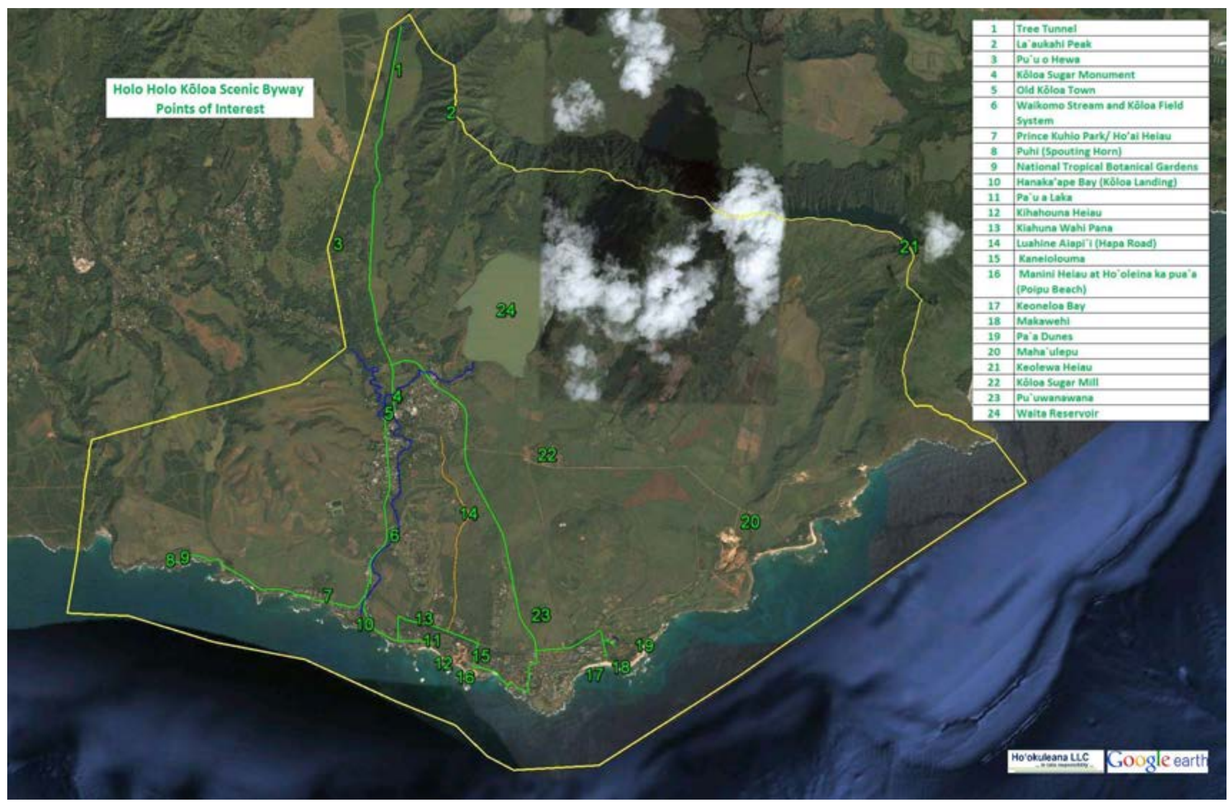
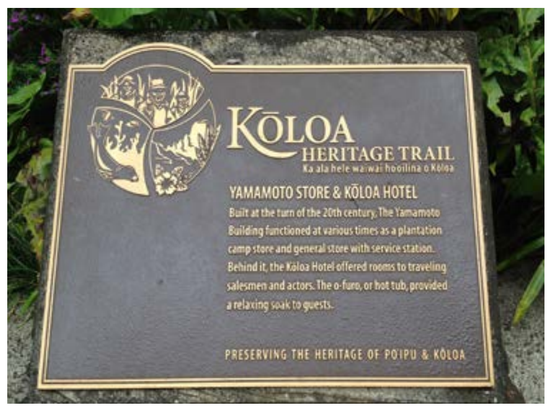
HOLO HOLO KŌLOA SCENIC BYWAY CORRIDOR
MANAGEMENT PLAN





MĀLAMA KŌLOA
HO'OKULEANA, LLC
PO'IPŪ BEACH RESORT ASSOCIATION

The Corridor Management Plan for the Holo Holo Kōloa Scenic Byway was developed through a broad-based, inclusive community collaboration to plan, preserve, restore, promote and share the extensive and extraordinary intrinsic qualities of Kaua'i's South Shore.

Scenic Byways are "roads that tell stories." This region is rich with history and its various points of interest tell the stories of Hawai'i's people and its evolving socio-economic past. Along the corridor are significant historic, archaeological, cultural, natural, recreational and scenic intrinsic qualities.

These intrinsic qualities break into two clusters: "Land" (Scenic, Natural and Recreational) and "People" (Historic, Cultural and Archaeological.) Sites along the roadway help tell the stories of the land ('āina) and its people from the earliest beginnings of Hawai'i to today.

The focus of interest along the Holo Holo Kōloa corridor is the region's history and the role this area played in helping to shape Hawai'i. As noted in the book The Kaua'i Album, "The history of Kōloa is in many ways Hawai'i's history in microcosm."

Travelers on Holo Holo Kōloa Scenic Byway will enter the historic Old Kōloa Town and Po'ipū Beach, Kaua'i's premier resort destination, through a magnificent tree-formed tunnel. From this starting point, there are multiple routes to experience the points of interest on the Scenic Byway to and through Kōloa and Po'ipū.

On whatever route, stories of the region's and Hawai'i's historic past start to unfold; explore and experience the sites and stories of the South Shore's diverse multi-cultural heritage and Hawai'i's past.

The APA Awards jury recognizes that the Holo Holo Kōloa plan is the result of a collaborative community effort that calls attention to the significant historic, archaeological, cultural, natural, scenic and recreational resources. The inclusion of specific management strategies and actions to support the project mission and goals also helps to increase project success. The detailed plan includes the qualities and resources important to the byway, and by identifying the capital investments, economic benefits, management measures, and funding and resources necessary, makes this plan comprehensive, ambitious and worthy of recognition.

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PLANNING AWARD

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