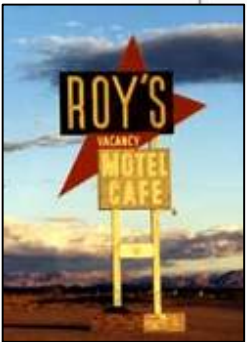
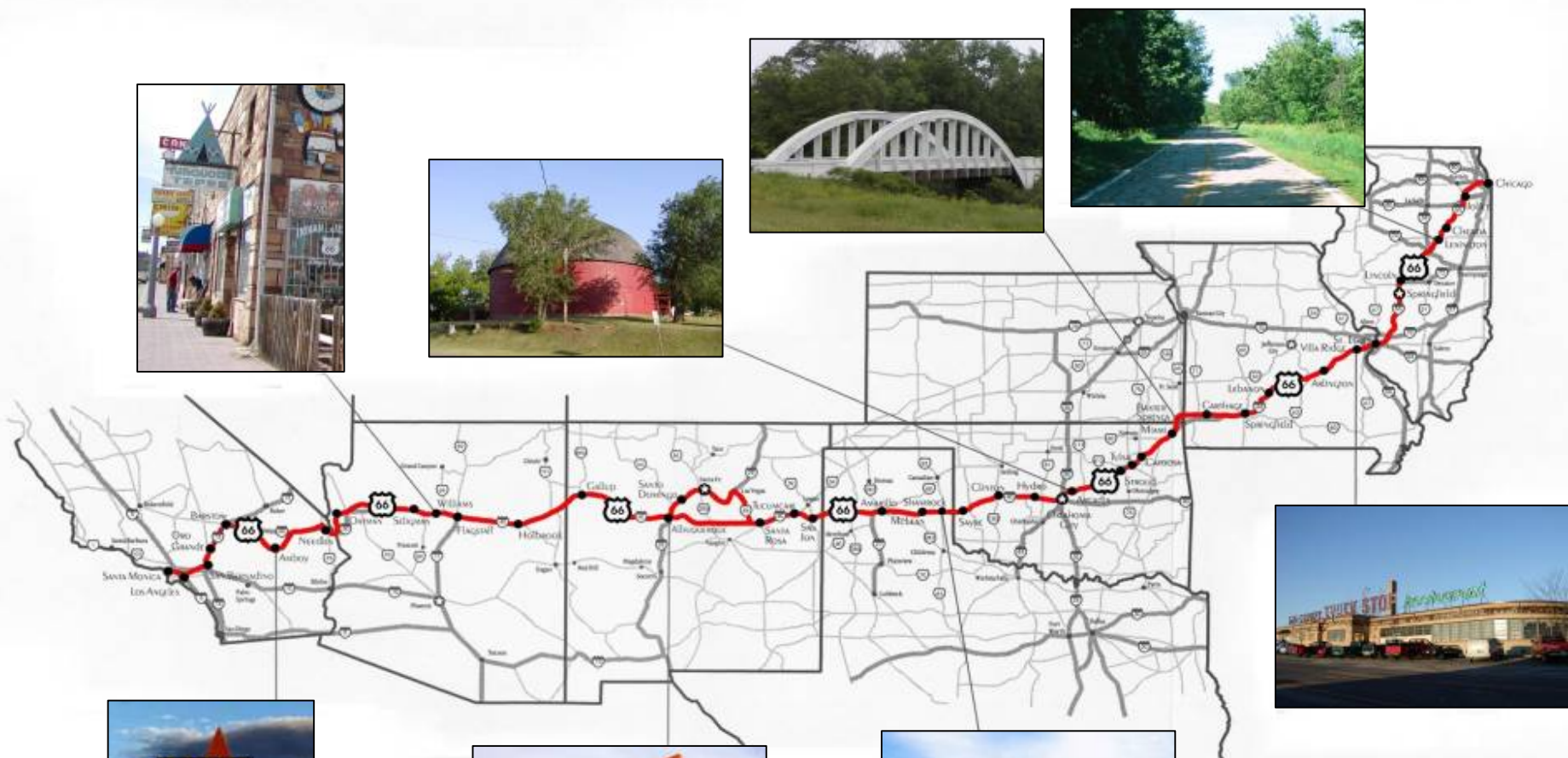


# HIGHWAY HERITAGE TOURISM

## LEARNING FROM ROUTE 66

ROUTE 66 CORRIDOR PRESERVATION PROGRAM  
 NATIONAL TRAILS SYSTEM – SANTA FE  
 NATIONAL PARK SERVICE



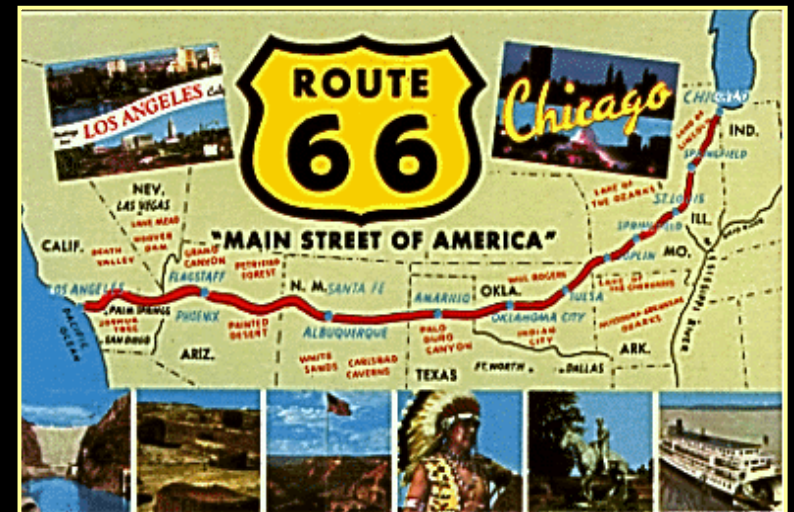
### Route 66 Corridor

United States Department of the Interior  
 National Park Service  
 DSC • P26 • 2000 • OCT 04

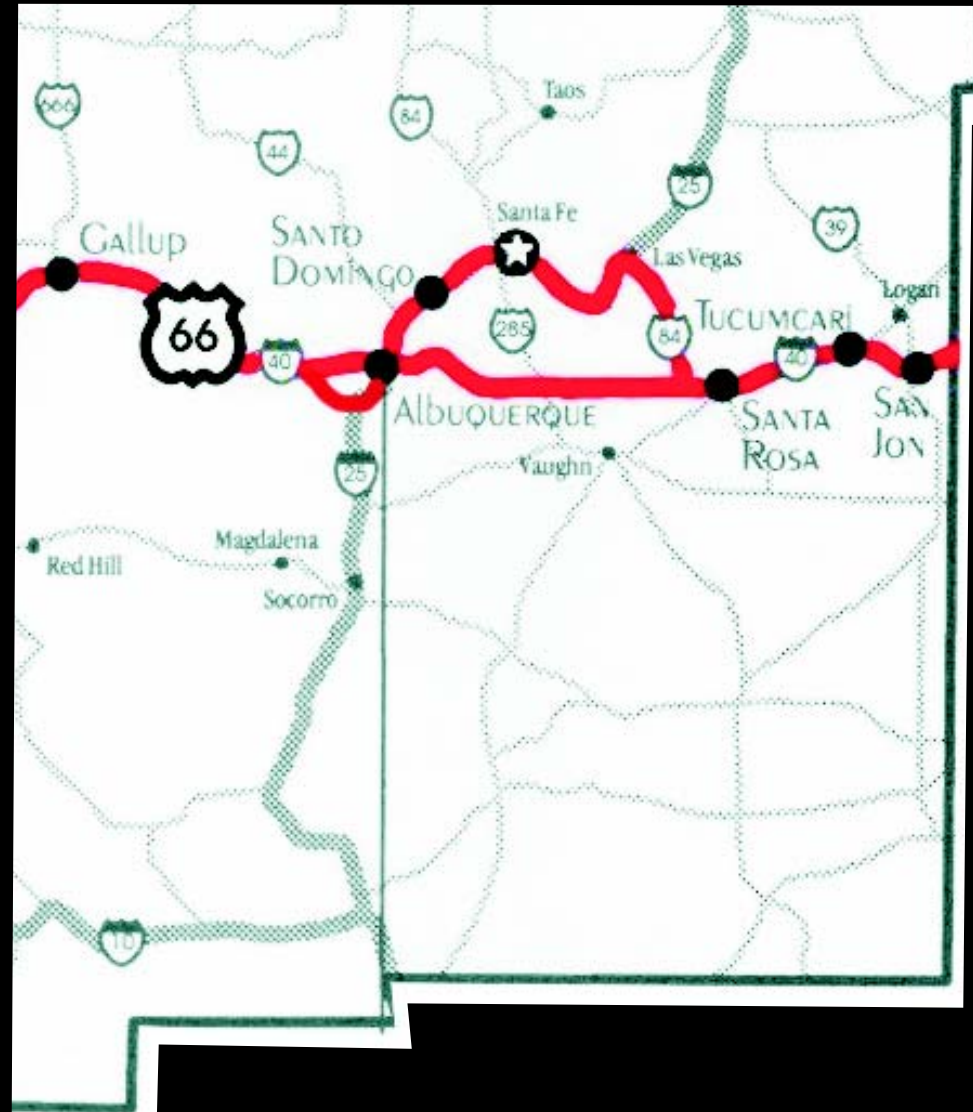
\*NOTE: Shows only general alignment of Route 66 corridor

# Route 66

- 66** Established in 1926 as part of first federal highway system
- 66** Shortest, all-weather highway connecting industrial Midwest to burgeoning west coast
- 66** 2,400 miles long (85% still drivable)
- 66** Eight states (approx. 60 counties)
- 66** Decommissioned in 1985
- 66** Over 3,000 historic properties (est.)

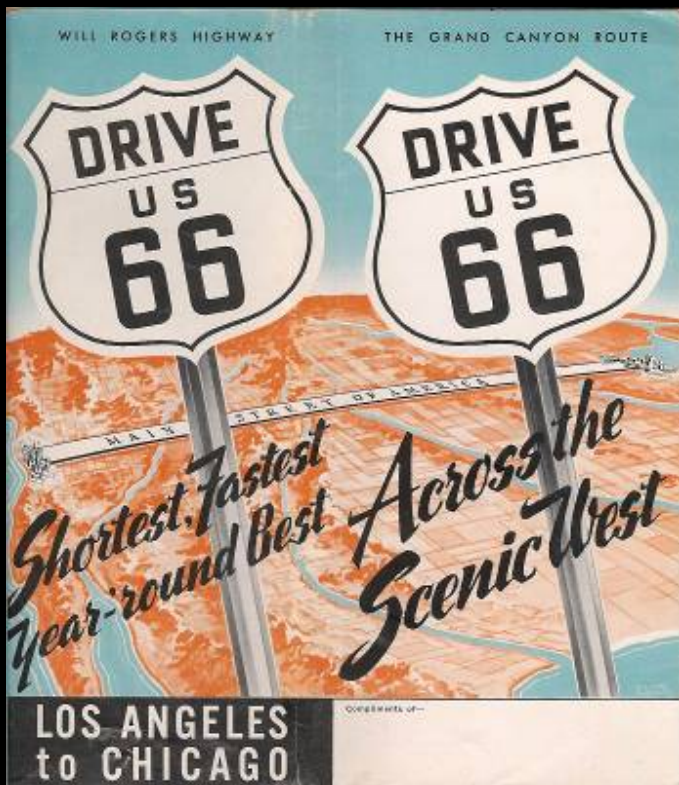


# Route 66 in New Mexico



# Route 66 and Tourism

Early, strong promotional efforts  
 - U.S. Highway 66 Association



## THE TOURIST DOLLAR



**U.S. Highway 66**  
 Carries A Lot of Traffic-  
 But Others Are Taking  
 Too Many Cars Away From  
 Us-

(Above is map showing 66 and division points)

- Travel on Our Highway Must Be Promoted—
- If You are in Business On or Near U. S. 66 You Will Want to Attend the

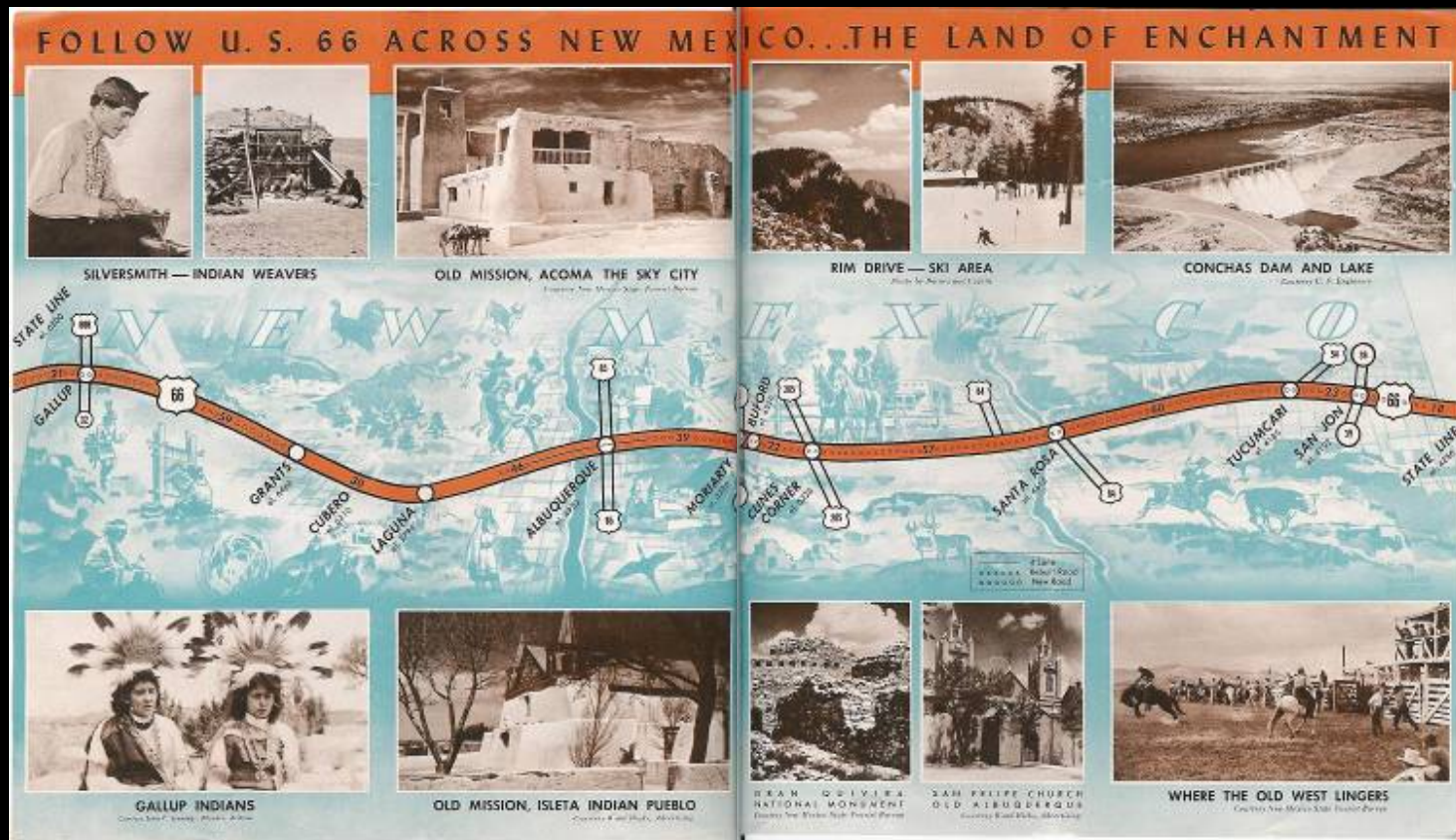
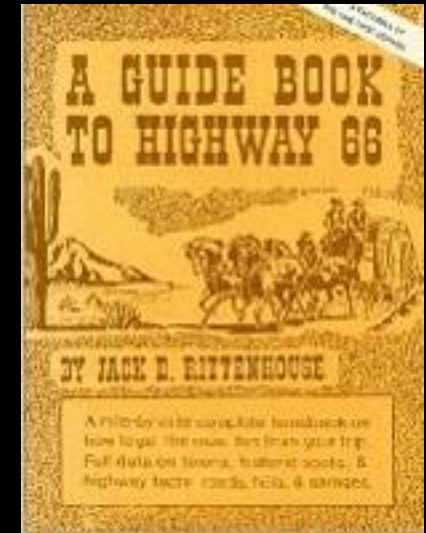
**U. S. HIGHWAY 66 CONVENTION**

In Oklahoma City on  
 October 24, 25, 1947

# Route 66 and Tourism

## Tourism route

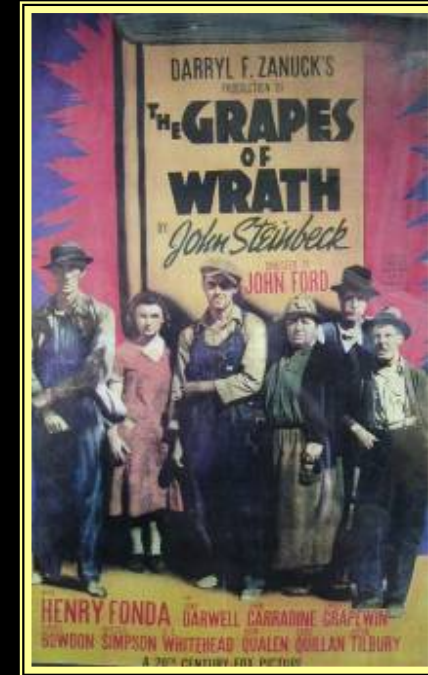
- National Parks
- Southwest
- Disneyland
- Hollywood



# Route 66 and Tourism

European/International fascination,  
generated through the Arts

- literature
- film
- music
- television



# Route 66 Corridor Preservation Program



**1985** – Route 66 decommissioned

**1994** – Route 66 Special Resources Study

**1999** – Congress passes Route 66 Corridor Preservation Act

**2001** – National Park Service preservation program established



# Route 66 Corridor Preservation Program



## Mission Statement:

***The National Park Service, Route 66 Corridor Preservation Program collaborates with partners to provide funding, technical assistance, and education towards the long-term preservation of the most representative and significant historic resources of the Route 66 corridor.***





# Route 66 Corridor Preservation Program



“The Secretary of Interior shall assist in the preservation of the Route 66 corridor in a manner that is consistent with the **idiosyncratic** nature of the Route 66 corridor”



# Route 66 Corridor Preservation Program

## Partners



- Private/business owners
- Route 66 Associations
- Local governments
- Departments of Transportation/FHWA
- State Historic Preservation Offices
- Preservation organizations
- Scenic Byway programs
- Mainstreet programs
- Educational institutions
- Legislators





# Case Study

## Rock Cafe - Stroud, Oklahoma



Recipient/Partners: **Private owner, NPS**

Amount: **\$32,000 NPS, \$32,000 local match**



**Historic**



Before





After



SA ☆ ~~~~~ Keep CHRIST 1<sup>st</sup> ALWAYS ~

IF you  
Smile/drink/ala  
What the Rock Cafe  
is  
Cooking

To Rock Cafe on  
66-2001



To Infinity and Beyond!  
From your pals,  
Buzz Lightyear, Woody &

John Lasseter

MARIE LE MENN  
05/08/2000  
BRETAGNE / France  
"ROUTE 66"  
FRANCOISE  
JEAN-CLAUDE

David &  
Terry-Lyon  
FRANCE

28/09/2000

THANK YOU!

Allie & Chloe  
Maggio

Discover  
homa!



## Fire Damage



# Case Study

## Palms Grill – Atlanta, Illinois



Recipient/Partners: **City of Atlanta, Illinois**

Amount: **\$150,000 NPS, \$300,000 match**

Project: **Restoration**



**Historic**





**Before**





**Before**





During





During





During





After



**Bunyon Statue**



**Route 66 Pocket Park**





**Grain Elevator**



**Water Tower**



# Case Study

## Joliet, Illinois







**SHELL at  
Route 66 Park**

Route 66 Park, originally known as Community Park, was dedicated in 1954 and is one of the oldest parks in the city. The park is located on the corner of Route 66 and 1st Street. The park is a great place to enjoy a walk, a jog, or a bike ride. The park also has a playground and a picnic area. The park is a great place to spend a day with the family. The park is a great place to spend a day with the family. The park is a great place to spend a day with the family.

Route 66 Park is located on Route 66, 10771 1st Street, in Houston, Texas. The park is a great place to spend a day with the family. The park is a great place to spend a day with the family. The park is a great place to spend a day with the family.



# Case Study

## Lexington, Illinois











Towns on 66 Landmarks History Search About Digital Route 66 Contact Links



Located in the heart of the Bloomington-to-Joliet run that is perhaps the best stretch of the Mother Road in Illinois, the small town of **Lexington** continues to embrace its place along the highway. Though its cute downtown is located several blocks east of Route 66, as the road attempted to bypass the village to the west, there are still a few attractions visible to the traveler thanks to the excellent preservation efforts of the community.



The entire southbound lanes of the old bypass have been converted into a 2.2 mile walking/cycling path called the **Lexington Parkway** that takes you from the south border of the town all the way to Memory Lane in the north. While the trip would not exactly be considered scenic, it's still an excellent use of the old, abandoned lanes. Rather than just keeping the old pavement open for the public, a new blacktop trail was constructed over one of the lanes, allowing a smooth journey for your feet or tires over the entirety of the trail. The rest of the retired pavement remains as a relic of the old road.

At the south end of town you find the remains of a classic McLean County landmark: the **Oasis Drive-In**. Serving hungry travelers for decades, the restaurant was wedged between the original two-lane alignment of Route 66 (Grove Street) and the four-lane bypass to the west. It operated until after Interstate 55 opened and stole most all of the highway's traffic, and today sits in ruins, its sign crumbling and the car port rusting away as abandoned vehicles commiserate underneath. The former business and its owners Arline and Elmo Winterland were inducted into the Route 66 Association of Illinois Hall of Fame in 1998 and hopefully the structure can be at least partially restored in the years to come; certainly, if nothing else, that classic sign could once again greet travelers with a fresh coat of paint and a smile.



While the business district lies to the east of the bypass, Lexington isn't content to let you leave ignorant to this fact. Midway through the loop around the town is a classic bright red neon arrow pointing to the east, directing traffic to find the heart of the village rather than just speeding by. The sign was erected in 1949 and restoration efforts in the early 2000's returned it to its original glory; catch the sign at night to see the neon glowing, at least on the south half. Across Route 66 to the east of the sign is a small park with an informational kiosk providing travelers with news about Lexington's businesses and upcoming festivals. A historic marker sits close to the kiosk, commemorating Lexington's contribution to US Highway 66.



The north part of Lexington plays home to its most attractive feature: **Memory Lane**. While most of the old two-lane alignment through town is open to vehicle traffic, the very north part is closed to all but pedestrians and cyclists, and unlike the southbound lanes of the bypass this mile stretch is unaltered from its days as a US highway. The city has built a small park at the north end of the alignment, and billboards celebrating classic and current businesses join the trees that line the pavement into town as well as a custom made set of

**66 Traveling Route 66**  
 <- Southbound  
 Towanda (8 miles)  
**Lexington, IL**  
 Northbound ->  
 Chenoa (8 miles)

**66 Highlights: Lexington**  
 County: McLean, IL  
 Population: 1912  
 Two-Lane: 1926-1947  
 Four-Lane: 1947-1977  
 Lexington on the Web:  
[lexingtonillinois.org](http://lexingtonillinois.org)

**Landmarks:**  
**H.O.P.** Oasis Drive-In served up burgers and shakes for decades; now sits in ruins on south side of town. 1998 inductee.

**H.O.F.** Willie Anderson Trucking, 2006 inductee into the Hall of Fame. Served Route 66 motorists for fifty years.

**NRHP** John Patton Log Cabin dating back to 1829

Memory Lane, mile long stretch of old two-lane reserved for pedestrians. Features signs advertising classic and current businesses.

Ollie & Dorothy Myers Walkway (Lexington Parkway), 2.2 mile walking/biking path along old



# Case Study

## Magnolia Station – Vega, Texas



Recipient/Partners: **City of Vega, NPS**

Amount: **\$50,000 NPS, \$50,000 local match**



**Before**

**After**







# Case Study

## Standard Oil Station - Odell, Illinois



Recipient/Partners: Village of Odell, Illinois Route 66 Association, Hampton Inn Corp.  
Amount: \$10,000 NPS, \$10,000 local match



Before



After



# Case Study

## Ambler's Texaco - Dwight, Illinois



Recipient/Partners: Owner, Village of Dwight, Illinois Route 66 Association, NPS

Cost: \$10,000 NPS, \$10,000 local match









JAVA  
Stop

ROUTE 66

NOT YOUR MOTHER'S COFFEE

ESPRESSO  
LATTES  
MOCHAS  
SMOOTHIES  
BAGELS  
MUFFINS  
and more



# Case Study

## Conoco Station – Shamrock, Texas



Recipient/Partners: City of Shamrock, Texas Transportation Enhancements

Cost: \$1.7 million TXDOT, 20 % local match



# International Recognition:

## World Monuments 2008 Site Watch List

### WORLD MONUMENTS FUND

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#### Historic Route 66, United States < Back | Next >

Route 66—initially a series of disconnected, unpaved local and state roads—was commissioned as a part of the first federal effort to develop a national highway system. Route 66 does not stand out as America's oldest or longest road, but what sets this segment of highway apart from its contemporaries is that it was the shortest year-round route between the Midwest and the Pacific Coast. As the country's use of the automobile increased throughout the twentieth century, the road facilitated westward mobility and reflected societal events and trends through its roadside culture. During the Depression, the road was an escape from the Dustbowl engulfing the Midwest. During World War II, the route was used to transport supplies and soldiers to the west. In the post-war era, mass western migration and the birth of leisure travel increased the popularity of the highway. Though now decommissioned, Route 66 has become a symbolic image of American culture reflected in literature, music, film, and television, and is still traveled each year by thousands of people from around the world.



Historic-building surveys of Route 66 show that the transportation-related structures such as motels, gas stations, cafes, and trading posts are primarily threatened by development in urban areas, and by decay and abandonment in rural areas. An example of the rate of loss of significant properties along the route was made recently in New Mexico, where it was found that within a ten-year period, six percent of the significant sites had been destroyed. The associated cultural landscapes are also under threat from development of housing and commercial ventures. If these threats are not addressed, the historic resources of Route 66 will be largely eclipsed by decay, demolition, and/or new development, leaving few tangible links to this part of American culture. The Route 66 Corridor Preservation Program, administered by the National Park Service of the Department of the Interior, assists with preservation planning, research, and educational initiatives, and serves as a clearinghouse for preservation information and technical assistance for those who wish to save "America's Silk Road." Unless reauthorized by Congress, the program is scheduled to end in September 2009.

This site is on the 2008 World Monuments Watch List of 100 Most Endangered Sites.

[Back To List](#) < Back | Next >


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# National Recognition:

## America's 11-Most Endangered Historic Places



**America's Eleven Most Endangered Historic Places**  
NATIONAL TRUST FOR HISTORIC PRESERVATION

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### Sites

- 11 Most Endangered Historic Places
- Historic Artists' Homes and Studios
- National Trust Historic Sites
- International Reciprocal Program
- Partner Places

### Travel

- 11 Most Endangered
- Dozen Distinctive Destinations
- Historic Hotels of America
- National Trust Tours
- Save America's Treasures

### 11 Most Endangered Historic Route 66 Motels

**Year Listed:** 2007  
**Location:** \*United States  
**Current Status:** Endangered  
**Threat:** Deterioration, Development

Affectionately called "The Mother Road," Route 66 is known for quirky roadside attractions and unique mom-and-pop motels, constructed between the late 1920 and late 1950s and often clad in neon. In recent years, Route 66 motels in hot real-estate markets have been torn down at record rates, while in cold real-estate markets, motels languish and are being reclaimed by the forces of nature.


**From *Preservation Magazine***

- [Endangered Motels on Route 66](#)
- [On the Road Back? Route 66—past, present, and future](#)

### Update

Stretching more than 2,000 miles from Lake Michigan to the Santa Monica Pier and passing through the states of Illinois, Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona and California, Route 66 reflects the 20th century evolution of transportation and tourism in the United States. In its early years, the highway facilitated large-scale settlement of the west, saw the desperate migration of Dust Bowl refugees and World War II troop movements, and played a major role in the advent of car culture and automobile tourism. In the postwar era, Route 66 symbolized unprecedented freedom and mobility for every citizen who could afford to own and operate a car. The development of the interstate highway system brought the glory days of Route 66 to an end, and one by one, communities were bypassed and lost their economic lifeline. The

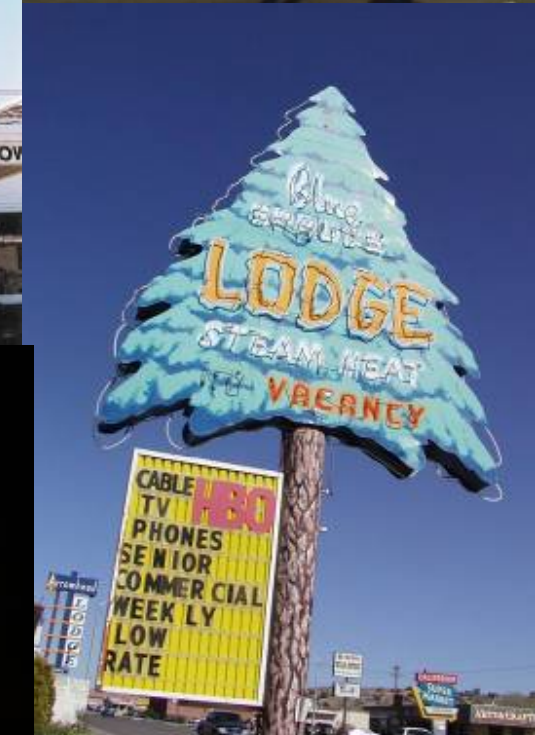
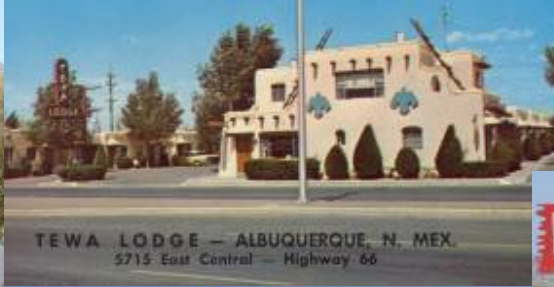
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Become a Member



New Orleans Historic House Recovery Project

Help protect and enhance the places that matter to all of us.

Join Today >



# National Park Service

## Route 66 Corridor Preservation Program



**Contact information:**

**Website:**

**[www.nps.gov/history/rt66](http://www.nps.gov/history/rt66)**

**Email:**

**[kaisa\\_barthuli@nps.gov](mailto:kaisa_barthuli@nps.gov)**

**Phone:**

**505-988-6701**