

**JOSEPH FERRARO DIRECT TESTIMONY**

**PRESENTATION HEARING**

**Land Block 2, Project 4 (Kalae) (KAK 22-024)**

**Q Please state your name, place of employment, and position.**

A Joseph Ferraro, FAIA, LEED AP; Principal and Chairman of the Board, Ferraro Choi.

**Q Please describe your educational background and experience.**

A Please see my resume, marked as an exhibit in this proceeding. I co-founded Ferraro Choi in 1988, and I am licensed in Hawaii and New York. In 2008, I was recognized as a Fellow of the American Institute of Architects for significant contributions to environmentally sustainable professional practice, and I am a past president of the Hawaii Chapter.

I currently serve as a director on a number of boards including the Hawaii Architectural Foundation and the Liljestrand Foundation, and also serve as a member on various advisory committees, including the University of Hawaii's School of Architecture, the Board of governors at the Pacific Club, and Malama Manoa, a local community organization.

**Q Please describe your firm's experience.**

A Ferraro Choi's mission is to preserve, protect and enhance the natural and built environment through sustainable architecture, interior architecture and research. Since 1988, our firm has provided architectural planning design and interior design services for commercial and institutional projects for private and government clients including K through 12 schools for the DOE, the NOAA Inouye Regional Center on Ford Island, and the Culinary Institute at Diamond Head for the University of Hawaii.

Our firm is a recognized leader in sustainable design in Hawaii. We value quality design, and strive to provide an environment that is both aesthetic and functional for every project.

**Q What has your firm been retained to do for this Project?**

A Ferraro Choi has been requested to provide architectural peer review assistance for various projects at Ward Village, including Kalae.

**Q Please describe the vision and inspiration for Kalae.**

A Kalae will be a distinctive landmark at the key intersections of Ward Avenue at Auahi Street and at Ala Moana Boulevard in Ward Village. The development complies with

and exemplifies the integration of the major design strategies of the Ward Neighborhood Master Plan, and will be adjacent to the expanded Victoria Ward Park, the Auahi Street pedestrian promenade and Ward Avenue.

The design elements of Kalae take full advantage of this location, and the development will further the intent and vision of the Ward Master Plan to provide quality mixed-use developments with street-level pedestrian activation through a variety of approaches, open green spaces, and convenient access to employment, recreation, retail and community amenities.

The Project's design also furthers the City and County of Honolulu's "complete streets" program, which values streets as important public spaces, and seeks to balance and further the needs and desires of pedestrians, bicyclists and others who use these community assets. The complete streets program encourages active street designs that are people-friendly, safe and convenient for all ages, and are multi modal for walking, biking, public transit, and automobiles. The concept creates stronger and more livable communities that are aligned with the community's vision and sense of place.

**Q In accordance with HRS § 206E-5.6, please describe specific components of the Project and how each component will protect, preserve, and enhance desirable neighborhood characteristics.**

**A** The Ward Master Plan has four principal design strategies: 1) connected public spaces; 2) Auahi Street as a pedestrian promenade; 3) mauka-makai view corridors; and 4) enhanced streetscape design.

Kalae will significantly enhance the street-level activation, pedestrian engagement, connectivity and walkability in Ward Village and the greater Ward Avenue mauka-makai corridor at this key location within the neighborhood.

The development features extensive ground floor landscaping, sculptural hardscape elements, public art, architectural screening, and seating areas that are designed to significantly enhance pedestrian engagement, activation and connectivity to and from the Auahi Street promenade, the adjacent Victoria Ward Park, and Ward Avenue. The vacated area of Auahi Street created through the realignment with Pohukaina Street will be integrated into Kalae's design, and will provide attractive areas for pedestrians by way of integrated public spaces, curvilinear pathways and hardscape elements with integrated seating, and an abundance of shade trees and attractive landscaping.

On the corner of Ala Moana Boulevard and Ward Avenue, Kalae features safe pedestrian paths and refuge areas at this busy intersection, while including generous landscaping, public art, and Ward Village sculpture signage to mark this key entrance to Ward Village.

Kalae also features ground floor commercial space to reactivate the corner of Ward Avenue and Auahi Street, and retail kiosks on the Diamond Head side of the

development (fronting Auahi Street and within Victoria Ward Park makai area), to further enhance and activate the pedestrian experience in and around the development.

The commercial and retail space in and around Kalae was designed to appropriately enhance pedestrian activation in this area while supporting VWL's strategy to concentrate retail, commercial and active uses on the mauka side of Auahi Street, and providing quieter, more relaxing activities on the makai side of Auahi Street.

The design of other elements of Kalae also enhance desirable neighborhood characteristics in Ward Village and Kaka'ako. The architectural screening of the parking structure visually reduces the scale of the podium by wrapping the two levels of parking with aesthetically pleasing metallic louvered screens with both vertical and horizontal elements. The overall architecture of the development is inspired by classic buildings of early 20<sup>th</sup> century. The ground floor and podium portions of the building take architectural clues from the Honolulu Museum of Art, the Halekulani Hotel and Shangri La, which are classic examples of Honolulu's first modern regional style influenced by the California Mission style of architecture, and in turn, the architecture of Spain. The tower's exterior takes on the characteristics of classic mid 20<sup>th</sup> century modern architecture.

Consistent with the Ward Master Plan design strategy of preserving mauka-makai view corridors, Kalae's tower is oriented in a mauka-makai direction, and the setbacks for the tower and podium will further preserve view corridors along Ward Avenue, Ala Moana Boulevard, and through Victoria Ward Park.

Kalae will be a distinctive addition to Ward Avenue and will complement and enhance the Ward Village and the greater Kaka'ako neighborhood area.

**Q     How does Kalae complement and enhance Ward Village consistent with the Ward Master Plan?**

Kalae employs numerous design strategies that are consistent with other developments approved by HCDA under the Ward Master Plan.

The Ward Master Plan expresses overall design and development strategies. The plan is not static, and expressly incorporates flexibility on how the plan is implemented given changing market, social and other conditions.

Based on the developments approved by HCDA in Ward Village to date, HCDA has recognized and supported this flexibility in the implementation of various architectural design and development strategies. This flexibility has enhanced the development of Ward Village, as it allows varied approaches to accomplish the overall design goals of the plan.

As an example, two of the four principal design strategies in the plan are to have Auahi Street as a pedestrian promenade and an enhanced streetscape design. While the plan illustrates one of many possible approaches to these strategies, HCDA has approved projects in Ward Village that effectively implement various concepts and designs to develop Auahi Street into a pedestrian promenade and activate surrounding streetscapes. These include ground floor retail / commercial spaces; attractive and unique architectural screening of parking podiums; landscaping and outdoor seating areas that encourage pedestrian gatherings; interactive sidewalk elements; public art; and passive areas that appropriately encourage pedestrians to rest or gather in a quiet, convenient setting.

These approaches are also consistent with the concept of “liners” that HCDA has referred to in the Master Plan Decision and Order, which HCDA defined as aesthetically pleasing facades that provide interaction with pedestrian traffic at ground level. HCDA noted that liners could include retail, office and residential uses, and the Ward Master Plan also proposed to wrap parking garages with commercial or residential uses or with vegetation and/or architectural features. Accordingly, the concept of “liners” contemplates a variety of approaches and is intended to provide needed flexibility in implementing the design strategies of the master plan.

The variety of approaches considered and adopted by HCDA over the years to facilitate the development of Auahi Street as a pedestrian promenade and to enhance streetscape design have allowed Ward Village to mature into a more interesting, vibrant community that incorporates various street-level pedestrian experiences that enhance the community’s wellbeing for both residents and visitors alike. Architecturally, this variety in approaches to achieving the principal design strategies in the Ward Master Plan is superior to developing the Auahi Street Promenade and enhanced streetscape design through only one method, for example, continuous retail / commercial space, or only through landscape elements.

As discussed, Kalae embodies this varied and flexible approach adopted by HCDA, and the development incorporates a number of accepted and approved design elements to effectively complement Auahi Street and activate the neighborhood streetscapes, including appropriately-scaled commercial / retail areas within and near the building, extensive landscaping around the development, outdoor seating, public art, and appropriate and interesting screening of the parking structure.

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