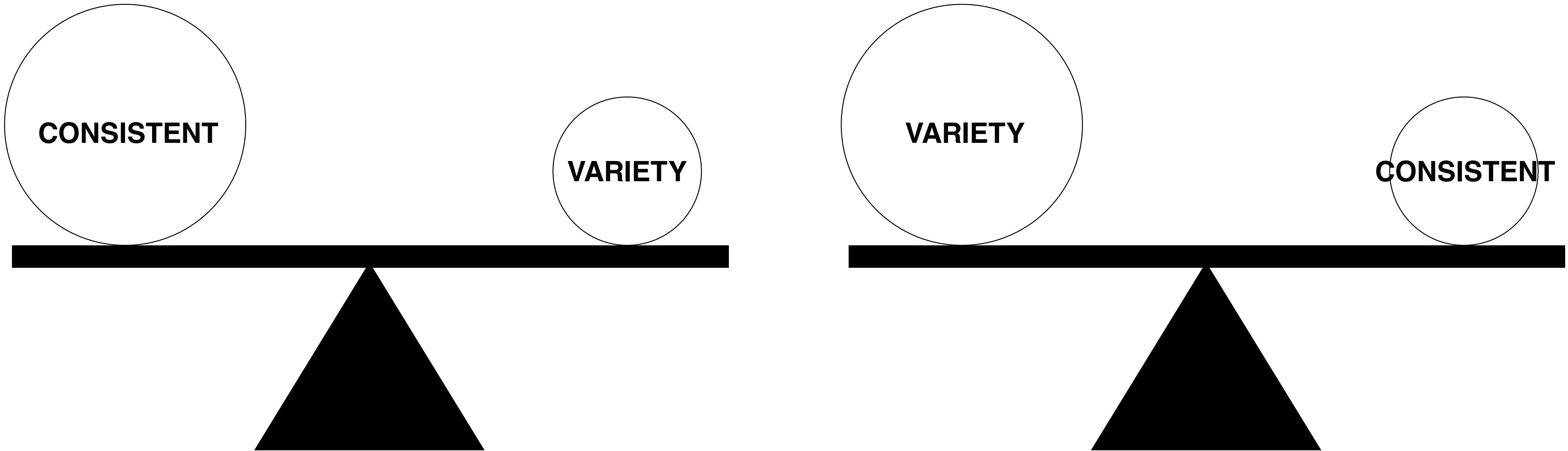


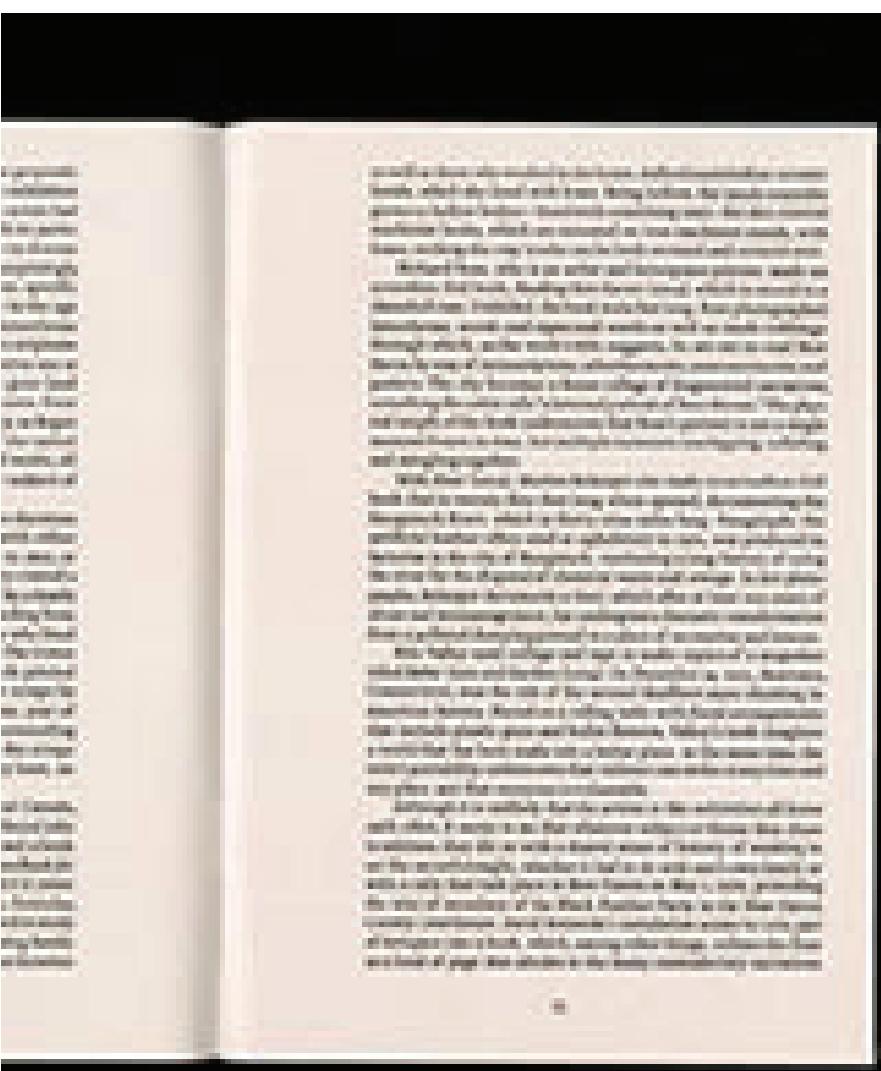
Every project has its own sweet spot between consistency & variety.



*Instructional and informational materials should
be more consistent.*

Magazines can have more variety









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A Brief History of Rest Stops

BY JOANNA M.

Since the passage of the earliest motorists, the roadside has been as much a part of the American travel experience as the road itself. The roadside has been a place of connection, a place of pause, where the experience of the landscape becomes more important than moving beyond it.

road line, with its designated starts and stops, rather, they had the freedom to choose the path of their journey and, more significantly, the timing and location of the stops. Despite demand, the building of improved roads proved a painful slow undertaking, creating a dramatic hindrance to that pilgrimage. At the dawn of the 20th

The first rest stops were created by motorists, who stopped spontaneously by the side of the road and voted their motorcars and the confinement created therein to commune with the natural landscape, to see, and to rest. Waysides and roadside parks were the first sites constructed for that purpose. These were rustic places, and often a picnic table was their sole amenity, built specifically in response to the motorist's procedure of roadside stopping. A mere 30 years after the first model roadside park was built, construction of the Interstate Highway system began; a new roadside form, the safety rest area, a standardized model of unprecedented scale. Those sites became the last vestiges of connection to the local places bypassed by an expansive highway system, built in the name of speed and progress.

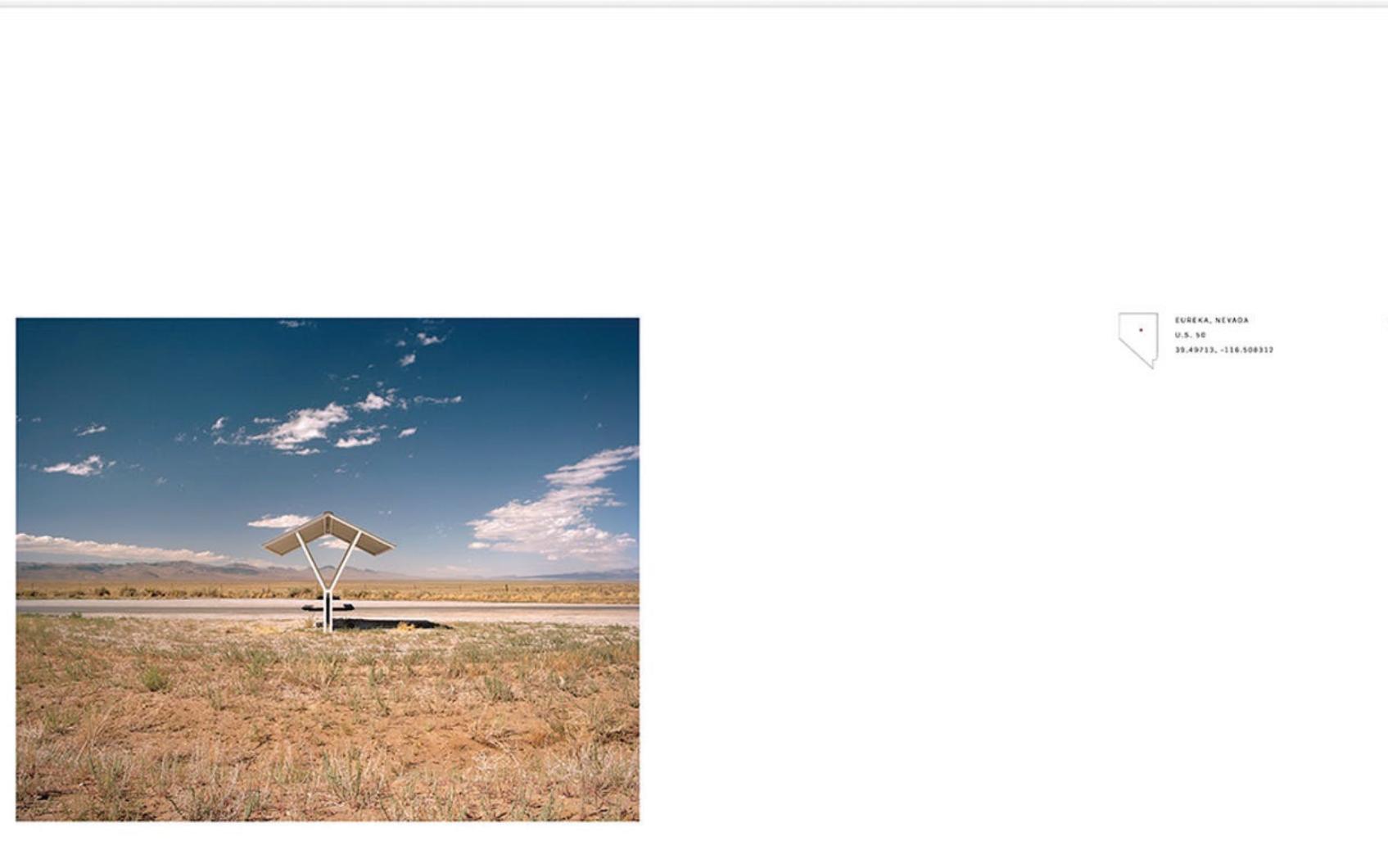
It was early in the 20th century that the lure of free movement gave rise to the proliferation of the automobile and, henceforth, the roadway. By the 1920s, the opportunity for average Americans to own an automobile meant they were the bearers of their own freedom in a new and dynamic way. That opportunity, paired with the nation's legacy of movement and expansion, gave birth to a new kind of pilgrimage: leisure travel. No longer were citizens confined to the predetermined track of the

...and the end of the 20th century, the nation was patched together with more than two million miles of rural roads, yet fewer than 200 of them were paved. During the next two decades, state routes and sponsored motor trails were built with no formal standardization or organization. Signage and alignment changed at state borders, creating a disjointed collection of routes that were challenging to navigate and traverse.

The Federal Aid Highway Act of 1935 sought a remedy. It called on state governments to designate 3 percent of their roadways to a national network of highways, which by 1955 was organized into a system of numbered routes accompanied by a nationally standardized system of signage. North and south were designated with odd numbers, east and west with even numbers. Many segments of those highways remain in some form today. U.S. Highway 40 overtook the infamous Lincoln Highway, America's first coast-to-coast route. Highway 101 extended the length of the Pacific coastline. The mother of them all, U.S. Highway 66, or Route 66, which ran from Chicago to Santa Monica, California, became the cultural icon of the first half of the 20th century.

While the introduction of the automobile meant the birth of leisure travel, the new primary highway system led to an explosion in its popularity: in and around towns

and in cutting developed areas, highways were quickly lined with commercial businesses located specifically to serve the new traveling public. It was the rise of an entirely new business type and building form, such as



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also began to serve as a way to connect people to a flavor that was once readily accessible from the

Officials developed the first standardized for the rest stop. A Policy on Safety Rest Areas National System of Interstate and Defense outlined basic elements, defining the site yet straightforward terms:

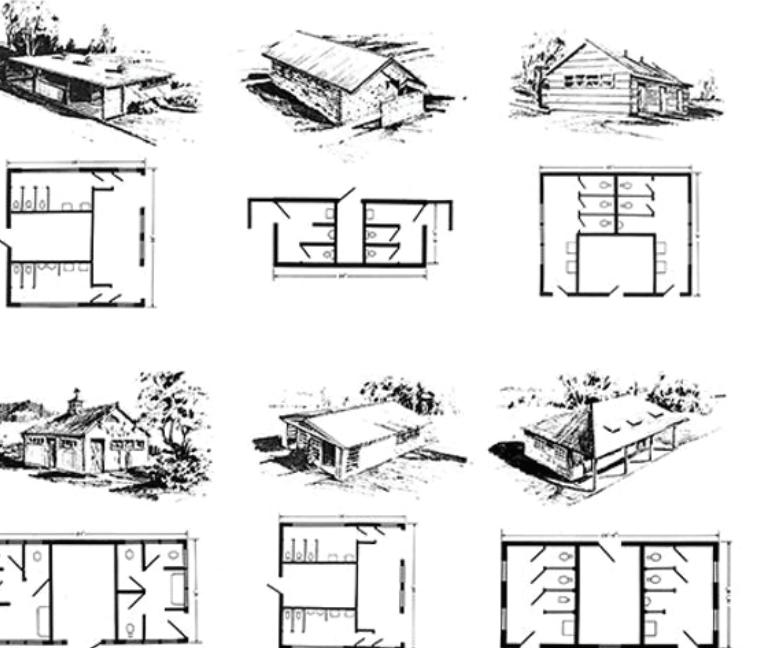
18. Rest areas are to be provided on Interstate as a safety measure. Safety rest areas are spaces with provisions for emergency stops.

nesting by motorists for short periods. A freeway-type entrance and exit connecting areas, benches and tables and may have water supply where proper maintenance and supervision are assured. They may be de-

short time picnic use in addition to park facilities for short periods. They are not to be at local parks.

Yet the prescribed pragmatism was quelled by a desire to create one-of-a-kind sites, "signature," as one highway professional referred to them. Progress became the calling card of rest areas as site planners sought to equal in aesthetics what the interstate system was creating in marvel. The development of rest areas created

of place within the system, achieved through



DEAS As above are there - Association of Officials (AO) - - Association of Surveyors - Seven-page booklet - 1963 version Shows: An open door with convenience and comfort and done for public and associated authorities.	DESIGN OFFICE PRINT PUB colors such as others available on a number of levels - from the selection to the design of the building and transportation of each responsible for not area construction. to try their perspective into the level of detail and cost of the building given to the area development.	TYPICAL OF THE ERA The illustrations here include a range of design options often relatively simple structures from the early days of the era to the mid-area construction designs. Include modern, rustic, inground, and utilitarian.
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