

# Kakaako Connection

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HAWAII COMMUNITY  
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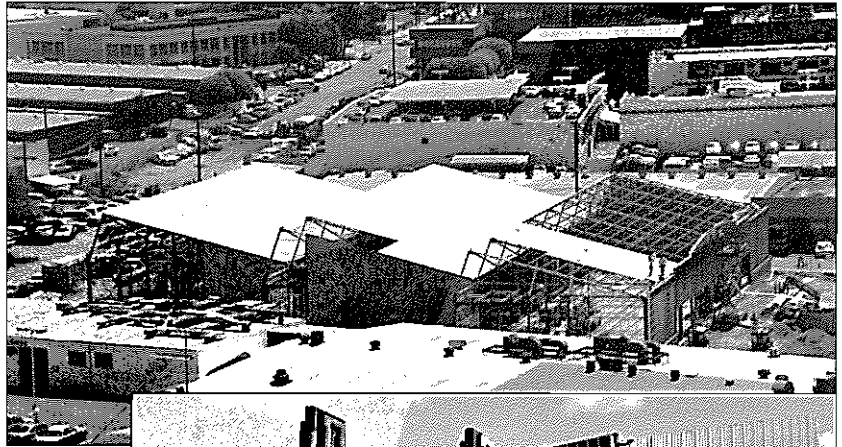
KAKAAKO  
Where Honolulu Greets the Sea

"Things are happening again in Kakaako..."

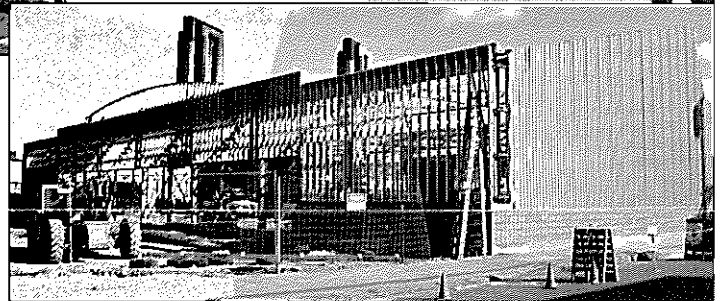
## RESURGENCE OF SMALLER SCALE DEVELOPMENT OCCURING IN KAKAAKO DISTRICT

Over the past three years, development activity in the State of Hawaii has slowed considerably. This trend has also been evident in the Kakaako District where the flurry of large-scale developments of former years has gradually been curtailed.

The good news, according to HCDA Chief Planner Eric Masutomi, is the noticeable resurgence of activity in smaller scale development in Kakaako since the beginning of this year. "Things are happening again in Kakaako," Masutomi explains. "I think the scale (of development) is indicative of an adjusting market. This is very encouraging because although it may not be readily apparent, we are beginning to see new investment coming into the Kakaako District." He stated that the emergence of smaller projects in the District comes on the heels of changes to development rules made by the HCDA Board last year, which were



Office Max



specifically aimed at facilitating and encouraging small-scale development in Kakaako.

A sampling of some of the more recent noteworthy small-scale developments constructed or under development in Kakaako follows.

### OFFICE MAX PROJECT

Construction is proceeding on the extensive rehabilitation of an existing structure at 770 Ala Moana Boulevard

*Continued on Page 2*

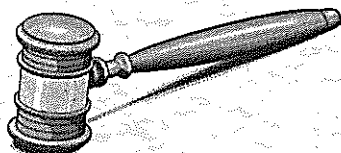
## HAWAII COMMUNITY DEVELOPMENT AUTHORITY

### Regular Meeting

October 12, 1995 2:00 p.m.

677 Ala Moana Blvd.

Suite 1000 Conference Room



#### Action Item:

- o Approval of amendments to the One Archer Lane (King Street Place) Mixed-Use Planned Development Project

Note: Agenda items are tentatively set at the time of newsletter printing. Call the HCDA office for more information.



**CONSTRUCTION UNDERWAY:  
BUSINESSES IN PROJECT AREA  
READY TO SERVE YOU AS USUAL**

Now that the Improvement District 4 (ID-4) Project is in full swing, the Hawaii Community Development Authority would like to remind the public that the many merchants and businesses located in the project area along Kamakee Street (from Kapiolani Boulevard to Queen Street) are indeed open for business, accessible and in need of your continued support.

Sewer work at the intersection of Kamakee and Waimanu Streets was recently completed and work has begun on a sewer line along Kamakee Street, in the area fronting Waimanu Grill and Auto Fender Clinic. This work is estimated to take two weeks to complete. Work on the underground telephone system will then begin on Kamakee Street between Kawaiahao Street and Kapiolani Boulevard.

According to Assistant Chief Engineer Neal Imada, "Phased infrastructure work on the Diamond Head side of Kamakee Street between Queen and Kawaiahao Streets could be started while the underground telephone work is underway. The HCDA will monitor traffic conditions to determine whether simultaneous work will be too disruptive. If we determine that it will cause too much disruption, the phase work will not be started until the telephone work is completed in late November or early December 1995."

He adds, "We'd like to thank everyone for being so patient with the ongoing construction and traffic inconveniences." Persons with any questions or concerns on the ID-4 construction should not hesitate to call either Stephen Miyamoto at 596-7403 (construction field office) or Neal Imada at 587-2870 (HCDA office).

## RESURGENCE OF SMALLER DEVELOPMENT PROJECTS IN KAKAAKO

*Continued from Page 1*



*Cooke Street Center*

(the former site of Fuller-O'Brien Paint Store), which will be the future home for Office Max, a retail "superstore" for office supplies and equipment. The former structure is being transformed from a largely industrial/warehouse usage to a new 25,000 square foot commercial facility.

### WARD CENTRE GARAGE ADDITION/BORDERS BOOKSTORE

Two new levels of parking were constructed onto the existing parking garage at Ward Centre to meet existing needs and to accommodate additional parking generated by the opening of Borders bookstore. The addition increased parking by 180 stalls.

### COOKE STREET CENTER

Finishing touches are being put on the

story industrial and commercial building, which entails a total floor area of 9,846 square feet.

### OFFICE DEPOT

Another existing conglomeration of warehouses were renovated into new retail space for Office Depot at 756 Auahi Street. The new facility, which offers office supplies, includes 20,000 square feet of commercial space and 66,555 of industrial space.

### KEAWE STREET RENOVATION

For this recently completed project, an existing warehouse building at 458 Keawe

newly constructed Cooke Street Center at 716 Cooke Street. The Coyne Mattress Company, Ltd. developed this two-

Street was demolished to make way for the construction of a new, on-grade parking lot to service an existing commercial/industrial building (renovated a year ago). The project increases the facility's parking from 18 to 44 stalls.

### THEO DAVIES EUROMOTORS

A development permit was issued by the HCDA to Myers/Daiichi Midtown Partners (on behalf of Theo Davies Euromotors) for the development of a three-story automotive sales and service building at 802-818 Kapiolani Boulevard. The complex will include 16,327 square feet of commercial space and 38,237 square feet of industrial area.



*Keawe Street Renovation*

# Kakaako NEIGHBORS

## PURELY POST



Cutright (seated) and Dawson

*Two Post Production*

*Engineers Prove*

*That It's Purely*

*A Matter of Expertise...*

A gauntlet of monitors, buttons and controls catches your eyes as you enter the premises of Purely Post on the third floor of 401 Kamakee Street in Kakaako. The office quickly reminds you of a NASA command center. But those who seek out the services of this firm know they will find a leading edge video post production company with solid credentials. The company, operated by Post Production Supervisor Peter Dawson and Senior Editor Forest Cutright—also offers full-on “turnkey” type production services, pulling together all the elements of

script writing, filming, audio, computer graphics and post production. Their prodigious output has included television commercials, wedding videos, corporate and industrial videos, two monthly cable television sports shows, and an hour-long documentary on the battle of Midway, which will be shown on the Arts and Entertainment (A&E) cable channel.

“When you speak of post production, we’re talking about everything after the

actual shooting. In other words, the editing, dubbing, graphic work, color correction, audio and video taping,” explains Cutright, who has a communications degree from the University of Hawaii and currently teaches classes in video engineering at Leeward Community College.

Dawson has been in the business since 1967 when he started in still photography and moved into commercial editing, motion pictures and post production. He started Purely Post three years ago. Dawson acknowledges the “symbiotic” relationship his firm shares with other businesses in the building. “We are directly linked with Audio Facility Hawaii. We have cabling in the ceiling that connects our rooms. We can control their machines and they can control ours. There is also a third company that does very high end graphics animation which is also linked into this room. With these linkages, there are many advantages for our clients. If they bring in a master tape with first generation audio on it, and they need to have it sweetened and improved, we stick it in our machine here and feed it directly into a digital audio system. Once it is in there, there is no

loss (of quality). It’s all digital.”

Pure Post’s facility, Dawson points out, is capable of outputting a quality of product that is “well above the average Beta camera in the State”. He says that the high level that Purely Post is able to offer is due to the firm’s “component” room as opposed to a “composite” room. In a composite room, all video tape signals (with three input devices that register in red, green and blue) are mixed into one signal called the MTSC standard. Because of this mix, there are certain areas which produce video noise and distortions. In a component room, all three colors are kept separate. They run through three separate cables, go through the switcher, router and monitor in three cables.

“With a component system, the quality goes way higher, about 30 to 40 percent better,” Dawson states. “You get a higher resolution with less noise and problems.” Cutright adds, “We are able to improve picture quality because if we get a picture that is greenish because they didn’t color balance, we can go to the green channel and adjust it without changing the red and blue values.”

Purely Post has recently acquired the equipment and expertise to offer its clients MPEG (Motion Picture Effects Group) services, which is the new computer standard for motion picture impression. Dawson explains that this process basically involves taking video tape and transferring it into a computer file that can be played back (on a computer) or recorded in CD-ROM format. MPEG allows you to play full screen and full motion video without the strobe-like and jerky motion usually associated with live video play on computers. Dawson affirms, “You don’t need a real fast hard disk to play this (MPEG) on. A whole file which is a minute long can take up only 12 MB, and that’s with CD quality audio. So we’re completely set up from a production end to be able to produce all of the video elements and then basically take it straight into the computer environment. And we have all the advantages of special effects. We feel that this technology is going to take off and we are positioning ourselves to go along with it. This is exciting stuff; it just blows me away.”

This column will regularly feature stories on the businesses located in the Improvement District 4 project area along Kamakee Street (between Kapiolani Blvd. and Queen St.).

# RelocationSpace

As a service to Kakaako businesses, following are listings of available commercial/industrial spaces on Oahu and where to call for more information. Information for possible inclusion in this column is welcome. Call Irene Iha at 587-2870 or write to the HCDA office by the 10th of each month.

## KAKAAKO

- o 500 Ala Moana Blvd, 683 sf-25,950 sf ofc, \$2.25-\$2.50/sf, \$1.02/sf CAM, 3-5yrs (longer nego), call Karen Taniyama (R) 522-5991, Sofos Realty.
- o 650 Ala Moana Blvd, 2,659 sf ret, call Chad Scoggins (S) 523-9747, Monroe & Friedlander.
- o 1) 660 Ala Moana Bldg, 1,044 sf ofc, 946 sf ret; 2) 680 Ala Moana Bldg, 418 sf-3,000 sf ofc, \$1.40/sf net; call Omni Investment 523-1822.
- o Auahi Bus Ctr, 1,839 sf ind @ \$1.10/sf net; ofcs from 118 sf, from \$300/mo gross; 800 sf ret @ \$1.70/sf nnn; call Omni Investment 523-1822.
- o 729-B Emily St, 1,393 sf grd fl ofc/ret, \$1.75/sf, \$0.47/sf op exp, 3-5yrs, incl 2 visitor prkg, call Brandon Severson (S), Ray Hulick (B), 521-8812 Commercial Real Estate Services.
- o 547 Halekauwila St, 695-700 sf-1,126 sf ofc, low rent, new paint/carpet, call Cindy Condon (S) 523-9761, Monroe & Friedlander.
- o 670-A Halekauwila St, 4,909 sf whse, \$0.65/sf nnn, \$0.27/sf CAM, 3-5yrs, call Karen Taniyama (R) 522-5991, Sofos Realty.
- o 600 Kapiolani Blvd, One Kapiolani Bldg, 550 sf & 2,640 sf ofc/rd, \$1.75/sf, \$1.11/sf CAM, 3-5yrs, call Linda Ouye (RA) 522-5965, Sofos Realty.
- o 711 Kapiolani Blvd, Pacific Park Plaza, 1) est 8,696 rsf, est 7,999 usf ofc, \$1.70/rsf gross; 2) est 8,696 rsf, est 7,999 usf ofc, \$1.60/rsf gross; both—to 4/8/2000, prkg, call Brandon Severson (S), Ray Hulick (B), 521-8812 Commercial Real Estate Services.
- o 725 Kapiolani Blvd, Imperial Plaza, 622 sf ret, call Todd Hedrick (S) 523-9733, Monroe & Friedlander.
- o 770 Kapiolani Blvd, 492 sf-5,000 sf ofc; call Dave Blanchard 592-4818, Waterhouse Properties.
- o 1221 Kapiolani Blvd, 1,048 sf grd fl ret/ofc, call Charlene Shiroma (B) 523-9714, Monroe & Friedlander.
- o 876 Kawaiahao St, 3,000 sf grd & 2nd fls whse/ofc, \$6,600/mo nnn, 3-5yrs, call John Sternberg (RA) 532-1932, Sofos Realty.
- o 961 Kawaiahao St, hollow tile ofc bldg w/prkg, call 735-9566, 593-8585, 942-7692 (eves).
- o 705-715 S. King St, 2,002 sf grd flr ret/ofc, may demise, call Cali Gullion (B) 523-9743, Monroe & Friedlander.
- o 670 Queen St, 1,393 sf ofc/ret; 5,795 sf a/c ofc/whse; call Dave Blanchard 592-4818, Waterhouse Properties.
- o 839 Queen St, 2,842 sf grd fl, incl est 6 prkg, roll-up, gas, drains; 745 sf & 885 sf 2nd fl; call Jim Shipman (S) 541-5184, CB Commercial.
- o 419 South St, Waterfront Towers Mart, 199 sf-753 sf ofc/shwrm, \$1.90/sf gross, flex term, call Karen Taniyama (R) 522-5991, Sofos Realty.
- o 736 South St, 500 sf grd fl ret @ \$1.65/sf nnn; 756 sf 2nd fl ofc @ \$1.25/sf nnn; both—est \$0.38/sf CAM, 5yrs or more, prkg, call Brandon Severson (S), Ray Hulick (B), 521-8812 Commercial Real Estate Services.
- o 1001 Waimanu St, 1) 1,000 sf-2,000 sf ofc, \$0.80/sf, \$0.10/sf CAM, 2-5yrs; 2) for sale, 8,000 sf whse bldg; call John Sternberg (RA) 532-1932, Sofos Realty.
- o Ward Court, 1) 250 Ward Ave, 585 sf-3,102 sf ofc; 2) 320 Ward Ave, 288 sf-2,448 sf ofc;

all—tenant/visitor prkg, call Shan-Ling "Janice" Wu (RA) 536-7881, Vonlee Cham & Assoc.

- o 542 Ward Ave, 3,000 sf free stand ret bldg, corner lot, excel exposure, call Mike Wilson 599-7313.
- o Waterfront Plaza-home of Restaurant Row, 1) 683 sf-25,000 sf ofc, from \$2.25/sf gross; 2) 5,500 sf restaurant, full kitchen, make offer; 3) Waterfront Tower Mart, 350 sf-1,000 sf mtg/classrooms, rent 3 hrs min, \$30/hr, catering avail (Restaurant Row); call Stark Properties 521-8831.

## OTHERS

- o Downtown, 102 N. King St #201, 425 sf ofc, \$1.85/sf, call Doris Chan 845-4623.
- o Downtown, 1124 Fort St, 1) 2,084 sf ret, \$1.70/sf nnn, 3-5yrs; 2) 220 sf-466 sf ofc, \$0.85/sf nnn, 1-5 yrs; all—\$0.80/sf CAM, prkg, call Ray Hulick (B), Brandon Severson (S), 521-8812 Commercial Real Estate Services.
- o Downtown, 1) 712 sf-3,457 sf ofc from \$0.40/sf nnn; 2) 331 sf grd fl ret from \$3.00/sf nnn; 3) Chinatown, ofc, \$1.00/sf gross; call Jeff Engel (RA), Grace Phillips (R), Fred Zane (R), Harris Zane (RA), 524-2731 Urban Real Estate.
- o Downtown, 838 S. Beretania St, 1,200 sf-13,265 sf ofc, call Robert Cham (RA) 536-7881, Vonlee Cham & Assoc.
- o Downtown, Beretania-near Homeworld & Queen's Hospital, 500 sf-3,200 sf, call Marcia Moreno (B) 831-5060, The Realty Group.
- o Kapiolani, 765 Amama St, 300 sf-1,954 sf sm ofc, \$1.00/sf (base), \$0.77/sf CAM, terms open, call Karen Taniyama (R) 522-5991, Sofos Realty.
- o Kapiolani, 1331 Makaloa St, 942 sf grd fl ofc/ret, \$1.25/sf nnn, est \$0.75/sf op exp, call Ray Hulick (B), Brandon Severson (S), 521-8812 Commercial Real Estate Services.
- o Makiki, 1360 S. Beretania St, 626 sf & 1,971 sf ofc, call Robert Cham (RA) 536-7881, Vonlee Cham & Assoc.
- o Makiki, Young St, est 700 sf grd fl ofc/ret, incl 5 prkg, call Steve Masui (RA) 973-0841, Pacific Resource Realty.
- o Kalihi, ofc, \$1.00/sf nnn, call Jeff Engel (RA), Grace Phillips (R), Fred Zane (R), Harris Zane (RA), 524-2731 Urban Real Estate.
- o Kalihi, 1) 2004 Democrat St, 5,000 sf secured ofc/shed/rd, \$2,500/mo; 2) 2010 Democrat St, 5,000 sf hi-cube w/ofc & mezz, \$0.65/sf nnn, roll-up, call Steve Masui (RA) 973-0841, Pacific Resource Realty.
- o Kalihi, Waiakamilo Rd, 1,700 sf-3,200 sf grd fl, service/repair/food/lounge, frontage, call Marcia Moreno (B) 831-5060, The Realty Group.
- o Kalihi, 531 Waiakamilo Rd (off Dillingham Blvd), 3,700 sf 2nd fl a/c ofc @ \$1.25/sf gross, turnkey, new paint/carpet, call Kevin Kahookele (R), CCIM, 533-4422, Pacific Insights.
- o Pearl City Ind Pk, 96-1361 Waihana St, 4,025 sf grd fl whse @ \$0.65/sf nnn, \$0.12/sf CAM, roll-up, access to load dock, long term ok, make offer, call Kevin Kahookele (R) CCIM 533-4422, Pacific Insights.
- o Kailua, ofc/ret, from \$1.15/sf gross, call Jeff Engel (RA), Grace Phillips (R), Fred Zane (R), Harris Zane (RA), 524-2731 Urban Real Estate.
- o Kailua, 700 sf-2,000 sf central a/c ofc, 700 sf mezz storage space, 4,000 sf whse, will lease separately, master lease avail, for sale, call Marcia Moreno (B) 831-5060, The Realty

### THE KAKAAKO CONNECTION

is a publication produced by the  
**HAWAII COMMUNITY  
DEVELOPMENT AUTHORITY**

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