

# The National Coalition to Save Our Mall

[www.savethemall.org](http://www.savethemall.org)

## 2006 Annual Report



## A Message from the Chairman and President

In 2006, the National Coalition to Save Our Mall continued to make progress in raising public awareness of the value of the National Mall to the City of Washington and the nation through our regular email updates, public lectures and presentations, and interviews with the print and electronic media. Increasingly, our ideas for Mall expansion and for making the Mall a more welcoming, exciting, and inspiring experience for visitors are gaining support among members of Congress and the public.

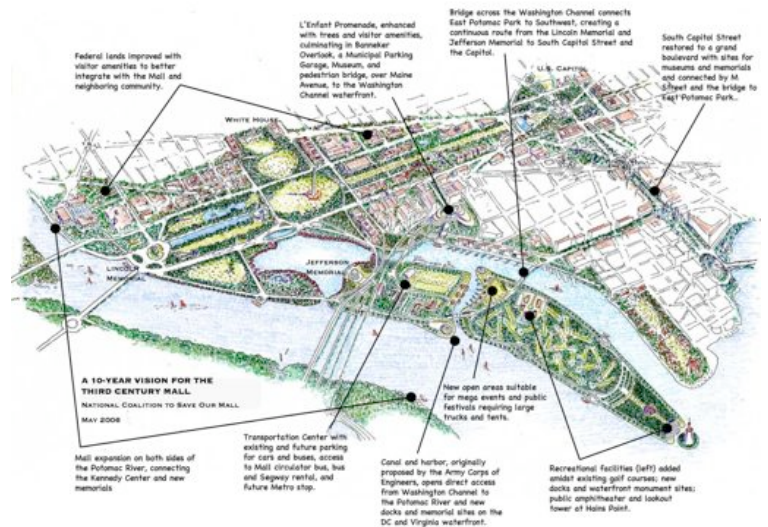
But threats to the National Mall's open space and historic design persist. So our role as watchdog continues to be a priority. The National Coalition to Save Our Mall is an active voice—and sometimes the only voice—in the public consultation process for several controversial proposals, such as the **Vietnam Veterans Memorial Visitor Center** being planned near the “Wall,” and intrusive security barriers that will restrict access and block vistas at our iconic monuments. We continue to advocate for preservation of the integrity of the Mall's historic plans and symbolism through intelligent and sensitive planning and design. You can keep up-to-date on these issues by reading our website, under “What's New?”



We devoted much energy in 2006 to developing and promoting forward-looking ideas for the Mall in its third century, as part of our **National Mall Third Century Initiative**. Building on the success of our *Designing for Democracy* presentation in December 2005 at the Corcoran Gallery of Art (described in our 2005 Annual Report), we further refined a vision for the expanded Mall through discussions with groups as diverse as local tour guides, school teachers, transportation planners, environmental experts, recreation groups, as well as members of Congress and government agencies.

Architect and Coalition Vice Chair W. Kent Cooper, FAIA, transformed some of those ideas into a new “**10-Year Vision for the Third Century Mall**” (at right), which includes not only new public spaces and sites for museums but a Transportation Center and parking areas at L'Enfant Promenade and near Hains Point. These ideas are now finding their way into plans being developed by various government agencies as well as private developers.

In a similar vein, when L'Enfant Promenade and Banneker Overlook near the Mall was under consideration as a possible location for the National Museum of African-



**A 10-Year Vision for the Third Century Mall.** See a larger version of this diagram at <http://www.savethemall.org> “What Does the Mall Need?” “A vision for Mall expansion.”

American History and Culture, the Coalition created a vision for that area—an ideal place for Mall expansion—that turned the forlorn, neglected space into a lively destination (see below). Regrettably, the museum chose a site on the Mall and a great opportunity was lost to initiate Mall expansion. But that will come, and the vision for Banneker Overlook remains a realizable concept.



**A Practical Solution for 10<sup>th</sup> St.-L'Enfant Promenade-Banneker Overlook.** See the diagram at <http://www.savethemall.org> "What does the Mall need," "A practical solution for 10<sup>th</sup> Street/L'Enfant Promenade/Southwest Waterfront."

An important step in 2006 was the Coalition's formation of a **new advisory board**. These advisors include prominent local as well as nationally recognized leaders who are helping guide our next important steps. See the list of advisors later in this report.

The Advisory Board has helped us throughout the year work toward several objectives: **strengthening alliances** with like-minded citizens groups and nonprofits; **seeking Congressional support for a Third Century Mall Commission** to create a vision for the Mall in the 21<sup>st</sup> century; **working with Mall managing and review agencies** to encourage support for a 3C Mall vision; and further developing and refining ideas for **improving the visitor experience of the Mall and for Mall expansion**.

Our free Mall map, *The National Mall: Stage for Our Democracy*, continues to be a hit on Capitol Hill, in local hotels, and with the local community. We are now into the second printing of 100,000 copies. A new project being researched and prepared by our intern is a first-ever *Citizens' Guide to Recreation and Sports on the National Mall*, due out in spring 2007. This too will be distributed free at local venues.

The core support for the Coalition still comes from the many individual donors from across the country. In 2006 we received a big boost to our financial well-being from two local sources. Local philanthropists Roger and Vicki Sant and **The Summit Fund of Washington** gave the Coalition a three-year, 2:1 challenge grant. We met the challenge for 2006, raising \$70,000 and receiving from them \$35,000. The **Marpat Foundation** generously supported us with a \$25,000 grant, which we will apply in 2007 to our ongoing educational programming.

With the continuing financial and moral support from our members and benefactors, we look forward to an even more exciting and productive 2007.

Judy Scott Feldman, PhD  
Chair  
National Coalition to Save Our Mall

## *Public Educational Resources*

- Our primary website—<http://www.savethemall.org>—provides a variety of historical and educational materials including:
  - History of the National Mall
  - 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 Third Century Mall
- Our website dedicated to the forward-looking Third Century Initiative—<http://www.nationalmall.net>—focuses on ideas, drawings, plans for the National Mall in the 21<sup>st</sup> century
- We continue to inform Congress, the media, and the public by showing and discussing our “**Future of the National Mall**” and “**Designing for Democracy**” slide presentation and video
- Now in its second printing of 100,000, our compact, free **National Mall: Stage For Our Democracy** map and historical guide is winning plaudits from Capitol Hill, government agencies, and local hotels and tourism groups



UNITED STATES DEPARTMENT OF EDUCATION  
OFFICE OF POSTSECONDARY EDUCATION

July 10, 2006

Dr. Judy Feldman  
The National Coalition to Save Our Mall  
P.O. Box 4709  
Rockville, MD 20849

Dear Dr. Feldman:

You are to be commended and congratulated for developing “The National Mall: Stage For Our Democracy” map and guide. We have shared your map/guide with hundreds of persons who have attended our meetings in Washington during the past year. All of whom have expressed their appreciation for having access to this important source of information.

Keep up the good work.

Sincerely,

A handwritten signature in black ink, appearing to read 'Leonard L. Haynes III'.

Leonard L. Haynes III, Director  
Fund for the Improvement of Postsecondary Education

## The Third Century Mall: Looking to the Future

### *Ideas for Expansion and Reconnecting the Mall to the City and Waterfront*

Through the **National Mall Third Century Initiative**, the Coalition continues to work with the public, with government agencies that have jurisdiction over the Mall, and with members of Congress to identify the Mall's needs and exciting potential for the future. Ideas include:

- Creation of an independent **Third Century Commission** to plan for the nation's long-term needs
- A vision for **Mall expansion**
- A practical solution for expansion along the **10<sup>th</sup> Street and L'Enfant Promenade** corridor, connecting the Mall to the Southwest Waterfront which is now being developed by the city
- A **flood analysis** to identify problems associated with large portions of the Mall, and areas of potential Mall expansion, being built on landfill

### *Getting the Word Out in the Media*

Increasingly the Coalition's ideas promoting an exciting vision for the Mall in the 21<sup>st</sup> century are discussed in the local and national media. Examples include:

"Fortunately, some concerned citizens have stepped forward to keep the Mall from becoming a tourist hell. As we reported last fall, the National Coalition to Save Our Mall...continues to press Congress and President Bush for a public commission that would create a master plan for the Mall, including long-term expansion and stewardship."

-- "Summer in D.C.: Save the Mall from cluttered tourism hell,"  
*The Dallas Morning News*, June 12, 2006

"A New National Mall for the 21<sup>st</sup> Century," by renowned architect Arthur Cotton Moore in *Washingtonian* magazine, July 2006

"The Future of The Mall," public radio call-in show, **WETA 90.9 FM**, Sept. 21, 2006

### *Saving Our Mall in the Future*

Preserving the integrity of the National Mall while also planning for an exciting Third Century Mall requires us to continue with a two-pronged approach for 2007:

- **Preservation through education and advocacy** on day-to-day topics and threats, including proposals for new museums and memorials as well as problems of neglect and poor visitor amenities and services
- Working together with the public and with DC Government and federal agencies to **develop and begin implementing a forward-looking vision** for the National Mall in its third century

## **2006 Contributors**

The Coalition is deeply grateful to our grassroots supporters whose financial and pro-bono assistance are crucial to our success in 2006. Individual contributors are the backbone of our all-volunteer organization.

In 2006, the Summit Fund of Washington awarded the Coalition a three-year, 2:1 challenge grant, requiring the Coalition to raise \$70,000 to receive \$35,000. With the support of Coalition supporters and a generous \$25,000 grant from the MARPAT Foundation, the Coalition met the challenge. With this extraordinary addition to our budget, we look forward to even greater progress in 2007.

### **Foundations**

MARPAT Foundation  
Roger & Vicki Sant/The Summit Fund of Washington

### **Founders**

Guido Adelfio  
James F. Cooper  
David Douglas  
Neil & Judy Feldman  
Thomas Fonseca  
George & Evelyn Idelson  
Lou & Jane Kriser  
George Peabody  
Judith Robinson  
Mary K. Scott *in memory of Thomas J. Scott*  
Robert Simon, Jr. & Cheryl Terio-Simon  
Michael & Janet Stein

### **Partners**

Elizabeth Bailey  
Lucy Barber  
Lisa Benton-Short  
Robert Breiling  
Ellen Burnett  
Abby L. Gilbert  
Bill Goldman  
Lothrop & Collette Jordan  
David Luria  
Peggy Mastroianni  
Amy Meyer  
Janet Morris, Morris 1989 Trust  
Roger S. Rihm & Christina Sprague  
Charles J. Robertson, III  
Van & Eleanor Seagraves  
Lucy & B. Tittmann  
Wanda Walker  
Richard & Muriel Wolf

### **Friends**

Seymour Auerback, FAIA  
Henri D. Bartholomot  
Joseph Robert Bender  
Marie E. Birnbaum  
Debrah Chamberlain  
Lucy Clark  
Carol Ann Ellett  
Daniel Gamber  
Greer B. Gilka  
Joshua Gordon  
Carolinda Hales  
Edward Hieronymus  
James G. Hill  
Ronald Leve  
Ann Hume Loikow  
Dorothy Miller  
Anita Morrison  
Nancy & Richard Nagelhout  
Norman & Tamra Nelson  
Loretta Neumann  
Fred Pelzman  
Frank & Anadel Rich, Sr.  
Sandra Sanderson  
Sidney Schwartz  
Sarah & Carolyn Shapiro  
Nancy Slade  
Alice Fales Stewart  
Wayne D. Thornbrough  
Virginia Vitucci  
Thomas Whitley  
Evelyn Wrin

### **Citizens Circle**

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

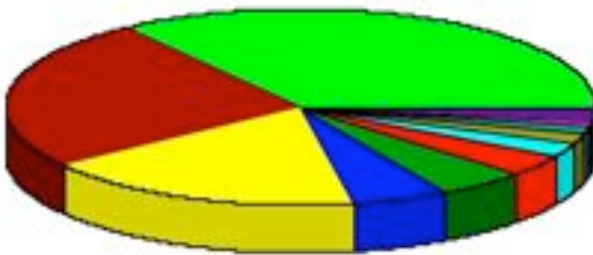
Gordon Binder  
Jay Brodie  
W. Kent Cooper, FAIA  
Lou Kriser  
Marjorie Share  
Robert E. Simon, Jr.  
Joel Swerdlow

## 2006 Income & Expense

Categories as a % of total expenses

Expense Summary  
Jan - Dec '06

DV Film	%35.31
Mall Map Brochure	25.28
Administration	17.81
Save The Mall Website	5.26
Third Century Mall Website	4.88
Meeting Expenses	3.74
Corcoran Public Symposium	2.36
Accounting	1.62
Fundraising	1.59
Mall Conservancy	1.05
Other	1.10
<b>Total</b>	<b>\$71,653.91</b>



Over 3/4 of the 2006 budget was spent on public educational projects.

Categories as a % of total income

Income Summary  
Jan - Dec '06

Contributions Income	%64.91
Grants	31.90
Reimbursed Income	2.76
Interest Income	0.43
<b>Total</b>	<b>\$78,370.78</b>



Well over 1/2 of 2006 income comes from individual citizen donations.

## National Coalition to Save Our Mall

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

### Board of Directors

Judy Scott Feldman, Ph.D.  
Chair and President

W. Kent Cooper, FAIA  
Vice Chair  
Coordinator, Third Century Initiative

George H.F. Oberlander, AICP  
Vice Chair

Cheryl Terio, Esq.  
Secretary/Treasurer

Lisa Benton-Short, Ph.D.

Charles I. Cassell, AIA

George Idelson

George L. Peabody, Ph.D.

John R. Graves Director Emeritus

### Third Century Mall Advisors

(established April 2006)

Gordon Binder  
Aqua International Partners

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

Louis Kriser  
Kriser Enterprises, LLP

Judy Lemons  
Legislative Consultant

James Walton Magee  
Cultural Consultant

Frank Mankiewicz  
Vice Chairman, Hill & Knowlton DC

Read Scott Martin  
PR Consultant

Amy Meyer  
Co-chair, People for A Golden Gate  
National Recreation Area

Robert Peck  
The Staubach Company

William K. Reilly  
Aqua International Partners, former EPA  
Administrator

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

#### *In Memoriam*

Charles Atherton, FAIA  
Commission of Fine Arts

***The National Coalition to Save Our Mall is grateful  
to all who have contributed their time, talent, resources  
and financial support in 2006***

*The National Coalition to Save Our Mall, an all-volunteer citizens organization, is working to preserve and protect the integrity of our nation's premier civic space and stage for democracy. The Coalition's Third Century Initiative is developing ideas for creatively planning for the National Mall's long-term future.*

*The Coalition is a 501(c) (3) non-profit organization. Contributions help us continue to educate Congress and the American public about the need to preserve this national treasure, monitor Mall issues, and move forward with the Third Century Initiative. All donations are tax deductible to the full extent of the law.*

*Contact:*

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Rockville, MD 20849  
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[www.nationalmall.net](http://www.nationalmall.net)  
800-618-3166