

National Coalition to Save Our Mall

www.savethemall.org

2014 Annual Report

NATIONAL MALL UNDERGROUND

Flood Protection, Access, and Sustainability Under the National Mall



- FLOOD PROTECTION
- SUSTAINABILITY
- WELCOME CENTER
- BUS & CAR PARKING

www.nationalmallunderground.org

Centrally located in the heart of the nation's capital, the National Mall Underground will provide access to our national museums and cultural events while reducing congestion on city streets. It will feature a welcome center with restrooms and food service, as well as cisterns to collect rainwater for Mall irrigation. In the event of heavy rains, the facility will be evacuated and lower levels will retain floodwater, protecting surrounding public buildings and museums.

January 2015

Dear Friends of the National Mall:

The National Coalition to Save Our Mall made great strides during 2014 building broad support for our National Mall Underground, an important step toward our goal of a comprehensive, visionary plan for the Mall in its 3rd century. To take advantage of our progress on this and other projects, we began the process of transitioning the National Coalition to Save Our Mall from all-volunteer to professional staff.

This year, as in 2013, we devoted much effort to further developing and refining the National Mall Underground multi-purpose flood control/parking garage concept. We did this in consultation with federal and District of Columbia agencies and authorities, as well as civic and nonprofit groups. Support is broad and growing among government, the business community, and the public. In the words of former District of Columbia mayor Anthony Williams, the National Mall Underground “has the potential to make the Mall for the 21st century a place people populate and animate.”

A key component of our advocacy and public outreach is our National Mall Underground exhibition at 1000 Connecticut Avenue in Downtown Washington. Hundreds of people have visited to learn about the project and precedents from around the world and about the serious and growing threat of storm water flooding in Washington DC that the project is intended to solve.

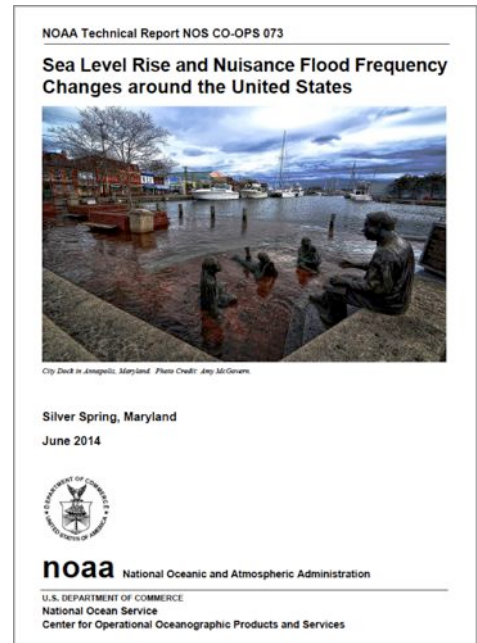
In addition to National Mall Underground activities, the Coalition participated in public consultation meetings for the Eisenhower Memorial, the National Park Service’s proposed redesign of Constitution Gardens, and the National Capital Planning Commission’s planning initiative to improve Pennsylvania Avenue.

As we move into 2015 we will be further advancing the National Mall Underground project, advocating visionary planning for all Mall-related projects, and transitioning to a professionally staffed organization to capitalize on our growing organizational momentum.

Sincerely,



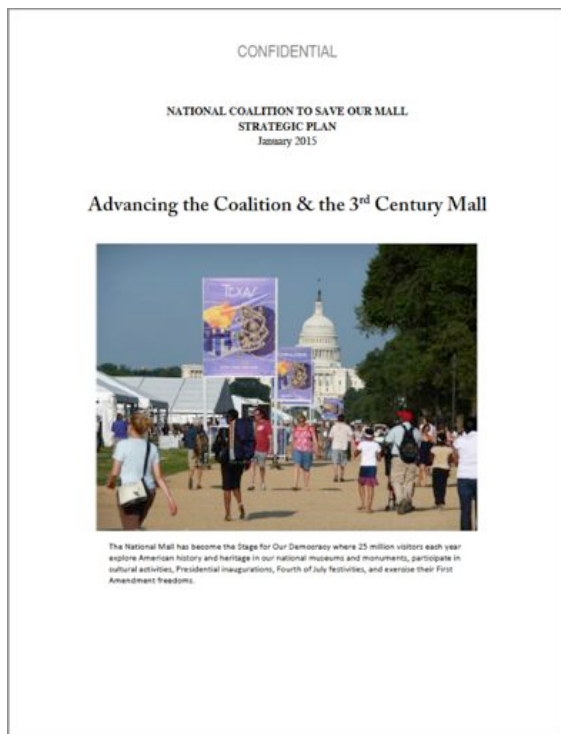
Judy Scott Feldman, Ph.D.
Chair



This report is one of several that show that Washington, DC is prominent among major U.S. cities facing an increasing threat from flooding.

REAFFIRMING OUR ADVOCACY FOR THE 3RD CENTURY MALL & THE NATIONAL MALL UNDERGROUND

As part of our transition from all volunteer to a professional staff, the Coalition Board and Chair prepared a strategic plan that evaluated our past performance since 2000 and proposed directions for the future. The outcome of this process was to reaffirm our longstanding goals of advocating the need for a new comprehensive, visionary plan for the



Mall in its 3rd century that advances the brilliant legacy of the 1791 L'Enfant (1st Century) Plan and the 1902 McMillan Commission (2nd Century) Plan for the Mall. In addition, we confirmed that the National Mall Underground project is an important step toward that goal: By solving long-standing problems of Mall area flooding, traffic congestion and pollution, and lack of visitor access and amenities, the Underground will make the Mall more resilient and provide many long-term benefits for all Mall constituencies.

Not only does the Underground proposal advance the Coalition goals of long-term improvements to the visitor experience of the Mall, the process for developing the project epitomizes the collaborative, inclusive, and visionary planning process we believe is needed for the larger 3rd Century Mall plan.

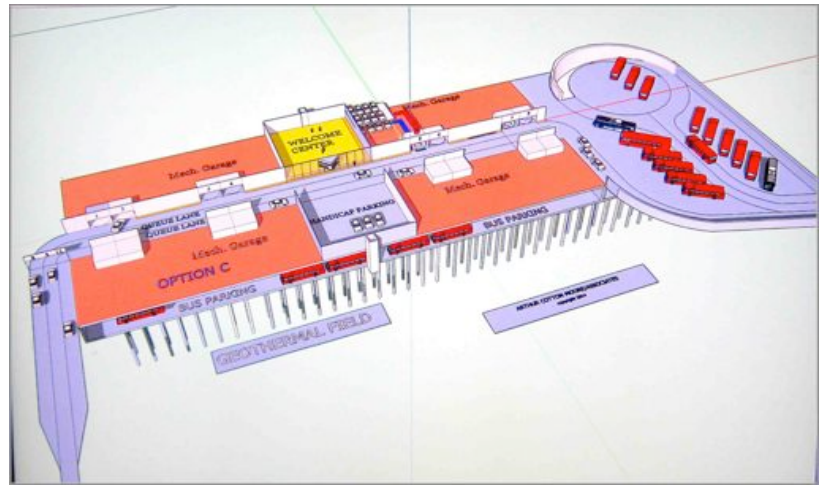
Instead of following the current model of jurisdiction-based planning such as that of the Smithsonian and the National Park Service, the Coalition sat down with every Mall constituency and pulled together the needs of all into one, comprehensive multi-purpose solution. The result is an all-inclusive project that solves long-standing problems while also providing long-range benefits that achieves these goals at lesser cost and Mall disruption than would individual agency-driven construction projects.

We believe that the National Mall Underground proposal can serve as a demonstration project of the kind of comprehensive, visionary planning that is needed for the 3rd Century Mall.

INNOVATIVE SOLUTIONS

Our National Mall Underground proposal became even more multi-functional and innovative with architect Arthur Cotton Moore's addition in 2014 of two new components: an automated system for car parking and a geothermal field beneath the facility that will provide renewal energy for nearby museums and public buildings.

Developed since 2011, the National Mall Underground is an innovative multi-purpose facility that will solve long-standing problems while at the same time ensure the Mall's long-term resiliency. It will provide a desperately needed flood reservoir, tour bus and car parking, and a visitor center with public amenities. It will be centrally located under the grass between the Smithsonian Castle and the National Museum of Natural History.



In 2014 Architect Arthur Cotton Moore FAIA integrated into the project two new components that will reduce costs of construction and operations as well as increase revenue by providing renewal energy to nearby buildings: automated mechanical car parking in the uppermost level and a field of 1,000 geothermal rods beneath the parking facility.

COLLABORATION

Continuing our consultations since 2012 with federal and district government agencies, nonprofits, and business interests, Coalition Board members adapted the Underground concept to respond to a broad range of interests and concerns. The addition of the mechanical parking component is an attempt to reduce construction and operating costs while also increasing parking capacity. The geothermal component was proposed by federal government agencies that are seeking ways to integrate renewable energy into their plans for facilities upgrades in public buildings on and near the Mall. 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; and other Coalition board members.

PUBLIC EDUCATION

NATIONAL MALL UNDERGROUND EXHIBITION & SPEAKER SERIES

The Coalition's National Mall Underground Exhibition, open since November 2013, continued to draw hundreds of people to learn about the history of the Mall, its needs, and the ways the Underground project will serve the public. We totally reorganized the exhibit to strengthen its educational value and added a Speaker Series. The first speaker session featured engineers from Dewberry who spoke about the extraordinary resiliency value of the project and how the project's benefits balance out the costs. The second session featured architect Arthur Cotton Moore with an introduction by Judy Scott Feldman. The exhibit closed in December and will reopen at a new location in early 2015.



The reorganized exhibition emphasized the serious needs and problems including flooding that the Underground solves.

One important take-away from the conversations we had at the exhibition with the public and government officials is that few people understand the seriousness of the flooding problem. 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, there is little understanding 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 kind of storm water flooding that inundated the Mall and Federal Triangle area in 2006 is predicted to increase and intensify in coming years.

MALL MAP AND GUIDE

The popularity of our *free* Mall map and historical guide, *National Mall: Stage for Our Democracy*, continues to grow. We supplied thousands of the maps to Dulles International Airport and Washington Reagan National Airport for Washington area visitors. 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 “Traveler’s Aid” at the airports and at 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

Coalition Chair Dr. Judy Scott Feldman continued in 2014 to make free presentations for educational groups and students. These presentations include in-depth discussion of the history of the Mall and current issues 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.

ADVOCACY & MEDIA

PROTECTING OUR NATIONAL GATHERING SPACE

We began the year with an op-ed published in *The Washington Post* on January 19th, 2014, calling for a public conversation about public use of the Mall in light of the National Park Service’s denial of a permit for the Library of Congress’s National Book Festival.

For several years, and in particular during the public consultation for the NPS’s 2010 National Mall Plan, we have voiced concerns about NPS plans to curtail public use of the Mall for large-scale events. NPS’s Plan gives priority to protecting the grass when the historical significance of the Mall as our national gathering space calls for public use to take precedence. This controversy, which continues to cause friction between NPS and other Mall managing agencies, is the result of the problem of fragmented Mall oversight,

with no one entity having as its highest priority the good of the American public and all Mall constituencies.

Keeping the Mall's vitality is worth the trampled grass

Who decides what the Mall is for? If even the family-friendly, educational, inspirational and just plain fun National Book Festival can be turned away, what's left? The National Park Service announced Jan. 6 that the festival would not return to the Mall because the festival sponsors cannot satisfy new Park Service regulations to protect the grass. Will the Mall become a "national park," where visitors of the future will view the monuments and grass, as at Yellowstone, through the windows of a tour bus?

The Park Service manages the Mall's grassy open space, though not the Smithsonian museums, the National Gallery of Art or other public buildings. To this agency, founded in 1916 to protect our nation's natural and historic resources, the health of natural resources such as grass seems to come first and public use second.

Its 2010 National Mall Plan is setting new limits on public use. The Smithsonian each year struggles to satisfy permit requirements for its Folklife Festival. The Solar Decathlon, sponsored by the Energy Department and top universities, packed up and left. Now even the Library of Congress, which sponsors the book festival, can't meet the strict rules — and steep costs — intended to keep the grass green.

No one is arguing against maintaining the grass. But what about reasonable public use? Who's

standing up for the public? How do we create a fair balance when even our universities and cultural institutions can't seem to meet the Park Service's new rules?

The fundamental issue is the lack of a comprehensive plan that goes beyond the 2010 maintenance plan and takes into account the interests of the historical institutions and public visitors that use the Mall. Management agencies should not dictate the purpose and meaning of the Mall.

The Mall, which runs from the Capitol to the Lincoln Memorial, is not a national park and was never intended to be. From 1791, when President George Washington enlisted Pierre L'Enfant to plan the capital, the Mall was conceived to symbolize in public architecture and open space our country's founding principles. L'Enfant's plan described it as a "place of general resort" for the enjoyment of the people. After a century of neglect, the 1902 McMillan Plan restored L'Enfant's concept to an open grassy expanse framed by trees and museums. That plan set the stage, so to speak, for the Mall's use today — as a treasured public space for activities from Fourth of July fireworks and inaugurations to cultural events such as the book and folklife festivals.

It is not only buildings such as the Smithsonian and National Gallery that are part of the Mall. The public programs they and other surrounding

institutions promote are also a crucial component of that high purpose.

For almost a decade, the National Coalition to Save Our Mall has urged Congress to create an independent McMillan-type commission to provide an updated, unified plan for this nationally significant landscape. The commission, composed of civic and cultural leaders, would invite all parties to the table and include a strong voice for the public.

What can an independent commission accomplish that existing Mall managing agencies can't? The commission can think outside jurisdictional boundaries and plan across them. The commission, for example, can solve the need for new locations for museums and public events by expanding the Mall's overall boundaries, as the McMillan Plan did more than a century ago when it extended the Mall to the Lincoln Memorial. A new plan could include the underutilized waterfront tracts of federal land in East and West Potomac Park. It could also look to create parking, dining and restroom facilities under the Mall.

We need to act before we lose, restriction by restriction, the vitality that gives the Mall so much of its meaning in our democracy.

The writer is founder and chair of the National Coalition to Save Our Mall.

OPPOSING THE PROPOSED EISENHOWER MEMORIAL

The Coalition continued to voice our opposition to the proposed Eisenhower Memorial design during public meetings and hearings because of its destruction of the historic concepts — enshrined in the visionary 1791 L'Enfant Plan and 1901-1902 McMillan Commission Plan — that conceived of Maryland Avenue as a mirror image of Pennsylvania Avenue. The Memorial design calls for closing Maryland Avenue at the 6th Street location and installing 80-foot-high silo-like pillars into the historically protected right of way. The historic plans have served Washington well for over 200 years, we assert, and should not be set aside for this memorial.

2014 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 2014. The Chair's full-time hours are pro bono. Architects Arthur Cotton Moore FAIA donated hundreds of hours of architectural design work on the National Mall Underground project as well as alternative design schemes for the Eisenhower Memorial. 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.

Fundraising was limited in 2014 due to our focus on the transition process from all-volunteer to paid staff. In 2015 we will be revisiting all our past contributors and building a whole new national constituency so that we can move forward with renewed energy, manpower, and financial stability.

INDIVIDUAL CONTRIBUTORS

Gordon Binder
Elizabeth Boas and Arthur Spitzer
Barbara Bockman
M. Jay Brodie
Ellen Burnett
Lucy Clark
Neil and Judy Feldman
Daniel Gamber
Ellen Goldstein
Edward W. Hieronymus
George Idelson
Mark and Sandra Kaman
Laila Leikvold
David Marlin
Anita Morrison
Ray Olson
Roger Rihm
Lisa Benton-Short
Albert H. Small
Mary Dickson Shryock
Joseph West

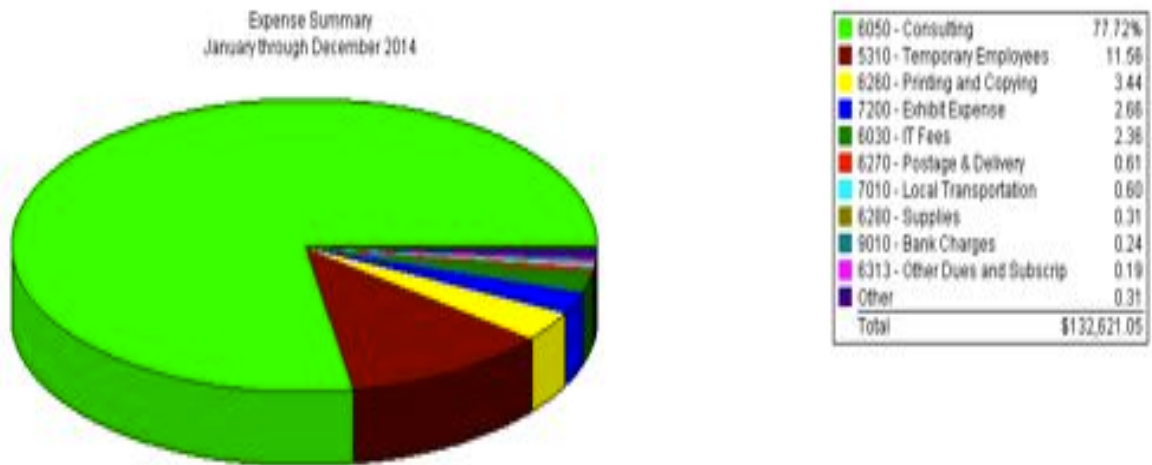
PRO BONO TRANSITION

Thomas J. Raffa
Raffa
Thomas Adams and Melody Thomas
Raffa
W. Patrick Nichols,
Transition Leadership International
Mark Bennett

FINANCIAL REPORT

During 2014 large donations from two Coalition Board members funded the consulting costs for the Coalition's strategic planning and transition process. That process included pro bono services from Raffa, Transition Leadership International, and others that are not included in the expense summary below.

Temporary employees included two part-time staff for the National Mall Underground exhibition.



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George H.F. Oberlander, AICP
Vice Chair

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Charles I. Cassell, FAIA
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Ellen Goldstein
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George Idelson
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David H. Marlin, Esq.
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Arthur Cotton Moore, FAIA
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 2014.

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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