

EMALIA PIETSCH DIRECT TESTIMONY

MODIFICATION 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 the modification requested for this Project.

A VWL is requesting one modification to the 2005 Mauka Area Rules (the "Vested Rules") for Mahana Ward Village to increase the mixed-use platform height from forty-five (45) feet to seventy-five (75) feet.

Q What is your understanding of the effect of the requested modification?

My understanding is that the modification to increase the platform height allows the bulk of the parking structure to be pulled up and away from the street front, which provides additional volume for street-level retail, restaurant, and mixed-use space, additional ground-floor open space, and residential units in the podium.

The conceptual renderings of the platform and streetscape shown in Exhibits 29 - 32 of the Application illustrate that the additional open space and commercial areas will significantly increase pedestrian access and activation in and around the platform, including through the plaza area facing Ward Avenue, the open colonnade (which also provides shaded pedestrian access and seating for food and beverage options), and the podium-level homes facing Halekauwila and Victoria Ward Park.

In addition to the podium-level homes on floors two through seven, the platform will also include architecturally-interesting elements, including green walls, a series of vertical panels, and landscaping to screen the parking garage and create a three-dimensional effect along the portion of the façade most visible to pedestrians.

Q Please describe how the requested modification provides community benefits.

A As discussed previously, the modification to increase the platform height allows the bulk of the parking structure to be pulled up and away from the street front, which provides additional volume for street-level retail, restaurant, and mixed-use space, additional ground-floor open space, and residential units in the podium.

In my expert opinion, the modification is necessary for the success of the commercial and retail components of this project, as it facilitates a reasonable and appropriate amount of street-level retail, restaurant, and mixed-use space, which will generate sufficient footfall and pedestrian interest to sustain the retail offerings within Mahana Ward Village when considered alone, as well as in conjunction with Victoria Ward's plans for the Halekauwila retail corridor. The additional ground-floor open space made possible by the modification also provides community benefits by encouraging pedestrian activation, and allowing the delivery of retail and other uses that meet market demands.

The retail strategy employed through Mahana Ward Village, facilitated by the requested modification, and also considered in light of Victoria Ward's plans for the Halekauwila retail corridor, which integrates retail from Ke Kilohana, Mahana, The Park Ward Village, 'A'ali'i, Kō'ula, A'eo and Anaha, is consistent with the 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.