



MINATOYA LIST APARTMENT- ZONED PROPERTY ANALYSIS

*Eligibility Assessment for
Proposed H3/H4 Hotel Zoning*



May 2026

Received at HLU meeting on 07/06/2026
from Councilmember Rawlins-Fernandez



MINATOYA PROPERTY ANALYSIS

HOW DID WE GET HERE?

For decades, a quiet transformation has been unfolding across Maui's apartment-zoned properties. Originally envisioned as a mix of owner-occupied units, long-term rentals, and limited or occasional visitor use, these developments have largely been converted into short-term vacation rentals (STRs). **This shift has hollowed out our residential communities, removed housing from the local pool, and pushed working families further to the margins.**

The rise of online platforms such as VRBO (launched in 1995) and Airbnb (founded in 2008) dramatically expanded the reach and profitability of STRs, allowing individual unit owners to function as commercial operators. What once may have been a seasonal rental or a unit occasionally loaned to family became part of a global tourism inventory—marketed, booked, and reviewed like a hotel room. Over time, many absentee owners stopped renting long-term to local families altogether, opting instead to charge daily rates. This technological and cultural shift coincided with a wave of investor-driven buying, particularly after the passing of original owners, many of whom were retirees.

As a result, **units originally accessible as starter homes for young families or retirement housing for Maui residents were transformed into unstaffed, digitally managed vacation businesses**—often without any meaningful presence of on-site management, guest services, or accountability. This disruption has made it nearly impossible for the next generation of kama'āina to find housing, not only by removing long-term rental options for Maui's working class, but also by artificially inflating the value of these units beyond the reach of local buyers.

In addition, many of these units—originally intended to serve as residential housing—are now **poorly managed commercial vacation rental businesses, lacking guest services** and contributing little to Maui's economic ecosystem. Reviews from travelers themselves describe issues like lack of accountability, inconsistent standards, and neglected furnishings, underscoring the fact that these are not well-functioning visitor accommodations but instead hollowed-out residential properties.



MINATOYA PROPERTY ANALYSIS

SITE VISITS & OBSERVED OPERATIONS

Between June 2024 and June 2025, Lahaina Strong and volunteers conducted site visits to more than 100 Minatoya properties across South and West Maui. These visits took place Monday through Friday during regular business hours. We collected observations regarding management practices, visible staffing, signage, and any indicators of whether properties were operating like hotels.

What we found was striking: the vast majority of properties—over 90%—lacked hotel-like services, on-site staff, or meaningful guest support. While a small handful featured lobbies, front desks, or uniformed staff, most were quiet, unstaffed, and operated as digital, self-service rentals. Two-thirds of the properties visited had no workers observed and either closed or non-existent offices. This challenges the common narrative that these operations meaningfully contribute to the local economy or provide substantial employment opportunities.

Our findings make one thing clear: these properties are overwhelmingly residential in character and use. While individual exceptions exist, our boots-on-the-ground data supports a broad phaseout of all STR use in the apartment zones. **There is no reason to structure county policy around a small minority of properties that might qualify for hotel classification and have been offered a path to do so.**

2/3 OF MINATOYA PROPERTIES :

ZERO WORKERS OBSERVED AND CLOSED (OR NON-EXISTENT) OFFICES DURING REGULAR BUSINESS HOURS



MINATOYA PROPERTY ANALYSIS

(HOTEL-LIKE OPERATIONS ARE THE EXCEPTION—NOT THE RULE)

PROPERTIES TO CONSIDER FOR HOTEL ZONING:

Hale Kaanapali/Maui Kaanapali Villas:

45 Kai Ala Dr



Site visit notes: (5/8/25) This is a bustling center of tourism and jobs. Open lobby, restaurants, a separate building for on-site linen/laundry, Local Harvest truck making a delivery. Operated by Aqua/Aston Resorts

Zoning consideration: Likely no action is needed because they appear to have a variance from 1965. Without a doubt, this property would best serve our community by continuing its operations as a resort.

Maui Eldorado:

2661 Keka'a Drive



Site visit notes: (5/8/25) Open lobby, uniformed staff ready to receive guests, small spa in lobby. Gym on site. Workers observed at the pool, and landscaping.

Zoning consideration: UPZONE to hotel, to match West Maui community plan



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Papakea:

3543 Lower Honoapiilani Rd
(BUILT ON SPLIT ZONING: ORIGINAL DECLARATIONS CLEARLY SEPARATED THE RESIDENTIAL PROJECT (APT ZONE) FROM THE COMMERCIAL PHASE (HOTEL ZONE))

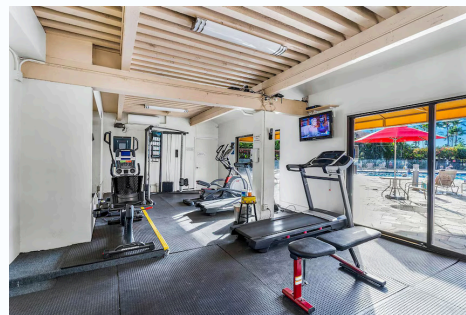


Site visit notes: (5/8/25) Front lobby open (7AM to 10PM), staff present and ready to check in guests, 3 pools, does turnover laundry at Kaanapali Shores next door. Workers in uniform (front desk, maintenance, and grounds).

Zoning consideration: *The West Maui community holds memories of living at Papakea; however, it is one of the few that appears to be operating as a hotel in the present day.

Kamaole Sands:

2695 S Kihei Rd



Site visit notes: Huge water feature. Worker observed. Open lobby for guest registration. Stalls marked visitor and reserved. Plenty of cars wrapped and being stored long-term. Ev charging stalls. On-site Maintenance. Plenty of construction, looks like roofing. Evidence of use of linen services. Gym on site.

Zoning Recommendation: appears to operate as a hotel.



MINATOYA PROPERTY ANALYSIS

Wailea Ekahi 1: 3300 Wailea Alanui Dr (Pd-H)

Wailea Ekahi 2: 3300 Wailea Alanui Dr (A-1)

Wailea Ekahi 3: 3300 Wailea Alanui Dr (A-1)



Site visit notes: (5/19/25) Ample grounds crew observed in uniform (5+). On-site office open during business hours.

Zoning consideration: Lahaina Strong would support upzoning to hotel zoning for these properties, operated by CoralTree.

Palms at Wailea 1: 3200 Wailea Alanui Dr



Site visit notes: (5/29/25) Higher end. Open lobby managed by Outrigger, with uniformed employees ready to check in guests. Observed landscapers, lots of groundskeeping activity (5+).

Zoning consideration: appears to be operating as a hotel.

Wailea Ekolu: 10 Wailea Ekolu Pl.



Site visit notes: (5/29/25) Mix of cars, local, rental, and stored in the lots. The office is open and staffed. 3 maintenance workers observed. Multiple CoralTree branded vans.

Zoning consideration: appears to have characteristics of a hotel.



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PROPERTIES WITH EVIDENCE OF TIMESHARE OPERATIONS (INCOMPLETE)

MAUI SCHOONER / LAULE'A:

980 S KIHEI RD (MAKAI)

Believe it has always been a timeshare since the 80s; they are supposed to maintain state beach reserve for public use.

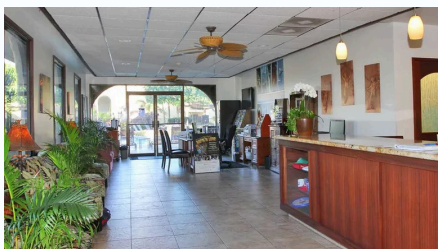


Site visit notes: (6/19/24) Signage says Maui Schooner Resort, managed by Capital Vacations. Open office/lobby with front desk staff and hours. Parking lot had a mix of cars, including plenty local cars. (5/28/25) office/ lobby open

Zoning consideration: 100% timeshare, not sure it needs to change but we support upzoning if required.

Maui Hill:

2881 S Kihei Rd



Site visit notes: (5/28/25): more of a hotel feel and building design. Housekeeping and landscaping on golf carts, with evidence of linen service. This place has bona fide employees. Lobby open. Employees in uniform. Actively checking guests in and out.

Zoning consideration: This appears to be operating as a hotel, managed by Aqua/Aston. Also it is partially timeshare, which are not regulated by Bill 9.



PROPERTIES WITH EVIDENCE OF TIMESHARE OPERATIONS

Hono Koa: 3801 Lower Honoapiilani Rd



Site visit notes: (5/8/25) vintage mailboxes. Office closed during regular business hours. Managed by an off-site hotel.

Zoning consideration: 100% timeshare- not sure if action needs to be taken but theres no housing to gain here.

Kuleana Resort: 3959 Lower Honoapiilani Rd
The Kuleana Club: possible timeshare activity



Site visit notes: Encountered 3 workers in uniform on property and was questioned. Office check in area was run by a certain company while grounds had kuleana uniforms on. Didn't get to walk property much as they didn't want me there. Tennis court viewable. Gates blocking access to get through property.

Zoning consideration: appears to have some hotel characteristics,

Maui Sunset: 1032 S Kihei Rd (makai)



Site visit notes: (5/28/25) pool "desk" is operated by a vacation rental company. Observed pool worker in Maui Sunset uniform. No other employees. Kitchen garden. Office closed. On-site gym.

****Online reviews suggest the office does handle check in**

Zoning consideration: prefer housing but defer to planning dept. recommendations, there may be timeshare activity on this property



MINATOYA PROPERTY ANALYSIS

SINGLE OWNER PROPERTIES:

Lahaina Beach Club: 3711 Lower Honoapiilani Rd

TMK: 430060060000 owner lives in UT

Previously called "The Hale Maui"

Built in 1971, Zoned A2, Community plan: RES, 12 units

Site visit notes: (5/8/25) Renovated to look like a mini hotel, one large rental. No beach access.

Zoning consideration: no change- maybe they need a permit

Indo Lotus Beach House: 2216 S. Kihei Rd,

TMK:390050220000

*Owner lives in CA, 4bd home rents for \$3k per night

Zillow: sold for \$401,947 in 2016, now valued at \$4.2M

Site visit notes: (5/29/25): flag lot can't observe from S Kihei Rd. Visible from Charley Young Beach access. This is a home, not an apartment building or condo.

Zoning consideration: Defer to Planning on a path forward- permit? There is no housing to gain here.

Kapu Townhouse:

69 Kapu Place, TMK: 390090050000

6 BEDROOM HOME split into apt a & b, same owner: trust in CO

Site visit notes: (5/29/25): behind a gate

Zoning consideration: no change- they already have a permit.

My Waii Beach Cottage- 2128 Iliili Rd (makai)

TMK: 390050120000 (97k a year in RPT) (single owner)

Site visit notes: (5/29/25): more like a private home and ohana.

Behind rock wall and gate, oceanfront directly south of the cove. Not an apartment building or condo, visible from ocean side.

Zoning consideration: defer to planning on path forward, there is no housing to gain here.

2131 Iliili Rd (Villas by the Cove)

TMK:390050390000 single owner,

Operated by Makoa Resorts: "Experience Mid-Century Hawaiian style charm with a modern twist in these villas originally built as a beach bungalows in the 1950's."

Zoning recommendation: defer to planning dept on path forward



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SINGLE OWNER PROPERTIES:

Wailea Inn: 2141 Iliili Rd

TMK: 390050130000 (multiple residential lowrise) (single owner)

1985 APPLICATION FOR APARTMENT BLDG PERMIT

6 UNIT APPARTMENT (ILIILI APARTMENT)

Operated by Makoa Resorts : “Wailea Inn Estate includes four separate condo-style suites.” renting for \$599-\$4450 per night

Site visit notes: Behind a locked gate. It doesn't appear to be an apartment building anymore.

Zoning consideration: defer to planning dept on path forward

“Halama Hale”: 1440 Halama St

TMK: 390090030000

Site visit notes: (5/29/25) Can't see it from the road. From ocean side its clearly a home and not an apartment building.

Zoning consideration: defer to planning dept on path forward

1444 Halama St

TMK: 390090020000

owned by a Hawaiian family, mailing address Molokai

Site visit notes: Met the owner who grew up on the property.

Interested in support on the process to come into compliance.

Everyone around him is doing STR in the neighborhood today.

Zoning consideration: defer to planning dept on best path forward to stay in compliance- conditional use permit?

1470 Halama St

TMK: 390090250000

owned by Screaming Eagles Trust, mailing address CA

corporate rental: rents for \$47,880 per month

Site visit notes: House, not an apartment building.

Zoning consideration: defer to planning dept on path forward



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SINGLE OWNER PROPERTIES:

Moana Villa: 1158 Uluniu Rd

TMK: 390070250000 Owned by company ECOLUXRENTALS LLC,
mailing address E. Kuiaha Rd. Haiku

aka Villa Moana <https://www.vmmaui.com/>

VRBO: rents for \$2k+ per night

Site visit notes: (5/29/25) From road looks like one big house or duplex behind large wall/fence. Directly adjacent to veterans hall.

Zoning consideration: defer to planning dept on path forward

1178 Uluniu Rd

TMK: 390070020000 taxed as commercialized residential

<https://www.mauimagazine.net/taken-on-faith/>

(owners operate the cottage as a vacation rental)

Site visit notes: (5/29/25) no cars on property. Looks like a big house from the street.

Zoning consideration: defer to planning dept on path forward

“The Palms at Uluniu Shores”: 1194 Uluniu Rd

TMK: 390070010000

Owned by Uluniu Shores LTD in WA

Site visit notes: (5/29/25) looks like two separate houses, not an apartment building or condo.

Zoning consideration: defer to planning dept on path forward.

Aloha Villas: 1338 Uluniu Rd

AKA THE LIPOA, LIPOA APARTMENTS

TMK: 390080310000 (Condomaster- each unit individually owned
by one company: 1338 Uluniu LLC- mailing address WA)

WAS AN 8 UNIT APARTMENT BUILDING CALLED LIPOA
APARTMENT FROM AT LEAST 1979 TO 2007.

*IN 2007 IT CHANGES TO 4, 2-STORY UNITS

Site visit notes: (5/29/25) looks like one big house behind a locked gate took pics from side and oceanfront. Hardly apartments. No separation on lanai. Is this just a big house?

Zoning consideration: defer to planning dept on path forward

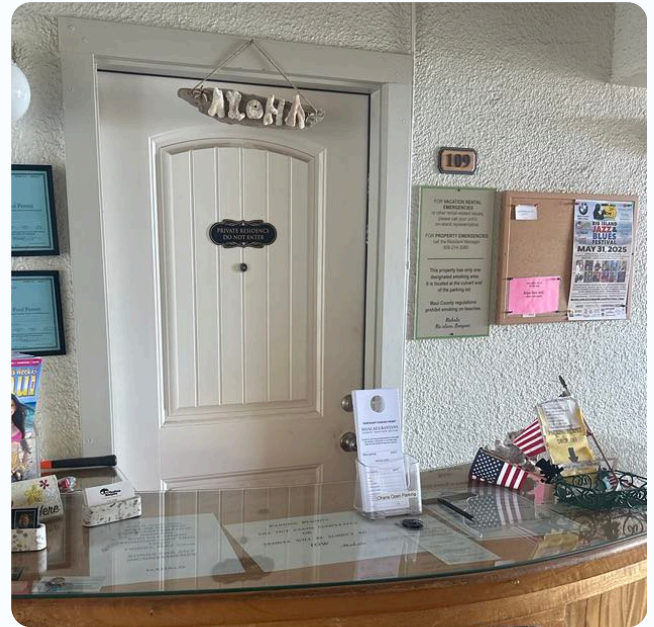


MINATOYA PROPERTY ANALYSIS

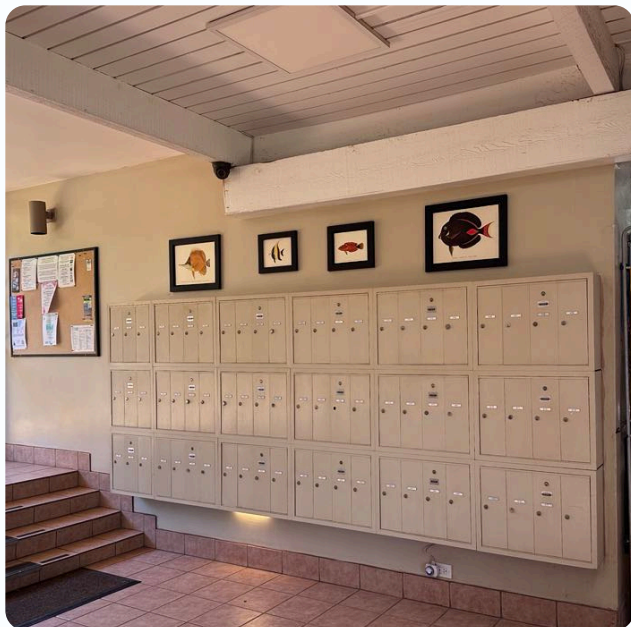
OBSERVATIONS ON THE GROUND:

UNIT	PROPERTY MANAGER	PRIMARY TELEPHONE	ALTERNATE TELEPHONE
100	Mauī No Ka Oī Properties	808-870-2425	
101	Vacasa	800-544-0300	
102	Coldwell Banker Island Vac.	808-446-6796	
103	Vacasa	800-544-0300	800-544-0300
104	Vacasa	800-544-0300	800-544-0300
105	Mauī Lodging	808-669-0089	
106	Mauī No Ka Oī Properties	808-870-2425	
200	Mauī No Ka Oī Properties	808-870-2425	
201	Mauī Lodging	808-669-0089	
202	Mauī Lodging	808-669-0089	
203	My Perfect Stays	808-357-4181	
204	N/A		
205	Angela Tyler	831-915-3573	Anne Franzenberg 808-276-7991
206	Aloha Condos, Jose Maltese	808-264-3151	
300	Mauī Lodging	808-669-0089	
301	Vacasa	800-544-0300	
302	Vacasa	800-544-0300	
303	trip.com	591-205-2768	
304	My Perfect Stays	808-357-4181	
305	Rocco April	808-634-2292	
306	Vacasa	800-544-0300	800-544-0300
400	Hawaii Life	808-281-3593	
401	Maria Cardenas	808-205-9596	
402	Mauī Lodging	808-669-0089	
403	Hawaii Life	808-281-3593	
404	Vacasa	800-544-0300	
405	Mauī Lodging	808-669-0089	800-544-0300
406	N/A		

Most Minatoya apartment complexes have different managers for each unit instead of on-site management and centralized booking.



Most Minatoya properties have closed offices during regular business hours and require self-registration of guests and their vehicles.



Most Minatoya properties have vintage mailbox walls—an architectural detail that reflects their original design as residential buildings.



Properties like Maui Sands, offer simple storage solutions that can be replicated, and indicate an intent for long term residency.



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****Note on aforementioned Single-Family Homes and single owner properties:** While the vast majority of Minatoya properties are multi-unit condominium complexes, a small number of single-family homes—particularly those on Halama Street, 'Ili'ili Road, and Uluniu Road in South Maui—are also included on the list. These properties are fundamentally different in character, each with a single owner, and are not the primary focus of Bill 9. Should the owners of these homes wish to continue short-term rental operations, they can pursue Conditional Use Permits or apply under the existing regional STR or B&B permitting frameworks. Their size, structure, and ownership model make them clear outliers that can be reasonably and efficiently addressed by the Planning Commission on a case-by-case basis.

HOTEL-LIKE OPERATIONS ARE THE EXCEPTION—NOT THE RULE

Out of all the Maui Minatoya properties visited between June 2024 and June 2025, only a handful demonstrated the obvious appearance of staffing, guest services, and management typical of hotel operations. **Most lacked even a basic office presence, with little to no signs of full-time staff, guest services or cohesive management.**

The vast majority of these properties function as **disjointed, self-serve, rental buildings. They operate largely through off-site property managers, digital check-in platforms, or contracted service providers**, contributing little to the local employment base or guest experience.

Other observations included broken irrigation systems and water features left running, as well as water being wasted during the hottest parts of the day, washing tennis courts, pool decks, or walkways, despite our ongoing water shortages. These actions **reflect not just a lack of oversight but a disconnect from community priorities and resource stewardship.**

With perhaps a dozen properties potentially qualifying for hotel or resort zoning, and another dozen single owner properties, it is entirely reasonable for the Planning Commission to evaluate any legitimate rezoning requests on a case-by-case basis during the multi-year phaseout.

**Honor the original residential purpose of these neighborhoods:
No new hotel zoning without strict guardrails
ensuring it applies only to genuine hotel operators.**