RES25-091
Testimony

MISC. COMM. 194

ZONING (ZON)

ZONING (ZON) Meeting

Meeting Date: Apr 3, 2025 @ 09:00 AM

Support: 3

Oppose: 0

I wish to comment: 0

Name:	Email:	Zip:
Jacob Wiencek	jacob.m.wiencek@pm.me	96815
Representing:	Position:	Submitted:
Self	Support	Mar 30, 2025 @ 07:00 PM

Testimony:

Aloha Committee Members,

As a resident of Waikiki, I understand how crucial tourism is to not just our city economy, but the entire Hawaii economy. We are the economic engine that powers our state and our resorts are the foundational pillars of that prosperity. Hilton Hawaiian Village is a major part of that economic engine and ensuring the present and future success of this project is critical to the prosperity of Waikiki, Honolulu, and Hawaii.

This proposal seems reasonable and necessary to the future success of tourism in Waikiki. I urge the Committee to SUPPORT this bill moving forward.

Name:	Email:	Zip:
Paul Kosasa	pkosasa@abcstores.com	96813
Representing:	Position:	Submitted:
ABC Stores	Support	Apr 1, 2025 @ 02:27 PM

Name:	Email:	Zip:
Rick Egged	rick@waikikiimprovement.com	96815
Representing:	Position:	Submitted:
Waikiki Improvement Association	Support	Apr 1, 2025 @ 05:11 PM

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March 31, 2025

Chair Esther Kia'āina
Vice Chair Tyler Dos Santos-Tam
City Council Committee on Zoning
Thursday, April 3, 2025

Re: **Resolution 25-91 – The Hilton Hawaiian Village Master Plan (2024/SMA-104).**

Aloha Chair Kia'āina, Vice Chair Dos Santos-Tam and Members of the Committee on Zoning:

My name is Paul Kosasa, and I am the President and CEO of ABC Stores, a local family business. I am writing today to share my support for Park Hotels & Resorts' new Ala Moana Boulevard (AMB) Tower project at Hilton Hawaiian Village. ABC Stores has called Waikīkī home since 1964, with a presence at Hilton Hawaiian Village for nearly 40 years. Today, we have two locations at the Hilton Hawaiian Village campus -Tapa Tower and Rainbow Bazaar- where visitors to the Waikīkī area can shop for a wide selection of grocery and pharmacy items, souvenirs, and cosmetics right on hotel property.

We greatly value our partnership with Hilton Hawaiian Village and believe the AMB Tower project will further strengthen that relationship. We expect the project will bring more customers to local businesses like ABC Stores because of the 515 hotel rooms that will be added to the campus. This project will replace our old existing ABC Store with a brand new, exciting store, creating the opportunity to hire more local residents and staff to work in this new space. In fact, commercial real estate agency CBRE estimates that after construction, hotel and retail operations at the AMB Tower are anticipated to create 370 full-time equivalent jobs on site and an additional 123 associated secondary/off-site jobs, for a total of 493 full-time equivalent jobs.

For these reasons, ABC Stores fully supports Park Hotels & Resorts' plans to revitalize the 'Ewa gateway to Waikīkī with the new AMB Tower. The positive economic impacts would be invaluable to local businesses like mine, the City and County of Honolulu, the State and local residents. We hope you will consider standing behind this project as well.

Mahalo,

Paul Kosasa
President and CEO

WAIKĪKĪ IMPROVEMENT ASSOCIATION

Testimony of Rick Egged
President, Waikiki Improvement Association
Before the
Honolulu City Council Committee on Zoning
Thursday, April 3, 2025
In consideration, of

Park Hotels & Resorts

Application for PD-R and SMA for the Ala Moana BLVD Tower Project

Aloha Chair Aloha Chair Kia'āina, Vice Chair Dos Santos-Tam and Members of the Committee on Zoning:

My name is Rick Egged, President of the Waikīkī Improvement Association (WIA), a nonprofit organization dedicated to enhancing the physical, economic, and cultural aspects of Waikīkī. I am writing to express WIA's support for the proposed Ala Moana Boulevard (AMB) Tower at Hilton Hawaiian Village.

This project will help achieve a longstanding community aim to enhance the Ewa gateway to Waikīkī by replacing aging buildings currently on site with a state-of-the-art tower that provides a more visually appealing and appropriate welcome for locals and visitors alike. The new hotel's contemporary design, inspired by and celebrating the natural beauty of Waikīkī, will make it a seamless addition to the Hilton Hawaiian Village campus.

It has been more than two decades since a new hotel was built in Waikīkī. By adding new hotel rooms, we can ensure Waikīkī is well-positioned to meet changing visitor preferences and demand for accommodations. Adding new hotel rooms will also help address the troubling spread of vacation rentals into O'ahu's residential communities by redirecting visitors to Waikīkī, where we can maximize the benefits and minimize the impact on residents and our natural resources.

Park Hotels & Resorts' significant investment in building the AMB Tower reflects their commitment to the continued success of Hilton Hawaiian Village, which has been hosting guests and employing local residents for over 65 years, and its more than 2,000 team members. The project will bring significant economic benefits to Waikīkī during construction and after the hotel opens its doors. Current estimates

indicate hotel and retail operations will generate nearly 500 new full-time job opportunities onsite and across the island.

Beyond its economic contributions, WIA welcomes AMB Tower's other community benefits, including public art installations by local artists and a new monthly makers market featuring local artisans and musicians who can share their talents and grow their businesses. We were also heartened to learn that the AMB Tower is being thoughtfully designed to promote sustainability and resilience, with proactive measures to protect critical infrastructure from potential impacts from sea-level rise.

For these reasons, WIA supports the proposed AMB Tower at Hilton Hawaiian Village, and respectfully ask the committee to consider doing the same.

Mahalo nui loa,



Rick Egged
President, Waikīkī Improvement Association