

**Date:** January 27, 2025

**To:** Maui Planning Commission

**From:** Board of Directors of  
Wailea Ekahi Village  
Wailea Ekolu Village  
Grand Champions Villas  
The Palms at Wailea

**Subject:** Testimony for the Draft South Maui Community Plan

Aloha Planning Commissioners,

We represent four properties in Wailea with 782 owners - Wailea Ekahi Village, Wailea Ekolu Village, Wailea Grand Champions Villas, and the Palms at Wailea.

In the draft South Maui Community Plan, these properties are categorized “Residential.” It would be more appropriate for these four Wailea properties to be categorized “Resort/Hotel.”

We are providing you an information package for the four properties illustrating their resort nature. (See attachment.)

These four Wailea condominiums have been providing short-term rental services continuously since they were built 30 to 50 years ago. They are an integral part of the resort atmosphere of Wailea. They provide valuable jobs and tax revenues while offering very attractive accommodations for visitors. Elimination of their short-term rental services will be missed by all, and it will have significant negative repercussions for local jobs, tax revenues, and the real estate market.

Maui County has long recognized that Wailea is a planned resort area intended as a vacation destination for tourists. Maui County Code and major Maui Planning documents recognize Wailea as a resort destination area where the visitor industry should be encouraged, and tourism is appropriately concentrated.

- **The General Plan of the County of Maui, June 24, 1980:** Under “Visitor Industry,” the Plan provides that visitor industry policies should “limit and define resort destinations to prevent their overflow into neighboring communities.” (p. 3)
- **The Maui Island Plan (subtitled “General Plan 2030”):** General Plan 2030 provides that in the 1960s local business and political leaders began to plan Maui’s tourism future. “In 1961, Kāanapali became the first master-planned resort area in Hawaii. The resort-destination area trend continued to grow on Maui with the subsequent development of Wailea and Kapalua.”(p. 4-12).
- **South Maui Community Plan, Draft dated February 2024:** Wailea was “planned as a resort community and this legacy remains... [It] is a popular visitor destination with many shops, golf courses, beaches and bays.” (Sec. 3 p. 80). Wailea is its own subarea (subarea 4) in the Plan, recognizing its uniqueness as a planned resort area. (Figure 3.6, p. 81).

We respectfully request that in the Wailea land use map on page 81 of the Draft South Maui Community Plan, the designation of these four properties changed from “RES Residential” to “RH Resort/Hotel.”

Mahalo,

Dan McKenna, President, Wailea Ekahi Village AOA Board

Tom Leslie, President, Wailea Ekolu Village AOA Board

Brian Banks, President, Grand Champions AOA Board

Cara Birkholz, President, Palms at Wailea AOA Board

**Information Package for**  
**Wailea Ekahi Village,**  
**Wailea Ekolu Village,**  
**Wailea Grand Champions Villas,**  
**and The Palms at Wailea**

**January 2025**

Prepared and submitted for consideration by:

**Wailea Ekahi Village**

Dan McKenna, President

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**Wailea Grand Champions Villas**

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**The Palms at Wailea**

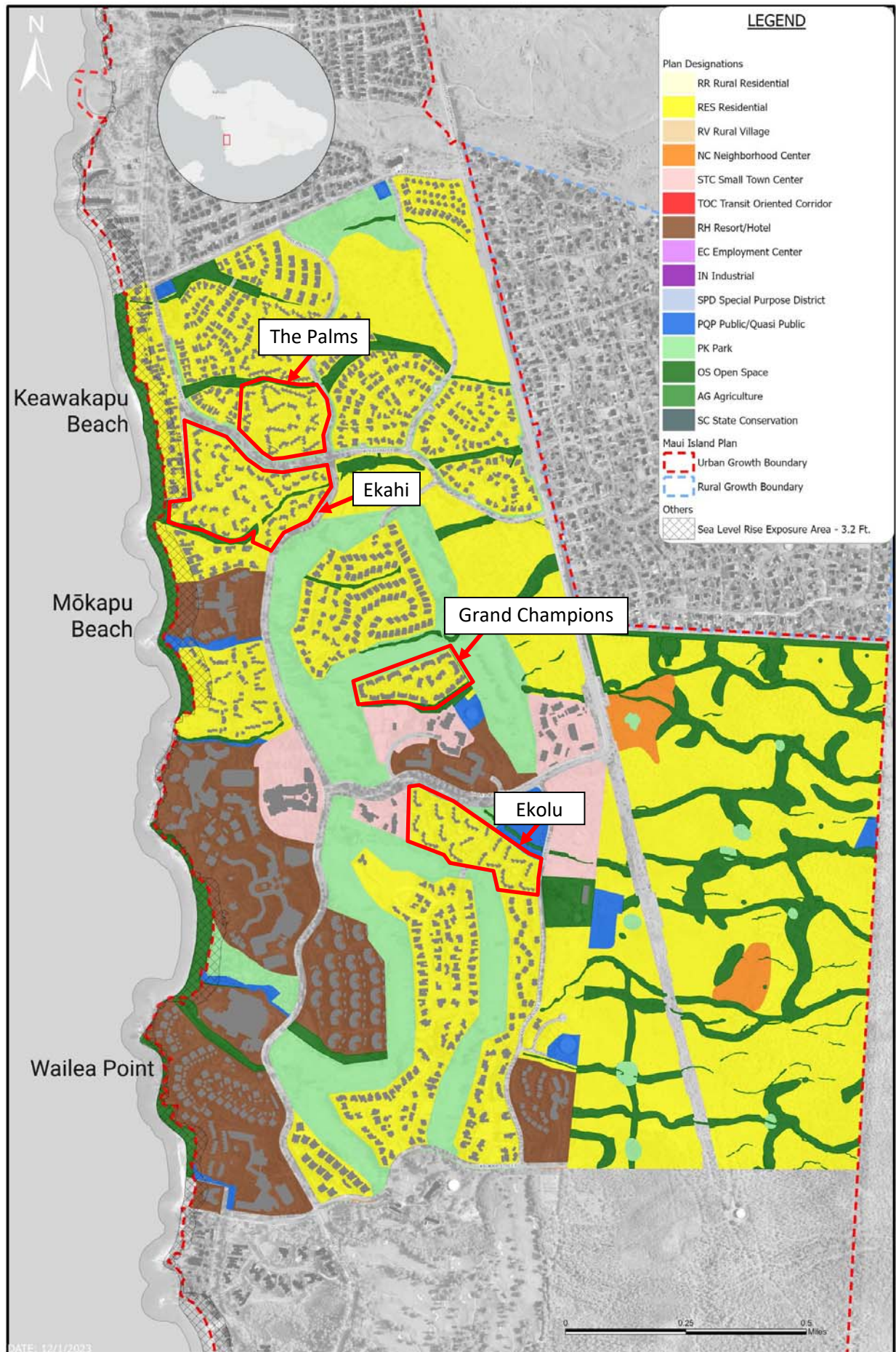
Cara Birkholz, President

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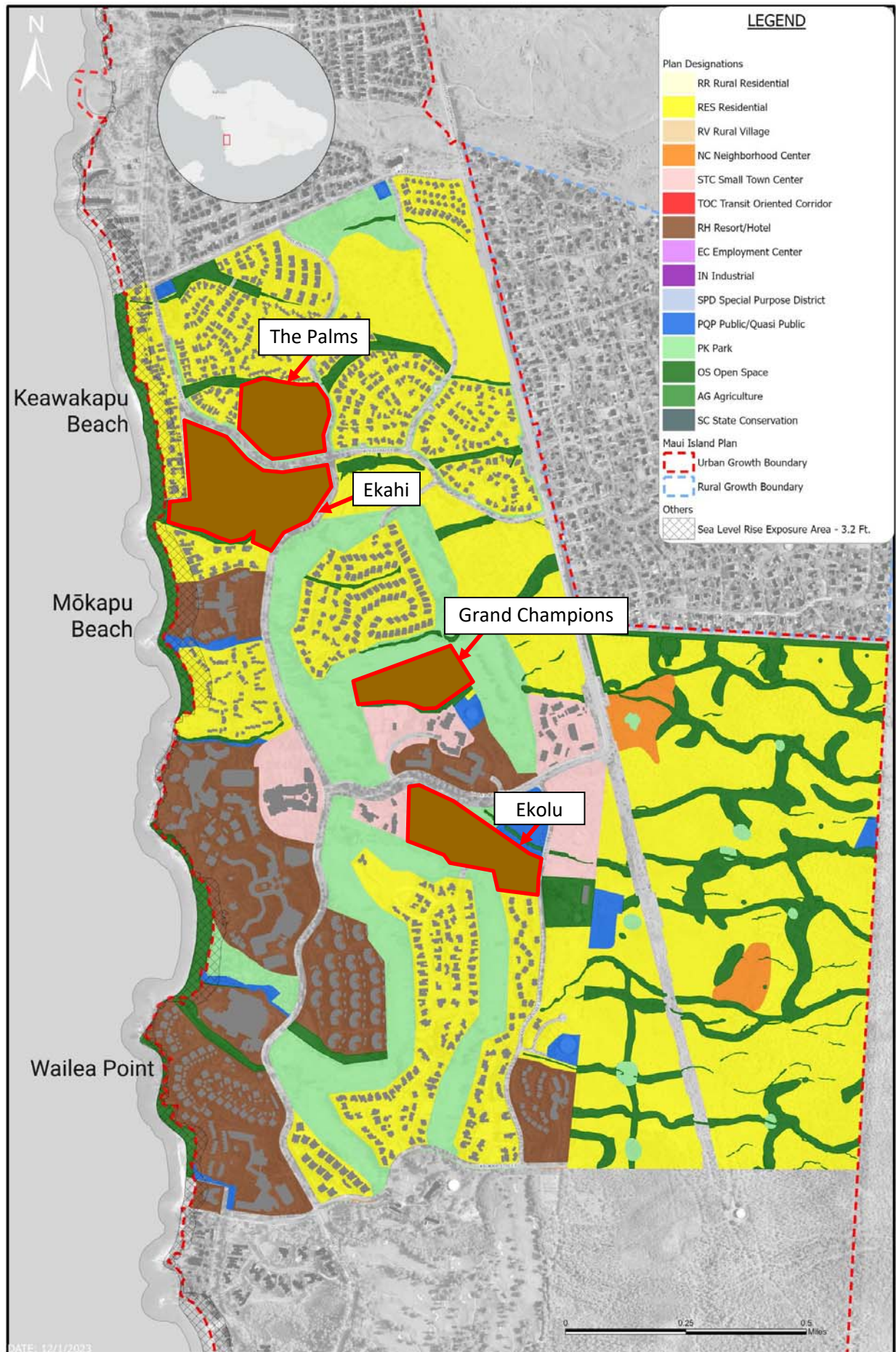


## Subarea 4: Wailea – Current Draft





## Subarea 4: Wailea – PROPOSED



## FOUR CONDOMINIUMS FACT SHEET – January 2025

Property Name	Wailea Ekahi Village	Property Name	Wailea Ekolu Village
Property Address	3300 Wailea Alanui, Wailea, HI	Property Address	10 Wailea Ekolu Pl, Wailea, HI
Year Built (Age)	1976 (49 years)	Year Built (Age)	1979 (46 years)
Number of Units	296 units	Number of Units	148 units
Short Term Rental	290 units	Short Term Rental	132 units
Owner Occupied	4 units	Owner Occupied	14 units
Long Term Rental	2 units	Long Term Rental	2 units
Real Property Tax (Annual)(Total)	\$6,212,125	Real Property Tax (Annual)(Total)	\$2,937,523
STR Real Property Tax (Annual)(Total)		STR Real Property Tax (Annual)(Total)	\$2,887,993
Maintenance Fees (Monthly)(Per Unit)	\$1,627 - \$3,231	Maintenance Fees (Monthly)(Per Unit)	\$1,014 - \$1,849
Insurance Assessment (Annual)(Per Unit)	N/A	Insurance Assessment (Annual)(Per Unit)	\$4,271 - \$7,791
WCA HOA Fees (Semi-Annual)(Per Unit)	\$290 (est)	WCA HOA Fees (Semi-Annual)(Per Unit)	\$244 - \$267
Property Staff (Total)	25	Property Staff (Total)	11
Manager & Office	3	Manager & Office	2
Maintenance	7	Maintenance	3
Landscaping	11	Landscaping	6
Other	4	Other	-

Property Name	Grand Champions Villas	Property Name	The Palms at Wailea
Property Address	155 Wailea Ike Pl, Wailea, HI	Property Address	3200 Wailea Alanui, Wailea, HI
Year Built (Age)	1989 (36 years)	Year Built (Age)	1990 (35 years)
Number of Units	188 units	Number of Units	152 units
Short Term Rental	169 Units	Short Term Rental	145 units
Owner Occupied	15 units	Owner Occupied	3 units
Long Term Rental	4 units	Long Term Rental	2 units
Commercial	-	Commercial	2 units
Real Property Tax (Annual)(Total)	\$3,352,566	Real Property Tax (Annual)(Total)	\$2,914,858
STR Real Property Tax (Annual)(Total)	\$2,887,993	STR Real Property Tax (Annual)(Total)	
Maintenance Fees (Monthly)(Per Unit)	\$855 - \$1,359	Maintenance Fees (Monthly)(Per Unit)	\$1,315 - \$2,384
Insurance Assessment (Annual)(Per Unit)	\$1,913 - \$3,038	Insurance Assessment (Annual)(Per Unit)	N/A
WCA HOA Fees (Semi-Annual)(Per Unit)	\$244 - \$294	WCA HOA Fees (Semi-Annual)(Per Unit)	Incl. in maint. fees
Property Staff (Total)	10	Property Staff (Total)	13
Manager & Office	2	Manager & Office	1
Maintenance	2	Maintenance	3
Landscaping	6	Landscaping	6
Other	-	Other (Outrigger)	3

## **Declarations Recorded on Title and the Condominium Reports Accepted and Filed by the State**

Below is the summary of the respective Declarations recorded on title, and the Condominium Reports accepted and filed by the State at the time of the project's development, that established STR use. Excerpted pages can be provided, if requested.

Each community has a Declaration of Horizontal Property Regime recorded with the Office of Land Court, State of Hawaii, and a Condominium Public Report prepared by the Real Estate Division of the Department of Commerce and Consumer Affairs and issued at permit approval.

- **Wailea Ekahi Village:**  
The Declaration and Condominium Report for Wailea Ekahi, 1976, state that the apartments are intended as **“permanent or temporary residences or as hotel rooms.”** Ekahi is partially zoned **“hotel.”**
- **Wailea Ekolu Village:**  
The Declaration and Condominium Report for Wailea Ekolu, 1978, state that the apartments are intended to be used as **“permanent or temporary residences.”**
- **Wailea Grand Champions Villas:**  
The Declaration and Condominium Report for Wailea Grand Champions, 1989, state that the apartments are intended for **“permanent or temporary dwellings and may be long-term and/or transient rentals.”**
- **The Palms at Wailea:**  
The Declaration and Condominium Report for The Palms at Wailea, 1989, state that the apartments in residential buildings are intended for **“permanent, temporary and transient vacation rental purposes.”** The two nonresidential units are identified as intended for commercial use, one of which has been owned and operated by Outrigger Resorts since 1992 as a fully staffed, concierge front desk.

## Wailea Ekahi Village

Ekahi's direct ocean front pool & pavilion offer sun & shade and easy access to the soft sands of Keawakapu Beach.

Tucked along Keawakapu Beach, Ekahi Village is the perfect destination for a special Hawaiian vacation in an ocean front setting that truly feels like paradise. Great Wailea beachfront values.

Ekahi means 'First' or #1 in Hawaiian and the guests that make this village their home on vacation understand why... Besides being the first condo village built in Wailea, it is an amazing ocean front value.

Nature has blessed this bit of paradise. Ekahi is widely appreciated for its extensive & beautifully landscaped gardens, tropical color & exotic bird life. Terraced grounds, mean great ocean views from a majority of the buildings. Many individual units boast panoramic ocean, island & sunset views. Many renters return year after year.

Ekahi's ocean front pool & pavilion offer sun, shade & easy, gated access to the soft sands of Kawakapu Beach. You can relax in the setting of your beautiful condo, enjoy the world class grounds and all that make Wailea a perfect destination.

Guests at Ekahi enjoy all the pleasures of Maui's Wailea Resort & are eligible for special rates at all 3 Wailea championship golf courses & the world renown tennis club. A short beach walk to the famed Wailea ocean front walk; snorkeling spots & several of the most popular beaches in the world. Hotels, spa facilities, shopping & award winning restaurants are within walking distance.

The STRs are the owner's home. Guests appreciate the owner's touch, high standards of cleanliness & outfitting. Depending on the level of renovations, you can spend your vacation in a comfortably decorated condo that is reminiscent of old Hawaii to a top of the line renovation where no detail has been overlooked. There are condos suited for every budget & the most discriminating guests.

- 2-Story Frame & Stucco Buildings; Built 1978
- 4 Pools, Pickle Ball, Shuffle Board, Cornhole
- Exercise Room at Ocean front Pool Pavilion
- An easy walk to the Shops of Wailea & Wailea's 1.5 mile Ocean front Walk
- BBQ at Pavilion and several other locations throughout the property
- Beachfront Pool & Pavilion w Kitchen, Showers, Dressing Area
- Access to popular Keawakapu Beach
- Tropical Grounds
- Special Golf & Tennis Rates



# Wailea Ekahi Village





## Wailea Ekolu Village

Known for its tranquility, amazing views and easy access location, Ekolu Village attracts many returning visitors. An excellent value, it is the perfect location for a golf vacation, quality family time or for those simply wishing to spend their time in paradise away from the daily grind. Clusters of gas BBQs and 2 pools provide an easy way to meet other folk.

Located in the heart of Wailea, on Maui's sunny south shore, Ekolu is adjacent to Wailea's award winning Blue Golf Course, across from the Wailea Tennis Club and Mauka (uphill) from the Shops at Wailea. Views include sweeping ocean, island (Kahalawe, Lanai, Molokini) and mountain (West Maui and Haleakalea).

Wailea's five gorgeous beaches are less than a 5 minute drive away, still many prefer to take the 15 minute vigorous downhill walk to Ulua beach for snorkeling, scuba, and the ocean front walk that runs nearly 2 miles along the length of Wailea. Ekolu was the third village built in Wailea Resort - hence its name which means "three" in Hawaiian.

Special rates are available at Wailea's golf and tennis facilities for Ekolu guests. Hotels, spa facilities and award winning restaurants are within walking distance.

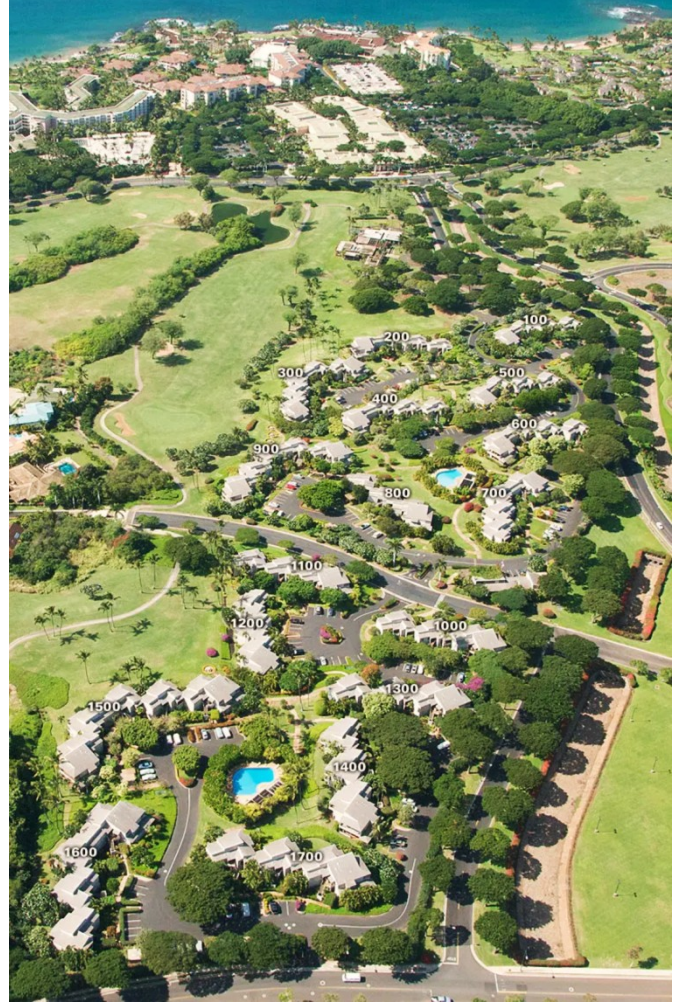
The units overlook lush, green fairways and feature breathtaking views of Maui's neighboring islands. Each condo has a private lanai, is tastefully furnished and has a fully equipped kitchen with dishwasher and microwave as well as a washer/dryer, cable TV and A/C. Most have A/C in the bedroom(s). Some have electric BBQs on the lanai.

These units are often the owner's home and all have passed our meticulous inspections. Many are completely remodeled and in all you'll appreciate the owner's touch and high standards of cleanliness and outfitting.

- 148 Units, 17 Buildings 1979
- Buildings are Wood Construction
- Clusters of BBQs & Picnic tables
- Easy access to Pi'ilani Hwy
- Shopping, Hotels, Spas, Dining: +15 min walk or -5 min drive
- Walking distance to Wailea restaurants



## Wailea Ekolu Village





## Wailea Grand Champions Villas

Ocean, mountain or golf views from private lanais. Located in the heart of Wailea, on Maui's sunny south shore, Wailea Grand Champions is a family friendly resort offering good value and great views adjacent to golf and tennis facilities. Hard to find studio accommodations can be found here. The Shops at Wailea and Ulua Beach (ranked 8th in the nation - world class snorkeling & diving too) are minutes away.

Many of the short term rental units are managed professionally by Coral Tree Residence Collection.

This World Class complex features two pools with whirlpool spas, barbecue facilities and lush gardens. On 12 Acres, it is surrounded by Wailea's award winning Old Blue Golf Course & Tennis Club. Ranked in the top 50 best resort tennis facilities, the club boasts 11 plexi-pave courts, 3 lit courts for night play, a stadium court and a full service pro shop.

Gorgeous views, a quiet setting, large condos all within a 5 minute drive of Wailea's famous beaches make Grand Champions Villas a popular spot for Maui visitors.

A new shopping area, The Wailea Town Center, offers wine, food, florist, exercise facilities, dress shopping and a bank a walkable level block away. Even the Maui Bus stops here. It offers easy access to all areas of Maui.

Special rates are available at Wailea's golf and tennis facilities for Grand Champion Villas guests. Wailea restaurants are an easy walk. Hotels, spa facilities and more award winning restaurants are within walking distance though the trip home is uphill.

Studio units are available and share lanai and laundry facilities. They do not have full kitchens but some set ups are more complete than others.

- 188 Units, 20 Buildings 2 & 3 floors
- A/C, W/D, Cable TV
- Shared BBQs in common areas
- Fully equipped kitchens with breakfast bar
- Large, private Lanai's with views
- Newer Wood Construction 1989
- Spacious, well-appointed Accommodations
- Studio units offer partial kitchens
- Two (2) Pools w BBQs & Whirlpool Spas



## Wailea Grand Champions Villas





## The Palms at Wailea

The lush tropical grounds of the Palms of Wailea welcome the visitors to the large, private grounds a short walk from Keawakapu Beach.

This 5 Star condo resort has acres of lush tropical gardens. Centered on the property is a salt-water pool and spa. A lobby, lounging area overlooks the pool, grounds and ocean. Kids & adults will love the whale watch tower.

Outrigger Resorts manages many of the short-term rental units. There is an Outrigger check in desk at the club house with an attendant to answer the needs of the guests. A tour desk is also on property to assist with sightseeing and activities. Outrigger Resorts owns the front desk and their offices behind it. Therefore, Outrigger Resorts is also an owner. There is also a nice facility on the property that houses washers/dryers and extensive storage space for bed sheets, towels, and supplies to service the guest rooms.

The grounds offer perfectly groomed gardens, several water features and a great pool and hot tub area. Views include the West Maui Mountains, Ocean and outer islands.

It's an easy 10 minute walk to the soft white sands of Keawakapu beach. Walk out through the lush gardens by the tranquil waterfall and stream. On your way back enjoy the Palms' pool surrounded by tropical plants and spectacular views of the ocean and Kahoolawe Island.

Special rates are available at Wailea's golf and tennis facilities for guests at the Wailea Palms. Hotels, spa facilities, some of Maui's most beautiful beaches and award winning restaurants are within walking distance.

Each fully furnished condo has a sunken living room, a private lanai, a fully equipped kitchen with dishwasher and microwave as well as a washer/dryer, cable TV and A/C. Some units do not have A/C in the living room and second bedroom. Only the primary bedroom is air-conditioned.

- 150 condos in Sixteen 2-story buildings
- A/C in Primary Bedroom; some units with more
- Shared BBQs in common areas
- Fully Equipped Kitchens, W/D
- Metal, Wood & Concrete 1989-91
- Ocean View Salt Water Pool with Jacuzzi Spa
- Walk to Keawakapu Beach
- Walk to Shopping, Restaurants, Hotels



## The Palms at Wailea



**Guest Reception Desk**

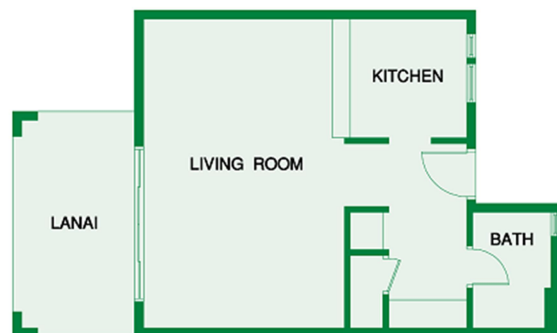


**Guest Reception Area**

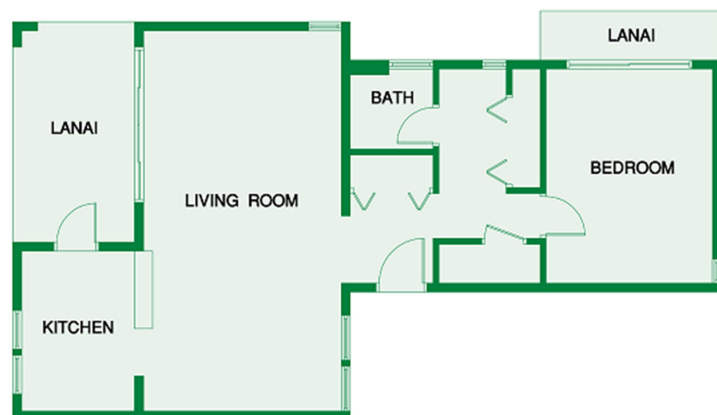


## WAILEA EKAHI VILLAGE

35 Acres • 294 Units • Year Built 1978



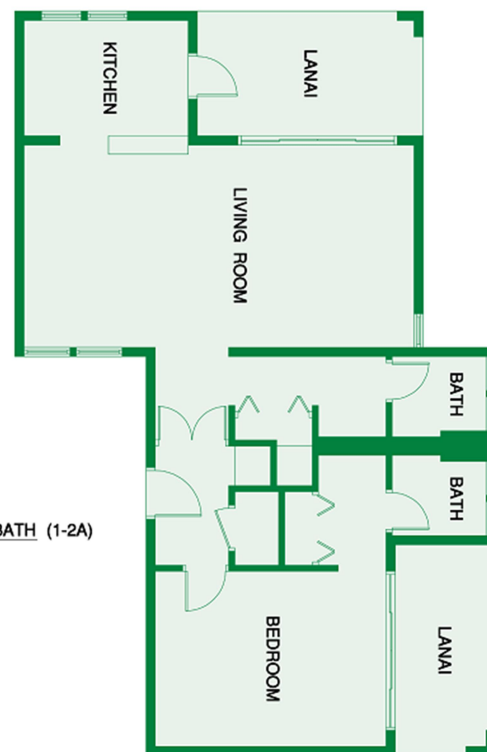
STUDIO  
600 sq. ft.



1 BEDROOM - 1 BATH (1-1)  
945 sq. ft.

## WAILEA EKAHI VILLAGE

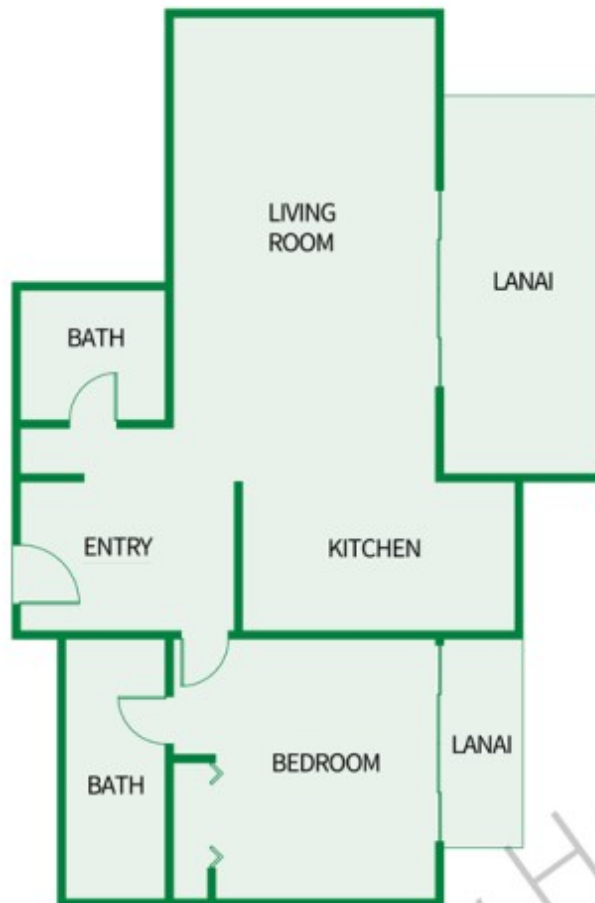
35 Acres • 294 Units • Year Built 1978



1 BEDROOM - 2 BATH (1-2A)  
1090 sq. ft.

# WAILEA EKOLU

18 Acres • 148 Units • Built 1979



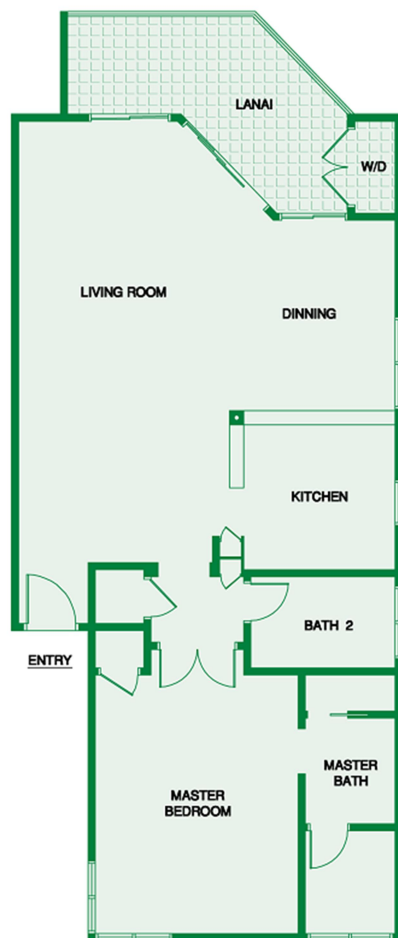
1 BEDROOM / 2 BATH



2 BEDROOM / 2 BATH

## GRAND CHAMPIONS

12 Acres • 188 Units • Built 1989



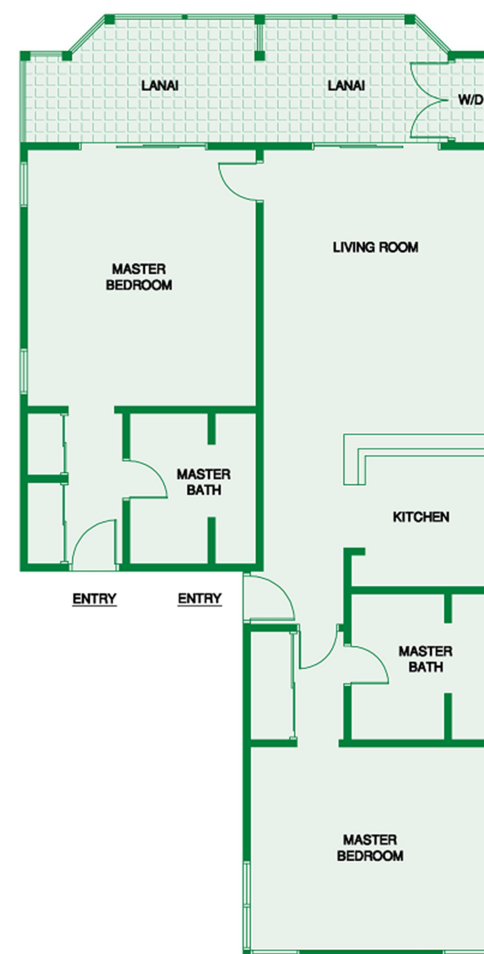
### PLAN 1

GOLF VILLA / 1 BEDROOM

Interior	908 s.f.
Lanai	161 s.f.
Total	1069 s.f.

## GRAND CHAMPIONS

12 Acres • 188 Units • Built 1989



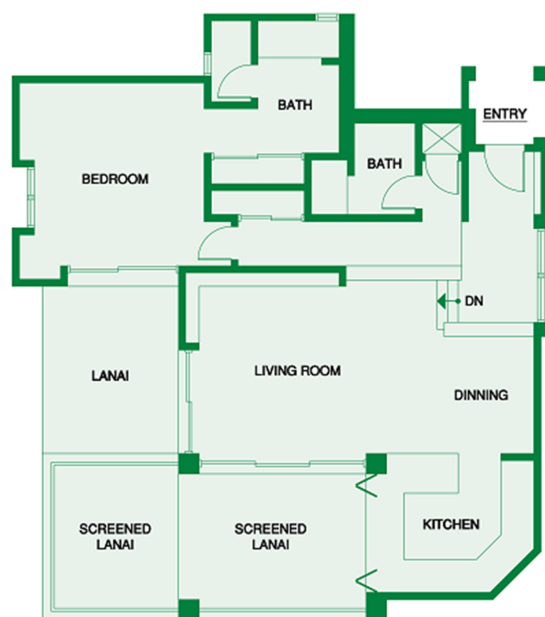
### PLAN 4

TENNIS VILLA / 2 MAS. BED.

Interior	1148 s.f.
Lanai	224 s.f.
Total	1372 s.f.

## PALMS AT WAILEA

30 Acres • 150 Units • Built 1989-1991

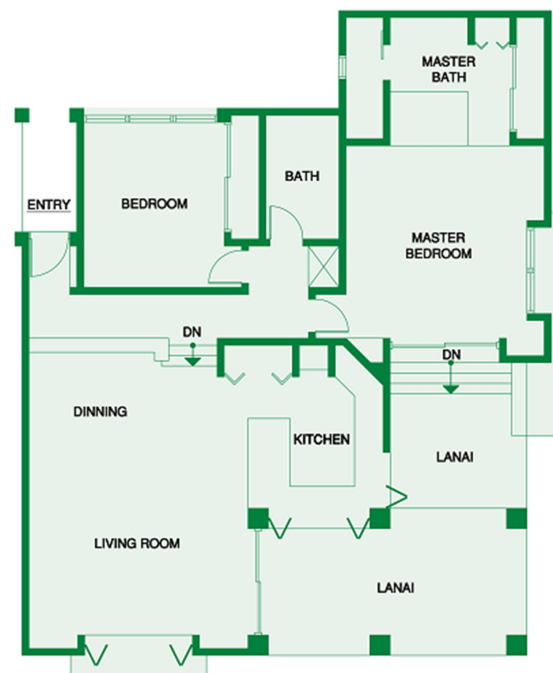


A - 2

1 BEDROOM, 2 BATH

## PALMS AT WAILEA

30 Acres • 150 Units • Built 1989-1991



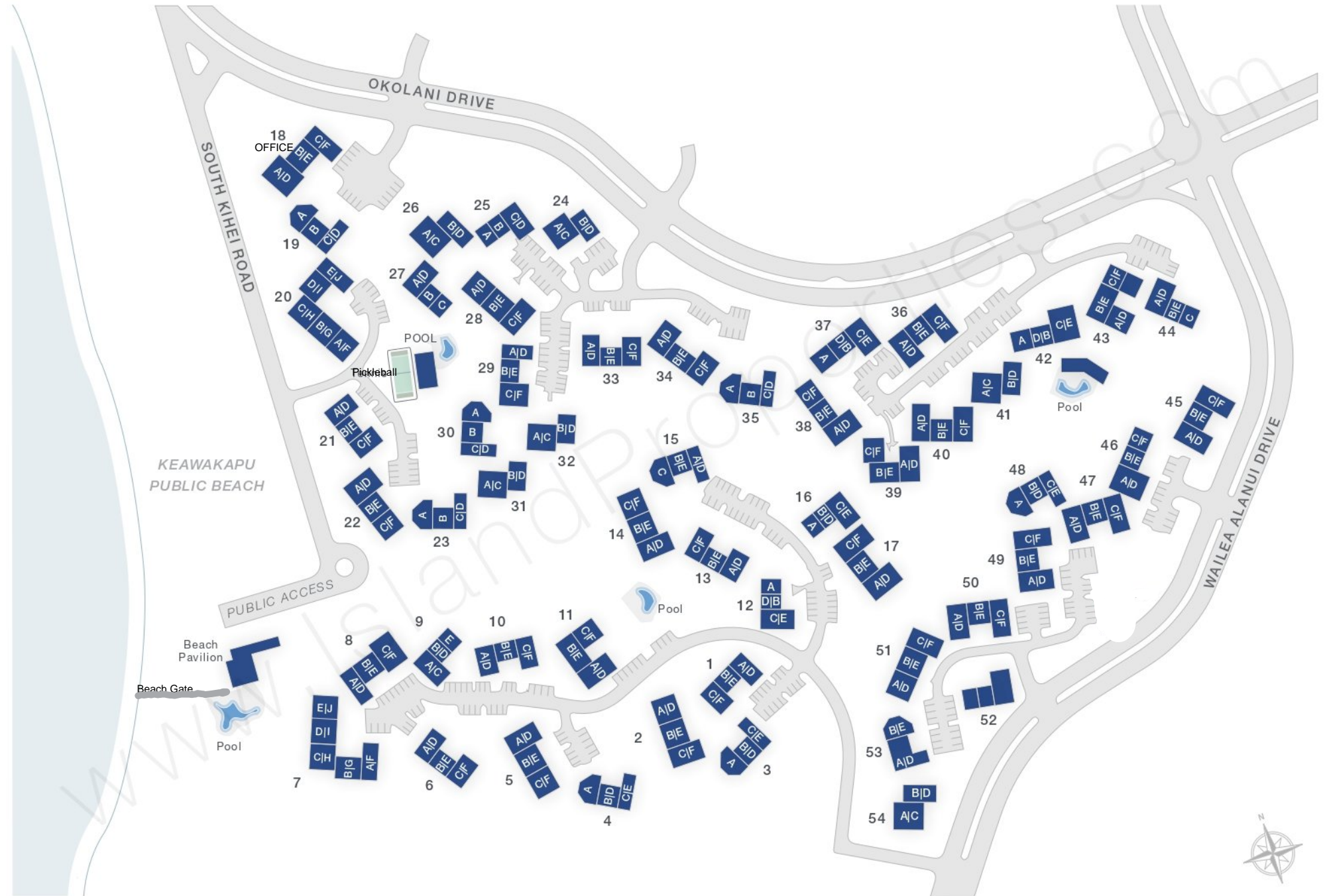
C - 1

2 BEDROOM, 2 BATH



# WALEA EKAHI VILLAGE

294 Units | Built in 1978 | 35 Acres



# WAILEA EKOLU VILLAGE

148 Units | Built in 1979 | 18 Acres



# GRAND CHAMPIONS VILLAS

188 Units | Built in 1989 | 12 Acres





# THE PALMS AT WAILEA

150 Units | Built in 1989-1991 | 16.7 Acres

