

Ethnic Studies 390
Problem #2: Initiating a Social Movement
in Your Community (Neighborhood).

Project Leader: Kay Tokairin

Margie HARADA

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Organizing the residents of the Marco Polo Condominium against intense high-rise and commercial development in the surrounding neighborhood (i.e. mauka of the Marco Polo)

- I. The Marco Polo is situated on the makai side of the twenty-three hundred block of Kapiolani Boulevard, Diamond Head of McCully Street approximately one block Ewa of the Kapiolani Boulevard and University Avenue intersection
- II. Physical Description of the Marco Polo Condominium
 - A. Thirty-six story condominium building
 - B. 569 residential apartment units (120 units are now vacant even though sold)
 - C. Seven story parking garage
 - D. Approximately 171,203 square feet of land
 - E. Approximately two and a half years old
 - F. Ammenities
 1. Tennis Court
 2. Volley Ball Court
 3. Racket Tennis Court
 4. Sauna Bath
 5. Swimming Pool
 6. Outside barbecue area
 - G. Extras
 1. Gourmet shop on ground level
 2. Bully Hayes, a combination bar and restaurant
- III. Surrounding neighborhood
 - A. Makai - Ala Wai Park
 - B. Mauka - two and three story apartments
 - C. Diamond Head - Ala Wai Plaza Condominium complex
 - D. Ewa - two and three story apartments
- IV. Sketch of residents of the Marco Polo (approximately 1040 residents)
 - A. class - this varies from upper class, upper middle to middle class
 1. rent for unfurnished apartment is approximately
 - a. one bedroom - \$300.00
 - b. two bedroom - \$365.00
 - c. three bedroom - \$1,100.00
 2. Approximate cost of purchase in the Spring of 1973 varies according to the location of the apartment as well as the size
 - a. each floor up is \$500.00 additional
 - b. example on the twentieth floor the range from a studio apartment to a two bedroom apartment is \$42,000.00 to \$72,000.00
 - B. Ethnic background of the residents again varies
 1. mostly Hoalie and Asian (Japanese, Chinese, Filipino) residents
 2. small percentage from foreign countries
 3. very small percentage Black, Hawaiian and Samoan peoples
 - C. Age group of residents not easily determined
 1. retired people
 2. very few students rent/sharing apartments
 3. approximately 138 children (from newborn to fourteen years)
 4. large number of young families (parents from 24 years to 35 years)
 5. middle age group is large

- V. Issue to organize residents around - to oppose intense development of surrounding neighborhood into a high-rise and commercial area
 - A. Evidence that such a development is possible
 - 1. refer to detailed land use map of the Moilili/University Area
 - 2. Waikiki traffic is being geared towards a future freeway on-ramp from Kapiolani
 - a. McCully Street traffic change
 - b. recent plans Kapiolani on ramp
 - 3. possibility of a traffic bridge continuing University Avenue across the Ala Wai Canal on to Ala Wai Blvd.
 - 4. streets mauka of the Marco Polo have been recently improved and widened
 - B. Reasons for opposition
 - 1. with high rises on the mauka side of the Marco Polo there would no longer be a mauka view
 - 2. because of intense housing the traffic near and around the Marco Polo would be increased
 - 3. the present dwellers of the two and three story apartments would be forced to pay higher rent if they chose to move back after the building of the high rise apartments
 - 4. with intense development the Moilili/University area will in probability look like an extension of Waikiki

- VI. Reasons why it would be pertinent for Marco Polo residents to organize
 - A. Marco Polo residents constitute the large majority on the makai side of Kapiolani from McCully Street to University Avenue.
 - 1. thus in a good position to be outspoken and actively against the development
 - 2. large concentration of numbers would make a strong force
 - B. active involvement would tend to breakdown the alienation and isolationist attitude of condominium dwellers.

- VII. Long and Short range goals
 - A. Short range - stop the high rise and commercial development of the surrounding Moilili/ University neighborhood
 - B. Long range goal - rid the Marco Polo residents of basic middle class values that capitalism breeds
 - 1. petty concerns such as the elevators are too slow and too crowded or the pool is kind of dirty or the Gourmet shop is out of milk...
 - 2. rid of "every man for himself" concept; no basic concern for others
 - 3. alienation from each other and from outside can be solved
 - 4. privacy, whether in terms of property or within ones life style must be re-evaluated and less value should be placed on it

- VIII. Methods of organizing the residents
 - A. public rap sessions to discuss issue and reasons for opposition
 - 1. this would enable a fair determination of attitudes and feelings
 - 2. also it would clear up any questions residents may have in terms of the issue
 - B. from the public rap sessions an information and fact-finding committee will be derived
 - 1. to do general research, surveying, interviews etc.
 - 2. get general facts
 - 3. get recent developing factors involved
 - C. Communication committee would also be developed
 - 1. responsible for correlating research to develop an educational

curriculum

2. responsible for developing ways to communicate facts and information (l.e. making leaflets, pamphlets etc.)

D. Education committee

1. responsible for holding small discussion groups to discuss information
2. bringing in speakers that would bring further light upon issue
3. goal- make sure there is no one within the Marco Polo complex that does not understand the issue and the implications

E. recruiting committee

1. responsible for keeping on top of who within the Marco Polo is in agreement of opposing intense development and who is apathetic and who is for developing the Moilili/University area
2. also responsible for getting those not involved into active participation

IX. Subjective analysis

A. reasons effective organizing would not work

1. the alienation of the residents would be too hard to penetrate
2. no one actually interested in working
3. a total disinterest
4. opposition to organizing within the building at all

B. reasons why effective organizing would work

1. many (especially women) seem to have an unfortunate position of inactivity thus involvement may be seriously taken up
2. despite the prevalence of isolation there is a feeling that many would like to get to know their neighbors but insecurities get in the way thus many may see this as an opportunity to meet other residents
3. there are many residents that seem to take an avid interest in what's going on within the Marco Polo so it is possible this interest can be widened to outside the Marco Polo and eventually into activity.

4. *because of the compactness of a condominium dispersment of information is easily facilitated*
 - a. bulletin boards in accessible areas*
 - b. limited number of entrances and exits which would enable reaching majority of residents through leafletting. -*