

JOSEPH FERRARO DIRECT TESTIMONY

MODIFICATION HEARING

Land Block 5, Project 3 (The Launiu) (KAK 23-001)

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 Institute's 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, and Malama Manoa, a local community-based 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. My recent projects in Hawai'i include the corporate offices for HEMIC, Central Pacific Bank, and the NOAA Inouye Regional Center on Ford Island.

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 The Launiu.

Q Please describe the modifications requested for this Project.

A As contemplated by the Ward Neighborhood Master Plan ("Ward MP"), and consistent with other developments in Ward Village and the Mauka Area, Victoria Ward, Ltd. is

requesting two modifications to the 2005 Mauka Area Rules (the “Vested Rules”) for The Launiu to:

1. Increase the development’s mixed-use platform height from forty-five (45) feet to sixty-five (65) feet in order to move the parking up and away from the street front, accommodate more open space in and around the development, and create street-level, mixed-use commercial space; and
2. Permit a continuous building façade on the platform above twenty (20) feet (instead of the 1:1 setback) on the Ala Moana Boulevard and Ward Avenue view corridors in order to facilitate additional ground level space and pedestrian activation, better define the edge of the street, and allow a more interesting articulation of the building façade, including at the corners and mid-block along the streets.

Q Hawaii Administrative Rules (“HAR”) §15-22-22 provides that modifications are permitted if the applicant can demonstrate that: (1) the modification would provide flexibility and result in a development that is practically and aesthetically superior to that which could be accomplished with the rigid enforcement of this chapter; (2) the modification would not adversely affect adjacent developments or uses; and (3) the resulting development will be consistent with the intent of the Mauka Area Plan.

In your professional opinion, do the modifications provide flexibility and result in a development that is practically and aesthetically superior to that which could be accomplished with the rigid enforcement of the rules?

A Yes. The increase in the platform height to 65 feet provides significantly more flexibility in the design of The Launiu. This modification allows a significant volume of the parking within the platform to be pulled up and away from the perimeter of the development, including adjacent to the redeveloped area on the mauka side of the development created through the realignment of Auahi Street.

The modification results in a more compact platform that provides flexibility to add open space in and around the development. The modification also provides the flexibility to include residences on floors 2-6 of the platform, as well as the ground floor commercial space along Ward Avenue, which will wrap around the corners facing Ala Moana Boulevard and the former Auahi Street. The conceptual renderings of the platform streetscape shown in Exhibits 24 - 27 of the Application illustrate that the additional open space and commercial areas will significantly increase pedestrian access and activation in and around the platform, and the modification results in a building form that is aesthetically superior to a structure without the modification.

The platform setback modification also provides flexibility in design and results in an aesthetically superior architectural form. The continuous platform façade along Ala Moana Boulevard and Ward Avenue results in a better-defined and more cohesive

building edge along these thoroughfares (instead of the 1:1 “stepped” approach contemplated under the Vested Rules). This requested modification also provides additional flexibility to add more interesting architectural elements on the façade as well as on the corners of the platform. The conceptual renderings shown in Exhibits 24 - 27 of the Application visually illustrate the aesthetic value of this modification.

The inclusion of the undulating wave design, green wall, and residences that will screen the parking structure and provide pedestrian interest and activation along Ala Moana Boulevard, Ward Avenue, and the redeveloped area of Auahi Street are much more effective if employed along a continuous façade, versus the segmented, stepped approach as contemplated in the Vested Rules.

Notably, the 75-foot tower setback required by the Vested Rules along Ward Avenue and Ala Moana Boulevard will be maintained, thus materially preserving, protecting and framing these important view corridors.

In my opinion, the Launiu’s platform design thoughtfully and effectively implements the concepts originally proposed by VWL’s Ward MP, which HCDA determined, among other findings, would “provide flexibility for different uses and various design strategies noted in the Master Plan, including concealed parking structures and pedestrian-friendly facades, which will result in a development that is practically and aesthetically superior to one which could be accomplished without such modifications.”

Q In your professional opinion, do these modifications adversely affect adjacent developments or uses?

A No. Both the platform height and the platform setback modifications are fully consistent with the Ward Master Plan, and significantly, are also consistent with other developments approved and constructed within Ward Village, including Anaha, A’eo, Ke Kilohana, ‘A’ali’i, Kō’ula, Ulana, and The Park Ward Village. In my professional opinion, granting these modifications will not adversely affect adjacent developments or uses, but instead will ensure that The Launiu is consistent and compatible with the design and architectural character of other developments within Ward Village and the Mauka Area. This facilitates a more cohesive, aesthetically pleasing experience for the residents and visitors of the Ward Village community and the greater Kakaako area.

On a practical level, the inclusion of primarily studio and one bedroom homes on floors 2 through 6 of the platform (overlooking Ala Moana Boulevard, Ward Avenue, and the redeveloped area of the former Auahi Street), in addition to providing a diversity of housing options, will also foster a greater sense of community, and enhance neighborhood / street-level awareness within Ward Village.

In addition, the modifications also do not adversely affect other elements of adjacent uses and developments. The modifications will not materially impact Mauka-Makai view corridors, and will alleviate the need for (and potential impacts caused by)

subsurface excavation for parking. The modifications will also not result in adverse shadow effects on the neighboring uses.

Q In your professional opinion, do these modifications result in a development that is consistent with the intent of the Mauka Area Plan?

A Yes. The Mauka Area Plan envisions the development of mixed-uses, pedestrian-friendly streetscapes, preservation of major view corridors, open space, and recreational space.

As contemplated in the Ward MP, and as recognized in HCDA's Decision and Order approving the Ward MP, both modifications to the platform are consistent with these design objectives. The modifications will result in a platform that will significantly increase street-level pedestrian interaction, activation, and access; provide additional open space in and around the building; facilitate a more aesthetically-pleasing streetscape; and materially preserve the Ala Moana Boulevard and Ward Avenue view corridors. Both modifications will advance the Mauka Area Plan's (and the Ward MP's) vision for an active, pedestrian-oriented mixed use urban community with compatible design characteristics.

Q In your professional opinion, are these modifications necessary to implement the live, work, play vision of the Mauka Area Rules and the Ward MP?

A Yes. As demonstrated through other developments in Ward Village and the Mauka Area, the proposed modifications for The Launiu are integral to creating a neighborhood where residential, commercial, and retail uses are incorporated to be mutually beneficial to each other.

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