

National Mall Coalition

www.nationalmallcoalition.org



2016 Annual Report

*“Advancing the legacy of the National Mall
through public policy and innovative ideas”*

March 2017

Dear Friends of the National Mall,

During 2016, visitors to the National Mall enjoyed the beautiful new grass installed by the National Park Service but were disappointed to learn that well-loved public events such as the National Book Festival are being turned away to protect that grass.

We witnessed the opening of the National Museum of African American History and Culture — the “last” museum sited on the Mall? — but hear that sponsors for the Latino American and Women’s History museums also seek a place on the Mall. The National Museum of the American People also wants a location close to the Mall. Where will they go?

Not least, the Mall continues to be threatened by flooding. Three days of heavy rains inundated Smithsonian museums, the National Archives, and federal buildings along Constitution Avenue in 2006, causing millions of dollars in damage and forcing government facilities to close for several days. Federal and District of Columbia governments know about the continuing danger but can’t seem to find ways to work together to solve it.

In the face of these threats to the Mall, our National Mall Coalition in 2016 continued our outreach and advocacy -- to inform the public, to promote changes to policies that would restrict public use, to show how the Mall boundaries can be expanded so future generations can tell their story on the Mall, and to propose innovative solutions to problems, such as our multi-purpose National Mall Underground flood reservoir project.

In 2016, we continued our public outreach with a new, updated edition of our very popular free Mall mini-map, *The National Mall: Stage For Our Democracy*. And we are in the process of finalizing two major public exhibitions in 2017 on the history, present, and future of the Mall – one at Reagan National Airport in Washington and the other at The Branch Museum in Richmond, Virginia.

Sincerely,

A handwritten signature in blue ink that reads "Judy Scott Feldman". The signature is written in a cursive, flowing style.

Judy Scott Feldman, Ph.D.
Founding Member and Chair

The National Mall in the News: Ongoing Need for Public Awareness of Mall Funding, Long-Range Planning

It's not news to those of us involved in Mall matters, but the sorry condition of the Mall's infrastructure, the lack of funding sources, and the absence of any long-range plans for future development are not known to most Americans. This situation needs to be explained and understood so we all can help find remedies.

That is what the **National Mall Coalition** tries to accomplish with our public outreach. It helps when the media tell the story in dramatic ways.

In October 2016 Roll Call magazine published an important story that highlights the problem, "National Mall Faces Crises of Funding and Identity: Current needs exceed \$4 billion."

<https://www.rollcall.com/news/national-mall-faces-crises-funding-identity>

Coalition Chair Judy Scott Feldman is quoted in the article calling on Congress to devote more public funding to improve and sustain this nationally significant landscape.



New Federal and DC Attention to Flooding



<https://silverjackets.nfrmp.us/State-Teams/Washington-DC/Flood-Summit>

On September 8, 2016, the DC Silver Jackets team convened the first ever flood summit for the high-risk nation's capital. The Silver Jackets is composed of flood response staff members from DC and federal agencies in the Washington, DC, area, and headed by the Army Corps of Engineers and staff at DC's Department of Environment and the National Park Service.

In introductory remarks, DC Congresswoman Eleanor Holmes Norton said, "We live in a flood-prone area, and we better face it. You wouldn't know it because there's been too little discussion."

The National Mall Coalition was invited to participate in the seminar and to provide exhibition materials illustrating the flood threat to the Mall area. Our exhibit banner illustrated historic floods swamping the Jefferson Memorial and East Potomac Park.

We look forward to continuing to work with DC and federal first responders to find intelligent solutions that will protect our national treasures on the Mall and in the capital.

Innovative Solution: National Mall Underground

We continue to develop our innovative National Mall Underground multi-purpose parking garage/flood reservoir project to provide one comprehensive solution to at least one of the flood threats – stormwater runoff flooding in the Mall and Federal Triangle area.

In development since 2013, our multi-purpose National Mall Underground project fills longstanding needs including tour bus parking, flood control, and visitor parking and amenities.

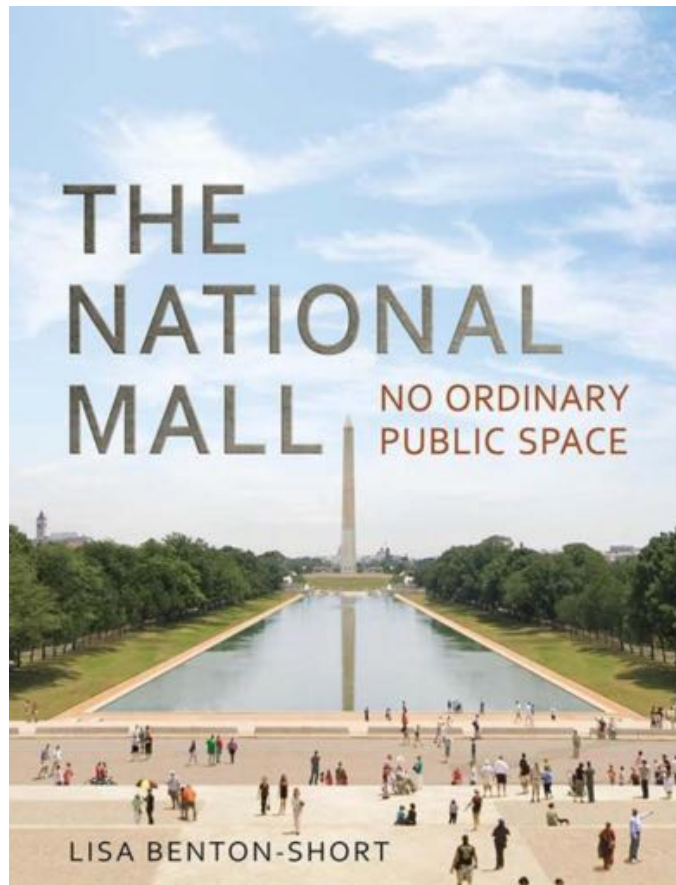
The U.S. Army Corps of Engineers is interested in reviewing this project with a partner government entity, which we are pursuing in concert with the Corps.



copyright Arthur Cotton Moore Associates

In 2016, design architect Arthur Cotton Moore FAIA continued to refine the concept to include components including a geothermal field to supply clean energy to nearby national museums and federal buildings. He also developed new options for parking, including mechanical parking that would allow larger volume of tour buses and cars to be housed in the Underground structure.

New National Mall Book Highlights Importance of Protecting Public Open Space



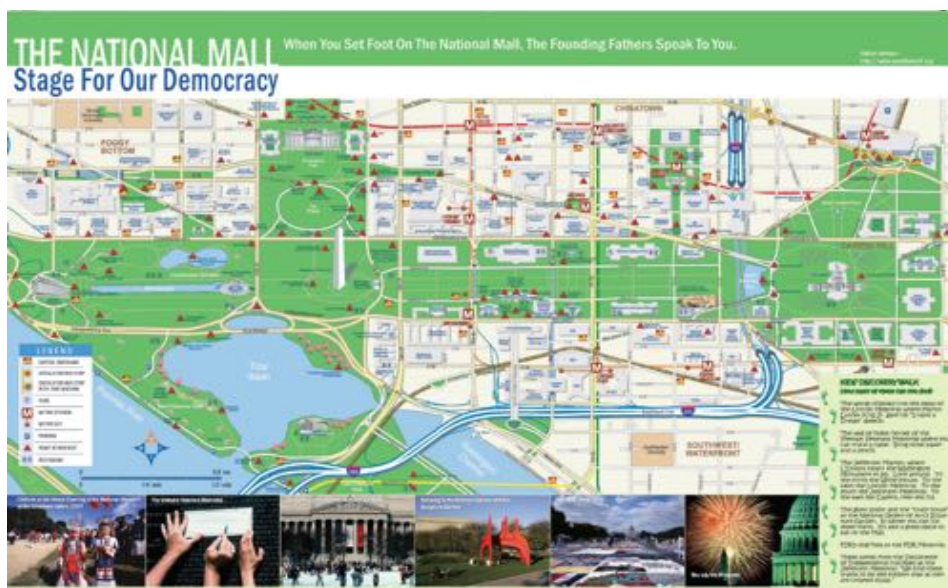
Coalition Board Member and urban geographer [Dr. Lisa Benton-Short](#) in her new book, *The National Mall: No Ordinary Public Space* (University of Toronto Press, 2016), explores the significance of public open space on the National Mall and the changes over time that have given the Mall new meaning as democratic open space.

She draws directly on her experience with the [National Mall Coalition](#) to examine the hows and whys of growing threats to public use of the Mall and to look at possible solutions.

Public Outreach

The Mall is managed by 8 different federal and DC entities, and overseen by more than 30 committees in Congress, but the public has almost no say in Mall policies and development. The best we can do is react to government plans and proposals. That is why the National Mall Coalition continues to develop ways to inform and engage the American public.

- We are completing preparation for a public exhibit on the 3rd Century Mall – Mall history, the 1791 L'Enfant and 1902 McMillan plans, and the need for a “3rd century Mall” plan for the 21st century -- to be installed in the baggage claim area of Reagan Washington National Airport in 2017.
- Chair Judy Scott Feldman continues to give her popular talks about National Mall history and opportunities for future planning innovations to school groups and tour groups such as Road Scholar.
- The Coalition’s Mall mini-map and historical guide – *The National Mall: Stage For Our Democracy* – continues to grow in popularity. We have now printed over 200,000 copies since 2005 and distributed them free of charge at various venues including Reagan Washington National and Dulles airports.



2016 Contributors

The Coalition is deeply grateful to our grassroots supporters whose financial and pro-bono assistance are crucial to our success in 2016. Individual contributors are the backbone of our all-volunteer organization.

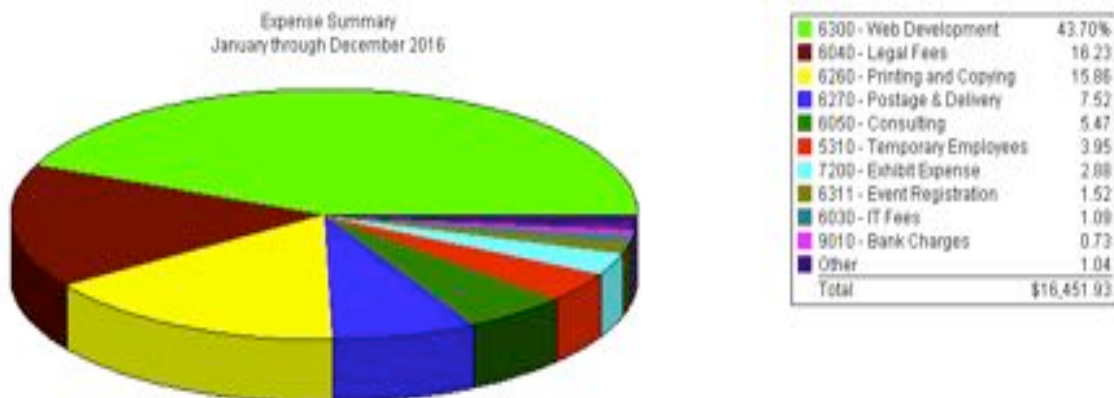
In addition, the Coalition's all-volunteer Board of Directors donated hundreds of hours of effort as well as financial support to forward our work throughout the year.

In 2016, revenue and expenditures dropped dramatically from 2014 and 2015 because we no longer needed to solicit additional funding to hire professional and engineering consultants to help develop the National Mall Underground project. Instead, our all-volunteer Board of Directors assumed most of the workload.

Our major expenses went toward public outreach – the website, public exhibition development, and the Mall mini-map.

The Coalition spent no funds on fundraising or advertising costs.

Part-time staff include a website developer/manager and one administrative assistant.



National Mall Coalition

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3rd Century Mall Advisors

(established April 2006)

Gordon Binder
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Amy Meyer
Co-chair, People for A Golden Gate National
Recreation Area

William K. Reilly
Former Administrator, EPA



The National Mall Coalition is grateful to all who have contributed their time, talent, resources, and financial support in 2016.

The National Mall Coalition, an all-volunteer citizens organization, is working to protect the integrity of our nation's premier civic space and stage for democracy and promote comprehensive, visionary planning for the Mall in its 3rd century.

The Coalition is a 501(c)(3) non-profit organization. All donations are tax deductible to the full extent of the law.

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