

**EMALIA PIETSCH DIRECT TESTIMONY**

**PRESENTATION HEARING**

**Land Block 1, Project 6 (Mahana Ward Village) (KAK 23-027)**

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

A Emalia Pietsch, Vice President, Retail Services Division, Colliers Hawaii

**Q How long have you been working at Colliers?**

A I have been with Colliers for more than 16 years.

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

A Please see my resume, which is attached as an exhibit in this proceeding.

**Q Please describe Colliers' experience.**

A Colliers is a leading diversified real estate services and investment management company with operations in 68 countries and a network of over 18,000 professionals worldwide. Colliers has roots in Hawaii going back to 1973, and is one of the leading commercial real estate firms in the state and country. We have extensive knowledge and experience of the supply and demand of real estate in Kakaako and the Honolulu urban core, including residential, commercial, and industrial/light industrial uses.

**Q What has your firm been retained to do for this project, Mahana Ward Village (Land Block 1, Project 6)?**

A Victoria Ward, Ltd. (VWL) requested that we provide an analysis and conclusions regarding the benefits of retail / commercial space at Mahana Ward Village to increase pedestrian activation, the retail strategy in Ward Village, and the proposed project modification.

**Q Please describe your analysis and conclusions.**

A In my expert opinion, the retail spaces in and around Mahana Ward Village are strategically located to maximize pedestrian activation and are appropriately scaled to meet market demands given the location and proximity of other planned / existing retail in the vicinity without oversaturating the market. See Appendix B (Ward Village Street Level Plan).

Mahana Ward Village will be on Land Block 1, which is bounded by Queen Street to the northeast (mauka), Kamake'e Street to the southeast (Diamond Head), Auahi Street to the southwest (makai), and Ward Avenue to the northwest ('Ewa).

Within Land Block 1, Mahana Ward Village is bounded by Ward Avenue to the northwest, a HART station easement to the north, Queen Street to the northeast, 'A'ali'i to the southeast, and the future Halekauwila private driveway to the southwest. Mahana Ward Village will have convenient access from Halekauwila, which will provide a direct route through Ward Village and connect the greater Kaka'ako community via Halekauwila west of Ward Avenue.

With a sleek, angular building design, Mahana Ward Village will be a distinctive landmark and, along with The Park Ward Village, 'A'ali'i, Kō'ula, 'Ae'o, and Anaha, will energize the mauka side of Ward Village.

Mahana Ward Village includes a plaza on the northwest corner adjacent to the HART station easement, which will provide a natural transition to and from the planned station, and allows for seating areas that will activate the ground level at the corner of Ward Avenue and Halekauwila.

The podium features nearly 17,000 square feet of ground floor commercial space (fronting both the plaza and Halekauwila). Ample shaded outdoor seating fronting the ground floor commercial space will further activate this key intersection and encourage access to the Halekauwila retail corridor, and the expanded Victoria Ward Park. See Figure 4-1 (Mahana Ward Village Building and Site) and Exhibit 5 (Landscape Plan) of the PDP application for Mahana Ward Village (Exhibit 1).

The podium also incorporates an outdoor triple-height colonnade that lines the Halekauwila frontage, providing a protected walkway between parking, retail, and residences, while also providing covered outdoor seating for future food and beverage offerings on the ground floor, enhancing customer experiences.

In addition to its own retail offerings and features to activate this key intersection, Mahana Ward Village will also be an important component of the Halekauwila retail corridor. Anchored by Longs Drug Store in Ke Kilohana, and the Whole Foods Honolulu flagship store in A'eo, Victoria Ward has envisioned Halekauwila as an intimate, neighborhood-focused retail corridor. In addition to providing east-west connectivity through Ward Village, the Halekauwila retail corridor will provide a shaded, landscaped pedestrian experience, with local shops, neighborhood cafes, and various retail experiences, all within walking distance of the expanded Victoria Ward Park.

Mahana Ward Village, for example, will complement the ground floor retail surrounding the podium at The Park Ward Village across the street, as well as the neighborhood offerings in the retail spaces along and near Halekauwila in Ke Kilohana, 'A'ali'i, Kō'ula, A'eo and Anaha.

Halekauwila will feature wide, shaded pedestrian walkways, shade trees, and native plantings to encourage and enhance pedestrian exploration. In addition, bicyclists will have convenient access through bicycle pathways and bikeshare facilities, all of which are intentionally designed to generate sufficient footfall needed for success for the retail and recreational activities in the area.

The retail strategy employed through Mahana Ward Village through its own retail and commercial spaces, and also as part of Victoria Ward's plan for the Halekauwila retail corridor, is an excellent example of a project that will effectively contribute to the thoughtful and holistic strategy for Ward Village, which offers complementary, balanced uses, is essential to encourage sustainable growth and long-term success for retailers, and stands to deliver substantial benefit to residents and visitors to the community.

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