

HLU Committee

From: Marty <mmclat@umich.edu>
Sent: Saturday, June 7, 2025 3:15 AM
To: HLU Committee
Subject: Pending Bill 9 (2025)

You don't often get email from mmclat@umich.edu. [Learn why this is important](#)

Aloha Council Members,

I am writing to express my **strong opposition to Bill 9 (2025)**. I have been an owner at the Kuleana for over **45 years**. I have come every year for the month of February, including after the fire and volunteered everyday at the local food bank in the Maui Brewing Company building!!! I have never rented or exchanged my unit!!!!

I appreciate the amendment in the current draft (CD1) that **exempts validly existing timeshare units and timeshare plans** from the phase-out. If the Council moves forward with Bill 9, I urge you to **retain this exemption as a minimum safeguard** to prevent serious harm to owners, workers, and the local economy.

I return regularly, support local restaurants, spend at neighborhood shops, and have built lasting relationships on the island. Timeshare owners like me are part of a stable community of repeat visitors who care deeply about Maui's well-being.

Timeshare properties are fundamentally different from vacation rentals. Units are deeded one week at a time to hundreds of families, which makes them impossible to convert to long-term housing. Including timeshares in a short-term rental ban would not create housing—but it would devastate workers and remove a reliable source of local tax revenue. Properties like Kuleana Club operate **legally under Maui County Code 19.37.010**, and are fully compliant with **TAT and GET tax regulations**. Our occupancy rates are high, and our owners consistently contribute to the island's economy, even in difficult times.

More importantly, timeshares support stable jobs. Many employees at the Kuleana Club have been with the property for over 25 years. Several lost their homes in the Lahaina fire. If timeshare usage is eliminated, these long-standing staff members risk losing the only thing they have left—their livelihood.

Timeshare owners and resorts have also stepped up in times of crisis. The industry has contributed millions to wildfire recovery and donated thousands of room nights to displaced families and first responders. That commitment continues today.

In summary:

- I urge you to **oppose Bill 9 entirely**.
- But if it passes, please **retain the CD1 amendment exempting timeshares**.
- Timeshares are **not TVRs**.
- This exemption is a **fair, balanced, and lawful solution** that protects jobs, housing neutrality, and tax revenue—without compromising the County's broader goals.

Mahalo for your time, your service, and for considering the perspective of owners like me.
Martha McClatchey
KULEANA Club owner

HLU Committee

From: Mona's Email <bobnramona@shaw.ca>
Sent: Saturday, June 7, 2025 3:41 AM
To: HLU Committee
Subject: Exclude Papakea from STR bill
Attachments: Exclude Papakea from Bill 9_.pdf

[You don't often get email from bobnramona@shaw.ca. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Please see attached pdf file.

Sincerely RS Wakefield

Sent from my iPad

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

Assessment Information								
Show Historical Assessments								
Columns								
Year	Tax Class	Market Land Value	Agricultural Land Value	Assessed Land	Building Value	Total Assessed Value	Total Exemption Value	Total Net Taxable Value
2024	HOTEL / RESORT	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300
How to calculate real property taxes								

Parcel Information	
Parcel Number	440010550000
Location Address	3543 LOWER HONOAPIILANI RD UNIT C435 LAHAINA HI 96761
Neighborhood Code	OFHOTEL
Legal Information	1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area	12.281 Acres
Parcel Note	Non taxable

Apartment District Properties Allowed to be Used for Short-Term Occupancy

PROJECT PROPERTY	MASTER TMK	ADDRESS	YR BLT	COUNTY ZONING	COMMUNITY PLAN DESIGNATION	NUMBER OF UNITS
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HONO KOA	430060140000	3801 Lower Honoapiilani Rd	1980	A2	MF	28
LOKELANI	430060160000	3833 Lower Honoapiilani Rd	1971	A2	MF/OS	36
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MAHINAHINA BEACH	430080010000	4007 Lower Honoapiilani Rd	1979	A1	MF	32
POLYNESIAN SHORES	430080020000	3975 Lower Honoapiilani Rd	1972	A1	MF	52
KULEANA	430080040000	3959 Lower Honoapiilani Rd	1972	A1	MF	18
KULEANA	430080050000	3959 Lower Honoapiilani Rd	1974	A1	MF/OS	100
HOYOCHI NIKKO	430080060000	3901 Lower Honoapiilani Rd	1973	A1	MF	17
HOELANI	430080020000	4085 Lower Honoapiilani Rd	1974	A1	MF	50
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PAKI MAUI III	440010500000	3615 Lower Honoapiilani Rd	1978	A2	MF	28
PAKI MAUI I & II	440010510000	3601 Lower Honoapiilani Rd	1975	A2	MF	80
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MAUI ELDORADO	440080210000	2681 Kekaa Dr	1968	A2	H	205
KAANAPALI ROYAL	440080230000	2560 Kekaa Dr	1980	A2	MF/OS	105
PUUNOA BEACH ESTATES	450040020000	45 Kai Pali Pl	1984	A1	MF	10
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WAVECREST	560040550000	7142 Kamehameha V Hwy	1975	A2/Interim	MF	126

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Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning
 A1 or A2: Apartment
 AG: Agriculture
 B2: Community Business

Community Plan
 B: Business
 H: Hotel
 MF: Medium Density Residential

REAL ESTATE COMMISSION
PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, Kaanapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII



STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS

upholding fairness in the marketplace

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DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number

Zoning

Project Name

papakea

TMK #

City

Developer Name

Total Units

to

Go

1

2 Items

100 / Page

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAANAPALI	216
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKAWAI-KAANAPALI	148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Martin Thompson <mt@thompsonlaw.net>
Sent: Saturday, June 7, 2025 3:42 AM
To: HLU Committee
Cc: Tasha A. Kama; Nohe M. Uu-Hodgins; Thomas M. Cook; Gabe Johnson; Alice L. Lee; Tamara A. Paltin; Keani N. Rawlins; Shane M. Sinenci; Yukilei Sugimura
Subject: RE: Submission for June 9, 2025 meeting regarding the Mayor's proposed TVR ban
Attachments: LT Land Use and Housing members - June 6 2025 (revised) -.pdf

Some people who received this message don't often get email from mt@thompsonlaw.net. [Learn why this is important](#)

To: Maui County Housing and Land Use Committee Members

Aloha,

The letter attached to my e-mail below sent to you yesterday referred to the date of the Planning Commission's public hearing on the Mayor's proposed TVR ban as July 23, 2025, when it was actually July 23, 2024. A revised version of my letter with that correction is attached.

My apologies for this inconvenience.

Mahalo.

Martin Thompson
President
Maui Eldorado AOA
Tel: (604) 351-0558
E-mail: mt@thompsonlaw.net



From: Martin Thompson
Sent: Friday, June 6, 2025 9:37 AM
To: HLU.committee@mauicounty.us
Cc: tasha.kama@mauicounty.us; 'nohe.uu-hodgins@mauicounty.us' <nohe.uu-hodgins@mauicounty.us>; thomas.cook@mauicounty.us; gabe.johnson@mauicounty.us; alice.lee@mauicounty.us; tamara.paltin@mauicounty.us; keani.rawlins@mauicounty.us; shane.sinenci@mauicounty.us; yukilei.sugimura@mauicounty.us
Subject: Submission for June 9, 2025 meeting regarding the Mayor's proposed TVR ban

To: Maui County Housing and Land Use Committee Members

Aloha,

I am the president of the Maui Eldorado Association of Apartment Owners.

Attached is our submission to the Committee with respect to Mayor Bissen's proposed Transient Vacation Rental Ban.

Kindly advise if you have any questions or comments.

Mahalo for your time.

Martin Thompson
President
Maui Eldorado AOA
Tel: (604) 351-0558
E-mail: mt@thompsonlaw.net





June 6, 2025

To: Maui County Housing and Land Use Committee Members:

By e-mail to: HLU.committee@mauicounty.us

And to:

Tasha Kama, Committee Chair (tasha.kama@mauicounty.us)

Nohelani U'u-Hodgins, Committee Vice-Chair (nohe.uu-hodgins@mauicounty.us)

Voting Members:

Tom Cook (thomas.cook@mauicounty.us), Gabe Johnson (gabe.johnson@mauicounty.us), Alice Lee (alice.lee@mauicounty.us), Tamara Paltin (tamara.paltin@mauicounty.us), Keani Rawlins-Fernandez, (keani.rawlins@mauicounty.us), Shane Sinenci (shane.sinenci@mauicounty.us), Yuki Lei Sugimura (yukilei.sugimura@mauicounty.us)

Re: Mayor Bissen's proposed Transient Vacation Rental ("TVR") Ban

Aloha Committee Members,

I am the president of the Maui Eldorado Association of Apartment Owners. Our property comprises 204 residential condominium units located within the Kaanapali Resort master plan area, and is designated for "Resort/Hotel" use under the West Maui Community Plan.

I refer to:

- (a) the Planning Commission's November 22, 2024 recommendations to Council with respect to the Mayor's proposed Bill to ban TVRs in apartment-zoned districts, which included the Planning Commission's unanimous request (by a vote of 5-0) "that the Council consider excluding those properties that are community plan designated for hotel use" from the Mayor's proposed TVR ban, which would exclude only our Eldorado property and 1 other Minatoya List property from the Mayor's proposed TVR ban, and
- (b) the Mayor's statement at his press conference several months ago that the primary objective of his proposed TVR ban was to convert properties such as those originally developed as "work-force housing" (which had previously been converted to TVRs), back to residential housing, and was not intended to include hotel properties, and the solution he recommended was for hotel property owners to apply to rezone their properties.

The Mayor's recommended exit strategy from the proposed STR ban for hotel property owners is a positive step in potentially protecting jobs and perhaps mitigating to some extent the material adverse economic impact the Mayor's proposed TVR ban is expected to have on Maui's economy to the degree projected in the March 31, 2025 University of Hawaii Economic Research Organization study.

Presumably, the objective of the hotel rezoning process will be to confirm those properties are bona fide hotel operations, perhaps with significant employees and located in tourism areas. However, that vetting process should not be required for the 2 Minatoya List properties (which includes our Eldorado property) which are designated in the West Maui Community Plan as "Resort/Hotel", are specifically stated to be "primarily intended to serve visitors, including transient accommodations", and which the

Planning Commission unanimously recommended in its November 22, 2024 report that Council exempt from the Mayor's proposed TVR ban.

We understand the challenge of balancing affordable housing solutions in a way that protects jobs and avoids significant economic decline. However, regardless of how those potentially competing objectives are ultimately resolved, we respectfully request that the Housing and Land Use Commission accept the Planning Commission's recommendation to exempt the 2 Minatoya List properties designated in the West Maui Community Plan as "Resort/Hotel". In particular, accepting the Planning Commission's recommendation to exempt these 2 hotel properties would:

- (a) not only be consistent with the existing designation of those 2 properties as "Resort/Hotel" in the West Maui Community Plan, but would take into account one of the reasons the Planning Commission gave at its July 23, 2024 public hearing to justify the exclusion of these 2 properties from the proposed TVR ban, namely that their designation as "Resort/Hotel" in the updated 2022 West Maui Community Plan was based on extensive consultation with the local community, and should therefore not be disregarded, and
- (b) avoid the confusion which would result if our Eldorado property is not excluded from the Mayor's proposed TVR ban, as the West Maui Community Plan would still authorize us to continue to operate as a Resort/Hotel and engage in transient accommodations.

Perhaps more importantly, the legitimacy of our Eldorado property as a bona fide "Resort/Hotel" has already been accepted by Maui County Council in its approval of the West Maui Community Plan on December 17, 2021. The facts which supported that approval by Council of the Eldorado property's "Resort/Hotel" designation have not changed. The Eldorado property was "purpose built" to actively operate as a Resort/Hotel with a large front desk/reception lobby. Our property is located within the Kaanapali Resort Master Plan community, we pay \$100,000 in annual fees to the Kaanapali Resort Association, we have significantly less than 1 parking stall per condo unit and we are not located close to, or within walking distance of, residential community services and resources. We employ 20 full-time employees and contract with various independent contractors who provide services to our property. Our high operating costs would prohibit our property from ever becoming "affordable" housing. Accordingly, what purpose would it serve for Council and the Eldorado owners to incur the time, effort, and costs of a rezoning application when Council has already approved the Eldorado property as a "Resort/Hotel" based on the same facts?

For these reasons, we respectfully request that the Maui County Housing and Land Use Committee accept the Planning Commission's recommendation that the 2 properties designated as "Resort/Hotel" in the West Maui Community Plan (which includes our Eldorado property) be excluded from the Mayor's proposed STR ban.

Mahalo for your time.

ASSOCIATION OF APARTMENT
OWNERS OF MAUI ELDORADO



By: _____

Martin Thompson

President

Tel: 1 (604) 351-0558

E-mail: mt@thompsonlaw.net

HLU Committee

From: John Hertzner <john.p.hertzner@gmail.com>
Sent: Saturday, June 7, 2025 4:27 AM
To: HLU Committee
Subject: Bill 9 comments
Attachments: Exclude Papakea from Bill 9_-1.pdf

You don't often get email from john.p.hertzner@gmail.com. [Learn why this is important](#)

Dear Chair Kama, Vic Chair U'u-Hodgins and Members of the Housing and Land Use Committee,

I oppose Bill 9 as drafted and propose that the Council amend Bill 9 to exclude Papakea Oceanfront Resort, which the county has historically identified as having A2-H2 zoning.

Papakea was initially marketed and sold as a legal vacation rental property before any zoning restriction limited transient vacation rentals in apartment-zoned properties.

Papakea owners have been operating legal vacation rentals for almost 50 years.

Papakea has never been workforce housing so Papakea is not an example of a property that converted from workforce housing to transit vacation rental use.

The majority of the units at Papakea are under 600 square feet and the property has limited parking.

Papakea is NOT in a residential neighborhood and is located alongside a long stretch of hotel-zoned properties and directly adjacent to multiple commercially-zoned properties. Unlike apartment buildings designed for long-term residential use, Papakea has a front desk, an activity concierge, shared activity space and numerous other common resort amenities.

Owners purchased condos at Papakea with the reasonable expectation that short-term rentals were legal based on ordinances as far back as 1989, and as recent as 2022..

In reliance on the Maui County ordinances and published documents, Hawaii state law, and constitutional protections, owners invested in costly renovations, furnishings, and commitments such as mortgages that make any phase out of short-term rental rights offensive to each buyer's investment-backed expectations.

Papake's resort operations provide full-time, benefited employment for 35 local resident employees, some have worked at the property for over 17 years, some now have worked into supervisory roles. Papakea short-term rentals support the State of Hawaii and the County of Maui through payment of property taxes, Transient Accommodations Tax, General Excise Tax, and Maui County Transient Tax.

Thank you for the opportunity to comment on this bill.

Sincerely,

John Hertzner

3543 Lower Honoapiilani Road, Apartment D-208

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

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Community Plan

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HONOLULU, HAWAII 96801

PRELIMINARY
HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, KaaNapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII



STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS

upholding fairness in the marketplace

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DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number

Zoning

Project Name

papakea

TMK #

City

Developer Name

Total Units

to

Go

1

2 Items

100

Page

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STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Scott Miller <scotthmiller@yahoo.com>
Sent: Saturday, June 7, 2025 4:30 AM
To: HLU Committee
Subject: Bill 9 Comments

You don't often get email from scotthmiller@yahoo.com. [Learn why this is important](#)

My name is Scott Miller and my family has a condo at the Mana Kai Maui since 2008. It is zoned as a condo/hotel so not subject to the proposed bill's requirement to be converted to long term rental. However, I am interested in this legislation due to the negative impact this proposal has had on tourism on the island.

Every since the Mayor proposed the restriction on short term rentals on Maui, tourism has been down. We rent our condo to visitors and we've seen annual rentals decrease by about 50%. I am concerned that postponing a decision on this matter to 2030 will just maintain the uncertainty and have a negative affect on people's decision to visit Maui.

Are you willing to forego \$900 million of tourist spending to pass this bill, which will not have a significant impact on affordable housing? How are services going to be funded without this money? Raising property taxes on properties will be a challenge since we are already taxed heavily. Rather than put off a decision on this matter I'd like to see the council decide now if this idea makes any sense.

We have to ask ourselves why tourists are avoiding Maui. Visits to the other islands are strong. Why the difference? I think it is because tourists don't feel welcome, and this issue is a large part of the problem. Why not put our efforts into quickly rebuilding the houses lost in the Lahaina fire and build more affordable housing. This seems like a smarter way to go than the one planned by our Mayor which will undoubtedly be delayed years by lawsuits.

Thank you for your consideration.

Scott Miller
Mana Kai Maui
Unit 306
Kihei, HI 96753
(408) 893 7934

HLU Committee

From: Brent Richeson <brentricheson@gmail.com>
Sent: Saturday, June 7, 2025 4:37 AM
To: HLU Committee
Subject: Testimony on Bill 9, 2025

You don't often get email from brentricheson@gmail.com. [Learn why this is important](#)

Aloha Council Members,

I am writing to express my **strong opposition to Bill 9 (2025)**. This bill would eliminate long-standing, legally operating short-term rentals—including timeshare usage—that have contributed positively to Maui’s economy and community for decades.

However, I do appreciate the amendment in the current draft (CD1) that **exempts validly existing timeshare units and timeshare plans** from the phase-out. If the Council moves forward with Bill 9, I urge you to **retain this exemption as a minimum safeguard** to prevent serious harm to owners, workers, and the local economy.

I am a timeshare owner at the Kuleana Club. Like hundreds of others, I own one week per year—not a second home, not an investment property. I return regularly, support local restaurants, spend at neighborhood shops, and have built lasting relationships on the island. Timeshare owners like me are part of a stable community of repeat visitors who care deeply about Maui’s well-being.

Timeshare properties are fundamentally different from vacation rentals. Units are deeded one week at a time to hundreds of families, which makes them impossible to convert to long-term housing. Including timeshares in a short-term rental ban would not create housing—but it would devastate workers and remove a reliable source of local tax revenue. Properties like Kuleana Club operate **legally under Maui County Code 19.37.010**, and are fully compliant with **TAT and GET tax regulations**. Our occupancy rates are high, and our owners consistently contribute to the island’s economy, even in difficult times.

More importantly, timeshares support stable jobs. Many employees at the Kuleana Club have been with the property for over 25 years. Several lost their homes in the Lahaina fire. If timeshare usage is eliminated, these long-standing staff members risk losing the only thing they have left—their livelihood.

Timeshare owners and resorts have also stepped up in times of crisis. The industry has contributed millions to wildfire recovery and donated thousands of room nights to displaced families and first responders. That commitment continues today.

In summary:

- I urge you to **oppose Bill 9 entirely**.
- But if it passes, please **retain the CD1 amendment exempting timeshares**.
- Timeshares are **not TVRs**.
- This exemption is a **fair, balanced, and lawful solution** that protects jobs, housing neutrality, and tax revenue—without compromising the County’s broader goals.

Mahalo for your time, your service, and for considering the perspective of owners like me.

Brent Richeson
St George Utah
Kuleana Club Timeshare Owner – Unit [504], Week [2,3,4,5]
Sent from my iPhone

HLU Committee

From: Faye Taylor <fayetaylor@msn.com>
Sent: Saturday, June 7, 2025 5:08 AM
To: HLU Committee
Subject: Bill 9 - June 9 hearing

You don't often get email from fayetaylor@msn.com. [Learn why this is important](#)

Aloha Maui County Housing and Land Use Committee,

I am writing to express my grave concerns regarding the potential shutdown of Transient Vacation Rentals (TVRs) on apartment-zoned properties in West Maui and South Maui. As a registered voter in Maui for the past 10 years, I urge you to not approve Bill 9.

Impact on Affordable Housing

Shutting down legal TVRs will not create more affordable housing. Since the Mayor's announcement, the median price for Maui condos has dropped nearly 25%, from \$962,500 in April of 2024 to \$727,000 in April of 2025. There has also been a dramatic increase in inventory. According to the Realtors Association of Maui and as reported in a recent Maui Now article, there were just 40 active listings on April 30, 2024 (two days before the mayor's bill announcement). As of April 20, 2025, that number had surged to 755, and now reportedly sits at 877. **Despite the greatly reduced prices, (at Wailea Grand Champions Villas Resort, a one bedroom condo which was assessed at \$1,761,900 is now listed at \$899,000) condos on the Minatoya list are not being purchased by locals. Instead, they are being purchased by out of state buyers. (Six condos have sold at Wailea Grand Champions since the mayor's announcement, 5 were purchased by out of state buyers and one was a bank foreclosure).**

Impact on Property Values and Local Economy

Bill 9 unfairly targets apartment-zoned TVRs while allowing those on hotel-zoned properties to continue operating. This could disproportionately harm small property owners, many of whom rely on rental income to offset the high cost of living in Maui. Furthermore, a decrease in TVRs could lead to a decline in tourism, negatively impacting local businesses reliant on visitor spending.

Wailea Community Association

Several of the TVRs on the Minatoya list are located in Wailea which is a planned resort community with its own rules on where and what can be built. Many of these rules are stricter than the county's zoning requirements. For example, time shares are prohibited. The Housing Commission should give deference to these rules in Wailea and not substitute its own judgement for that of the Wailea Community Association.

Uncertainties and Legal Challenges

The proposal raises concerns about potential legal challenges. Previous attempts to ban TVRs in Hawaii have been struck down due to violation of vested property rights.

Alternatives to Consider

Instead of a complete shutdown, the committee should explore alternative solutions that address the concerns of Lahaina residents while protecting the rights of legal TVR owners and the overall health of Maui's economy. This could include stricter regulations on illegal vacation rentals, increased enforcement of existing laws, and exploring initiatives to create more truly affordable housing options.

Conclusion

Mayor Bissen's proposed solution appears to be a politically motivated shortcut that could have long-lasting negative consequences. A more thoughtful and comprehensive approach is needed to address Maui's housing challenges without jeopardizing the livelihoods of many residents and the overall well-being of the island's economy.

Thank you for your public service and for considering my testimony.

Mahalo,

Faye Taylor

Sent from my iPad

HLU Committee

From: Don Gibson <don@barra.ca>
Sent: Saturday, June 7, 2025 5:10 AM
To: HLU Committee
Subject: Papakea Resort should be excluded from consideration as an apartment under Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from don@barra.ca. [Learn why this is important](#)

Don Gibson

Papakea Resort Unit G-106
Email: Don@Barra.ca

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

Assessment Information								
Show Historical Assessments								
Columns								
Year	Tax Class	Market Land Value	Agricultural Land Value	Assessed Land	Building Value	Total Assessed Value	Total Exemption Value	Total Net Taxable Value
2024	HOTEL / RESORT	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300
How to calculate real property taxes								

Parcel Information	
Parcel Number	440010550000
Location Address	3543 LOWER HONOAPIILANI RD UNIT C435 LAHAINA HI 96761
Neighborhood Code	OFHOTEL
Legal Information	1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area	12.281 Acres
Parcel Note	Non taxable

Apartment District Properties Allowed to be Used for Short-Term Occupancy

PROJECT PROPERTY	MASTER TMK	ADDRESS	YR BLT	COUNTY ZONING	COMMUNITY PLAN DESIGNATION	NUMBER OF UNITS
NOHONANI	430060070000	3723 Lower Honoapiilani Rd	1974	A2	MF	28
MAKANI SANDS	430060120000	3765 Lower Honoapiilani Rd	1974	A2	MF	30
KALEIALOHA	430060130000	3785 Lower Honoapiilani Rd	1973	A2	MF	67
HONO KOA	430060140000	3801 Lower Honoapiilani Rd	1980	A2	MF	28
LOKELANI	430060160000	3833 Lower Honoapiilani Rd	1971	A2	MF/OS	36
HALE MAHINA BEACH	430060410000	3875 Lower Honoapiilani Rd	1981	A2	MF	53
HALE ONO LOA	430060440000	3823 Lower Honoapiilani Rd	1969	A2	MF	67
PIKAKE	430060630000	3701 Lower Honoapiilani Rd	1966	A2	MF	12
MAHINAHINA BEACH	430080010000	4007 Lower Honoapiilani Rd	1979	A1	MF	32
POLYNESIAN SHORES	430080020000	3975 Lower Honoapiilani Rd	1972	A1	MF	52
KULEANA	430080040000	3959 Lower Honoapiilani Rd	1972	A1	MF	18
KULEANA	430080050000	3959 Lower Honoapiilani Rd	1974	A1	MF/OS	100
HOYOCHI NIKKO	430080060000	3901 Lower Honoapiilani Rd	1973	A1	MF	17
HOELANI	430080020000	4085 Lower Honoapiilani Rd	1974	A1	MF	50
MAHINA SURF	430090050000	4057 Lower Honoapiilani Rd	1969	A2	MF	44
HONOKOWAI PALMS	440010410000	3886 Lower Honoapiilani Rd	1965	A2	MF	30
HALE KAI I	440010420000	3591 Lower Honoapiilani Rd	1967	A2	MF	40
PAKI MAUI III	440010500000	3615 Lower Honoapiilani Rd	1978	A2	MF	28
PAKI MAUI I & II	440010510000	3601 Lower Honoapiilani Rd	1975	A2	MF	80
PAPAKEA	440010550000	3543 Lower Honoapiilani Rd	1977	A2/H2	MF/H2/OS2	364
HALE KAAHAPALI	440060110000	45 Kai Ala Dr	1967	A2/H2/OS	H	236
MAUI ELDORADO	440080210000	2681 Kekaa Dr	1968	A2	H	205
KAAHAPALI ROYAL	440080230000	2560 Kekaa Dr	1980	A2	MF/OS	105
PUUNOA BEACH ESTATES	450040020000	45 Kai Pali Pl	1984	A1	MF	10
LAHAINA ROADS	450130270000	1403 Front St	1969	A2	MF	41
THE SPINNER	460100020000	760 Waianae St	1979	A-1	MF	57
KENANI KAI	510030130000	50 Kepuhi Pl	1983	A-1	MF	120
WAVECREST	560040550000	7142 Kamehameha V Hwy	1975	A2/Interim	MF	126

104

Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning
A1 or A2: Apartment

AG: Agriculture

B2: Community Business

Community Plan

B: Business

H: Hotel

MF: Medium Density Residential

OS: Office Space

REAL ESTATE COMMISSION
PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

PRELIMINARY
HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, KaaNapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII



DEPARTMENT OF
COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

hawaii.gov | docc home

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number

Project Name

City

Total Units

papakea

Zoning

TMK #

Developer Name

Go

1

2 Items

100

Page

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAAMAPALI	216
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKAWAI-KAANAPALI	148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Dan Steimel <dansteimel@hotmail.com>
Sent: Saturday, June 7, 2025 5:29 AM
To: HLU Committee
Subject: Opposition to Bill 9

You don't often get email from dansteimel@hotmail.com. [Learn why this is important](#)

Aloha Chair, Vice Chair, and Members of the Maui County Council,

I am writing as a concerned property owner in Maui to express my opposition to Bill 9 as proposed by Mayor Bissen. I fully recognize the urgency of Maui's housing crisis and the desire to find solutions that prioritize local residents. However, I believe Bill 9, as currently drafted, will have significant unintended consequences for our island's economy, property owners, and the broader community, without delivering the affordable housing outcomes we all seek.

Economic and Community Impacts

- Independent analysis by the University of Hawai'i Economic Research Organization (UHRO) projects that Bill 9 could result in the loss of nearly 1,900 local jobs, a \$900 million annual drop in visitor spending, and a \$60 million reduction in property tax revenue by 2029. These losses would directly impact funding for public services and future housing projects, undermining the very goals the bill seeks to achieve.
- The real estate market is already reacting to the uncertainty created by this proposal. The median sales price for Maui condos has dropped nearly 25% year-over-year, and listings have surged by almost 70%. This destabilization threatens the financial security of thousands of local families, retirees, and small businesses who depend on rental income or property values.

Concerns About Housing Outcomes

- Many of the affected vacation rental units are in aging complexes without the amenities, parking, or infrastructure needed for long-term residential use. Surveys indicate that only a small fraction of owners would convert their units to long-term rentals; most would be forced to sell or leave them vacant, which does not guarantee an increase in affordable housing.
- The bill risks creating vacant properties and deteriorating condo associations, which could lead to further blight and economic hardship in our communities.

Property Rights and Fairness

- Property owners have operated under long-standing county approvals and legal frameworks. Abruptly changing the rules threatens property rights and could result in costly legal challenges for the county.
- The exemption for timeshares appears arbitrary and unfair, as both timeshares and vacation rentals serve visitors and often exist in the same complexes. This inconsistency further erodes trust in the process and the fairness of the legislation.

A Call for Balanced Solutions

- I respectfully urge the Council to consider alternative approaches that address the housing crisis without causing collateral damage to Maui's economy and property owners. Options such as tiered tax increases on short-term rentals, auctioning limited permits, or incentivizing voluntary conversion to long-term rentals could provide meaningful results while preserving economic stability.
- Let's work together to create policies that expand affordable housing, protect property rights, and sustain Maui's unique community and economy for generations to come.

Mahalo for your time and consideration.

Respectfully,
Dan Steimel

HLU Committee

From: Tim Tolan <tolan.tim51@gmail.com>
Sent: Saturday, June 7, 2025 5:29 AM
To: HLU Committee
Subject: Fwd: bill 9

You don't often get email from tolan.tim51@gmail.com. [Learn why this is important](#)

Sent from my iPhone

Begin forwarded message:

From: Tim Tolan <tolan.tim51@gmail.com>
Date: June 4, 2025 at 12:31:58 PM PDT
To: county.clerk@mauicounty.us
Subject: bill 9

Council Members:

I am writing as an owner of a condo at Maui Kamaole. My wife and I have owned three condos at this location over the past 22 years. As you can imagine we have employed numerous local service businesses to maintain our property, not to mention our cleaning staff who have been with us the entire tenure.

We have averaged over 240 days rented per year and personally used the condo two to three months ourselves. The amount of money collected in lodging taxes, and spent on groceries, restaurants, activities, car rentals etc. by us and our renters is significant. Eliminating STRs will drastically decrease the county's revenue source which has been proven by multiple studies. This is not the answer to the housing shortage.

Please keep in mind if you pass this poorly conceived bill, you may be helping some locals, but hurting the majority since it will negatively affect Maui's tourism economy. Ask yourself, without work, are the those needing housing in a position to purchase or rent these condominiums?

Thank you for your time,

Tim and Linda Tolan

HLU Committee

From: Brian PINA <bsppropertyllc@gmail.com>
Sent: Saturday, June 7, 2025 5:57 AM
To: HLU Committee
Subject: exclude papakea resort-bill 9

You don't often get email from bsppropertyllc@gmail.com. [Learn why this is important](#)

A2-H2 zoning

Thank You,



BP TRANSPORT

Brian S. Pina
BP Transport, LLC. (MC# 1047695)
Serving California & The Western States
mobile: (831) [905-5775](tel:905-5775)
bptransport84@gmail.com
bptransportllc.net (web)

HLU Committee

From: Camille Reynolds <camillereynolds1@gmail.com>
Sent: Saturday, June 7, 2025 6:17 AM
To: HLU Committee
Subject: Testimony on Bill 9 (2025)

You don't often get email from camillereynolds1@gmail.com. [Learn why this is important](#)

To whom it may concern;

My parents bought their unit in the mid-1970s in The Kuleana Club and enjoyed going every year up until health issues prevented them from travel.

My parents deeded it over to myself and my siblings a few years ago. My entire family have many, many fond memories of the 50 years staying at The Kuleana Club unit 701 and plan to continue to do so.

While I realize there is a big problem with keeping families housed since the wildfire and before that as well. Please protect our rights as owners in the complex.

I am not in agreement with your Bill 9.

Best,

Camille Reynolds

HLU Committee

From: Kathryn Kelly Hibler <kakelly1031@gmail.com>
Sent: Saturday, June 7, 2025 6:19 AM
To: HLU Committee; drjhibler
Subject: Testimony on Bill 9 (2025) – Oppose Bill Entirely; Support Timeshare Exemption if Passed

You don't often get email from kakelly1031@gmail.com. [Learn why this is important](#)

Aloha Council Members,

I am writing to express my **strong opposition to Bill 9 (2025)**. This bill would eliminate long-standing, legally operating short-term rentals—including timeshare usage—that have contributed positively to Maui’s economy and community for decades.

However, I do appreciate the amendment in the current draft (CD1) that **exempts validly existing timeshare units and timeshare plans** from the phase-out. If the Council moves forward with Bill 9, I urge you to **retain this exemption as a minimum safeguard** to prevent serious harm to owners, workers, and the local economy.

I am a timeshare owner at the Kuleana Club. Like hundreds of others, I own one week per year—not a second home, not an investment property. I return regularly, support local restaurants, spend at neighborhood shops, and have built lasting relationships on the island. Timeshare owners like me are part of a stable community of repeat visitors who care deeply about Maui’s well-being.

Timeshare properties are fundamentally different from vacation rentals. Units are deeded one week at a time to hundreds of families, which makes them impossible to convert to long-term housing. Including timeshares in a short-term rental ban would not create housing—but it would devastate workers and remove a reliable source of local tax revenue. Properties like Kuleana Club operate **legally under Maui County Code 19.37.010**, and are fully compliant with **TAT and GET tax regulations**. Our occupancy rates are high, and our owners consistently contribute to the island’s economy, even in difficult times.

More importantly, timeshares support stable jobs. Many employees at the Kuleana Club have been with the property for over 25 years. Several lost their homes in the Lahaina fire. If timeshare usage is eliminated, these long-standing staff members risk losing the only thing they have left—their livelihood.

Timeshare owners and resorts have also stepped up in times of crisis. The industry has contributed millions to wildfire recovery and donated thousands of room nights to displaced families and first responders. That commitment continues today.

In summary:

- I urge you to **oppose Bill 9 entirely**.
- But if it passes, please **retain the CD1 amendment exempting timeshares**.
- Timeshares are **not TVRs**.
- This exemption is a **fair, balanced, and lawful solution** that protects jobs, housing neutrality, and tax revenue—without compromising the County’s broader goals.

Mahalo for your time, your service, and for considering the perspective of owners like me.

John P Hibler Irrevocable Trust
Zanesville, OH 43701
Kuleana Club Timeshare Owner – Unit 721, Weeks 12 & 13

HLU Committee

From: Melissa Kahili <melissa.kahili@gmail.com>
Sent: Saturday, June 7, 2025 6:33 AM
To: HLU Committee
Subject: Testimony re: Bill 9 (Minatoya Phase-Out)

You don't often get email from melissa.kahili@gmail.com. [Learn why this is important](#)

Aloha Chair, Vice Chair, and Members of the Maui County Housing and Land Use Committee,

I'm writing in strong support of Bill 9, which would phase out short-term rentals (STRs) in apartment-zoned districts. This bill is an essential component to addressing Maui's housing crisis and protecting our most vital resource: water.

The 2023 Lāhainā fire exposed long-standing issues—privatized water systems, diverted streams, and overdevelopment have pushed West Maui to the edge. STRs, originally meant for housing, now operate as commercial businesses, consuming high volumes of water while local families remain displaced.

Returning STRs to long-term housing helps protect water access, pushes back against inequality, and prioritizes community needs, for one, by making it easier to find a place to live. Too many Hawai'i families have already had to move away. With over 6,000 STRs on the Minatoya List, we have a clear opportunity to increase housing stock without increasing water usage.

I urge you to stand with Lāhainā Strong and support the passage of Bill 9.

Ola i ka Wai — Water is Life.

Sincerely,
Melissa Kahili

HLU Committee

From: Kathy Little <nkathylittle@gmail.com>
Sent: Saturday, June 7, 2025 6:40 AM
To: HLU Committee
Subject: Testimony on Bill 9 (2025)

You don't often get email from nkathylittle@gmail.com. [Learn why this is important](#)

We Oppose Bill Entirely; Support Timeshare Exemption if Passed

Aloha Council Members,

We are writing to express our **strong opposition to Bill 9 (2025)**. This bill would eliminate long-standing, legally operating short-term rentals—including timeshare usage—that have contributed positively to Maui's economy and community for decades. We paid for the two weeks at Kuleana and have a legal deed of ownership.

However, I do appreciate the amendment in the current draft (CD1) that **exempts validly existing timeshare units and timeshare plans** from the phase-out. If the Council moves forward with Bill 9, I urge you to **retain this exemption as a minimum safeguard** to prevent serious harm to owners, workers, and the local economy.

We are a timeshare owner at the Kuleana Club. Like hundreds of others, we own two weeks per year—this is not a second home, nor an investment property. We return regularly, support local restaurants, spend a lot of money at neighborhood shops, and have built lasting relationships on the island. **Timeshare owners like us are part of a stable community of repeat visitors who care deeply about Maui's well-being.**

Timeshare properties are fundamentally different from vacation rentals.

Jon and Kathy Little
Prescott, AZ
805-296-9258 and 760-304-2791

"If you look at the world, you'll be distressed. If you look within, you'll be depressed. But if you look at Christ, you'll be at rest." --Corrie Ten Boom

HLU Committee

From: susan schreiber <susangen@comcast.net>
Sent: Saturday, June 7, 2025 6:49 AM
To: HLU Committee
Subject: Subject: Testimony on Bill 9 (2025)

You don't often get email from susangen@comcast.net. [Learn why this is important](#)

Aloha Council Members,

I am writing to express my **strong opposition to Bill 9 (2025)**. This bill would eliminate long-standing, legally operating short-term rentals—including timeshare usage—that have contributed positively to Maui's economy and community for decades.

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In summary:

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- This exemption is a **fair, balanced, and lawful solution** that protects jobs, housing neutrality, and tax revenue—without compromising the County's broader goals.

Mahalo for your time, your service, and for considering the perspective of owners like me.

Andrew Nagy/Susan Schreiber

338 Rock Creek Ct, Ann Arbor, Michigan

Kuleana Club Timeshare Owner –

Unit 402, Week #7

HLU Committee

From: Stephanie Steimel <stephanieannesteimel@gmail.com>
Sent: Saturday, June 7, 2025 7:02 AM
To: HLU Committee
Subject: Opposition to Bill 9

You don't often get email from stephanieannesteimel@gmail.com. [Learn why this is important](#)

Aloha Chair, Vice Chair, and Members of the Maui County Council,

I am writing as a concerned property owner in Maui to express my opposition to Bill 9 as proposed by Mayor Bissen. I fully recognize the urgency of Maui's housing crisis and the desire to find solutions that prioritize local residents. However, I believe Bill 9, as currently drafted, will have significant unintended consequences for our island's economy, property owners, and the broader community, without delivering the affordable housing outcomes we all seek.

Economic and Community Impacts

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- The real estate market is already reacting to the uncertainty created by this proposal. The median sales price for Maui condos has dropped nearly 25% year-over-year, and listings have surged by almost 70%. This destabilization threatens the financial security of thousands of local families, retirees, and small businesses who depend on rental income or property values.

Concerns About Housing Outcomes

- Many of the affected vacation rental units are in aging complexes without the amenities, parking, or infrastructure needed for long-term residential use. Surveys indicate that only a small fraction of owners would convert their units to long-term rentals; most would be forced to sell or leave them vacant, which does not guarantee an increase in affordable housing.
- The bill risks creating vacant properties and deteriorating condo associations, which could lead to further blight and economic hardship in our communities.

Property Rights and Fairness

- Property owners have operated under long-standing county approvals and legal frameworks. Abruptly changing the rules threatens property rights and could result in costly legal challenges for the county.
- The exemption for timeshares appears arbitrary and unfair, as both timeshares and vacation rentals serve visitors and often exist in the same complexes. This inconsistency further erodes trust in the process and the fairness of the legislation.

A Call for Balanced Solutions

- I respectfully urge the Council to consider alternative approaches that address the housing crisis without causing collateral damage to Maui's economy and property owners. Options such as tiered tax increases on short-term rentals, auctioning limited permits, or incentivizing voluntary conversion to long-term rentals could provide meaningful results while preserving economic stability.
- Let's work together to create policies that expand affordable housing, protect property rights, and sustain Maui's unique community and economy for generations to come.

Mahalo for your time and consideration.

Respectfully,
Stephanie Steimel

HLU Committee

From: diane mcclure <dianemrn@yahoo.com>
Sent: Saturday, June 7, 2025 7:09 AM
To: HLU Committee
Subject: Timeshare Rights

You don't often get email from dianemrn@yahoo.com. [Learn why this is important](#)

Aloha Council Members,

I am writing to express my **strong opposition to Bill 9 (2025)**. This bill would eliminate long-standing, legally operating short-term rentals—including timeshare usage—that have contributed positively to Maui’s economy and community for decades.

However, I do appreciate the amendment in the current draft (CD1) that **exempts validly existing timeshare units and timeshare plans** from the phase-out. If the Council moves forward with Bill 9, I urge you to **retain this exemption as a minimum safeguard** to prevent serious harm to owners, workers, and the local economy.

I am a timeshare owner at the Kuleana Club. Like hundreds of others, I own one week per year—not a second home, not an investment property. I return regularly, support local restaurants, spend at neighborhood shops, and have built lasting relationships on the island. Timeshare owners like me are part of a stable community of repeat visitors who care deeply about Maui’s well-being.

Timeshare properties are fundamentally different from vacation rentals. Units are deeded one week at a time to hundreds of families, which makes them impossible to convert to long-term housing. Including timeshares in a short-term rental ban would not create housing—but it would devastate workers and remove a reliable source of local tax revenue. Properties like Kuleana Club operate **legally under Maui County Code 19.37.010**, and are fully compliant with **TAT and GET tax regulations**. Our occupancy rates are high, and our owners consistently contribute to the island’s economy, even in difficult times.

More importantly, timeshares support stable jobs. Many employees at the Kuleana Club have been with the property for over 25 years. Several lost their homes in the Lahaina fire. If timeshare usage is eliminated, these long-standing staff members risk losing the only thing they have left—their livelihood.

Timeshare owners and resorts have also stepped up in times of crisis. The industry has contributed millions to wildfire recovery and donated thousands of room nights to displaced families and first responders. That commitment continues today.

In summary:

- I urge you to **oppose Bill 9 entirely**.
- But if it passes, please **retain the CD1 amendment exempting timeshares**.
- Timeshares are **not TVRs**.
- This exemption is a **fair, balanced, and lawful solution** that protects jobs, housing neutrality, and tax revenue—without compromising the County’s broader goals.

Mahalo for your time, your service, and for considering the perspective of owners like me.

Diane McClure
Sacramento, California
Kuleana Club Timeshare Owner – Unit 307, Week 25

HLU Committee

From: jeffsmith8@roadrunner.com
Sent: Saturday, June 7, 2025 7:24 AM
To: HLU Committee
Subject: Exclude Papakea from Bill 9
Attachments: 2025-06-06 Exclude Papakea from Bill 9.pdf

You don't often get email from jeffsmith8@roadrunner.com. [Learn why this is important](#)

Dear Chair Kama, Vice Chair U'u-Hodgins and Members of the Housing and Land Use Committee:

I OPPOSE Bill 9 as drafted and propose that the Council amend Bill 9 to exclude Papakea Oceanfront Resort which the County has historically identified as having A2-H2 zoning.

Please see the attachment for more information

Thank You, to the Committee Members, for your consideration of this important issue

Sincerely,

Jeffrey Smith, 3543 Lower Honoapiilani Road, Apartment D-402

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

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Show Historical Assessments								
Columns								
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How to calculate real property taxes								

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Neighborhood Code	OFHOTEL
Legal Information	1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area	12.281 Acres
Parcel Note	Non taxable

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 A1 or A2: Apartment
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Community Plan
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 H: Hotel
 MF: Medium Density Residential

REAL ESTATE COMMISSION
PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

PRELIMINARY
HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, Kaanapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII



STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS

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DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number

Zoning

Project Name

papakea

TMK #

City

Developer Name

Total Units

to

Go

1

2 Items

100 / Page

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
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Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Joan Suter <joansuter@yahoo.com>
Sent: Saturday, June 7, 2025 7:25 AM
To: HLU Committee
Subject: Exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9_2.pdf

You don't often get email from joansuter@yahoo.com. [Learn why this is important](#)

Our family, are original owners in Papakea. When it was built in 1975 and marketed on the beach, it was always a vacation rental property. Years ago they had majority timeshares when it was first built. They have a front desk and it was and is run like a hotel. We have an on-site concierge. It was always a vacation rental property from the minute it was built. It was never created as apartments for full-time occupancy as they are too small. The main living area is the size of a small hotel room.

Please exclude this property from this bill.

Joan Suter
203-918-0115

Please excuse any typos
Sent from my iPhone

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

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-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

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REAL ESTATE COMMISSION

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DEPARTMENT OF REGULATORY AGENCIES

STATE OF HAWAII

1010 RICHARDS STREET

P. O. BOX 3465

HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)

PUBLIC REPORT

on

PAPAKEA (PHASE I)

Honokowai, Kaanapali

Maui, Hawaii

REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

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(For) DOUGLAS R. SODETANI, Chairman

REAL ESTATE COMMISSION

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Project Number

Project Name

City

Total Units

Zoning

TMK #

Developer Name

1

2 Items

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STR occupancy since inception



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Front desk located in resort operations building

HLU Committee

From: Sonia McLeod <soniamcleod25@gmail.com>
Sent: Saturday, June 7, 2025 7:25 AM
To: HLU Committee
Subject: Oppose Bill 9
Attachments: Testimony Opposing Bill 9.pdf; Exclude Papakea from Bill 9_.pdf

You don't often get email from soniamcleod25@gmail.com. [Learn why this is important](#)

To Whom it may concern:

Please see attached my testimony opposing Bill 9.

Thank you for your consideration.

Sincerely,

Sonia McLeod

3543 Lower Honoapiilani Road, Apartment E309

June 7, 2025

OPPOSITION TO BILL 9

Dear Chair Kama, Vice Chair U‘u-Hodgins, and Members of the Housing and Land Use Committee,

I oppose Bill 9 as drafted and urge the Council to exclude Papakea Oceanfront Resort, which the County has historically recognized with A2-H2 zoning. Papakea was originally marketed and sold as a legal vacation rental property, and owners have operated legal vacation rentals for nearly fifty years. Unlike other properties affected by this bill, Papakea was never workforce housing and was designed for vacation rentals.

Restricting vacation rentals at Papakea would harm Maui’s economy, reducing tourism-driven revenue that sustains local businesses, restaurants, and service providers. Papakea guests and owners support local businesses daily—dining at nearby restaurants, booking tours, renting water sports equipment, and shopping at farmers’ markets and small retailers. Additionally, Papakea employs local contractors, property management services, cleaners, and maintenance crews, ensuring that jobs and economic benefits stay within the community.

Papakea is not in a residential neighborhood—it is located alongside hotel-zoned properties and adjacent to commercially-zoned areas. The majority of its units are under 600 square feet with limited parking, making it unsuited for long-term residential use. Removing Papakea from the vacation rental market would not free up affordable housing but would instead reduce tourism-driven spending, negatively impacting the local economy.

Rather than imposing broad restrictions, the Council should consider balanced regulations that protect the economy while addressing community concerns. Papakea has long been a responsible and well-managed vacation rental community, and prohibiting its operations under Bill 9 would have unintended consequences.

I respectfully urge you to exclude Papakea Oceanfront Resort from Bill 9.

Thank you for your time and consideration.

Sincerely,
Sonia McLeod
3543 Lower Honoapiilani Road, Apartment E309

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upholding fairness in the marketplace

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Project Number

Project Name

City

Total Units

Zoning

TMK

Address

City

Developer

Total Units

1

2

3

4

5

6

7

8

9

10

11

12

13

14

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No.

Name

Zoning

TMK

Address

City

Developer

Total Units

657

PAPAKEA

A-2/H-2

244001055

3543 L HONOAPIILANI HWY

LAHAINA

HONOKOWAI KAANAPALI

216

894

PAPAKEA PHASE II

A2 & H2

244001055

3543 HONOAPIILANI HWY

LAHAINA

HONOKOWAI-KAANAPALI

148

50

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
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\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Noreen Lerner <noreenlerner@cox.net>
Sent: Saturday, June 7, 2025 7:33 AM
To: HLU Committee
Subject: Opposition to Bill 9
Attachments: Kuleana Testimony.docx

[You don't often get email from noreenlerner@cox.net. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Subject: Testimony on Bill 9 (2025) – Oppose Bill Entirely; Support Timeshare Exemption if Passed

Aloha Council Members,

We are writing to express our **strong opposition to Bill 9 (2025)**. This bill would eliminate long-standing, legally operating short-term rentals—including timeshare usage—that have contributed positively to Maui’s economy and community for decades.

We do appreciate the amendment in the current draft (CD1) that **exempts validly existing timeshare units and timeshare plans** from the phase-out. If the Council moves forward with Bill 9, we urge you to retain this exemption as a minimum safeguard to prevent serious harm to owners, workers, and the local economy.

Our family has been timeshare owners at the Kuleana Club for forty (40) years. Like many others, we only own two weeks per year—this is NOT a second home or an investment property. We return regularly and support local restaurants, spend at neighborhood shops, and have built lasting relationships on the island. Timeshare owners like us remain a part of a stable community of repeat visitors who care deeply about Maui’s well-being.

As you are likely aware, timeshare properties are fundamentally different from vacation rentals. Units are deeded one week at a time to hundreds of families, which makes them impossible to convert to long-term housing. Including timeshares in a short-term rental ban would not create housing—but it would devastate workers and remove a reliable source of local tax revenue. Properties like Kuleana Club operate legally under Maui County Code 19.37.010, and are fully compliant with TAT and GET tax regulations.

Timeshares also help to support stable jobs. Many employees at the Kuleana Club have been with the property for over 25 years. We are aware that several lost their homes in the Lahaina fire. If timeshare usage is eliminated, these long-standing staff members risk losing the only thing they have left—their livelihood.

Timeshare owners and resorts have also stepped up in times of crisis. The industry has contributed millions to wildfire recovery and donated thousands of room nights to displaced families and first responders. That commitment continues today.

In summary, we respectfully request you to oppose Bill 9 in its entirety, however, if it passes, we urge to you retain the CD1 amendment exempting timeshares. We believe that this exemption is a fair, balanced, and lawful solution that protects jobs, housing neutrality, and tax revenue—without compromising the County’s broader goals.

We are grateful for your time and consideration on this very important issue.

Sincerely,

Mark and Noreen Lerner

7127 E. Rancho Vista Drive #7001

Scottsdale, Arizona 85251

Kuleana Club Timeshare Owner – Unit B210, Weeks 38 & 39

HLU Committee

From: Kanoelani Davis <molokainuiahina@gmail.com>
Sent: Saturday, June 7, 2025 6:40 AM
To: HLU Committee
Subject: Testimony in Support of Bill 9 – Phasing Out Short-Term Rentals in Apartment Zones

You don't often get email from molokainuiahina@gmail.com. [Learn why this is important](#)

Aloha mai kākou,

My name is Kanoelani Davis, and I am a Native Hawaiian from the island of Molokai. I write to you today in strong support of Bill 9, which aims to phase out short-term vacation rentals in apartment-zoned areas across Maui County. As someone who has witnessed firsthand the impacts of unchecked tourism and displacement on neighbor islands, I urge you to act with courage, foresight, and deep aloha for our people and ‘āina.

Molokai, like Maui, has long witnessed the burdens of colonization, overdevelopment, and extractive economies. We know what it means to watch our families be pushed out, water depleted, kupuna die waiting for housing, and mo‘opuna grow up in communities they cannot afford to remain in. These are not just policy issues. These are wounds, generational, spiritual, and communal, that demand healing.

Phasing out short-term rentals in residential zones is not an attack on tourism, it is a necessary act of protection for the well-being of Kānaka ‘Ōiwi and our generational families. It is negligent to speak of recovery from historical trauma while simultaneously allowing the conditions that perpetuate it. Without enough water, affordable housing, and community infrastructure to support our people, we are not just delaying healing, we are deepening harm.

Maui has an opportunity, one born of deep pain following the fires, to pivot toward pono. We cannot afford to repeat the mistakes of the past, where profit was prioritized over people, where temporary gain undermined generational grounding.

Bill 9 is not perfect, but it is a critical step. It opens the path to restoring balance, protecting long-term housing for residents, and giving our keiki and kupuna a fighting chance to remain on their ancestral lands.

Let us not look back and regret the time we did nothing. Let us instead be the generation that listened, that shifted, and that chose healing over habit.

Me ke aloha nui,

Kanoelani Davis

Kama A Hina; Native Hawaiian & ‘Ulu: Crisis Counselor assigned specific to Lāhainā Wildfire victims.

Me ka ha’aha’a,
Na Kanoelani Davis

An expert it recognized by the altar he builds. “Be the change you want to see in the world”

- *Olelo No’eau*

HLU Committee

From: Mike <Mrfcomp@yahoo.com>
Sent: Saturday, June 7, 2025 7:40 AM
To: HLU Committee
Subject: Bill 9

You don't often get email from mrfcomp@yahoo.com. [Learn why this is important](#)

HLU committee opposing Bill 9

Aloha Chair, Vice Chair, and Members of the Maui County Council,

I am writing as a concerned property owner in Maui to express my opposition to Bill 9 as proposed by Mayor Bissen. I fully recognize the urgency of Maui's housing crisis and the desire to find solutions that prioritize local residents. However, I believe Bill 9, as currently drafted, will have significant unintended consequences for our island's economy, property owners, and the broader community, without delivering the affordable housing outcomes we all seek.

Economic and Community Impacts

- Independent analysis by the University of Hawai'i Economic Research Organization (UHRO) projects that Bill 9 could result in the loss of nearly 1,900 local jobs, a \$900 million annual drop in visitor spending, and a \$60 million reduction in property tax revenue by 2029. These losses would directly impact funding for public services and future housing projects, undermining the very goals the bill seeks to achieve.
- The real estate market is already reacting to the uncertainty created by this proposal. The median sales price for Maui condos has dropped nearly 25% year-over-year, and listings have surged by almost 70%. This destabilization threatens the financial security of thousands of local families, retirees, and small businesses who depend on rental income or property values.

Concerns About Housing Outcomes

- Many of the affected vacation rental units are in aging complexes without the amenities, parking, or infrastructure needed for long-term residential use. Surveys indicate that only a small fraction of owners would convert their units to long-term rentals; most would be forced to sell or leave them vacant, which does not guarantee an increase in affordable housing.
- The bill risks creating vacant properties and deteriorating condo associations, which could lead to further blight and economic hardship in our communities.

Property Rights and Fairness

- Property owners have operated under long-standing county approvals and legal frameworks. Abruptly changing the rules threatens property rights and could result in costly legal challenges for the county.
- The exemption for timeshares appears arbitrary and unfair, as both timeshares and vacation rentals serve visitors and often exist in the same complexes. This inconsistency further erodes trust in the process and the fairness of the legislation.

A Call for Balanced Solutions

- I respectfully urge the Council to consider alternative approaches that address the housing crisis without causing collateral damage to Maui's economy and property owners. Options such as tiered tax increases on short-term rentals, auctioning limited permits, or incentivizing voluntary conversion to long-term rentals could provide meaningful results while preserving economic stability.
- Let's work together to create policies that expand affordable housing, protect property rights, and sustain Maui's unique community and economy for generations to come.

Mahalo for your time and consideration.

Respectfully,

Mike Fortin

International county club Unit 9 And 10

2750 Kalapu Dr., Lahaina

HLU Committee

From: Melissa Clauson <melissa@totalcreative.net>
Sent: Saturday, June 7, 2025 7:42 AM
To: HLU Committee; Thomas Clauson
Subject: HLU Committee – Opposition to Bill 9

You don't often get email from melissa@totalcreative.net. [Learn why this is important](#)

HLU Committee – Opposition to Bill 9

Aloha Chair, Vice Chair, and Honorable Members of the Maui County Council,

We are writing as concerned property owners on Maui to express our opposition to Bill 9 as introduced by Mayor Bissen. While we deeply share the urgency of addressing Maui's housing crisis and agree that solutions must prioritize local residents, we believe the current version of Bill 9 will result in serious unintended consequences that could negatively affect our economy, property owners, and the wider community—without producing the affordable housing outcomes we all hope for.

Economic and Community Concerns

- An independent analysis by the University of Hawai'i Economic Research Organization (UHERO) warns that Bill 9 could eliminate nearly 1,900 local jobs, reduce visitor spending by \$900 million annually, and decrease property tax revenues by \$60 million by 2029. These impacts would strain funding for public services and housing initiatives, ultimately working against the bill's intended goals.
- The local real estate market is already showing signs of instability due to the uncertainty surrounding this legislation. Condo prices have fallen nearly 25% year-over-year, while listings have risen by 70%. This volatility threatens the financial wellbeing of local families, retirees, and small businesses that rely on property income or stable values.

Doubts About Housing Benefits

- Many short-term rental units impacted by the bill are located in older buildings that lack the infrastructure, amenities, and parking required for long-term residential use. Research shows that few of these owners would convert to long-term rentals; most would sell or leave their units empty—outcomes that do little to increase affordable housing.
- This could lead to vacant units and financially struggling condominium associations, compounding economic and social challenges in our communities.

Property Rights and Equity

- Property owners have invested and operated under long-standing county rules and legal guidelines. Changing these rules abruptly undermines trust and exposes the County to potential legal action.

- The exemption for timeshares, which also cater to visitors and often share complexes with short-term rentals, appears inconsistent and unfair. Such discrepancies damage public confidence in the process and raise questions about equity.

Request for Thoughtful Alternatives

- We respectfully urge the Council to explore more balanced approaches that advance housing goals while avoiding widespread harm. Strategies like tiered tax increases on short-term rentals, a cap-and-permit system, or incentives for voluntary conversion to long-term rentals could all generate better outcomes without destabilizing the economy.
- Our hope is to see policies that both expand access to housing and preserve the rights of property owners, while ensuring Maui's communities and economy remain vibrant for generations to come.

Mahalo for your time and thoughtful consideration.

With respect,

Melissa and Thomas Clauson



Melissa Clauson
7001 Seaview Ave NW, Suite 120
Seattle, WA. 98117
o. 206 352-0700 c. 206 351-1174
www.totalcreative.net

*Thank you for supporting a woman-owned small business.

HLU Committee

From: mdstanberry@comcast.net
Sent: Saturday, June 7, 2025 8:00 AM
To: HLU Committee
Subject: Exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

Importance: High

You don't often get email from mdstanberry@comcast.net. [Learn why this is important](#)

Please consider the attached document detailing factors for excluding the Papakea Resort from Bill 9.

Dean & Olette Stanberry
Papakea Resort Owner (Unit J102)
720-877-1521
mdstanberry@comcast.net

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

Assessment Information								
Show Historical Assessments								
Columns								
Year	Tax Class	Market Land Value	Agricultural Land Value	Assessed Land	Building Value	Total Assessed Value	Total Exemption Value	Total Net Taxable Value
2024	HOTEL / RESORT	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300
How to calculate real property taxes								

Parcel Information	
Parcel Number	440010550000
Location Address	3543 LOWER HONOAPIILANI RD UNIT C435 LAHAINA HI 96761
Neighborhood Code	OFHOTEL
Legal Information	1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area	12.281 Acres
Parcel Note	Non taxable

Apartment District Properties Allowed to be Used for Short-Term Occupancy

PROJECT PROPERTY	MASTER TMK	ADDRESS	YR BLT	COUNTY ZONING	COMMUNITY PLAN DESIGNATION	NUMBER OF UNITS
NOHONANI	430060070000	3723 Lower Honoapiilani Rd	1974	A2	MF	28
MAKANI SANDS	430060120000	3765 Lower Honoapiilani Rd	1974	A2	MF	30
KALEIALOHA	430060130000	3785 Lower Honoapiilani Rd	1973	A2	MF	67
HONO KOA	430060140000	3801 Lower Honoapiilani Rd	1980	A2	MF	28
LOKELANI	430060160000	3833 Lower Honoapiilani Rd	1971	A2	MF/OS	36
HALE MAHINA BEACH	430060410000	3875 Lower Honoapiilani Rd	1981	A2	MF	53
HALE ONO LOA	430060440000	3823 Lower Honoapiilani Rd	1969	A2	MF	67
PIKAKE	430060630000	3701 Lower Honoapiilani Rd	1966	A2	MF	12
MAHINAHINA BEACH	430080010000	4007 Lower Honoapiilani Rd	1979	A1	MF	32
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HOYOCHI NIKKO	430080060000	3901 Lower Honoapiilani Rd	1973	A1	MF	17
HOELANI	430080020000	4085 Lower Honoapiilani Rd	1974	A1	MF	50
MAHINA SURF	430090050000	4057 Lower Honoapiilani Rd	1969	A2	MF	44
HONOKOWAI PALMS	440010410000	3886 Lower Honoapiilani Rd	1965	A2	MF	30
HALE KAI I	440010420000	3591 Lower Honoapiilani Rd	1967	A2	MF	40
PAKI MAUI III	440010500000	3615 Lower Honoapiilani Rd	1978	A2	MF	28
PAKI MAUI I & II	440010510000	3601 Lower Honoapiilani Rd	1975	A2	MF	80
PAPAKEA	440010550000	3543 Lower Honoapiilani Rd	1977	A2/H2	MF/H2/OS2	364
HALE KAAHAPALI	440060110000	45 Kai Ala Dr	1967	A2/H2/OS	H	236
MAUI ELDORADO	440080210000	2681 Kekaa Dr	1968	A2	H	205
KAAHAPALI ROYAL	440080230000	2560 Kekaa Dr	1980	A2	MF/OS	105
PUUNOA BEACH ESTATES	450040020000	45 Kai Pali Pl	1984	A1	MF	10
LAHAINA ROADS	450130270000	1403 Front St	1969	A2	MF	41
THE SPINNER	460100020000	760 Waianae St	1979	A-1	MF	57
KENANI KAI	510030130000	50 Kepuhi Pl	1983	A-1	MF	120
WAVECREST	560040550000	7142 Kamehameha V Hwy	1975	A2/Interim	MF	126

104

Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning
A1 or A2: Apartment
AG: Agriculture

B2: Community Business

Community Plan

H: Hotel

B: Business

C: Commercial

REAL ESTATE COMMISSION
PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

PRELIMINARY
HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, KaaNapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)
LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.
TAX MAP KEY: Second Division, 4-4-1-55
ZONING: A-2 and H-2
DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813
Registration No. 657
March 14, 1974
(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []
Project Name: papakea TMK #: []
City: [] Developer Name: []
Total Units: [] to []

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAANAPALI	216
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKOWAI-KAANAPALI	148

Papakea’s resort operations are a significant economic driver and employer in West Maui

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\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Nicole Gerbino <ngerbino@pbsradiology.com>
Sent: Saturday, June 7, 2025 8:00 AM
To: HLU Committee
Subject: Bill 9 Testimony Submission
Attachments: Bill 9 Testimony.pdf; Exclude Papakea from Bill 9_.pdf

You don't often get email from ngerbino@pbsradiology.com. [Learn why this is important](#)

Nicole Jones-Gerbino, FRBMA

President

619.301.1968

ngerbino@pbsradiology.com

pbsradiology.com



Dear Chair Kama, Vice Chair U‘u-Hodgins, and Members of the Housing and Land Use Committee:

I respectfully oppose Bill 9 in its current form and urge the Council to amend it to specifically exclude Papakea Oceanfront Resort, a property long recognized by the County as having A2-H2 zoning.

Why Papakea Is Different

- Papakea was originally developed and sold as a vacation rental property, years before zoning restrictions were introduced for transient vacation rentals in apartment-zoned areas.
- For nearly five decades, owners at Papakea have legally operated vacation rentals in full compliance with County ordinances.
- Papakea was never developed or marketed as workforce housing, nor did it transition from residential use to short-term rental.
- The majority of units are under 600 square feet, with no storage space, and the site has limited parking—features not aligned with long-term residential use.
- Papakea is located in a resort corridor, surrounded by hotel-zoned and commercially-zoned properties, not residential neighborhoods.
- The property includes resort-style amenities such as a front desk, activity concierge, and shared recreational spaces—further distinguishing it from typical apartment housing.
- Owners made informed decisions to purchase at Papakea based on the clear legal allowance of short-term rentals under County ordinances in place since 1989 and reaffirmed as recently as 2022.

Altering those rights now would disrupt longstanding reliance on County policy and state law, including substantial investments in property improvements, furnishings, and mortgages, all made under the assumption of lawful use.

Papakea’s Economic Role in the Maui Community

- Papakea employs 35 full-time Maui residents in stable, benefited positions. Many of these employees have built long careers at the property, advancing through internal growth opportunities.

- The resort supports dozens of local trade professionals and service providers, including plumbers, electricians, painters, landscapers, entertainers, and fitness instructors, helping sustain year-round work for small businesses.

Broader Economic Impact of Papakea STRs

- Local entrepreneurs—including housekeepers, on-island agents, handymen, and contractors—depend on Papakea rentals for their livelihoods. These are independent workers who set their own terms and serve a range of clients. Eliminating STRs at Papakea would directly undercut these jobs and small businesses.
- Papakea owners contribute significantly through property taxes (including at the short-term rental rate), the State and County Transient Accommodations Tax, and General Excise Tax.
- Guests support Maui’s broader economy—spending at restaurants, food trucks, activity vendors, tour companies, parks, and local shops.
- In addition to economic contributions, owners and guests volunteer in local nonprofits and participate in community service initiatives, including animal shelters, beach cleanups, and local hospitals.

Thank you for considering this testimony and for your time and service to the community. I respectfully ask the Committee to amend Bill 9 to exclude Papakea Oceanfront Resort.

Sincerely,

Nicole Jones-Gerbino
3543 Lower Honoapiilani Road, Unit L208

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

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Community Plan

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MF: Medium Density Residential

REAL ESTATE COMMISSION
PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

PRELIMINARY
HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, KaaNapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []
Project Name: papakea TMK #: []
City: [] Developer Name: []

Total Units: [] to []

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAANAPALI	216
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKOWAI-KAANAPALI	148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Koichi Yoshimura <koweechee@gmail.com>
Sent: Saturday, June 7, 2025 8:06 AM
To: HLU Committee
Subject: Testimony for Bill 9 – Papakea
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from koweechee@gmail.com. [Learn why this is important](#)

Dear Chair Kama, Vice Chair U'u-Hodgins, and Members of the Housing and Land Use Committee,

I oppose Bill 9 as drafted and respectfully request that the Council exclude Papakea Oceanfront Resort from its scope.

Papakea has operated as a legal short-term rental property for nearly 50 years and was originally marketed and sold for that purpose. The property is located in a resort-heavy area adjacent to hotel and commercial zones, and is not integrated into a residential neighborhood. Its unit sizes, limited parking, and resort-style layout make it ill-suited for workforce housing conversion.

Phasing out short-term rental rights at Papakea would not create housing stock suitable or affordable for local families, nor would it serve the bill's intended goals. Instead, many units would simply remain underutilized for much of the year.

Meanwhile, Papakea's short-term rentals directly support dozens of small, locally owned businesses — including maintenance, cleaning, and on-island management services — and contribute significant tax revenue through property tax, General Excise Tax, Transient Accommodations Tax, and more. These benefits would be lost if short-term rentals were eliminated at Papakea.

I appreciate the opportunity to submit this testimony and urge the committee to amend Bill 9 to exclude Papakea.

Sincerely,

Koichi Yoshimura

Papakea Owner, 3543 Lower Honoapiilani Road, Unit A303

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

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Show Historical Assessments								
Columns								
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How to calculate real property taxes								

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Location Address	3543 LOWER HONOAPIILANI RD UNIT C435 LAHAINA HI 96761
Neighborhood Code	OFHOTEL
Legal Information	1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area	12.281 Acres
Parcel Note	Non taxable

Apartment District Properties Allowed to be Used for Short-Term Occupancy

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Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning

A1 or A2: Apartment

AG: Agriculture

B2: Community Business

Community Plan

B: Business

H: Hotel

MF: Medium Density Residential

REAL ESTATE COMMISSION
PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, Kaanapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

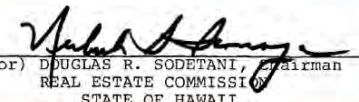
LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

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hawaii.gov | docs home

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Project Number

Project Name

papakea

City

Total Units to

Zoning

TMK #

Developer Name

Go

1 of 1 2 Items 100 / Page

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STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Chrissy Gale <mschris250@gmail.com>
Sent: Saturday, June 7, 2025 8:10 AM
To: HLU Committee
Subject: Bill 9

You don't often get email from mschris250@gmail.com. [Learn why this is important](#)

Aloha Chair, Vice Chair, and Members of the Maui County Council,

I am writing as a concerned property owner in Maui to express my opposition to Bill 9 as proposed by Mayor Bissen. I fully recognize the urgency of Maui's housing crisis and the desire to find solutions that prioritize local residents. However, I believe Bill 9, as currently drafted, will have significant unintended consequences for our island's economy, property owners, and the broader community, without delivering the affordable housing outcomes we all seek.

Economic and Community Impacts

- Independent analysis by the University of Hawai'i Economic Research Organization (UHRO) projects that Bill 9 could result in the loss of nearly 1,900 local jobs, a \$900 million annual drop in visitor spending, and a \$60 million reduction in property tax revenue by 2029. These losses would directly impact funding for public services and future housing projects, undermining the very goals the bill seeks to achieve.
- The real estate market is already reacting to the uncertainty created by this proposal. The median sales price for Maui condos has dropped nearly 25% year-over-year, and listings have surged by almost 70%. This destabilization threatens the financial security of thousands of local families, retirees, and small businesses who depend on rental income or property values.

Concerns About Housing Outcomes

- Many of the affected vacation rental units are in aging complexes without the amenities, parking, or infrastructure needed for long-term residential use. Surveys indicate that only a small fraction of owners would convert their units to long-term rentals; most would be forced to sell or leave them vacant, which does not guarantee an increase in affordable housing.
- The bill risks creating vacant properties and deteriorating condo associations, which could lead to further blight and economic hardship in our communities.

Property Rights and Fairness

- Property owners have operated under long-standing county approvals and legal frameworks. Abruptly changing the rules threatens property rights and could result in costly legal challenges for the county.

- The exemption for timeshares appears arbitrary and unfair, as both timeshares and vacation rentals serve visitors and often exist in the same complexes. This inconsistency further erodes trust in the process and the fairness of the legislation.

A Call for Balanced Solutions

- I respectfully urge the Council to consider alternative approaches that address the housing crisis without causing collateral damage to Maui's economy and property owners. Options such as tiered tax increases on short-term rentals, auctioning limited permits, or incentivizing voluntary conversion to long-term rentals could provide meaningful results while preserving economic stability.
- Let's work together to create policies that expand affordable housing, protect property rights, and sustain Maui's unique community and economy for generations to come.

Mahalo for your time and consideration.

Respectfully,

Chris Gale

HLU Committee

From: JOHN DiCARO <JDiCaro@JSHFIRM.com>
Sent: Saturday, June 7, 2025 8:19 AM
To: HLU Committee
Subject: Exclude Papakea From Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from jdicaro@jshfirm.com. [Learn why this is important](#)

Good morning,

Thank you for your service and for taking the time to review this attachment regarding the Papakea resort.

Have a blessed day.

This electronic mail transmission contains information from the law firm Jones, Skelton & Hochuli, P.L.C. that may be confidential or privileged. Such information is solely for the intended recipient, and use by any other party is not authorized. If you are not the intended recipient, be aware that any disclosure, copying, distribution or use of this message, its contents or any attachments is prohibited. Any wrongful interception of this message is punishable as a Federal Crime. Although this e-mail and any attachments are believed to be free of any virus or other defect that might affect any computer system into which it is received and opened, it is the responsibility of the recipient to ensure that it is virus free and no responsibility is accepted by the sender for any loss or damage arising in any way from its use. If you have received this message in error, please notify the sender immediately by telephone (602) 263-1700. Thank you.

Tax Advice Disclosure: To ensure compliance with requirements imposed by the IRS under Circular 230, we inform you that any U.S. federal tax advice contained in this communication (including any attachments), unless otherwise specifically stated, was not intended or written to be used, and cannot be used, for the purpose of (1) avoiding penalties under the Internal Revenue Code or (2) promoting, marketing or recommending to another party any matters addressed herein.

I request that the Council follow the advice of the
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PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

PRELIMINARY
HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, Kaanapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

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STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: John Morgan <john@morgancps.com>
Sent: Saturday, June 7, 2025 8:23 AM
To: HLU Committee
Cc: John Morgan
Subject: Testimony on Bill 9 (2025)

I am very opposed to Bill 9 and urge your rejection or modification of it.

I am an owner at Kuleana Club. This is an interval ownership development. I have a deed to four weeks of ownership in August and September. I am one of dozens of owners of my unit and hundreds of interval ownership owners at Kuleana.

Our units cannot be converted to permanent housing because of the very nature of the interval ownership model.

At a minimum I ask you exempt any interval ownership development from the provisions of Bill 9. Actually I ask you to defeat Bill 9 in its entirety. The impact on tourism will be significant if it passes, and we all know tourism is the core of the local economy.

Thank you for your consideration.

John Morgan
Kuleana Club owner

HLU Committee

From: Gonzalo Curiel <sayokoyamauchi@mac.com>
Sent: Saturday, June 7, 2025 8:24 AM
To: HLU Committee
Subject: Exclude Papakea from Bill 9 - Oppose
Attachments: Exclude Papakea from Bill 9.pdf

[You don't often get email from sayokoyamauchi@mac.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

August 7, 2025

Dear Chair Kama, Vice Chair U‘u-Hodgins and Members of the Housing and Land Use Committee:

I oppose Bill 9 as drafted and propose the Council amend Bill 9 to exclude Papakea Oceanfront Resort (Papakea) which the County has historically identified as having A2-H2 zoning. I offer the following points:

Background:

- Papakea was initially marketed and sold as a legal vacation rental property before any zoning restrictions limited transient vacation rentals in apartment zoned properties.
- Papakea owners have been operating legal vacation rentals for almost fifty years.
- Papakea has never been workforce housing so Papakea is not an example of a property that converted from workforce housing to transient vacation rental use.
- The majority of units at Papakea are under 600 square feet and the property has limited parking.
- Papakea is not in a residential neighborhood and is located alongside a long stretch of hotel-zoned properties and directly adjacent to multiple commercially-zoned properties.

Unlike apartment buildings designed for long-term residential use, Papakea has a front desk, an activity concierge, shared activity space, and numerous other common resort amenities.

- Owners purchased condos at Papakea with the reasonable expectation that short-term rentals were legal based on ordinances as far back as 1989, and as recent as 2022.
- In reliance on the Maui County ordinances and published documents, Hawaii state law, and constitutional protections, owners invested in costly renovations, furnishings, and long-term financial commitments such as mortgages that make any phase out of shortterm rental right offensive of each buyer’s investment-backed expectations.

Papakea’s Contributions to the Community

- Papakea’s resort operations provide full-time, benefited, employment for 35 local resident employees; some have worked at the property for over 17 years; some started in entry-level positions and worked into supervisory roles.
- Papakea supports a wide variety of local trade professionals including pest control, HVAC, painting, plumbing, electrical, general contracting, masonry, tile and flooring, fitness instructors, entertainers, and tree trimming.

Individual Owner Contributions to the Community

- Many small businesses owned and operated by local residents from the Maui community rely on Papakea short-term rentals including housekeepers, handymen, on-island agents, and contractors. These service providers set their own rates, work hours, select their own clients, work conditions and standard operating procedures. Shutting down short-term rentals at Papakea means telling local entrepreneurs that worked hard to build a small business that they need to just go get a job somewhere else to make less money, have less flexibility, and be subject to oppressive corporate policies.
- Papakea STRs support the State of Hawaii and County of Maui through payment of property taxes (many at the short-term rental rate), Transient Accommodations Tax, General Excise Tax, and Maui County Transient Accommodations Tax.
- Papakea guests support many small businesses on the island including restaurants, food trucks, tour operators, activities, state parks, the national park, and shops.
- Papakea owners and guests regularly participate in community activities including volunteering at beach cleanups, Maui Humane Society, the hospital, and many other local organizations, and contribute to local philanthropic and cultural efforts.

I would like to thank the committee for the opportunity to comment.

Sincerely,

Trisha K. Yamauchi

3543 Lower Honoapiilani Road, Apartment B307

HLU Committee

From: Jill Vernor <jkv69@yahoo.com>
Sent: Saturday, June 7, 2025 8:27 AM
To: HLU Committee
Subject: Exclude Papakea
Attachments: Exclude Papakea from Bill 9_.pdf

[You don't often get email from jkv69@yahoo.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Sent from my iPhone

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LOKELANI	430060160000	3833 Lower Honoapiilani Rd	1971	A2	MF/OS	36
HALE MAHINA BEACH	430060410000	3875 Lower Honoapiilani Rd	1981	A2	MF	53
HALE ONO LOA	430060440000	3823 Lower Honoapiilani Rd	1969	A2	MF	67
PIKAKE	430060630000	3701 Lower Honoapiilani Rd	1966	A2	MF	12
MAHINAHINA BEACH	430080010000	4007 Lower Honoapiilani Rd	1979	A1	MF	32
POLYNESIAN SHORES	430080020000	3975 Lower Honoapiilani Rd	1972	A1	MF	52
KULEANA	430080040000	3959 Lower Honoapiilani Rd	1972	A1	MF	18
KULEANA	430080050000	3959 Lower Honoapiilani Rd	1974	A1	MF/OS	100
HOYOCHI NIKKO	430080060000	3901 Lower Honoapiilani Rd	1973	A1	MF	17
HOELANI	430080020000	4085 Lower Honoapiilani Rd	1974	A1	MF	50
MAHINA SURF	430090050000	4057 Lower Honoapiilani Rd	1969	A2	MF	44
HONOKOWAI PALMS	440010410000	3866 Lower Honoapiilani Rd	1965	A2	MF	30
HALE KAI I	440010420000	3591 Lower Honoapiilani Rd	1967	A2	MF	40
PAKI MAUI III	440010500000	3615 Lower Honoapiilani Rd	1978	A2	MF	28
PAKI MAUI I & II	440010510000	3601 Lower Honoapiilani Rd	1975	A2	MF	80
PAPAKEA	440010550000	3543 Lower Honoapiilani Rd	1977	A2/H2	MF/H2/OS2	364
HALE KAAHAPALI	440060110000	45 Kai Ala Dr	1967	A2/H2/OS	H	236
MAUI ELDORADO	440080210000	2681 Kekaa Dr	1968	A2	H	205
KAAHAPALI ROYAL	440080230000	2560 Kekaa Dr	1980	A2	MF/OS	105
PUUNOA BEACH ESTATES	450040020000	45 Kai Pali Pl	1984	A1	MF	10
LAHAINA ROADS	450130270000	1403 Front St	1969	A2	MF	41
THE SPINNER	460100020000	760 Waianae St	1979	A-1	MF	57
KENANI KAI	510030130000	50 Kepuhi Pl	1983	A-1	MF	120
WAVECREST	560040550000	7142 Kamehameha V Hwy	1975	A2/Interim	MF	126

104

Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning
A1 or A2: Apartment

AG: Agriculture

B2: Community Business

Community Plan

B: Business

H: Hotel

MF: Medium Density Residential

OS: Office Space

REAL ESTATE COMMISSION
PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, KaaNapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: 657

Project Name: PAPAKEA

City: LAHAINA

Total Units: 216

Zoning: A-2/H-2

TMK: 244001055

Address: 3543 L HONOAPIILANI HWY

City: LAHAINA

Developer: HONOKOWAI KAANAPALI

Total Units: 216

Project Name: PAPAKEA PHASE II

Zoning: A2 & H2

TMK: 244001055

Address: 3543 HONOAPIILANI HWY

City: LAHAINA

Developer: HONOKOWAI-KAANAPALI

Total Units: 148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Alesha Bruniski <alesha.bruniski@gmail.com>
Sent: Saturday, June 7, 2025 8:39 AM
To: HLU Committee
Subject: Opposition to Bill 9

You don't often get email from alesha.bruniski@gmail.com. [Learn why this is important](#)

To: Maui County Council – Housing and Land Use Committee
Re: Testimony Opposing Bill 9 (2025)
Date: Tuesday, June 3, 2025

Aloha Chair and Councilmembers,

My name is Alesha Bruniski and I am writing once again in **strong opposition to Bill 9**. For over a year, myself and many others in our community have been waiting for this bill to come back to the table. And in that year, we've experienced real and measurable loss—**jobs have disappeared, rental income has dried up, tourism has slowed**, and people have had to move off-island or close their businesses.

The uncertainty caused by the announcement of Bill 9 has already destabilized Maui's housing market. We've seen **condo values drop significantly**, but even then, it makes **no financial sense** to assume that locals will be able to purchase these units. Why? Because insurance premiums have skyrocketed after the fires, condo associations are facing massive special assessments, and most critically—**banks will likely not lend on properties under litigation**.

If this bill passes, thousands of Minatoya properties could face legal battles. **How will potential buyers get loans? How many truly have hundreds of thousands in cash on hand?**

It's important to recognize that the real issue here is not short-term rentals. The **real issue is the lack of affordable housing** actually being built. We need County leadership to focus on **expediting affordable housing construction**—not punishing owners who have operated fully within the law and made significant investments based on County-issued permits and regulations.

Changing the rules now will not fix the housing crisis. It will only take away people's rights, displace working families who rely on this income, and create more instability in an already fragile market.

I urge you: **do not pass Bill 9**. Let's focus instead on **solutions that create housing**—not chaos. Mahalo for your time and consideration,

Alesha Bruniski
105 - 2777 S. Kihei Road
Kihei, Hawaii 96753

HLU Committee

From: Ann Dorsey <aedorsey@hotmail.com>
Sent: Saturday, June 7, 2025 8:42 AM
To: HLU Committee
Subject: Testimony re: Bill 9 (Minatoya Phase-Out)

You don't often get email from aedorsey@hotmail.com. [Learn why this is important](#)

Maui County Housing and Land Use Committee,

I urge you to support of Bill 9, which would phase out short-term rentals (STRs) in apartment-zoned districts. This bill is an essential component to addressing Maui's housing crisis and protecting our most vital resource: water.

The 2023 Lāhainā fire exposed long-standing issues. Privatized water systems, diverted streams, and overdevelopment have pushed West Maui to the edge. STRs, originally meant for housing, now operate as commercial businesses, consuming high volumes of water while local families remain displaced.

Returning STRs to long-term housing helps protect water access, push back against inequality, and put community needs first. With over 6,000 STRs on the Minatoya List, we have a clear opportunity to increase housing stock without using more water.

Please, stand with Lāhainā Strong and pass Bill 9.

Sincerely,

Ann Dorsey

HLU Committee

From: Gonzalo Curiel <sayokoyamauchi@mac.com>
Sent: Saturday, June 7, 2025 8:42 AM
To: HLU Committee
Cc: Ryan Yamauchi
Subject: Excluded Papakea from Bill 9 - Oppose
Attachments: Exclude Papakea from Bill 9 2.pdf

[You don't often get email from sayokoyamauchi@mac.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

August 7, 2025

Dear Chair Kama, Vice Chair U‘u-Hodgins and Members of the Housing and Land Use Committee:

I oppose Bill 9 as drafted and propose the Council amend Bill 9 to exclude Papakea Oceanfront Resort (Papakea) which the County has historically identified as having A2-H2 zoning. My sister and I purchased a studio apartment at Papakea in 2022 with the reasonable expectation short-term rentals were legal based on ordinances as far back as 1989, and as recent as 2022.

Papakea owners have been operating legal vacation rentals for almost fifty years and has Papakea never been workforce housing: therefore, Papakea is not an example of a property converted from workforce housing to transient vacation rental use. The majority of units at Papakea are under 600 square feet and the property has limited parking. Papakea is not in a residential neighborhood and is located alongside a long stretch of hotel-zoned properties and directly adjacent to multiple commercially-zoned properties.

Unlike apartment buildings designed for long-term residential use, Papakea has a front desk, an activity concierge, shared activity space, and numerous other common resort amenities.

In reliance on the Maui County ordinances and published documents, Hawaii state law, and constitutional protections, owners invested in costly renovations, furnishings, and long-term financial commitments such as mortgages that make any phase out of short-term rental right offensive of each buyer’s investment-backed expectations.

In terms of contributions to the community, Papakea’s resort operations provide full-time, benefited, employment for 35 local resident employees; some have worked at the property for over 17 years; some started in entry-level positions and worked into supervisory roles. Additionally, Papakea supports a wide variety of local trade professionals including pest control, HVAC, painting, plumbing, electrical, general contracting, masonry, tile and flooring, fitness instructors, entertainers, and tree trimming.

Individual Owner Contributions to the Community

Many small businesses owned and operated by local residents from the Maui community rely on Papakea short-term rentals including housekeepers, handymen, on-island agents, and contractors. These service providers set their own rates, work hours, select their own clients, work conditions and standard operating procedures. Shutting down short-term rentals at Papakea

means telling local entrepreneurs that worked hard to build a small business they need to just go get a job somewhere else to make less money, have less flexibility, and be subject to oppressive corporate policies.

Papakea STRs support the State of Hawaii and County of Maui through payment of property taxes (many at the short-term rental rate), Transient Accommodations Tax, General Excise Tax, and Maui County Transient Accommodations Tax.

Papakea guests support many small businesses on the island including restaurants, food trucks, tour operators, activities, state parks, the national park, and shops.

Papakea owners and guests regularly participate in community activities including volunteering at beach cleanups, Maui Humane Society, the hospital, and many other local organizations, and contribute to local philanthropic and cultural efforts.

I would like to thank the committee for the opportunity to comment.

Sincerely,

Ryan N. Yamauchi
3543 Lower Honoapiilani Road, Apartment B307

HLU Committee

From: Rebecca Gunselman <rebecca.gunselman@gmail.com>
Sent: Saturday, June 7, 2025 8:59 AM
To: HLU Committee
Subject: Exclude Papakea from Bill 9
Attachments: 2025 06 07 Reb testimony.pdf

You don't often get email from rebecca.gunselman@gmail.com. [Learn why this is important](#)

Please hear my case to exclude Papakea from Bill 9

Thank you,

Rebecca Gunselman
509-939-6251

--

*Rebecca Gunselman
920 W. Comstock CT
Spokane, WA 99203
509-363-1353 office
509-939-6251 mobile*

Dear Chair Kama, Vice Chair U'u-Hodgins and Members of the Housing and Land Use Committee:

I oppose Bill 9 as drafted and propose that the Council amend Bill 9 to exclude Papakea Oceanfront Resort which the County has historically identified as having A2-H2 zoning.

Almost 50 years ago, Papakea Resort was marketed and sold as a legal vacation rental property. Papakea has never been workforce housing. Papakea is not in a residential neighborhood and is located alongside a long stretch of hotel-zoned properties and directly adjacent to multiple commercially-zoned properties. Unlike apartment buildings designed for long-term residential use, Papakea has a front desk, an activity concierge, shared activity space, and numerous other common resort amenities.

Papakea Resort is a great community partner, providing full-time, benefited, employment for 35 local resident employees. Additionally, Papakea Resort supports a wide variety of local trade professionals including fitness instructors, entertainers, property managers, pest control, HVAC, painting, plumbing, electrical, general contracting, masonry, tile and flooring, and tree trimming.

Papakea STRs support the State of Hawaii and County of Maui through payment of property taxes (many at the short-term rental rate), Transient Accommodations Tax, General Excise Tax, and Maui County Transient Accommodations Tax.

Thank you for the opportunity to comment.

Sincerely,

Rebecca Gunselman

3543 Lower Honoapiilani Road, Apartment E209

HLU Committee

From: Eve Black <eveblack@mac.com>
Sent: Saturday, June 7, 2025 9:21 AM
To: HLU Committee
Subject: Testimony against the proposed vacation rental ban

To whom it may concern,

I want to testify AGAINST the proposed vacation rental ban for South Maui. I am a resident of Kihei and own a (non-vacation rentable) condo at Kihei Villages. I have worked for 15 years as a small business, creating and selling jewelry and fine art photography at the Maui Swap Meet and previously at the Lahaina Art Show.

About 80% of our customers stay in vacation rental units in South Maui. We barely get customers who stay in the costly hotels. Our best and most loyal customers come to Maui every Winter and treat it as their second home. They frequently visit the same small businesses each year for dining and shopping options. They go because they have robust ties to Maui and stay in the same condo every Winter. Even more so, the owners of those condos are even more loyal customers who regard Maui as their second home and treat it with utmost love and respect, always prioritizing locally made goods and small, locally owned restaurants. They come in the off-season when their units are not booked or stay all Winter. They will not switch to staying in Hotels. Kihei's small businesses can not survive without them. Hotel guests come once for a short time and have no emotional ties to Maui.

I know of more than 10 people who will also have to close their businesses or lose their jobs if this bill is passed.

These units are too small and costly because of the HOA fees to qualify for local families' housing needs, and will sit empty.

Please do not punish South Maui by removing the majority of our loyal visitors!

Sincerely,

Eva Schwarz

HLU Committee

From: tom richardson <fusspott@sbcglobal.net>
Sent: Saturday, June 7, 2025 9:28 AM
To: HLU Committee
Subject: Bill 9 opposition

[You don't often get email from fusspott@sbcglobal.net. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

I oppose Bill 9 in general because it is devastating to Mauis economy, however I specifically am opposed to the bill including the Papakea Resort which has historically functioned as a hotel and been zoned as H2-R2. Please exclude the Papakea Resort from this bill!

Sincerely,

Maryann Richardson
3543 Lower Honoapi'ilani Road #F204
Lahaina, HI 96761

Sent from my iPhone

HLU Committee

From: Journeys <journeys@sonic.net>
Sent: Saturday, June 7, 2025 9:36 AM
To: HLU Committee
Cc: Teresa Ross Simon
Subject: Exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9_Page_1.jpg

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

Assessment Information								
Show Historical Assessments								
Columns								
Year	Tax Class	Market Land Value	Agricultural Land Value	Assessed Land	Building Value	Total Assessed Value	Total Exemption Value	Total Net Taxable Value
2024	HOTEL / RESORT	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300
How to calculate real property taxes								

Parcel Information	
Parcel Number	440010550000
Location Address	3543 LOWER HONOAPIILANI RD UNIT C435 LAHAINA HI 96761
Neighborhood Code	OFHOTEL
Legal Information	1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area	12.281 Acres
Parcel Note	Non taxable

Apartment District Properties Allowed to be Used for Short-Term Occupancy

PROJECT PROPERTY	MASTER TMK	ADDRESS	YR BLT	COUNTY ZONING	COMMUNITY PLAN DESIGNATION	NUMBER OF UNITS
NOHONANI	430060070000	3723 Lower Honoapiilani Rd	1974	A2	MF	28
MAKANI SANDS	430060120000	3765 Lower Honoapiilani Rd	1974	A2	MF	30
KALEIALOHA	430060130000	3785 Lower Honoapiilani Rd	1973	A2	MF	67
HONO KOA	430060140000	3801 Lower Honoapiilani Rd	1980	A2	MF	28
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PIKAKE	430060630000	3701 Lower Honoapiilani Rd	1966	A2	MF	12
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HALE KAAPALANI	440060110000	45 Kai Ala Dr	1967	A2/H2/OS	H	236
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WAVECREST	560040550000	7142 Kamehameha V Hwy	1975	A2/Interim	MF	126

104

Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning

A1 or A2: Apartment

AG: Agriculture

B2: Community Business

Community Plan

B: Business

H: Hotel

MF: Medium Density Residential

REAL ESTATE COMMISSION

PROFESSIONAL & VOCATIONAL LICENSING DIVISION

DEPARTMENT OF REGULATORY AGENCIES

STATE OF HAWAII

1010 RICHARDS STREET

P. O. BOX 3465

HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)

PUBLIC REPORT

on

PAPAKEA (PHASE I)

Honokowai, Kaanapali

Maui, Hawaii

REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman

REAL ESTATE COMMISSION

STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS

upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []

Project Name: papakea TMK #: []

City: [] Developer Name: []

Total Units: [] to []

1 of 1 2 Items 100 / Page

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAANAPALI	216
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKOWAI-KAANAPALI	148

100

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: macysmarti@aol.com
Sent: Saturday, June 7, 2025 9:48 AM
To: HLU Committee
Subject: Testimony Bill 9 (2025)

You don't often get email from macysmarti@aol.com. [Learn why this is important](#)

Subject: Testimony on Bill 9 (2025) – Oppose Bill Entirely; Support Timeshare Exemption if Passed

Aloha Council Members,

I am writing to express my **strong opposition to Bill 9 (2025)**. This bill would eliminate long-standing, legally operating short-term rentals—including timeshare usage—that have contributed positively to Maui’s economy and community for decades.

However, I do appreciate the amendment in the current draft (CD1) that **exempts validly existing timeshare units and timeshare plans** from the phase-out. If the Council moves forward with Bill 9, I urge you to **retain this exemption as a minimum safeguard** to prevent serious harm to owners, workers, and the local economy.

I am a timeshare owner at the Kuleana Club and have been for over 30 years. Like hundreds of others, I own two weeks per year—not a second home, not an investment property. I return regularly, support local restaurants, spend at neighborhood shops, and have built lasting relationships on the island. Timeshare owners like me are part of a stable community of repeat visitors who care deeply about Maui’s well-being.

Timeshare properties are fundamentally different from vacation rentals. Units are deeded one week at a time to hundreds of families, which makes them impossible to convert to long-term housing. Including timeshares in a short-term rental ban would not create housing—but it would devastate workers and remove a reliable source of local tax revenue. Properties like Kuleana Club operate **legally under Maui County Code 19.37.010**, and are fully compliant with **TAT and GET tax regulations**. Our occupancy rates are high, and our owners consistently contribute to the island’s economy, even in difficult times.

More importantly, timeshares support stable jobs. Many employees at the Kuleana Club have been with the property for over 25 years. Several lost their homes in the Lahaina fire. If timeshare usage is eliminated, these long-standing staff members risk losing the only thing they have left—their livelihood.

Timeshare owners and resorts have also stepped up in times of crisis. The industry has contributed millions to wildfire recovery and donated thousands of room nights to displaced families and first responders. That commitment continues today.

In summary:

- I urge you to **oppose Bill 9 entirely**.
- But if it passes, please **retain the CD1 amendment exempting timeshares**.
- Timeshares are **not TVRs**.
- This exemption is a **fair, balanced, and lawful solution** that protects jobs, housing neutrality, and tax revenue—without compromising the County’s broader goals.

Mahalo for your time, your service, and for considering the perspective of owners like me.

Margert L Macys TTEE (David A. and Margaret L Macys Revocable Living Trust)
Oak Harbor, Washington 98277-5800[
Kuleana Club Timeshare Owner – Unit [107], [Weeks 10 & 11]

Your voice matters. Mahalo for standing up to protect the future of Kuleana Club and the Maui community we all love.

Mahalo,
Kuleana Club Board of Directors
& Thom Rogers, General Manager

HLU Committee

From: Nancy Montoya <Nancy@montoyaonmaui.com>
Sent: Saturday, June 7, 2025 10:11 AM
To: HLU Committee
Subject: Maui Ban on Short Term rentals in Apartment zone

You don't often get email from nancy@montoyaonmaui.com. [Learn why this is important](#)

Hi I am a resident of Lahaina and have lived on Maui for over 54 years. Living here has been a blessing with the help of the Maui County, the State of Hawaii and private landowners like Maui Land and Pineapple we were able to buy our first house in the Napili Hau subdivision. It took a lot of collaboration with the Mayor and these parties to bring affordable housing to West Maui. It continued with the help of the Kaanapali Land Company formally (AMFAC) to continue the inventory of low cost housing. We need the same collaboration today to provide housing for the long-term residents. Taking the Apartments with their high cost of ownership, monthly maintenance fees, insurance coverage, property tax and assessments does not make them affordable to the local resident. Please vote Against this bill, it is not the answer to our housing problem. Aloha Nancy Montoya

HLU Committee

From: jenelle oceanfrontpapakea.com <jenelle@oceanfrontpapakea.com>
Sent: Saturday, June 7, 2025 10:13 AM
To: HLU Committee
Subject: STR information
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from jenelle@oceanfrontpapakea.com. [Learn why this is important](#)

Aloha,

Please see the attached document for important information regarding the STR legislation, which we strongly oppose.

Mahalo,
Jenelle Morella
Papakea, A407

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

Assessment Information								
Show Historical Assessments								
Columns								
Year	Tax Class	Market Land Value	Agricultural Land Value	Assessed Land	Building Value	Total Assessed Value	Total Exemption Value	Total Net Taxable Value
2024	HOTEL / RESORT	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300
How to calculate real property taxes								

Parcel Information	
Parcel Number	440010550000
Location Address	3543 LOWER HONOAPIILANI RD UNIT C435 LAHAINA HI 96761
Neighborhood Code	OFHOTEL
Legal Information	1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area	12.281 Acres
Parcel Note	Non taxable

Apartment District Properties Allowed to be Used for Short-Term Occupancy

PROJECT PROPERTY	MASTER TMK	ADDRESS	YR BLT	COUNTY ZONING	COMMUNITY PLAN DESIGNATION	NUMBER OF UNITS
NOHONANI	430060070000	3723 Lower Honoapiilani Rd	1974	A2	MF	28
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104

Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning
A1 or A2: Apartment

AG: Agriculture

B2: Community Business

Community Plan

B: Business

H: Hotel

MF: Medium Density Residential

REAL ESTATE COMMISSION

PROFESSIONAL & VOCATIONAL LICENSING DIVISION

DEPARTMENT OF REGULATORY AGENCIES

STATE OF HAWAII

1010 RICHARDS STREET

P. O. BOX 3465

HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)

PUBLIC REPORT

on

PAPAKEA (PHASE I)

Honokowai, Kaanapali

Maui, Hawaii

REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman

REAL ESTATE COMMISSION

STATE OF HAWAII

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION										
Project Number				Zoning						
Project Name	papakea			TMK #						
City				Developer Name						
Total Units										
1 of 1 2 Items 100 / Page										
No.	Name	Zoning	TMK	Address	City	Developer	Total Units			
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAANAPALI	216			
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKOWAI-KAANAPALI	148			

107

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Nancy S. <ncs808@yahoo.com>
Sent: Saturday, June 7, 2025 10:17 AM
To: HLU Committee
Subject: Opposition to Bill 9

You don't often get email from ncs808@yahoo.com. [Learn why this is important](#)

Aloha Chair, Vice Chair, and Members of the Maui County Council,

I am writing as a concerned property owner in Maui to express my opposition to Bill 9 as proposed by Mayor Bissen. I fully recognize the urgency of Maui's housing crisis and the desire to find solutions that prioritize local residents. However, I believe Bill 9, as currently drafted, will have significant unintended consequences for our island's economy, property owners, and the broader community, without delivering the affordable housing outcomes we all seek.

Economic and Community Impacts

- Independent analysis by the University of Hawai'i Economic Research Organization (UHRO) projects that Bill 9 could result in the loss of nearly 1,900 local jobs, a \$900 million annual drop in visitor spending, and a \$60 million reduction in property tax revenue by 2029. These losses would directly impact funding for public services and future housing projects, undermining the very goals the bill seeks to achieve.
- The real estate market is already reacting to the uncertainty created by this proposal. The median sales price for Maui condos has dropped nearly 25% year-over-year, and listings have surged by almost 70%. This destabilization threatens the financial security of thousands of local families, retirees, and small businesses who depend on rental income or property values.

Concerns About Housing Outcomes

- Many of the affected vacation rental units are in aging complexes without the amenities, parking, or infrastructure needed for long-term residential use. Surveys indicate that only a small fraction of owners would convert their units to long-term rentals; most would be forced to sell or leave them vacant, which does not guarantee an increase in affordable housing.
- The bill risks creating vacant properties and deteriorating condo associations, which could lead to further blight and economic hardship in our communities.

Property Rights and Fairness

- Property owners have operated under long-standing county approvals and legal frameworks. Abruptly changing the rules threatens property rights and could result in costly legal challenges for the county.
- The exemption for timeshares appears arbitrary and unfair, as both timeshares and vacation rentals serve visitors and often exist in the same complexes. This inconsistency further erodes trust in the process and the fairness of the legislation.

A Call for Balanced Solutions

- I respectfully urge the Council to consider alternative approaches that address the housing crisis without causing collateral damage to Maui's economy and property owners. Options such as tiered tax increases on short-term rentals, auctioning limited permits, or incentivizing voluntary conversion to long-term rentals could provide meaningful results while preserving economic stability.
- Let's work together to create policies that expand affordable housing, protect property rights, and sustain Maui's unique community and economy for generations to come.

Mahalo for your time and consideration.

Respectfully,
Nancy Scibora

HLU Committee

From: cheryl921 <cheryl921@comcast.net>
Sent: Saturday, June 7, 2025 10:19 AM
To: HLU Committee
Subject: Opposition to Bill #9
Attachments: Bill 9 6-7-25.docx

You don't often get email from cheryl921@comcast.net. [Learn why this is important](#)

Dear Chair Kama, Vice Chair U'u-Hodgins and Members of the Housing and Land Use Committee:

I am writing in opposition to Bill 9 as drafted and propose the Council amend Bill 9 to exclude Papakea Oceanfront Resort which the County has historically identified as having A2-H2 zoning.

Background on Papakea

- Papakea was initially marketed and sold as a legal vacation rental property before any zoning restrictions limited transient vacation rentals in apartment zoned properties.
- Papakea owners have been operating legal vacation rentals for almost fifty years.
- Papakea has never been workforce housing so Papakea is not an example of a property that converted from workforce housing to transient vacation rental use.
- The majority of units at Papakea are under 600 square feet and the property has limited parking.
- Papakea is not in a residential neighborhood and is located alongside a long stretch of hotel-zoned properties and directly adjacent to multiple commercially-zoned properties.

Unlike apartment buildings designed for long-term residential use, Papakea has a front desk, an activity concierge, shared activity space, and numerous other common resort amenities.

- Owners purchased condos at Papakea with the reasonable expectation that short-term rentals were legal based on ordinances as far back as 1989, and as recent as 2022.
- In reliance on the Maui County ordinances and published documents, Hawaii state law, and constitutional protections, owners invested in costly renovations, furnishings, and long-term financial commitments such as mortgages that make any phase out of short-term rental right offensive to each buyer's investment-backed expectations.

Papakea's Contributions to the Community

- Papakea's resort operations provide full-time, benefited, employment for 35 local resident employees; some have worked at the property for over 17 years; some started in entry-level positions and worked into supervisory roles.
- Papakea supports a wide variety of local trade professionals including pest control, HVAC, painting, plumbing, electrical, general contracting, masonry, tile and flooring, fitness instructors, entertainers, and tree trimming.

Individual Owner Contributions to the Community

- Many small businesses owned and operated by local residents from the Maui community rely on Papakea short-term rentals including housekeepers, handymen, on-island agents, and contractors. These service providers set their own rates, work hours, select their own clients, work conditions and standard operating procedures. Shutting down short-term rentals at Papakea means telling local entrepreneurs that worked hard to build a small business that they need to just go get a job somewhere else to make less money, have less flexibility, and be subject to oppressive corporate policies.

- Papakea STRs support the State of Hawaii and County of Maui through payment of property taxes (many at the short-term rental rate), Transient Accommodations Tax, General Excise Tax, and Maui County Transient Accommodations Tax.
- Papakea guests support many small businesses on the island including restaurants, food trucks, tour operators, activities, state parks, the national park, and shops.
- Papakea owners and guests regularly participate in community activities including volunteering at beach cleanups, Maui Humane Society, the hospital, and many other local organizations, and contribute to local philanthropic and cultural efforts.

I would like to thank the committee for the opportunity to comment.

Sincerely,

Cheryl Burlingame

3543 Lower Honoapiilani Road, Apartment E-408

Dear Chair Kama, Vice Chair U‘u-Hodgins and Members of the Housing and Land Use Committee:

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Sincerely,

Cheryl Burlingame

3543 Lower Honoapiilani Road,
Apartment E-408

HLU Committee

From: James Suter <pigboy99@gmail.com>
Sent: Saturday, June 7, 2025 10:46 AM
To: HLU Committee
Subject: Exclude Papakea from Bill 9

You don't often get email from pigboy99@gmail.com. [Learn why this is important](#)

I would have to agree with you that there are too many short term rentals, not only in Maui but throughout the world. And I would have to agree that removing short term rentals in neighborhoods that have historically been single family residences should be removed. The key word there is historically, in the case of Papakea, it has always been Papakea Beach Resort. It was designed and conceived of as a vacation rental property. When it first opened its doors for occupancy in the beginning of 1976, it was managed by Aston Hotels.. The same corporation that later on built and managed Kaanapali shores. A majority of units at Papakea happen to be studios and 1 bedrooms. On average they have less than 600 square feet. Not exactly what one would consider to be an ideal property for a married couple or a family. So while there are certainly properties on Maui that were probably built as traditionally long term rentals, Papakea was never one of those. Secondly, given the HOA fees and the assessments for property maintenance, there is no way one could even consider it to be affordable housing. With those just costs alone being over \$3500 a month not including mortgage payments or rent. Given the fact that the property usage at Papakea predates the Minatoya list by a couple of decades, it would only be fair and reasonable to allow its continued use as it always has been.

James Suter, Apartment C405

HLU Committee

From: Mateo Manzari <mrmanzari@icloud.com>
Sent: Saturday, June 7, 2025 10:49 AM
To: HLU Committee
Subject: Testimony Opposing Bill 9 – Phase-Out of Short-Term Rentals in Apartment Districts

You don't often get email from mrmanzari@icloud.com. [Learn why this is important](#)

Dear Chair Kama and Members of the Housing and Land Use Committee,

My name is Mateo. I am a Maui resident of the past 10 years and a real estate broker actively working with both local families and property owners. I am writing to express my strong opposition to Bill 9, which proposes phasing out short-term rentals in apartment-zoned districts.

Economic Impact:

Since the proposal's introduction, Maui's real estate market has experienced a significant downturn. Properties previously valued at \$800,000 are now struggling to sell at \$550,000, reflecting a decline of approximately 30–35%. This devaluation not only affects property owners but also reduces county tax revenues and undermines economic stability.

Unsuitability for Long-Term Housing:

The units targeted by this bill are predominantly designed for short-term occupancy. They often lack essential amenities for long-term living, such as adequate storage, full kitchens, and sufficient parking. High HOA fees and resort-style layouts further render them impractical for local families, particularly those with low incomes.

Accountability for Affordable Housing Funds:

Developers have historically contributed fees in lieu of building affordable housing, with the understanding that these funds would support future affordable housing initiatives. It is imperative to assess how these funds have been utilized before implementing measures that adversely affect current property owners.

Conclusion:

As a long-term resident and real estate professional, I have witnessed firsthand the economic and social impacts of these proposed changes. While addressing Maui's housing crisis is crucial, Bill 9 appears to be a reactionary measure that may cause more harm than good. I urge the committee to consider alternative solutions that do not compromise the financial well-being of residents or the integrity of our real estate market.

Thank you for your attention to this matter.

Sincerely,
Mateo Manzari

HLU Committee

From: Judy Henderson <judy@hendersonlaw.net>
Sent: Saturday, June 7, 2025 10:55 AM
To: HLU Committee
Cc: Judy Henderson
Subject: OPPOSE proposed Rule 9 (2025)

You don't often get email from judy@hendersonlaw.net. [Learn why this is important](#)

Aloha Maui County Council – Land Use Committee meeting of June 9, 2025

As a forty-year deeded timeshare owner of Kuleana 707 and Unit 316, our family strongly opposes proposed Bill 9 (2025) .

When we purchased Kuleana 707, we were granted land under the unit. The US Constitution, Fifth Amendment, does not permit the taking away of property originally deeded to owners. Properties like Kuleana Club operate legally under Maui County Code 19.37.010 and are fully compliant with TAT and GET tax requirements. For four decades and annually January-February, our family enjoys the Kuleana property and staff members, some of whom have been with the property for over 25 years. Several of these friends lost their homes in the Lahaina fire. If timeshare usage is eliminated, these long-standing staff members risk losing their employment. With the passage of Bill 9, Maui courts will be clogged with litigation and Mauians will be without appropriate housing and employment. We urge you to exempt timeshare units from Bill 9. Seek a fair and LAWFUL solution that protects 1900 jobs, housing neutrality, and important stable Maui tax revenue.

**Judith Hill Henderson
Deeded timeshare owner
Olympia, Washington
Kuleana Club unit 707 and 316**

HLU Committee

From: Linda Tolan <tolan.linda@yahoo.com>
Sent: Saturday, June 7, 2025 11:07 AM
To: HLU Committee
Subject: Testimony Opposing Bill 9

You don't often get email from tolan.linda@yahoo.com. [Learn why this is important](#)

June 7, 2025

Aloha Chair and Council Members,

My name is Linda Tolan and I am writing in strong opposition to Bill 9. My husband and I have owned a condominium at Maui Kamaole for 23 years. We were only able to make this purchase because according to our Condo Documents dated June 1, 1988, the Purpose and Use was stated as following: 1. Each apartment shall at all times be occupied and used as a permanent or TEMPORARY residence.

Upon making this purchase, we registered with the state of Hawaii in order to use the condo for a short term rental when we were not able to be there ourselves. We have paid our transient accommodation taxes, general excise taxes and county taxes for 23 years without fail.

We have been fortunate to have the same wonderful on Island representative and housekeeper for all these years as well as the dozens of service people who have kept our condo in tip top shape.

We have rented to hundreds of families over these years and more than I can count have returned time and again to this island paradise and have gratefully acknowledged the affordability of our condo for their whole family to be together under one roof. Clearly, renting several hotel rooms would never be an option for them.

Since our Condo Documents state that we are allowed to provide short term rentals, we don't know why Maui Kamaole was ever placed on the Minatoya List in the first place.

We know that many other condo owners have similar stories and are as shocked and disappointed as we are that Bill 9 is attempting to take away our property rights.

In addition to our loss of the income that pays for our condo costs, our hundreds of guest are extremely upset that they will never be able to afford to come to Maui again. Additionally, we will no longer provide a job for our housekeeper and the many other service providers we have worked with over the years.

The many wonderful restaurants and shops we have enjoyed will sadly no longer see our business .

We are urging you to consider other options to create affordable housing for Maui.

Please don't take away everything that the short term rentals provide for the Island in so many ways.

Mahalo for your consideration,
Linda Tolan

HLU Committee

From: kcjohnson@nventure.com
Sent: Saturday, June 7, 2025 11:15 AM
To: HLU Committee
Subject: Exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from kcjohnson@nventure.com. [Learn why this is important](#)

Please see the attachment and exclude Papakea from Bill 9. Thank you.

Chad Johnson

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

Assessment Information								
Show Historical Assessments								
Columns								
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MF: Medium Density Residential

REAL ESTATE COMMISSION
PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, Kaanapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: 657

Project Name: PAPAKEA

City: LAHAINA

Total Units: 216

Zoning: A-2/H2

TMK: 244001055

Address: 3543 L HONOAPIILANI HWY

City: LAHAINA

Developer: HONOKOWAI KAANAPALI

Total Units: 216

Project Name: PAPAKEA PHASE II

Zoning: A2 & H2

TMK: 244001055

Address: 3543 HONOAPIILANI HWY

City: LAHAINA

Developer: HONOKOWAI-KAANAPALI

Total Units: 148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Maria Schroder <sass.schroder@gmail.com>
Sent: Saturday, June 7, 2025 11:22 AM
To: HLU Committee
Subject: Exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from sass.schroder@gmail.com. [Learn why this is important](#)

To Whom it may concern,

I oppose Bill 9 as drafted and propose that the Council amend Bill 9 to exclude Papakea Oceanfront Resort which the County has historically identified as having A2-H2 zoning.

Background on Papakea

- Papakea was initially marketed and sold as a legal vacation rental property before any zoning restrictions limited transient vacation rentals in apartment zoned properties.
- Papakea owners have been operating legal vacation rentals for almost fifty years.
- Papakea has never been workforce housing so Papakea is not an example of a property that converted from workforce housing to transient vacation rental use.
- The majority of units at Papakea are under 600 square feet and the property has limited parking.
- Papakea is not in a residential neighborhood and is located alongside a long stretch of hotel-zoned properties and directly adjacent to multiple commercially-zoned properties.

Unlike apartment buildings designed for long-term residential use, Papakea has a front desk, an activity concierge, shared activity space, and numerous other common resort amenities.

- Owners purchased condos at Papakea with the reasonable expectation that short-term rentals were legal based on ordinances as far back as 1989, and as recent as 2022.
- In reliance on the Maui County ordinances and published documents, Hawaii state law, and constitutional protections, owners invested in costly renovations, furnishings, and long-term financial commitments such as mortgages that make any phase out of short-term rental right offensive of each buyer's investment-backed expectations.

Papakea's Contributions to the Community

- Papakea's resort operations provide full-time, benefited, employment for 35 local resident employees; some have worked at the property for over 17 years; some started in entry-level positions and worked into supervisory roles.
- Papakea supports a wide variety of local trade professionals including pest control, HVAC, painting, plumbing, electrical, general contracting, masonry, tile and flooring, fitness instructors, entertainers, and tree trimming.

Individual Owner Contributions to the Community

- Many small businesses owned and operated by local residents from the Maui community rely on Papakea short-term rentals including housekeepers, handymen, on-island agents, and contractors. These service providers set their own rates, work hours, select their own clients, work conditions and standard operating procedures. Shutting down short-term rentals at Papakea means telling local entrepreneurs that worked hard to build a small business that they need to just go get a job somewhere else to make less money, have less flexibility, and be subject to oppressive corporate policies.
- Papakea STRs support the State of Hawaii and County of Maui through payment of property taxes (many at the short-term rental rate), Transient Accommodations Tax, General Excise Tax, and Maui County Transient Accommodations Tax.
- Papakea guests support many small businesses on the island including restaurants, food trucks, tour operators, activities, state parks, the national park, and shops.
- Papakea owners and guests regularly participate in community activities including volunteering at beach cleanups, Maui Humane Society, the hospital, and many other local organizations, and contribute to local philanthropic and cultural efforts.

I would like to thank the committee for the opportunity to comment.

Sincerely,
Rita Maria Schroder
3543 Lower Honoapiilani Rd.
Unit B209

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

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-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

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Show Historical Assessments								
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Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning

A1 or A2: Apartment

AG: Agriculture

B2: Community Business

Community Plan

B: Business

H: Hotel

MF: Medium Density Residential

REAL ESTATE COMMISSION

PROFESSIONAL & VOCATIONAL LICENSING DIVISION

DEPARTMENT OF REGULATORY AGENCIES

STATE OF HAWAII

1010 RICHARDS STREET

P. O. BOX 3465

HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)

PUBLIC REPORT

on

PAPAKEA (PHASE I)

Honokowai, Kaanapali

Maui, Hawaii

REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657

March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman

REAL ESTATE COMMISSION

STATE OF HAWAII



STATE OF HAWAII
DEPARTMENT OF
COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

hawaii.gov | docs home

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number

Project Name

City

Total Units

Zoning

TMK #

Developer Name

1

2 Items

100

Page

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HLU Committee

From: papakea@snowcrest.net
Sent: Saturday, June 7, 2025 11:45 AM
To: HLU Committee
Subject: bill 9 comment
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from papakea@snowcrest.net. [Learn why this is important](#)

I request that the Council follow the advice of the
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“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

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PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

PRELIMINARY
HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, KaaNapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []

Project Name: papakea TMK #: []

City: [] Developer Name: []

Total Units: [] to []

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HLU Committee

From: Kate Johnson <kjohns1tacoma@gmail.com>
Sent: Saturday, June 7, 2025 11:50 AM
To: HLU Committee
Subject: Exclude Papkea from Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from kjohns1tacoma@gmail.com. [Learn why this is important](#)

County Officials-

Please see attached to exclude Papakea from Bill 9.

Thank you,,

Kate Johnson

I request that the Council follow the advice of the
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PRELIMINARY
HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, Kaanapali
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DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []

Project Name: papakea TMK #: []

City: [] Developer Name: []

Total Units: [] to []

Go

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Front desk located in resort operations building

HLU Committee

From: Dennis Cole <decole64@yahoo.com>
Sent: Saturday, June 7, 2025 12:11 PM
To: HLU Committee
Subject: Testimony on Bill 9 (2025) – Oppose Bill Entirely; Support Timeshare Exemption if Passed

You don't often get email from decole64@yahoo.com. [Learn why this is important](#)

Aloha Council Members,

I am writing to express my **strong opposition to Bill 9 (2025)**. This bill would eliminate long-standing, legally operating short-term rentals—including timeshare usage—that have contributed positively to Maui’s economy and community for decades.

However, I do appreciate the amendment in the current draft (CD1) that **exempts validly existing timeshare units and timeshare plans** from the phase-out. If the Council moves forward with Bill 9, I urge you to **retain this exemption as a minimum safeguard** to prevent serious harm to owners, workers, and the local economy.

I am a timeshare owner at the Kuleana Club. Like hundreds of others, I own one week per year—not a second home, not an investment property. I return regularly, support local restaurants, spend at neighborhood shops, and have built lasting relationships on the island. Timeshare owners like me are part of a stable community of repeat visitors who care deeply about Maui’s well-being.

Mahalo for your time, your service, and for considering the perspective of owners like me.

Dennis Cole
Corona, California
Kuleana Club Timeshare Owner - unit #319 week 19

HLU Committee

From: Morgan and Sarah Anderson <morganandsarah@gmail.com>
Sent: Saturday, June 7, 2025 12:24 PM
To: HLU Committee
Subject: Exclude Papakea from Bill 9

You don't often get email from morganandsarah@gmail.com. [Learn why this is important](#)

Dear Chair Kama, Vice Chair U'u-Hodgins and Members of the Housing and Land Use Committee:

I oppose Bill 9 as drafted and propose that the Council amend Bill 9 to exclude Papakea Oceanfront Resort which the County has historically identified as having A2-H2 zoning.

Papakea owners have been operating legal vacation rentals for almost fifty years.

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Many small businesses owned and operated by local residents from the Maui community rely on Papakea short-term rentals including housekeepers, handymen, on-island agents, and contractors. These service providers set their own rates, work hours, select their own clients, work conditions and standard operating procedures. Shutting down short-term rentals at Papakea means telling local entrepreneurs that worked hard to build a small business that they need to just go get a job somewhere else to make less money, have less flexibility, and be subject to oppressive corporate policies.

Papakea STRs support the State of Hawaii and County of Maui through payment of property taxes (many at the short-term rental rate), Transient Accommodations Tax, General Excise Tax, and Maui County Transient Accommodations Tax.

Papakea guests support many small businesses on the island including restaurants, food trucks, tour operators, activities, state parks, the national park, and shops.

I would like to thank the committee for the opportunity to comment.

Sincerely,

Morgan Anderson

3543 Lower Honoapiilani Road, Apartment G406

HLU Committee

From: Sarah Anderson <slanderson208@gmail.com>
Sent: Saturday, June 7, 2025 12:25 PM
To: HLU Committee
Subject: Exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from slanderson208@gmail.com. [Learn why this is important](#)

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[3543 Lower Honoapiilani Road, Apartment G406](#)

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Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

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Show Historical Assessments								
Columns								
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Location Address	3543 LOWER HONOAPIILANI RD UNIT C435 LAHAINA HI 96761
Neighborhood Code	OFHOTEL
Legal Information	1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area	12.281 Acres
Parcel Note	Non taxable

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Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning

A1 or A2: Apartment

AG: Agriculture

B2: Community Business

Community Plan

B: Business

H: Hotel

MF: Medium Density Residential

REAL ESTATE COMMISSION

PROFESSIONAL & VOCATIONAL LICENSING DIVISION

DEPARTMENT OF REGULATORY AGENCIES

STATE OF HAWAII

1010 RICHARDS STREET

P. O. BOX 3465

HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)

PUBLIC REPORT

on

PAPAKEA (PHASE I)

Honokowai, KaaNapali

Maui, Hawaii

REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657

March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman

REAL ESTATE COMMISSION

STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS

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DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []

Project Name: papakea TMK #: []

City: [] Developer Name: []

Total Units: [] to []

Go

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAANAPALI	216
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKOWAI-KAANAPALI	148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Julie Roy Larsen <roylarsen@msn.com>
Sent: Saturday, June 7, 2025 12:27 PM
To: HLU Committee
Subject: I OPPOSE BILL 9

You don't often get email from roylarsen@msn.com. [Learn why this is important](#)

I oppose Bill 9 as drafted and propose that the Council amend Bill 9 to exclude Papakea Oceanfront Resort which the County has historically identified as having A2-H2 zoning.

Background on Papakea

- Papakea was initially marketed and sold as a legal vacation rental property before any zoning restrictions limited transient vacation rentals in apartment zoned properties.
- Papakea owners have been operating legal vacation rentals for almost fifty years.
- Papakea has never been workforce housing so Papakea is not an example of a property that converted from workforce housing to transient vacation rental use.
- The majority of units at Papakea are under 600 square feet and the property has limited parking.
- Papakea is not in a residential neighborhood and is located alongside a long stretch of hotel-zoned properties and directly adjacent to multiple commercially-zoned properties.

Unlike apartment buildings designed for long-term residential use, Papakea has a front desk, an activity concierge, shared activity space, and numerous other common resort amenities.

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Papakea's Contributions to the Community

- Papakea's resort operations provide full-time, benefited, employment for 35 local resident employees; some have worked at the property for over 17 years; some started in entry-level positions and worked into supervisory roles.
- Papakea supports a wide variety of local trade professionals including pest control, HVAC, painting, plumbing, electrical, general contracting, masonry, tile and flooring, fitness instructors, entertainers, and tree trimming.

Individual Owner Contributions to the Community

- Many small businesses owned and operated by local residents from the Maui community rely on Papakea short-term rentals including housekeepers, handymen, on-island agents, and contractors. These service providers set their own rates, work hours, select their own clients, work conditions and standard operating procedures. Shutting down short-term rentals at Papakea means telling local entrepreneurs that worked hard to build a small business that they need to just go get a job somewhere else to make less money, have less flexibility, and be subject to oppressive corporate policies.
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- Papakea guests support many small businesses on the island including restaurants, food trucks, tour operators, activities, state parks, the national park, and shops.
- Papakea owners and guests regularly participate in community activities including volunteering at beach cleanups, Maui Humane Society, the hospital, and many other local organizations, and contribute to local philanthropic and cultural efforts.

I would like to thank the committee for the opportunity to comment.

Sincerely,

Julie Larsen

3543 Lower Honoapiilani Road, Apartment K303

HLU Committee

From: Peter Larsen <plarsen@paragonrea.com>
Sent: Saturday, June 7, 2025 12:30 PM
To: HLU Committee
Subject: I OPPOSE BILL 9

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Sincerely,

Peter Larsen

3543 Lower Honoapiilani Road, Apartment K303

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CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

,'

HLU Committee

From: Jo Qina'au <jo@pilinacenterforwellbeing.com>
Sent: Saturday, June 7, 2025 12:34 PM
To: HLU Committee
Subject: Bill 9

You don't often get email from jo@pilinacenterforwellbeing.com. [Learn why this is important](#)

Aloha -

As a clinical psychologist, a Kanaka Maoli born and raised in Hawai'i, I write to you with urgency about the need for Bill 9.

I travel to Maui regularly to treat clients affected by the wildfires; my mom also lives on Maui, since 1998. The housing crisis is causing much undue stress and heartache - so many are at risk of houselessness.

You have the power to stop that.

It is time to answer the housing crisis with ***creativity, intelligence, and courage*** - moves must be made to ensure our 'ohana, especially elders, are not made to be houseless. I urge you to pause, take a deep breath, and take a step back from the stressors of your job and your prior loyalties or deals. I urge you to consider how you will be remembered in history - my hope is that you will make a bold - and necessary - move to support Bill 9. The infrastructure is there, so in terms of bottom line, and timeline, this is simply a move in the direction of efficiency and logic.

More than that, housing our local families/residents is a moral and ethical imperative.

No more should the bottom line rule decisions in governmental spaces - our islands are not a business. Tune into your heart, think of the local families who make Hawai'i what it is - a caring, patient, kind, and humble place, where it is safe for keiki and where we can once again live in harmony with our lands.

Selling out our lands to the highest bidder is not sustainable. It is not pono. It is not how you want to be remembered as a representative of this community.

Those timeshares and TVR/STRs ***need*** to be regulated and systematically shut down.

I urge you to do what's right, think outside the box, and let aloha guide you to support Bill 9.

Mālama pono,
Jo
-

Joanne O.S. Qina'au, PhD, MA, EYT-750 (Jo)

Founder, [Pilina Center for Wellbeing](#)

Hui Ho'omalulu: Holistic clinical psychology services for those affected by the Maui fires

UCSF Osher Center: Integrative Medicine T32 Research Fellow

Project Koa Yoga: Teacher Training Program Co-Lead (July-September 2024)

Pronouns: she/they ([what's this?](#))

HLU Committee

From: Bailey Anderson <bcanderson208@gmail.com>
Sent: Saturday, June 7, 2025 12:41 PM
To: HLU Committee
Subject: Exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

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Bailey Anderson

[3543 Lower Honoapiilani Road, Apartment G406](#)

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STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, KaaNapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)
LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.
TAX MAP KEY: Second Division, 4-4-1-55
ZONING: A-2 and H-2
DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813
Registration No. 657
March 14, 1974
(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []
Project Name: papakea TMK #: []
City: [] Developer Name: []
Total Units: [] to []

1 of 1 pages 2 Items 100 / Page

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAANAPALI	216
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKOWAI-KAANAPALI	148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: JULIE ROY LARSEN <jujuroy14@gmail.com>
Sent: Saturday, June 7, 2025 12:43 PM
To: HLU Committee
Subject: OPPOSITION TO BILL 9

[You don't often get email from jujuroy14@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

To the committee members,

Thank you for taking the time to read this email. I would like to start by saying how much we care for the community of Maui and have donated to many non profit organizations to assist the community during these challenging times. That being said, we oppose Bill 9 and especially the inclusion of Papakea Resort on the list to potentially lose its ability to operate as a short term vacation rental. Our family first started to vacation at Papakea Resort in 1978. We looked at the opportunity to purchase a condominium during our first trip as a family. We continued to visit and did our research about the property. We educated ourselves about lease hold and fee simple land. We also educated ourselves about the zoning, and learned that the phase two of Papakea had an H-2 zoning. The first phase was built under an A-2 zoning with a short term vacation rental designation because at the time that is how it was defined. Later it was defined as H-2. With this assurance we felt comfortable with our decision to purchase and did so in 2007. We strongly believe that Papakea has wrongly been added to the list to potentially lose STVR status. I ask you to please reconsider this for all the properties for the potential loss to our economy but especially Papakea Resort that carries an H-2 zoning.

My gratitude for your consideration,
Patricia Larsen
Sent from my iPad

HLU Committee

From: Glen Phillips <glenphillips@icloud.com>
Sent: Saturday, June 7, 2025 12:52 PM
To: HLU Committee
Cc: Irene Phillips
Subject: Papakea Ocean Front Resort

You don't often get email from glenphillips@icloud.com. [Learn why this is important](#)

Aloha

I oppose Bill 9 as drafted and propose that the Council amend Bill 9 to exclude the Papakea Ocean Front Resort which the County has historically identified as having A2 - H2 zoning.

I have owned and enjoyed my property at the Papakea for 27 years. My property was initially marketed and sold as a legal vacation property before any zoning restrictions limited transient vacation rentals in apartment zoned properties. We have been legal vacation rentals for almost 50 years. Papakea has never been workforce housing and as such, is not an example of a property that converted from workforce housing to transient vacation rental use. Our units average under 600 square feet, has limited parking and even my wife and I find a two bedroom unit somewhat cramped.

The Papakea is not in a residential neighbourhood and is located alongside a stretch of hotel zoned properties and is directly adjacent to multiple commercially zoned properties.

Unlike apartment buildings designed for long term residential use, Papakea has a front desk, an activity concierge, shared activity space and numerous other common resort amenities.

I purchased my condo with the reasonable understanding that short term rentals were legal based in the ordinances as far back as 1989 and as recent as 2022.

In reliance on Maui County ordinances and published documents, Hawaii State Law and constitutional protections, owner's such as I have invested in costly renovations, furnishings and long term financial commitments that make any phase out of short term rentals offensive of my investment backed expectations.

The Papakea and owner's contribute to the community. We employ 35 local residents. We support a wide variety of local trade professions including pest control, HVAC, painting, plumbing, electrical, general contractors, masonry, tile and flooring, fitness instructors, entertainers and tree trimming.

I, as does the Papakea employ many small businesses to work on my condo and the facility. These people are important to the viability of local business.

My property taxes are on the STR rate which are very generous providing for the maui County budget.

Generous Transient accommodation Tax, GE Tax's and Maui County TA tax are also paid. Our family and guests support many small businesses on the island including restaurants, food trucks, national parks and shops.

My wife and I, both Canadians, regularly volunteered this past winter for "Hands On Maui" primarily at Cut Mountain for the homeless. We support Maui and we love Maui.

Thanks you for allowing me and my wife Irene to comment.

Glen and Irene Phillips - Long term Papakea owner's

Glen A. Phillips

Cell: 403.605.2880

Email: glenphillips@me.com



Sent from my iPad

HLU Committee

From: Kathy Gookin <kgookin@msn.com>
Sent: Saturday, June 7, 2025 1:01 PM
To: HLU Committee
Subject: Written testimony for Bill 9 hearing on June 9, 2025

You don't often get email from kgookin@msn.com. [Learn why this is important](#)

Aloha Chair, Vice Chair, and Committee Members,

My name is Kathleen Gookin, and I have owned a short-term rental property in Maui County for 15 years. I live here almost half-time and contribute to many causes in my community. For example, I DONATED my condo to a mother with two children within days after the Lahaina fire. This was prior to the Red Cross and FEMA program being set up. They were living in a shelter at a school. I have neighbors that did the same thing. Just think of how handy it was to have STR's to fill the housing gap during that disaster. I am writing today to express my deep concern and strong opposition to the proposed legislation (Bill 9) to phase out more than 7,000 vacation rentals.

My guests often leave Maui saying they felt more connected to the island because of the personal experience they had in my home versus a hotel room. Quite a few of my guests have even said they wouldn't have come at all if they didn't have a vacation rental option. That matters — not just to me, but to all the small businesses they supported during their stay.

I urge the Council to work with owners like me to find a fair and balanced path forward — one that builds affordable housing, protects local jobs, supports the economy, and holds STR owners to high standards, instead of phasing us out completely. One idea is to use half of the 65% increase in my property taxes to build homes or large apartments for local families. It seems like that would solve a large part of the housing crisis.

Mahalo for your time and consideration.

Sincerely,
Kathleen Gookin

Kgookin@msn.com

HLU Committee

From: Karen Krauchek <kkrauchek@shaw.ca>
Sent: Saturday, June 7, 2025 1:07 PM
To: HLU Committee
Subject: I oppose Bill 9 and ask to exclude Papakea Ocean Front Resort from Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from kkrauchek@shaw.ca. [Learn why this is important](#)

Dear Chair Kama, Vice Chair U'u-Hodgins and Members of the Housing and Land Use Committee:

I oppose Bill 9 as drafted and propose that the Council amend Bill 9 to exclude Papakea Oceanfront Resort which the County has historically identified as having A2-H2 zoning.

Papakea was initially marketed and sold as a legal vacation rental property before any zoning restrictions limited transient vacation rentals in apartment zoned properties. It was not built as workforce housing and was not converted into transient vacation use. Maui County and the state of Hawaii identified Papakea with partial hotel zoning for decades and still does today. It is not in a residential neighborhood and is located alongside a long stretch of hotel-zoned properties and directly adjacent to multiple commercially-zoned properties. Unlike long term residential apartment buildings Papakea has a front desk, an activity concierge, shared activity space, and numerous other common resort amenities. There are 35 full time local employees that work at Papakea to maintain operations at the resort. Papakea is the largest contributor of property taxes of all of the West Maui Minatoya listed properties. In the last 5 years it has contributed \$16,902,298.17 and that is without the TAT, GET and MCAT revenues.

I also would like to share my AOA costs with you. Currently my AOA is \$1950/mo which was a 8% increase from last year. In March of 2026 it is estimated it will increase by another \$712 due to the interior plumbing project happening, taking it over \$2662/mo. This is for a one bed/one bath under 600 sq ft of living space. Add power, taxes and a mortgage, I am well over \$5,800 in carrying costs. It would be difficult for any Papakea unit to be a sustainable long term affordable housing option with the high AOA, maintenance dues, constant special assessments with the sea wall and canal.

Other reasons to exclude Papakea from this bill is that Papakea STR owners support many small businesses owned and operated by local residents. Some of these are housekeepers, handymen, on island agents and contractors, furniture stores and local trade professionals. They rely on Papakea STRs to support their business and by shutting STRs down puts local residents at risk of having to close their business and go

work for less money, less flexibility and subject to oppressive corporate policies. Papakea guests also support other small business on the island including retail shops, restaurants, food trucks, shops, tour and activity companies and state and national parks.

I would like to thank the committee for the opportunity to comment.

Sincerely,

Karen Krauchek

3543 Lower Honoapiilani Road, Apartment L101

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

Assessment Information								
Show Historical Assessments								
Columns								
Year	Tax Class	Market Land Value	Agricultural Land Value	Assessed Land	Building Value	Total Assessed Value	Total Exemption Value	Total Net Taxable Value
2024	HOTEL / RESORT	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300
How to calculate real property taxes								

Parcel Information	
Parcel Number	440010550000
Location Address	3543 LOWER HONOAPIILANI RD UNIT C435 LAHAINA HI 96761
Neighborhood Code	OFHOTEL
Legal Information	1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area	12.281 Acres
Parcel Note	Non taxable

Apartment District Properties Allowed to be Used for Short-Term Occupancy

PROJECT PROPERTY	MASTER TMK	ADDRESS	YR BLT	COUNTY ZONING	COMMUNITY PLAN DESIGNATION	NUMBER OF UNITS
NOHONANI	430060070000	3723 Lower Honoapiilani Rd	1974	A2	MF	28
MAKANI SANDS	430060120000	3765 Lower Honoapiilani Rd	1974	A2	MF	30
KALEIALOHA	430060130000	3785 Lower Honoapiilani Rd	1973	A2	MF	67
HONO KOA	430060140000	3801 Lower Honoapiilani Rd	1980	A2	MF	28
LOKELANI	430060160000	3833 Lower Honoapiilani Rd	1971	A2	MF/OS	36
HALE MAHINA BEACH	430060410000	3875 Lower Honoapiilani Rd	1981	A2	MF	53
HALE ONO LOA	430060440000	3823 Lower Honoapiilani Rd	1969	A2	MF	67
PIKAKE	430060630000	3701 Lower Honoapiilani Rd	1966	A2	MF	12
MAHINAHINA BEACH	430080010000	4007 Lower Honoapiilani Rd	1979	A1	MF	32
POLYNESIAN SHORES	430080020000	3975 Lower Honoapiilani Rd	1972	A1	MF	52
KULEANA	430080040000	3959 Lower Honoapiilani Rd	1972	A1	MF	18
KULEANA	430080050000	3959 Lower Honoapiilani Rd	1974	A1	MF/OS	100
HOYOCHI NIKKO	430080060000	3901 Lower Honoapiilani Rd	1973	A1	MF	17
HOELANI	430080020000	4085 Lower Honoapiilani Rd	1974	A1	MF	50
MAHINA SURF	430090050000	4057 Lower Honoapiilani Rd	1969	A2	MF	44
HONOKOWAI PALMS	440010410000	3886 Lower Honoapiilani Rd	1965	A2	MF	30
HALE KAI I	440010420000	3591 Lower Honoapiilani Rd	1967	A2	MF	40
PAKI MAUI III	440010500000	3615 Lower Honoapiilani Rd	1978	A2	MF	28
PAKI MAUI I & II	440010510000	3601 Lower Honoapiilani Rd	1975	A2	MF	80
PAPAKEA	440010550000	3543 Lower Honoapiilani Rd	1977	A2/H2	MF/H2/OS2	364
HALE KAAHAPALI	440060110000	45 Kai Ala Dr	1967	A2/H2/OS	H	236
MAUI ELDORADO	440080210000	2681 Kekaa Dr	1968	A2	H	205
KAAHAPALI ROYAL	440080230000	2560 Kekaa Dr	1980	A2	MF/OS	105
PUUNOA BEACH ESTATES	450040020000	45 Kai Pali Pl	1984	A1	MF	10
LAHAINA ROADS	450130270000	1403 Front St	1969	A2	MF	41
THE SPINNER	460100020000	760 Waianae St	1979	A-1	MF	57
KENANI KAI	510030130000	50 Kepuhi Pl	1983	A-1	MF	120
WAVECREST	560040550000	7142 Kamehameha V Hwy	1975	A2/Interim	MF	126

104

Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning

A1 or A2: Apartment

AG: Agriculture

B2: Community Business

Community Plan

B: Business

H: Hotel

MF: Medium Density Residential

REAL ESTATE COMMISSION

PROFESSIONAL & VOCATIONAL LICENSING DIVISION

DEPARTMENT OF REGULATORY AGENCIES

STATE OF HAWAII

1010 HICKAMUS STREET

P. O. BOX 3465

HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)

PUBLIC REPORT

on

PAPAKEA (PHASE I)

Honokowai, KaaNapali

Maui, Hawaii

REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

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March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman

REAL ESTATE COMMISSION

STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS

upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []

Project Name: papakea TMK #: []

City: [] Developer Name: []

Total Units: [] to []

1 of 1 2 Items 100 / Page

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
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Papakea’s resort operations are a significant economic driver and employer in West Maui

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\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Marissa Robbins <marissanrobbins@gmail.com>
Sent: Saturday, June 7, 2025 1:14 PM
To: HLU Committee
Subject: Exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9_Page_1.jpg

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

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Community Plan

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Honokowai, Kaanapali
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REGISTRATION NO. 657

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March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: 657

Project Name: PAPAKEA

City: LAHAINA

Total Units: 216

Zoning: A-2/H2

TMK: 244001055

Address: 3543 L HONOAPIILANI HWY

City: LAHAINA

Developer: HONOKOWAI KAANAPALI

Total Units: 216

Project Name: PAPAKEA PHASE II

Zoning: A2 & H2

TMK: 244001055

Address: 3543 HONOAPIILANI HWY

City: LAHAINA

Developer: HONOKOWAI-KAANAPALI

Total Units: 148

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Resort area location



Front desk located in resort operations building

HLU Committee

From: Blake Robbins <blake2334@yahoo.com>
Sent: Saturday, June 7, 2025 1:21 PM
To: HLU Committee
Subject: Exclude Papakea from Bill 9

[You don't often get email from blake2334@yahoo.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

I request the
Planning
Oceanfront

Maui County Planning

***“Consider excluding
hotel use and those
-Planning Commission con***

HLU Committee

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To: HLU Committee
Subject: Exclude Papakea from Bill 9

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“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

HLU Committee

From: Serafina Gajate <sgajate@yahoo.com>
Sent: Saturday, June 7, 2025 1:33 PM
To: HLU Committee
Subject: Please support Bill 9

You don't often get email from sgajate@yahoo.com. [Learn why this is important](#)

Aloha Chair, Vice Chair, and Members of the Maui County Housing and Land Use Committee,
I'm writing in strong support of Bill 9, which would phase out short-term rentals (STRs) in apartment-zoned districts. This bill is an essential component to addressing Maui's housing crisis and protecting our most vital resource: water.

The 2023 Lāhainā fire exposed long-standing issues—privatized water systems, diverted streams, and overdevelopment have pushed West Maui to the edge. STRs, originally meant for housing, now operate as commercial businesses, consuming high volumes of water while local families remain displaced. Returning STRs to long-term housing helps protect water access, push back against inequality, and put community needs first. With over 6,000 STRs on the Minatoya List, we have a clear opportunity to increase housing stock without using more water.

I urge you to stand with Lāhainā Strong and pass Bill 9.

Ola i ka Wai — Water is Life.

Sincerely,

Serafina Gajate

HLU Committee

From: Shirley Oar <shirleytaftoar@sbcglobal.net>
Sent: Saturday, June 7, 2025 1:47 PM
To: HLU Committee
Subject: Exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from shirleytaftoar@sbcglobal.net. [Learn why this is important](#)

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“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

Assessment Information								
Show Historical Assessments								
Columns								
Year	Tax Class	Market Land Value	Agricultural Land Value	Assessed Land	Building Value	Total Assessed Value	Total Exemption Value	Total Net Taxable Value
2024	HOTEL / RESORT	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300
How to calculate real property taxes								

Parcel Information	
Parcel Number	440010550000
Location Address	3543 LOWER HONOAPIILANI RD UNIT C435 LAHAINA HI 96761
Neighborhood Code	OFHOTEL
Legal Information	1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area	12.281 Acres
Parcel Note	Non taxable

Apartment District Properties Allowed to be Used for Short-Term Occupancy

PROJECT PROPERTY	MASTER TMK	ADDRESS	YR BLT	COUNTY ZONING	COMMUNITY PLAN DESIGNATION	NUMBER OF UNITS
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Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning
A1 or A2: Apartment

AG: Agriculture

B2: Community Business

Community Plan

B: Business

H: Hotel

M: Medium Density Residential

M2: Medium Density Residential

REAL ESTATE COMMISSION
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DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

PRELIMINARY
HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, KaaNapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []

Project Name: papakea TMK #: []

City: [] Developer Name: []

Total Units: [] to []

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAANAPALI	216
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKOWAI-KAANAPALI	148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

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- Resort operations supporting:**
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\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Tomas Lindstrom <samway1999@gmail.com>
Sent: Saturday, June 7, 2025 2:44 PM
To: HLU Committee
Subject: Testimony against Bill 9

You don't often get email from samway1999@gmail.com. [Learn why this is important](#)

Honorable Housing & Land use Committee Members,

My wife and I are Maui County Residents. We purchased our first home in Maui, a condo in Kihei, in 2009. At the time we were not made aware of the Minatoya list and its implications.

When in 2020 we purchased a house in Kula and became full time Maui County Residents, we were able to keep our condo in Kihei. We have been sharing the condo as a short term rental with vacationers as a way to cover living expenses in order to continue to live in Maui. The condo has also been important to our family and friends that live off Island in order for them to be able to afford to visit with us.

Through our management company we have gotten to know many of the Maui residents who make their living serving our unit as well as the over 7,000 other condos on the Minatoya list. For most of these workers a loss of all those short term rental units would mean a crucial loss of income and threaten their ability to be able to stay in Maui.

Short term rentals have been and still are an important part of the Maui county's income. Losing the income from TAT and GET as well as the decrease in Property tax that a passing of the proposed short term rental ban would lead to would leave the County's economy further lacking!
With fewer rental units Maui would also lose many tourists and the dollars they contribute to our economy.

Therefore we humbly ask you to support short term rentals of the properties on the Minatoya list and oppose Bill 9 and the repealing of Section 2.2.25

Mahalo!

Tomas & Daryll Lindstrom
285 Kulamanu Cir.
Kula

HLU Committee

From: judy doucette <heyjudemaui@gmail.com>
Sent: Saturday, June 7, 2025 2:52 PM
To: HLU Committee
Subject: Bill 9

You don't often get email from heyjudemaui@gmail.com. [Learn why this is important](#)

As a Maui Resident for 55 years, with family born and raised here, many of Hawaiian ancestry and a teacher here for over 40 years, I support Bill 9. The housing shortage is critical for our local families and there are far too many non-residents who are only interested in their personal financial gain. Let's take care of our Maui families.

Mahalo
Judy Doucette

HLU Committee

From: Chris Haigh <chrishaigh.maui@gmail.com>
Sent: Saturday, June 7, 2025 3:18 PM
To: HLU Committee
Subject: Maui Ban on Short Term Rentals in Apartment zone

You don't often get email from chrishaigh.maui@gmail.com. [Learn why this is important](#)

Aloha,

I am a resident of Lahaina and have lived on Maui for over 19 years.

We had to rent for years before buying our first home.

There is no question that we need more affordable housing on Maui.

Unfortunately, taking the Apartments with their high cost of ownership, monthly maintenance fees, insurance coverage, property tax and assessments does not make them affordable to the local resident.

These apartments will never be affordable housing, many only have a handful of primary residence owners if any and I'm not aware of any local residents calling these apartments home, just mainland wealthy retirees, they are too expensive for us locals.

Not to mention all the tax revenues that will be lost by the conversion and all the jobs that will also be lost.

Please vote Against this bill, it is not the answer to our housing problem.

Mahalo,

Chris Haigh

Mobile: 808-283-5166

Sent from my iPhone

HLU Committee

From: Colby Sameshima <colby.sameshima@gmail.com>
Sent: Saturday, June 7, 2025 3:25 PM
To: HLU Committee
Subject: Testimony re: Bill 9 (Minatoya Phase-Out)

You don't often get email from colby.sameshima@gmail.com. [Learn why this is important](#)

Aloha Maui County Housing and Land Use Committee,

Mahalo for all the time and kako'o you've spent / are spending on this committee. I'm writing in **strong support** of Bill 9. It is gut-wrenchingly disappointing and frustrating that there is even a debate on this Bill. Our leaders need to think critically for the long term, not just the short-term, and listen to all sides, not just those that are well-funded by deep deep pockets of folks who shape the prevailing narratives in the media -- without many of us even aware of them doing so.

If you haven't already seen it, Kaheawai Media's Guide on the issues at stake here are very clear, well-researched, and show how voting yes on Bill 9 demonstrates that you **truly** understand the Maui community, and are **not** susceptible to an agenda spoonfed to Hawai'i's government officials by the ALREADY WEALTHY AND POWERFUL side of investment property owners and development companies. Here are a few quotes from the guide (complete with thorough in-line citations) that illustrate this.

*"A naive reading of UHERO's analysis emphasizes the loss of tourism spending and tax revenue, which are real, but not insurmountable issues. But, their most important finding is that **a TVR phaseout would significantly improve condo affordability while dramatically increasing resident housing supply – two outcomes that Maui's local families desperately need.**"*

*Biased interest groups have commissioned economic studies and surveys built on fundamentally invalid assumptions, like the **absurd idea that Maui will lose every single visitor who currently chooses to stay in one of these TVRs**, or the false assertion that Maui has thousands of illegal short-term rentals. For years, these "reports" have paralyzed our county and state governments from taking bold, meaningful steps to address our housing crisis. So, when someone like Mayor Bissen sticks their neck out politically with a proposal that could actually make a difference, we have to push against these studies and demand action from our other local leaders. **We've already seen where decades of inaction takes us – to the worst housing crisis in Maui County's history.**"*

Along with many things, This bill is an essential component to addressing Maui's housing crisis and protecting our most vital resource: water. Without water there is nothing. No development, no tourism, no housing, no food, no community. We cannot keep sticking our head in the sand and pushing the problem down the road for someone else to address. **What will you say to your own keiki and their keiki when you say you voted to continue down this path of infinite extraction and prioritization of those who do not live here over those who do?**

In summary, please pass Bill 9 to ensure that the people that care for this place that we all love so dearly can remain, and therefore this place can also remain.

I believe in you guys to make the right decision!!! We can do this!!!

Warmly,
Colby

--

Founder & CEO
Kālele Enterprises, LLC
www.lauaeconsulting.com

HLU Committee

From: Colby Sameshima <colbysameshima@berkeley.edu>
Sent: Saturday, June 7, 2025 3:27 PM
To: Colby Sameshima
Cc: HLU Committee
Subject: Re: Testimony re: Bill 9 (Minatoya Phase-Out)

You don't often get email from colbysameshima@berkeley.edu. [Learn why this is important](#)

Resubmitting with the link to Kaheawai Media's guide linked!!

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Founder & CEO
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www.lauaeconsulting.com

HLU Committee

From: Bruce Menard <bruce.menard@sbcglobal.net>
Sent: Saturday, June 7, 2025 3:35 PM
To: HLU Committee
Subject: Please Exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from bruce.menard@sbcglobal.net. [Learn why this is important](#)

Hello - Thank you for the opportunity to wholeheartedly oppose Bill 9. I appreciate that there is a need for more housing in Maui. I believe that by passing this bill, more than housing will be impacted in a negative way. It will impact the entire economy negatively. As is widely acknowledged, tourism and its positive monetary impact, is essential for a healthy economy in Maui. Common sense would seem to show that less tourist spending and less income from taxes paid by STR owners would negatively impact local jobs, businesses, government, etc. Also, as an example, a property such as Papakea would be an excellent example of a property that should be excepted from this bill. It is set up basically as a hotel and, as I understand, has been for over 50 years. There may be others that might be a better fit for this legislation, but I highly recommend voting against this bill and find alternative methods to create additional housing. Not passing this bill would avoid, most likely, lengthy legal battles and ill will for tourists, STR owners and create bad publicity for Maui and all of Hawaii. Thank you for you consideration to vote against Bill 9.

Bruce Menard

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

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P. O. BOX 3465
HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, KaaNapali
Maui, Hawaii
REGISTRATION NO. 657

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DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813
Registration No. 657
March 14, 1974
(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []
Project Name: papakea TMK #: []
City: [] Developer Name: []
Total Units: [] to []

1 of 1

2 Items

100 / Page

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STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Mike Krauchek <mkrauchek@shaw.ca>
Sent: Saturday, June 7, 2025 3:44 PM
To: HLU Committee
Subject: I oppose Bill 9 and propose to exclude Papakea Report from Bill 9.
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from mkrauchek@shaw.ca. [Learn why this is important](#)

Dear Chair Kama, Vice Chair U'u-Hodgins and Members of the Housing and Land Use Committee:

I oppose Bill 9 as drafted and propose that the Council amend Bill 9 to exclude the Papakea Oceanfront Resort which the County has historically identified as having A2-H2 zoning.

Papakea was initially built, marketed and sold as a legal vacation rental property before any zoning restrictions limited transient vacation rentals were introduced. It was not built as workforce housing and has never been a converted property for transient vacation use. Maui County and the state of Hawaii identified Papakea with partial hotel zoning for decades and still does today. Papakea is not in a residential neighborhood and is located alongside other like hotel-zoned properties. Unlike long term residential apartment buildings, Papakea has a front desk, an activity concierge, numerous other tourist type amenities. There are 35 full time local employees with families that rely on their employment at the Papakea resort. Papakea is the largest single contributor of property taxes in all of the West Maui on the Minatoya listed properties. In the last 5 years it has contributed \$16,902,298.17 on top of the TAT, GET and MCAT revenues.

I would like to share with you some of my current AOA costs with you. Currently my AOA is \$1950/mo which was an 8% increase from last year. In March of 2026 it is projected to increase again, which would then bring our AOA MONTHLY fees to over \$2600. This is for a one bed/one bath under 600 sq ft of living space, now add power, taxes, maintenance upkeep and even a small mortgage and you quickly get well over \$5500.per month. Papakea has several ongoing maintenance challenges due to its proximity to the ocean and pending necessary repair projects due to its ageing infrastructure to attend, all of which will be added to the monthly AOA fees.

Other reasons to exclude Papakea from this bill is that Papakea STR owners support multitude of privately owned small businesses, operated by your local residents. Some of these family businesses include housekeepers, essential local trade and repair persons, on island rental agents and other professional career people. Even the major furniture, building supply companies and the grocery store chains are going to feel the reduced demand, jeopardizing their existence on the island. These businesses and their families rely on Papakea STRs to support their business and by shutting down the STR's industry it puts many local residents' employment at risk and the financial viability of

their families. Papakea guests also support a multitude of other small and big business on the island ranging from local gift and retail shops, restaurants, food trucks, golf clubs to across the island businesses like car rental agencies, airport workers tour and activity companies and state and national parks.

I would like to thank the committee for the opportunity to comment.

Sincerely,

Mike Krauchek

3543 Lower Honoapiilani Road, Apartment L101

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

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“Papakea has partial H2 zoning.”

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Show Historical Assessments								
Columns								
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How to calculate real property taxes								

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Legal Information	1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area	12.281 Acres
Parcel Note	Non taxable

Apartment District Properties Allowed to be Used for Short-Term Occupancy

PROJECT PROPERTY	MASTER TMK	ADDRESS	YR BLT	COUNTY ZONING	COMMUNITY PLAN DESIGNATION	NUMBER OF UNITS
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Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning
A1 or A2: Apartment

AG: Agriculture

B2: Community Business

Community Plan

B: Business

H: Hotel

MF: Medium Density Residential

OS: Office Space

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PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

PRELIMINARY
HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, Kaanapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII



STATE OF HAWAII
DEPARTMENT OF
COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

hawaii.gov | docs home

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number

Project Name

papakea

City

Total Units to

Zoning

TMK #

Developer Name

Go

1 of 1 2 Items 100 / Page

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Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Rosa Menard <rosa.menard@sbcglobal.net>
Sent: Saturday, June 7, 2025 3:46 PM
To: HLU Committee
Subject: Please exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

[You don't often get email from rosa.menard@sbcglobal.net. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

> Hello - Thank you for the opportunity to wholeheartedly oppose Bill 9. I appreciate that there is a need for more housing in Maui. I believe that by passing this bill, more than housing will be impacted in a negative way. It will impact the entire economy negatively. As is widely acknowledged, tourism and its positive monetary impact, is essential for a healthy economy in Maui. Common sense would seem to show that less tourist spending and less income from taxes paid by STR owners would negatively impact local jobs, businesses, government, etc. Also, as an example, a property such as Papakea would be an excellent example of a property that should be excepted from this bill. It is set up basically as a hotel and, as I understand, has been for over 50 years. There may be others that might be a better fit for this legislation, but I highly recommend voting against this bill and find alternative methods to create additional housing. Not passing this bill would avoid, most likely, lengthy legal battles and ill will for tourists, STR owners and create bad publicity for Maui and all of Hawaii. Thank you for your consideration to vote against Bill 9.

Thank you,
Rosa Menard

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Oceanfront Resort from the scope of Bill 9

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P. O. BOX 3465

HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)

PUBLIC REPORT

on

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Honokowai, Kaanapali

Maui, Hawaii

REGISTRATION NO. 657

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DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number

Project Name papakea

City

Total Units

Zoning

TMK #

Developer Name

1

2 Items

100

Page

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STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Lynn Peabody <lynnpeabody51@gmail.com>
Sent: Saturday, June 7, 2025 4:14 PM
To: HLU Committee
Subject: Testimony 6/9/25 Meeting-Agenda Item Dept. of Planning Letter 5/22/2025

You don't often get email from lynnpeabody51@gmail.com. [Learn why this is important](#)

Following is my testimony related to the June 9, 2025 HLU Committee meeting. This relates to the letter from the Department of Planning dated May, 22, 2025.

Aloha,

I am Lynn Peabody, and currently the President of the Wailea Ekahi Board of Directors. I am providing testimony on behalf of the Wailea Ekahi Board requesting Wailea Ekahi be excluded from the proposed Bill, as suggested by the Maui Planning Commission.

Wailea Ekahi was developed in the 1970's and was the first condominium property in Wailea, a planned resort area intended as a destination for tourists. Ekahi was developed in three Phases. The Horizontal Property Regimes (Condominium) Public Report for each Phase provides the following with respect to the "Purpose of Buildings and Restrictions As To Use" **"The residential apartments hereinabove described shall at all times be used as permanent or temporary residences or as hotel rooms and for no other purpose."**

Upon completion of development of the Ekahi project, the three Phases were officially merged. The merger documents indicate "...it is the desire and intention of the owner that the entire property shall be controlled and administered as a single condominium project." The merger of Phase III with Phases I and II was completed in December, 1976. Since that time, Wailea Ekahi has operated as a single condominium Project.

The developers for Wailea Ekahi in the 1970's represented that the Project was zoned for Apartment, Business Resort, Hotel and Open Space, and that it received Planned Development approval. Community Plan designations for Ekahi have included Multi-Family, Planned Development and Open Space.

We are requesting that Wailea Ekahi be excluded from the Bill due to its unique characteristics: Ekahi had a designed purpose; It was built on land with multiple uses which were reviewed and approved; Ekahi was developed, sold, and went through review for Planned Development. **Wailea Ekahi is unique, and should be excluded from the Bill.**

Thank you for all your time and work related to this major and important undertaking.

HLU Committee

From: Vince Aiello <vinceaiello@mac.com>
Sent: Saturday, June 7, 2025 5:32 PM
To: HLU Committee
Cc: Vince Aiello
Subject: Bill 9 - Short Term Rental Bill
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from vinceaiello@mac.com. [Learn why this is important](#)

Dear Chair Kama, Vice Chair U'u-Hodgins and Members of the Housing and Land Use Committee:

I oppose Bill 9 as drafted and propose that the Council amend Bill 9 to exclude Papakea Oceanfront Resort which the County has historically identified as having A2-H2 zoning. Papakea was initially marketed and sold as a legal vacation rental property before any zoning restrictions limited transient vacation rentals in apartment zoned properties. The Papakea owners have been operating legal vacation rentals for almost fifty years. Papakea has never been workforce housing, therefore is not an example of a property that converted from workforce housing to transient vacation rental use. Papakea is not in a residential neighborhood and is located alongside a long stretch of hotel-zoned properties and directly adjacent to multiple commercially zoned properties.

Unlike apartment buildings designed for long-term residential use, Papakea has a front desk, an activity concierge, shared activity space, and numerous other common resort amenities. The owners purchased condos at Papakea with the reasonable expectation that short-term rentals were legal based on ordinances as far back as 1989, and as recent as 2022.

Papakea's Contributions to the Community are numerous. Papakea's resort operations provide full-time, benefited, employment for 35 local resident employees; some have worked at the property for over 17 years; some started in entry-level positions and worked into supervisory roles. The property supports a wide variety of local trade professionals including pest control, HVAC, painting, plumbing, electrical, general contracting, masonry, tile and flooring, fitness instructors, entertainers, and tree trimming. In addition, many small businesses owned and operated by residents from the Maui community rely on Papakea short-term rentals including housekeepers,

handymen, on-island agents, and contractors. These service providers set their own rates, work hours, select their own clients, work conditions and standard operating procedures.

In closing, I want to point out that Papakea guests support many small businesses on the island including restaurants, food trucks, tour operators, activities, state parks, the national park, and shops. The Papakea owners and guests regularly participate in community activities including volunteering at beach cleanups, Maui Humane Society, the hospital, and many other local organizations, and contribute to local philanthropic and cultural efforts.

I would like to thank the committee for the opportunity to comment.

Sincerely,

Donna Aiello

3543 Lower Honoapiilani Road, Apartment E403

NOTICE: This message is intended only for the individual to whom it is addressed and may contain information that is confidential or privileged. If you are not the intended recipient, or the employee or person responsible for delivering it to the intended recipient, you are hereby notified that any dissemination, distribution, copying or use is strictly prohibited. If you have received this communication in error, please notify the sender and destroy or delete this communication immediately.

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REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII



STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS

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DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number

Zoning

Project Name

papakea

TMK #

City

Developer Name

Total Units

to

Go

1

2 Items

100 / Page

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAAMAPALI	216
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKAWAI-KAANAPALI	148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Laurie Lowson <Laurie@lowson.com>
Sent: Saturday, June 7, 2025 6:47 PM
To: HLU Committee
Subject: oppose bill #9
Attachments: Oppose Bill #9 Maui County.pdf

You don't often get email from laurie@lowson.com. [Learn why this is important](#)

Please see attached my written opposition to Bill #9
Thank you,

Laurie S. Lowson, REALTOR PB

ABR, CRB, CRS, e-Pro RB-16475

808-276-8001

Lowson & Associates RB-15757

POB 12498 Lahaina, HI 96761

808-661-8771

www.Lowson.com

June 4, 2025

Councilmember Tasha Kama, Chair
Councilmember Tom Cook, Vice Chair
Committee on Housing and Land Use

RE: **Bill 9 – A BILL FOR AN ORDINANCE AMENDING CHAPTERS 19.12, 19.32, AND 19.37 MAUI COUNTY CODE, RELATING TO TRANSIENT VACATION RENTALS IN APARTMENT DISTRICTS**
Hearing Date – June 9, 2025

Aloha Chair Kama, Vice Chair Cook and members of the committee,

My name is Laurie Lowson and I am a licensed Realtor, Owner of Lowson & Associates. I have been a West Maui resident for 48 years. I'm writing to strongly oppose Bill 9, which seeks to phase out legal transient vacation rentals (TVRs) in apartment-zoned areas. While I fully support addressing our housing crisis, this bill creates more problems than it solves—particularly for our local economy, small businesses, and property owners.

Bill 9 threatens to eliminate a vital source of income for many residents. These units often help retirees and local families maintain ownership of their properties. If this bill passes, they will likely be forced to sell—many to out-of-state buyers who will not contribute to our community. The result is a shrinking middle class and growing financial instability.

From a business perspective, the economic fallout will be significant. The UHERO report highlights **potential losses of nearly 1,900 jobs and hundreds of millions of dollars in annual visitor spending**. This is not a theoretical risk—this is a real threat to Maui's service industry, real estate market, and real property tax base. The proposed ban will severely disrupt sectors desperately trying to recover from the Lahaina 2023 wildfire.

I strongly urge the Council to pursue smart, balanced regulations that grow our housing stock and our economic foundation. With targeted zoning reforms and better enforcement of illegal rentals, we can preserve responsible TVR operators and the jobs they provide.

Please consider doing a mass re-zoning on complexes that are currently on the Minatoya list from apartment to hotel, so that these issues don't come up every few years.

Thank you for your time.

*Laurie P. Lowson, Realtor
PO Box 11494 Lahaina HI 96761 since 1977*

Bill 9 - please do not forward. It is against free market. Hurts our local economy. Yes we need housing but mini-condos w/ limited parking and very small closets, no pet rules High HOAs are not the solution!

HLU Committee

From: Austin Conroy <austin.conroy@gmail.com>
Sent: Saturday, June 7, 2025 6:56 PM
To: HLU Committee
Subject: Testimony in Support of Bill 9

You don't often get email from austin.conroy@gmail.com. [Learn why this is important](#)

Aloha e Chair and Councilmembers,

Thank you for your service helping our community through difficult times.

I understand every issue you face is complex, and perhaps nothing has more interested parties than housing issues, and the questions around Bill 9 are surely complicated. But I believe the answer is simple-

We are in a housing crisis. It's impossible not to see the changes that have happened- Surely you know or have heard of people forced to move off island from these issues even before the fires. Workers doing core community services, kupuna unable to work, Native Hawaiians- No one with love for this island family wants to see these people forced to leave.

There are no perfect solutions. But Bill 9 represents a rare clear step that can help, and does so in a balanced way at a reasonable pace to not be unjust to anyone involved. There are certainly interested parties that do not want this to happen and will be upset, but ultimately this is a rare case where circumstances have become dire enough to make this a moral imperative- If it comes down to choosing between the two sides, what will in the long term benefit the people who have made this their home instead of a source of profit is the clear choice.

I strongly support Bill 9. I don't think anyone who looks around the changes we've been seeing and the very real effects on the community doesn't want to do something to help. You are in a rare opportunity to make a positive change with this step. There are similar issues around the country and around the world, but very few scenarios where there is a clear opportunity to take a step in clear support of the true core community instead of crying helplessness to impossible problems. The community needs help. Even if it's slow, and imperfect, we need to start now, because situations keep changing fast and in unimaginable ways as we have seen. This is one of those steps forward, and you are the ones who can take it.

Please take a stand for the community who makes up the heart and backbone of this island, and support Bill 9.

Sincerely,

Austin Conroy

HLU Committee

From: HIMAST ALLIANCE <info@himast.org>
Sent: Saturday, June 7, 2025 7:08 PM
To: HLU Committee
Subject: Opposition to Bill 9
Attachments: HIMAST Testimony_Maui County _Bill 9_6.9.25.pdf

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Tasha Kama, Chair and Nohelani U'u-Hodgins
Housing and Land Use Committee
Maui County Council



06/09/2025

10:00 am

Council Chamber, Kalana O Maui Building
8th Flr., 200 South High St.,
Wailuku, Hawai'i

RE: BILL 9 (2025), AMENDING CHAPTERS 19.12, 19.32, AND 19.37 MAUI COUNTY CODE,
RELATING TO TRANSIENT VACATION RENTALS IN APARTMENT DISTRICTS

Chair Kama, Co-Chair U'u-Hodgins, and Committee Members,

Mahalo for the opportunity to testify on behalf of the Hawai'i Mid and Short-Term Rental Alliance (HIMAST), a statewide nonprofit organization representing responsible short- and mid-term rental (STR) operators, property managers, and small businesses throughout the islands.

From a state advocacy perspective, we respectfully **oppose Bill 9** and urge caution against efforts that would strip away the legal rights of residents to operate STRs in Maui's apartment districts. This measure not only challenges fundamental **property rights** but also undermines the ability of residents and small business owners to **participate in the visitor economy**, particularly at a time when Maui's economy is already struggling to recover from the devastating downturn in tourism.

Tourism is a statewide engine. According to the Hawai'i Tourism Authority (HTA), STRs generated an estimated **\$6.3 billion in visitor spending in 2022**, supporting over **46,000 jobs** across various sectors, including food service, retail, transportation, and maintenance. These are not abstract numbers—they represent working families and small business owners in every county.

Legal STRs allow everyday residents—not just significant corporate interests—to earn supplemental income, pay mortgages, and stay rooted in their communities. This is especially critical on Maui, where many are still struggling to recover economically following the wildfires and amid declining visitor arrivals.

Bill 9 risks **worsening that hardship**. By eliminating a legal, tax-paying sector of the economy without offering viable alternatives or measurable housing outcomes, this proposal threatens to displace workers, shrink Maui's visitor accommodations, and reduce **statewide revenues** at a time when no county can afford such losses.

Consider the projected fiscal impact: According to the 2024 TravelTech report, a Maui STR phase-out could result in a loss of **\$48 million annually in Transient Accommodations Tax (TAT)** revenue statewide, undermining the funding base for infrastructure, public services, and tourism management in every county.

The **housing crisis is a real issue**, and HIMAST supports innovative and effective housing policies. But this bill does not reflect that. Evidence from other jurisdictions, including O‘ahu, South Lake Tahoe, and New York City, shows that STR crackdowns do **not** improve housing affordability and often backfire by driving activity underground and outside the reach of regulation.

Moreover, data from UHERO and HTA confirm that the majority of STR units impacted by Bill 9 would **remain unaffordable** to residents, even with significant price corrections. The real obstacles to affordability—zoning, development timelines, and infrastructure limitations—require targeted, long-term solutions.

Instead of eroding rights and removing lawful economic activity, Maui County should pursue proven alternatives:

- Down payment assistance for local families
- Public-private partnerships to build housing
- ADU (accessory dwelling unit) incentives
- Long-term deed restriction and affordability tools

These strategies **grow housing inventory** without undermining tourism or displacing local income streams.

At this critical moment, we urge the Council to lead with balance and vision. Hawai‘i needs policies that protect its people’s **right to make ends meet**, that **strengthen—not weaken—its economic foundation**, and that reflect the lived realities of our communities.

Please pause this legislation and convene a broader, data-informed process to advance housing solutions without sacrificing property rights, livelihoods, and the tourism ecosystem we all depend on.

Mahalo for your time and thoughtful consideration.

Jennifer Wilkinson

Executive Director

Hawai‘i Mid and Short-Term Rental Alliance (HIMAST)

HLU Committee

From: Margot M <margot.mangiarotti@gmail.com>
Sent: Saturday, June 7, 2025 7:45 PM
To: HLU Committee
Subject: Testimony in Support of Bill 9

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Aloha e Chair and Maui County Councilmembers,

My name is Margot Mangiarotti and I am reaching out in strong support of Bill 9.

The lack of housing - especially affordable housing - for the local community of Maui has been made evident. The local community includes and is not limited to the postal worker, the crossing guard at school, the classmates of your children and their families, the familiar faces you see at ACE Hardware and all their keiki - people who have love for this island and each other. This bill, if passed, will help to provide local families with affordable places to live, to feel safe, and to nurture what makes Maui so special: our community.

We have an opportunity to take a step in the right direction and that is passing Bill 9. This island's fabric is made of the stitching of its people and we must do right by them, by each other.

Mahalo nui,
Margot

HLU Committee

From: Shana Laririt <shana.laririt.lcsw@gmail.com>
Sent: Saturday, June 7, 2025 9:17 PM
To: HLU Committee
Subject: Testimony re: Bill 9

You don't often get email from shana.laririt.lcsw@gmail.com. [Learn why this is important](#)

Aloha,

As a Licensed Clinical Social Worker who has spent the past 20 years working closely with and advocating for many unhoused or low income local clients, I implore you to support passage of Bill 9. We are all aware of the unsustainable rental housing environment, severe water shortages, high cost of living paired with low wages, and ongoing gentrification on Maui. The toll this has taken on local families is unjust and cruel. You have an opportunity to pave the way for local families to start to thrive and recover, please take it.

Mahalo
Shana Laririt LCSW

HLU Committee

From: Jodie Thayer <jodie.thayer808@gmail.com>
Sent: Saturday, June 7, 2025 11:11 PM
To: HLU Committee
Subject: Testimony re: Bill 9 (Minatoya Phase-Out)

You don't often get email from jodie.thayer808@gmail.com. [Learn why this is important](#)

Aloha Chair, Vice Chair, and Members of the Maui County Housing and Land Use Committee,
I'm writing in strong support of Bill 9, which would phase out short-term rentals (STRs) in apartment-zoned districts. This bill is an essential component to addressing Maui's housing crisis and protecting our most vital resource: water.

The 2023 Lāhainā fire exposed long-standing issues—privatized water systems, diverted streams, and overdevelopment have pushed West Maui to the edge. STRs, originally meant for housing, now operate as commercial businesses, consuming high volumes of water while local families remain displaced. Think about that. A family is on vacation while a local family can not even afford a rental to live in. What will it take to have the message go through that it is necessary to put community needs first?

Returning STRs to long-term housing helps protect water access, push back against inequality, and put community needs first. With over 6,000 STRs on the Minatoya List, we have a clear opportunity to increase housing stock without using more water.

I urge you to stand with Lāhainā Strong and pass Bill 9.

Ola i ka Wai — Water is Life.

Mahalo,

Jodie Thayer
Kauai

HLU Committee

From: Jonathan Holburt <jonathan.holburt@gmail.com>
Sent: Saturday, June 7, 2025 11:14 PM
To: HLU Committee
Cc: Elizabeth Holburt
Subject: Testimony on Bill 9 (2025) – Oppose Bill Entirely; Support Timeshare Exemption if Passed

You don't often get email from jonathan.holburt@gmail.com. [Learn why this is important](#)

Aloha Council Members,

We are writing to express our **strong opposition to Bill 9 (2025)**. This bill would eliminate long-standing, legally operating short-term rentals—including timeshare usage—that have contributed positively to Maui’s economy and community for decades.

However, we do appreciate the amendment in the current draft (CD1) that **exempts validly existing timeshare units and timeshare plans** from the phase-out. If the Council moves forward with Bill 9, we urge you to **retain this exemption as a minimum safeguard** to prevent serious harm to owners, workers, and the local economy.

We are timeshare owners at the Kuleana Club. Like hundreds of others, we own two weeks per year—not a second home, not an investment property. We return every year, support local restaurants, cafes, and food trucks, spend at neighborhood shops, buy local goods, and have built lasting relationships on the island.

Timeshare owners like us are part of a stable community of repeat visitors who care deeply about Maui’s well-being and love the island.

Timeshare properties are fundamentally different from vacation rentals. Units are deeded one week at a time to hundreds of families, which makes them impossible to convert to long-term housing. Including timeshares in a short-term rental ban would not create housing—but it would devastate workers and remove a reliable source of local tax revenue. Properties like Kuleana Club operate **legally under Maui County Code 19.37.010**, and are fully compliant with **TAT and GET tax regulations**. Our occupancy rates are high, and our owners consistently contribute to the island’s economy, even in difficult times.

More importantly, timeshares support stable jobs. Many employees at the Kuleana Club have been with the property for over 25 years. Several lost their homes in the Lahaina fire. If timeshare usage is eliminated, these long-standing staff members risk losing the only thing they have left—their livelihood.

Timeshare owners and resorts have also stepped up in times of crisis. The industry has contributed millions to wildfire recovery and donated thousands of room nights to displaced families and first responders. That commitment continues today.

In summary:

- we urge you to **oppose Bill 9 entirely**.
- But if it passes, please **retain the CD1 amendment exempting timeshares**.
- Timeshares are **not TVRs**.

- This exemption is a **fair, balanced, and lawful solution** that protects jobs, housing neutrality, and tax revenue—without compromising the County’s broader goals.

Mahalo for your time, your service, and for considering the perspective of owners like us.

Jonathan and Maria Elizabeth Holburt

Dana Point, California

Kuleana Club Timeshare Owner – Unit 412, Weeks 22-23