

National Mall Plan — Preferred Alternative: Visitor Experience Summary

1. Provide welcoming visitor services that better meet the needs of all people — citizens, guests, foreign language speakers, those with physical disabilities, young and old.
 - a. Strive to make all places and programs universally accessible to meet the needs of all visitors; increase centrally located parking for visitors with disabilities and adjacent to locations with wheelchairs.
 - b. Provide supplementary transit (such as roving golf carts) to assist visitors with mobility needs to get to transit or destinations.
 - c. Improve web information, pedestrian and wayfinding signs; provide education and information at all facilities; provide information on cell phones or other mobile devices.
2. Offer pleasant, convenient, and clean visitor facilities at locations where visitors can linger and rest, as well as enjoy views, with easy access for pedestrians and transit vehicles. Provide facilities that are well dispersed, sized for expected levels of use, and serviced during operating hours. Ensure that facilities do not intrude on views and vistas.
 - a. Add restrooms and replace outdated facilities. According to best practices, facilities should be no more than 1/3 mile apart and easy to find, with larger restrooms near bus drop-offs or heavily used sites. *New facilities* — Union Square, Mall, Constitution Gardens, Lincoln Memorial. *Replaced facilities* — Washington Monument grounds, Ash Woods, Tidal Basin, and Thomas Jefferson Memorial.
 - b. At new multipurpose facilities (Union Square, Washington Monument grounds, Constitution Gardens) coordinate amenities for visitor convenience, including food service, gifts, bookstores, restrooms / drinking water, seating and tables, and trash / recycling.
 - c. Provide flexible, durable, and sustainable locations near multi-use facilities for programs, performances, entertainment, national celebrations, and special events.
 - d. Increase food service variety and choice. Offer destinations with indoor / outdoor seating in addition to refreshment stands and carts.
3. Emphasize convenient, coordinated circulation for walking, visitor transportation, public transit, bicycling.
 - a. Improve the walking environment and experiences. Provide a welcome/orientation plaza, improve walking surfaces, add pedestrian lighting and a variety of seating (sunny, shaded, group, with views), improve crosswalks, and upgrade directional pedestrian sign and orientation map system.
 - b. Provide separate bicycle lanes or routes that are connected to other areas; coordinate improvements with the D.C. *Bicycle Master Plan*.
 - c. Implement the National Mall *Visitor Transportation Study*, including visitor transit stops at more Metro stations; all-day hop-on and -off service, as well as single-fare tickets; increase service frequency; make accessible to all visitors; and choice of interpretation or language.
4. Create more flexible and diverse learning opportunities, including cell-phone or electronic tours; thematic walking tour brochures, foreign language publications, daily electronic activity listings, and mass notification system; and continue ranger programs, walks and bicycle tours; living history; school and special programs.
 - a. Develop broad educational themes to supplement education related to specific memorials, such as America's civic stage and the First Amendment; historic plans and development of the national capital city; stewardship of America's treasures; and sustainability, healthy parks, and lifestyles.
 - b. Increase tour hours at the Washington Monument.
5. Meet recreation needs of local and national visitors.
 - a. Improve conditions of athletic fields (29 multipurpose fields and 11 sand volleyball courts) and lawn areas (large open spaces and shaded areas) for general enjoyment and informal play.
 - b. Add boating choices or opportunities — rowboat, kayak, and canoe rentals at the Tidal Basin, in addition to paddleboats; a Tidal Basin excursion boat service to nearby memorials and accessible to visitors with disabilities; Potomac River water access for water taxis or small hand-carried watercraft (such as canoes or kayaks).
 - c. Add recreational opportunities, such as interactive water elements, ice skating, Constitution Gardens lake fishing, and informal play; continue Smithsonian Institution carousel.
 - d. Add recreation equipment rentals, such as bicycles, kites, lawn chairs, and model boats.