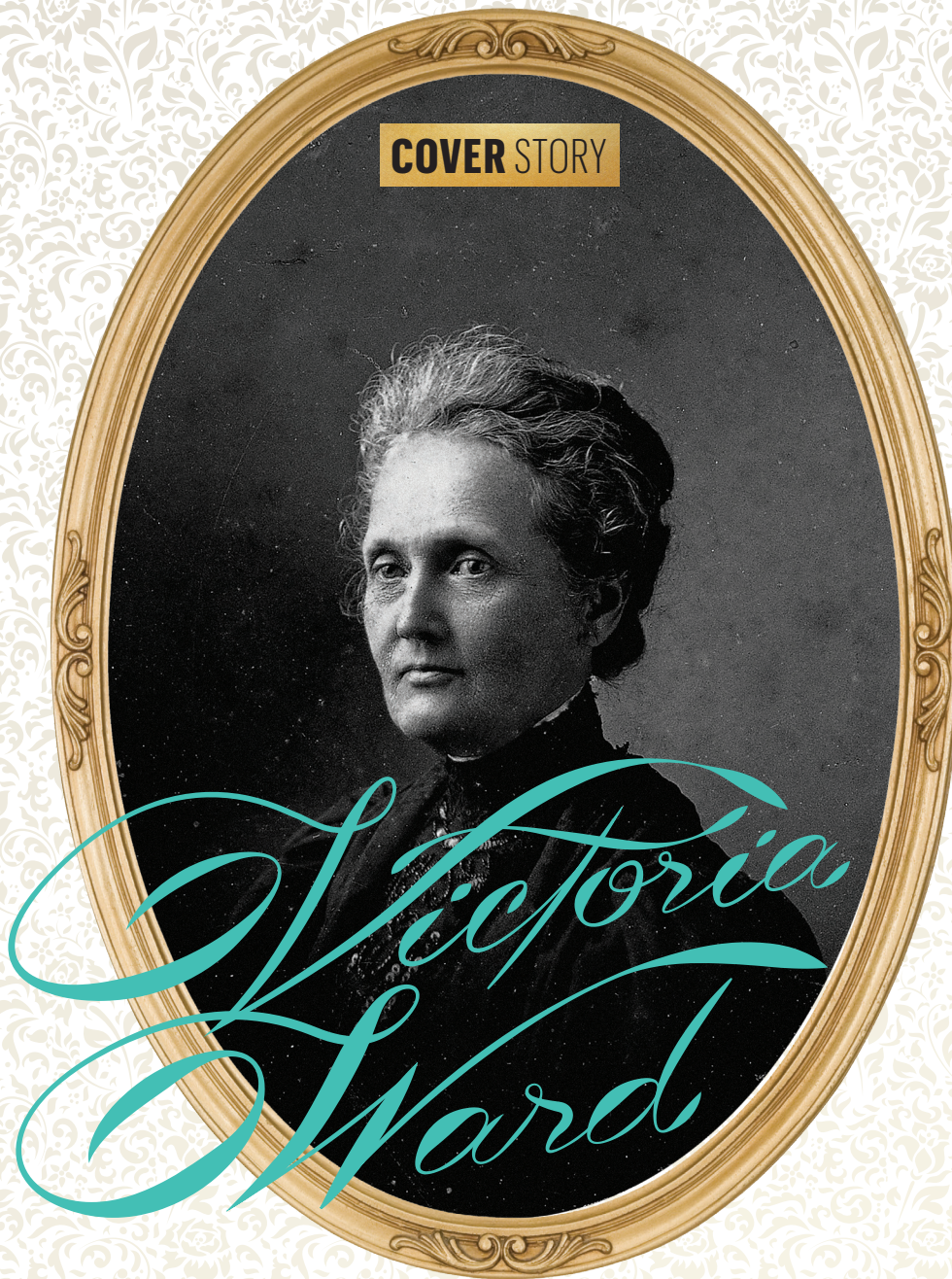


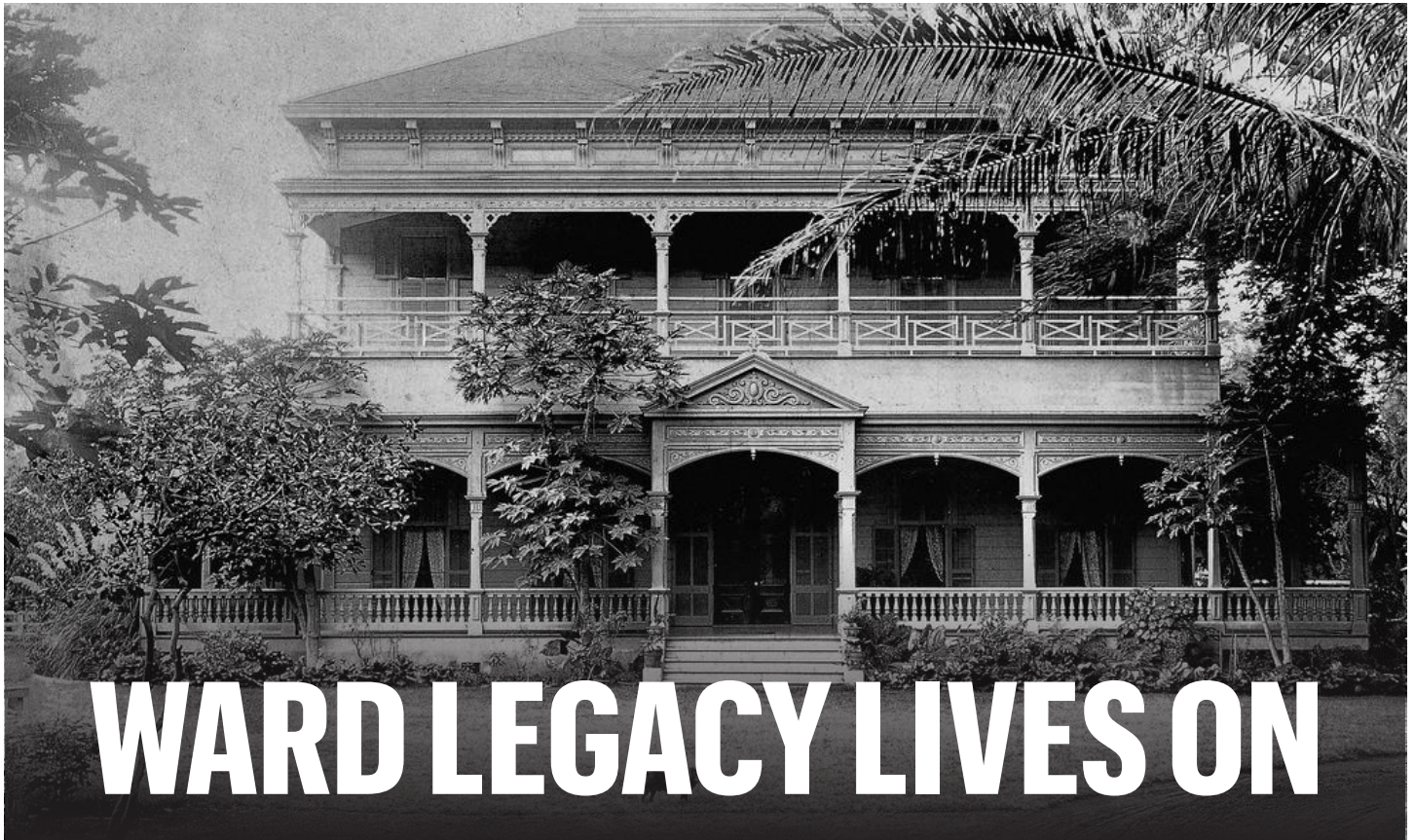
PACIFIC BUSINESS NEWS

COVER STORY



The legacy of this 19th century Honolulu businesswoman is still shaping the city today.

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Twenty-first century glass-and-steel towers will soon rise around a newly dedicated Honolulu park named after the 19th-century Hawaii businesswoman who once owned dozens of acres of land stretching from Thomas Square to the sea.

One of those towers being built by The Howard Hughes Corp. will also be named for Victoria Ward, whose 60 acres make up the Texas developer's master-planned community between Downtown Honolulu and Waikiki.

When the developer chose to name the park, the centerpiece of its Ward Village project, for Victoria Ward, it revived a name that had been out of the public eye for 17 years, since her descendants sold Victoria Ward Ltd., which owned the Ward Centers, to General Growth Properties for \$250

million.

"It's curious to me that this family which passed so long ago still retains a bit of relevance today. There's a pride that we all feel in that," her great-great grandson, Frank Ward Hustace III, told Pacific Business News. "The decisions they made back there in the 1820s, 1830s, 1840s, still ripple through to me and tangentially to the city in a very evanescent, quiet way."

Now, with Victoria Ward Park and the Victoria Place tower, which will rise from the parcel bounded by the park, the Waiea tower, Ala Moana Boulevard and Auahi Street, the name Victoria Ward is being given a permanent place in Honolulu.

"I'm happy that they're bringing the history and Mrs. Ward back into the place," said Mitch D'Olier, who ran Victoria Ward Ltd. for 10 years before the sale. "I think it's important history that we all should know about."

"And it's a great story of a lady in a male-dominated society who kept her land and created enormous value for her family," D'Olier said.

Early life

Victoria Robinson Ward was born in Nuuanu to a prominent family and was well-known around Honolulu society and business circles from the time of the monarchy into the first half of the 20th century. Her life was detailed in the book, "Victoria Ward and Her Family," published by Hustace in 2000.

She was born on June 1, 1846, the second daughter of John James Robinson, an English shipwright and one of Honolulu's largest employers, and Rebecca Kaikilani Previer, daughter of a Hawaiian mother, Kamakana, of Maui, and French father, John Previer.

On her 19th birthday in 1865, Victoria

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"Victoria and Curtis Perry Ward in cartes-de-visite from the 1870s. Details of their courtship have been lost, but it is likely their paths crossed many times in the social and commercial worlds they shared. Married in 1865 by Anglican Bishop John Staley, the young couple lived at Dixie on Queen Street, where all their children were born." — from "Victoria Ward and Her Family"

married Curtis Perry Ward, a Kentucky native nearly 20 years her senior who had arrived in Honolulu in 1853 and was known around town as a Southern sympathizer during the Civil War, which had ended barely two months before the wedding.

Ward built a successful business around horses, operating a livery stable and a draying business hauling goods from Honolulu Harbor to points around the city in carts and wagons – as Hustace notes in his book, the modern-day equivalent would be a stevedoring and trucking business.

When he first arrived in Hawaii, Ward had lived as a boarder in Washington Place, renting a room from Mrs. Dominis, whose son, John, married Lydia Paki, the future Queen Liliuokalani, who was also a close friend of the couple, according to Hustace.

The couple made a home on Queen Street near Honolulu Harbor that Curtis named Dixie, on the site of the present-day

Davies Pacific Building. The first of seven daughters, Mary Elizabeth, or Mellie, – Hustace's great grandmother – was born there two years later, followed by Hattie Kulamanu, May Augusta, Annie, Lucy Kaiaka, Victoria Kathleen and Keakealani Perry. A son, Robinson Ward, died in infancy, according to Hustace's book.

Before their marriage, Curtis Ward had purchased pasture land near Washington Place, then in 1869, he bought seven acres in a rural area of Oahu, near what is now Washington Intermediate School on S. King Street, and named it "Sunny South."

After they were married, the Wards bought a parcel on the outskirts of Honolulu that Hustace describes in his book as "Koula, near Thomas Square," where the Honolulu Club building stands today.

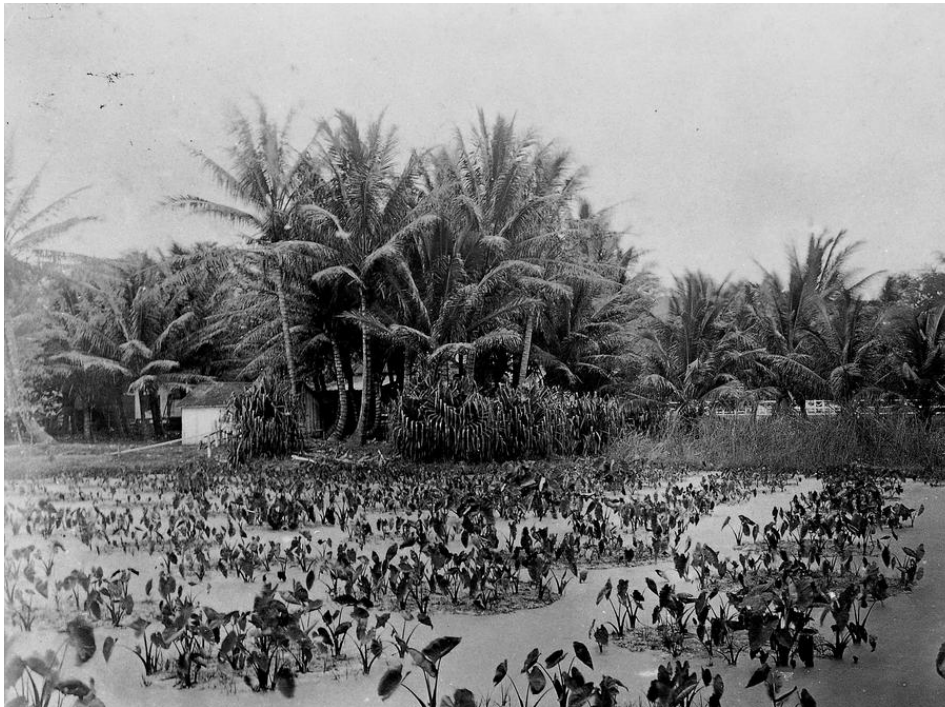
In 1870, they bought 12 acres of adjacent land at a public auction for \$2,450 then later added to it (nearly \$48,000 in today's

dollars), eventually amassing 100 acres from King Street at Thomas Square, bordered by the Catholic cemetery on the Ewa side and the current boundary of McKinley High School on the Diamond Head side, down to the ocean.

The Wards started building their home, called Old Plantation, there, in 1880. The house was based on Curtis Ward's memories of growing up in the South and Hustace notes in his book that the architect they hired, C.J. Wall, had recently worked on the design of Iolani Palace, which was being built at the same time as the Wards' home.

The white, two-story house with large white pillars and green shutters was completed in late 1881 on the site of what is now the Neal S. Blaisdell Center, with 7,000 coconut trees planted around the estate. The property had a fresh-water spring and a fishpond where small fish that traveled from the reef would be trapped so they

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"The marshy makai lands of Kukuluao, seen above, were watered by artesian springs and by the outflow of Pauoa Stream, and its rich, alluvial soil was intensively cultivated. The area shown here is in the vicinity of the present-day Ward Farmer's Market and Ward Village Shops."

could be fattened for harvesting.

But then on March 10, 1882, Curtis Ward died at age 53 of complications from a throat operation several months before, leaving his 35-year-old widow with a new house, a thriving business, vast real estate holdings and seven young daughters – the oldest was just 15, while the youngest was an infant.

Savvy businesswoman

Two weeks later, Victoria Ward announced to the Honolulu business community in a small advertisement in the Evening Bulletin: "Notice – The Drying Business of my late husband will be carried on by me, in the same manner as heretofore. Also on hand and for sale, Firewood, Kakaako Salt, White and Black Sand, in quantities to suit. –Victoria Ward, Honolulu, March 24, 1882."

Less than two years later, in 1884, she sold the draying business to Frank Hustace, who

had worked for her husband, announcing the sale in another ad in the Evening Bulletin, adding: "Thanking the community for favors shown me, I beg to recommend him to the public for the future."

After selling the draying business, she leased out the salt operation in Kakaako, as well as the sea fishery at Kukuluao and the family's farm at Sunny South, creating a source of income to support her family, in addition to dividends from her father's estate, according to Hustace's book.

She then turned her estate at Old Plantation into a working farm, and ledger books show she sold salt, eggs, pigs, chickens, fish, firewood, ducks, taro, makaloa grass, bananas and coconuts.

"She did a lot of really smart things," D'Olier said. "One of the things she did was hold on to her property. She also planted a lot of coconut trees ... A lot of the trees around Blaisdell are Mrs. Ward's trees."

Four years after her husband died and two years after selling the business to Frank Hustace, the eldest Ward daughter, Mellie, married Hustace at Old Plantation in what the Evening Bulletin called "a grand and brilliant event" on Sept. 29, 1886.

The evening wedding ceremony was delayed by a few minutes "until the arrival of the royal party, who came a few minutes after eight." The royal party included King Kalakaua, Queen Kapiolani and Princess Liliuokalani who "presented the bridal couple with a solid silver fish knife and fork."

A couple of days after the wedding, a burglar entered the house in the middle of the night, "possibly in search of some of the wedding presents," the Evening Bulletin reported.

Victoria Ward was not afraid to defend her property.

"Mrs. Ward being disturbed, seized a revolver and went in search of the intruder. She distinctly saw a man retreating down the steps, and discharged three shots from her revolver after him. The man got away, but whether he was struck by either of the shots there is no evidence to show."

Old Plantation

Cedric Hustace, a retired attorney and artist who lives in Evansville, Indiana, is the youngest grandson of Mellie Ward Hustace and Victoria Ward's oldest surviving great grandson.

He has fond memories of visiting his great aunts at the Old Plantation property, known as Kuu Home, or our beloved home, which he has depicted in paintings.

"I remember going inside the front door and there in the middle of the hallway was a scary Bengal tiger rug with fangs bared and piercing eyes watching every move I made," he wrote in a Facebook post accompanying an image of his painting of Old Plantation on Kamehameha Day. "It was fun roaming around the stables (my grand aunts were great horsewomen) except when I stepped on a lady's hat pin. Bare footed and no

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tetanus shot, but somehow I survived.”

His nephew, Frank W. Hustace III, who lives on Hawaii Island, told Pacific Business News that his great-great grandmother was an intensely private woman who was somewhat of a recluse in her later years, though she and her seven daughters frequently appeared in the society pages of the local newspapers of the time.

“She kept her property together,” Hustace told PBN. “There were numerous challenges from the city and the development all around to carve off pieces, but she was able in large part to keep her resources whole and intact.”

But as the city grew around them, there was more pressure to sell land. The family’s three-year fight against the City and County of Honolulu over the building of Kapiolani Boulevard landed Victoria Ward and her daughters in the newspapers many times from 1928 to 1931, often on the front page.

In late 1927, the city moved to condemn two parcels owned by Victoria Ward for construction of Kapiolani Boulevard – 15,560 square feet along the Ewa side of Ward Avenue, fronting what is today Symphony Honolulu, and 82,118 square feet on the Diamond Head side of Ward Avenue, along what is today the Blaisdell Center property.

By the summer of 1928, the city was in court arguing over the price of the two parcels – the city had offered \$35,000, but Ward told the court the land was worth \$146,000, according to a story in the Honolulu Star-Bulletin. A Circuit Court jury in November 1928 set the price at \$38,714 (or \$565,143 in today’s dollars).

In March 1929, she and her three unmarried daughters – Hattie, Lucy and Victoria Kathleen – sued the city to stop work on the road, but then lost their case in court. In late February 1931, the Territorial Supreme Court issued a final decision affirming the lower court rulings, according

to a story in The Honolulu Star-Advertiser.

Two months before that decision, on Dec. 18, 1930, she formed Victoria Ward Ltd. with her three unmarried daughters and also her oldest, Mellie Ward Hustace, according to an announcement in the Honolulu Star-Bulletin:

“The firm was organized to deal in real estate, stocks and bonds and insurance, and to act as agent or trustee for estates. Capital stock was declared at \$10,000, divided into 100 shares at par value of \$100 each. The articles of incorporation named Victoria Ward as president, Victoria K. Ward secretary and Lucy K. Ward treasurer.”

When she died on April 11, 1935, her will created a trust owned by Hattie, Lucy and Victoria Kathleen to own the Old Plantation property and allowed her youngest daughter, Lani Booth, to continue to occupy her home on the property. She was also the last of the daughters to die, in 1961.

Influence continues

Five years earlier, in the fall of 1956, the city picked a 23.6-acre portion of the Ward estate for what was then planned as a “War Memorial” to include a sports arena and two theaters, and the land was sold to the city in 1958 for \$2 million. What became the Neal S. Blaisdell Center was built on the site in 1964 and the city is currently seeking a developer to redevelop the center under a public-private partnership.

The family’s land makai of Kapiolani Boulevard was held by Victoria Ward Ltd., which opened Ward Warehouse in 1975 and Ward Centre in 1982. But the late Victoria Ward continued to influence company decisions through the end of the 20th century.

“It was there,” D’Olier said. “We talked about Mrs. Ward and her daughters and thought about what she would have wanted as part of what we were doing.”

In 2002, the Hustaces and other Ward

descendants sold the property to General Growth, which developed the first iteration of the Ward Village master plan. After General Growth’s emergence from Chapter 11 bankruptcy reorganization in 2010, ownership of the land was turned over to The Howard Hughes Corp., which, to date, has completed four mixed-use towers.

Two more towers are under construction, and plans for Victoria Place will be presented to the Hawaii Community Development Authority at a public hearing on Wednesday.

The Howard Hughes Corp. has taken care to tell the story of Kakaako and the Ward properties on its website and in its sales and marketing materials.

The first four buildings were given Hawaiian names – Waiea, or water of life; Anaha, or reflection of light; Aeo, a stilt bird; and Ke Kilohana, named for a mountain peak in the Koolau range. For Aalii and Koula, Howard Hughes worked with Hawaii designer Sig Zane and Hinalemoana Wong-Kalu, a kumu hula who has also conducted blessing ceremonies for groundbreakings and building openings for the developer.

Todd Apo, senior vice president of community development at Howard Hughes, said the story of Victoria Ward and the history of the 60 acres of land being developed have always been part of the planning behind the development, but the question was “where’s the right place and time to be able to use the name to honor what she started.”

“The park became a very simple and obvious place where honoring Victoria Ward really fit from a public space,” Apo told PBN, adding that the name of the new tower fits in “as we look at how we’re developing the end point of the park, finding a way to tell the story of the park and the community she created ... It was the right project to honor Victoria Ward through the use of her name on this building.”