

# Mother Road

*A Land Bridge to Our Past.*

Produced by **West OK Co-Op & Oera-Project**

IMAGE: Clinton Welcome Sign  
Bird's Eye View Looking NW

WEST ONE ONE ONE | Memphis, TN & Carrollton



# INTRODUCTION

**A RE-PURPOSED HISTORY** | Route 66, often referred to as the Mother Road, holds a legendary status in American culture and history. As the United States approaches the Route 66 Centennial in 2026, there is a unique opportunity to enhance and preserve the memory of this iconic highway for future generations.

The site, emerging just before the Washita River bridge, will feature welcome signage for Clinton and friendly farewell signage for Route 66 travelers. By celebrating the historical and cultural significance of Route 66, this project aims to attract new capital to local communities, stimulate economic development, and provide an enriching experience for both tourists and locals.

- Core Tenants of Proposal:**
- PRESERVATION** Highlight and preserve the original pavement of Route 66, ensuring its historical integrity and future existence.
  - PLACE MAKING** Provide a low maintenance space where locals and visitors can engage in recreational activities, fostering community spirit and tourism.
  - BRANDING** Develop a cohesive branding strategy that celebrates Route 66 and the local heritage of Clinton.
  - CAPITAL IMPROVEMENT** Develop fixed assets that enhance the Exit 69 experience and stimulate local economic growth.
  - COMMUNITY Catalyst** the project as a catalyst for future development along the Washita River and East Clinton, improving quality of life and visitor experience in East Clinton.



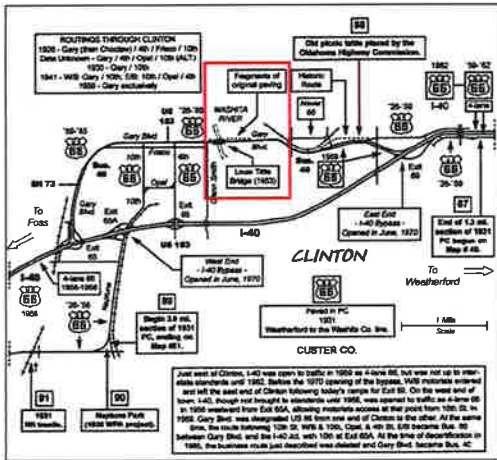
IMAGE: Route 66 Farewell  
View Looking NE from HWY 66



IMAGE:  
Original RT 66 Road Base  
OVH View

## PRESERVATION

**SIGNAGE** | This project will focus on a section of the original Route 66 pavement, preserving its historical integrity while integrating modern, immersive experiences. The sign will be complemented by an inhabitable Scree Garden that offers tourists a historic refuge from their journey, creating a multifaceted attraction that serves both as a pull-off destination and a drive-by experience. Each element of the project will engage visitors and shape their journey along this iconic route, highlighting a material and labor history associated with the iconic route.



Historic Map: Indicating  
Original RT 66 Road Base

### Highlighting the Original Road Base:

The project will prominently feature the preserved section of the original Route 66 pavement, providing a tangible connection to the past.

### Historic Rest Area:

Inspired by the unique typology of Route 66 rest areas, this space will offer visitors a place to relax and immerse themselves in the history of the road.

### Ensuring Future Existence:

By safeguarding this segment of Route 66, the project will ensure its continued presence for future generations to appreciate and enjoy.

### Bridging the Past and Present:

This preservation effort will serve as a bridge to the past, fostering a deeper connection between the community and visitors.



IMAGE: Scree Garden  
View looking West from a point on RT 66 Road Base

## PROJECT DESCRIPTION



IMAGE: Original Road Base Strip  
New Lookage / Rest / Free Zone Access Point

## CATALYST FOR COMMUNITY

**SITE** | This project will serve as a cornerstone for the future of Clinton by acting as a powerful community catalyst. Not only will it enhance the quality of life and visitor experience in East Clinton, but it will also symbolize a steadfast commitment to improving and preserving the area's unique history. By providing diverse recreational opportunities, the project will foster a sense of community and engagement among both locals and visitors alike. Through its multifaceted approach, this initiative will not only be a step closer to revitalizing the area but also set the stage for continued growth and development in Clinton for years to come.

### KEY OBJECTIVES:

**Future Development:** The project will act as a catalyst for further development, enhancing the quality of life and visitor experience in East Clinton.

**Symbol of Commitment:** This initiative will symbolize a commitment to improving East Clinton and preserving its unique history.

**Recreational Opportunities:** Both locals and visitors will benefit from the recreational experiences offered, fostering a sense of both community and hospitality

#### Site Map (Right): Parking and Accessibility

Map indicating parking and approach to proposed Clinton Signage and Scree Garden. Also shown is potential extension and connected walking paths to Washita River, Lyons Park, and Rodeo Grounds.

Yellow: Indicates proposed parking (Tisdal Property).

Orange: Indicates west entrance, future parking and walking trails. (City Property).

Red Diamond: Indicates proposed "Mother Road" Themed educational-sculpture locations.



## BRANDING

**TENANTS OF RT 66 GRANT** | The rehabilitation of this segment of Route 66, the Mother Road, presents a significant opportunity to celebrate history, stimulate economic growth, and enhance the visitor experience. By focusing on preservation, branding, capital improvement, and acting as a community catalyst, this project aligns with the core values of the Route 66 Centennial grant. The West OK Co-Op believes that this proposal will not only honor the legacy of Route 66 but also serve as a catalyst for future development, creating a vibrant and engaging destination for all who travel this historic highway.



### KEY OBJECTIVES:

**Welcome and Goodbye Signage:** Eye-catching signage will be installed, welcoming travelers to Clinton and bidding them farewell as they continue their Route 66 journey.

**Broad Appeal:** The branding efforts will account for the diverse interests of commission members, ensuring a wide appeal.

**Route 66 on Route 66:** The project will emphasize the unique experience of being on Route 66 while learning about its storied past.

**Immersive Recreation:** Interactive and recreational elements will be integrated, offering a novel draw for visitors and enhancing the overall experience.



*IMAGE: Accentuated Perspective from West, View looking East across Seven Gardens, from West Access Point.*



*IMAGE: Accentuated Perspective from East, View looking West across Seven Gardens, from East Access Point.*

WEST OK Co-Op | Historic Road Campaign



IMAGE: Landscape View at West Entrance. View looking Northwest. Apparent horizon to Mock road way north.

## CAPITAL IMPROVEMENT

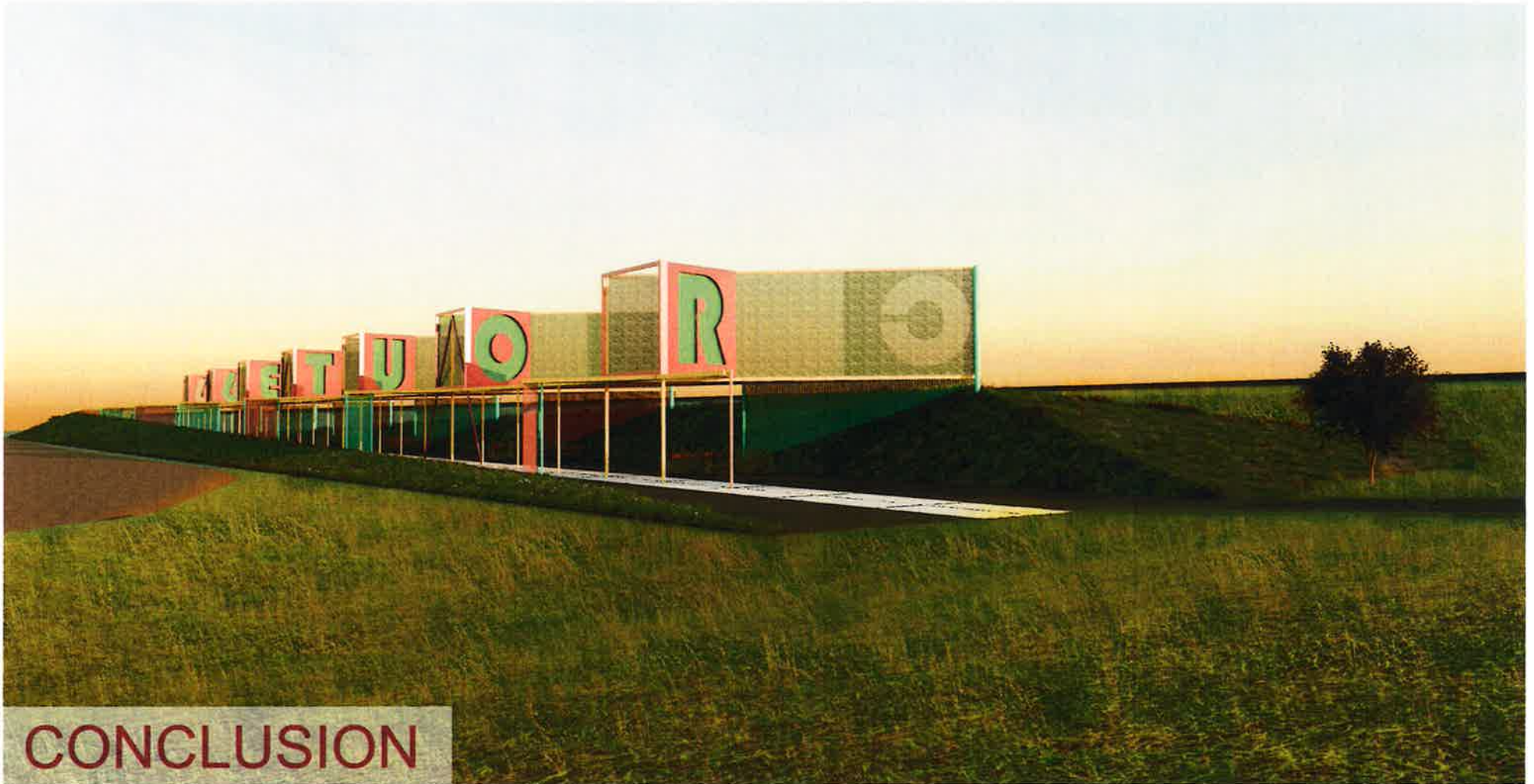
**EXIT 69** | This proposal will create a significant capital improvement by transforming the Exit 69 corridor into a vibrant experience of activity and visitor interest. The attraction will serve as a key component of this area, drawing tourists and stimulating local businesses. Utilizing a data-driven approach in studying how west bound traffic can be diverted from I-40 onto Exit 69, the project will leverage statistical data to demonstrate and ensure its potential impact. The improvements will be permanent, providing long-term benefits

as a fixed asset that enhances the infrastructure and appeal of East Clinton. This lasting investment will generate sustained economic growth and development through traffic manipulation, solidifying the area's position as a premier destination along Route 66 and creating a fixed asset that enhances the infrastructure and appeal of East Clinton. This lasting investment will generate sustained economic growth and development, solidifying the area's position as a premier destination along Route 66.

### KEY OBJECTIVES:

- Stimulating the Exit 69 Experience:** This attraction will serve as a key component of the Exit 69 corridor, stimulating economic activity and visitor interest.
- Data-Driven Approach:** The project will leverage statistical data to support its potential impact and success.
- Fixed Asset:** The installations and improvements will be permanent, providing long-term benefits.

- Achievable by 2026:** The project timeline is realistic, aiming for completion by the Route 66 Centennial.
- Low maintenance:** The project's design ensures low maintenance for the city of Clinton. Implementation of a Scree Garden made with local Sand Stone and native plants will allow for a low-maintenance approach that incorporates flora which is unique to Western Oklahoma, contributing to the sustainability of the site and highlighting visitors experience as they transition from Eastern to Western US.



## CONCLUSION

**2026 CENTENNIAL** | This proposal for preserving and enhancing an iconic strip of Route 66 near Clinton, Oklahoma, is a strategic initiative that aligns with the upcoming Route 66 Centennial. By focusing on preservation, branding, capital improvement, and place making, the project aims to create a memorable and immersive experience for visitors while driving economic development and community engagement. With the support of the Oklahoma Commerce Department and the State Law Makers, this project has the potential to become a landmark attraction that celebrates the rich history and legacy of Route 66.

*IMAGE: Landscape at West Entrance.  
View looking Southeast*