

National Coalition to Save Our Mall

www.savethemall.org

2012 Annual Report



The National Coalition to Save Our Mall in 2012 sponsored two public exhibitions to educate the design community and the public about the history of the Mall, current needs, and the exciting possibilities for the future of the National Mall in the 21st century. Our exhibition during the Annual Meeting of the American Society of Architects, at left, looked at “Yesterday, Today, and Tomorrow” on the Mall. For the downtown Washington offices of the Washington Architectural Foundation and the District of Columbia Chapter of the AIA, at right, the Coalition created a two-part exhibition focusing on innovative concept for the 3rd Century Mall including winning ideas from our 2010-2012 National Ideas Competition for the Washington Monument Grounds.

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

January 2013

Dear Friends of the National Mall:

For 12 years, the National Coalition to Save Our Mall has been educating Congress, the media, and the public about Mall matters and advocating for intelligent, comprehensive, visionary planning for the National Mall in Washington, DC, in its 3rd century – **the 3rd Century Mall**.

In 2012, we reached more people than ever with our projects and proposals that support our advocacy for a new visionary plan for the Mall in its 3rd century. We completed our **National Ideas Competition for the Washington Monument Grounds** with an invitation for the public to choose two “People’s Choice” winners from the six finalists. This two-year project by the Coalition educated the public about the Mall’s history, about the unfinished character of the Monument grounds, and about the crucial importance of the Mall cross-axis where a line from the Capitol intersects a line from the White House at the great obelisk. The Competition garnered national interest and involvement by people young and old across the country and around the world; one winner was from South Korea.

We launched two public exhibitions -- one at the **Annual Meeting of the American Institute of Architects** and another at the **District of Columbia Chapter of the AIA** -- to show how the Mall can be expanded onto federal lands along the Potomac and Anacostia rivers, reconnected to the surrounding community, and enlivened with visitor amenities, better circulation options. At AIA/DC we highlighted as well the National Ideas Competition for the Washington Monument Grounds process and creative design ideas. AIA, we urge, can play an important leadership role in creating the new visionary plan, as that organization did a century ago for the 1902 McMillan Plan.

We worked to bring about good results on three problematic Mall proposals – the Eisenhower Memorial, a proposed World War I Memorial, and an underground security entrance for the Washington Monument -- through strong advocacy, as described in our report below.

The Coalition Board and Advisors invite your support to help us move forward with our efforts.

Sincerely,



Judy Scott Feldman, PhD
Chair and President
jfeldman@savethemall.org / 301-340-3938

INFORMATION & EDUCATION

MALL MAP AND HISTORICAL GUIDE

Our *free* Mall map and historical guide, **National Mall: Stage For Our Democracy**, continues to be popular with local residents, school groups, tourists, and Congressional offices. You can pick up a copy at Dulles Airport, Ronald Reagan Washington National Airport, the USDA Visitor Center at 14th St and Constitution Avenue on the Mall, and, starting this year, at the downtown offices of the Washington Architectural Foundation and DC Chapter of the American Institute of Architects at 421 7th Street, NW.



6th graders at the U.S. Capitol with our Mall map

SAVETHEMALL.ORG WEBSITE

We continue to use our website to educate the public about Mall history and to update the public and the media about ongoing issues of great importance to the Mall and its future.

One particularly serious impediment to intelligent Mall planning is the lack of any agreement on how we define the physical boundaries and purpose of the National Mall. Even the National Park Service defines the Mall in at least 3 different ways. The Coalition prepared a slide presentation that explains the problem of conflicting definitions, diagrammed at right. That presentation can be seen on our website, right-hand column: **“Slideshow: Defining the National Mall to Protect its Legacy and Ensure its Future.”**



Another timely question arose about the Mall area between 14th and 15th Street, which also is the location for the future National Museum of African American History and Culture. This part of the Mall is an awkward and unsafe environment for pedestrians as well as vehicular traffic. The Coalition researched the history of this area's development and shows how it can be corrected to make a better museum site while also improving the pedestrian experience. See that presentation on the website, right-hand column: **“Slideshow: Improving the Mall Setting for the Smithsonian's National Museum of African American History and Culture by Implementing the Historic L'Enfant Vision.”**

PUBLIC LECTURES AND TOURS

Chairman Dr. Judy Scott Feldman continues to provide free slide-illustrated lectures about “The Mall Past, Present, and Future” to school groups, Elderhostel, Congressional members and staff, and members of the media.

INFORMATION & EDUCATION (CONT.)

PUBLIC EXHIBITIONS AND PUBLIC FORUMS

The purpose of our public exhibitions at the Annual Meeting of the American Institute of Architects and at the Washington Architectural Foundation/ DC AIA was to invite the public to explore a variety of ideas for the future of the National Mall and the Washington Monument grounds and to join what we hope will become a national conversation about this space at the heart of American democracy.

In creating the exhibitions, we began by asking “How can we ensure that future change is not *ad hoc* but is part of a coherent design vision?” How can we reinvent *for our own time* the historic legacy of the visionary 1791 L’Enfant Plan and 1901 McMillan Plan for Washington?



Yesterday, Today, and Tomorrow exhibition at the AIA Annual Meeting at the DC Convention Center

AIA Annual Meeting: Visitors to the AIA Annual Meeting exhibit were able to learn about the historic L’Enfant and McMillan plans and their design principles which constitute Washington’s “Planning Constitution.” Creative ideas were proposed to show how the great Mall cross-axis, vibrant public open space, and Washington’s grand avenues and majestic vistas can be rejuvenated, extended, and reinvented to support the 3rd Century Mall.

DC/AIA Exhibition: The DC/AIA exhibit highlighted two separate but related themes: One section focused on concepts for reimagining the 3rd Century Mall in ways that build upon the legacy of the L’Enfant and McMillan plans; the other told about the ideas behind, the process, and the winners of the Coalition’s 2010-2012 National Ideas Competition for the Washington Monument Grounds (see our 2011 Annual Report). Winning concepts from the Competition reimagined the Washington Monument area as a welcoming oasis at the heart of the Mall with groves of trees, shaded pathways, public gathering spaces, and underground visitor amenities.

Public Forum: At the AIA Annual Meeting, the DC AIA sponsored a discussion session during which the Steering Committee of the National Ideas Competition for the Washington Monument Grounds summarized the Competition process, goals, and winners and led a lively conversation with the audience.

ADVOCACY

We continued in 2012 to participate in the federally mandated public consultation meetings for Mall-related projects. We worked to bring about good results on three problematic projects:

- With our strong urging and advocacy, the Commission of Fine Arts **rejected** last October the National Park Service proposals to create an **underground security facility and tunnel entrance into the Washington Monument**. The NPS must now consider a simple redesign of the existing security structure.
- Congress and the Department of Interior have put on **hold**, again with our strong advocacy, the **colossal and controversial Eisenhower Memorial**. The proposed design would destroy the L'Enfant Plan and McMillan Plan concept of Maryland Avenue as a broad vista to and from the Capitol.
- The Coalition pushed back hard on legislation proposing a World War I Memorial in Constitution Gardens on the Mall. That **legislation has been amended** to remove any site designation on the Mall.

LEADERSHIP FOR THE 3RD CENTURY MALL VISIONARY PLAN

The Coalition continued in 2012 to advocate for creation of an independent McMillan-type commission to develop a comprehensive, visionary plan for the Mall in the 3rd century – the 3rd Century Mall. Such a plan, unlike current jurisdiction-based plans by the Architect of the Capitol, the National Park Service, and the Smithsonian, will encompass the entire Mall from the Capitol to the Lincoln Memorial and from the White House to the Jefferson Memorial. The 3rd Century Mall Plan will look at opportunities to expand the Mall onto federal land along the Potomac and Anacostia Rivers, outlined in blue at right) and even to include the Kennedy Center and East Potomac Park in that expansion.

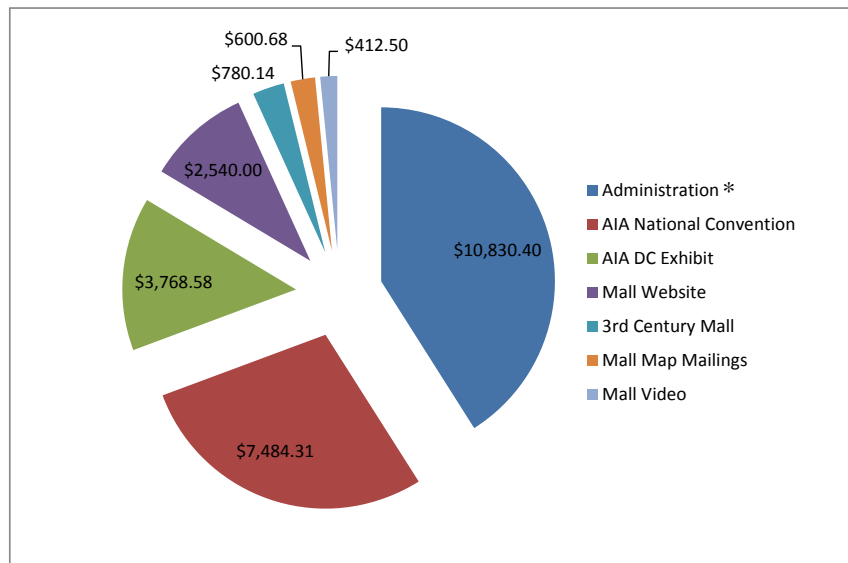


FINANCIAL REPORT

The National Coalition to Save Our Mall is volunteer driven and run, with only part-time help for website maintenance and administrative duties. Our fundraising campaign is focused mainly on paying these limited administrative costs, printing our Mall mini-maps, and basic office work. The Chair and active Board members donate countless hours each week throughout the year to the Coalition's efforts. These pro bono services are not included in the expense summary below.

Expense Summary Jan - Dec 2012

Administration	\$	10,830.40
AIA National Convention	\$	7,484.31
AIA DC Exhibit	\$	3,768.58
Mall Website	\$	2,540.00
3rd Century Mall	\$	780.14
Mall Map Mailings	\$	600.68
Mall Video	\$	412.50
Total	\$	26,416.61



*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.

2012 Contributors

The Coalition is supported by contributions from individuals across the country. We are deeply grateful to our grassroots supporters whose financial and pro-bono assistance are crucial to our success in 2012.

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

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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 2012

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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