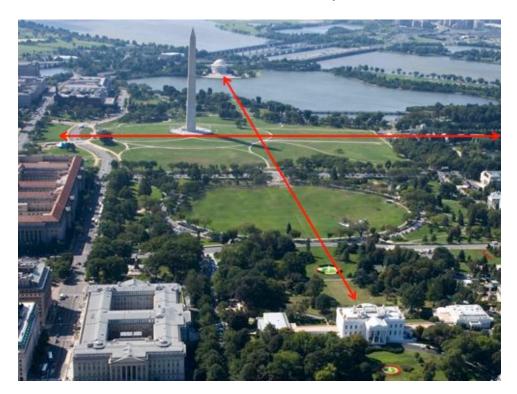
# National Coalition to Save Our Mall

www.savethemall.org

### 2011 Annual Report



Submissions for our National Ideas Competition for the Washington Monument Grounds proposed ways to "complete" the unfinished and unwelcoming centerpiece of the Mall cross axis – where a line from the White House to the Jefferson Memorial intersects a line from the Capitol to the Lincoln Memorial near the Washington Monument.



#### Dear Friends of the National Mall:

In 2011, the National Coalition to Save Our Mall focused much of our attention on our **National Ideas Competition for the Washington Monument Grounds**. The Competition is an idea we proposed in our 2009 Renewing American Democracy report as a tool to educate the public about Mall history and to engage people of all ages in thinking about the unfinished centerpiece of the National Mall. We partnered with George Washington University and other educational institutions on this project. In February, a distinguished jury chose **24 bold ideas** and in July another jury selected **six winning ideas**. To learn more about the process, the sponsors, and to see the winning ideas, go to <a href="http://www.wamocompetition.org">http://www.wamocompetition.org</a>.

To achieve our educational goal we invested great effort to make the new **Washington Monument Competition website** not only a **public outreach tool** but also a **new resource for people to learn** about Mall history, peruse historic views and plans, and gain access to studies and reports on current Mall projects and plans.

Throughout the year we continued our involvement in all Mall projects and proposals including the Eisenhower Memorial, the National Latino Museum, the Vietnam Veterans Memorial visitors center, and the National Park Service plan for a new security tunnel entrance to the Washington Monument.

In addition, we can take credit for a matter of importance to Mall visitors. The need for convenient, affordable circulation around the Mall is a longstanding problem the Coalition has been promoting for years. In December, *The Washington Post* joined the call for better and more circulation options on the National Mall to replace the \$28 per person cost of the National Park Service's Tourmobile concession and gave the National Coalition to Save Our Mall credit for our long advocacy on this topic. See "Getting around the Mall after Tourmobile" at

 $http://www.washingtonpost.com/opinions/getting-around-the-mall-after-tourmobile/2011/12/01/gIQAqAACzO\_story.html. \\$ 

We look forward to another year making progress in building support with the public, Congress, and government planners for a new visionary plan for the Mall in its  $3^{rd}$  century – a  $3^{rd}$  Century Mall plan.

Sincerely,

Judy Scott Feldman, Ph.D., Chair

Judy Scott Feldman

## PUBLIC INFORMATION & EDUCATION

#### MALL MAP AND HISTORICAL GUIDE

Our popular, pocket-size National Mall: Stage for Our Democracy mini-map continues to be very popular at Washington area airports and in Congressional offices. With this map, we educate the public about the Mall's history and its role as public stage where the American people explore and participate in American democracy.



#### SAVETHEMALL.ORG WEBSITE

Our website— <a href="http://www.savethemall.org">http://www.savethemall.org</a> — continues to be a reliable resource for the public and the media of information about the history of the National Mall and current issues.

# WAMOCOMPETITION.ORG WEBSITE

We created a special new website for the National Ideas Competition for Monument Washington Grounds http://www.wamocompetition.org -- that is filled with Mall history, historic views and and a plethora of studies, plans, commentaries, and other resources so that contestants could educate themselves about the rich history of this centerpiece of the National Mall and respect the historic planning legacy in coming up with their own creative ideas.



#### FREE LECTURES AND TOURS

The Chair continued to provide free presentations on Mall history, current issues, and the Coalition's ideas for the 3<sup>rd</sup> Century Mall to school and civic groups, Elderhostel, Congressional members and staff, and members of the media.

## **ADVOCACY**

Coalition board members continued to promote informed and responsible stewardship of the Mall by participating in the public consultation processes for Mall projects and proposals including the Eisenhower Memorial, the National Latino Museum, the Vietnam Veterans Memorial visitors center, and the National Park Service plan for a new security tunnel entrance to the Washington Monument. Collaborating with other civic groups, we strenuously opposed the tunnel as a bad idea and a potential danger to the stability of the Monument's foundation; the tunnel proposal was later dropped.

# NATIONAL IDEAS COMPETITION FOR THE WASHINGTON MONUMENT GROUNDS

The National Ideas Competition for the Washington Monument Grounds, first proposed in our 2009 Renewing American Democracy on the 3<sup>rd</sup> Century Mall, was the first major step towards engaging the public in discuss about the future of the Mall. Although Congress has declared the Mall a "substantially completed work of civic art," the fact is the 65 acres surrounding the great obelisk at the center of the Mall has never been realized as the intended oasis and, according to the 1902 McMillan Plan, the "gem of the Mall system." The public, ages 12 and up, were asked to think about the historic planning legacy of the Mall and propose new ideas for finishing this great open space. Over 500 people submitted ideas.



This collage shows some of the 24 semifinalist ideas for the National Ideas Competition for the Washington Monument Grounds.

#### NATIONAL IDEAS COMPETITION (CONT.)

A distinguished jury chose 24 semifinalists. The jury included historian David Hackett Fischer PhD, architect and planner Raymond Gastil, art historian Kirk Savage PhD, architect Kathryn Gustafson, architecture journalist Sara Douglas Hart, and Founding Artistic Director of The Studio Theatre Joy Zinoman.

A second jury, which included former Washington Post architecture critic Benjamin Forgey, landscape architecture Eric Groft ASLA, and Gregory Hunt FAIA, former dean of architecture at Catholic University, reviewed the more developed 24 semifinalists and chose 6 winners.



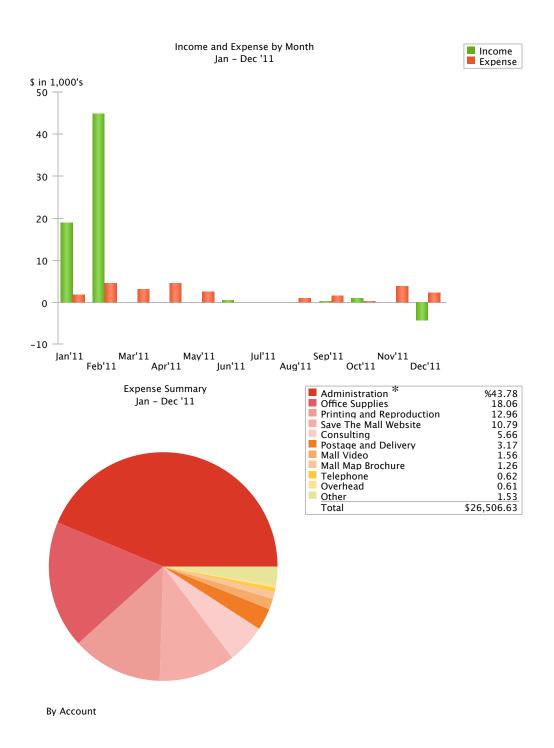
The final stage of the Competition will be in 2012 when the public is invited to vote on the People's Choice award.

To see all the 24 semifinalists and 6 winners, visit <a href="http://www.wamocompetition.org">http://www.wamocompetition.org</a>.



Arcs of Shade by Stephen Lederach

# FINANCIAL REPORT



<sup>\*</sup>Administration includes one-part time staff covering project development & support for the National Ideas Competition for the Washington Monument Grounds, Mall map and brochure, and Save the Mall website, database management, contributions processing, bookkeeping & budgeting.

# 2011 CONTRIBUTORS

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

In addition, we wish to thank those who have tirelessly provided pro bono assistance this year:

Gordon Binder George H.F. Oberlander, AICP Joseph West, Esq.

Those who contributed enormous pro bono efforts to the National Ideas Competition for the Washington Monument Grounds include:

James Clark FAIA Adele Ashkar Lisa Benton-Short Richard Longstreth Ellen Goldstein Kenneth Bowling W. Kent Cooper FAIA M. Kay Murphy



A very special thanks is due to Kent Cooper, at left, and James Clark, right, who developed the format, procedures, and guidelines for the National Ideas Competition for the Washington Monument Grounds. James was the Chair of the Steering Committee that made the Competition a reality.

# NATIONAL COALITION TO SAVE OUR MALL

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

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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 3<sup>rd</sup> 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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