



Envisioned projects and locations, see following pages for descriptions.

Intent: Projects in the Unser/City limits area are intended to develop a Route 66 gateway to the City and to capitalize upon the existing public facilities to strengthen the Route 66 brand. Projects in this area include adding Route 66 branding elements to the Rapid Ride turn around and library, developing a multi-use trail with Route 66 related public art along the north frontage road and to create a destination lodging/event space that includes the cluster of motels and a campground near the City limits.



Chapter 3: Implementation: Recommended Projects

Special Projects – Node 10: Unser/City Limits



Frontage Road multi-use trail rendering, (5)

1. Project: Multi-use trail west

Description: A pedestrian and bicycle trail with public art.

Location: Frontage road west of Unser Boulevard.

- Create a multi-use trail with a landscape buffer and drainage area.
- Incorporate public art, landscaping interpretive elements and neon .
- Incorporate lighting.
- Incorporate wayfinding signage to navigate area on bicycle and foot, include links to La Ceja and Petroglyph National Monument.



Westside park and ride, (5)

2. Project: Enhancements to Park and Ride facility

Description: Route 66 branding elements and interpretive features at Park and Ride facility.

Location: Park and Ride facility at Unser Boulevard and Central Avenue

- Add Route 66 branding and art work to existing transit shade structure and signage.
- Add wayfinding signage
- Add interpretive elements to site.
- Provide a multi-use trail connection to frontage road.



French Quarter Motel, (5)

3. Project: Historic Motel/campground

Description: A destination motel that provides an “authentic” Route 66 accommodation.

Location: Possible motels: Westward Ho, Adobe Manor, RV park.

- Work with motel owner to incentivize motel rehabilitation, including landscaping and signage.
- Offer up to date amenities, wifi, business standard room bedding and amenities.
- Consider sites which have conference space or other event space to draw visitors (former restaurant space could be adapted to serve as event space).
- Provide marketing assistance.



Jefferson, Indiana, wayfinding signage, (6)

4. Project: Unser Plaza

Description: A public plaza with public art, pedestrian amenities and Route 66 interpretive elements.

Location: Library site.

- Provide shade, seating and pedestrian amenities.
- Install public art.
- Provide wayfinding information.
- Provide interactive Route 66 interpretive elements.
- Include pedestrian lighting and neon.