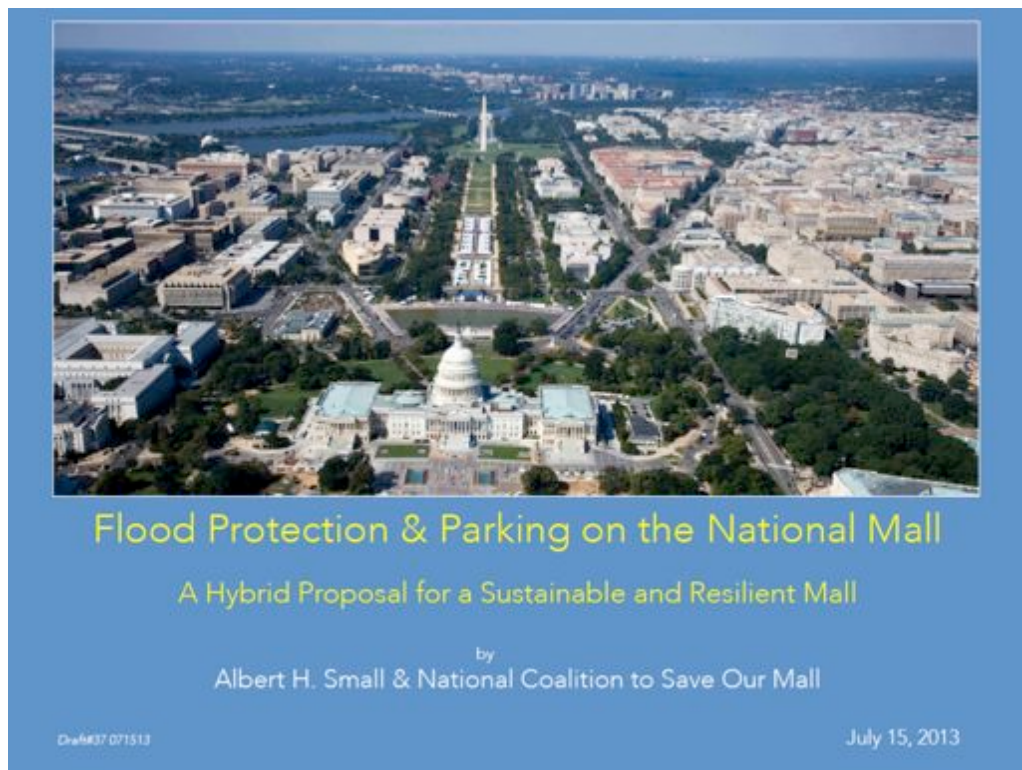


National Coalition to Save Our Mall

www.savethemall.org

2013 Annual Report



In meetings with more than 100 federal and District of Columbia agencies, members of Congress, civic groups, and business organizations, the National Coalition to Save Our Mall presented the concept for our multi-purpose underground flood protection, parking, and Mall Welcome Center facility under the National Mall.

January 2014

Dear Friends of the National Mall:

During 2013 we continued educating Congress, the media, and the public about the history and significance of the National Mall in our democracy and advocating for comprehensive and visionary planning for the Mall in its 3rd century – the 3rd Century Mall.

This year we focused attention on our **multi-purpose National Mall Underground**, a project that solves long-standing needs for **parking, public amenities, tour bus and car parking, a Mall Welcome Center, and flood and drought control** on the Mall. It benefits everyone including federal and District of Columbia Governments, District residents, and visitors to the nation's capital at no cost to the public. Media coverage is strong, including a **supportive editorial in The Washington Post**. The public is showing great enthusiasm, and Congress is considering legislation to let us move forward. The National Mall Underground is a **collaboration of Washington philanthropist Albert H. Small, the National Coalition to Save Our Mall, and esteemed architect Arthur Cotton Moore FAIA.**

Our **public exhibition of National Mall Underground** proposal opened in November in downtown Washington. We have been inviting elected leaders in federal and District of Columbia government, the media, and the public to the Exhibition to learn more about the project. The location is Mr. Small's new LEED-certified office building at 1000 Connecticut Avenue, NW. Please drop by for a visit.

We believe this creative, collaborative National Mall Underground project is one step toward a comprehensive, visionary plan for the Mall in the 3rd century -- the 3rd Century Mall.

We invite your support for this project and all the Coalition's education and advocacy efforts in 2014.

Sincerely,



Judy Scott Feldman, Ph.D.
Chair



THE COALITION'S VISION FOR A 3RD CENTURY MALL & THE NATIONAL MALL UNDERGROUND

The National Coalition to Save Our Mall, the only organized voice for the public on National Mall matters, seeks to advocate for and implement a comprehensive, forward-looking plan for the Mall that benefits all Americans. We propose that such an overarching vision can include expanding the Mall boundaries to provide welcoming locations for future museums, monuments, and public gatherings and events such as the Solar Decathlon and National Book Festival. We advocate **creation of a McMillan-type commission** of thoughtful and visionary architects, engineers, historians, and cultural leaders to create the new visionary plan. The **"3rd Century Mall" plan** will advance the brilliant legacy of the 1791 L'Enfant (1st Century) Plan and the 1902 McMillan Commission (2nd Century) Plan for the Mall.

The Coalition has proposed the National Mall Underground project **as an avenue for advancing the 3rd Century Mall concept**. This project offers an elegant solution to major issues facing the Mall and its use.

When completed, it will provide sorely needed storm water management that will remediate flooding that has plagued the Mall for centuries. It will also provide an array of essential amenities now lacking for Mall users, including a visitor center, parking for tour buses and private cars, and public restrooms. Revenue from parking is projected to cover much of the cost of construction and ongoing operation of the project. All of this will be done underground, avoiding disruption to those using the Mall and the surrounding streets.



Architect Arthur Cotton Moore FAIA, Dr. Judy Scott Feldman, and Albert H. Small at the November 21st opening of the National Mall Underground exhibition.

The National Mall

Underground proposal achieves in microcosm what the Coalition proposes for the entire 3rd Century Mall: expansion (underground), improved public access and amenities, environmental sustainability, and a bright future serving future generations of Americans.

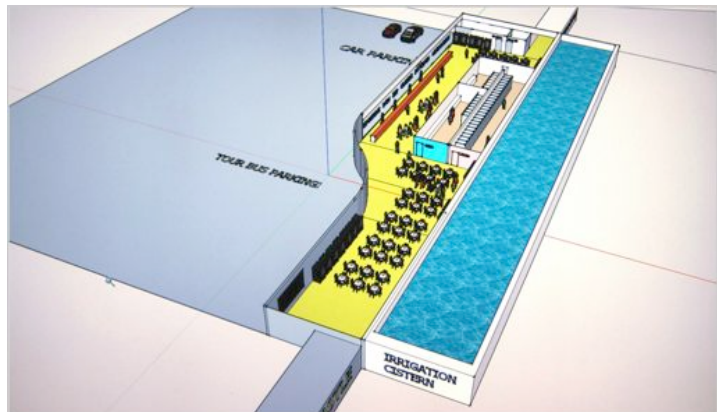
ADVOCACY FOR INNOVATIVE SOLUTIONS

The **National Mall Underground** is the Coalition's major initiative for 2013 and beyond. While advocacy has always been an important part of the Coalition's activities, 2013 saw a significant ramping up of advocacy efforts specifically to promote the National Mall Underground project. These activities were in addition to the Coalition's existing outreach projects and did not replace them; if anything, the excitement surrounding the Underground project shone an even brighter light on the Coalition's other ongoing programs.

The National Mall Underground proposal will provide **parking for 1,000 cars and tour buses** under the Mall, plus a **Mall Welcome Center** with restrooms and food concessions. **Rainwater cisterns** will provide plentiful water for Mall irrigation. During heavy storm events, the garage will function as a **floodwater reservoir** to protect Mall area museums and federal buildings, including the National Archives, from the kind of serious damage they suffered during the devastating floods of June 2006.

Over the course of 2013, meetings were held with federal and district government agencies, nonprofits, private firms, and the public to inform them about the project and to seek their comments and address their concerns to improve the project's scope and design. Representing the Coalition in these meetings were Albert H. Small, the original sponsor of the parking idea; Judy Scott Feldman, Coalition chair; Arthur Cotton Moore, architect and board member; the Patton Boggs LLP law firm; and Coalition board members.

We commissioned a video showing how the National Mall Underground project functions during rain and flooding events, which can be seen on YouTube at <https://www.youtube.com/watch?v=tGAXAI7dN4Y>.



Architect Arthur Cotton Moore FAIA has designed the multi-purpose facility to include tour bus and car parking space that can do double duty as a flood reservoir. The Visitors Center includes restrooms, orientation, and food vending.
Copyright 2013 Arthur Cotton Moore/Associates

COLLABORATION

In developing the National Mall Underground project to include multi-purpose functions that benefited all Mall constituencies, the **National Coalition to Save Our Mall attended over 100 meetings and collaborated** with Congress, federal and District of Columbia agencies, the Smithsonian, security officials, the tourism industry, the business community, and the public. Our intention was to **rise above traditional jurisdiction-based planning** by the Smithsonian, National Park Service, Architect of the Capitol, and others, to look at the **larger needs of the American public**. In addition, we refined the project further by working closely with **structural and environmental engineers, traffic and parking experts, tourism and business leaders**, and federal and District of Columbia planners.

Input from these meetings was crucial in helping the Coalition make improvements and refinements to the original concept. This **dynamic, collaborative process** also resulted in **overwhelming acceptance and support from stakeholders**.

The Coalition met with the following governmental agencies, some of them multiple times:

- Architect of the Capitol
- DC Department of Environment
- DC Office of Planning
- DC Water and Sewer Authority at Blue Plains
- DC Water Permit Operations Division
- Federal Emergency Management Agency
- General Services Administration
- Metropolitan Washington Council of Governments
- National Park Service
- US Commission on Fine Arts
- US Department of Commerce
- US Department of Homeland Security
- US Environmental Protection Agency
- US Federal Trade Commission
- US Park Police
- US Secret Service
- Washington Canal Park Leadership
- Washington Metropolitan Area Transit Authority
- White House Council on Environmental Quality
- White House Staff of the Office of the Vice President

Meetings with museums included:

- Newseum
- Smithsonian Institution
- US Holocaust Memorial Museum

Meetings with nonprofit organizations and private firms included:

- American Bus Association
- American Civic Center Elderhostel Program
- American Society of Civil Engineers

Anacostia River Keeper
Clark Construction
Colonial Parking
Committee of 100 on the Federal City
DC Association of Land Surveyors
DC Chapter of the American Institute of Architects
DC Preservation League
Dewberry Engineering
Destination DC
Federal City Council
Gorove/Slade
Guild of Professional Tour Guides of Washington, DC
National Parks Conservation Association
Trust for Public Land
The Louis Berger Group
TheSmithGroup JJR
The Summit Fund of Washington
Trust for the National Mall
Trust for Public Land

PUBLIC EDUCATION

NATIONAL MALL UNDERGROUND EXHIBITION

The Coalition installed a comprehensive exhibition illustrating the National Mall Underground in November at 1000 Connecticut Avenue, NW. This visually arresting exhibition provides an ongoing **opportunity for the public and stakeholders to learn about the history of the Mall, its needs, and the ways the Underground project will serve the public.** An opening reception on November 21 was attended by representatives of the media, government agencies, nonprofits, and lawmakers. The reception and the exhibition stimulated significant coverage



The National Mall Underground exhibition illustrates the need for parking and flood control, precedents, and two design solutions.

of the Coalition in print and radio outlets.

One important educational goal of the exhibition was to **inform visitors of the serious flood threat** posed to the Federal Triangle and Mall area public buildings and museums by stormwater flooding of the kind that devastated the City in 2006. While many people understand the threat from Potomac River flooding, which the Army Corps of Engineers and the National Park Service are addressing by building a levee at 17th Street and Constitution Avenue, almost no one understands that stormwater flooding is a separate flood risk. The 17th Street levee will not protect from that; the National Mall Underground will. The original idea for a stormwater reservoir under the Mall in fact came from the 2011 Federal Triangle Stormwater Drainage Study undertaken by DC Water in the aftermath of the 2006 floods.



The exhibition includes illustrations and recommendations from the 2011 Federal Triangle Stormwater Drainage Report, which was a collaboration of DC Water and the National Capital Planning Commission with 14 other federal and DC agencies.

MALL MAP AND GUIDE

Now in its eighth year and fourth 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. Visitors can pick up a copy at Washington Reagan National Airport, Dulles International Airport, the DC chapter of the American Institute of Architects at 421 7th St. N.W., and the Department of Agriculture Visitors Center at 1400 Independence Ave. S.W.

MALL HISTORY TALKS AND TOURS

Another long-time activity is to **educate the public** about the Mall's history, evolution, and ongoing value to the nation through public lectures, presentations, and forums. In 2013, Coalition Chair Dr. Judy Scott Feldman made presentations and led tours of the Mall for schoolchildren and university students as well as Elderhostel and other groups. These presentations include perspectives on the history of the Mall as well as ideas for the future developed as part of the Coalition's 3rd Century initiative for Mall expansion, rejuvenation, and enhancement as a place to build civic awareness and participation.

MEDIA

Highlights of media coverage in 2013 include:

- ◆ The Coalition met with the editorial board of The Washington Post, which resulted in an editorial supporting the National Mall Underground proposal.
- ◆ FOX 5 News provided Easter Sunday coverage of the National Mall Underground proposal with interviews with Mall visitors who supported the idea.
- ◆ Coalition Chair Judy Scott Feldman, Ph.D., was interviewed on WAMU Radio's Kojo Nnamdi Show.
- ◆ Local television, radio, and print media covered the November opening of the National Mall Underground exhibition at 1000 Connecticut Avenue.



2013 CONTRIBUTORS

The Coalition is deeply grateful to our grassroots supporters whose financial and pro-bono assistance are crucial to our success in 2013. Individual contributors are the backbone of our all-volunteer organization.

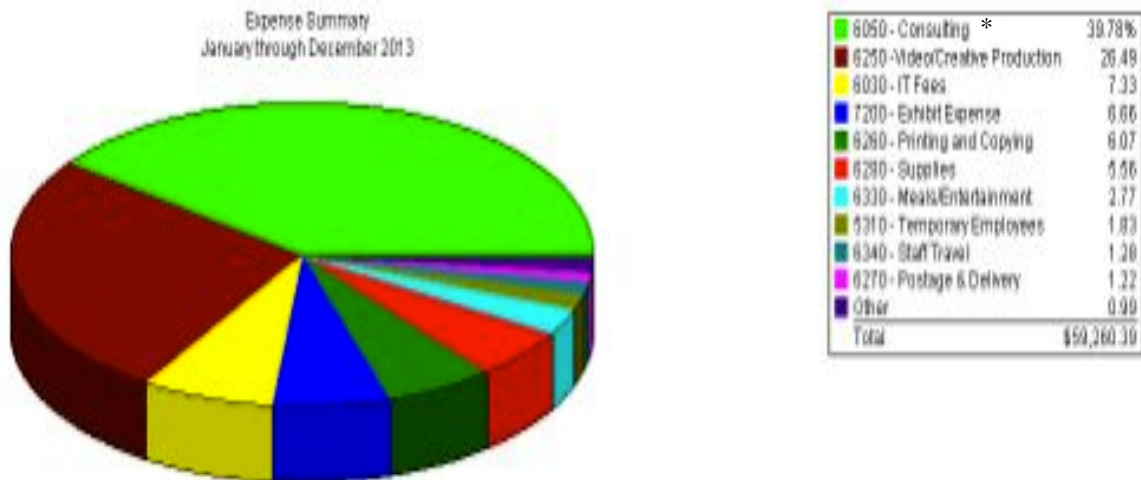
Members of the Board of the National Coalition to Save Our Mall donated hundreds of hours of work to our efforts in 2013. The Chair's full-time hours are pro bono. Architects Arthur Cotton Moore and W. Kent Cooper donated architectural design work. Planner George Oberlander attended public consultation meetings and wrote testimony on project review for the Coalition on Mall projects. All Board members were actively involved in various tasks.

INDIVIDUAL CONTRIBUTORS

Marie-France and William Armstrong
Col. Broadus and Elizabeth Bailey
Gordon Binder
Elizabeth Boas and Arthur Spitzer
Barbara Bockman
M. Jay Brodie
Ellen Burnett
Lucy Clark
Community Foundation of Washington DC
Neil and Judy Feldman
Daniel Gamber
Greer Gilka
Ellen Goldstein
Edward W. Hieronymus
George Idelson
Jack Hofberger
Ellen Johnson
Lewis Junior
Mark and Sandra Kaman
Lou Kriser
David Marlin
Amy Meyer
Anita Morrison
Kay Murphy
Roger Rihm
Ray Saikus
Eleanor Seagraves
Beverly Sherwat
Joseph West

FINANCIAL REPORT

The National Coalition to Save Our Mall is volunteer driven and run, with only part-time consulting assistance 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.



*Consulting includes part-time help covering project development & support for the National Mall Underground Exhibition development, Mall map and brochure, and Save the Mall website, database management, contributions processing, bookkeeping & budgeting.

Board of Directors

Judy Scott Feldman, Ph.D.
Chair

W. Kent Cooper, FAIA
Vice Chair

George H.F. Oberlander, AICP
Vice Chair

Joseph D. West, Esq.
Treasurer

Lisa Benton-Short, Ph.D.
Secretary

M.J. "Jay" Brodie, FAIA
Director

Charles I. Cassell, FAIA
Director

Ellen Goldstein
Director

George Idelson
Director

David H. Marlin, Esq.
Director

3rd Century Mall Advisors

(established April 2006)

Henry Arnold
Landscape Architecture

Gordon Binder
Senior Fellow
Aqua International Partners

M.J. "Jay" Brodie, FAIA, AICP
President, Baltimore Development Corp.

Louis Kriser
Kriser Enterprises, LLP

Amy Meyer
Co-chair, People for A Golden Gate National
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 2013.

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.

Contact: The National Coalition to Save Our Mall
 P.O. Box 4709
 Rockville, MD 20849
 301-340-3938
 jfeldman@savethemall.org