

TODD APO DIRECT TESTIMONY

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

A Todd Apo, Vice President, Community Development for The Howard Hughes Corporation (HHC) and Ward Village.

Q Please describe the background for this Project, and how it fits into the Ward Village Master Plan.

A As we committed to you when we were before you in late 2016 for 'A'ali'i, the next project that we would be submitting for approval would be what was then called Block I. Over the last year, we have been working to bring this next piece of the master plan to this point.

First, the name Kō'ula was provided to us by Sig, Nalani, and Kuha'o. It was with their effort to research the history of lands that we are a part of today and bringing together some key concepts that they provided the name Kō'ula. It's connection to historical place naming and its connection with the architecture of the building provides the uniqueness of this project.

Second, in thinking about how Kō'ula fits within our Ward Village Master Plan, we also took a step back to look at what's happening today – not just within Ward Village, but within the entire HCDA region. Because while a large focus of our efforts is on our 60-acres, we certainly realize that both from a market standpoint, but also from a community standpoint, what we do has to fit.

As we look at Ward Village today, I want to take a quick moment to highlight what's happened in the last year and a half. Highlights have included the opening of Anaha, recently the opening of Whole Food Market and the 720 stall public parking garage with brand new parking technology, refurbishments of the Ward Village Theaters by Consolidated, and a dining lineup of Nobu, Scratch Kitchen, Nalu, Piggy Smalls, along with the continued favorites at Ward Village. And Merriman's will open this summer. We've also put together a solid set of free community events that continues to activate Ward Village – Courtyard Cinema with HIFF, Kona Nui Nights, New Wave Friday's, Courtyard Yoga, Farmer's Market, and the Honolulu Biennial.

The last piece of Ward Village that I want to touch on is the Central Plaza. We broke ground on the Central Plaza last month. It was a great event, where we tried to share not only the feel and importance of this public open space, but also tried to create the atmosphere for people to start to experience the connection that the adjoining developments, like Kō'ula, would bring to making this open space a special place that the public would be able to enjoy both from a peaceful experience but also from a community activation standpoint. The idea of being able to shop and grab something

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to eat, and then just a few steps away be able to sit down and relax or enjoy a movie or halau. That activation is what will help make the Central Plaza special.

That sets the foundation to talk about Kō'ula.

As you may know, a lot of my job focusses on talking to the community - Government, business, community, non-profit organizations. One thing I have found from those conversations, is that the comments and thoughts have moved away from the towers and been more about the community. Obviously, the buzz around the opening of Whole Foods has been strong. The two comments I have received the most is (i) the size and selection that exists and (ii) the ease of parking – which makes this location so desirable. The Central Plaza has also been a point of interest for the public. They are glad to see this public open space locating in the center of Ward Village. And then, as more people have been exposed to them and as we have worked with both paid and earned media to highlight them, the locally owned small businesses that are at South Shore Market, and Chubbies Burgers food truck, and the soon to be open Ohana Market, are becoming more and more recognized as setting Ward Village apart from other desitnations. It is what is starting to define our community.

This is important because Kō'ula adds so much to what we have been hearing about. As you hear more about Kō'ula today, I hope you will recognize that the team has taken that input and incorporated that into what makes sense for the market demand that exists today.

Kō'ula ground floor is dedicated to public space. It is that connection to the Central Plaza and the experience that will be created along Auahi St and the Halakuwila Extension that makes Kō'ula “right” for its location in the center of Ward Village. We have moved the residential experience – the lobby and porte cochere – up to the second floor so that it doesn't take up space at the ground level. One of the great benefits is the public drop off area on the ground floor of Kō'ula. The future is less about parking and more about the drop off experience. Uber, Lyft, and ultimately driverless cars will bring a premium to that drop off experience that many of us provide for our children today. Kō'ula creates a public porte cochere off of the street and creates a great public experience that brings people into the Central Plaza.

This all happens with the modification we are asking for, which is to go from 45 to 75 feet in podium height. We will present the details of that next week, but as we all discussed in our last permit hearing for 'A'ali'i, the podium height modification request is provided for in the rules and was contemplated as a necessity in the approved master plan. The 75 foot podium is consistent with the other projects mauka of Auahi St. Those areas fronting Ala Moana are 65 feet. The 75 feet allows us to hide the parking and bring additional public space to the ground floor, along with providing podium level homes, to the community. And, based on your feedback during our 'A'ali'i hearings, we have found ways to terrance back that frontage along Auahi St, and push back the building footprint to provide more public space at the ground level.

Last, and perhaps least important in the entire picture of Kō'ula, is the homes. I don't mean to minimize the homes, but especially because Kō'ula adjoins the Central Plaza, the residential aspect – all of which fit any requirements of the Master Plan – are almost less important than everything I have attempted to explain so far. As you may have read, Waiea, Anaha and Ae'o are, combined, nearly 97% sold. There are around 10 homes left for sale in those three buildings. Ke Kilohana has less than 30 homes remaining. And 'A'ali'i sales are going well, as we are approaching 50% sold. It is time for the next residential project to be put into the pipeline and bring it to market. So with that, we are before you for Kō'ula:

- Bring 570 homes to our local market and increase the supply of housing;
- Continue the community development of Ward Village as a complete masterplanned community by continuing to add housing options in Ward Village;
- Build to the demand we have seen in the market from projects like Ke Kilohana, Ae'o, Waiea, Anaha and most recently Aalii;
- Build to the community input we have received on price, amenities, lifestyle; and
- Fulfill the "live, work, play" vision of the Ward MP and HCDA in the development of Kaka'ako

We set out to accomplish these goals by:

- Designing homes to meet market demand for size/type and price;
- Providing building amenities requested in community feedback;
- Providing street level/complete street amenities requested in community feedback;
- Engaging in long term planning to fit long term/future development of the Ward MP area; and
- Providing at least 64 reserved housing units at the Project or off-site within Ward Village.

Q Who is this Project intended to benefit?

A Kō'ula will benefit the entire community by activating the ground level community and bringing much needed retail and dining to the Central Plaza. A parking structure next to the Central Plaza makes no sense for this public space. Kō'ula is designed to bring that public benefit as a key part of the project. From a housing perspective, we need more homes – at all price points. Kō'ula will fill a gap in the current supply of homes for Ward Village and Kaka'ako.

Q Please describe some of the important components of the Project that were developed in conjunction with community input.

A Many of the features of Kō'ula were planned based on the community input. The highlights include:

- **Street Level**
 - Enhancement of the adjacent Central Plaza and streetscapes through pedestrian friendly walkways, shops, restaurants, community amenities, landscaped areas and water features;
 - Bicycle parking at ground level near retail areas;
 - Ground level drop off and valet area to accommodate easy public access to the central plaza and first level commercial uses, encouraging patrons to utilize cabs, ride sharing and eventually driverless cars to reduce traffic in the area.

- **Recreation Deck**
 - Pool with deck space and cabanas;
 - Children play area;
 - Multiple BBQ areas; and
 - Extensive indoor and outdoor recreation space for resident gatherings and other events.

- **Expected Floor Layouts**
 - Generous floor plans;
 - Homes orientated toward ocean views;
 - Generous and protected lanais in every tower unit; and
 - A true indoor/outdoor living experience in a condo tower.

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