

Economic Opportunity through Innovation and Collaboration

Policies

1. Support agriculture that provides jobs, improves soil health, is less water intensive, and provides food and products for local markets.
2. Prohibit conversion of agricultural lands outside of the Maui Island Plan's growth boundaries, and carefully scrutinize conversion of agricultural lands within the growth boundaries to urban and rural designations in West Maui unless it can be demonstrated that conversion is required to meet the population or employment projections for the region, or to accommodate shoreline retreat.
3. The number of visitor units in West Maui shall not exceed 33 percent of the total housing units in West Maui.
4. Visitor-related development shall minimize the impact of tourists on West Maui residents, infrastructure, parks, environment and cultural resources. The visitor industry shall focus on quality rather than quantity.

Actions (Lead County Agency)

1. Develop a West Maui Agriculture Strategic Plan. (OED)
2. Support the recommendations of the Mayor's Tourism Group, the Maui Tourism Advisory Committee, and other best practices for tourism management in West Maui as appropriate to protect the area's environment, culture, and character. (OED/Mayor's Office)
3. Develop and implement an economic development strategy for West Maui and coordinate with the Planning Department on required land use changes to implement the strategy. (OED)
4. Recommend denial of Maui Island Plan amendments to designate agricultural lands to be within the growth boundaries. (Planning)
5. Recommend approval of discretionary permits to convert agricultural lands within the Maui Island Plan growth boundaries to urban or rural uses only if the purpose is to meet population or employment projections, or to accommodate shoreline retreat. (Planning)
6. Deny or recommend denial of discretionary permits for new hotel or vacation rental uses if the number of permitted visitor units in West Maui exceeds 33 percent of the total number of housing units in West Maui. (Planning)