

EMALIA PIETSCH DIRECT TESTIMONY

MODIFICATION HEARING

Block D (Land Block 4, Project 1) (KAK 23-037)

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, Block D?

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

Q Please describe the modifications requested for this Project.

A VWL is requesting two modifications to the 2005 Mauka Area Rules (the "Vested Rules"), including for Block D to increase the mixed-use platform height from forty-five (45) feet to sixty-five (65) feet, and to permit a continuous building façade on the platform above twenty (20) feet (instead of the 1:1 setback) on the Ala Moana Boulevard view corridor.

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

My understanding is that the modifications to increase the platform height and to permit a continuous building facade allows the bulk of the parking structure to be pulled up and away from the street front, which provides additional volume facilitating the ground-level retail, food and beverage, and commercial space along the most viable and accessible locations along Auahi Street and facing an outdoor seating area within the Diamond Head Plaza Park.

In addition, the podium height modification provides the height and vertical surface necessary to effectively activate the ground floor spaces on both the Auahi Street and Ala Moana Boulevard frontages, and connect the architectural elements of the tower to the podium's façade, providing a continuous and cohesive canvas.

The conceptual renderings of the platform and streetscape shown in Exhibits 34 - 37 of the Application illustrate that the additional architectural features and commercial areas will significantly increase pedestrian access and activation in and around the platform, including through the retail colonnade facing Auahi Street and facing the Diamond Head Plaza Park, which also provides shaded pedestrian access and seating for the public to gather.

Q Please describe how the requested modifications provide community benefits.

A As discussed previously, the modifications to increase the platform height and to permit a continuous building facade allows the bulk of the parking structure to be pulled up and away from the street front, which provides additional volume facilitating the ground-level retail, food and beverage, and commercial space along the most viable and accessible locations along Auahi Street and facing the Diamond Head Plaza Park, and which will enhance the walkability of the neighborhood.

In addition, the podium height modification provides the height and vertical surface necessary to effectively connect the architectural elements of the tower to the podium's façade, providing a continuous and cohesive canvas that is more aesthetically pleasing and allows for a seamless transition of Block D from the street-level podium to the vertical tower.

In my expert opinion, the modifications are necessary for the success of the commercial and retail components of Block D, as they facilitate a reasonable and appropriate amount of ground-level retail, restaurant, and commercial space along the most viable and accessible locations along Auahi Street and facing the Diamond Head Plaza Park.

The intentional and convenient location of the ground-level retail, food and beverage, and commercial space is essential to generate sufficient footfall and pedestrian interest to sustain the retail offerings within Block D when considered alone, as well as in

conjunction with the Auahi Street promenade. The additional ground-floor open space and architectural features made possible by the modifications also provide community benefits by encouraging pedestrian activation, and allowing the delivery of retail and other uses that meet market demands.

Facilitated by the modifications, the retail colonnade is conveniently accessible and intentionally designed to generate sufficient footfall needed for success for the retail and recreational activities in the area.

The retail strategy employed by Block D through its own retail and commercial spaces, and also as part of Victoria Ward's plan for the Auahi Street promenade, 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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