HISTORIC ROUTE 66

CORRIDOR MANAGEMENT PLAN

Arizona Department of Transportation
Environmental & Enhancement Group

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Environmental
&
Enhancement Group

All information contained in this document is the property of ADOT

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Arizona Historic Route 66
Corridor Management Plan

Sponsored by: Arizona Department of Transportation

Approved by:
AZ Historic Route 66 Advisory
Committee and Stakeholders

February 21, 2005

Forward

The following document was prepared over the last three years. As expected, there was a substantial amount of research available on Route 66 and it was utilized for preparation of this document. In addition to available research, the document took its' shape from field research and public opinions and concerns that were voiced during the many public meetings held along the route.

The primary objective of this report is to document necessary efforts along Route 66 that will sustain the resources and route for generations to come. In addition, this document serves to foster the necessary relationships that are required to promote and protect the intrinsic qualities that define the Route 66 experience.

The AZ Historic Route 66 CMP Team would like to thank all the participants from the various communities and resource agencies along Arizona's Route 66 that spent their time and energy helping set up meetings, reviewing sections of the document, and overall sharing their Route 66 experiences and expertise.

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Introduction

Route 66 occupies a special place in American popular culture and history. It represents freedom, mobility, and adventure. No where is that more prevalent then the open lands of Northern Arizona along Route 66. Arizona's portion of Route 66 has provided tourism opportunities and an economic boom since it was first paved in the 1920's. Cowboys and Indians, petrified forests, ranches, reservations, the Grand Canyon and the numerous curios shops and theme hotels in the towns and along the route have all been the mainstay features attracting travelers along Route 66. Who hasn't heard of Route 66? The Mother Road, Main Street USA, Get Your Kicks on Rt. 66 are all synonymous with the wonderful resource. Unfortunately, the actual conditions of the remaining route and its former attractions is less than desirable and is the driving force behind the efforts of communities along the byway to save what remains.

As this document will demonstrate, the attraction to Route 66 is more than just the pavement and the road. Northern Arizona is the showcase of the route. Even before Route 66, travelers and traders followed the route in search of new people and places. The rich cultural history of the route continues to mystify and fascinate visitors seeking a singular destination experience. The Route 66 alignment was located on existing trade routes of Native Americans and early European explorers. Father Cypriano, the Arizona representative of the National Old Trails Road Association, traced the route in Arizona to such early Spanish explorers as Hernando de Alarcon (1540) and Melchior Diaz (1541), but especially to Don Juan De Onate, Governor of New Mexico (1604), and two Franciscan friars, Father Silvestre Velez de Escalante and Father Francisco Garces (1776). Governor Onate, having established the forerunner of *El Camino Real* in 1598, explored northern Arizona, looking for what he thought would be the South Sea and a trade route to the Orient. Could he have imagined then the impact the route would have on the history of development in Northern Arizona or even the American West?

The purpose of the Arizona Historic Route 66 Corridor Management Plan is to provide a guide in the future preservation, protection, and enhancement of this significant roadway corridor. The Arizona Department of Transportation designated several portions of U.S. Route 66 in Arizona as a State Historic Road in 1987. The intent of the plan is to facilitate improvements, while also conserving the unique character of the Byway. By providing attainable goals and visions for the future of the Byway, the plan details an implemented strategy that will ensure the Byway's colorful legacy for generations to come.

The Arizona Department of Transportation and the Federal Highway Administration are sponsoring the preparation of this Corridor Management Plan. Designation under the National Scenic Byways Program as an All-American Road could provide numerous benefits to the property owners who live and work along Route 66. National recognition and access to many marketing networks will support residents in maintaining the integrity of Route 66 and its surroundings.

The purpose of the National Scenic Byways Program is to preserve and protect our nation's scenic byways and to promote tourism and economic development. The National Scenic Byways program was created in 1991 through the Intermodal Transportation Efficiency Act (ISTEA).

Scenic Byways are nominated for consideration in the National Scenic Byways program locally. The federal government takes no part in identifying potential designees. Participation in the National Scenic Byways Program is voluntary and encompasses any public road or highway.

To receive an All-American Road designation, a road must posses multiple intrinsic qualities that are nationally significant and contain one-of-a-kind features that do not exist elsewhere. The road or highway must also be considered a "destination unto itself." That is, the road must provide an exceptional traveling experience so inspiring for travelers that they would make a drive along the highway a primary reason for the trip.

Designation as an All-American Road requires the development of a Corridor Management Plan (CMP) to oversee the enhancement, development, promotion, interpretation and the long-term management of the corridor.

Initiated by the Federal Scenic Byways Program, corridor management planning is a process by which communities gain a thorough understanding of a designated scenic or historic byway. The CMP itself is the resulting document. It records the route's existing conditions and the intrinsic qualities that draw residents and visitors to the corridor. It describes strategies to preserve and enhance those qualities.

This plan was completed in conjunction with stakeholders and citizens who live and work along the corridor to ensure that the goals of the plan reflect the priorities of the communities connected with Route 66.

Route 66 Historic Highway Public Involvement and Advisory Committee
Public Involvement

The development of a Corridor Management Plan (CMP) involved numerous agencies, communities, and organizations. The Scoping Phase was used to identify the appropriate stakeholders (both agencies and community leaders) associated with Arizona Historic Route 66, define the public involvement program, identify areas of responsibilities, develop a preliminary outline for the CMP, gathering relevant project information, and prepare an initial project schedule. The Project Team organized and held several agency and community scoping/workshop meetings in major communities along the project corridor. Multiple meeting times were available in each community to facilitate both the public and agency interests. The meetings were publicized by means of news releases, public service announcements, flyers, newspaper advertisements, phone calls, and postcards sent to businesses and residents along the route. A webpage was used as a catalyst for the development of the CMP document. The webpage is www.azroute66cmp.us.

Table 1. List of Public Meetings

Town	Date
Winslow	11/13/01 04/22/04
Kingman	11/14/01 01/28/03
Flagstaff	03/14/02 05/16/02 04/21/04
Peach Springs	04/28/04

Table 2. List of Conference Call Workshop/Committee Meetings

Town	Date
Committee #1: Visions and Goals	01/20/04
Committee #2: Inventory and Intrinsic Qualities	01/20/04
Committee #3: Transportation, Route and Signage Issues	01/21/04
Committee #4 Action Plan/General Plan Compliance/Land Use	01/21/04
Committee #5 Funding and Marketing Opportunities	01/22/04

An advisory committee has been formed as the working arm of the Arizona Route 66 CMP. The committee will be subdivided into four task forces to address the following areas; Vision and goals, signage, intrinsic qualities, and funding and marketing. Members of the taskforces are representatives from both the public and private sectors (See Table 3.)

Table 3. Arizona Historic Route 66 CMP Advisory Panel

Vision, Goals, and Administration Task Force	Signage Task Force	Intrinsic Qualities Task Force	Funding & Marketing Task Force
Sharlene Fouser	Donna Eastman Cochran	Carol Kruse	Donna Eastman Cochran
Tom Spear	Jim Boyd	James Hardy	Mary French Jones
Art Standiford	Tom Spear	Martin Zanzucchi	Amber Hill
Leslie Connell	Kara Hinker-Brambach	Kristi Lee	Mr. Jim Stegall
Jack Denton	Elisa Link	Vince Salmon	Ms. Katherine Whitty
Sheri Armer			Kristi Lee

Other Rt 66 Enthusiasts who have not committed to a particular committee: Jack Ehrhardt, Jessica Monsieur, Ron Peters, Charlie Vaughn.

Vision Statement, Goals and Objectives

I. Vision Statement

Our Vision:
"Arizona Historic Route 66 is preserved and promoted in a manner that protects its intrinsic qualities; and enhances visitors' appreciation of the scenic, natural, recreational, cultural, historical, and archaeological resources of the corridor. The highway serves as a vital link between the communities along the route and provides a direct connection to the diverse historic and cultural visitor opportunities within Northern Arizona.

This CMP should provide comprehensive guidelines for the preservation, protection and enhancement of the Arizona Historic Route 66 corridor and identified intrinsic qualities to facilitate the promotion of the unique natural and historic resources and cultural history of the "Mother Road" for the benefit of travelers, tourists and communities located along the roadway.

Goals/Objectives

Goal #1

Protect, conserve and enhance the resources found along the corridor for present and future generations.

Objectives:

1. Develop an Arizona Route 66 Advisory Committee comprised of interested agency, public officials and the general public to actively monitor general plans and upcoming projects.
2. Continue to develop relationships with resource managing agencies along Route 66 on land management issues.
3. Collaborate with local residents and National Park Service (NPS) to identify historic resources along Route 66. (http://www.cr.nps.gov/rt66/)
4. Enhance the resources of communities along Route 66 by the designation as a National Heritage area. (http://www.cr.nps.gov/heritageareas/FAQ/INDEX.HTM).

Goal #2

In partnership with the community of Route 66 stakeholders, promote Historic Route 66 as a destination unto itself and a component of other visitor opportunities.

Objectives:

1. Continue to develop and encourage partnerships among stakeholders along the Route 66 corridor.
2. Develop marketing strategies that are consistent with the goals and resource protection needs.
3. Forge partnerships to obtain funding for implementing marketing strategies and objectives.
4. Work with municipalities to identify marketable resources.

Goal #3

Develop an integrated wayfinding and highway signage program incorporating distinctive Route 66 themes, symbols and logo(s) that can be readily adapted to State and local roads, sites, and circumstances

Objectives:

1. Organize a task force and workshop to identify and explore the opportunities for improved traveler wayfinding technology.
2. Assemble rules and policies governing installation of wayfinding signs along the Interstate and Arizona highway corridors, as well as local streets that follow all applicable sign regulations.
3. Organize a task force to identify logos and symbols for use along the entire extent of the Route 66 Corridor through Arizona.
4. Organize a task force responsible for improving traveler wayfinding opportunities.
5. Organize a task force to create a common signage theme between the States that Route 66 traverses.

Goal #4

Maintain and improve existing interpretive and educational facilities so that visitors may develop an appreciation for the unique natural, cultural, and historic features in and along the highway corridor.

Objectives:

1. Create a Route 66 Corridor Registry of Significant Places and Events.
2. Identify and maintain a list of people and organizations available to assist corridor property owners in restoration of historic buildings.
3. Identify ways to subsidize restoration and maintenance of historic landmarks and interpretive facilities along the corridor.

Goal #5

Design and build new interpretive sites/viewing/resting areas to enhance the visitor's knowledge, appreciation and enjoyment of the highway.

Objectives:

1. Organize a task group with the specific responsibility for identifying, creating, maintaining and funding new interpretive centers.
2. Prepare a feasibility study for each proposed spot.

Byway History

U.S Route 66

U.S. Route 66, otherwise known as the "Mother Road" or the "Main Street of America", is more than an east-west route; it is an artery linking much of the nation. U.S. Route 66 begins at Grant Park in Chicago, Illinois, reaches across more than 2,400 miles, three time zones, and eight states, before it dead-ends at Santa Monica Boulevard and Ocean Avenue in Santa Monica, California.

This historic highway was named U.S. Route 66 in 1926, but the history of the route dates back to 1857. It was then that Lieutenant Edward F. Beale, who was working for the U.S. Army, surveyed and built a wagon road that Route 66 would follow nearly three-quarters of a century later. By 1880, the Atlantic and Pacific Railroad was working its way west, paralleling Beale Wagon Road and bringing with it various communities that served as vital shipping points.

The National Old Trails Highway was a transcontinental route of the early 1900s and the direct predecessors of Route 66. It was the nation's first coast-to-coast highway stretching from Washington, D.C. to Los Angeles, California. This road was the first automobile route across Northern Arizona and from 1913 to 1920 followed directly over the top of Beale Wagon Road. During the years 1919 to 1920, Arizona Governor Hunt used prison labor to widen the road and build bridges on the official National Old Trails (Interstate) Highway. The National Old Trails Highway through Arizona was officially renamed U.S. Route 66 in 1926.

U.S. Route 66 was a highway spawned by the demands of a rapidly changing America. In contrasted with other highways of its day, Route 66 did not follow a traditionally linear course. Its diagonal course linked hundreds of predominantly rural communities to larger cities; thus enabling farmers to transport grain and produce for redistribution. The diagonal configuration of Route 66 was particularly significant to the trucking industry, which by 1930 had come to rival the railroad for preeminence in the American shipping industry. The abbreviated route between Chicago and the Pacific coast traversed essentially flat prairie lands and enjoyed a more temperate climate than northern highways, which made it especially appealing to truckers.

In the 1940s, Route 66 became a pathway for our country's servicemen traveling to the many new military bases that had sprung up across the west. After World War II, automobile traffic increased tremendously as our society became more mobile. In the 1950s, the automobile was becoming an essential part of the national character, and U.S. Route 66 provided a direct route to many vacation destinations in the west. Gas stations, motels, restaurants and grocery stores were strung out along the route to serve the traveling public. When the 1960s brought bypasses and freeways to increase speed and travel distance, the large economic base created by Route 66 began to fade. The majority of Route 66 had been re-routed by the mid-1960s. The next two decades saw the last remaining stretches of Route 66 go by the wayside as Interstate 40 neared completion. In 1985, Route 66 was officially removed from the U.S. Highway system.

Roadside Architecture

The evolution of tourist-targeted facilities is well represented in the roadside architecture along Route 66. For example, most Americans who drove the route did not stay in hotels. They preferred the accommodations that emerged from automobile travel - motels. Motels evolved from earlier features of the American roadside such as the auto camp and the tourist home. The auto camp developed as townspeople along Route 66 roped off spaces in which travelers could camp for the night.

In the early years of Route 66, service station prototypes were developed regionally through experimentation, and then were adopted universally across the country. Buildings were distinctive as gas stations, yet clearly associated with a particular petroleum company. Most evolved from the simplest "filling station" concept - a house with one or two service pumps in front - and then became more elaborate, with service bays and tire outlets.

Excessive truck use during World War II and the comeback of the automobile industry immediately following the war brought great pressure to bear on America's highways. The national highway system had deteriorated to an appalling condition. Virtually all roads were functionally obsolete and dangerous because of narrow pavements and antiquated structural features that reduced carrying capacity.

Ironically, the public lobby for rapid mobility and improved highways that gained Route 66 its enormous popularity in earlier decades also signaled its demise beginning in the mid-1950s. Mass federal sponsorship for an interstate system of divided highways markedly increased with Dwight D. Eisenhower's second term in the White House. General Eisenhower had returned from Germany very impressed by the strategic value of Hitler's Autobahn. "During World War II," he recalled later, "I saw the superlative system of German national highways crossing that country and offering the possibility, often lacking in the United States, to drive with speed and safety at the same time."

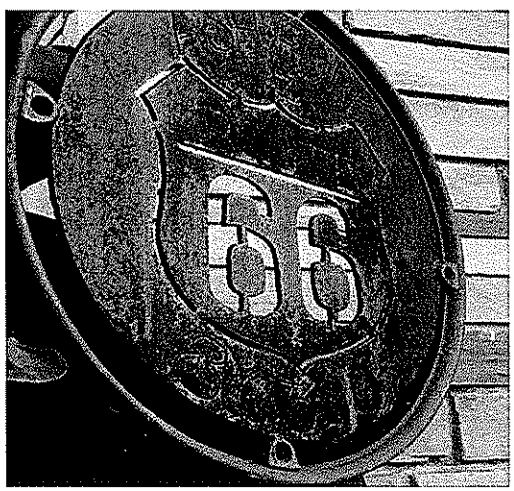
The congressional response to the president's commitment was the passage of the Federal Aid Highway Act of 1956, which provided a comprehensive financial umbrella to underwrite the cost of the national interstate and defense highway system.

By 1970, nearly all segments of original Route 66 were replaced by a modern four-lane highway.

In many respects, the physical remains of Route 66 mirror the evolution of highway development in the United States from a rudimentary hodge-podge of state and country roads to a federally subsidized complex of uniform, well-designed interstate expressways. Various alignments of the legendary road, many of which are still detectable, illustrate the evolution of road engineering from coexistence with the surrounding landscape to domination of it.

Route 66 symbolized the renewed spirit of optimism that pervaded the country after economic catastrophe and global war. Often called, "The Main Street of America", it linked a remote and under-populated region with two vital 20th century cities - Chicago and Los Angeles.

The outdated, poorly maintained vestiges of Route 66 completely succumbed to the interstate system in October 1984 when the final section of the original road was replaced by Interstate 40 at Williams, Arizona.



With the highway's recent 75th Birthday Celebration in 2001, its contribution to the nation must be evaluated in the broader context of American social and cultural history. The appearance of Route 66 on the American scene coincided with unparalleled economic strife and global instability, yet it hastened the most comprehensive westward movement and economic growth in United States history. Like the early, long-gone trails of the nineteenth century, Route 66 helped to spirit a second and perhaps more permanent mass relocation of Americans. We only hope it does not meet the fate of these once-famous arteries.

Route 66 - Arizona

The 379-mile portion of Route 66 that travels through the State of Arizona provided the Native Americans, early travelers, and ranchers a vital connection to larger towns that grew along the way. Early travelers drawn by the lure of the West experienced a tapestry of visual sensations as they journeyed on the road anxious to see the state's Native American country, Painted Desert, Petrified Forest or the Grand Canyon. Still today, visitors from all over the world flock to Arizona to experience life along the mother road. Historic Route 66 in Arizona delivers a unique visitor experience with diverse access to unparalleled vistas, cultural and national history and recreational opportunities. Interstate 40 (I-40) now bears the brunt of most of the tourist traffic, but reliable threads of the old highway remain. A particularly noteworthy segment is between Seligman and Topock Arizona, the longest continuous (157.87 miles) and the best-preserved stretch of Route 66 between Chicago and Santa Monica. Several segments of Route 66 in Arizona were designated in December 1987 as historic by the Arizona Department of Transportation.

Several towns/Native American Reservations/and Federal Land Managing Agencies have grown up along historic Route 66 and include the following from east to west:

- Lupton/Navajo Nation
- Sanders
- Zuni Reservation
- Chambers
- National Park Service
- Holbrook
- Joseph City
- Hopi Reservation
- Sitegreves National Forest
- Winslow
- Coconino National Forest
- Flagstaff
- Williams
- Kiabab National Forest
- Ash Fork
- Seligman
- Grand Canyon Caverns
- Peach Springs/Hualapai Reservation
- Truxton
- Valentine

- Hackberry
- Valle Vista
- Kingman
- Goldroad
- Oatman
- Golden Shores
- Topock
- Bureau of Land Management

These towns and Native American reservations were an integral part of Route 66's history and provided services to travelers along the roadway. Evidence of growth of the towns along the route documents the evolving nature of Historic Route 66 in Arizona. Seeming to virtually rise out of the desert, these towns offered a refuge for migrant travelers, military personnel and nomadic vacationers as they traveled through the West. Today these communities continue to embrace the economic impact of travelers along Arizona Historic Route 66. To ensure the resources contained within these towns and along Arizona Historic Route 66 continue to provide a quality visitor and residential experience, preservation and promotion must be provided as outlined in this CMP.

Inventory

The Byway inventory is based on primary and secondary data collected during the research phase. As visually depicted in the following map, the AZ Route 66 has been sub-divided into 13 segments. Table 4 represents the mileposts of Arizona's Route 66 that are included in the state designation of "Historic Route 66".

Roadway and Safety Issues

Generally Route 66 is considered a rural collector road and is comprised of two-12 foot travel lanes with two-8 foot (paved or gravel) shoulders. Within the urban sections, Route 66 is comprised predominately of two-12 foot lanes with two 4-8 foot shoulders. Several sections of urban Route 66 are comprised of four-12 foot travel lanes.

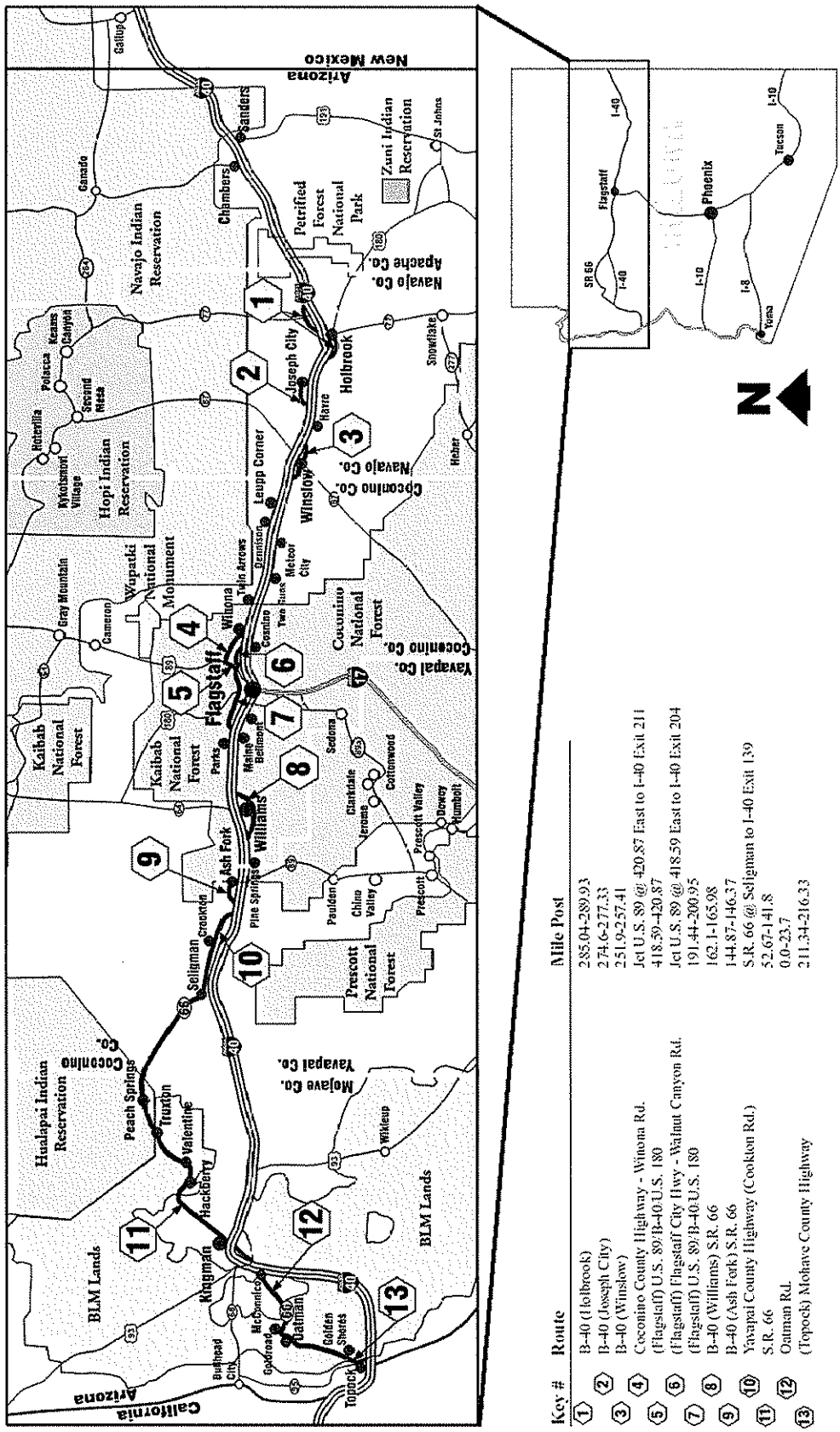
Route 66 Highway Classification

Arizona's rural collector system serves travel of intra-county and regional importance, rather than statewide importance. Regardless of traffic volume, travel distances are shorter than on arterial routes and posted speed limits tend to be more moderate than those on arterial highways. All rural state highways that are not arterial highways will be on the rural collector system.

Table 4. Arizona-Historic Route 66 designated mileposts

Map Segment 1	B-40	285.04 to 289.93 (Holbrook)
Map Segment 2	B-40	274.6 to 277.33 (Joseph City)
Map Segment 3	B-40	251.9 to 257.41 (Winslow)
Map Segment 4	Coconino County Highway~Winona Rd.	Jct. Of US 89 @ 420.87 east to I-40 Exit 211 (Winona-Flagstaff)
Map Segment 5	US 89/B-40/US 180	418.59 to 420.87 (Flagstaff)
Map Segment 6	Flagstaff City Highway~Walnut Canyon Rd.	Jct. Of US 89 @ 418.59 east to I-40 Exit 204 (Flagstaff)
Map Segment 7	US 89/B-40/US 180	191.44 to 200.95 (Flagstaff)
Map Segment 8	B-40	162.1 to 165.98 (Williams)
Map Segment 9	B-40	144.84 to 146.37 (Ashfork)
Map Segment 10	US 66	Seligman to I-40 Exit 139 (Crookton Road)
Map Segment 11-12	US 66	52.67 to 141.8 (Oatman to Seligman)
Map Segment 13	US 66	0.0 to 23.7 (Golden Shores to Oatman)
Map Segment 13	US 66	211.34 to 216.33 (Topock)

Historic Route 66 Designated Route Map



Key #	Route	Mile Post
1	B-40 (Holbrook)	285.04-289.93
2	B-40 (Joseph City)	274.6-277.33
3	B-40 (Winslow)	251.9-257.41
4	Coconino County Highway - Winona Rd.	Jct U.S. 89 @ 420.87 East to I-40 Exit 211
5	(Flagstaff) U.S. 89/B-40/U.S. 180	418.59-420.87
6	(Flagstaff) Flagstaff City Hwy - Walnut Canyon Rd.	Jct U.S. 89 @ 418.59 East to I-40 Exit 204
7	(Flagstaff) U.S. 89/B-40/U.S. 180	191.44-200.95
8	B-40 (Williams) S.R. 66	162.1-165.98
9	B-40 (Ash Fork) S.R. 66	144.87-146.37
10	Yavapai County Highway (Cookton Rd.)	S.R. 66 @ Seligman to I-40 Exit 139
11	S.R. 66	52.67-141.8
12	Oatman Rd.	0.0-23.7
13	(Topock) Mohave County Highway	211.34-216.33

Definition of Major Collector (area around Kingman)
Major collectors provide service to any county seat not on an arterial route and to the larger communities not directly served by the higher systems. They serve other traffic generators of the greatest intra-county importance equivalent to towns such as consolidated schools, shipping points, regional parks, and important mining and agricultural areas. These collectors serve the principal business area or a concentration of community facilities in rural communities with a population of between 500 and 5000 and rural major collectors tend to connect to rural arterials.

Definition of Rural Minor Collector (majority of Route 66)
Rural minor collectors tend to have lower traffic volumes than major collectors. They collect traffic from local roads and tend to feed predominantly residential traffic from side streets into major collectors or arterials. Rural minor collectors are spaced at intervals consistent with population density and bring all developed areas within a reasonable distance of a major collector or higher classification road.

Level of Service

The Level of Service (LOS) (Table 5) is derived from the range of values of the volume/capacity ration (v/c). The v/c ration is the ratio of demand flow rate (volume) to capacity for a traffic facility. The volume is the number of vehicles passing a point on a lane, roadway, or other traffic way during some time interval expressed in vehicles (usually in one day).

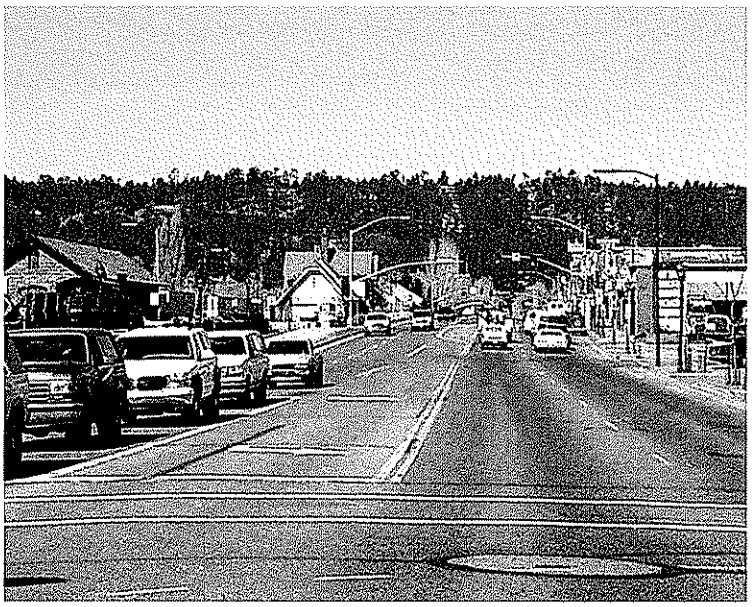
Table 5. Roadway Level of Service

V/C Ratio	Level of Service (LOS)	Condition
0-0.20	A	Free flow
0.21 – 0.40	B	Free flow with maneuverability slightly impeded
0.41 – 0.70	C	Stable flow maneuverability noticeably restricted
0.71 – 0.79	D	Stable flow, reduced speed maneuverability limited
0.80 – 0.95	E	Near capacity, speeds are low but relatively uniform
>0.96	F	Volume at or near capacity, speeds are significantly reduced

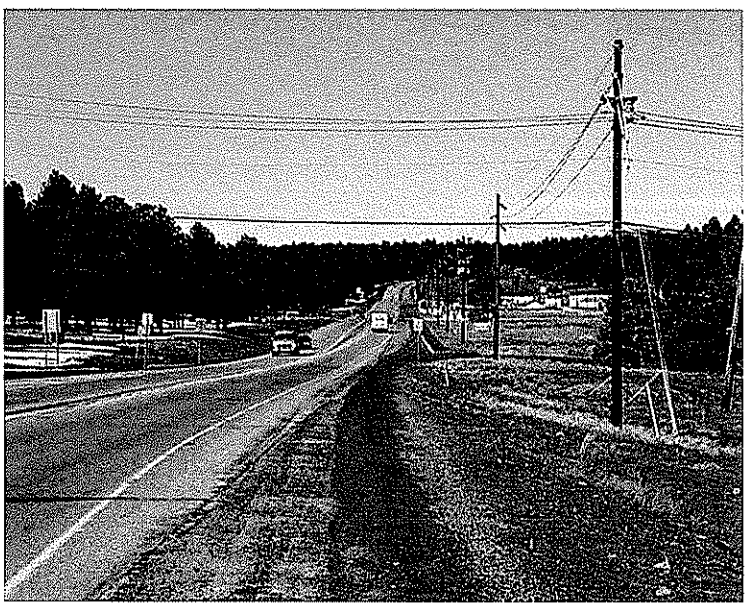
The roadway conditions along Arizona's Route 66 are varied. Traffic flow along Route 66 (main street etc.) within the communities can be substantially reduced due to local demand (Kingman, Flagstaff, Ashfork, Williams, Winslow, Joseph City, and Holbrook). As such, the Level of Service varies from community to community along main street/Route 66 as well as LOS variants route segments connecting those communities. The majority of traffic, which used to travel on Route 66 to get from town to town, is now using I-40. Available data show Route 66 between Kingman to Peach Springs

functions at a LOS C. The majority of the other portions of Route 66 in Arizona function at a LOS A.

The following images show the varying roadway conditions found along Route 66 in Arizona.



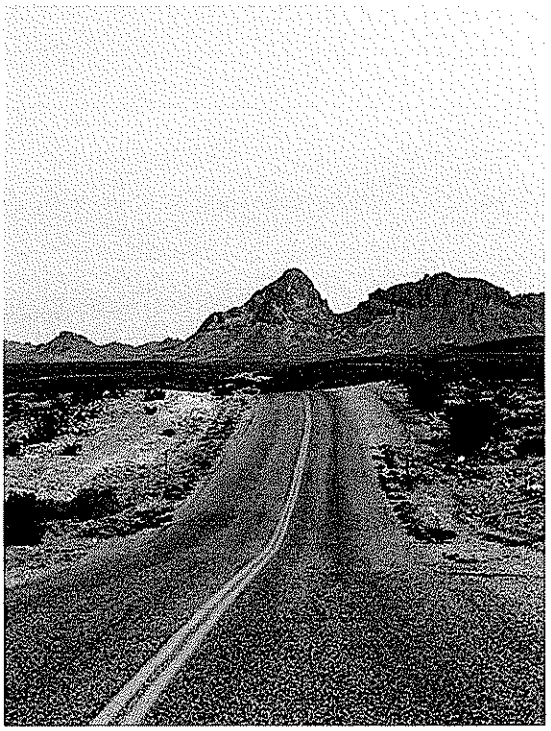
Flagstaff four 12-foot lanes with turn lanes



Flagstaff two 12-foot lanes with turn lanes

Williams section. Two 12-foot lanes with parking

Topock to Oatman section. Two 12-foot lanes with varying width gravel shoulders.



Topock to Oatman section. Two 12-foot lanes with varying width gravel shoulders.

Oatman to Kingman. Two 12-foot lanes with varying width gravel shoulders.

BLM Backcountry portion of Route 66

Ownership, Land Use

Segment 1 – Holbrook

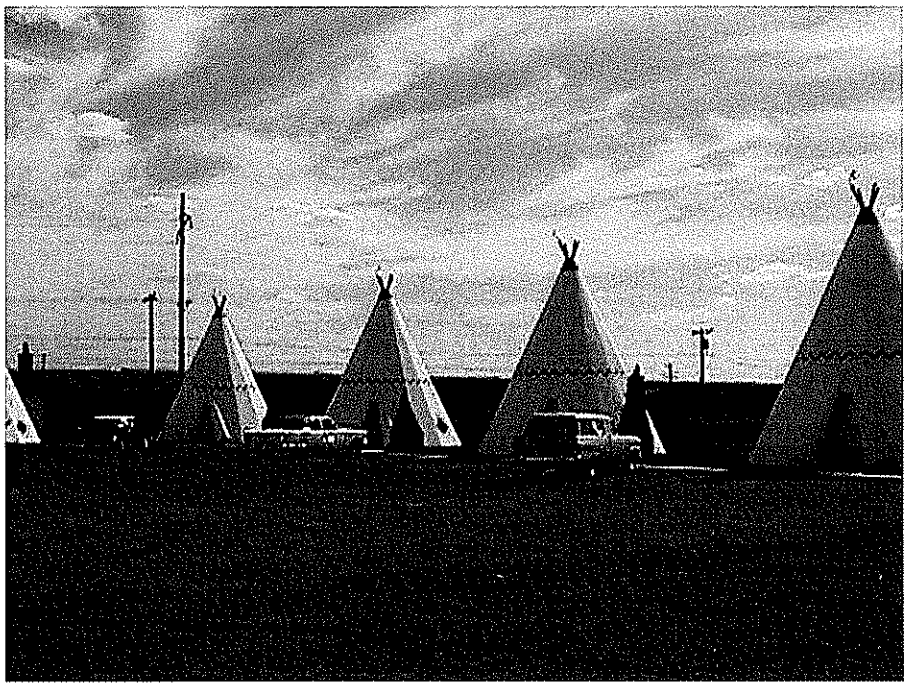
The City of Holbrook is steeped in transportation history and is considered Arizona's gateway to old Route 66 and the Petrified Forest National Park. Holbrook's Route 66 roadway boasts one of only two 90° turns along this historic byway. From the classic Wigwam Motel to Holbrook's Historic Downtown corridor, Holbrook offers scenic treasures and memories for visitors from all over the world.

Most of the Old Route 66 Corridor in Holbrook has been developed for commercial use. This is particularly true for that part of the roadway south and southwest of the Interstate. That part of the old roadway north of the interstate overpass, between I-40 Exits 286 and 289, has also been developed for commercial purposes. However it is obvious that most of the development on the northeast segment has occurred since the creation of the Interstate.

Holbrook sits about 20 miles due south of the southern boundary of Navajo Native American Reservation the largest tract of Native American land in the United States. Travelers have immediate access to Navajo services and events via Arizona Highway 77 North of Holbrook. Surrounded by the Navajo Native American Reservation, Hopi Native American tribal lands are also accessible on an extension of the same roadway, about 40 miles further northwest.

The northern boundary of Fort Apache Native American Reservation lies approximately 45 miles due south of Holbrook. Access to the Fort Apache reservation is also from Arizona Highway 77, which connects with Old Route 66 just south of the I-40 corridor in downtown Holbrook.

The renowned Petrified Forest National Park is located 20 miles east of Holbrook. It can be reached from Holbrook by two different routes. One route is Northeast on I-40 to Exit 311, which is about 25 miles from Exit 286 (the place where the Interstate crosses over the old Route 66 corridor near downtown Holbrook). At Exit 311, travelers may choose to head north toward the unique Painted Desert, or stop for rest at National Park Service facilities or head south into the Petrified Forest Park area. Lesser-known southern entrances to the Petrified National Forest Area can be reached from U.S. Highway 180, which intersects SR 77 South about a mile south of the point where SR 77 connects to Old Route 66 in old Holbrook.



Wigwam Motel along Route 66 in Holbrook, Arizona

Route 66 in Joseph City, Arizona

Segment 2 – Joseph City

Only a couple of roadside businesses remain in Joseph City, but you can see the skeletons of the enterprises that were able to thrive here. As you leave town you will see the Old Fort Monument, worth a brief stop. All over Joseph City area you can see the Cholla Power Plant with its huge smokestacks. Joseph City residents sold their water rights to the electric company in 1960. The plant created sorely needed jobs for the residents, but it also sucked up underground water, dropping the water table so low that farming was abandoned (from Route 66 Across America, by Richard and Sherry Mangum, page 87, Joseph City, AZ.)

Private ownership and commercial development are found along this B-40 segment of Route 66. The Navajo Nation and Hope Reservation are located north of Joseph City. The Apache Sitgreaves National Forest is located south of Joseph City.

Segment 3 - Winslow

Winslow grew from a wagon trail to an Atlantic & Pacific Railway terminal in 1881. Winslow's growth was rapid and the Fenton Brickyard began producing millions of red and yellow bricks for schools, homes, churches, sidewalks, and the old Harvey House, which was built in the style of a Spanish ranch from the past.

The advent of the automobile further enlarged the town, making Winslow a major stopping point for travelers along Route 66. Winslow is timeless...in touch with the past, in tune with the future. Many cafes, trading posts, motor courts, and garages operated all along the highway, and a few remain open today.

You'll notice reminders of years gone by in forms very much alive, such as the original railroad depot and other historic buildings. You may see Native American women in traditional dress and cowboys right off the range. Explore the sights and attractions nearby, including the Homolovi Ruins State Park, the Little Painted Desert and Meteor Crater.

Private ownership and commercial development are found along this B-40 segment of Route 66. The Navajo Nation and Hope Reservation are located north of Winslow. The Apache Sitgreves National Forest is located south of Winslow.

La Posada in Winslow, Arizona

Segment 4 – 9 Winona, Flagstaff, Williams and Ash Fork

Flagstaff and Winona are located in the Coconino National Forest. Walnut Canyon, Wupatki, and Sunset Crater Volcano National Monuments are managed by the National Park Service. Ash Fork and Williams are located in the Kaibab National Forest. Private ownership and irregular development can be found all along the corridor within these segments of Route 66.

Flagstaff

Museum Club along Route 66 in Flagstaff, Arizona

Settled in 1876, Flagstaff was named for the tall pine tree used as a trail marker for California-bound wagon trains. This trail eventually became Route 66. For years, scores of Motor Courts and cafes beckoned to the weary traveler, and many of these have outlasted the coming of the interstate.

Currently, the downtown area on Route 66 is undergoing a vibrant redevelopment, and the Santa Fe Train Depot has been revitalized as a new Visitors Center. A "must see" is the Museum Club on Route 66, an old log structure built in 1918. Five living trees support the building, which now houses a dance hall and music club.

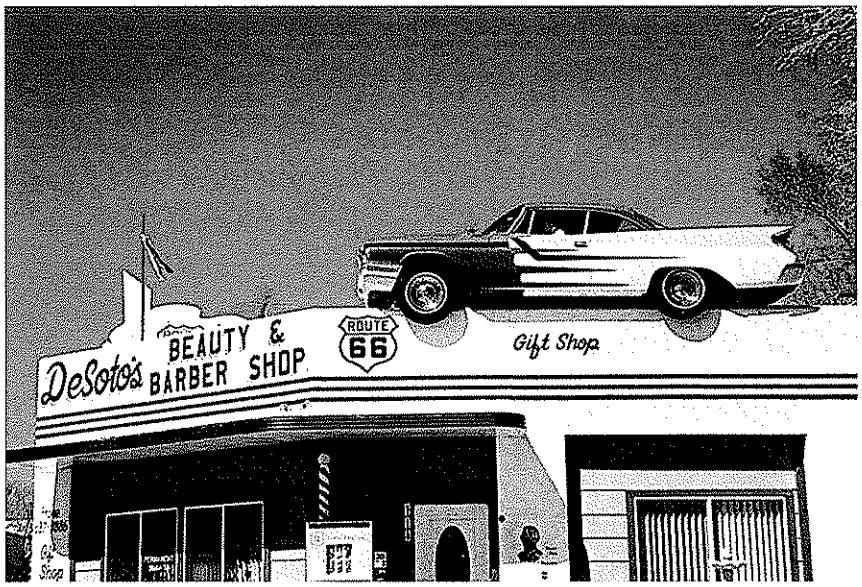
Williams

Shopping along Route 66 in Williams, Arizona

The last Route 66 Town to be bypassed by I-40, Williams is known as "The Gateway to the Grand Canyon." The one and one-half mile stretch of Route 66 through the heart of the small town was once thick with motels, restaurants and shops.

Today, the little town is still active. The entire downtown area is listed in the National Register for Historic Places. Route 66 buffs will appreciate the neon signs of the intact 1940's "Motel Row." In East Williams is the Kaibab Forest featuring great hiking, horseback riding and fishing.

Ash Fork



Shopping along Route 66 in Ash Fork, Arizona

Ash Fork began as a stage depot, and grew with the coming of the railroad. Mining was important to its economy. Route 66 runs the length of the town and some motels, gas stations and businesses have operated since the highway's beginning in 1926.

The town has six stone yards and ships beautiful Arizona Flagstone nationwide. Visit their "Settler's Cemetery," an old west grave site with wooden crosses and etched sandstone. Nearby attractions are petroglyphs (pre-historic carvings) in Partridge Creek and a preserved portion of Beale Wagon Road Historical Trail.

Segment 10 - 11 – Seligman (Exit 139) to Kingman

Seligman

Snowcap Restaurant, Seligman, Arizona

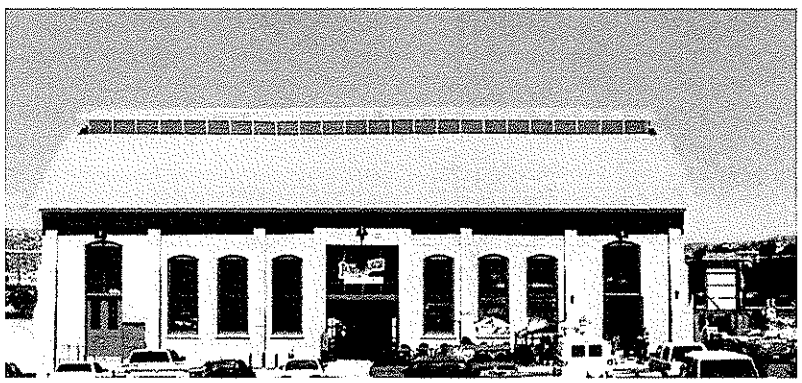
Seligman, a railroad town founded in 1886, is situated in the beautiful Upland Mountains of Northern Arizona. It was at a junction of the Santa Fe Railroad's main line. Santa Fe established repair facilities here, including the famous "Harvey House - Road House." In the early Route 66 years, Seligman accommodated many travelers with motor courts galore. Seligman is rich in scenic and historic value.

Today, a visit to this small town is a step back in time, and tourism is still an important part of the economy. Long-time resident Angel Delgadillo, the town barber, now retired, is one of the founders of the Historic Route 66 Association of Arizona and one of the most avid supporters of Route 66 in the country.

Down the street, Angel's brother, Juan Delgadillo, operates the famous Snow Cap Drive Inn. Juan supplies a generous serving of humor along with your food and a stop here will certainly be remembered! Down the street, the Copper Cart is still serving good food and there's always a gathering of friendly people about.

At the west end of town, Pope's General Store, steakhouse and motel is another taste of Seligman's hospitality. If you have ever seen a national TV show or read a book about Route 66, it is almost certain that you have already been introduced to this fascinating town and its memorable people. Be sure to pick up a Seligman Walking Tour Guide at the Visitor's Center.

Kingman



Powerhouse, Kingman, Arizona

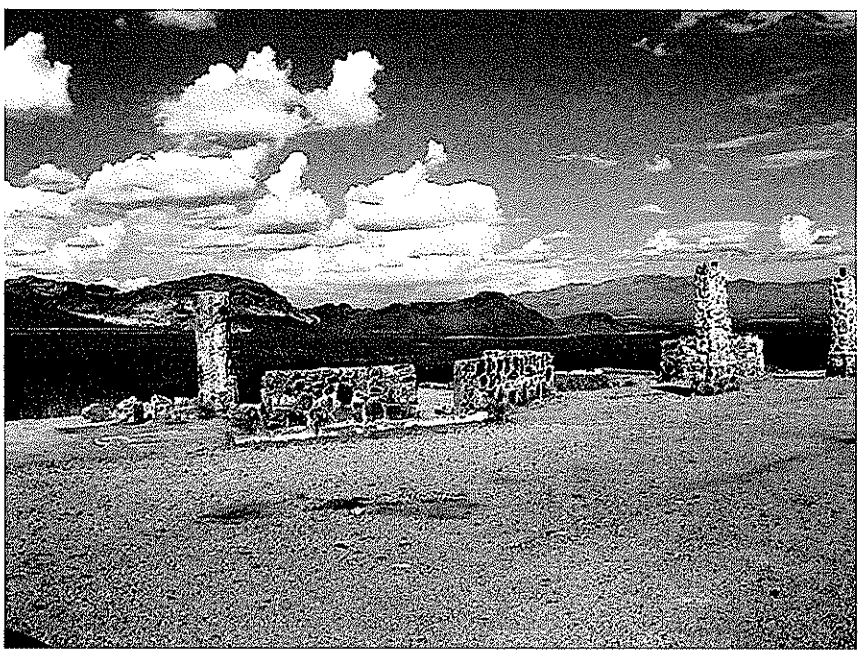
Access to rail and wagon routes helped establish Kingman as a trade and transportation center. By 1882, Kingman was officially a town. Route 66 parallels the railroad track, and Kingman has always been a staunch Route 66 town with many motels, cafes, and service stations. Today, the I-40 Business Loop runs straight through Kingman, and is still a major stop for travelers. The old downtown area on Route 66 has not changed much over the years, and a brief tour of Andy Devine Avenue and Beale Street will give you a glimpse of the past.

Be sure to visit the Old Courthouse (where Clark Gable and Carole Lombard were married). Locomotive Park is home to "Old Steam Engine #3759, which was donated by the Santa Fe Railroad. The Mohave Museum of History and Arts also provides an exciting look into the past. Downtown also has the Beale Hotel that was once home to

Andy Devine, the famous movie personality. The office and gift shop of the Historic Route 66 Association of Arizona is located at the Powerhouse Visitor Center (on Route 66.) The building is on the National Register of Historic Places and has recently been renovated. The Powerhouse Visitor Center is also the home for the Tourist Information Desk, Memory Lane Diner, Powerhouse Hobby Shop, and the Kingman Area Chamber of Commerce.

BNSF railroad right-of-way runs roughly parallel to Route 66 roadway all the way from Kingman through Peach Springs and Seligman to Crookton, located about 12-miles southeast of Seligman. The tracks are within 1,800 feet of the highway for most of the distance. About 8-miles SW of the Peach Springs settlement, the railroad-highway corridor crosses into the Hualapai Tribal Lands. Southeast of tribal lands, about half of the land is operated by the BLM. The rest is privately owned.

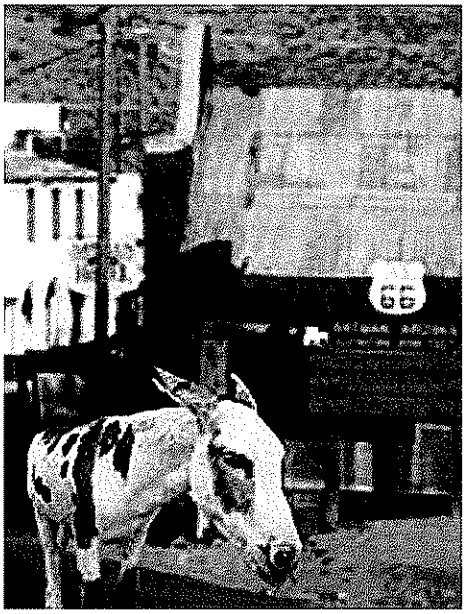
Segments 12 – 13 – McConnnico to Topock



BLM, Back Country Byway (Road from Kingman to Oatman)

Most of the land along Old Oatman Road from McConnico to Goldenrod is privately owned or managed by the Bureau of Land Management. Very little of it has been developed. There are a few new commercial structures on the north side of Old Oatman Road immediately west of the McConnico exit off I-40. There is one old auto service establishment across the road from the new commercial structures. Few if any of the lots in a couple of small residential subdivisions located west, toward the to the wash bed, have been put to use.

Oatman



Downtown Oatman, Arizona

At an elevation of 2,400 feet in the Black Mountains, Oatman was once the last stop in Arizona before entering the dreaded Mohave Desert in California. Oatman was founded in 1906 as a commercial center for nearby mining camps, and was at one time considered to be the richest gold mining district in the state of Arizona. The combination of mining and endless traffic on Route 66 made Oatman a boomtown. In 1953, Route 66 was rerouted through Yucca as the traffic had become too much for the steep, winding road. Today, the town's one street is lined with historic buildings and boardwalks. In the middle of town is the Historic Oatman Hotel, a unique double-walled adobe two-story building. On the weekend, locals dressed up as desperadoes stage gunfights for the camera-toting tourists. While in Oatman, be sure to meet some of the town's "wild burros." Descendants of the work animals of the mines, these burros have found paradise. They nuzzle along for handouts, wandering all over Main Street, posing for pictures and stopping traffic. These born hustlers are experts at playing the tourist game.

The profusion of old claims, and the difficulties associated with resolution of disputed claims and survey discrepancies, produces considerable difficulty in management and development of privately held land in and around Oatman. Indeed, these problems along with the lack of a reliable local water source may account for an obvious lack of franchised lodging and restaurant operations in this old mining community.

Route 66 near Oatman, Arizona

Golden Shores/Topock

Topock is a little desert settlement that sits on the east bank of the Colorado River. If you are headed west, it is the last Arizona town on the old highway, or the first heading east. The Route 66 River Bridge once carried travelers across the Colorado River toward Needles, California, and a long trek across the dreaded Mohave Desert. This old, arched steel bridge now supports pipelines, and travelers cross the river on I-40.

The nearby community of Golden Shores has merged with Topock as one friendly community attracting family and retirement living. Historic Route 66 runs through this community after a nostalgic and scenic 22-mile drive from Oatman.

Some books used to advise travelers that the portion of Route 66 between Oatman and Topock/Golden Shores was not recommended for travel; *this is no longer the case.* Through the efforts of the people of these communities, this portion of Route 66 has been completely resurfaced, maintained and provides a scenic and delightful drive. The Bureau of Land Management has dedicated this section of highway from Topock/Golden Shores through Oatman to McConnico (west of Kingman,) as a Historic National Back Country Byway." This truly signifies the importance and scenic value of this fascinating stretch of the original Route 66.

BLM Back County Byway

The United States Fish and Wildlife Service (USFWS) manage the Havasu Wildlife Refuge and has jurisdiction over public access, activities and uses. Hiking, boating and fishing are allowed but camping is not. The Route 66 corridor provides a primary access to the wildlife refuge on the east side of the habitat. A fresh water marina has been set up on the edge of the marsh and serves as the primary access point for the marshes and lakes north of the narrows and provides access to recreational sites south on the shores of Lave Havasu, as well. Many of the recreational areas at Lake Havasu are accessible only by boat.

Havasu Wildlife Refuge, Colorado River, Arizona

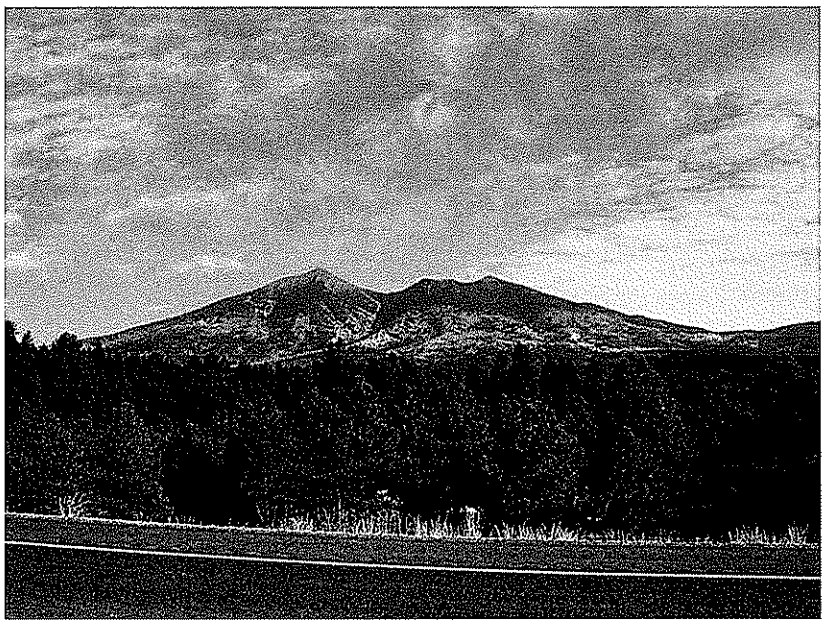
Primary recreational opportunities near I-40 Exit 1 would be limited to such activities as USFWS might permit on the refuge, and to water sports supported by facilities at Lake Havasu itself. Most of the land from Golden Shores to Baker Spring area is subject to BLM management.

Intrinsic Qualities Inventory

Natural and Scenic Features

Scenic qualities are defined as "the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape landform, water, vegetation, and manmade development contribute to the quality of the corridor's visual environment. Everything present is in harmony and shares in the intrinsic qualities."

The scenic vistas of the southwest are widely known and have inspired Americans for generations. Historic Route 66 takes travelers from the superb painted deserts of eastern Arizona into the high mountains of central Arizona. Majestic **Humphreys Peak**, the highest mountain in Arizona, is located just north of Flagstaff and many State Parks are nestled around Flagstaff offering spectacular views of the **Kaibab and Coconino National Forests**.



San Francisco Peaks, Flagstaff, Arizona

After driving through the ponderosa and pinyon/juniper forests of the high desert, the byway travels back into desert terrain and heads towards the magnificent **Grand Canyon**. Located north of the byway, the Grand Canyon has humbled men and women since Route 66 first began bringing them to its door.

Featured against the scenic backdrop of Northern Arizona, visitors find refreshment, relaxation at many of the historic haunts dotting the urban landscape in the towns along Route 66. A unique shopping experience, educational, cultural and historic attractions steeped in Old Western hospitality abounds in each of the towns. Neon signs, unique dining opportunities, historic motor courts and themed events beckon travelers out of their cars and into the towns to enjoy the diversity of Northern Arizona.

Natural Features

Natural qualities apply to "those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances."

Few byways can offer the wide natural diversity of Historic Route 66. From petrified redwoods to the deep woods, nature's cornucopia is graciously presented along this byway. As the byway crosses the state of Arizona it displays one natural wonder after another: **Painted Desert, Petrified Forest, Meteor Crater, Kaibab Forest, Grand Canyon Caverns, desert mountains**, are just a few.

Painted Desert, Arizona

Meteor Crater, Arizona

Route 66, Black Mountains, Arizona

Archaeological

An archaeological quality involves "those characteristics of the scenic byways corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor's archaeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past."

Wupatki National Monument

The original inhabitants of Wupatki are believed to have been ancestors of the Hopi Native Americans. In this 35,253-acre area you will see hundreds of ruins. Among the most impressive is Wupatki or "Tall House," containing more than 100 rooms. Nearby are a ceremonial amphitheater, ball court and blowhole. Other important ruins are the Citadel, Nalakihu, Lomaki and the three-story Wukoki. Most of the dwellings were inhabited from about 1100-1225 AD. There are self-guided trails that can be walked during the daylight hours.

Walnut Canyon

In densely wooded country southeast of Flagstaff, the small seasonal stream Walnut Creek has carved a 600-foot-deep canyon into the local Kaibab limestone as it flows east, eventually joining the Little Colorado River en route to the Grand Canyon. The exposed rocks in the canyon walls occur in various layers, of slightly differing hardness, some of which have eroded more rapidly forming shallow caves; during the 12th to 13th centuries they were used by the local Sinagua Native Americans who constructed many cliff-dwellings along the steep well-protected ledges, high above the canyon floor. Today, the appearance of the canyon and ruins is reminiscent of Mesa Verde National Park in Colorado. Many of the dwellings were built around a U-shaped meander in Walnut

Canyon, where the creek circles around three sides of a high rocky plateau, almost creating an 'island', and this region now forms the central attraction of the National Monument. There are many other ruins in the 20 by 10 mile area but they are not easily accessible. The dramatic location of the buildings makes Walnut Canyon one of the most interesting of the Arizona NPS historical sites to explore. Other contemporary habitations of the Salado people are preserved in the nearby Tuzigoot and Montezuma Castle National Monuments.

Homolovi Ruins State Park

Homolovi Ruins State Park is a prehistoric archaeological site comprised of ruins left by the Anasazi. Located along the Little Colorado River, this is Arizona's first archaeological state park, consisting of four major pueblo sites thought to have been occupied between 1200-1425 AD, as well as lithic scatters, pit houses and other sites of interest. Archeologists work in the park in June and July; special archaeological exhibits and programs are offered. A campground has back-in and pull-through sites which can handle large RVs, restrooms and showers, dump station, potable water faucet, electric hookups, picnic tables, grills, and tent pads; picnic tables with shade ramadas are located along the main park road. Recreation includes interpretive, hiking, and equestrian trails.

Historic and Cultural Attractions

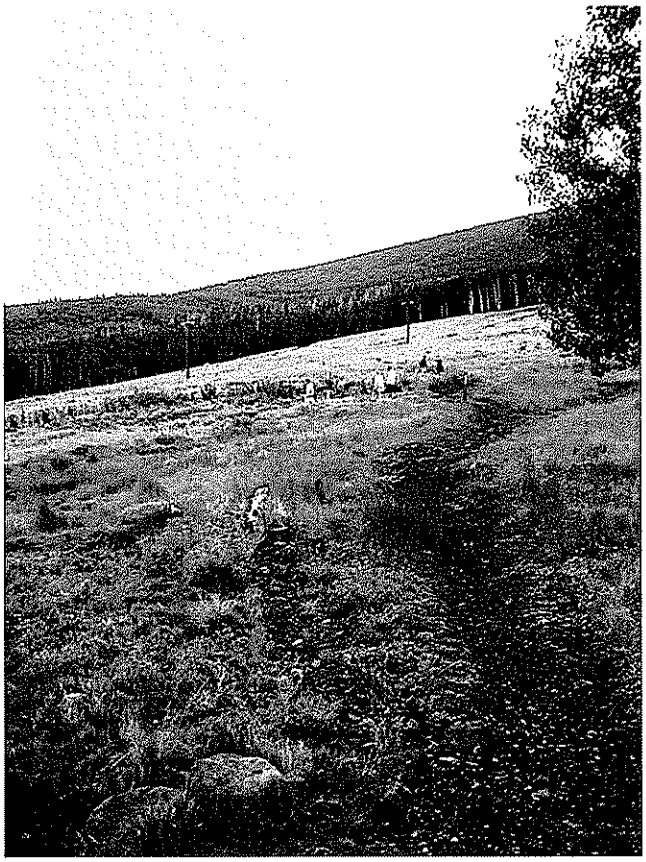
Cultural qualities are defined as "evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions."

The rich cultural diversity along Historic Route 66 will dazzle and amaze even the seasoned road warrior. From harmonious Native American tribes to thrill seeking retirees, Route 66 delivers a wide spectrum of cultures along its route. Whatever tickles the traveler's fancy, Native American curios to modern delights, travelers will enjoy partaking in the succulent culture of the southwest.

Many Native American tribes abound in this region of the southwest, as there are nine reservations that lie just off the byway. Each tribe is culturally distinct and continues to maintain its vibrant heritage.

Recreation Sites and Facilities

Recreational qualities involve "outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized."



Hiking at Snowbowl (San Francisco Peaks) near Flagstaff, Arizona

Lake Havasu, Arizona

Historic Route 66 takes travelers through some of the most scenic areas of the southwest, each one offering a wide variety of recreational activities. There are many chances for travelers to stretch their legs along Route 66 thanks to the bounty of National and State parks located throughout the byway as well as a few privately owned wonders including **Meteor Crater** and **Grand Canyon Caverns**.

Just off the byway is one of the natural wonders of the world, the **Grand Canyon**. Truly one of the greatest outdoor/tourist meccas in the world, the Grand Canyon offers mile after mile of trails with one scenic vista after another.

There are also two road rallies along Route 66 during the summer months. The first is the **Annual Route 66 Fun Run** sponsored by the Historical Route 66 Association of Arizona. First held in 1988, the Fun Run has attracted people from all over the U.S. and many foreign countries. This three-day event held the first weekend of May begins in Seligman and travels 140 miles to Topock/Golden Shores. The event is open to all street legal vehicles, including buses, bikes, RV's, roadsters, station wagons or shelbys.

The second road rally is the **Annual Mother Road Ride/Rally**; this is a 'motorcycles only' rally where all brands of motorcycles are invited to tour down Historic Route 66. Some groups leave Chicago heading westbound, while other groups leave the Santa Monica Pier heading eastbound on the second Saturday of June.

Table 6 summarizes local attractions/events that are associated with Route 66 and/or the towns along the route. Please view the map located after the table for Route segment references.

Table 6. A list of Intrinsic Qualities associated with Arizona Route 66.

Route Segments	Intrinsic Quality	Cultural	Historic	Archaeological	Recreational	Natural	Scenic
1	Petrified Forest National Park			√	√	√	√
1	Painted Desert			√	√	√	√
1	Holbrook Old West Celebration	√					
1	Holbrook Courthouse		√				
1,2,3,5,8,9,10,11,12,13	Rt 66 Main-Street Shopping	√					√
1	"Gathering of Eagles" Native American art show	√					
2,3,4,5,6,7,8,9,10	Three National Forests				√	√	√
2	Old Fort Monument		√				
3	Meteor Crater				√	√	√
3	Winslow Heritage Days	√	√				

Route Segments	Intrinsic Quality	Cultural	Historic	Archaeological	Recreational	Natural	Scenic
3	Annual Just Cruis'n Car Show	√					
3	Navajo Reservation	√	√	√	√	√	√
3	Hopi Reservation	√	√	√	√	√	√
3	Homolovi Ruins State Park			√			
3	Clear Creek Reservoir				√	√	√
3	La Posada	√	√				
3	Old Trails Museum		√				
4,5,6,7,8,9,10	Kaibab and Coconino National Forests			√	√	√	√
5	Sunset Crater Volcano National Monument					√	√
6	Sedona	√			√	√	√
5,6,7	The Arboretum at Flagstaff				√		
5,6,7	San Francisco Peaks				√	√	√
5,6,7	Meteor Crater				√	√	√
5,6,7	Mormon Lake Ski Touring Center				√		
5,6,7	Lowell Observatory		√		√		√
5,6,7	Flagstaff Nordic Center				√		√
5,6,7	Arizona Snowbowl				√	√	√
5,6,7	Museum of N. Arizona	√	√	√			
5,6,7	Riordan State Park	√	√				
8	Gateway to the Grand Canyon				√		
8	Grand Canyon Railway		√		√		
8	White Horse Lake				√	√	√
8	Sycamore Canyon Wilderness Area				√	√	√
8	Rendezvous Days	√					
8	Historic Santa Fe Freight Depot.		√				
8	Air and ground scenic tours				√		
8	Fishing				√		

Route Segments	Intrinsic Quality	Cultural	Historic	Archaeological	Recreational	Natural	Scenic
8	Williams Ski Area				√		
8,9,10	Bill Williams Mountain				√		
10	Grand Canyon Caverns				√	√	
10	Supai Indian Village in Havasupai Canyon.	√					
10	Hualapai Reservation	√	√	√	√	√	√
11	Hualapai River Running				√		
11	Hualapai Folk Arts	√					
11	Indian Days	√					
11	Peach Springs Canyon				√	√	√
11	Grand Canyon Caverns				√	√	√
11,12	Powerhouse Visitor Center		√				
11,12	Hualapai Mountain Park				√		
11,12	Annual Route 66 Fun Run Weekend	√			√		
11,12	Cerbat Mountains				√	√	√
11,12	Kingman Auto and Air Show	√					
11,12	Andy Devine Days Celebration (PRCA Rodeo and Parade)	√			√		
11,12	Kingman and the Colorado River		√		√	√	√
11,12	Several ghost towns	√	√				
11,12	Multiple Resource Historic Districts		√				
11,12	Beale Wagon Road		√				
11,12	Beale Springs		√			√	
11,12	White Cliffs Wagon Road		√				
12	Oatman to Kingman Road						√
12,13	Historic National Back Country Byway-BLM		√		√		√
13	Havasu Wildlife Refuge				√	√	√

ROADWAY SIGNAGE

Wayfinding and roadway signage present a series of significant issues and challenges for the Route 66 CMP, whether considered in connection with corridor-specific marketing efforts, interpretive components, road and highway improvement programs, or contemporary roadway sign control regulations. They are as follows.

One of the Jackrabbit signs

Period Signage as Landmarks in Cultural Landscape. Part of the Route 66 "mystique" has to do with the character and variety of signs used by roadside service providers and merchants to attract the attention of travelers. The Burma Shave sign sequence in the right-of-way east of Kingman, the 50's era Hollywood murals and cafe neon in Williams, and the big Jackrabbit Saloon signs near Holbrook all provide excellent examples. Other specie of period signage could be described as eclectic, whimsical, or "eccentric." Roadside advertising strategies and methods, sign technology and signing regulations have changed during the last century. Much of the travel service business for which period signage was created no longer exists. There might be some question as to whether contemporary sign officials would approve of their size, placement, or technology. Therefore careful attention must be paid to questions having to do with preservation, restoration, and visibility of period signage, and to how such signage contributes to the wayfinding and the unique quality of the touring experience in the Arizona segment of Route 66.

Abandoned garage at Joseph City

Corridor Identification - Announcing the Beginning and End of the Arizona Segment. Several challenges and issues are found at the general level of interest in the *Arizona* portion of old Route 66 as itself a destination. Private tour promoters have devoted considerable attention to Route 66 as a unique "heritage" touring experience. But it appears that most of the attention has been given over to larger extents of the old highway, or focused on its western reaches in Southern California. So the absence of physical identification and presentation of the Arizona portion of the corridor presents a problem to be addressed and overcome as part of effective corridor management.

Neither the beginning nor the end of the Arizona portion of corridor is clearly announced from Interstate Highway 40 at Holbrook or Topock. Ironically the most prominent existing corridor-specific landmark-sign is located across the Topock Crossing on the California side of the Colorado River. It might be reasonable to wonder if the east end of the Arizona

Landmark sign on California side of Topock Crossing at Colorado River

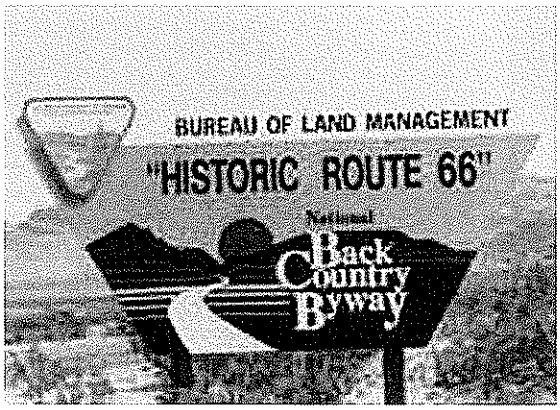
segment should begin or end at Holbrook. But it is clear that if Holbrook should be an appropriate place for the east terminus of the corridor, then there are two distinct choices for a portal there. Old Route 66 crosses the IH-40 alignment *twice* at Holbrook. The more easterly exit (IH-40 Exit 289) introduces westbound travelers at once to the familiar profiles and back-lit logos of modern franchised travel service establishments. The more westerly intersection (IH-40 Exit 285) ramps down into the older downtown area of Holbrook proper. It gives travelers immediate access to numerous independently owned restaurants and motels, not to mention the famous county museum of history and the well-publicized Wigwam Motel. The challenge is to provide better ways of allowing travelers to decide which of the two exits better serves their interests without prejudice to destination-specific travel, heritage or cultural touring, or simple interstate passage.

Corridor-Segment Identification – Bringing Coherence to Existing Wayfinding Systems. Systematic attention to wayfinding, as particularly represented in existing directional and interpretive signage, would eliminate another challenge to effective corridor management clarity, coherence and consistency.

Interstate 40 currently provides primary interstate access to Arizona Route 66 segments from both the east and the west. Highway officials have permitted modest directional signage off the Interstate for several major segments of Route 66. Nevertheless, it is easy for travelers mistakenly to assume that the new IH-40 expressway follows the old Route 66 alignment. Promotional efforts tied to the benefits of the experience of Historic Route 66 excursions will be frustrated until it is clear, on the ground and from behind the windshield, that the new IH-40 expressway is not merely an updated version of old US Highway 66. The experience of Old Route 66 ***must*** be had by way of ***excursion*** off the Interstate. Yet none of the interstate exit signs clearly indicate which major destinations are accessible from that point. Several of the exits do not even indicate clearly that an excursion along Route 66 could begin there. Physical arrangements at several exits are confusing. Physical layout of the exits off IH-40 as well as directional signage, both at Topock and McConnico for example, leave motorists uncertain about routing choices if they wish to detour through Oatman. The entrance/exit connections at Winona appear to have been altered. Existing signage does not help motorists find the old westbound route into Flagstaff and San Francisco Peaks. Due to inadequate and confusing directional signage and the lack of effective interpretive elements, eastbound motorists who succeed in staying on route through the older commercial district in Flagstaff are diverted eastward away from the old road to Winona. As a result they miss the old southbound road, which makes a nice connection south over the Interstate corridor to the National Park Service facilities at Walnut Canyon.

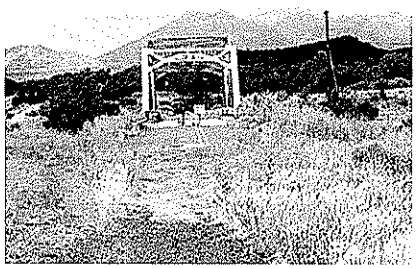
Corridor signage promotion image appears in ADOT website

A related set of questions and issues arise from the fact that several agencies, ADOT (Arizona Parkways, Historic and Scenic Roads) and Bureau of Land Management (BLM) have already introduced special corridor or segment-level directional and interpretive signs to draw attention to touring experiences accessible via significant reaches of the old roadway. It appears that at least three communities along the route, notably Williams, Seligman and Winslow previously introduced their own flavor of Route 66-oriented signage. Opportunities for coordinated signing as part of a coherent wayfinding system are apparent. But an effort must be made to bring the various government and public interest agencies and destination-specific stakeholders together for collaboration and joint sponsorship that benefits their common objectives in effective promotion, wayfinding and interpretation.



BLM corridor destination identification sign

<u>*Wayfinding and Signage Challenges and Issues within Various Segments of the Old Roadway*</u>. Numerous specific challenges and issues present themselves at the level of wayfinding within different segments.


Abandoned steel bridge near Winona, SE of Flagstaff

(a) broken or revised alignments. Compilation of a detailed inventory of these problems would be an important first chore for concerned citizens, roadway officials, destination reps, tour promoters and marketers. In fact, the dispositive view of which problems should first be addressed, and how, should come from local decision-making processes. However a couple of examples would help to illustrate the difficulties. Reference has elsewhere been made to the realignment of the original Route 66 to bypass Oatman. The Oatman community almost disappeared when that happened. In Winslow and Ashfork, traffic managers split the old Route 66 alignment into two one-way streets passing in opposite directions through their central business districts. Though practical from the standpoint of traffic management, this revision in the alignment creates confusion for the motorist. A westbound traveler looking for La Posada, for instance, could drive all the way through Winslow before realizing s/he had missed the place. It fronts on the eastbound one-way. Similarly, the old Route 66 roadway has been broken up on the southwest side of Kingman. Although it seems there would be some benefit in directing interested travelers off the Interstate into Kingman along the old alignment, the connections are poorly marked and difficult to navigate from the IH-40 Exit at McConnico.

(b) <u>*segment-destination wayfinding challenges and issues*</u>. Current wayfinding and signage opportunities and difficulties have been strongly impacted by the physical evolution of the old route, by differences in the development patterns of the several communities along existing segments, and by the evolution of cultural and inter-agency dialogue.

Lake Havasu recreation services at Topock

Several distinct groups of stakeholders have been identified: (1) managers of sites traditionally regarded as *primary* destinations accessible from Route 66; (2) travel services promoting or supporting tourism to the primary destinations; (3) entertainment and trading concerns that provide both intra-regional destinations and /or *secondary* destinations for tourist traffic (e.g. Winslow entertainment and Indian markets; the "Main Street USA" ambiance at Williams; the Hualapai Reservation marketplace at Peach Springs; daily "high noon" entertainment at Oatman); (4) travel services for various "thru" traffic customers (interstate motorists, railroad employees, and truckers); (5) major regional institutions with less touring-specific concerns, such as government agencies, Northern Arizona University and Lowell Observatory, (6) regional resource providers such as Arizona Public Service and the BLM; (7) general retail and commercial services providers, and (8) residents of nearby tribal community lands (Navajo, Hopi, and Apache to the east, Hualapai and Mohave to the West, and (9) general non-native American populations, both rural and urban. However, other than fledgling grassroots organization at Seligman, and the stirring of tribal interest in upgrading tourist facilities and services at Peach Springs, there appears little evidence of cooperative effort at the local level to improve corridor-wide wayfinding and signage. Instead, wayfinding and signage appear to reflect an insular or particularistic "business as usual" approach. From these observations the following CMP challenges can be identified:

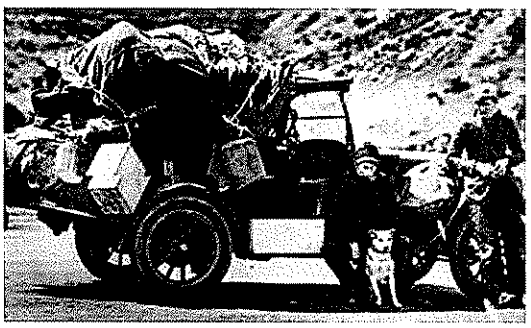
- The State of Arizona may be better positioned than any stakeholder in the policy making arena to bring together the various governmental entities with significant interests in the wayfinding and signage system for the Arizona portion of the Route 66 corridor. Many of the primary *destinations* along the route are managed by federal agencies, which appear to have little incentive to cooperate with one another in improving the over-all wayfinding system, or with local officials. Perhaps the State is better positioned to work with regional federal officials than representatives of any community or special interest group within the corridor. ADOT itself might reconsider its wayfinding and signing policies to respond to significant differences in the evolution of the corridor and its value to the larger community, as well as the differences in physical condition of the roadway along the various segments.

- It is apparent that considerable energy and creativity, not to mention diplomatic finesse, will be required to mobilize the various stakeholder groups whose participation and / or acquiescence will be needed to initiate and maintain a comprehensive program of corridor improvements and wayfinding signage. It is important that these efforts be integrated with corridor marketing and interpretive systems. It seems obvious, for example, that a Route 66 enhancements corridor overlay district would be appropriate in Flagstaff. However, it is also clear that local business investment in commercial signage is substantial. Merchants and service providers can be expected to be chary of any effort to restrict roadway advertising in ways that

might give others a competitive advantage. Similar problems could arise in Kingman, where road improvements and changes in wayfinding signage could be viewed as giving comparative advantage to service providers and vendors in other parts of the area.

Army explorers used camels to layout the original route across Northern Arizona

- The proliferation of signage that already exists along the various segments of Route 66 is such that creating less visually obtrusive methods for improved wayfinding should be a priority. Possibilities include:
  - Creation of a system of icons specifically identifiable with the Arizona part of the Route 66 corridor, as well as the destination-specific excursion opportunities available via its several segments. A suitable system of icons could be used to connect promotional materials and wayfinding publications with on the ground signage, reducing the need for explanatory text.
  - A distinctively styled sequence of strategically placed interpretive-wayfinding kiosks and banners, easily recognizable as such, to reduce the need for traditional signing.
  - Low power radio broadcasting for both segment-specific and corridor-related wayfinding information.
  - Videos and tape cassettes describing the various scenic, historic, cultural and recreational destinations accessible from a particular segment of Route 66, to be distributed or played at existing travel service establishments along the corridor.
  - Internet promotional and wayfinding utilities oriented toward heritage and cultural touring opportunities accessible via the Arizona portion of Route 66.



Pilgrims above Topock Crossing

- A rich variety of opportunities for multi-cultural exchange and dialogue are accessible *primarily* from several segments of the celebrated Mother Road. These opportunities should be featured in the wayfinding and signage system as an integral part of the continuing contribution of the Mother Road to the evolution of our consciousness of who we are as a people.

Route 66 Signage in Arizona

Advisory Committee Action Plan

Short Term Action Plans

1. The Route 66 Advisory Committee will further develop and expand the community network of Route 66 enthusiasts by actively pursuing more energetic participation from the general public, federal land managing agencies, tribes, municipalities, counties, adventure groups, and tourism companies on issues surrounding Route 66 and its associated resources.

2. The Route 66 Advisory Committee will establish a task force to monitor upcoming projects along Route 66 for resource protection and conservation issues and opportunities.

3. The Route 66 Advisory Committee will develop document and decision-making review process with key resource managing agencies along Route 66 to review general plan updates and land management issues such as zoning, allotments, and easements that might impact Route 66 resources and their marketability.

4. The Route 66 Advisory Committee will identify and secure funding to document historic resources along Route 66 in Arizona and prioritize necessary restoration projects.

5. The Route 66 Advisory Committee will identify and secure funding to complete a thorough Intrinsic Qualities survey along Route 66 in Arizona and prioritize necessary protection projects.

6. The Route 66 Advisory Committee will establish a task force to work with municipalities to identify marketable resources.
7. The Route 66 Advisory Committee will encourage communities along Route 66 to apply for designation as a National Heritage area.
8. The Route 66 Advisory Committee will establish a task force with local municipalities to develop marketing strategies that are consistent with the goals and resource protection needs.
9. The Route 66 Advisory Committee will forge partnerships to identify and obtain funding for implementing marketing strategies and objectives, including the development of marketing materials to promote resource protection and enjoyment opportunities.

Long Term Action Plans

1. The Route 66 Advisory Committee will organize a task force and workshop to identify and explore the opportunities for improved traveler wayfinding offered by new developments in technology. Specific examples include public access GIS, satellite GPS information systems, low power community radio signal installations and Internet trip mapping services. Recommendations would be prepared with Federal, State and Local Agencies input and that of business owners of the places customarily thought to be significant along the corridor. Recommendations would be compiled and published via website and newspapers.
2. The Route 66 Advisory Committee will assemble rules and policies governing installation of wayfinding signs along the Interstate and Arizona highway corridors, as well as local streets that follow all applicable sign regulations. Identify steps required for approval of wayfinding devices proposed to be located in the public right of way, along with specific authorities to contact for permit applications. Disseminate the report to persons and organizations charged with responsibility of designing and installing Route 66 wayfinding signs in the public ROW and to any other interested party.
3. For each portion of the corridor that passes through a community that regulates signage along the ROW, the Route 66 Advisory Committee will be the catalyst to identifying the specific regulations and requirements that might interfere with effective wayfinding for historically or culturally significant places and develop specific proposals for eliminating, avoiding, or mitigating adverse impacts of such regulation.
4. The Route 66 Advisory Committee will conduct an open competition to design a distinctively appropriate system of logos and symbols for use along the entire extent of the Route 66 Corridor through Arizona. Combine the competition with a "know more about the place where you live" program for school kids of all ages living in communities along the corridor. Kids' submissions would be judged in a separate category from the general category for adults, designers, promoters and the like. The jury for the competition would be comprised of citizens as well as sign experts and public officials.

The specification for submissions would include such things as:

- fidelity to a theme such as "moccasins to motorcycles;"
- adaptability for different wayfinding applications in different segments of the corridor; and
- whether the system of symbols proposed can be used effectively to direct travels to different kinds of experiences, e.g. cultural events, historic places, scenic overlooks, etc.

5. The Route 66 Advisory Committee will create a membership association responsible for improving traveler wayfinding to any place identified in its registry of significant places. The members would be representatives of people, organizations, or agencies that own, manage, sponsor or maintain places identified in the registry. The major routes to and from each place identified in the registry would be marked and examined carefully for problems to be solved and opportunities for improvement. The Association would be charged with a duty to produce an annual report covering:

    - its activities and expenditures during the previous year;
    - the current condition of the wayfinding system within the corridor;
    - specific suggestions for improvements at specific places; and
    - opportunities for tax-deductible contributions to development

1. The Route 66 Advisory Committee will act as a catalyst to create a list of historically unique signs, markers and *landmarks* that should be maintained and protected as a part of the wayfinding system. Obvious examples include the Burma Shave signs along the corridor roadway, the Jackrabbit Saloon signs and the "Take It Easy" monument in Winslow, the pump station & roadhouse at Cool Springs, and the café murals in Williams. This could be accomplished by creating an official registry of Route 66 landmarks, which would be maintained at a central place, with submittals coming from representatives of each different segment of the corridor.

2. The Route 66 Advisory Committee will organize a task force to create a Route 66 Corridor Registry of Significant Places and Events. Submissions would come from those interested in being included in the wayfinding system. Applicants could be required to describe the nature and condition of the interpretive, cultural or scenic resources available at the site proposed to be included, along with suggestions as to means for enhancing the experience of the place, or the event(s). The registry could take the form of an interactive website or a "virtual" museum with links to other websites containing significant interpretive materials. One benefit of being included on the list might be a video clip prepared for regular cable broadcast to hotels, shops, restaurants, and other places frequented by tourists within the corridor.

3. The Route 66 Advisory Committee will organize a task force to identify and maintain a list of people and organizations available to assist corridor property owners in restoration of historic buildings and available to assist

property owners in assembling data and materials from which interpretive experiences might be developed.

4. The Route 66 Advisory Committee will organize a task force to identify ways to subsidize restoration and maintenance of historic landmarks and interpretive facilities along the corridor or the provision of technical assistance needed by those who contemplate restoration work.

The Route 66 Advisory Committee will organize a task force with the specific responsibility for identifying, creating, maintaining and funding new travel rest areas and interpretive centers. The task group would be authorized to work with government agencies to create such facilities along the Route 66 corridor, and with public interest groups or trade associations to operate and maintain the facilities. The task group would help local governments work with State and Federal agencies for funding grants and opportunities.