

EMALIA PIETSCH DIRECT TESTIMONY

PRESENTATION HEARING

Block E (Land Block 4, Project 2) (KAK 23-038)

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 E?

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

Q Please describe your analysis and conclusions.

A In my expert opinion, the retail spaces in and around Block E 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 D (Ward Village Street Level Plan).

Block E will be located within Land Block 4 in the Auahi neighborhood, which is bounded by Auahi Street to the north (mauka), the Block D to the west, the IBM Building to the east, and Ala Moana Boulevard to the south (makai).

Block E's building location and orientation enhance mauka-makai views and seamlessly integrate Block E with a pattern of a connected, walkable, and active community at Ward Village.

Block E will be uniquely located between Ala Moana Boulevard, the curated commercial and retail lined Auahi Street, adjacent to and harmonizing with Block D and the Diamond Head Plaza Park to the west, and the historical IBM Building, which has been renovated and preserved by VWL, to the east.

To enhance pedestrian activation and energize the street level experience, Block E will feature wide sidewalks, shade trees and landscaping, minimal curb cuts, public art, ground-floor commercial space, and aesthetically pleasing facades that screen the podium parking garage.

Along Auahi Street, Block E's ground floor engages the public and draws residents and visitors alike. Block E's podium includes an arched retail colonnade, which will deliver nearly 7,500 square feet of commercial space along Auahi Street. The retail colonnade offers shade and shelter to strolling pedestrians and activates that ground level shopfronts. Located at the Diamond Head-Makai side of Ward Village, Block E will generate new demand and support for Ward Village and Central Kaka'ako businesses.

The Block E retail colonnade seamlessly connects to the adjacent Block D retail colonnade on the Ewa side, which transitions into a generous plaza fronted by the Block D residential lobby and further leads to additional retail and the Diamond Head Plaza Park at the corner of Auahi Street and Kamake'e Street. The retail colonnade is conveniently accessible to pedestrians through a shaded pedestrian promenade with wide walkways, bicyclists through bicycle pathways and bikeshare facilities, and visitors traveling by vehicle through district parking garage at the Ward Village Shops/South Shore Market, all of which is intentionally designed to generate sufficient footfall needed for success for the retail and recreational activities in the area.

In addition to its own retail offerings and features, Block E will also be an important component of the Auahi Street promenade envisioned as a great pedestrian-oriented urban promenade and shopping street – a landscaped spine full of activity and character. The ground floor commercial space in Block E activates and adds visual interest to Auahi Street together with Anaha and the South Shore Market, providing a collection of locally owned or one-of-a kind boutiques, small businesses, food and beverage options, and a selection of specialty and every-day items, creating a one-of-a kind destination to live, shop, dine, and explore, and an enhanced, active pedestrian experience within Ward Village.

The retail strategy employed by Block E 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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