

National Coalition to Save Our Mall

www.savethemall.org

2010 Annual Report



Discussing the Mall cross axis at the Jefferson Pier, with the White House in the distance, during a walking tour of the National Mall with Coalition chair Judy Scott Feldman

**National Coalition to
Save Our Mall** 
an organized voice for the public on Mall matters

Summer 2011

Dear Friends of the National Mall:

In 2010 the **National Coalition to Save Our Mall** celebrated our 10th anniversary. To mark this milestone, the Coalition Board of Trustees and 3rd Century Mall advisors evaluated our decade of accomplishments and set priorities for the coming years. While continuing our ongoing work in education and advocacy, our primary focus will be to move ahead with steps to achieve our long-range goal: a forward looking plan for the National Mall in its 3rd century – the 3rd Century Mall Visionary Plan.

We started working in 2010 on the **five new initiatives** outlined in our 2009 *Renewing American Democracy on the 3rd Century Mall* report that will support the 3rd Century Mall planning effort.

These include:

- A national competition for the Washington Monument grounds
- A Mall-wide landscape restoration study
- Educational programs and self guided tours
- A formal definition of the National Mall
- A Mall-wide circulation planning study

In addition, we continued ongoing projects:

- In dozens of tours and slide-illustrated talks to Rotary Clubs, school groups, Elderhostel, and nonprofits, **we educated the public about the Mall's history, current issues, and exciting possibilities for the future** (see cover illustration with Chair Judy Feldman)
- Distributed **thousands of our free Mall maps, *The National Mall: Stage For Our Democracy***, to Congressional offices, Washington area airports and visitors centers, local residents and tourists
- Continued our outreach to the public, Congress, and the media about the ideas and vision for the future of the Mall described in our 2009 *Renewing American Democracy report*. The report can be downloaded from our website home page, <http://www.savethemall.org>

Ten years after the Coalition was founded in 2000, we are a recognized voice for the public on Mall matters. Our positive, forward-looking ideas for **Mall expansion** in the 21st century have propelled even federal agencies to think in new ways about the future of the Mall. But as the federal agencies (including the National Park Service and the National Capital Planning Commission) completed their Mall plans in 2010, our differences became clearer than ever. Whereas the federal agencies have declared the Mall "complete," the Coalition strongly believes the Mall can never be complete any more than American history is finished. While government agencies plan for the Mall by administrative jurisdiction – e.g., Smithsonian, National Gallery, National Park Service, Architect of the Capitol --, the Coalition seeks to create a comprehensive visionary plan that supports the Mall's ongoing role as a Stage for American Democracy.

We invite your support in moving forward to create the 3rd Century Mall Visionary Plan.

Sincerely,



Judy Scott Feldman, Ph.D., Chair

INFORMATION & EDUCATION

MALL MAP AND HISTORICAL GUIDE

Now in its sixth year and third edition, our popular, *free* Mall map and historical guide, **National Mall: Stage For Our Democracy** continues to be popular with tourists, Congressional offices, and government agencies hosting thousands of visitors to the Mall each year. This is the **only free map that includes the entire Mall**, all the museums and monuments, and includes handy information about restrooms, food service, parking, and transportation.

The map also tells the compelling story of the **role of the Mall in American democracy**, with photographs of historical events such as the Bonus March on Washington in 1932 and the 1963 March on Washington during which Martin Luther King Jr. gave his “I Have A Dream” speech on the steps of the Lincoln Memorial. Another feature is the “Kid’s Walk” scavenger hunt feature. The Mall map is one of the Coalition’s most useful and popular public service projects.

SAVETHEMALL.ORG WEBSITE

Our website—<http://www.savethemall.org>—continues to be a reliable updated resource for information about the history of the National Mall and current issues for citizens, students, and journalists.

In addition, the website provides valuable historical and educational materials including:

- Historical maps of the original 1791 L’Enfant Plan design for the Mall and the 1901-1902 McMillan Plan
- A digitized version of the long out-of-print historic 1901-1902 Senate Park Commission report that describes the research, ideas, and designs that gave us the Mall we know today
- History and press coverage of current and recent issues and controversies, especially regarding new museums and memorials
- Exciting concepts for Mall expansion and improvement in the 3rd Century Mall

PUBLIC LECTURES AND TOURS

One of the major activities of the Coalition is **educating the public** about the Mall’s history, evolution, and ongoing value to the nation through public lectures, presentations, and forums. Keeping up this activity, Chairman Feldman has presented her **Future of the Mall** presentation to school groups, Elderhostel, Congressional members and staff, and members of the media. During these presentations, we also show ideas for the future – Mall expansion, rejuvenation, and enhancement as place to build civic awareness and participation—ideas developed as part of our 3rd Century initiative.

The self-guided tour **America’s Struggle for Freedom** continues to be available free of charge from our website (www.savethemall.org).

ADVOCACY

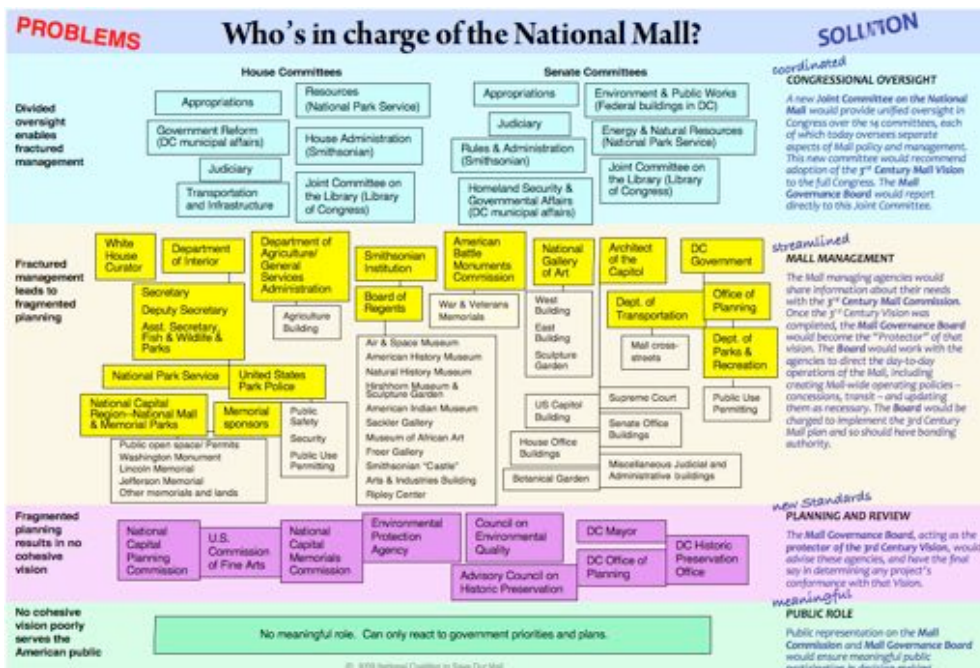
Coalition board members continue to promote informed and responsible stewardship of the Mall by participating in the public consultation processes for new museums and monuments as well as other projects. These meetings are part of the required public consultation process called for in the Historic Preservation Act and the National Environmental Policy Act for federal projects on public lands.

In addition, the Coalition has submitted written comments and provided testimony at design review hearings on a number of projects including:

- National Park Service final National Mall Plan
- NPS proposal for adding new temporary administrative buildings in East Potomac Park near the Jefferson Memorial
- Concept development for the Smithsonian’s National Museum of African American History & Culture
- Design development for the Eisenhower Memorial
- Preliminary location sites for the proposed Latino American Museum
- NPS proposal to create an underground security screening/visitors center at the Washington Monument

As these projects demonstrate, planning for the Mall is done by different agencies and on a project by project basis. The Coalition emphasizes in our comments and testimony that these individual projects need to be planned in coordination with one another and within the context of a comprehensive long-range visionary plan for the Mall so as to protect the Mall’s unified design and symbolic quality. The Coalition continues to advocate for the comprehensive plan, what we call the 3rd Century Mall plan.

To read our letters and comments on these topics, go to our website: <http://www.savethemall.org>.



This diagram from the "Renewing American Democracy on the 3rd Century Mall" illustrates the basic impediment to any unified planning or management of the National Mall. As part of the 3rd Century Mall visionary plan, the Coalition continues to advocate a new unified system of governance. Unified Mall management would bring increased coordination and efficiency to the process as well as new 3rd Century Mall standards and, perhaps most importantly, a **meaningful role for the American public.**

LEADERSHIP FOR THE 3RD CENTURY MALL VISIONARY PLAN

With federal and District agencies having completed their plans for the Mall and surrounding areas, none of which is a long-term, visionary plan for the National Mall, the **National Coalition to Save Our Mall** is focusing a majority of our efforts on the goals outlined in our 2009 report *Renewing American Democracy on the 3rd Century Mall*.

The vision proposed in *Renewing American Democracy* is that the Mall can tell a more complete American story, be expanded to accommodate growing public use, be better integrated with the surrounding community, and offer visitors a host of amenities and services including affordable and convenient

transportation and circulation.

RENEWING AMERICAN DEMOCRACY ON THE 3RD CENTURY MALL A Vision for the National Mall



Unlike the new federal plans that treat the Mall as "complete" and only in need of restoration and maintenance, the 3rd Century Mall vision anticipates the Mall's continuing evolution to support the long-term needs of the American public and our democracy in the 21st century.

Developing the 3rd Century Mall visionary plan will require an independent group of thoughtful and visionary designers and thinkers.

We continue to develop these ideas and in 2011 will focus on building support and momentum for the visionary planning effort.

The complete report "**Renewing American Democracy on the 3rd Century Mall**" may be downloaded at: <http://www.savethemall.org>.

2010 Contributors

The Coalition is deeply grateful to our grassroots supporters whose financial and pro-bono assistance are crucial to our success in 2010. Individual contributors are the backbone of our all-volunteer organization.

Citizens Circle

The National Coalition to Save Our Mall is indebted to these individuals for their valuable in-kind support.

Gordon Binder
W. Kent Cooper, FAIA
George H.F. Oberlander, AICP
Joseph West, Esq.

Partners

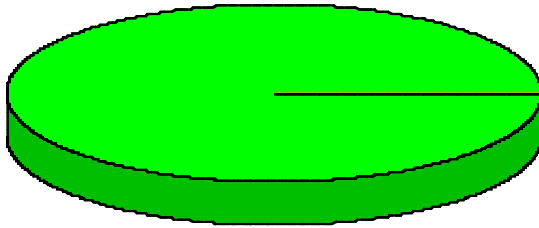
William Ashby
Gordon Binder
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James F. Cooper, Newington Cropsey
Cultural Studies Center
Neil and Judy Feldman
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Ann Hargrove
Jack Hofberger
George and Evelyn Idelson
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Janet Morris/The Morris Trust
Roy Phillips
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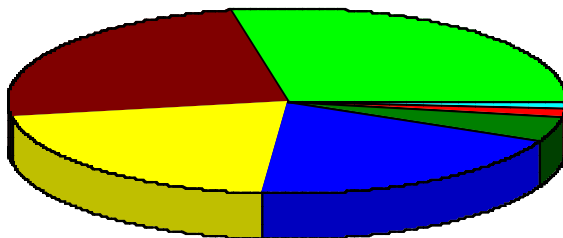
Income Summary
Jan - Dec '10

| | |
|-------------------------|--------------------|
| Contributions Income | %99.83 |
| PIPA Administrative fee | 0.09 |
| Interest Income | 0.08 |
| Total | \$38,669.07 |



Expense Summary
Jan - Dec '10

| | |
|-----------------------|--------------------|
| Mall Report | %28.47 |
| Mall Map Brochure | 24.52 |
| Save The Mall Website | 20.78 |
| Administration* | 19.49 |
| Consulting | 4.42 |
| Overhead | 1.53 |
| Membership Fees | 0.78 |
| Total | \$33,927.00 |



*Administration includes one-part time staff covering project development & support for the Renewing American Democracy report, Mall map and brochure, and Save the Mall website, database management, contributions processing, bookkeeping & budgeting.

National Coalition to Save Our Mall

Biographies of Board Members can be read at <http://www.savethemall.org/about/boardbios.html>

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3rd Century Mall Advisors

(established April 2006)

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Landscape Architecture

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Senior Fellow
Aqua International Partners

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Louis Kriser
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Recreation Area

William K. Reilly
Aqua International Partners, former EPA
Administrator

Robert E. Simon, Jr.
Founder, Reston, VA

The National Coalition to Save Our Mall is grateful to all who have contributed their time, talent, resources, and financial support in 2010

The National Coalition to Save Our Mall, 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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