

HONOLULU OF TOMORROW



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FOREWORD

Following the four-year period of inactivity in community construction imposed by the war, the necessity for planning for Honolulu's future stood out in sharp relief. A greatly increased population, with its attendant problems of housing, transportation, entertainment, created demands which will eventually have to be met.

During the interim year of 1946, while Honolulu was disburdening itself of the vestiges of war, the following twelve advertisements were prepared for the Hawaiian Electric Co., Ltd. on the theme "Building today for tomorrow's needs." In an effort to crystallize community thinking on specific projects which called for foresightedness and vision, this series offered significant suggestions.

Provision for new airports . . . apartment house districts and suburban home developments . . . a tunnel to windward Oahu . . . a beach playground—such are matters of vital importance to the well-being of this island community.

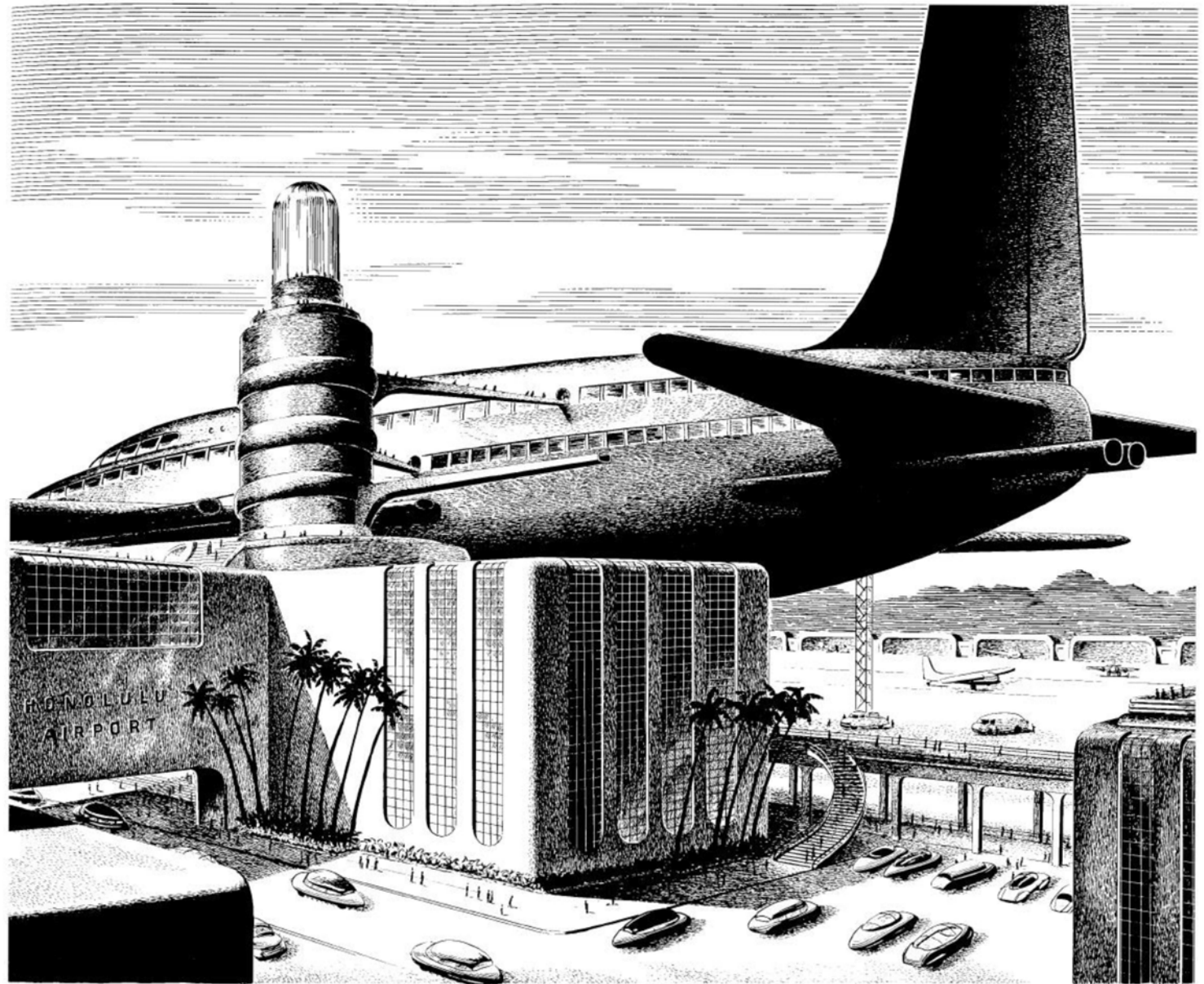
Intended to stimulate constructive planning rather than to present concrete proposals, the artist's visualization of these projects reflects the aspirations of Honolulu for its tomorrow.

In the original text, each advertisement pointed out that the Hawaiian Electric Company was anticipating the expansion suggested and was giving it continuous recognition in planning for the future.

This series, appearing in island newspapers and periodicals, has attracted a great deal of favorable attention. Commenting on the community's reaction, a local newspaper stated editorially: "Honoluluans have been impressed, and with reason, with the current series of newspaper advertisements portraying the possibilities of long range planning. . ."

Because of the interest shown, the entire series, with slight editorial revisions, has been assembled in this form and made available with the compliments of The Hawaiian Electric Co., Ltd.

THE HAWAIIAN ELECTRIC CO., LTD.



PLAN

1

AIRPORT

BUILDING TODAY FOR TOMORROW'S NEEDS

The newcomer to the islands as well as the old-timer is inspired by the promise of what this Crossroads city might become.

It is not merely a fascinating pastime to let your fancy play on the things that may someday come to Honolulu—new airports, new highways, arterial tunnels, new buildings—new developments in every field. True, these things today are little more than plans on drawing boards. But they will be the realities of a tomorrow that is not far off.

Begin with Aviation. No other spot on earth is more nearly indispensable to its operation, for every major airline traversing the Pacific will pivot on these islands. Hawaii will always be the "Crossroads of the Pacific."

Increased air activity is approaching Honolulu at a swiftening pace. Its onset will be an infusion of progress that will burst forth, not merely in new airports, but in expansion in every line of business and industry.



HAWAII MAY NEED IT SOON

PLAN

2

STATE CAPITOL

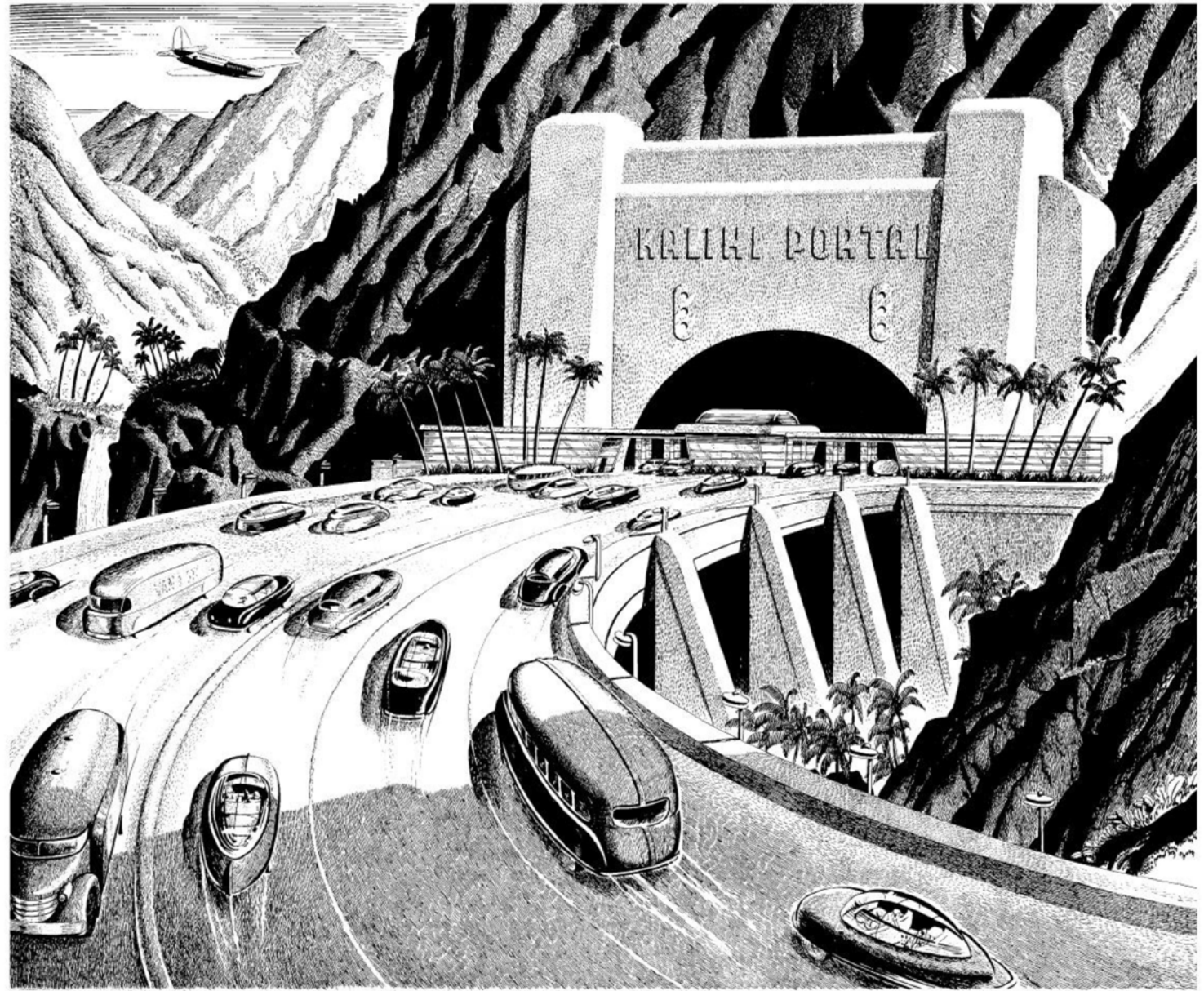
The man who, during his term of office, has the last word on statehood, has already approved it for Hawaii . . . the President of the United States. Congress must vote it first, and the President's signature will make it final. Presidential endorsement in advance may bring it surprisingly soon.

When Hawaii's star does take its place in the flag, an urgent need will be a fitting capitol. In size it must provide for continued growth. In impressiveness and beauty it must symbolize the high dignity of a state in this great union of states. It must ex-

press what that honor means to Hawaii after her long endeavor to attain it.

In appraising Hawaii's claim to statehood, every conceivable measure of her commercial, industrial and civic progress has been applied. And in all-around preparedness, these islands have proved themselves far ahead of any other territory at the time it was admitted as a state.

They have done more. They have demonstrated that their progress to date is only a forerunner of greater progress to come.



PLAN

3

KOOLAU TUNNEL

A PLAN TODAY ... A REALITY TOMORROW

Expansion is in the air. Sooner or later, the Koolau Range must and will be pierced.

Whether the route is to be Kalihi or Nuuanu is a decision yet to be made. But eventually it will come. Honolulu's growth is gradually forcing it. Mounting pressure will some day find its logical release through a tunnel to windward Oahu. Greater Honolulu does have room to spread; it needs only the impetus of a vehicular tunnel.

Kanohe, Kailua, Lanikai and Waimanalo will be drawn minutes closer to downtown Honolulu, offering accessible acres for the homes that are so urgently needed. Windward communities are already thriving. With the coming of the tunnel they will double their rate of growth.

War kept us tied down to day-by-day requirements. Its effects to an extent still do. But in our planning for the future, the Koolau tunnel must of necessity rank among the foremost in importance.



WHEN SEA SPORT COMES INTO ITS OWN

PLAN

4

YACHT HARBOR

The sea lies close to the heart of Hawaii—it always has, it always will. From it in the long ago came much of her food. From it, also, came imagery for her poetry, rhythm for her dancing, wisdom for her proverbs.

It has always been her favorite realm of sport. That has been true ever since the days when every man was a swimmer, skill in an outrigger was taken for granted, and surfboard races were literally the watersport of kings.

Plans for the future will take this fact into account. Visualizing

the Honolulu of tomorrow should be done, not alone in the prosaic tones of business, transportation and industry, but in the bright colors of fascinating, wholesome pastime—particularly in Hawaii's realm, sports of the sea.

In the years to come Hawaii will again be the destination of the Trans-Pacific Yacht Classic. And her home waters will see year round events and activity in motor boating and yachting. A Yacht Harbor, as modern as it is beautiful, is a "must" for future Honolulu.



PLAN

5

PARKATORIUM

FOR TRAFFIC OF STREET AND SKY

Growing pains are being felt all over Honolulu. One is the cramp produced by too many cars for too little parking space in the downtown area. This is a current problem, pressing for solution.

But faint twinges of another growing pain are beginning to be felt. The day of the helicopter is dawning. Private owners will fly them. And airlines may use them for the hop from the landing field to the heart of the city.

Here are two metropolitan problems merging into one . . . parking

space for motor cars, landing and parking space for gyro planes. A metropolitan problem should find a metropolitan solution.

The idea is dramatized in the illustration above—a huge "Parkatorium" . . . floor upon floor for parking cars, surmounted by a roof that will make a perfect landing place for gyro planes.

Things like this are still little more than dreams . . . at least no more than sketchy blueprints. But as sure as tomorrow's dawn, they are in the future for Honolulu.



WAIKIKI IN FULL DRESS

PLAN

6

WAIKIKI

A city needs color and sparkle. It needs a crowning place of amusement that is also an adornment . . . impressively beautiful by day . . . brilliant with lights and gaiety at night . . . and yet entirely in character with the city itself.

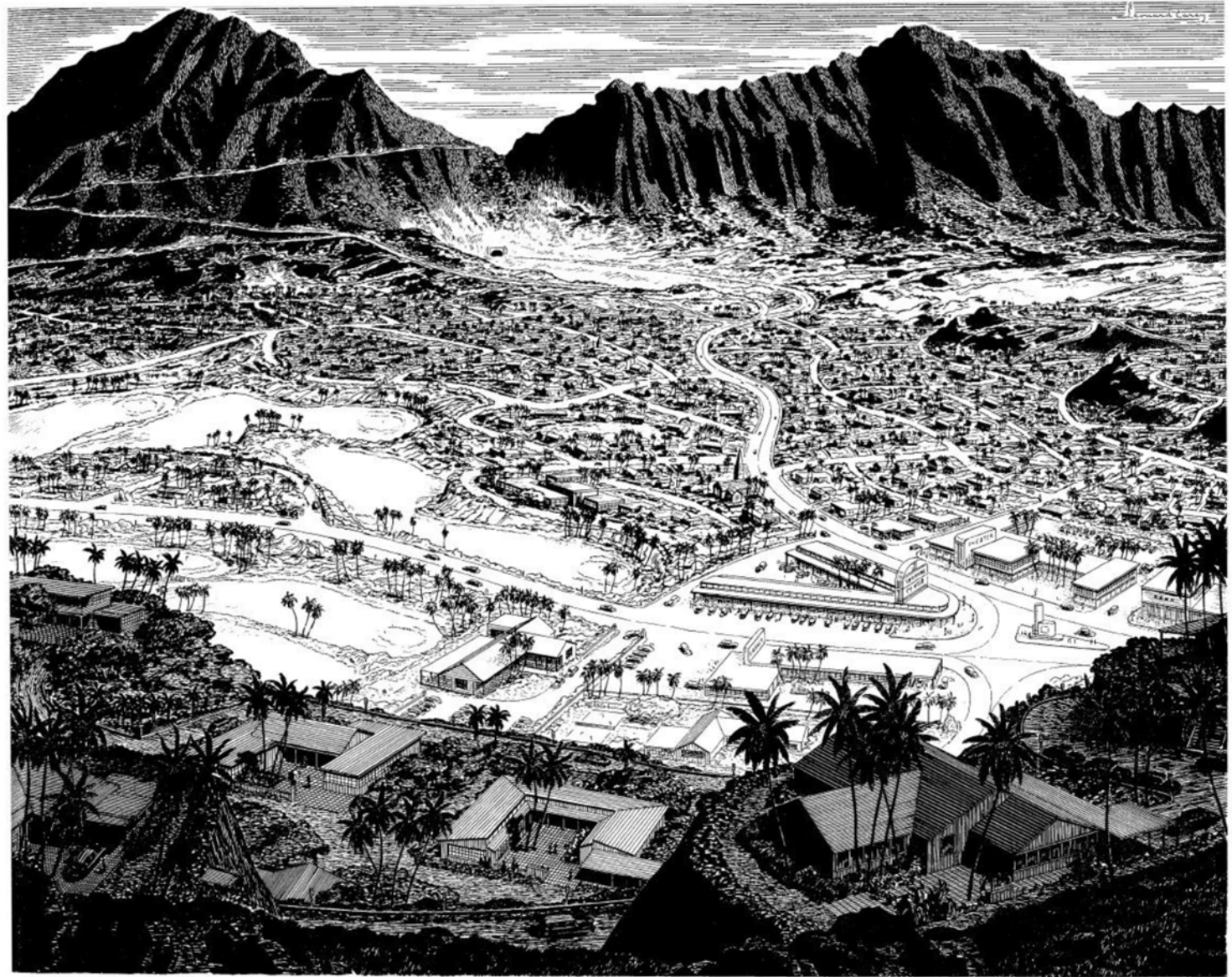
Honolulu will need such a place more and more as the years roll by. She will need it for her own people. And she will need it to bear her role fittingly as one of the outstanding points on routes of world travel.

Honolulu is an island capital . . . and Waikiki is her beach. Waikiki, then, is the logical location for a place of beauty and

entertainment that will be perfectly in the Hawaiian character.

In his imaginative rendition above, the artist has taken inspiration from the famous Boardwalk of Atlantic City and from the Riviera and other world-famous strands.

He suggests a place where the people of Honolulu can enjoy in full measure and in their natural setting their favorite sports—surf-bathing, surfboard riding and outrigger canoeing—with plenty of beach to sunbathe on the sand. At the same time it should be a place where visitors will find a natural blending of the cosmopolitan with the traditional Hawaiian.



WHEN HONOLULU REALLY GOES WINDWARD

PLAN

7

WINDWARD OAHU

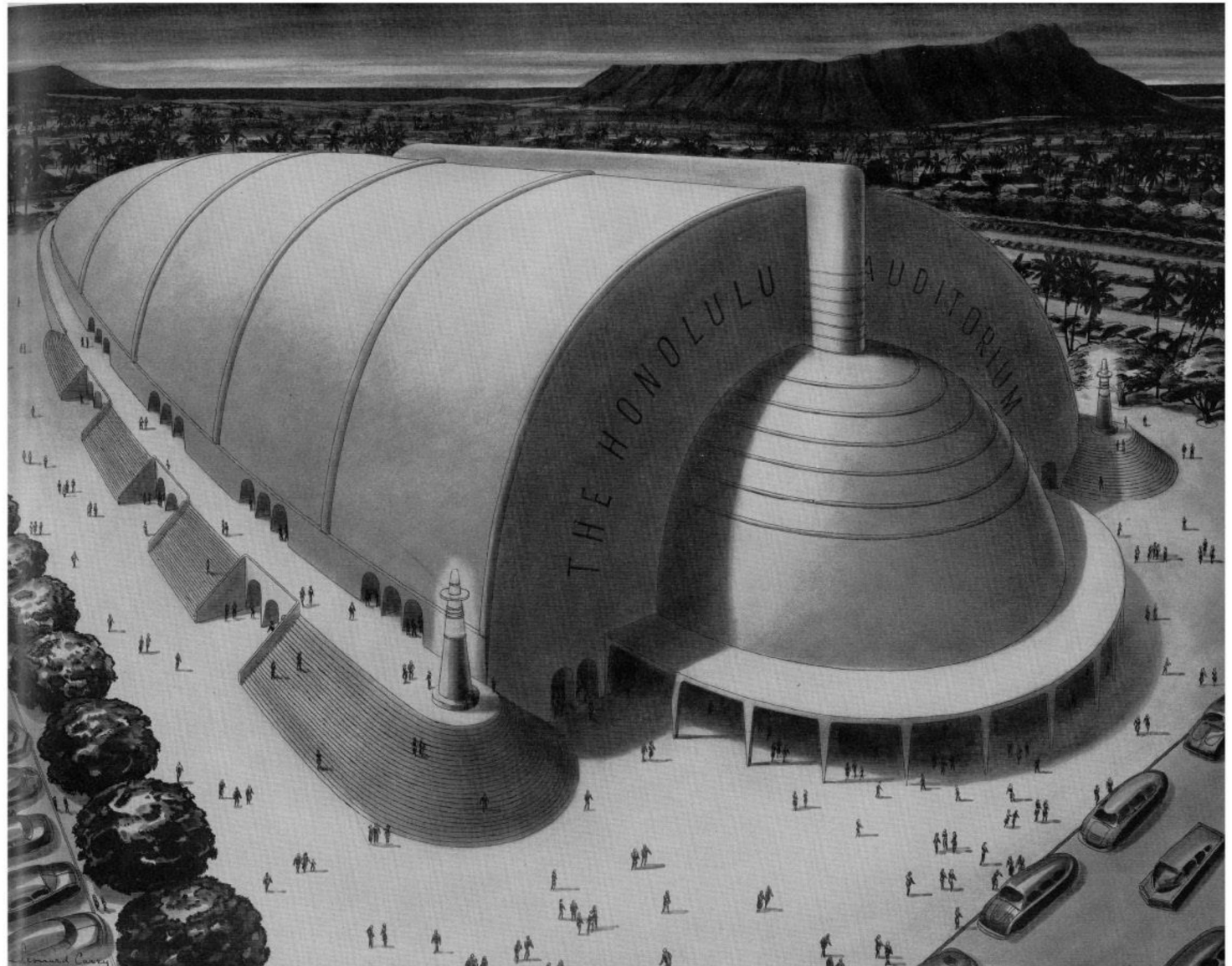
Between the iridescent waters of Oahu's eastern coast and the grandeur of the Koolau palisades lies the promise of Greater Honolulu.

For generations it has been dreamed off. For years it has been talked about . . . the day when the real opportunity would open up for the development of Windward Oahu as one of the island's most colorful residential sections.

Already substantial progress has been scored. Even at present,

hundreds of homes make this one of the most important sections of suburban Honolulu, and plans are under way to accommodate still more extensive residential development.

Now the Koolau tunnel begins to look like a reality, and a not too distant one. Before long, surveyors should be at work. And before the tunnel is completed, today's blueprints will be translated into the avenues and parks, the homesites and shopping centers of "Suburban Honolulu."



HONOLULU'S "TOWN HALL" OF TOMORROW

PLAN

8

AUDITORIUM

You think of an auditorium as a place for concerts, and celebrations and spectacles . . . a show place that every city needs. And every city does need just such a structure for just those things. But it should have one for reasons of deeper significance. The New Englanders of colonial days made their town halls the cradles of American democracy. The necessity for them still remains.

Honolulu needs today—will need more urgently tomorrow—a great gathering place for her people—a center of discussion of

her civic needs—a modern town hall where her people may exercise the basic vital right of free assembly.

Still another reason exists for including an auditorium in plans for a greater Honolulu. It will be a prime factor in Hawaii's claim for consideration as a place for large gatherings of national and international importance. Modern transportation has minimized the obstacles of distance. There remains only to prepare the necessary facilities, among which an auditorium of adequate proportions is paramount.



METROPOLITAN HOUSING FOR THE HONOLULU OF TOMORROW

PLAN

9

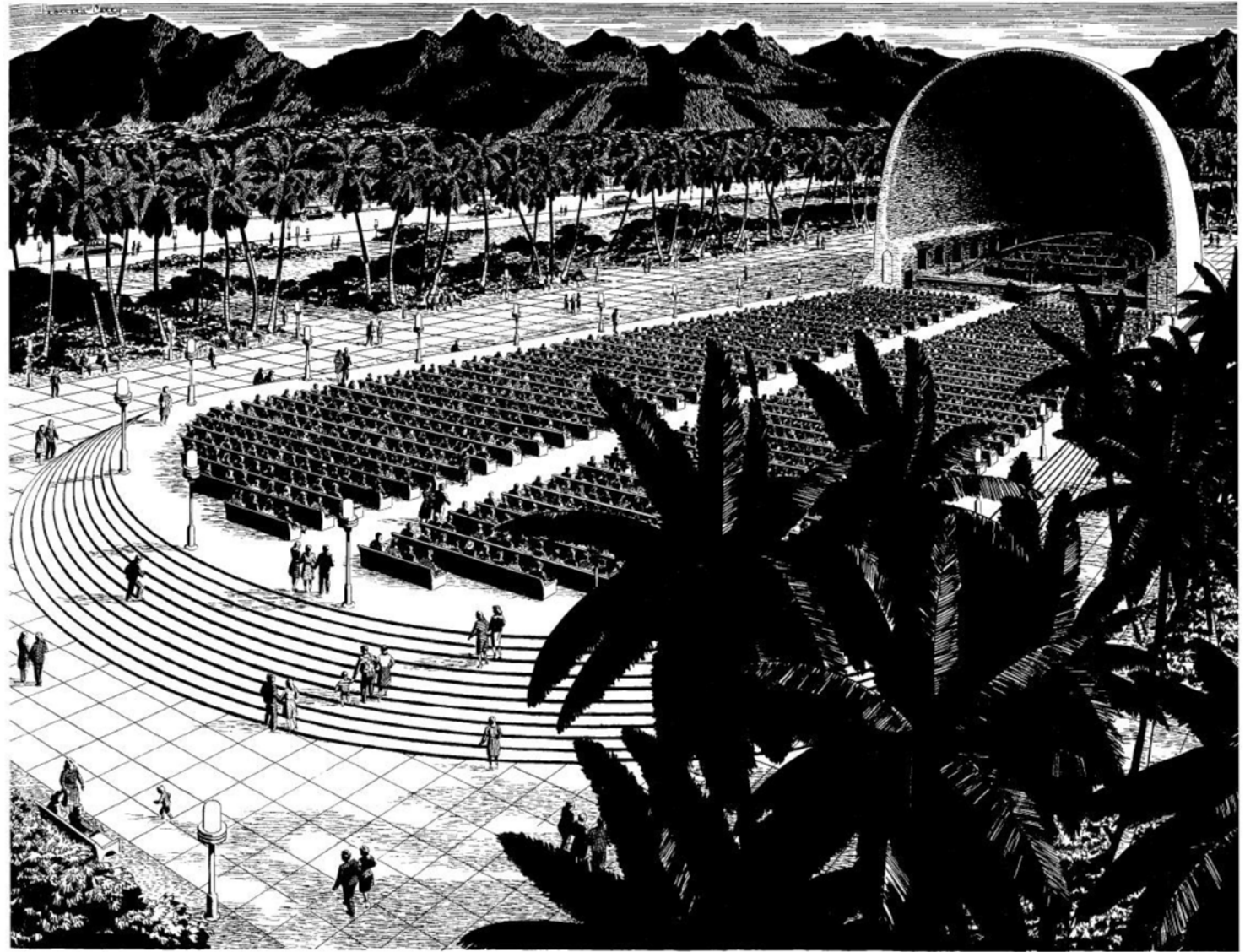
APARTMENT DEVELOPMENT

Honolulu's greatest need is—more and better housing! To many, the only solution lies in the vista pictured above—a new apartment district, secluded from the main stream of traffic, yet close to shopping centers.

It is visualized as an area of tree-bordered avenues and the clean lines of modern buildings, typically Hawaiian in architecture . . . spacious . . . breeze-swept . . . with sheltering wide eaves, and broad windows framing panoramas of velvet mountains and opalescent seas.

Such a district is a double "must" for Honolulu—to relieve the existing housing pressure from within our own ranks; to provide suitable quarters for the thousands of tour-minded mainlanders who are eager to visit Hawaii in numbers far exceeding our present capacity.

Each day brings Honolulu closer to the realization of such dreams. While much of the detail is still blueprinted in the minds of "practical visionaries," the actual accomplishment is as sure as sunrise over Diamond Head.



MUSIC ON THE TRADE WINDS

Music is as necessary to Islanders as the "liquid sunshine" that nurtures Hawaii's flaming foliage. What would be the charm of beating surf . . . of trade winds stirring palm fronds . . . of lilting rain—without a song to give them immortality?

The greatness of the **ali** . . . the beauty of Hawaiian maidens . . . the words and deeds of generations long gone, live again in **meles** to make us one with those others who loved Hawaii Nei. This need for music is evident everywhere—a snatch of song from a passing truck, brawny workmen with hibiscus tucked over their ears caroling away in harmonious contentment . . . the magical

appearance of musical instruments whenever there's a lull in the business of living . . .

All this is an expression of our vital need for music—not our lovely island melodies alone, but music of all the world. To help fill this need we must make provision in Honolulu's building program for a bandstand—modern in design and adequate in size. It would be the home of our own Royal Hawaiian Band. It would provide facilities for the military bands of the forces stationed in the islands. And it would be a compelling invitation to the great bands of the world to share their music with us.

PLAN

10

WAIKIKI BANDSTAND



NEPTUNE'S SUBJECTS ON PARADE

PLAN

11

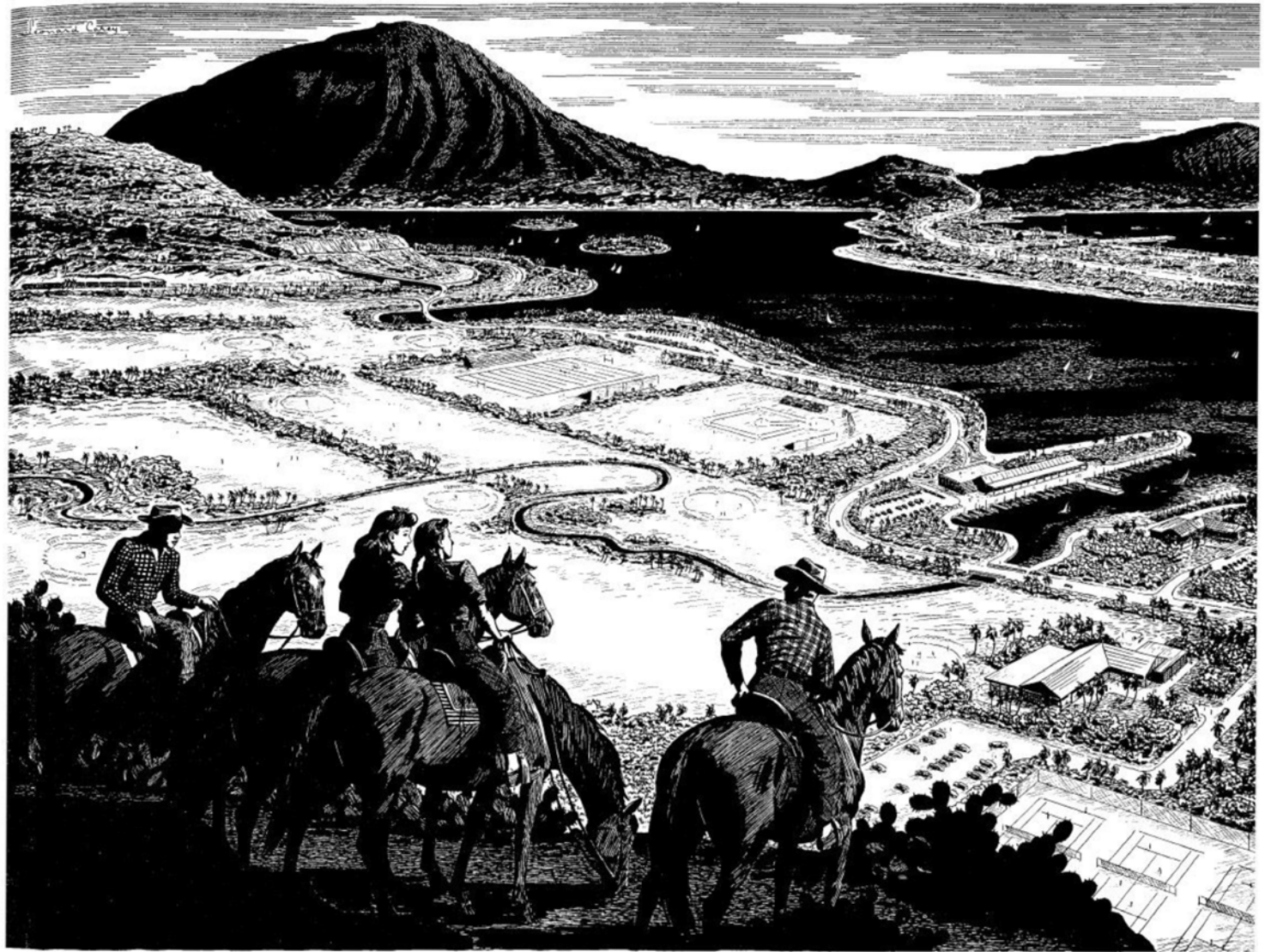
OCEAQUARIUM

The mysteries of Father Neptune's empire have intrigued the world since earliest recorded history. In Hawaii, the sea is our neighbor, and its denizens have a special interest for us. What is more logical than to create for ourselves and for all the world an oceaquarium—a miniature sea world—through which we can study the inhabitants of our waters?

The artist has visualized Honolulu's oceaquarium as a huge, central, double-decked tank with a deeper single-tank wing on either side. The lower level of the central tank would contain the

smaller species of colorful tropical fishes. In the upper deck the larger species would be on view both from the surface and—through large plate glass windows—from below water level. Sharks . . . octopi . . . whip rays—the predatory enemies of the deep—would have their own kingdom in the wing tanks.

To scientists and students such an aquarium would be a valuable asset for research in marine life. To the thousands of tourists visiting our islands it would be an irresistible attraction. And for our own community it would have never-ending interest.



THE WORLD'S GREATEST PLAYGROUND

PLAN
12

KOKO HEAD PARK

A 5,000-acre city park with every facility for outdoor pleasure and sport—from yacht harbors to mountain bridle paths—that's the plan for Honolulu's Koko Head Park.

Extending along the waterfront from Kuliouou to beyond the Blowhole, and from the low level areas of the valleys to the lush and lofty ridges of the Koolau Range, it is planned to embrace almost every conceivable type of terrain.

A tremendous project, looking far into the future, it will involve

the dredging of a 320-acre pond and an offshore channel, the filling in of marshes and mud flats, planting and reforestation, and—in order to establish bird sanctuaries—the creation of several small islands!

With its facilities for sports . . . its amphitheatre in Kahaoula Crater, its clubhouses and community center . . . ample provision for picnic and camping grounds—the park is visualized as the world's most varied recreation center—in a setting that is unique.