

JOSEPH FERRARO DIRECT TESTIMONY

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

A Joe Ferraro, FAIA, LEED AP
Ferraro Choi And Associates, Ltd. (FCA)
Principal

Q How long have you been in this position?

A 30 years.

Q Please describe your educational background and experience.

A Please see my resume, attached as **Exhibit H-1**.

Q Please describe your firm's experience.

A FCA provides architectural, planning and interior design services for commercial and institutional projects for federal, state, municipal and private clients. We are a recognized leader in sustainable design in Hawaii and are routinely commissioned for unique projects that conserve resources, use renewable energy, and provide healthy environments for their occupants.

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

A FCA is providing Howard Hughes Corporation (HHC) with peer review assistance relating to its entitlement submissions for this Project.

Q Please provide a description of the Project.

A Kō'ula is a mixed use high-rise residential tower providing approximately 570 homes, 58,300 sf of retail space, 10,800 sf of open space, and 58,496 sf of recreational area located on Auahi Street on Land Block 1 in Ward Village within the Kakaako Mauka district. Residences are a mix of studios and one, two and three bedroom units. Kō'ula's proposed height is 400 feet with an additional 18 feet for rooftop elements, and will provide approximately 732 off-street parking spaces.

Q Please describe the vision and inspiration for this Project.

A The Project's vision will help to fulfill the need for housing in our City's urban environment near work, play, and shops, and with schools and entertainment nearby. The Project's mixed use design adds to the City's "Complete Streets" concept for the Kakaako neighborhood where streets are people friendly, safe and convenient for all ages, and are multi modal for walking, biking, public transit, and automobiles. The Project's location within walking distance to the City's proposed rail station enables

EXHIBIT H

residents to travel to and from their home without the need for a car. The Project will also border, and is designed to complement, the Ward Village Central Plaza.

Q In accordance with Act 61 (HRS 206E-5.6), please describe specific components of the Project and how each component will protect, preserve, and enhance desirable neighborhood characteristics.

A Honolulu is the eleventh largest city in the nation. Unlike older and successful cities with larger densities, the HCDA planning guidelines for Kakaako provided for residential towers atop a podium designated for parking to encourage open space and larger view planes. With the urgent need for more housing and the focus on higher densities within the urban core of Honolulu, current thinking has changed. Both the City and the HCDA have encouraged the development model of “complete streets,” which in part moves the building’s parking inward and upward to allow for habitable and friendlier space along the building’s street front. Retail shops, commercial services and areas to sit activate the sidewalk and encourage community interaction and safer neighborhoods that the design incorporates from an earlier era in Honolulu.

Kō’ula’s design embodies these concepts, and mixes the uses of residential, commercial and retail, which makes for friendlier communities and healthier residents who can walk, bike and recreate without commuting, thus reducing the need for automobiles. Mixed use also grows businesses -- both local “mom & pop” and national brands -- that provide services and jobs within the neighborhood.

The grass roots planning of this project builds upon the feedback of the local community, recent buyers and applicants for housing, and the comments and recommendations of the HCDA and the City and County of Honolulu.

The building’s tower is oriented in a mauka-makai direction preserving and enhancing city wide views and opening a new view corridor to the ocean. The building faces and defines the Diamond Head side of the new Central Plaza, which will provide a large outdoor gathering space to the public. Generous amenities have been provided in the design for the public and the residents including secure parking for bikes, café’s to meet and communicate, outdoor and indoor areas for families and friends to gather, and services, restaurants, parks, nearby beaches and public transit within a comfortable walking distance to home.

#