIVITIES



MAP IT: WEST MAUI COMMUNITY CORRIDOR

Tell us about your experiences traveling in the Lāhainā and Kā'anapali area by putting your ideas on the map. Where do you go? How do you get there? Where is it hard to walk or cross the street?

Share the places you visit often. Where are the places you'd like to go in the future?

Point out locations where you have an idea for improvement. Where are there opportunities in the Lāhainā and Kā'anapali area for new housing, or bus stops, or art? What about other great ideas you have in mind?

Where should the West Maui Transit Hub be located? Why do you think this is the best location?

By learning about the places that you love, and the challenges you have getting there, we can look for more ways to make the West Maui Community Corridor even better than it is today.

Suggested Markings

- Try using these markings to share your ideas. And don't forget to add notes!
- Place you visit often or would like to go in the future
- ✕ Place where travel is hard
- # Opportunity for something new or better

This completes our survey. Mahalo!



WEST MAUI COMMUNITY CORRIDOR

SCAVENGER HUNT

Join our Scavenger Hunt!

Head out on foot, on a bike, with your mobility device, on a skateboard, by bus, or by car to see how many items you can find from our list.

Take a picture of each item you find and share your photos with us in one of two ways.

Social media: tag #WestMauiCC

Email: info@WestMauiCommunityCorridor.org

ENGAGEMENT ACTIVITIES TO DATE

6

In-person pop-up events in West Maui

34

Interactive mapping comments

71

Survey responses

1,370

Project website views



ENGAGEMENT THEMES TO DATE

Multimodal Access

- Honoapiʻilani Highway intersections as barrier

Workforce and Affordable Housing

- Efficiency of mixed-use vs. what people want

Economy

- Support economic diversification

Resiliency

- Managed retreat from sea level rise



ENGAGEMENT FINDINGS TO DATE

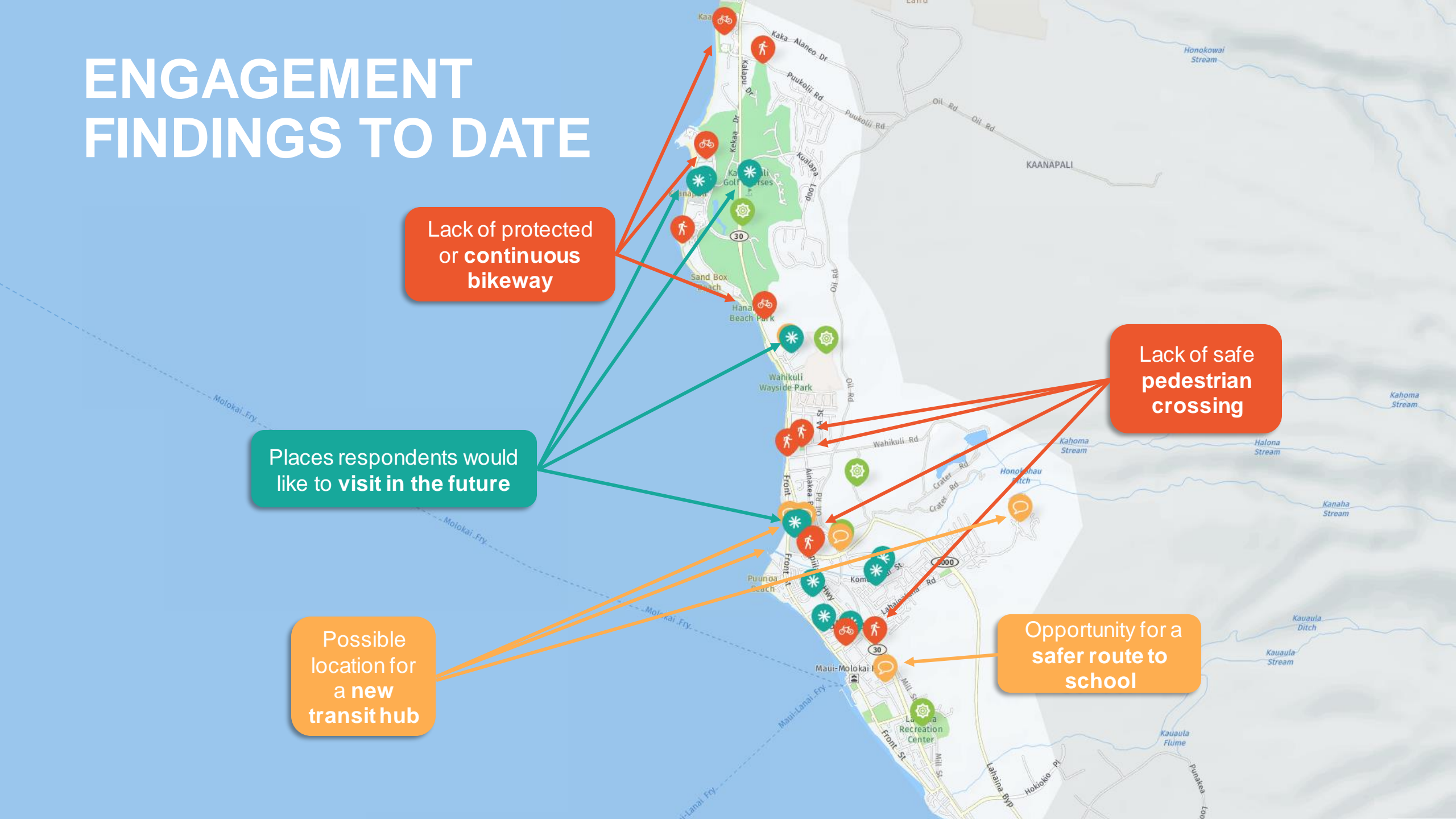
Lack of protected or **continuous bikeway**

Places respondents would like to **visit in the future**

Lack of safe **pedestrian crossing**

Possible location for a **new transit hub**

Opportunity for a **safer route to school**

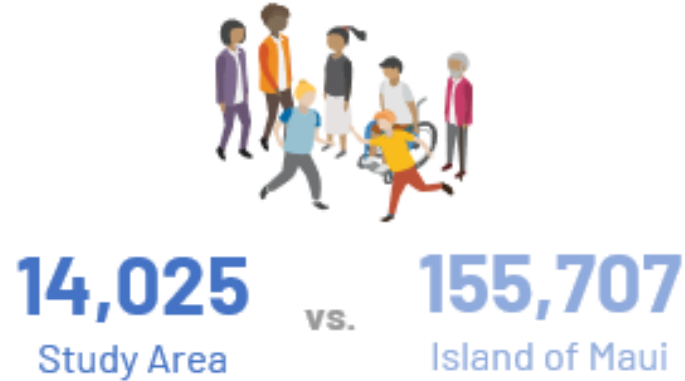




EXISTING CONDITIONS FINDINGS

COMMUNITY CORRIDOR RESIDENTS AND JOBS

Total Population



Median Annual Income



Workers and Jobs

14,000

people work along
the corridor



52%

of jobs are low-wage
(less than \$40,000
per year)



51%

of commuters travel
less than 10 miles to
their job



COMMUNITY CORRIDOR RESIDENTS AND JOBS

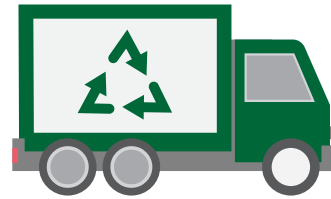
Workers by Industry in the Corridor



51%

Accommodations
and Food Service

↓13%



19%

Office-Based, Public
Administration, and
Education/Healthcare

↓19%



15%

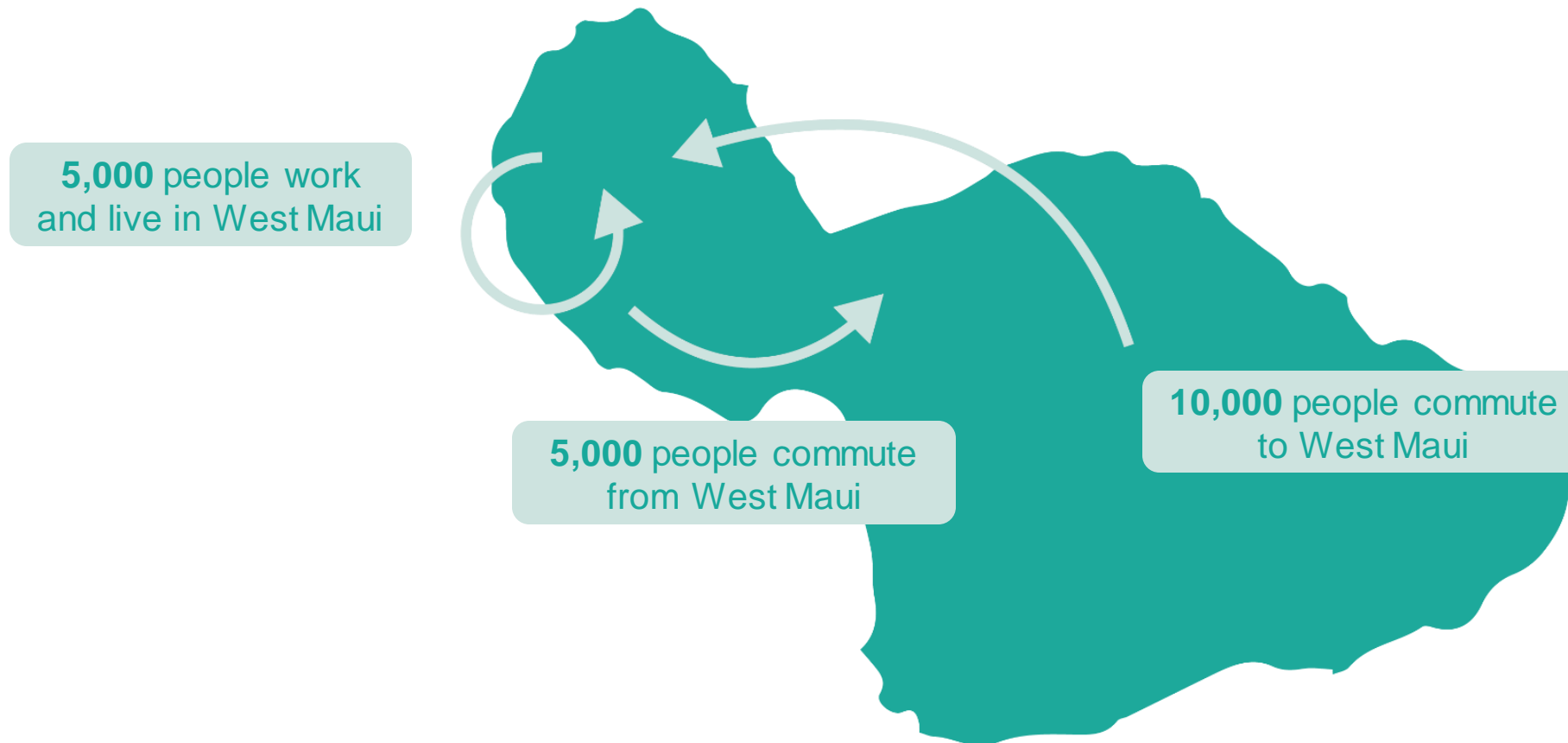
Retail Trade

↓9%

**Job Loss
Countywide**
2019 to 2022

TRAVELING TO THE COMMUNITY CORRIDOR

About 10,000 people commute to the corridor from other parts of the island.



MOVING ALONG THE COMMUNITY CORRIDOR

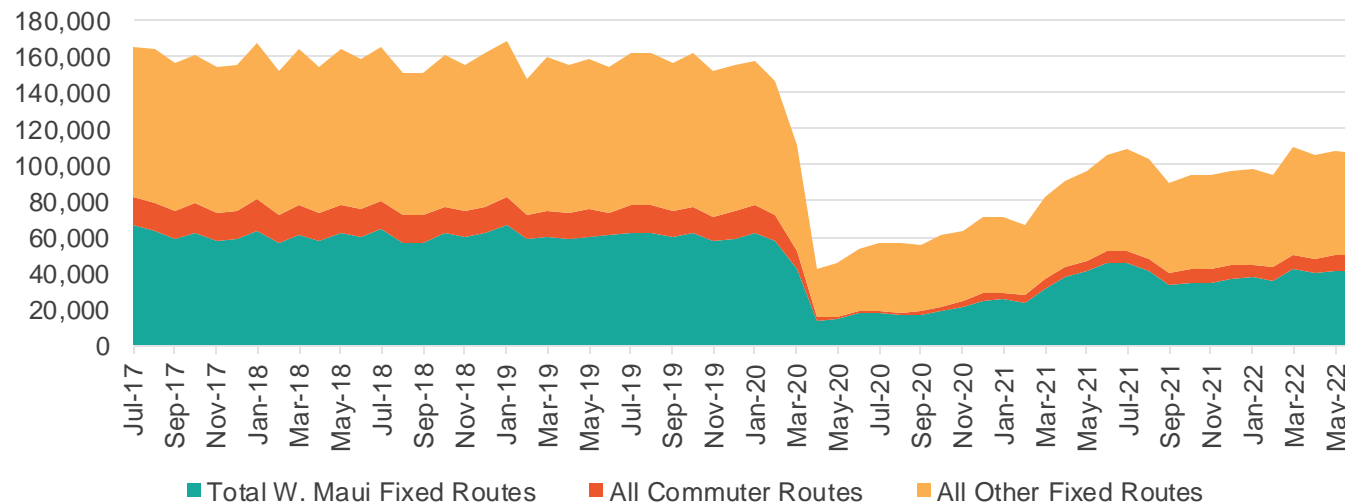
- Honoapiʻilani Highway through Lāhainā carries 24,000 vehicles per day on average
- Volumes increase to between 25,000-45,000 north of Keawe and Honoapiʻilani Highway
- There were 850 crashes (28 fatal) involving someone walking or biking between 2010-2017



MOVING ALONG THE COMMUNITY CORRIDOR

- West Maui Islander is the highest ridership route in the Maui Bus system
- Commuter bus service brings people from Upcountry, Central Maui, and Kihei
- Ridership is recovering since the beginning of the pandemic

Maui Bus Ridership (July 2017-June 2022)

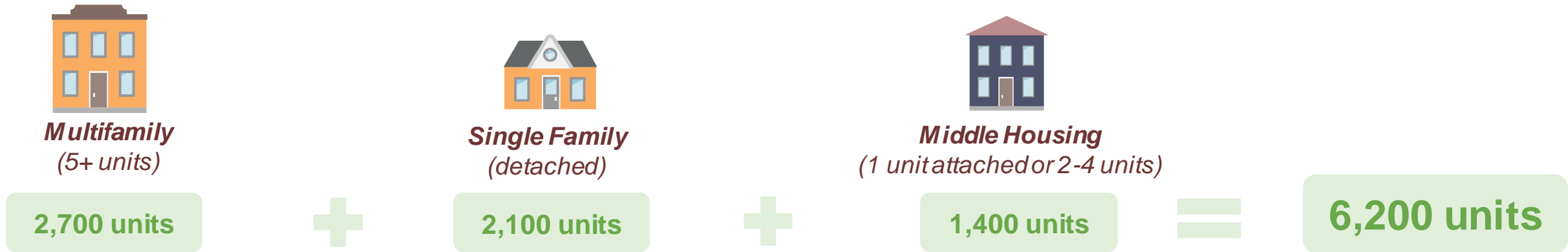




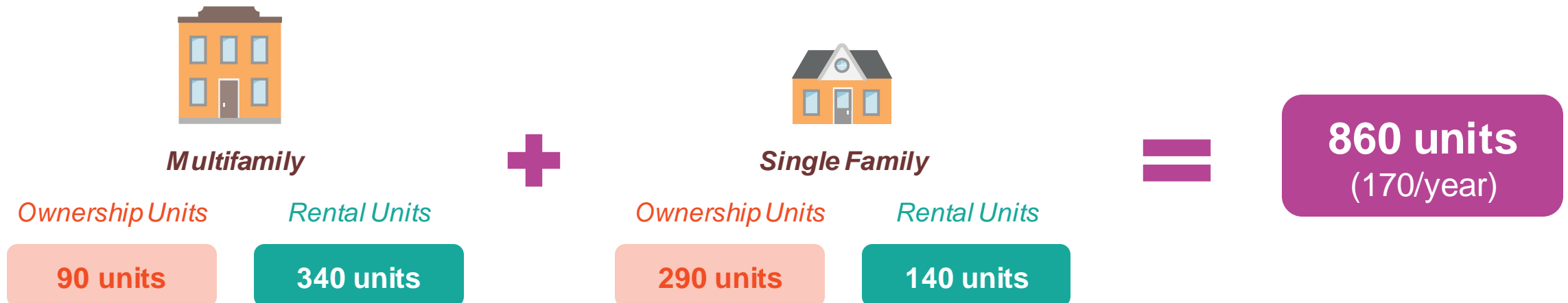
HOUSING INVENTORY & MARKET ANALYSIS

HOUSING INVENTORY: KEY FINDINGS

Existing Study Area Housing Units



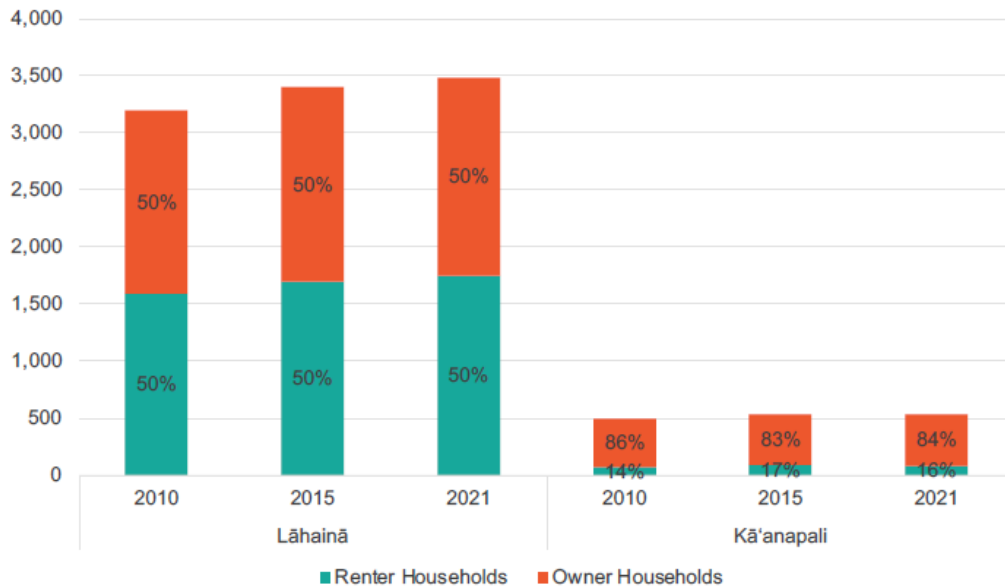
Estimated Demand for New Housing in Study Area by Preference (2020-2025)



HOUSING INVENTORY: KEY FINDINGS

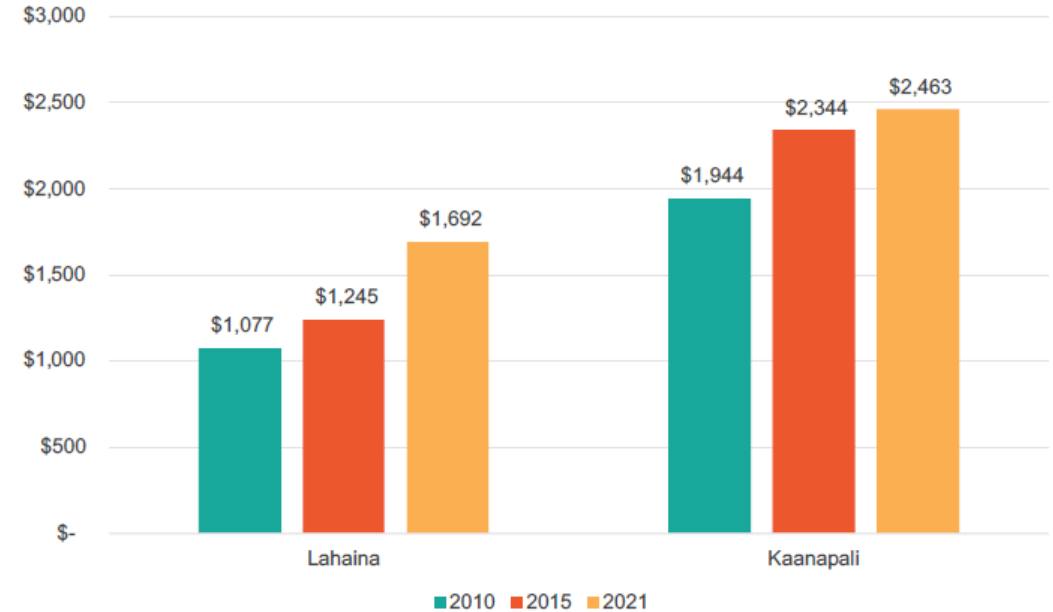
Tenure

- Significantly higher % of owner-occupied housing units in Kā'anapali



Median Gross Rents

- Median rents have increased by 57% in Lāhainā and 27% in Kā'anapali



Data source: ACS 2017-2021 5-year data

MARKET ANALYSIS: KEY FINDINGS

Housing Costs and Area Median Income

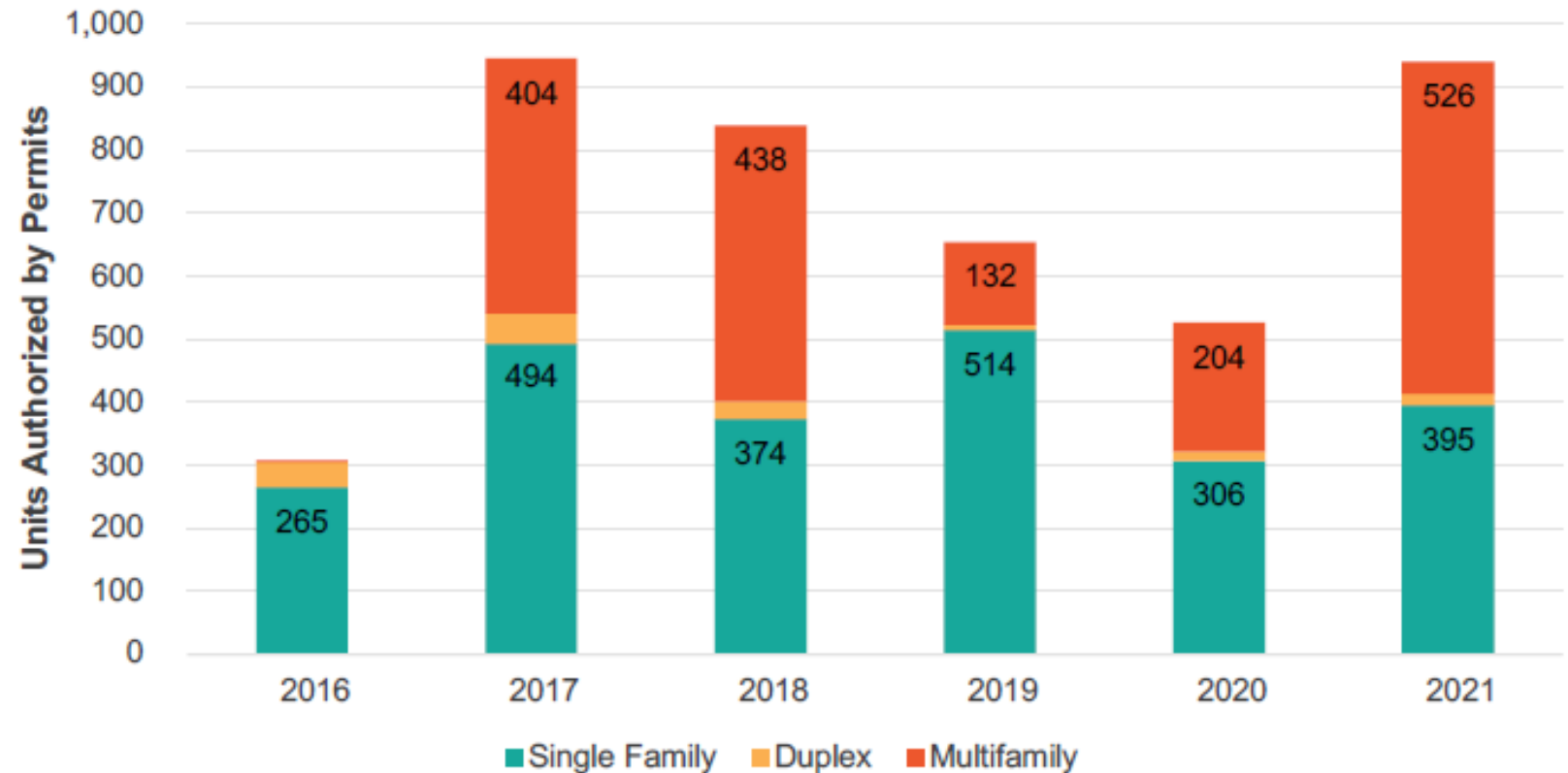
- The median family income on Maui is \$101,100 in 2022
- A family would need to earn over \$188,000 to afford the average condo in Lāhainā
- A family would need to earn more than \$450,000 to afford a single detached unit in Lāhainā and over \$612,000 in Kā'anapali

Type of Unit	Average Sale Price	Required Family Income to Afford Housing
Kā'anapali Single Detached	\$2,450,000	\$612,500 - \$700,000
Kā'anapali Condo	\$1,100,000	\$275,000 - \$314,286
Lāhainā Single Detached	\$1,800,000	\$450,000 - \$514,286
Lāhainā Condo	\$750,000	\$187,500 - \$214,286

MARKET ANALYSIS: KEY FINDINGS

Development Trends

- Housing production declined between 2017 and 2020, but jumped 79% from 2020 to 2021
- About 55% of permitted units between 2016 and 2021 were single family and 40% were multifamily

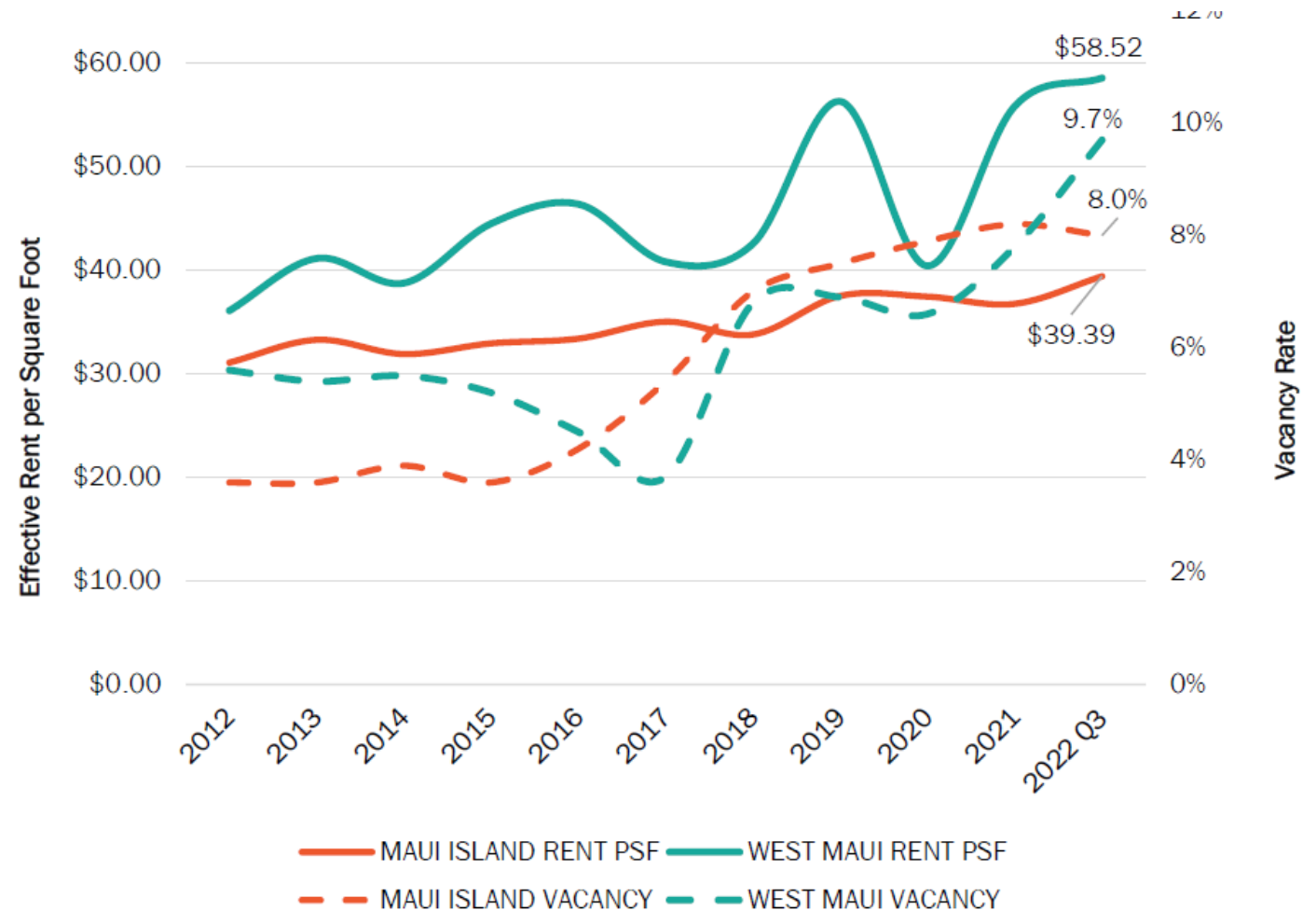


Source: Redfin, ECONorthwest

MARKET ANALYSIS: KEY FINDINGS

Retail Rents and Vacancy Rates

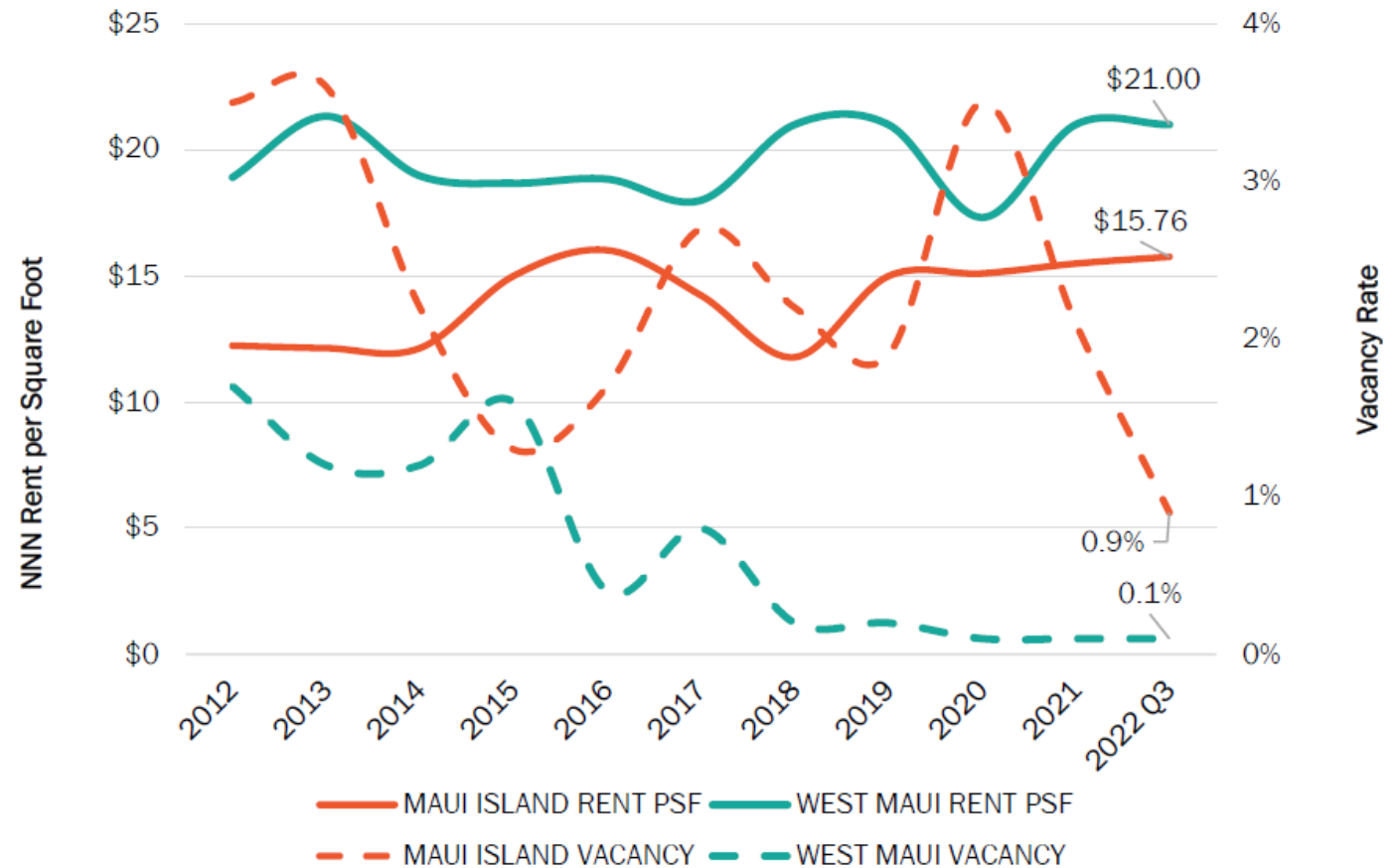
- About 23% of Maui Island's total retail inventory is in West Maui
- Despite fluctuations, retail rents increased by 62% in West Maui from 2012 to 2022 (compared to 27% for Maui Island)
- Vacancy rates are slightly higher in West Maui than for Maui Island
- Net absorption in West Maui has been negative in the past 4 years, indicating a decrease in demand for retail space



MARKET ANALYSIS: KEY FINDINGS

Industrial and Flex Rents and Vacancy

- Rents increased by about 11% between 2012 and 2022 in West Maui, compared to 29% for Maui Island
- Three new industrial/flex buildings were delivered in West Maui since 2012 (about 26,000 square feet)
- Significantly more industrial/flex space was delivered to Maui Island (about 363,000 square feet)



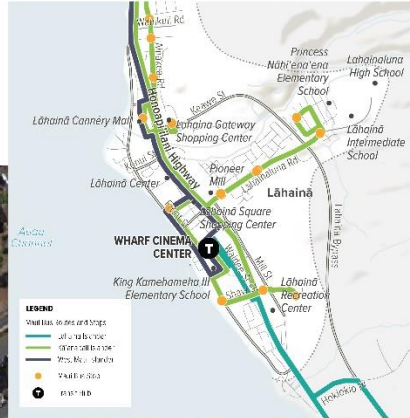


A VISION FOR THE COMMUNITY CORRIDOR

FEEDBACK WE'RE SEEKING TODAY

CONNECTING LĀHAINĀ TOWN

Lāhainā Town is full of important community destinations and a great deal of housing. Maui Bus connects people and places in the study area and across the island.



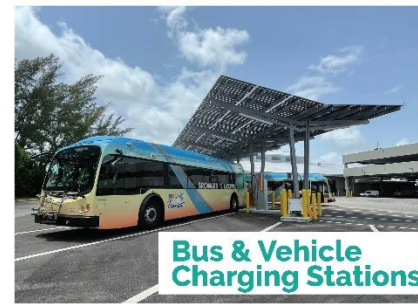
What are the connections you most want to make in Lāhainā Town?

- Use RED tape to show us where you'd like to take Maui Bus
- Use BLUE tape to show us a biking trip you want to make
- Use YELLOW tape to connect two places that you walk or roll
- Put a pin at the community destinations that make Lāhainā Town special.

A NEW WEST MAUI TRANSIT HUB



What features do you think are most important for a new transit hub in West Maui? Put a ball in the bucket of your top 3 choices.



MANY WAYS TO GET INVOLVED

- Walking tours
- Survey
- Scavenger hunt
- Mapping activity
- Pop-up events
- Community briefings
- Stakeholder meetings
- Focus groups

WEST MAUI
COMMUNITY CORRIDOR

HOW CAN WE BETTER CONNECT LĀHAINĀ AND KĀ'ANAPALI?

Join us for a community event!


SCAN ME

Mon 2/27	Tues 2/28	Thurs 3/2	Friday 3/3	
Keawe St Walking Tour 4:00-5:30 PM Cannery Mall Southern Entrance	Community Meeting 6:00-8:00 PM Senior Center 788 Pauoa St Lāhainā	Pioneer Mill Walking Tour 8:00-9:30 AM Outlets of Maui Parking Lot	Keawe St Walking Tour 8:00-9:30 AM Cannery Mall Southern Entrance	Project Team Office Hours 1:00-4:00 PM Lāhainā Art Show at Cannery Mall

 **WestMauiCommunityCorridor.org**

NEXT STEPS

- Continue engaging the West Maui community
- Summarize opportunities and areas of focus
- Finalize community profile, affordable housing inventory, and market analysis
- Share a draft vision and initial project and program ideas
- Identify potential partners and funding sources



MAHALO!



Pamela Eaton, Project Manager

808-270-7372

pam@mauimpo.org