

Roy Kelley's Waikiki Plan

By RAY COLL, JR.

The name of Roy C. Kelley has come to be associated in the minds of Honoluluans as that of a man who is full of ideas about the hotel development in Honolulu, particularly Waikiki.

Not only that, but Roy has followed through with some of his ideas by carrying them forward into building. By profession he is an architect. By avocation he is a dreamer of the future of Waikiki. Mr. Kelley began some years ago—before the war—to build apartment houses in Waikiki—modern style apartment houses. After the war he built a series of modern apartment buildings facing the Ala Moana canal.

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THEN HE BOUGHT a lease of the Willard Inn and built a fine hotel—the Edgewater which he operates together with the Edgewater apartments which he purchased and added to the new hotel as part of the operation. He also owns The Islander hotel and now he is in the process of building a new wing to his Edgewater which will be ready for the winter season of 1953-54.



COLL, JR.

But Roy isn't satisfied with all this. He's still full of ideas and here's what he told your correspondent the other day. There's nothing on the dotted line, you understand, but knowing Roy, you can't say it won't be.

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IN FOUR YEARS THE LEASE now held by Matson Navigation Co. on the Queen Emma grounds in Waikiki, presently occupied by the old Seaside cottages hotel, Outrigger club parking lot and Don Beachcomber's cafe, will expire. Negotiations for signing a new lease are expected to open soon. In fact the only thing holding the deal up is absence of Alex Smith, general manager of Queen's hospital. The hospital gets all the income from this property.

Mr. Kelley proposes to put in a bid for the lease. He knows Matson also hopes to hold on to the property. Maybe, says Roy, they can make a deal. At any rate here's his plan: Convert part of the grounds into a 500-car parking lot; sub-let part of the Kalakaua frontage to a nationally known chain of stores for a branch comparable to those now in the district and—convert the remainder of the acreage into a modern cottage-type hotel bordering onto an artificial lagoon and swimming pool.

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ROY KELLEY IS A MAN of ideas. And he has the uncanny knack of following through with them into practical (and financially successful) use.

Don't be surprised, therefore, if he gets together with Matson on a joint leasehold deal to carry out his plan for the development of this valuable mauka-side property opposite the Royal Hawaiian on Kalakaua Ave.

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