

National Park Service  
U.S. Department of the Interior

National Mall & Memorial Parks  
Washington, D.C.



## **PUBLIC SCOPING COMMENTS REPORT**

### A Background Report for the National Mall Plan

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for the  
National Mall & Memorial Parks

April 2007

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# CONTENTS

Introduction.....	1
Scoping Methods .....	3
Data Collection and Analysis .....	3
Stakeholder Organizations Feedback .....	4
Geographic Distribution of Comments .....	9
Grouping 1: Vision of the National Mall .....	11
Theme 1.1: Most Important Function and/or Purpose of the National Mall .....	11
Category 1.1a: Physical.....	12
Grouping 2: Landscape .....	14
Theme 2.1: Greenspace .....	14
Category 2.1a: Grass and Soil .....	14
Category 2.1b: Aesthetics.....	15
Category 2.1c: Maintenance .....	16
Category 2.1d: Vegetation .....	16
Category 2.1e: Miscellaneous.....	17
Theme 2.2: Sustainable Practices .....	18
Category 2.2a: Conservation .....	18
Category 2.2b: Recycling .....	18
Grouping 3: Facilities.....	19
Theme 3.1: Monuments and Memorials.....	19
Category 3.1a: Limit Number.....	20
Category 3.1b: Suggestions for Commemoration .....	20
Category 3.1c: Existing and Authorized Memorials .....	20
Category 3.1d: Placement .....	21
Category 3.1e: Maintenance.....	21
Category 3.1f: Access.....	22
Theme 3.2: Museums.....	22
Category 3.2a: Museums unto Themselves .....	22
Category 3.2b: In Relation to the National Mall .....	22
Theme 3.3: Bathrooms .....	23
Category 3.3a: Availability .....	23
Category 3.3b: Location.....	23
Category 3.3c: Maintenance.....	24
Category 3.3d: Amenity.....	25
Theme 3.4: Park Furniture.....	25
Category 3.4a: Benches .....	25
Category 3.4b: Style .....	25
Category 3.4c: Shelter.....	26
Category 3.4d: Tables .....	26
Theme 3.5: Lighting.....	26
Category 3.5a: Safety .....	27
Category 3.5b: Convenience.....	27
Category 3.5c: Design.....	27
Category 3.5d: Maintenance .....	27
Theme 3.6: Walkways.....	28
Category 3.6a: Material .....	28

Category 3.6b: Design .....	28
Category 3.6c: Accessibility .....	29
Category 3.6d: Maintenance .....	29
Category 3.6e: Location .....	30
Theme 3.7: Water .....	30
Category 3.7a: Drinking Fountains .....	30
Category 3.7b: Water Features .....	31
Category 3.7c: Cooling Stations .....	31
Category 3.7d: Pools / Tidal Basin .....	32
Grouping 4: Services .....	33
Theme 4.1: Food .....	33
Category 4.1a: General Need .....	33
Category 4.1b: Venue .....	34
Category 4.1c: Type .....	34
Category 4.1d: Location .....	35
Category 4.1e: Price .....	35
Theme 4.2: Information .....	35
Category 4.2a: Signage .....	36
Category 4.2b: Maps / Wayfinders .....	36
Category 4.2c: Content .....	37
Category 4.2d: Visitor Center .....	38
Category 4.2e: Technology .....	38
Category 4.2f: Kiosk / Directory .....	38
Category 4.2g: Guided Tours .....	39
Category 4.2h: Accessibility .....	39
Theme 4.3: Retail .....	39
Category 4.3a: Venue .....	39
Category 4.3b: Limit .....	40
Category 4.3c: Products .....	40
Theme 4.4: Transportation .....	40
Category 4.4a: Parking .....	41
Category 4.4b: Onsite Circulation .....	41
Category 4.4c: Public Transit .....	42
Category 4.4d: Bicycling .....	42
Category 4.4e: Sightseeing and Tour Bus Services .....	43
Grouping 5: Activities .....	44
Theme 5.1: Entertainment .....	44
Category 5.1a: Programming .....	44
Category 5.1b: Facilities .....	45
Theme 5.2: Events .....	45
Category 5.2a: Event Type .....	45
Category 5.2b: Management .....	47
Category 5.2c: Priority .....	47
Theme 5.3: Recreation .....	47
Category 5.3a: Free Play — Permit .....	48
Category 5.3b: Free Play — Limit .....	48
Category 5.3c: Infrastructure / Playgrounds — Permit .....	49
Category 5.3d: Infrastructure / Playgrounds — Limit .....	49
Category 5.3e: Leagues and Organized Sports — Permit .....	49

Category 5.3f: Leagues and Organized Sports — Limit .....	50
Grouping 6: Regulation .....	51
Theme 6.1: Crowd Control Management and Public Safety .....	51
Category 6.1a: Barriers .....	51
Category 6.1b: Personal Safety .....	52
Category 6.1c: Facilities Security and Procedures.....	53
Category 6.1d: Homelessness.....	54
Grouping 7: Pennsylvania Avenue National Historic Park.....	55
Theme 7.1: Pennsylvania Avenue National Historic Park.....	55
Category 7.1a: Services.....	55
Category 7.1b: Design .....	56
Category 7.1c: Public Access .....	56
Category 7.1d: Identity.....	56
Preparers and Reviewers.....	58

## Figures

Figure 1: Comparison of the Number of Comments on Themes.....	2
Figure 1.1: Most Important Function and/or Purpose of the National Mall.....	12
Figure 2.1: Greenspace .....	14
Figure 2.2: Sustainable Practices .....	18
Figure 3.1: Monuments and Memorials.....	19
Figure 3.2: Museums.....	22
Figure 3.3: Bathrooms.....	23
Figure 3.4: Park Furniture .....	25
Figure 3.5: Lighting .....	27
Figure 3.6: Walkways .....	28
Figure 3.7: Water .....	30
Figure 4.1: Food.....	33
Figure 4.2: Information .....	36
Figure 4.3: Retail.....	39
Figure 4.4: Transportation .....	40
Figure 5.1: Entertainment .....	44
Figure 5.2: Events .....	45
Figure 5.3: Recreation.....	48
Figure 6.1: Crowd Control and Public Safety.....	51
Figure 7.1: Pennsylvania Avenue National Historic Park.....	55

## Tables

Table 1: Summary of Themes .....	2
Table 2: National Level Geographic Distribution of PEPC (non-stakeholder) and E-mail Respondents .....	9
Table 3: National Level Geographic Distribution of PEPC (stakeholder) Respondents.....	9
Table 4: Washington D.C., Capital Region Geographic Distribution of Unique PEPC Respondents .....	10

Table 1.1: Most Important Function and/or Purpose of the National Mall ..... 11

Table 2.1: Greenspace..... 14

Table 2.2: Sustainable Practices..... 18

Table 3.1: Monuments and Memorials ..... 19

Table 3.2: Museums ..... 22

Table 3.3: Bathrooms ..... 23

Table 3.4: Park Furniture ..... 25

Table 3.5: Lighting..... 26

Table 3.6: Walkways ..... 28

Table 3.7: Water..... 30

Table 4.1: Food ..... 33

Table 4.2: Information..... 35

Table 4.3: Retail ..... 39

Table 4.4: Transportation..... 40

Table 5.1: Entertainment..... 44

Table 5.2: Events..... 45

Table 5.3: Recreation ..... 48

Table 6.1: Crowd Control and Public Safety ..... 51

Table 7.1: Pennsylvania Avenue National Historic Park ..... 55



## INTRODUCTION

The National Park Service's National Mall & Memorial Parks is developing a plan and environmental impact statement that will provide a management framework for the future of the National Mall and Pennsylvania Avenue National Historic Park for the next 50 years. As part of this planning effort, the National Park Service posted 15 open-ended scoping questions for public comment on the National Mall Plan website. The public was encouraged to comment by means of the NPS Park Planning, Environment and Public Comment (PEPC) website, but e-mail and mail responses were also collected.

The purpose of this report is to offer synopsis of the geographic locale of the respondents as well as an overview of the primary groupings, themes, and categories that emerged from the

public comments, with sample quotes offered to support the findings. All 50 states and the District of Columbia were represented in the study. The seven primary groupings include:

1. Vision of the National Mall
2. Landscape Design
3. Facilities
4. Services
5. Activities
6. Regulation
7. Pennsylvania Avenue National Historic Park

Each of the groupings is supported by themes, categories, and direct quotes from the respondents.

The report includes an in-depth presentation of the results and conclusions regarding management recommendations and priorities based on recurring regularity of responses determined through comparative pattern analysis techniques and NVIVO<sub>7</sub> results.

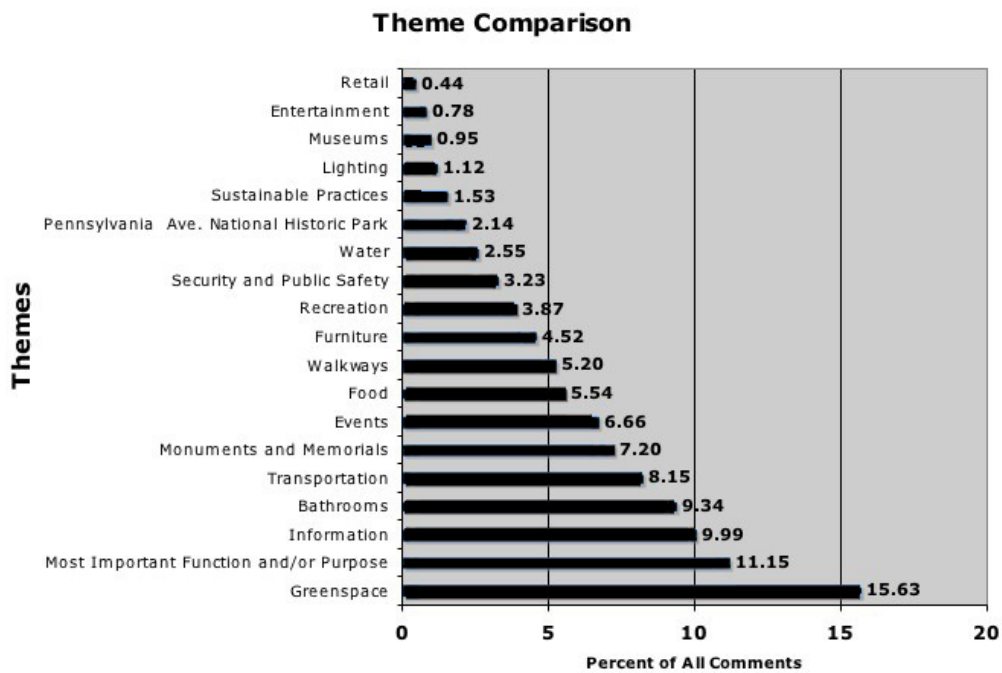
In addition to the 7 groupings of comments, there are 19 associated themes. Table 1 and

Figure 1 offer an overview of the number of comments made per thematic area, offering a sense of the issues that were most relevant to respondents. From the 977 unique pieces of correspondence, a total of 2,964 comments were extracted and coded. Each of these thematic areas is defined in the main report, with associated categories and sample comments given.

**TABLE 1: SUMMARY OF THEMES**

Code	Count	Percentage
Greenspace	460	15.63
Most Important Function and/or Purpose of the National Mall	328	11.15
Information	294	9.99
Bathrooms	275	9.34
Transportation	261	8.16
Monuments and Memorials	212	7.20
Events	196	6.66
Food	163	5.54
Walkways	153	5.20
Furniture	133	4.52
Recreation	114	3.87
Security and Public Safety	95	3.23
Water	75	2.55
Pennsylvania Avenue National Historic Park	63	2.14
Sustainable Practices	45	1.53
Lighting	33	1.12
Museums	28	0.95
Entertainment	23	0.78
Retail	13	0.44
<b>Total</b>	<b>2,964</b>	<b>100</b>

**FIGURE 1: COMPARISON OF THE NUMBER OF COMMENTS ON THEMES**





## SCOPING METHODS

To facilitate feedback from the public, the National Park Service posted 15 open-ended scoping questions on the National Mall website. This “Public Comment Form” is presented below.

### Data Collection and Analysis

The public comment period extended from November 1, 2006, until March 16, 2007. During this period, 4,833 respondents posted comments on PEPC, while an additional 183 pieces of correspondence were sent via e-mail

or in letter form, for a total of 5,016 pieces of correspondence. Of these, 4,039 pieces of correspondence were identified as a replication of agency stakeholder form letter, the management of which is described in the next section. The remaining 977 pieces of correspondence were unique contributions or contained some unique aspect.

Four researchers each independently reviewed and coded a sample of the data in order to identify groupings, themes and categories. Each piece of correspondence was assessed for distinct comments, and thus any given piece of correspondence could reflect a

### Public Comment Form

We would like to know what you think. Please help us by answering the following questions. Please identify which question listed below that you are commenting on by listing the question number on the Public Comment Page.

The National Mall (1-8), and Pennsylvania Ave NHP (9-15)

1. What is *most important* to you about the National Mall?
2. What, if any, improvements to the appearance of the National Mall are needed?
3. What types and amount of facilities do visitors need? Where should they be located?
4. What should visitor facilities and sidewalk furnishings look like, or what character should they have?
5. What programs, activities, educational, and recreational opportunities do you want on the National Mall?
6. What kinds of information would help you get around more easily?
7. What kinds of events and recreational opportunities do you feel can be accommodated in addition to First Amendment demonstrations and open public access?
8. Do you have any other comments you would like to share about the National Mall?
9. What is *most important* to you about Pennsylvania Avenue National Historic Park?
10. What, if any, improvements to the appearance of Pennsylvania Avenue National Historic Park are needed?
11. What types and amount of facilities, if any, do visitors need in Pennsylvania Avenue National Historic Park? Where should they be located?
12. What should Pennsylvania Avenue National Historic Park look like, or what streetscape character should it have?
13. What programs, activities, educational, and recreational opportunities do you feel are appropriate for Pennsylvania Avenue National Historic Park?
14. What kinds of information would help you get around more easily?
15. Do you have any other comments you would like to share about Pennsylvania Avenue National Historic Park?

Making a Public Comment on the National Mall & Memorial Parks National Mall Plan. The Park maintains a comment collection site on the National Park Service Park Planning, Environment & Public Comment (PEPC) website. If you wish to review questions and leave comments to these questions it will assist us in doing a better job in reaching our goals. Follow the link below to take you to the specific site for this plan.

multitude of groupings, themes, and categories. The researchers compared their preliminary findings based on the data sample and agreed on groupings, themes, and associated categories. Once the researchers agreed upon a preliminary coding scheme, three of the researchers then independently coded one-third of the complete data set using NVIVO<sup>7</sup>. The full data set revealed seven groupings, nineteen themes and associated categories in each theme. From the 977 unique pieces of correspondence, a total of 2,943 comments were extracted and coded.

The direct quotes provided in this report are representative of the variety of feedback offered and are presented exactly as written by the respondents, with the exception of changes made to correct spelling errors or, when words are given in brackets [ ], to clarify based on information given later in a lengthy quote. The groupings, themes, and categories are not intended to be mutually exclusive; coding was based on the primary indicator of the comment.

## Stakeholder Organizations Feedback

In addition to the comments received from the general public that were posted on PEPC and sent via e-mail and surface mail, letters from stakeholder organizations were received and coded for this report. Five organizations that submitted extensive feedback, in alphabetical order, were the American Society of Landscape Architects, the Downtown D.C. Business Improvement District, the National Coalition to Save Our Mall, the National Parks Conservation Association, and the Tour Guide Guild of Washington, D.C.

### *American Society of Landscape Architects*

The American Society of Landscape Architects is a professional society with approximately 18,000 members. Leaders of the society provided extensive feedback, and a number of ASLA members also provided individual

comments. The areas covered in their feedback are summarized below:

- Preservation and Enhancement. The National Mall should be recognized as a cultural and civic landscape of international importance and, thus, its fundamental character should be preserved and enhanced. The existing tree canopy should not be reduced, but within the context of a cultural landscape report, be increased. With the exception of the elm and cherry trees, such a beloved part of the designed landscape of the National Mall, any new plantings should be native. Plant communities that will encourage birds and wildlife habitat should be created.
- Grass. While the central lawn panel of the National Mall is a critical part of its cultural value, it should be interplanted with xeric, native grasses and should be maintained using electric mowers (or non-fossil fuel engines) and apply principles of integrated pest management for pesticides, herbicides, and fertilizers.
- Development. Beyond those already approved, no new museums, memorials, or attractions should be permitted within the core area of the National Mall.
- Minor Features. Minor landscape features, structures, or artworks may be considered to enrich the National Mall experience to the extent that they do not have a negative impact on the cultural or natural landscape, as determined by the National Park Service.
- Transportation. Transportation on the National Mall should be primarily non-motorized—pedestrians and bicycles—with a strong provision for mass transit using energy other than fossil fuels.
- Water and Pavement. Stormwater runoff from the National Mall should be reduced and its quality should be improved through natural filters, including rain gardens and bioswales where possible. No additional impervious surfaces should

- be introduced into the ground plane of the National Mall without an equal reduction elsewhere. Porous pavements, both solid and granular, should be used. A goal should be set to reduce the impervious pavements from the current state by 25% over time. Rainwater should be harvested for any irrigation systems or grey water should be used. Potable water should not be used for watering of plants or lawns.
- Soil. Remaining native soils should be preserved and enhanced through erosion control, removal of contaminated soil, and organic amendments, for the healthy cultivation of plants and soil organisms that are a part of the food chain. In cases where native soils no longer exist, soil condition should be improved by reducing bulk density and soil compaction.
  - Root Zones. Critical root zones of major trees, especially the elms and cherries, should be protected from construction and human activity. While celebrations, festivals, and marches on the National Mall should continue to enrich our lives, adequate aeration and infiltration of the soils within the critical root zones must be maintained and improved.
  - Access. Universal access and design should be provided throughout the National Mall.
  - Facilities. An appropriate hierarchy of exterior lighting should help to support the principles of dark sky regulations, and a minimum of one-half foot candle illumination should be provided on major walkways for safety. New restroom and concession facilities should be located throughout the National Mall area such that all areas are within ¼ mile or a five minute walk from such comforts. Each should be equipped with free drinking fountains. These buildings in and of themselves should be exemplars of the principles of sustainability as thousands of people will use them daily.
  - Materials. Hard materials for landscape construction should be regionally produced and exhibit 50% recycled content. Any wood used should be certified as sustainably harvested. Pavements should be light-colored to minimize urban heat island gain while considering glare and the quality of experience for visitors.
  - Waste. All waste from the Mall visitors should be sorted into different trash receptacles – paper, plastic, glass, metals, and organic – for easy recycling. All construction waste shall be sorted and recycled in a similar manner.
  - Information. A signage and education program for these sustainable practices should be incorporated into an overall wayfinding system that features both fixed, hard construction of sign panels but also electronic media available through cell phones and laptops over a free WiFi zone.
  - Security. All temporary security barriers should be removed from the National Mall area, and should permanent security measures be necessary, these should be designed as a seamless, integral part of the context of the site and not restrict free and open pedestrian access.

### *Downtown D.C. Business Improvement District*

The Downtown Business Improvement District (BID) is a property tax-funded nonprofit that works to revitalize and maintain the District's traditional Downtown. The Downtown BID offered extensive commentary regarding the National Mall Plan, with major points summarized below:

- Integration. In the past, the National Mall has been all too much treated as being "apart from" the District. Today, the National Mall and its many assets lie amid a number of other assets of major national significance — from off-the-Mall museums to sports arenas to churches to retail stores to hotels to restaurants. The

D.C. Office of Planning and the Downtown BID currently are working on a Center City Action Agenda that projects major growth in three sub areas near Downtown and the National Mall. It is imperative that planning for the National Mall and the Pennsylvania Avenue National Historic Park proceed with this in mind.

- **Transportation and Accessibility.** Integration of National Mall transportation into the District and regional transportation network; more careful management of Tour Bus Parking; a system of way finding signage for motorists, bicyclists, and pedestrians should be integrated with that for the rest of the city; pedestrian and bicycle safety — in particular, Pennsylvania Avenue can be hazardous for pedestrians to cross.
- **Lighting.** Improved lighting will improve visitor access, safety and quality of experience.
- **Special Events.** It may be that, to preserve and enhance the landscape, some events would need to be confined to a part of the Mall or moved off the mall. For those that are on the Mall, improved furniture, more public restrooms, and enhanced food services to serve special events in the parks located in the BID. Event regulations should be as clear as possible to minimize misunderstanding about approval or disapproval of special events.
- **Partnerships.** We encourage NPS to bring the same level of collaboration to its National Mall and Pennsylvania Avenue National Historic Park partnerships as it has with other projects.

### *National Coalition to Save Our Mall*

A second stakeholder organization that provided formal feedback was the National Coalition to Save Our Mall. This organization represents over 1,500 individuals, some of whom might also have provided unique PEPC responses, however no one specifically

identifying themselves as affiliated with the organization. This organization submitted one letter and five supplemental attachments expressing the following summarized topics that they wish to see addressed:

- **Scope.** The scope of the planning efforts should include the entire symbolic core, not only the areas under NPS jurisdiction. This includes five other agencies with jurisdiction over parts of the Mall, the eight Congressional committees with oversight, and the eight review agencies.
- **Mall Definition.** What definition of the National Mall is NPS using for its plan? What is the basis of that definition? How does it relate to the historic L'Enfant and McMillan Plans on which the Mall is based?
- **Other Mall-related Plans.** Besides NPS, other agencies are currently working on plans that have a direct or indirect bearing on the Mall. How will NPS coordinate its plan and goals with those others that have their own separate and different goals?
- **Urban Park.** The Mall needs to be considered a prime city park, not just an iconic national park. We need to be certain that the city is actively engaged, a contributing member to the National Environmental Policy Act and planning process. How will NPS engage DC Government as well as local citizens in meaningful dialogue?
- **EIS.** An EIS is needed, not simply an EA, for this project. In the past 40 years since the NPS updated its Mall management plan, the Mall has undergone dramatic changes with the addition of memorials, museums, and security enhancements. A new and potentially disastrous threat to the Mall's physical and cultural integrity is flooding, as documented in NCPC's new draft report on flooding and stormwater. The NPS should undertake a full EIS so that any planning could be based on a full and complete evaluation

of current conditions and future potential adverse effects on the Mall.

- **Public Involvement — Local.** Because the Mall functions today as more than a collection of monuments and memorials, or a grand landscape, the public needs to be given a meaningful role in decision making. The NPS should provide a forum setting that allows better dialogue.
- **Public Involvement — National.** Additional means should be sought beyond a national PR campaign in the media and a website. How is NPS going to actively interact with the public and encourage discussion?
- **Historic Preservation.** What is the period of significance that is the historic basis for the NPS National Mall Plan? What is the significance of the L’Enfant Plan to this Management Plan? The McMillan Plan? The NPS Skidmore Owings Merrill (SOM) Plan from 1960s that some NPS documents refer to as the NPS master plan?
- **Public Use and Recreation Needs.** A basic summary of all these public use needs not presently met includes: bike racks, pedestrian trails and amenities; green grass; multiple types of transportation, such as a convenient and low cost shuttle; better signage and maps; clean, convenient bathrooms; 24-hour services so the Mall does not completely shut down at night; police presence day and night; recycling bins; good food in small carts situated where people walk and bike; more and improved recreational spaces; better maintenance of existing facilities; more tree cover to increase cooling; WiFi throughout Mall; moveable chairs and tables near food and resting areas; regular public surveys and meetings which meaningfully gather and implement ideas from citizens

### ***National Parks Conservation Association***

The National Parks Conservation Association (NPCA) is a nonprofit advocacy group dedicated to the preservation of national parks that has over 330,000 members nationwide. On March 2, 2007, the NPCA contacted members by e-mail encouraging them to submit comments on the National Mall Plan website. NPCA facilitated this process by submitting a sample letter to members, which they could modify and to which they could add their personal information (name, e-mail address, etc.) before forwarding to the National Mall website.

Between the period of March 2, 2007 and March 16, 2007, 4,320 comments were received through PEPC. Of these, 4,039 were identified as the original NPCA sample letter (i.e., form letter), while an additional 281 were identified as “potential” or “no.” Those letters that were identified as “potential” or “no” were selected out and any unique contributions were coded. The individuals who submitted the form letter were counted and their contribution identified through the geographic analysis. On March 26, 2007 the NPCA provided supplemental comments that reflected the form letter while providing additional feedback. Below is a synopsis of the recommendations found in the form letter and the supplemental letter:

- **Identity.** The plan should address the National Mall’s lack of a well-defined and coherent identity, including the installation of conveniently located, accessible, up-to-date signage in coordination with other stakeholders on the National Mall such as the Smithsonian Institution.
- **Expansion.** The plan should address potential expansion alternatives in order to meet the needs of increasing visitation and demand for new memorials, monuments, and museums.
- **Coordination.** The plan should address coordination among all relevant entities, including the Smithsonian Institution, the National Gallery of Art, the Architect of

the Capitol, Department of Agriculture, and the District of Columbia government. For example, no Mall-wide security plan exists, and coordination of security measures among the many entities on the Mall is critically needed.

- Resource Management. The plan should address management of natural and historical resources, including alternatives for establishing the National Mall as a showcase for energy-efficient and water-efficient technologies, for landscaping where possible using native plants, and for other strategies that demonstrate natural resource stewardship.
- Resource Impacts. The plan should address potential impacts on resource protection and visitor services from effects of global warming.
- Transportation. The plan should integrate and update existing transportation planning to provide convenient and affordable transportation choices for visitors.
- Welcome Center. The plan should consider alternatives for a National Mall “Welcome Center” to provide interpretation for all of its monuments and memorials, displays of artifacts and traveling exhibits, and other amenities.
- Amenities. The plan should provide for adequate visitor amenities including good food, restrooms, and places for quiet contemplation. This includes updating the existing infrastructure as well as adding new facilities. Walkways must be composed of materials that are durable as well as attractive, and that support use by those with physical challenges.
- Special Events. The plan should consider alternatives for improving management of the many special events held each year on the National Mall, including strategies for the National Park Service to recover significant costs associated with providing services for the event.

- Citizen Involvement. The plan should set forth additional means of meaningfully engaging the citizens across the country who care passionately about the National Mall, including visitors, and those whose expertise could be applied to working with the National Park Service and other stakeholders to address management challenges.

### *Tour Guild of Washington, D.C.*

The Tour Guild of Washington, D.C. is the professional society that represents local tour guides, several whom submitted individual comments. Below is a synopsis of consolidated recommendations from this membership:

- Appearance. Uniform style pathways and liberal use of shade trees.
- Bathrooms (new or improved). At Vietnam Memorial, Korean Memorial, White House, Constitution Gardens and Hains Point. All bathrooms should be available to the public during site hours. Custodial staff should be available at least 80% of the time.
- Other Facilities. Cooling and warm-up stations; a complete Mall survey of lighting design; additional benches of uniform design; more trash cans; additional eating venues; presentation space areas around the Korean and Vietnam Memorials so groups as large as 50 can be offered tour commentary.
- Information. Additional signage regarding “how to get to . . .” and transportation information.
- Security. Security presence throughout the Mall; automobile and bus regulations should be reviewed and enforced.
- Maintenance. Too often lights and fountains are inoperable and tours will skip areas (e.g., FDR Memorial) if they know certain areas are inoperative.

## GEOGRAPHIC DISTRIBUTION OF COMMENTS

Geographic findings were determined by zip code analysis at both the state and county level. The breakdown by state is offered, including the District of Columbia (Table 1) as well as county/city level information for the DC Capital Region (Table 2). While all PEPC respondents included zip code information,

only 48.7% of the e-mail respondents provided some indication (e.g., zip code, city of residence) that allowed this information to be coded. When considering unique PEPC respondents, 33.8% (330/977) are residents of the Washington D.C. Capital Region. Of all PEPC respondents, only 11.2% were from the DC Capitol Region. All states were represented in the PEPC respondent set.

**TABLE 2: NATIONAL LEVEL GEOGRAPHIC DISTRIBUTION OF PEPC (NON-STAKEHOLDER) AND E-MAIL RESPONDENTS**

State	Responses	State	Responses	State	Responses	State	Responses
AL	4	ID	1	MT	3	RI	2
AK	1	IL	15	NC	25	SC	2
AR	5	IN	9	ND	6	SD	1
AZ	6	KS	2	NE	1	TN	3
CA	64	KY	2	NH	6	TX	20
CO	17	LA	3	NJ	10	UT	4
CT	6	MA	20	NM	5	VA	150
DC	92	MD	104	NV	1	VT	3
DE	1	ME	2	NY	17	WA	22
FL	16	MI	16	OH	9	WI	20
GA	4	MN	18	OK	2	WV	0
HI	2	MO	6	OR	4	WY	1
IA	9	MS	2	PA	36	Other	4
<b>Total</b>							<b>784</b>

**TABLE 3: NATIONAL LEVEL GEOGRAPHIC DISTRIBUTION OF PEPC (STAKEHOLDER) RESPONDENTS**

State	Responses	State	Responses	State	Responses	State	Responses
AL	7	ID	14	MT	17	RI	21
AK	19	IL	188	NC	90	SC	28
AR	14	IN	69	ND	3	SD	7
AZ	677	KS	16	NE	13	TN	50
CA	99	KY	39	NH	19	TX	187
CO	106	LA	17	NJ	148	UT	21
CT	54	MA	118	NM	40	VA	109
DC	7	MD	85	NV	32	VT	12
DE	6	ME	27	NY	334	WA	122
FL	278	MI	132	OH	148	WI	92
GA	70	MN	62	OK	20	WV	12
HI	12	MO	58	OR	81	WY	10
IA	30	MS	7	PA	205	Other	7
<b>Total</b>							<b>4,039</b>

**TABLE 4: WASHINGTON D.C., CAPITAL REGION GEOGRAPHIC DISTRIBUTION OF UNIQUE PEPC RESPONDENTS**

<b>County/City</b>	<b>Responses</b>
Alexandria, VA	25
Arlington, VA	35
Fairfax, VA	69
Fauquier, VA	1
Loudoun, VA	5
Prince William, VA	3
Stafford, VA	1
Anne Arundel, MD	8
Baltimore, MD	10
Calvert, MD	2
Carroll, MD	2
Cecil, MD	1
Howard, MD	8
Montgomery, MD	56
Prince Georges, MD	10
Queen Annes, MD	2
Washington, DC	92
<b>Total</b>	<b>330</b>





## GROUPING 1: VISION OF THE NATIONAL MALL

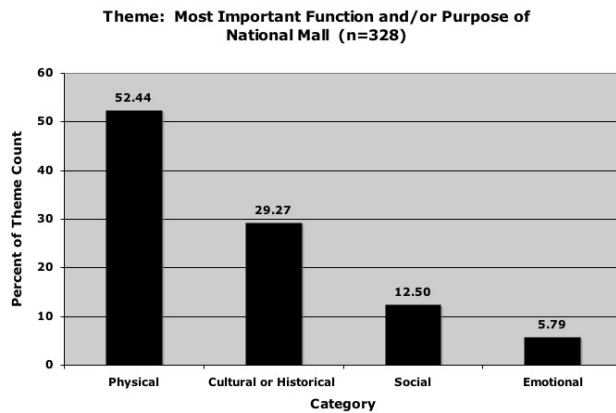
Grouping 1 includes ideas that pertain to the vision of the National Mall. This grouping and the associated theme combined two approaches. Some respondents directly responded to question 1 on the “Public Comment Form” (*What is **most important** to you about the National Mall?*), while others did not directly respond to this question, but their comments were suggestive of the vision of the National Mall. Both ideas represented similar issues and therefore were combined to reflect four associated categories: physical, cultural or historical, social, and emotional.

### THEME 1.1: MOST IMPORTANT FUNCTION AND/OR PURPOSE OF THE NATIONAL MALL

Defined: This theme reflects respondents’ overarching views of the meaning that they place on the National Mall. Four categories of thematic responses were identified.

**TABLE 1.1: MOST IMPORTANT FUNCTION AND/OR PURPOSE OF THE NATIONAL MALL**

Code	Count	Percentage
Physical	172	52.44
Cultural or Historical	96	29.27
Social	41	12.50
Emotional	19	5.79
<b>Total</b>	<b>328</b>	<b>100</b>

**FIGURE 1.1: MOST IMPORTANT FUNCTION AND/OR PURPOSE OF THE NATIONAL MALL**

### Category 1.1a: Physical

**Defined:** Those respondents who focused on the physical aspects of the National Mall were most concerned with issues pertaining to the openness and accessibility of the park.

#### Sample Quotes:

- Open and unobstructed land for multipurpose use.
- It provides open space in the Nation's capital and it is part of a grand design by L'Enfant.
- That it be open and accessible to all people at all times.
- The most important thing about the National Mall is its openness, its informality and its expansive access.
- The open space is the most important part of the Mall.
- To me, the most important part about the Mall is the green space.
- Green natural areas.
- Above all, you must keep intact the grand and precious open green spaces of the Mall.
- Most important to me is the quality of natural environment the Mall provides.

- It is a unique and wonderful public green space that provides perspective and breathing room for everything around it. Its simplicity and lack of structure are its primary assets.
- Leave the Mall open, green and alone! The National Mall's charm is that fact that you can stand at almost any point and see from the center of the City to the River and beyond.
- We believe that the Mall should continue to emphasize its unique open spaces.
- I find the open space to be invaluable.

### *Category 1.1b: Cultural / Historical*

**Defined:** Those cultural and historical comments that are based on interest in preservation and the role of the National Mall in reflecting American ideals. This category had an underlying educational component.

#### Sample Quotes:

- The National Mall represents America with all of its people, diversity and ingenuity.
- The Mall is seen as a measure of the country.
- Visitors from around the country and around the world develop a sense of our history.
- The National Mall is important to us because it represents the history of America.
- Our "front yard" is, of course, a reflection of our self-esteem and national conscience, and a powerful global symbol
- I think the most important part of the Mall is the preservation of American history.
- It represents all that is America.
- The Mall area should be a place of pride for all Americans and evoke patriotism.

- The National Mall is one of the unique public cultural spaces in the world.
- The various events held on the Mall demonstrate the diversity and greatness of American culture and its relationship to the world. I feel the nation has a place to communicate its pride in diversity and connection to the world at large.
- The National Mall is a place where we remember those who have contributed so much to this great country.

### *Category 1.1c: Social*

Defined: Those social-based comments that focus on the ability to interact with other individuals in the unique environment provided by the National Mall. The emphasis of these comments pertains to the public nature of the space.

#### Sample Quotes:

- A national public gathering space
- That the National Mall stays open and accessible to the American people is very important to me.
- The opportunity for people to interact with one another while enjoying the historic spaces. Where people gather to take photos, enjoy food and drink, and recreate on the mall is where the place is most alive and valuable. Providing places for visitors and guests to interact should be the primary focus of the planning effort.
- The National Mall is a place to meet and greet, relax, a neighborhood of the whole country and beyond.
- The gathering place where we celebrate our communities and families.

- In my view, the National Mall should remain the site of activities that bring together people from diverse places.
- Maintaining access to and public use of the Mall.
- The National Mall is important as a large open space for free gatherings.
- The most important thing to me about the Mall is that it serves as a national town square.

### *Category 1.1d: Emotional*

Defined: The emotional category of comments pertains to the personal meanings and moments that are derived from visiting the National Mall. The focus of these comments is on private reflection and individual experiences.

#### Sample Quotes:

- This is a destination for relaxation and contemplation.
- The view never ceases to awe me for a moment.
- Providing a place for quiet reflection.
- In my mind, this should be a quiet, reflective, respectful place.
- The mall should be reserved for peace, tranquility, reflection, and meditation.
- We only get to Washington every 5 years or so, but I still feel I have a personal share of all the things there.
- To contemplate and get away from noise.
- It is a space that should allow contemplation.
- I hope to see more places for reflection.



## GROUPING 2: LANDSCAPE

Grouping 2 includes issues that relate to landscape, and items reflect on question 2 on the “Public Comment Form” (*What, if any, improvements to the appearance of the National Mall are needed?*). The representative themes of this grouping are greenspace and conservation.

### THEME 2.1: GREENSPACE

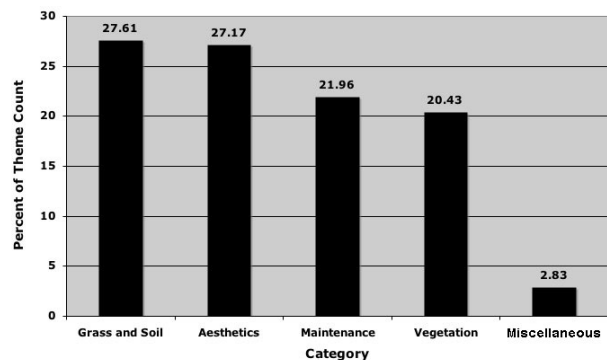
Defined: Greenspace comments related to five categories: grass and soil, aesthetics, maintenance, vegetation, and miscellaneous.

**TABLE 2.1: GREENSPACE**

Code	Count	Percentage
Grass and Soil	127	27.61
Aesthetics	125	27.17
Maintenance	101	21.96
Vegetation	94	20.43
Miscellaneous	13	2.83
<b>Total</b>	<b>460</b>	<b>100</b>

**FIGURE 2.1: GREENSPACE**

Theme: Greenspace (n=460)



### Category 2.1a: Grass and Soil

Defined: Comments pertaining to grass and soil focused on the condition and appearance of grassy areas. Suggestions and options for improvements were also made.

Sample Quotes:

- The grass surfaces are usually in bad condition. Better planning needs to go into the timing of sod reconstructions and major events — I've seen a reseeded area open up just in time to be completely destroyed by a government-sponsored event - how foolish.
- Bring in better topsoil.
- The grassy areas around the newer WW II monument are trampled (easily turned to mud) as visitors wander aimlessly to and fro and this makes the whole area look unkempt and nasty.
- The Mall needs fresh grass.
- Congress needs to allocate more money to maintain the soil and turf.
- Need the heartiest grass ever planted.
- Artificial turf (a la Astroturf) would be very expensive. However, it would improve the appearance, not get brown and shabby in hot months and would drain better than the current grass plantings.
- The grass is dead in many places.
- Several years ago the park service roped off the grass area beside the sidewalk on Independence Ave. New sod was laid. It looked so nice. Within a week or so of the fence coming down, the joggers had just about worn the new grass down to dirt again. They refuse to use the sidewalks and the dirt trails are just plain ugly.
- I would like to see the number of programs, activities, educational and recreational opportunities that are currently available on the Mall managed differently, to decrease the impact they have on the health and appearance of turf grass along the main axis.
- I found myself looking for a sprinkling system for the grass because it was in such rough shape.

- I have seen tens of thousands of people enjoy themselves on the National Mall. And while this does regularly destroy lawns, I am always amazed at the National Park Service and their ability to successfully replant new grasses each year.
- A base of good soil, functional sprinkler system and regular seeding (no fertilizer) will yield the best results.
- I have always found the threadbare appearance of the lawns to be a detraction.
- The beat up grass looks unkempt and tacky.

**Category 2.1b: Aesthetics**

Defined: Aesthetics refers to the general look and feel of the National Mall without specific, directed comments or suggestions for improvements.

Sample Quotes:

- Overall the Mall appears to be ragged and worn down.
- Landscaping issues need to be addressed. . . . The mall could certainly do with some beautification.
- I was stunned by the lack of care applied to the greenspace within the mall . . . poorly tended and weed infested. An eyesore!!! Rather than serving to accent the monuments and memorials, the greenspace was a detracting element of the Mall.
- The Mall at times appears worn.
- Another thing you need to change is the landscaping around the Mall because right now everything is gray.
- Nature and the environment should be an integral part of the redesign.
- While the monuments are gorgeous, the area in between them is well . . . blah.
- The Mall is just so bland.

- The current form and function of this city's number one visitor destination is at best bleak. . . . Not much more than a patchy and pebble lot.
- It makes a bad first impression when the first thing you notice is how messy the entire area is.
- I have been walking on the Mall at lunch for nine years. The condition of the Mall has steadily deteriorated in that time.

### Category 2.1c: Maintenance

Defined: Maintenance issues related to the condition of the National Mall in terms of the presence of trash and debris.

#### Sample Quotes:

- There should be much more attention to maintaining the cleanliness.
- Its poor level of upkeep invites disrespect and abuse by visitors.
- Whenever I visit the National Mall, especially in the summer, I often see trash cans overflowing and litter.
- Trash, old benches, cracked sidewalks and unkempt lawns to not reflect the honor this area deserves.
- I was very disappointed in the condition of the entire mall area including the immediate areas around the many memorials. There was a mixture of fencing, posts, dirt piles, and other various debris everywhere we looked. . . . I know the upkeep of the mall area is an immense undertaking but it makes a bad first impression when the first thing you notice is how messy the entire area is.
- More trash cans
- I suggest the focus be on vastly improved maintenance of the existing mall landscape.
- Maintenance is the most important improvement needed on the Mall.
- Better maintenance to improve the appearance of the National Mall.
- As we were walking around the Mall we noticed some litter around the bushes, and with some more maintenance crew that problem could be fixed.
- To encourage use of trashcans, why not go a little more high-tech?
- Quickly improves the maintenance and upkeep of the Mall. I have walked it hundreds of times; over the past couple of years, I have noticed a marked decline on the upkeep and maintenance.
- Keep areas clean.
- On no less than two visits to the Mall in the past three years, I have witnessed overflowing garbage cans. People would lay their garbage next to the can. If personnel removed the garbage more often or simply monitored it more often, this unsightly mess could be avoided. I got the impression that the public wanted to do the right thing but was limited because the trash cans were full.
- Better maintenance of the existing landscape.
- Discreet trash barrels for small amounts of trash are needed.
- Piles of overflowing trash! If we can't empty them more often, put out more trash cans. Cans need lids! We are promoting huge rats!
- Everywhere I went I saw overflowing trash cans.
- Higher quality trash receptacles and more of them.

### Category 2.1d: Vegetation

Defined: Vegetation includes suggestions and commentary regarding the incorporation of trees, plants, shrubs and flowers.

Sample Quotes:

- The elm trees are reaching the end of their life cycle and should be replaced
- After visiting the National Mall I feel that a lot of landscaping should be put into the place. I suggest maybe planting some flowers and more trees.
- I'd rather see the trees replaced as needed, than see the treed panels fenced off so that no tree shade is available to the public.
- Small islands of shrubbery, or mixing up the landscaping — small knolls and so on, would make a pleasing visual difference.
- Use of native plants would save on costs of pesticides and watering while educating the public about the native landscape. The United States Green Building Council's LEED program is a good tool that includes some information on green landscaping practices. I urge you to employ them and others that you may find.
- Do it with color. Use a variety of shrubs, trees, flowering bushes and flowers.
- I think the rows of trees which frame the mall are of primary importance. These should be continuously replanted as a high priority to maintain the long term continuity of this element. The trees provide the walls to the space, shade in the summer, home for wildlife within the city and improve the air quality. They are also historically significant.
- Please plant trees back.
- Plantings around the Mall should be native to the area. Historic trees or shrubs in the area should be labeled.
- Flowers would be a nice addition as well. Maybe take some space and have mass plantings of flowers.
- Add low, colorful flower beds to the edges of the crosswalks with underground irrigation. This would be especially important if the grass was not

removed. The colorful flowers would offset the drab, brown areas in the hottest part of the year.

- Maybe a less awkward solution to the beaver problem could be found (the plastic tubes at the base of the cherry trees are horrible).
- Strategically placed plantings.
- Please plant sunflowers. They make people happy!
- Addition of landscaping elements like flowers.
- More planters for seasonal color.
- The National Mall needs more trees.
- Create a showcase of native trees, plants and flowers from each of the 50 states.
- Additional plants and shrubs to create more intimate landscaped spaces off to the sides of the main concourse.
- Flowers surrounding most of the trees would be attractive.

**Category 2.1e: Miscellaneous**

Defined: Displays refer to any human-made structures that respondents suggested should be placed within the greenspace areas for design effects.

Sample Quotes:

- Could we use any statues which the Capital or the White House have in storage? It would be nice to have something eye pleasing to view.
- Grass squares . . . statue in the middle of each.
- Include a large hedge maze for children of all ages.
- It would be great if you put in some colorful bird houses or something so that it's not so dull.
- Some birdbaths to keep birds out of the water fountains.

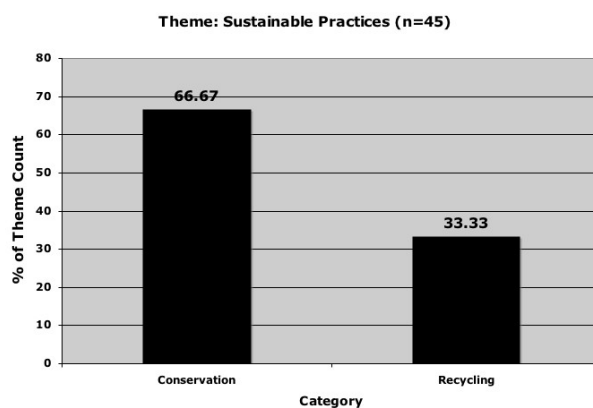
## THEME 2.2: SUSTAINABLE PRACTICES

**Defined:** Sustainable practices included requests for conservation measures and, in particular, recycling.

**TABLE 2.2: SUSTAINABLE PRACTICES**

Code	Count	Percentage
Conservation	30	66.7
Recycling	15	33.3
<b>Total</b>	<b>45</b>	<b>100</b>

**FIGURE 2.2: SUSTAINABLE PRACTICES**



### Category 2.2a: Conservation

**Defined:** Conservation includes environmental stewardship as it pertains to development and maintenance.

**Sample Quotes:**

- I would like to see a commitment to environmentally sound grounds maintenance
- I would like to see a more sustainable approach to our National Mall.
- There is no better way to set an example than by adhering to sustainable practices at the one place in the country that can be seen as the entire nation's park.
- Incorporate an environmental recovery plan for every permitted event.

- Eco-friendly, sustainable options should be integrated.
- I think that it is critically important that this plan include conservation measures.
- Don't forget to keep some green in the mix.
- Incorporating renewable energy and other sound environmental ideas into new and existing monuments.
- A "green" Mall would certainly be a credit to our country.
- Construction / maintenance that is carbon neutral and ecologically sound.
- The Mall should be a national showcase for alternative energy and conservation.

### Category 2.2b: Recycling

**Defined:** Recycling included availability, location and style of waste recycling facilities.

**Sample Quotes:**

- I think that a visible, comprehensive and sophisticated recycling system would be a wise investment.
- Please install recycling containers . . . it's a simple thing that everyone can do to help the environment.
- I feel the Park Service should install some type of recycling infrastructure throughout the Mall.
- My suggestion is that you place a recycling bin wherever there is an existing trash can.
- I think the NPS should install recycling facilities at the National Mall.
- I am surprised and disappointed that no recycling receptacles are available in the Mall area.
- Please install recycling options at your parks. Recycling for paper, plastic, glass, and cans would be ideal.





## GROUPING 3: FACILITIES

Grouping 3 includes comments and suggestions in relationship to facilities. The categories that emerged were reflective of question 3 (*What types and amounts of facilities do visitors need? Where should they be located?*) and 4 (*What should visitor facilities and sidewalk furnishings look like, or what character should they have?*). The seven associated themes include monuments and memorials, museums, bathrooms, furniture, lighting, walkways, and water.

### THEME 3.1: MONUMENTS AND MEMORIALS

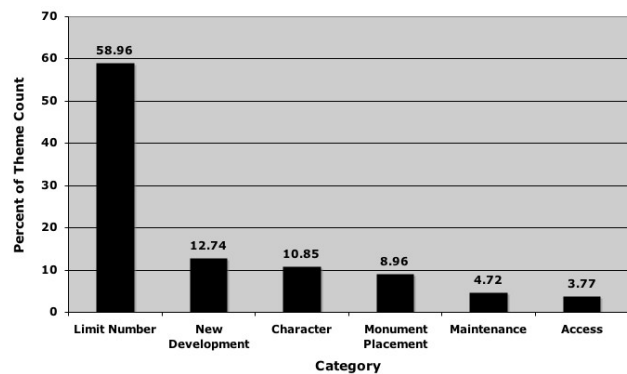
Defined: Comments pertaining to monuments and memorials reflected suggestions regarding the current number, future commemoration, as well as the character, placement, maintenance and public access.

**TABLE 3.1: MONUMENTS AND MEMORIALS**

Code	Count	Percentage
Limit number	125	58.96
New development	27	12.74
Character	23	10.85
Placement	19	8.96
Maintenance	10	4.72
Access	8	3.77
<b>Total</b>	<b>212</b>	<b>100</b>

**FIGURE 3.1: MONUMENTS AND MEMORIALS**

Theme: Monuments and Memorials (n=212)



### Category 3.1a: Limit Number

Defined: The most frequent type of public comment in relation to monuments and memorials reflected a desire to see limits imposed on future construction.

#### Sample Quotes:

- Please no more monuments.
- I don't think it needs improvements which means that no more monuments should be built on it. I think the WWII memorial is unfortunate.
- Too many monuments are a distraction.
- The Mall needs to be de-cluttered of war memorials.
- No more memorials!!
- Although I very much like all the monuments on the Mall, I am concerned that we are running out of open space.
- Please, no more memorials on the main Mall.
- There should be no more monuments to wars or soldiers.
- A line has to be drawn now concerning no more statues, museums or memorials.
- Please leave the Mall as it is and stop adding monuments.
- Since 1988, I have the feeling that the Mall is too busy, although there are many that deserve some type of memorial, I believe we must stop.
- No more. We need to place future memorials, whatever they may be, somewhere other than the National Mall.
- To clutter it with monuments to every war and person and event is wrong and should be prohibited.
- I am opposed to the additional of more memorials on the National Mall. I am a WWII veteran but I was opposed to the placement of the WWII memorial on the National Mall.

- There are already too many monuments cluttering up what ought to be public space.
- Please, no more mega-memorials in the National Mall.
- I was born in Washington in the 40s and have watched the Mall be overrun with memorials.
- One of the things that I hope does not happen on the Mall is more memorials. We have many heroes and events to honor but any more memorials and it will look like a jumble sale lot. Enough.

### Category 3.1b: Suggestions for Commemoration

Defined: Future commemoration focuses on ideas relating to new or already approved construction.

#### Sample Quotes:

- Bronze life-size statues of every President of the United States. It would be a wonderful collection.
- A suitable monument for John Adams.
- There could be a "Monument Walk" where commemorative pieces would be featured for a five year period before being moved to a more permanent place.
- Iraq monument as soon as possible.

### Category 3.1c: Existing and Authorized Memorials

Defined: Character refers to both positive and negative sentiments regarding the nature and messages conveyed by the monuments and memorials.

#### Sample Quotes:

- Each of the monuments takes on a different character at night.
- What impressed me was the WWII Memorial. This may be because it was so

new, but it reminded me of my parent's America.

- The World War II Memorial is grossly overdone, imposing and ridiculous.
- The monuments are beautiful, bold and commemorate famous people in U.S. history along with the wars and honoring those who served our country.
- The fifty-pylon memorial to World War II is nothing short of a disaster.
- We just enjoyed the memorials so much.
- The Korean War memorial . . . was probably my favorite with its larger than life infantry platoon on eternal patrol.
- The MLK Jr. memorial is probably long overdue.

### Category 3.1d: Placement

Defined: Placement relates to the location of current, proposed or potential monuments and memorials.

#### Sample Quotes:

- In our haste to acknowledge the brave men and women who gave their lives in service for our nation, we forgot that we already had the ultimate war memorial to all veterans and all wars — Arlington National Cemetery. This is the proper place for war memorials — check out the Iwo Jima sometime — and plans should be made to move all the others there.
- Please, no more monuments on the Mall. Put them somewhere else.
- We need to place future memorials, whatever they may be, somewhere other than the National Mall.
- Confine all new monuments and memorials to the edges of the rectangle where by contrast they may sharpen our sense of the free and open space within.
- The ever growing number of memorials and museums should be located in other

locations. Perhaps along the developing Anacostia river park.

- Establish a site of significant size elsewhere near D.C. as the country's formal place to build memorials to honor its wars.

### Category 3.1e: Maintenance

Defined: Maintenance comments refer to upkeep of monuments and memorials.

#### Sample Quotes:

- Spend your money maintaining what you have, which isn't the case. What are all these buildings and monuments going to cost to maintain? Years from now I see them decaying because of lack of funds.
- Enhance existing memorials. The D.C. [memorial] should be repaired and additions made.
- The National Park Service is responsible for a series of monuments to Latin American patriots. . . . Though the monuments are there, the overall concept is almost unknown. Enhancement of this corridor of memorials would add additional meaning to the Northwest Rectangle.
- We've poured millions into preserving and maintaining the Lincoln, Jefferson and Washington but a pittance into preserving the DC War Memorial.
- One area that I noticed needed attention was the Lincoln Memorial. Seriously, this monument is in need of a major cleaning. One can tell there is mildew growing on the monument, especially near the top of the structure.
- The NPS should consult with the appropriate veteran and military organizations to determine a course of action to refurbish the existing World War I memorial.
- Some of the older existing memorials, like the George Mason one, were not as well maintained as the big ones.

- Just because some memorials are small and old, doesn't mean they don't deserve the same upkeep as the big ones, even if they are not much of a tourist attraction.

### Category 3.1f: Access

**Defined:** Access refers to both the general right of entry as well as specific uses and behaviors in relation to the monuments and memorials.

**Sample Quotes:**

- I hope that the monuments remain accessible to all people.
- The rules governing the use of tripods inside the Lincoln and Jefferson Memorial areas should be relaxed so that serious photographers can get good time-exposure pictures.

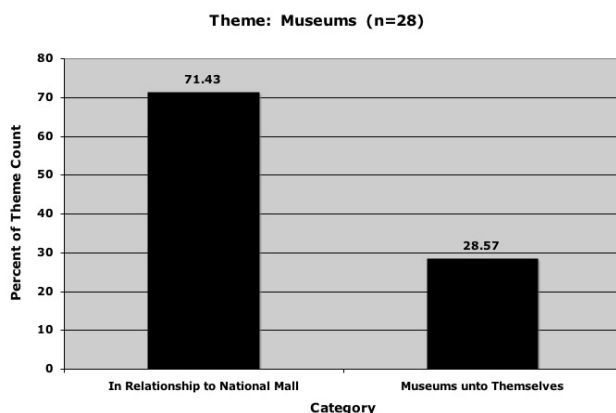
## THEME 3.2: MUSEUMS

**Defined:** Museums flanking the National Mall received public comments in terms of how they were perceived as destinations themselves and how they related to the National Mall.

**TABLE 3.2: MUSEUMS**

Code	Count	Percentage
Museums unto themselves	20	71.43
In relationship to National Mall	8	28.57
<b>Total</b>	<b>28</b>	<b>100</b>

**FIGURE 3.2: MUSEUMS**



### Category 3.2a: Museums unto Themselves

**Defined:** Comments specific to museums dealt primarily with representation issues and service concerns. These comments suggested that many respondents did not separate the holdings for which the National Park Service is responsible from those that are under the purview of other agencies.

**Sample Quotes:**

- The current offering of restaurants within museums is overpriced and limited.
- I would prefer a single museum dedicated to immigrants from all countries, races and ethnicities, and another to slavery, segregation, discrimination and the struggle for civil rights that would acknowledge our flaws and our triumphs as we sought to form a more perfect union.
- Make sure the museums' interactive exhibits work!
- Bigger signs on the museums would be nice.

### Category 3.2b: In Relation to the National Mall

**Defined:** Comments in this category reflected the relationship between the National Mall and the adjacent museums.

**Sample Quotes:**

- The Mall is a large area, and about the only place where I've found where you can get more than a hot dog is at one of the museums.
- If you are biking or strolling, it would be nice to be able to go to the bathroom and get a refreshment without having to head into a crowded museum.
- I know there has been talk of having a nominal fee to get into the museums and possibly the Washington Monument. I don't think people would mind paying a

few dollars if it meant that money would be spent on upkeep and improvements to the museums and monuments as well as the mall area.

- Currently, the museums have about the only convenient restrooms available.

### THEME 3.3: BATHROOMS

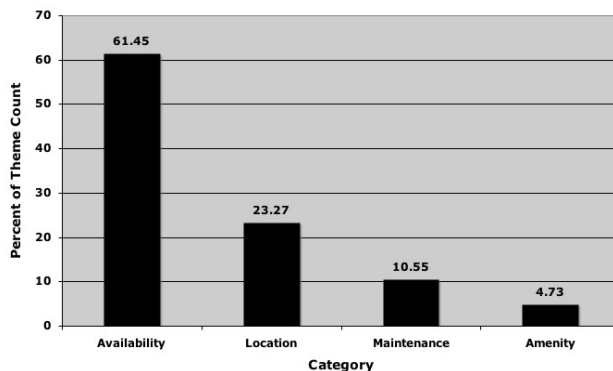
Defined: Bathroom issues reflected the desire for more facilities as well as suggestions regarding location, maintenance and amenities.

**TABLE 3.3: BATHROOMS**

Code	Count	Percentage
Availability	169	61.45
Location	64	23.27
Maintenance	29	10.55
Amenity	13	4.73
<b>Total</b>	<b>275</b>	<b>100</b>

**FIGURE 3.3: BATHROOMS**

Theme: Bathrooms (n=275)



#### Category 3.3a: Availability

Defined: Availability relates to the number of public bathroom facilities on the National Mall.

Sample Quotes:

- Restroom facilities are much needed, as tourists are on the Mall both before and after Smithsonian hours of operation.

- Restrooms. Now that all buildings are checking packages people can't just 'run in' to use the restrooms.
- We are frequently inconvenienced and embarrassed by how few and far apart the public toilet facilities are.
- Lots of restrooms (not-port-o-potties!).
- Bathrooms, bathrooms, bathrooms.
- As a parent of a young child who frequently visits the Mall, it would be nice not to have to search for a toilet.
- There should be more restroom facilities available.
- Bathrooms are always in short supply in any popular gathering place.
- More bathroom facilities.
- The provision of stand-alone public toilet facilities, other than port-o-potties, would make the National Mall a more welcome place for visitors to spend their time.
- Restrooms, restrooms, restrooms — twice as many for women as men.
- You desperately need more public bathrooms.

#### Category 3.3b: Location

Defined: Location comments refer to the desired placement of bathrooms.

Sample Quotes:

- There should be well-maintained restroom facilities every 1/4 mile or so, along each side of the mall. Going through security to reach a restroom is acceptable, as long as the distance between facilities is not too large. If stand-alone restroom facilities are provided, they should be small structures, preferably underground. The new facilities near the WWII memorial are quite unattractive. The older facilities to the west are better designed to fit in with the area, but are not maintained well.

- Facilities can stay minimal except more restrooms are needed and they should be built into slopes such as near the Washington Monument so they do not protrude above the natural landscape. These would also serve as rain/lightning shelters.
- Bathrooms, handwashing, and clean-up facilities separate from the museums are essential. These could be placed discreetly to the edges of the mall, hidden in the trees perhaps.
- There needs to be more restrooms near the portion of the Mall where the Vietnam and Korean Memorials are, as well as the Jefferson and FDR.
- The area near the tidal basin is lacking in restrooms.
- Bathrooms should be provided at the following sites: Vietnam Memorial, Korean Memorial, White House (the current one in the Ellipse kiosk is hard for the untutored public to find and its operating hours are erratic).
- Bathrooms below ground would be highly desirable.
- Near the parking should be toilet facilities.
- Public restrooms about every block under the trees.
- Restrooms near or at each monument would be great.
- It is particularly important to install restrooms in the Washington Monument, as people often have to wait in line for over an hour before they can take the elevator to the top.
- Additional outdoor bathrooms need to be provided on the West end, especially one in West Potomac Park.

### Category 3.3c: Maintenance

Defined: Maintenance referred to the upkeep of restrooms in terms of supplies and cleanliness.

#### Sample Quotes:

- Restrooms are in disrepair and not stocked with soap/t.p., malfunctioning sinks, no place to change diapers.
- Clean public bathrooms.
- There should be more restroom facilities available along/around the Mall. Make them 'attended' and charge \$.25 for use. . . . European/ Asian visitors are used to that.
- In a city such as DC, with a large homeless population, [paid] restrooms are necessary for discouraging vagrants from taking over the space, and they ensure constant cleanliness with very little human maintenance needs.
- Fix the bathrooms! Heavens, there was a urinal covered up with a plastic trash bag under the Lincoln Memorial! This should not be.
- The third world bathrooms at Constitution Garden and Hanes Point need to be razed. At present they are better than nothing — but not much!
- Custodial staff should be available at least 8-% of the time the site is open.
- Self-cleaning bathroom facilities.
- Maintenance must be daily or twice daily on weekends and in the summer season. The public bathrooms will reflect more about the Mall and Washington in general that all the memorials put together if they are an embarrassment.
- Public lavatories should be attended full time, as they are in most of Europe, to assure cleanliness and safety.
- The restrooms should be more sanitary.

### Category 3.3d: Amenity

**Defined:** Amenity pertains to desired elements available in bathrooms as well as design features.

**Sample Quotes:**

- Changing stations for babies.
- Maybe make them more fancy.
- Furnish toilet paper and paper towels.
- Screen the buildings with landscaping, murals or educational/ artistic displays.
- No place to change diapers.
- I was very disappointed in the complete lack of facilities for nursing a child.
- Artistic art deco decorations on the outside.
- A locking door.
- Not all toilets have enough water to get them cleared.

## THEME 3.4: PARK FURNITURE

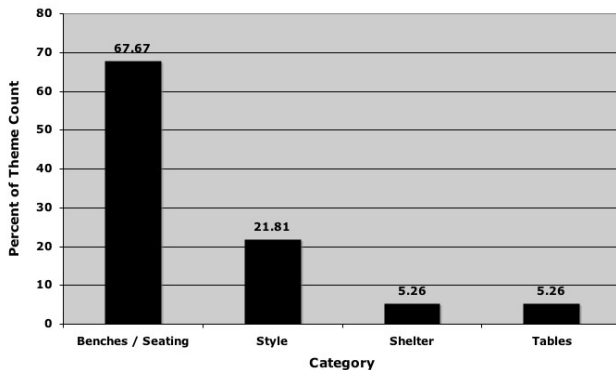
**Defined:** Park furniture refers to seating, shelter and tables as well as design suggestions for these park furnishings.

**TABLE 3.4: PARK FURNITURE**

Code	Count	Percentage
Benches / Seating	90	67.67
Style	29	21.81
Shelter	7	5.26
Tables	7	5.26
<b>Total</b>	<b>133</b>	<b>100</b>

**FIGURE 3.4: PARK FURNITURE**

Theme: Furniture (n=133)



### Category 3.4a: Benches

**Defined:** Comments regarding benches included the availability, location and maintenance of such furniture.

**Sample Quotes:**

- Some more benches for stopping to rest.
- Perhaps add park benches underneath the shade trees in addition to the benches that line the sidewalks.
- Benches along the pathways would be a welcome place to rest.
- Clean the benches they had bird poop all over them.
- New park benches that are unobtrusive, that somehow don't encourage birds to land on them.
- Place some benches along the walkways so that pedestrians can stop and rest, or just sit and watch.
- There should be benches for people who brought their food from home to sit and eat.
- Maybe put benches around the grass squares.

### Category 3.4b: Style

**Defined:** Style included the design and material of furniture.

**Sample Quotes:**

- As historically accurate as possible
- All furnishings, where needed, should be natural, park-like and pedestrian in scale.
- Natural, tree shaded, aesthetically pleasing.
- Sidewalk furnishings: iron benches, should have some style, be it classical, art deco, or modern, but should not be a mass produced style.
- More benches would also be great but only as long as they aren't made of metal.

Those heat to an unexpected and painful level.

- I would suggest a traditional style, rather than an innovative one. Innovative styles look great, but in a few years appear dated.
- Site furnishings should be varied to match their locale (is it near the museums or the monuments) as long as they are consistent within their ‘zone’. Top quality is imperative for site furnishings.
- Benches are tough to maintain and might encourage unwanted behavior. Yet seating on the current Capitol to Lincoln Memorial is needed. So how does one solve this problem? I would suggest LOW sculptural blocks of stone that people could sit on. They could either be totally flat or contoured to shape the lower body with a rising section as an arm rest.
- Iron benches.
- Benches and other seats should be ergonomically designed, for comfort.
- I would suggest 19<sup>th</sup> century type park benches.
- Furnishings should complement, but not compete with the various architectural styles surrounding or the natural environment. Simple, clean lines.
- Greek Revival style as Thomas Jefferson would have liked.
- Should conform to existing structures.
- Simple, horizontal in line, darker in color to be background elements.
- Stately and traditional, fitting into the landscape and area.
- Benches from stone (stone from all states?) in designs to complement the architecture of the Mall.

### Category 3.4c: Shelter

Defined: Shelter includes areas to which Mall visitors could retreat for protection from weather conditions.

Sample Quotes:

- Shelters would surely be an added amenity!
- Protection from the weather.
- Reasonable shelters at Tourmobile stops.
- Some kind of roofing in case of rain.
- Shelters from storm protection.

### Category 3.4d: Tables

Defined: Tables were mentioned primarily in terms of their use in food consumption.

Sample Quotes:

- A few picnic tables.
- Some sort of picnic table area for families.
- There should be little tables so people can sit and have lunch or just read about something.
- There should be picnic areas with tables.

## THEME 3.5: LIGHTING

Defined: Lighting includes availability, design and upkeep of area illumination, but was primarily discussed in terms of personal safety.

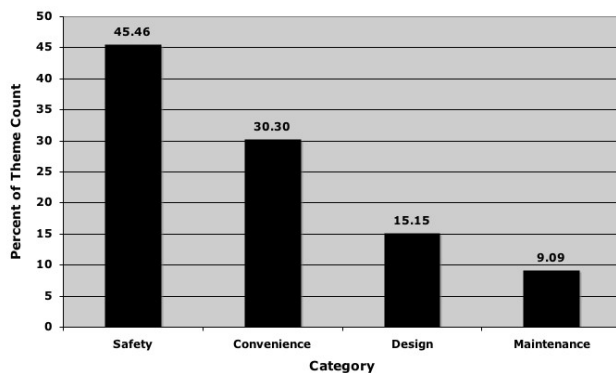
**TABLE 3.5: LIGHTING**

Code	Count	Percentage
Safety	15	45.46
Convenience	10	30.30
Design	5	15.15
Maintenance	3	9.09
<b>Total</b>	<b>33</b>	<b>100</b>



**FIGURE 3.5: LIGHTING**

Theme: Lighting (n=33)



### Category 3.5a: Safety

**Defined:** Comments regarding lack of lighting reflected concerns with personal safety.

**Sample Quotes:**

- While I was delighted in lack of lighting back in the day, it makes me a bit nervous these days. The Mall seems to be a mostly safe environment, but new, more comprehensive lighting would make it much more accessible for nighttime visits.
- One of the biggest improvements that needs to be made is on lighting the mall up at night. It's so dark at night that the space could be seen as dangerous.
- Outdoor lighting should maximize physical security.
- More lighting along the walkways would be safer.
- More street lights. . . . This would provide a safer environment.

### Category 3.5b: Convenience

**Defined:** Convenience comments dealt with navigating the Mall at night.

**Sample Quotes:**

- I believe that better lighting on the Mall is needed after dark, particularly around the Smithsonian Metro station (Mall

entrance). It is especially difficult for older persons walking to and from classes in the S. Dillon Ripley building to see and be seen.

- Lights for at night.
- Crossing the Mall area was very dark and there were ruts and very uneven surfaces to deal with. There definitely needs to be more lighting.
- While I appreciate the effort and detail in lighting the museums and individual monuments and memorials, my experience of traveling from one to the next is disorienting. The light levels are such that your eyes cannot adjust to the extremes from blinding spot lights to nothing.
- Add pedestrian-oriented lighting.
- Add in lighting in the evening.

### Category 3.5c: Design

**Defined:** Lighting design refers to suggestions regarding the style of the lighting.

**Sample Quotes:**

- Please replace the newly installed lights around the reflecting pond. These lights are hideous! They are too small for the extra large concrete bases, too plain and the globes are too large for the skinny poles. Who signed off on this design?? They should resemble the ones around the Lincoln or the WWII memorial.
- Well-thought-out accent lights.
- Tasteful Georgetown-esque street lamps should light up the path as the sun sets.

### Category 3.5d: Maintenance

**Defined:** Maintenance refers to the upkeep of lighting fixtures.

**Sample Quotes:**

- Too often, lights are burned out at the memorials.

- The most glaring deficiency I noticed were the number of non-working lamp posts at night.
- Nothing says rundown like burnt out streetlights.

### THEME 3.6: WALKWAYS

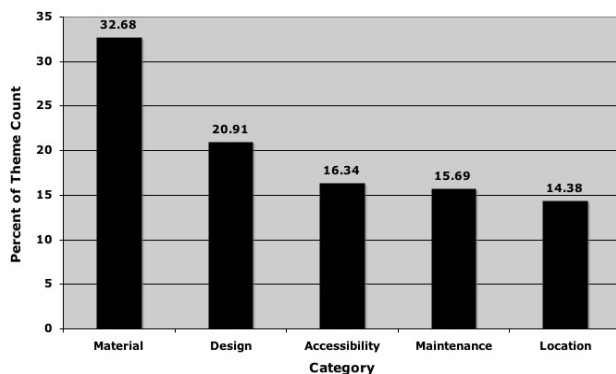
**Defined:** Public comments targeting walkways referred to the material, design, accessibility, maintenance and location.

**TABLE 3.6: WALKWAYS**

Code	Count	Percentage
Material	50	32.68
Design	32	20.91
Accessibility	25	16.34
Maintenance	24	15.69
Location	22	14.38
<b>Total</b>	<b>153</b>	<b>100</b>

**FIGURE 3.6: WALKWAYS**

Theme: Walkways (n=153)



#### Category 3.6a: Material

**Defined:** Material refers to the physical composition of walkways.

**Sample Quotes:**

- I like the natural look of the gravel walkways, but must admit that I choose the cement sidewalks if at all possible in rainy weather, especially when there are mud puddles.

- Walkways . . . permeable to let runoff infiltrate.
- Sufficient paths (aesthetically pleasing, please, no blacktop) so that people will stay off the grass.
- Do something to get rid of the gritty, dusty, sandy walkways. Inlaid bricks with historic designs would be easier to walk on, eliminate dirty air and remove possibility of muddy quagmires.
- The wide sidewalks should be brick.
- I would like to see solid pathways installed.
- Gravel does not make a friendly surface to push a stroller.
- Walkways should be cement.
- Please, please, please pave! Get rid of the dirty gravel and replace with pavement.
- Having pea gravel for the walkways would eliminate the grass upkeep.
- For the walkways we should definitely go mosaic or cedar chipped/ mulch.
- Get rid of the gravel/sand walkways on the Mall. Put back the smooth pavement.
- The gravel paths should be replaced with modern rubberized surfaces.
- I hate the gravel/soil walks. Replace with concrete walkways.
- Walkways should be resurfaced in a material which does not raise clouds of dust or become muddy.
- Pave the paths with a material that doesn't hurt the feet and is not so difficult to walk on.
- Replace the current gravel and dirt pathway along the Mall with a synthetic surface similar to what you might find on a running track.

#### Category 3.6b: Design

**Defined:** Design relates to layout and style of walkways.

Sample Quotes:

- Walkways currently have little grace and style.
- The walkways should have lanes labeled one for walking, and one for bicycling and roller blading.
- I would strongly suggest to keep the walking paths in its current format. Don't do anything that would encourage wheeled traffic through the Mall area such as skateboard, rollerblades, bicycles, etc.
- Use the colors red, white and blue prominently in the design on the walkway leading to the Washington Monument.
- Redesign of the entire walkway around the Tidal Basin needs to be considered, especially in light of the additional pedestrian volume that will result when the Dr. Martin Luther King, Jr. Memorial is completed.
- The sidewalks should be very wide and very safe underfoot and very simple.
- Wider walkways.
- Add real railing to the side of the sidewalk.
- There should be an "X" made by sidewalks going from corner to corner so visitors can walk across the diagonal instead of having to walk to a corner.

**Category 3.6c: Accessibility**

Defined: Walkway accessibility dealt with the visitor's ability to navigate the walkways.

Sample Quotes:

- The gravel paths are difficult for mobility impaired visitors and impossible for those in wheelchairs though there are sidewalks nearby the trees block an unobstructed view of the sights.
- Although it wasn't raining for the WWII Memorial events, I saw several vets in

wheelchairs struggling. Fortunately, folks stepped forward to help when needed.

- The problems range from using textured surfaces on walking areas (when using my power-chair textured pavers and surfacing-techniques make my head vibrate to the point of instant headache and long-term inflammation).
- Sidewalks were not very user friendly for wheelchairs or strollers, what were you guys thinking with that one?
- The current [walkways] are difficult when one is pushing a stroller.
- Please continue to make pathways easily accessible to bike riders.
- The gravel paths are difficult to maneuver — walking, jogging, wheelchairs, etc.
- Please consider the challenges of moving crowds, baby carriages, wheelchairs, others with mobility or sensory limitations.

**Category 3.6d: Maintenance**

Defined: Maintenance refers to the upkeep of walkways.

Sample Quotes:

- The gravel walkways should either be paved or more regularly maintained so they don't become sources of dust storms on windy summer days or huge puddles of mud on rainy days. I think it's nice to have the gravel, but regular maintenance is key, and I don't think they get that now.
- How about removing the asphalt paving this is the eastern end of the path along the Mall, near the reflecting pool at the end of the Capitol. Hard to believe the paths were never completed decades ago.
- Pebbled walkways look unappealing when the material overflows its intended area. A simple broom can be used to sweep the material back to where it was intended. This and other detailed

cleaning can be performed in the early morning hours before visitors arrive.

- Many (most?) of the asphalted paths are in need of resurfacing.
- The sidewalks are occasionally in need of repair.
- Repave the sidewalks so that they aren't torn apart.
- Just fix what is broken (cracked walkways).
- The gravel walkways are often in need of grading.
- The National Mall does need more maintenance on the wavy gravel pathways.

### Category 3.6e: Location

Defined: Location refers to the suggested placement of walkways.

Sample Quotes:

- Dedicated jogging paths beside the sidewalks.
- The recent improvements to the Washington Monument grounds, exemplary in themselves, unfortunately prevent a direct continuation of this walkway to the Jefferson Stone. However, even providing a short section of this walkway from the Washington Monument grounds to the Tidal Basin will offer an improved and safer connection than now exists.
- We should join the two reflecting pools. . . . Build a paved bike path on one side and a jogging and strolling path on the other.
- One really smart idea for the local community is to connect the Mall to the Capital Crescent Trail and Rock Creek Park. Run a trail along the waterfront or at least give it a water view. . . . Maybe we could encourage some commuters to actually bike to work. Maybe we could encourage parents to invite their teenage

children and maybe their friend to bike downtown this Saturday and go exploring for an afternoon. Wouldn't that be something to cheer about?

- Consider having more of the cross streets go underground.

### THEME 3.7: WATER

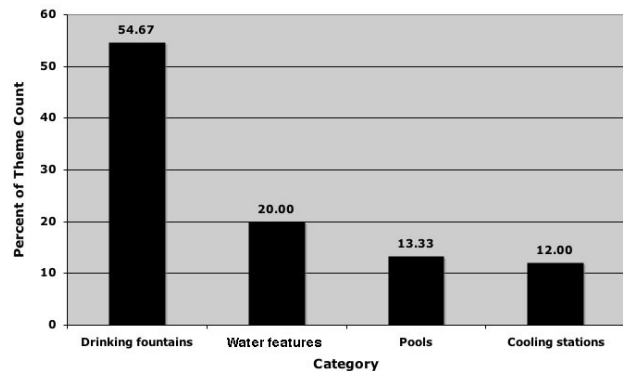
Defined: Water includes drinking fountains, decorative fountains, reflecting pools / Tidal Basin and cooling stations.

**TABLE 3.7: WATER**

Code	Count	Percentage
Drinking Fountains	41	54.67
Decorative Fountains	15	20.00
Pools / Tidal Basin	10	13.33
Cooling Stations	9	12.00
<b>Total</b>	<b>75</b>	<b>100</b>

**FIGURE 3.7: WATER**

Theme: Water (n=75)



### Category 3.7a: Drinking Fountains

Defined: Drinking fountain suggestions pertained to availability, function and design.

Sample Quotes:

- More operational, clean-looking water fountains. Dehydration is a REAL danger on the mall in the summer!
- Working drinking fountains. I jog throughout the year on the mall and often

find fountains broken or shut off. I can't count the number of times I have seen exhausted tourist's disappointment when they come to a water fountain that doesn't work after a long, hot August day of sightseeing.

- Clean, potable water.
- The drains of the water fountains are not working. The water clogs up in the bowl, which creates a bird bath.
- Drinking fountains, dog fountains at base.
- Please provide potable free water at simple water fountains located at intervals along the paths.
- Drinking water fountains should be placed every 100-200 feet lining both sides of the Mall.
- Fountains are inoperable.
- Would be nice if the water fountain at the volleyball courts on Ohio Drive were repaired . . . after two years of not working.
- More and working water fountains would be a welcome change.

### Category 3.7b: Water Features

Defined: Decorative fountains are artistic water displays, with comments suggesting maintenance of those currently available, as well as location and style should new ones be installed.

#### Sample Quotes:

- Install a commemorative plaque and fountain at the Capital Building reflecting pool to remind everyone that this is all one body of water, connecting Washington to the world and the world to Washington.
- I would suggest that adding fountains to the basin would bring vitality to the area and would really add to the beauty of the Mall. The fountains should be designed as sculpture which would be attractive in

the winter time, when the fountains would need to be off.

- At times groups will opt to skip the FDR Memorial if they know the waterfalls are inoperative. Suggest procure backup spares so that the fountains are fully operational except of course in freezing weather.
- The addition of quite a few majestic water fountains would be nice.

### Category 3.7c: Cooling Stations

Defined: Cooling stations were discussed in terms of location and purpose.

#### Sample Quotes:

- The last time that I visited it was hot and I remember wishing that there was a fountain to cool off by. They are a great point of interest that can be used for a multitude of different displays and can help to keep tourists from passing out from the heat since they help to generate a cooling mist nearby them and usually have seating for people to rest since the mall does require quite a bit of walking.
- Near the perimeter of the National Mall and across Constitution Avenue from the National Archives perhaps add a water fountain for children and adults to walk through so as to cool themselves on hot days. This structure would be similar to the fountain presently located between the Washington Monument and the Ellipse.
- Install a series of small fountains or sprays to help keep the environment (and people) cool.
- During the hot summer months have a fine water mister at each intersection, activated by pushing a button.
- Cooling stations would be a desirable addition to the Mall.
- Given how hot it is in the summer, it would be wise to install a series of small

fountains or sprays to help keep the environment (and people) cool.

### Category 3.7d: Pools / Tidal Basin

Defined: Comments referred mainly to the maintenance state of the reflecting pools and Tidal Basin.

Sample Quotes:

- The reflecting pools are in desperate need of a good cleaning.
- On my last visit I was disappointed to see how dirty the Tidal Basin was and how run down much of the area looked.
- If the pond could be frozen over, it would make a great ice rink.
- Clean up the ponds.
- As I led my own children to introduce them to the Mall in their new home town, I was shocked to find its dilapidated condition. . . . Worst, however, was the stagnant water in the Reflecting Pond. Yech!
- The large basin of water in from of the Capitol may look good from the windows of the Capitol, but it is a bleak and ugly expanse of water when seen from the Mall, in the area near the National Botanical Gardens.
- The reflecting pools should be drained and cleaned.
- The pool looked slimy.
- The reflecting pools . . . appear to be clean from a distance, but upon closer examination, they are full of garbage.



## GROUPING 4: SERVICES

Grouping 4 relates to the primary visitor services offered at the National Mall. While the term “services” was not used directly on the “Public Comment Form,” categories are related to question 3 (*What types and amounts of facilities do visitors need? Where should they be located?*). Related themes include **food**, **information**, **retail**, and **transportation**.

### THEME 4.1: FOOD

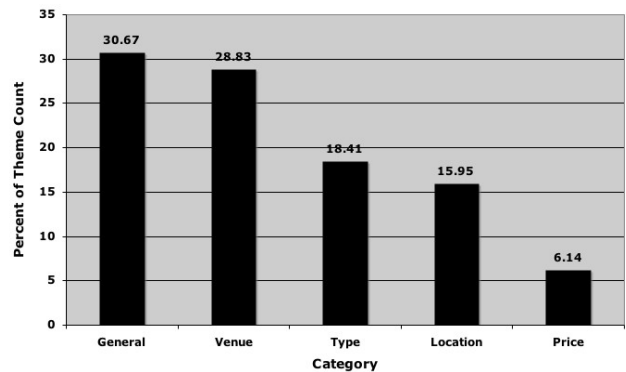
Defined: Comments included the general desire for more food on the Mall, as well as suggestions for venues, types of food desired, the location and pricing.

**TABLE 4.1: FOOD**

Code	Count	Percentage
General Need	50	30.67
Venue	47	28.83
Type	30	18.41
Location	26	15.95
Price	10	6.14
<b>Total</b>	<b>163</b>	<b>100</b>

**FIGURE 4.1: FOOD**

Theme: Food (n=163)



### Category 4.1a: General Need

Defined: The general need for food involved broad requests for increasing the availability of places to eat and drink. This category also included the opposing view, that no new food facilities should be added.

Sample Quotes:

- Additional eating venues are needed.
- Eating facilities.
- If they need to eat, let them catch the Circulator to one of the many restaurants nearby.
- The problem with the Mall is that it is a desert! You could starve to death there: there is nothing to eat! There is nothing to drink.
- When visiting the Mall, one of the most difficult aspects was finding restaurants.
- There is no need for restaurants, which are abundant in the museums.
- Visitors would benefit from outdoor refreshment areas.
- More places to buy a variety of food and eat comfortably outside should be available.
- The Mall needs more dining facilities open later. All those hungry tourists wandering around after the museum cafeterias close present such a pitiful sight.
- There should be food places with snacks as well as lunch.
- We have noticed that the refreshment stands are rarely open.

**Category 4.1b: Venue**

Defined: Venue comments referred to specific types of food establishments, either desirable or not desirable.

Sample Quotes:

- Sidewalk cafes should be small, with lots of outdoor seating, and not try to copy the permanent structures surrounding them. Small buildings of mostly glass with whimsical tops that echo the capitol or the monument may be interesting.
- Kiosks (leased out) that offered coffee and light fare.

- Vending stands that are attractive and modern to the person's eye.
- Food courts.
- Coffee shops.
- Sidewalk café vendors.
- No restaurants on the Mall.
- Uniform in style ice cream / drink wagons.
- Sidewalk cafes would provide for a revenue source.
- Attractive (not 'roach coaches) kiosks.
- More restaurants are needed.
- 24-hour vending machines.
- Private enterprise should be limited to a small portion of the available space.
- I definitely don't think there should be commercial restaurants and other facilities.

**Category 4.1c: Type**

Defined: Type of food included variety, quality and style.

Sample Quotes:

- Refreshment stands that offer something more than the crap served at the few stalls currently on the Mall, and for slightly more reasonable prices.
- The lousy hot dog and sandwich concession stand . . . comes to mind as an example of what to avoid.
- It should have the biggest pizza place in America.
- Healthier food options at all vendors.
- There needs to be eateries which offer more variety so that individuals with special food needs (diabetic, food allergies, etc.) aren't forced to famish.
- I would like to see the Mall being opened up to many more eating places reflecting Washington's ethnic diversity.



- Better food and food choice.
- I think there should be more dining options including healthier alternatives.
- More interesting food.
- Restaurants featuring different regional and ethnic specialties — not chains.
- Additional food quality is desirable.

### Category 4.1d: Location

**Defined:** Location deals with the placement of food venues.

**Sample Quotes:**

- Basic and clean restaurants and cafes with adequate indoor seating that are not inside a Smithsonian museum, again the entire length of the mall.
- Small cafes/restaurants scattered throughout the Mall, such as the restaurant in front of the National Archives, would be a great addition.
- Restaurants that are off the mall itself.
- No restaurants should be allowed on Constitution or Independence b/c this will allow fast food chains to destroy the mall’s dignity and vista.
- Underground restaurants.
- A real restaurant located on the edge of Constitution Pond.
- Snack bars . . . particularly between the Castle and the Natural History Museum.
- Snack stands should be placed, semi-discreetly and tastefully, by each of the major monuments.
- A public café restaurant with substantial outdoor seating by the FDR.
- A few restaurants along the extreme perimeter of the Mall.

### Category 4.1e: Price

**Defined:** Comments in this category reflected on the desire for affordable food.

**Sample Quotes:**

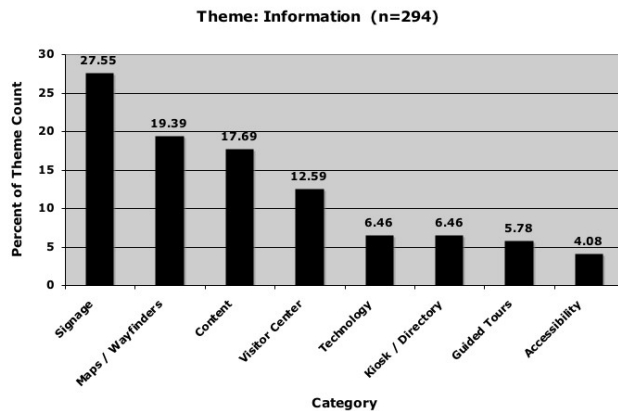
- Have all the restaurants/cafes be of the same size and quality, offering similar fare. You can ruin someone’s trip with an overpriced and lousy meal.
- A few more NPS snack bars with reasonable prices.
- There are only a few food options near the Mall, and these are often overpriced.
- Restaurants should be located in public buildings at reasonable prices.

## THEME 4.2: INFORMATION

**Defined:** Information needs pertain to question 6 on the Public Comment Form (*What kinds of information would help you get around more easily?*) and involved a wide spectrum of suggestions for improvement, with signage, maps, requests for specific types of content, the desire for a visitor center, technology, directories, guided tours and accessibility establishing the categories. Information requests pertained not only to getting around, but also reflected a strong desire for more educational/interpretive content.

**TABLE 4.2: INFORMATION**

Code	Count	Percentage
Signage	81	27.55
Maps / Wayfinders	57	19.39
Content	52	17.69
Visitor Center	37	12.59
Technology	19	6.46
Kiosk / Directory	19	6.46
Guided Tours	17	5.78
Accessibility	12	4.08
<b>Total</b>	<b>294</b>	<b>100</b>

**FIGURE 4.2: INFORMATION**

### Category 4.2a: Signage

Defined: Signage includes directional and orientation information. Comments in this category pertained to placement, design and information to be included.

#### Sample Quotes:

- “You are here” signs.
- A little more signage with directions to various museums and monuments.
- Discreet signage.
- The entire Mall badly needs additional signs so that visitors can orient themselves.
- Work with WMATA in enhancing the names of the various metro rail stops such as Foggy Bottom/Lincoln Memorial; Smithsonian/Center National Mall/Washington Monument; L’Enfant Plaza/Air & Space Museum/U.S. Capitol. Over the years I have been a metro rail stations, generally Yellow/Blue lines during tourist season where hordes of people wait for the Blue Line because it says Smithsonian. When you ask them where they are going usually L’Enfant Plaza would be a stop nearer to an initial destination.
- Informative billboards, creative signage
- Signs on “how to get to . . .”

- There should be signs at exits of subway stops.
- Not enough good signs telling you what way to go.
- If there were some attractive signs with information on them, people would be interested by them and would know where they are going.
- Uniform and very well-designed signage or notice boards could be posted at outside curb edges of each cross street — they serve as entrances to the Mall.
- Better and more directional signs.
- Signs indicating the various monuments should have distances on them.
- Creative signage.
- Signage with icons/pictographs.
- Higher quality, higher quantity and proper placement of directional signage.
- Some historic looking signs could help direct visitors to site locations and could be placed at each block.

### Category 4.2b: Maps / Wayfinders

Defined: Comments pertaining to maps and wayfinders were concerned with style, location and desired information.

#### Sample Quotes:

- Need more maps mounted on standards with “you are here”. There is a need a consolidated source of information on all the museums and public buildings surrounding the Mall, including operating hours, how to get tour tickets, etc. It needs to contain information such as, to tour the Capitol, you need to line up at the booth on the Northwest corner at 8:00. Even though the Capitol is not NPS territory, the information is important to the Mall visitors. The NPS needs to go beyond its own facilities in compiling the information.

- There should be a wayfinding system specific to the Mall, including large, clear, illuminated display maps, oriented to the users viewpoint — similar to those maps found in the Rosslyn-Ballston (Arlington, VA) Metro corridor.
- Put average walking time on maps.
- Outdoor maps posted on boards around the mall--this would also help with the map hawkers at the Smithsonian metro stop, who are annoying, to say the least.
- The mall is easy to visit without fully developed programs to guide people. The focus should be on orienting visitors to their location by use of wayfinders.
- The only information needed would be a fold-out map with each building located and with toilets and parking located.
- Create more detailed maps.
- Maps like the ones I get in the national parks that highlight areas and walking tours.
- Maps are generally more helpful than simple arrows and textual directions.
- Orientation maps.
- Install a map at each end of each block on each side of the Mall with a “you are here” and one of those standard NPS maps with the entire Mall.
- More stand alone maps with brief information about the various sites.
- Paper maps like the metro line maps are all that is needed.
- The visitors to the Mall could use large, stand up maps.

### Category 4.2c: Content

**Defined:** Content refers to the specific types of information that visitors desire to be readily available, often without any direct reference to how the information would be conveyed.

### Sample Quotes:

- I think the NPS can focus on providing visitors’ information and historical information about the Mall.
- Directions to various museums and monuments.
- Specific information as restaurant locations and types of menus.
- Exhibit space devoted to the past, present and future of the core of Washington.
- Information about the Circulator Bus, which is the best kept secret in the City.
- Maybe the lockbox on Constitution Ave. could be used, without destroying the site’s historic character. Then people could go there for brochures etc and learn more about the history of the city (what the lock box was used for, learn about the stream under Constitution, etc).
- Indication of distances.
- More information on each monument.
- Emergency response must be addressed.
- The National Park Service should incorporate stronger contextual messages about the Mall Memorials so the public not only understands the importance of the memorials themselves, but also the context of why they are among the select group so honored.
- Need more education between the monuments.
- Better information about ongoing events.
- Distance information and time estimates.
- Unbiased summaries of what each attraction provides.
- As for safety issues, perhaps signage or a speaker system directing the public on the National Mall into shelters in case of terrorism or hurricane emergencies.

### Category 4.2d: Visitor Center

Defined: Visitor center comments related to the desire (or lack of which) for such a building, as well as location, style and desired services.

#### Sample Quotes:

- I think if two or three nice visitor centers were created, you could house bathrooms, restaurants and any information visitors might need.
- Information center with first aid provided if needed.
- A visitor's center for the entire Mall with restrooms and a person staffing it.
- Add a visitor center around the Washington Monument.
- Generic visitor's center with an entry from the Smithsonian metro station.
- There should not be a visitor's center to the National Mall added.
- Please, no visitors' center.
- Multiple visitor facilities that provide the historic information and events related to the attractions that are there.
- What the Mall needs most is a visitor center!
- I feel that the Mall needs a centralized visitor center which would serve to give general information about the entire area.
- Visitor facilities should be crisp and simplistic in style.
- A visitor center with air conditioning, open 24 hours.
- A mega-mart visitor center is definitely not needed.

### Category 4.2e: Technology

Defined: Technology refers to getting information interactively and/or through some computerized means.

#### Sample Quotes:

- Wireless capability is needed. I do not recommend additional signage or paper flyers as they will undoubtedly obstruct views and provide clutter.
- Adding touch screen, interactive points.
- Use technology to reduce the "cattle call" feel to some of the more popular attractions.
- Placed unobtrusive communication devices with short range signals near selected sites. Visitors could rent (or use their own) devices to pick up signals and receive up-to-date information or presentations about what they are seeing.
- A website with a schedule of Mall events, with maps, would be helpful. Having this information available in museums and other convenient locations would be nice.

### Category 4.2f: Kiosk / Directory

Defined: Kiosk / directory comments pertain to information stands that do not necessarily have interactive components or require human resources.

#### Sample Quotes:

- A business directory of all businesses located within 3 blocks of the Mall
- Kiosk directories
- "You are here" kiosks.
- More kiosks.
- Another visitor information kiosk would be helpful.
- Clear outdoor information kiosks
- Small, attractive self-service kiosks
- Plenty of unmanned information kiosks

### Category 4.2g: Guided Tours

**Defined:** Guided tours commentary included requests for both self-directed and other-directed options.

**Sample Quotes:**

- Tours of the monuments. I love knowing all the fun, small details about stuff, and I think it would help the public connect better with what they're seeing.
- Guided tours, people available to help and direct visitors.
- Comprehensive guided tours.
- Develop and sell video/audio material that people can plug and play, dial up, or download to their devices in order to provide self-guided talks.
- The NPS could put together a night tour if one does not already exist.
- NPS tours of the Mall would be nice.
- Include sample tours based on different areas of thematic interest by time period or subject.
- Docent-led tours of buildings, monuments and memorials.
- Segway tours would be an exciting way to get around.

### Category 4.2h: Accessibility

**Defined:** Accessibility requests related to multilingualism and services/considerations for persons with specialized needs.

**Sample Quotes:**

- All information should be available in multiple languages for ease of access.
- And all signage should be in multiple languages.
- Signage and maps in several languages to show where everything is.
- Signs should be multilingual (and not just Spanish and English). DC, with the

pretense of being an international city, is the most unfriendly city I know in this regard.

- Be sure that signage includes visual-oriented directions, not just auditory ones, for the hearing-impaired.
- Consider electronic boards in which visitors could select their own language.
- Foreign language boards would be helpful to visitors.

## THEME 4.3: RETAIL

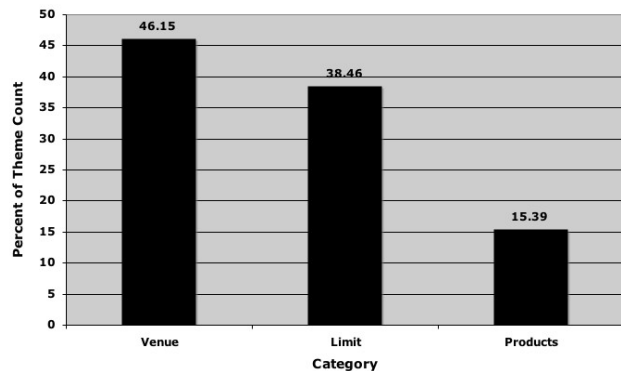
**Defined:** Retail refers to locations with bookstores or outlets with gift/souvenir/convenience items.

**TABLE 4.3: RETAIL**

Code	Count	Percentage
Venue	6	46.15
Limit	5	38.46
Products	2	15.39
<b>Total</b>	<b>13</b>	<b>100</b>

**FIGURE 4.3: RETAIL**

Theme: Retail (n=13)



### Category 4.3a: Venue

**Defined:** Venue comments expressed ideas about the type of retail facilities that might be offered, concerns about current venues, and location suggestions (if more retail is added).

Sample Quotes:

- To improve services to Mall visitors, build underground . . . shopping facilities.
- To make the Mall more enjoyable experience they could have shopping tents.
- The vendors are an important part of the Mall. After all, this America, so our front lawn should include some aspect of our consumer culture. The current arrangement however, creates an eyesore. Permanent buildings should be tucked away someplace on the mall for the vendors to ply their wares.
- Get rid of the ramshackle vendor huts. They junk up the mall. In particular the area in front of the Lincoln Memorial. They are enough to make Abe weep. If you want vendors, let them operate within the existing Mall buildings.
- Retail should be located on the edges of the Mall near the busiest city streets.

**Category 4.3b: Limit**

Defined: General comments in this category pointed to concerns about the addition of more retailers on the National Mall.

Sample Quotes:

- As a volunteer with the Park Service at Ford’s Theatre I already encounter tourists who think the National Mall is a shopping center. God help us if your new master plan improvements bring us any closer to such a reality.
- I would NOT like to see it become like a mall in the other sense of the word.
- The Mall needs no shops.
- No gift shops.
- No tacky souvenir shops.

**Category 4.3c: Products**

Defined: Products refers to the type of goods that visitors to the Mall would like to see offered.

Sample Quotes:

- I think there should be some shopping centers that sell historical stuff that tells us about our history and our neighbors (Canada and Mexico) so that we can learn about our continent’s history.
- More stores for kids like sport stores.

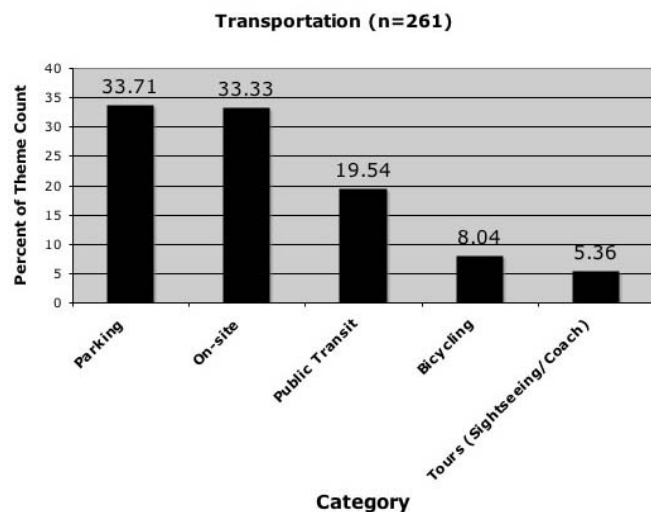
**THEME 4.4: TRANSPORTATION**

Defined: The transportation theme identifies issues pertaining to parking, on-site mobility, public transit options, bicycling, and sight-seeing and tour bus services.

**TABLE 4.4: TRANSPORTATION**

Code	Count	Percentage
Parking	88	33.71
On-site	87	33.33
Public transit	51	19.54
Bicycling	21	8.04
Tours Sightseeing and Tour Bus services	14	5.36
<b>Total</b>	<b>261</b>	<b>100</b>

**FIGURE 4.4: TRANSPORTATION**



## Category 4.4a: Parking

Defined: Parking involves availability, price and location.

### Sample Quotes:

- I would love to see NPS build a garage similar to the one that houses cars under Millenium Park in Chicago. This seems like an appropriate, albeit expensive, solution.
- Parking in DC has gotten so expensive that I never visit DC. When guests come to town I just drop them off at a Metro station and pick them up there at the end of a long day.
- I don't think you should exchange space on the Mall for parking.
- Parking is an issue, but so it is in any large urban area. I would not like to see any green space taking away for parking.
- You must provide parking — a lot of parking — underground at the Mall. It is impossible for any older American to visit without taking a tour or getting a ticket for illegal parking.
- The main problem we encountered was the parking.
- Please, please when making renovations / changes to the Mall, include many bike racks!!
- On one trip we found some parking about a mile from the Capitol, which we were visiting, only to find two tickets for \$100 each on our cars (we had driven two) when we returned. The signage for the restriction (not from 4-6) was located way down the street which one would not notice especially walking the other way.
- No car or bus parking on Madison or Jefferson Drive. It is an eye sore. Limit traffic to shuttle buses and bikes. In fact there should be no parking within the Mall area at peak times.

- Bike parking. There are not enough bicycle racks around the Mall.
- The Mall is supposed to be a park, not a parking lot.

## Category 4.4b: Onsite Circulation

Defined: Onsite transportation involves navigating the National Mall once one has arrived.

### Sample Quotes:

- All of those major monuments at the other end of the Mall are out of reach of many families and elderly people who are unable to walk the mile and a half.
- Traffic around the Lincoln Memorial should be returned to the way it once was (e.g., being able to drive around it). The road can accommodate it and it is so practical.
- Access around the Mall . . . should be pedestrian and bicycle friendly.
- We walked across the Memorial Bridge to the Lincoln Memorial. Once across the bridge there is no safe passage to the memorial.
- It is especially important that all pedestrian paths be evaluated where they cross streets.
- One of the most obvious needs is for a crosswalk and traffic light on the axis of 13th Street at Constitution Avenue.
- Maybe a monorail from place to place.
- Bicycles for use either free or cheap rentals.
- There is no easy way to travel easily around the Mall.
- Improve pedestrian crossings, especially at 7th and 14th streets.
- More direct pedestrian friendly access is needed across Lincoln Circle to the Arlington Memorial Bridge.

- Any place that bicycles are allowed, Segways should also be allowed. Please be considerate of Segway riders. It's our Mall too,
- Move away from what is now an automobile oriented environment to one far more favorable to pedestrians.
- Perhaps a free or very cheap shuttle from one end to the other.
- I don't want to see Segway use anywhere pedestrians walk.
- It would be helpful to older people to have some type of "people mover" available between the monuments.

#### Category 4.4c: Public Transit

Defined: Public transportation involves the Metro, the DC Circulator as well as the desire for other public transit options.

##### Sample Quotes:

- The Mall needs a regularly scheduled bus - such as the new Circulator bus - to carry tourists around the whole length of the Mall.
- Metro can get you there, but it is hard to get from one monument to another, especially if you have old or infirmed guests. Some kind of bus system (not the tourmobile) that could circulate visitors would be great.
- Increased bus service of various types will be needed to provide east-west access along the National Mall and north-south access to and from the National Mall and adjacent areas. The new Circulator service is a start with this type of bus access.
- Improve Metrorail access.
- Cheaper public transport is needed through the Mall.
- Metro buses run very infrequently on Constitution, except during rush hour.

- More Metro stops needed close by along the Mall!
- A free shuttle bus that circles the Mall would be very helpful on very hot and very cold days, and for elderly and handicapped people.
- The single greatest need for visitors to the Mall is public transportation that includes Wash Mon, Jefferson, Lincoln, FDR and WWII. The Circulator does not announce Wash Mon and you pass it, drives by WWII and doesn't stop, does not go near Jefferson, FDR and Lincoln. WWII was built without parking "because the NPS promotes the use of public transportation." Where is the public transit? A \$20 tour is not the same as fast, cheap transport. Why force the elderly to use expensive tours? Kids get tired too, and parents don't appreciate expensive tours.
- How about a shuttle bus (minimum fare) that has frequent runs along the Mall with obvious major stops?
- Shuttle bus from a Metro stop to the monuments.

#### Category 4.4d: Bicycling

Defined: Bicycling comments refer to opportunities for riding bicycles, facilities to accommodate bicycle users, and bicycle/ pedestrian interaction.

##### Sample Quotes:

- Please add more cycling paths and/or bicycle lanes. Also, please add more bicycle racks.
- The mall needs to be more user-friendly to all visitors, but so far the needs of bicycle riders have been the most ignored. I'm a 65-year old grandmother of 10, and if I'm asking for this, imagine how many others feel the same way.
- Any place bicycles are allowed, Segways should also be allowed. They are just as



safe if not more so than bikes - studies have shown this.

- If the Capital Crescent Trail were connected to the Mall and the Mall had a paved, tree lined bike path through it, separate from the unpaved strolling river walk path, maybe we could encourage some commuters to actually bike to work. . . . encourage parents to invite their teenager children and maybe their friend to bike downtown this Saturday and go exploring for an afternoon. Wouldn't that be something to cheer about?
- Don't do anything that would encourage wheeled traffic through the Mall area such as skateboard, rollerblades, bicycles, etc. Keep the Mall pedestrian friendly.
- Many of our tourists rent bicycles or segways to get around and it would be good to keep them separated from the pedestrians.
- I think a bicycle rental concession could be accommodated.
- The integration of bicycle and pedestrian paths is also vital to the visitor experience of our National Mall.

## Category 4.4e: Sightseeing and Tour Bus Services

Defined: Sightseeing bus tours include the D.C. Tourmobile as well as commercial tour buses and motor coaches.

### Sample Quotes:

- Tour coach accommodations [with] underground designated coach parking area would be a great improvement.
- Commercial tour buses should not be waiting for their customers at the entrance of museums.
- The Tourmobile is too expensive.
- Additional motor coach staging locations at the memorials.
- Tourmobile. Allow that vendor to deliver people closer to the monuments.
- We operate 11 highway motor coaches and come to Washington DC on a very regular basis. Our drivers that visit Washington DC have commented on how beneficial it would be if the National Mall offered bus parking.



## GROUPING 5: ACTIVITIES

Grouping 5 pertains to structured and unstructured activities held on the National Mall. Question 5 on the “Public Comment Form” addressed this area (*What programs, activities, educational, and recreational opportunities do you want on the National Mall?*). The themes within the section relate to entertainment, events, and recreation.

### THEME 5.1: ENTERTAINMENT

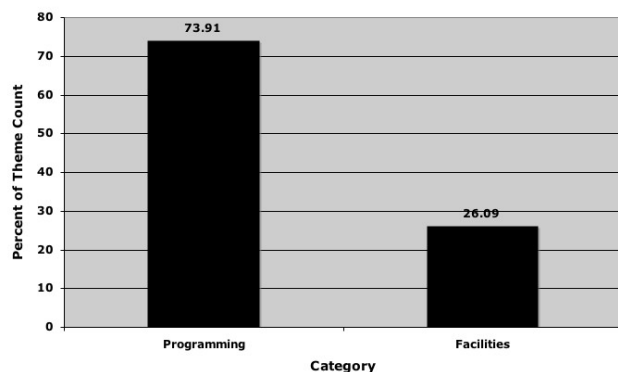
Defined: Entertainment includes programming ideas and facility suggestions.

**TABLE 5.1: ENTERTAINMENT**

Code	Count	Percentage
Programming	17	73.91
Facilities	6	26.09
<b>Total</b>	<b>23</b>	<b>100</b>

**FIGURE 5.1: ENTERTAINMENT**

Theme: Entertainment (n=23)



### Category 5.1a: Programming

Defined: Programming includes comments regarding what is currently available as well as what visitors would like to see added.

**Sample Quotes:**

- I'd like to see peaceful activities allowed on the Mall. Since I'm not prone to join in controversial activities, those which are educational and entertaining are highest on my list.
- Plays, bandstand concerts, picnics.
- I like the outdoor films shown (although I have rarely had time to enjoy them).
- I used to love going to the fireworks until they made checkpoints that make going and coming simply horrifying.
- I would like to see more educational activities for young people on the National Mall.
- I would keep it simple. Kite flying. Celebrations . . . I would not add any more museums, no amusement rides or video anything. We have plenty of that elsewhere. Keep the carousel. Keep it simple!
- Street musicians and entertainers to give it an impromptu feel.
- Street singers, jugglers, magicians, orators or other spontaneous entertainment.

**Category 5.1b: Facilities**

**Defined:** Comments in this area relate to infrastructure specific to providing entertainment.

**Sample Quotes:**

- Get a better bandstand and have concerts there.
- Update the carousel.
- Maybe a gazebo-type small bandstand.
- A central plaza with a bandstand and benches where bands could perform during the year.

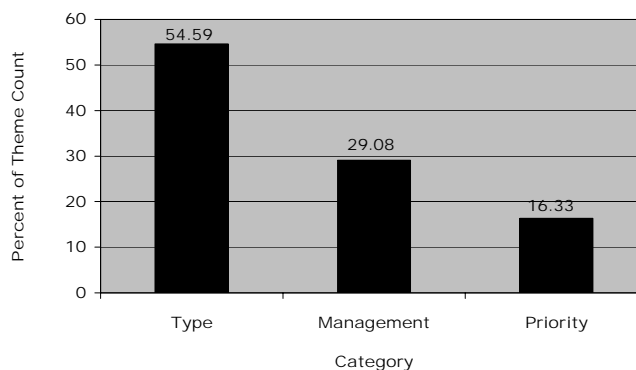
**THEME 5.2: EVENTS**

**Defined:** Events include the type of desired event, as well as comments regarding event management and perceived priority.

**TABLE 5.2: EVENTS**

Code	Count	Percentage
Type of Event	107	54.59
Event Management	57	29.08
Event Priority	32	16.33
<b>Total</b>	<b>196</b>	<b>100</b>

**FIGURE 5.2: EVENTS**  
Theme: Events (n=196)



**Category 5.2a: Event Type**

**Defined:** Event type comments pertain to the nature of the events that respondents would like to take place on the Mall. The majority of these comments were specific to the Folklife Festival, reflecting support for the event, concerns about festival impacts and suggestions for improvements.

**Sample Quotes:**

- More environmental events such as the green building event.
- Display an American capital village (World's Fair) that celebrates peace not war and the melting pot of nationalities united under the flag of democracy known throughout the world as the United States of America.

- I would like the NPS to encourage more events - concerts to take place on the mall.
- Arts and crafts fairs other than the Folklife Festival. Days celebrating all ethnic groups in America, including Italians, Irish, Polish, Russian, French, Greek, African-American, etc.
- Whenever I see the New Year's celebrations on TV, I am saddened that nothing on that scale ever takes in place in DC, especially on the national mall, our great public space. I would like you to seriously look into hosting a national celebration here too.
- The Folklife Festival is not only a landmark event each year, it is also supremely educational, and a matter of civic awareness for the citizens of the world.
- The Folklife Festival on the National Mall has always been a point of definition for me. It has helped me understand the rich diversity of culture and humanity that is truly America.
- The Smithsonian Institution's Folklife Festival is one of the biggest culprits in preventing the public from free access to the Mall and uses this festival for generating profit. The festival while only a month in length, is actually 3 months when you consider the one month to set up the event, one month of event activity, and one month of event striking. The grounds during this time are littered with trash, grass torn up, fiber optic cables and temporary trailers littering everywhere. It looks terrible and is not fair to the American taxpayer.
- My very best experiences there have all revolved around the Folk Life Festival. It is stupendous! The people, the crafts, the food, music, dance! Please don't do anything that might limit this fabulous yearly experience. In the end, it is more American than the American History Museum and more fun too!
- How about taking the funds that the Smithsonian gives to the NPS every year for the Folklife Festival and actually using them to replace the lawn with sod after each festival.
- Can't we reschedule the Smithsonian Folklife Festival for sometime other than the two hottest weeks in the year?
- I most enjoy the Smithsonian Folklife Festival. I hope that it will be continued. I have attended every year and it is an important part of my summer.
- For the Folklife Festival, the musicians who entertain us deserve cooler spaces in which to perform.
- The Smithsonian Folklife Festival is a great example of [the] type of formal gatherings that bring the US community together.
- Keep the Folklife Festival there. It is an unmatched opportunity to celebrate a diversity of cultures, and it provides a valuable educational opportunity for school groups and the public.
- I wasn't here in the summer of 2006, but in the summer of 2005 the Smithsonian Folklife Festival had far too much impact. While most events of similar size and scope are in and out in less than seven days, the Folklife Festival started setting up in March and the last equipment was not gone until August. That provided two serious problems. First, it excluded a significant portion of the Mall from public use for the period. Secondly, being set up for that long did significant damage to the turf.
- If the Folklife Festival is going to be an annual event, permanent space should be set aside for the tent set-up, so that the Festival does not involve and encourage widespread destruction of massive portions of the lawn.
- The Smithsonian Folklife Festival is probably the most important large-scale event to take place on the Mall.

## Category 5.2b: Management

Defined: Comments in this area regarding events included management suggestions that respondents felt should apply to events in general.

### Sample Quotes:

- Restrictions on the types of displays permitted would help immensely.
- Please no sound system — peace and quiet makes it special and more enjoyable.
- There should be some sort of standards in place . . . used on a consistent basis for the temporary facilities.
- It would be great to find some sort of system whereby the tents and footsteps wouldn't damage the lawn.
- The events should be kept to current levels but not increased.
- Areas should be set aside for big events.
- Let those who wish to use the Mall go through the appropriate application process.
- I would like to see the number of programs . . . currently available on the Mall managed differently, to decrease the impact they have on the health and appearance of turf grass along the main axis. That does not mean that they should be eliminated – just modified. If a new method of managing such events could achieve my aim of improving the health and appearance of the Mall's landscape, then I would be open to the expansion of such opportunities in the future.
- There should be an events management building fixed on the Mall which can provide a proper office space for any event staff who come on the Mall, instead of temporary trailers or tents.

## Category 5.2c: Priority

Defined: Priority refers to which types of events should be given precedence, as well as those that should not.

### Sample Quotes:

- National demonstrations should have the highest priority
- Free speech rallies and the like should be able to use the mall space for their gatherings, and should trump the recreation uses.
- Open access and short-term First Amendment and celebratory activities (e.g., Independence Day, Inauguration, etc.) should be given the main priority on the mall. Static displays and events (i.e., those that are “constructed” and stay for several days or more) should be lessened and discouraged.
- If you cannot say “no” to bodies whose whole purpose is anti-American, self-righteous loathing of people, then please just say no to everybody.
- Those which are educational and entertaining are highest on my list.
- Restrictions need to be increased for large public demonstrations and events that could be held elsewhere.
- In keeping with the theme of “America’s Town Square,” the activities should focus on public issues, education, history and community.
- Events such as displays of new technology and ANY kind of activity with business implications should be banned. The Mall should be devoted to public events that reflect the principles of our government under our Constitution.

## THEME 5.3: RECREATION

Defined: Recreations issues pertained to the desire to either permit or restrict free play,

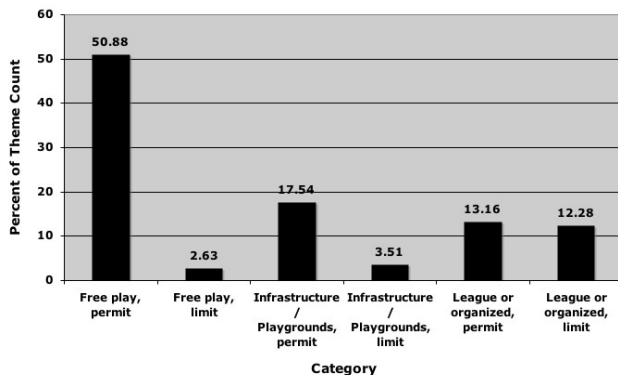
league or organized sports, infrastructure development and playgrounds.

**TABLE 5.3: RECREATION**

Code	Count	Percentage
Free play — permit	58	50.88
Free play — limit	3	2.63
Infrastructure / playgrounds — permit	20	17.54
Infrastructure / playgrounds — limit	4	3.51
League or organized — permit	15	13.16
League or organized — limit	14	12.28
<b>Total</b>	<b>114</b>	<b>100</b>

**FIGURE 5.3: RECREATION**

Theme: Recreation (n=114)



### Category 5.3a: Free Play — Permit

**Defined:** Commentary regarding permitting free play reflected the need for open spaces for unstructured recreation.

**Sample Quotes:**

- Recreation first - the Mall must be available for visitors and casual users to play a pick-up game of football or frisbee. Many of the adolescents who visit the capitol will suffer from obesity and lack of exercise during their lifetimes — limiting access to the open areas of the mall will only exacerbate this problem.
- There’s nothing more wonderful than to see people of all stripes out there, playing baseball, tossing a Frisbee, having a picnic or quiet walk underneath the trees.

Whatever you do, please retain this open, accessible quality — it’s a big local park for everyone’s use.

- I think that anyone who wants to . . . walk a dog . . . etc. on the mall should be allowed to do so whenever they wish.
- The availability of significant green space on which the public can recreate with their children and dogs is very important.
- The present recreational use of certain areas of the National Mall is a special feature that should be retained as much as possible.
- Open lawns for informal use.
- I express support for keeping opportunities for casual recreation on the Mall.
- Space to have pick-up games of soccer, Frisbee and picnic spaces need to be preserved.
- I always appreciate having the open space to run, bike, people watch, make friends, be exposed to new ideas.
- Keep allowing all the casual, park-like uses of the Mall, such as lunch time active games, like soccer.
- Be sure to leave a couple of the plots of land open. People will come to play a game of Frisbee, soccer, catch — or maybe just to lounge for a picnic.

### Category 5.3b: Free Play — Limit

**Defined:** Limits to free play reflected concerns as to the appropriateness of unstructured recreation on the Mall.

**Sample Quotes:**

- Soon parents will be bringing the kids’ Big Wheel bikes, scooters, skates, bathing suits, etc and the area will become a big play park. It will lose its dignity and definitely suffer more physical damage. This space cannot be all things to all people.

- The Mall is not an appropriate place for recreational activities.
- When this area is “remodeled” it should somehow naturally exclude joggers to preserve its dignity.

### Category 5.3c: Infrastructure / Playgrounds — Permit

#### Sample Quotes:

- The park areas around the Mall should have a PLAYGROUND! A playground is a great breaktime idea anywhere, but when families travel with children, a place to play a little while could make a long day of touring more tolerable for parents and other tourists!!
- Trails for kids and adults. Horse trails.
- If the pond could be frozen over, it would make a great ice rink.
- The Mall should add an area called a “Kiddy Corner.” The “Kiddy Corner” should be a place where adults can go with their children when their children need a break from the museums. It should contain a jungle gym, sand box and maybe even a kid’s food place.
- The kids are key. The carousel is wonderful but need more outdoor things for the kids to do and play on.
- A public baseball diamond, or baseball diamonds, would be an altogether intelligent and appropriate addition to the National Mall.
- Public skating area, work-out trails, non-commercial venues such as picnic areas.
- Places and facilities for sailing model sailboats and motorboats.
- Firepits in the winter.
- Bring back the permanent sand volleyball court in President’s Park near the Ellipse.
- An intergenerational playground /outdoor rest area on the Mall.

### Category 5.3d: Infrastructure / Playgrounds — Limit

Defined: The comments in this area expressed a desire to restrict the development of recreational facilities.

#### Sample Quotes:

- I think there should not be an increase in recreational infrastructure as it would limit flexibility of use.
- Leave the playgrounds out of it.

### Category 5.3e: Leagues and Organized Sports — Permit

Defined: Public comments in this area referred to allowing organized sporting activities.

#### Sample Quotes:

- The NPS should continue to encourage and allow recreational and sporting activities such as volleyball, softball, soccer etc on the Mall and especially the Ellipse (President’s Park). I think the presence of these sporting activities throughout the Mall gives tourists a positive impression of the residents of the Washington area while providing residents an important venue for physical exercise through sports. I play volleyball on the Ellipse and it is apparent that tourists enjoy watching us play as much as we enjoy watching them. We often cheerfully provide advice and directions to tourists searching for local attractions.
- The Mall should be open to allow for more sports activities such as the softball/baseball, soccer, rugby, touch football games.
- The summer sports leagues should be for all ages.
- I’ve been playing sports on the Mall for many years. In a city full of concrete, this is often the only place to play sports with teams. There’s something pretty

incredible to pause the game to look up and see the Lincoln Memorial.

- The Mall should remain open as fields for use by the soccer, ultimate Frisbee, and other leagues with responsible users.

### **Category 5.3f: Leagues and Organized Sports — Limit**

Defined: Public comments in this area referred to restricting structured sporting activities.

Sample Quotes:

- I do not see it as a place for baseball and softball diamonds or soccer fields.
- Above all, no baseball games.

- Ban all team sports. Let them use East Potomac Park.
- Perhaps you should limit ball playing on the Mall.
- The Mall should not be treated like it's just another ballfield at a local county rec facility.
- The NPS should make sure that softball games are relegated to the baseball diamonds that are already in place.
- I know a lot of people want to have organized sports on the Mall but I think it detracts from the space.
- Let organized sports go elsewhere.





## GROUPING 6: REGULATION

Grouping 6 reflects commentary in light of present and potential policies and rules. The overarching theme combines **crowd control management and public safety issues**.

### THEME 6.1: CROWD CONTROL MANAGEMENT AND PUBLIC SAFETY

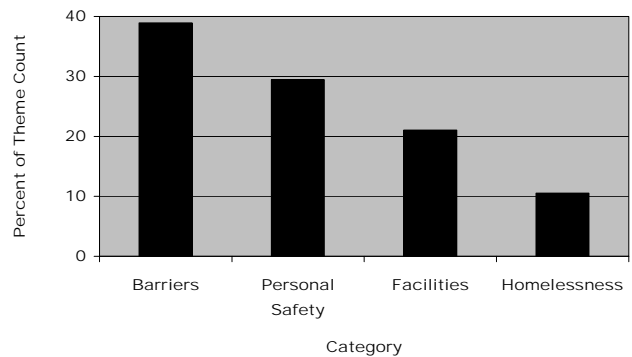
Defined: Crowd control management and public safety include barriers, personal safety, facility monitoring and homelessness.

**TABLE 6.1: CROWD CONTROL AND PUBLIC SAFETY**

Code	Count	Percentage
Barriers	37	38.95
Personal Safety	28	29.47
Facilities	20	21.05
Homelessness	10	10.53
<b>Total</b>	<b>95</b>	<b>100</b>

**FIGURE 6.1: CROWD CONTROL AND PUBLIC SAFETY**

Theme: Crowd Control and Public Safety (n=95)



#### Category 6.1a: Barriers

Defined: Barriers include environmental protective structures as well as those intended for security purposes. Comments focused on aesthetics and removal.

Sample Quotes:

- It would be nice if the temporary snow fences around the Mall didn't seem to be such a permanent fixture. They are ugly. If barriers such as these are needed, how about using natural barriers like hedges.
- From what I can tell, ugly plastic fences . . . are ineffective at even keeping visitors off the grass.
- Get rid of the jersey barriers and drift fences. They won't matter to a deranged person.
- The National Park Service should look into developing more attractive protective barriers to surround our national monuments and memorials on the Mall.
- Security barricades must be discreet and porous to pedestrians, but capable of stopping vehicles. Easier said than done.
- How about concrete planters filled with flowers and plants to solve the security issue?
- My greatest wish would be the removal of all the "temporary" fences, guard rails, plastic partitions, etc. They are so ugly, and from the perspective of someone visiting the Mall, unnecessary. Such fences give off a very unfriendly impression.
- Let's get rid of the hideous plastic fencing.
- Use ornamental barricades rather than simple concrete ones.
- The temporary fencing that surrounds the grassy areas most of the year is unbecoming.
- We look like a third class city war zone with all the fencing and cement.
- No more snow fencing! How tacky!
- The fences do not look welcoming and they are everywhere.

**Category 6.1b: Personal Safety**

Defined: Personal safety entailed the desire for a police / patrol presence to enhance feelings of individual security.

Sample Quotes:

- Currently, there is not enough police/ security presence on the National Mall to ensure the protection of the great number of visitors. It is possible to walk from one of the NM to the other and back and not see one uniformed officer. There should be thought given to hiring seasonal/part-time officers provide sufficient training and have them augment and support the Park Police, etc. Many resort communities do this very thing focus this on college students who are law enforcement students again they may be able to turn this into college credit.
- Park police are not visible enough.
- Please keep the National Mall SAFE. So far, it is a safe place to visit, but recent muggings prove that it could easily tip in the other direction. A person should be able to go walking or running on the National Mall at any hour of the day or night, and feel safe. This probably means mostly increased police presence . . . bike patrols, foot patrols, dog patrols, horse patrols, undercover officers, etc. Police cars that patrol the National Mall should be high-profile four-wheel-drives that can easily jump the curb and pursue overland. Volunteer neighborhood watch patrols equipped with cell phones could increase the number of eyes on the National Mall. And a couple of ultralight police aircraft that could patrol the mall from the air and swoop down on a trouble spot in seconds would be a nice touch.
- More security in the area.
- Increased park ranger and park police presence.

- November 9, 2006 I was violently beaten by four young men between the ages of 14 and 20 who stole my brief case and broke the orbital socket of my eye in the Southwest quadrant of the District. Until you are a victim of a violent crime, it is difficult to imagine what goes through your head when you are lying on the ground gasping for air and wondering whether or not you're going to make it. Architects, landscape architects, engineers and urban planners must make public safety priority one and everything else follows.
- Forget the ninja outfits and assault rifles. Visitors want to see UD Park Police in uniform, on foot and on horseback.
- Please keep park police patrol car at night in the National Mall during summer.
- For crying out loud, get rid of the blasted storm fences around the Washington Monument. They are insulting.
- I was upset by the mish-mash of "security" fences surrounding our public buildings. I do sincerely understand the need for safety but — this looks tacky and make-do. I was visiting the same area in 1986 and everything was lovely and accessible. It seems a shame that, in the interest of security, we have a nation's capitol that looks like a yard sale.
- I was disappointed in the way that the new security measures around the monuments have distracted from the overall look. I found myself buying photos from photographers that were able to take pictures before all the barricades went up.
- Get rid of the false cosmetic security — looking in old ladies' and moms' purses, for instance.
- Sadly, public gatherings and government buildings are attractive terrorist targets, and issues of access, egress, security, and emergency response must be addressed.
- The security measures around the Washington Monument are ugly.
- We took the boys for a walk around the White House. I had not been here with them since 2000, so I was surprised that the side gardens were closed. I understand the need for security, but this is the people's house. I'm sad that my children, and any others, will not get to experience that beautiful pathway alongside the White House.
- I think that the security bollards, etc. at the Lincoln / Jefferson are absolutely ridiculous – what terrorist is going to waste his life blowing up a monument? Get rid of all of them.

### Category 6.1c: Facilities Security and Procedures

Defined: This category included comments regarding safety issues as relating to specific structures, monuments and buildings.

#### Sample Quotes:

- Going through security to reach a restroom is acceptable.
- Daily locker rentals are also needed. Yes security would have to search the bags and the lockers would need to be emptied daily.
- Don't use the White House Visitors Center as a model. Smack dab in the middle is a Security Desk. The cops sit there to do paperwork and usually end up directing folks to the real information booth. Move the security desk out of the mainstream as it is a waste of everybody's time.
- Quit treating Old Post Office as a security zone. Open it up and contract out the concessions.

## Category 6.1d: Homelessness

Defined: Comments regarding homeless individuals related to how they were perceived to reflect on the National Mall.

### Sample Quotes:

- The extremely large number of homeless people living on Pennsylvania Avenue are a national shame in so many ways. Can we get help from policing organizations to keep people from sleeping or camping on the Avenue while also referring or taking them to the many housing shelters in DC?
- Pershing Park is greatly underutilized due to its design. It feels unsafe because of the degree of enclosure its design provides. It is a shelter for litter, vagrants and the homeless.
- Tents and large boxes for the local homeless is what I saw the last time I vacationed in DC.
- The homeless (vagrants, bums) sleeping on every park and street bench, as well as every vacant office space doorway, were most uninviting.
- When I was visiting the Mall in DC a few years ago, and as a first-time visitor to the DC area, I was very disappointed to see so many homeless and substance-addicted people using the Mall as their sleeping areas. I would not have felt safe walking around there by myself, even in the daytime, and definitely did not feel like it was a place I would return to in the future.



## GROUPING 7: PENNSYLVANIA AVENUE NATIONAL HISTORIC PARK

Grouping 7 includes comments and suggestions that were specific to Pennsylvania Avenue National Historic Park. Since all comments reflect back on this area, the overall theme took on the same name. These areas are reflective of questions 9 through 15 on the “Public Comment Form” (see page 4).

### THEME 7.1: PENNSYLVANIA AVENUE NATIONAL HISTORIC PARK

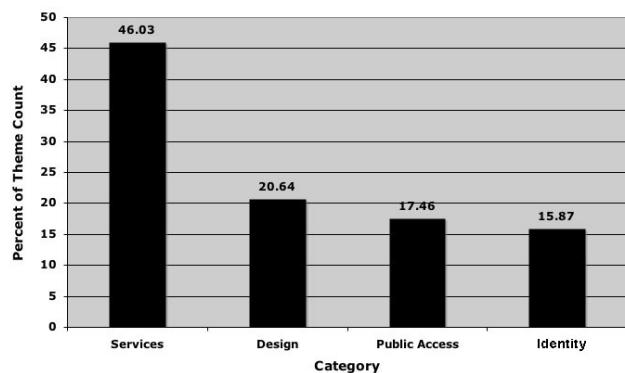
Defined: The Pennsylvania Avenue National Historic Park theme involved issues relating to services, design, public access, and identity.

**TABLE 7.1: PENNSYLVANIA AVENUE NATIONAL HISTORIC PARK**

Code	Count	Percentage
Services	29	46.03
Design	13	20.64
Public Access	11	17.46
Identity	10	15.87
<b>Total</b>	<b>63</b>	<b>100</b>

**FIGURE 7.1: PENNSYLVANIA AVENUE NATIONAL HISTORIC PARK**

Theme: Pennsylvania Avenue National Historic Park (n=63)



### Category 7.1a: Services

Defined: Comments about requested services for Pennsylvania Avenue referred to vendors, restrooms, maintenance, and information.

### Sample Quotes:

- Can we get rid of the street vendors? They really cheapen what should be a moving experience.
- Re: the Pennsylvania Avenue National Historical Park I'm more concerned about restrooms than anything else.
- Ideally, exhibits at some point or points on the Avenue would provide information about the evolution of Pennsylvania Avenue over time and the various historical events that have occurred along the connection between the Capitol and the White House.
- Replace broken trash cans with others that were specifically designed for Pennsylvania Avenue.
- Fix the drinking fountains – they either run over or don't work!

### **Category 7.1b: Design**

Defined: Design comments addressed the desired look and style of Pennsylvania Avenue National Historic Park.

### Sample Quotes:

- Retain and enhance history.
- The most important point is that planning for the public space along Pennsylvania Avenue National Historic Park cannot be undertaken in isolation, separated from the larger land use and transportation considerations involving the adjacent areas.
- The buildings on Penn Ave. need landscaping desperately!
- If it is a park, it needs to be unified through design and purpose.
- Pennsylvania Avenue should be furnished (in sidewalk lighting, benches, etc.) in a 19th/early 20th century theme.

### **Category 7.1c: Public Access**

Defined: Public access related to physical and psychological barriers to admittance.

### Sample Quotes:

- About Pennsylvania Avenue National Historic Park I have only one comment: public access is critical. Americans and foreign visitors need to see this part of the country as integrated into the land and the city, not as an insulated unit apart. Let people in close, and provide interpretive workers to help people understand what they're seeing.
- PA Ave: Force FBI to open ground floor as a public space, as originally promised.
- Pennsylvania Avenue National Historic Park – it actually gives me the creeps to walk along there because I am afraid that if I do anything even remotely suspicious (what, I wouldn't know), a police officer will stop me (or god forbid, shoot me). It's very chilling to me, and I try to avoid going there with my kids – despite the nice views one gets of the White House.
- The WH should be just another house on the square. The streetscape should be: you are walking down the street, and on the left you see the WH. That is what every visitor I have taken there says: They didn't expect it, and the fact that it was so open was what impressed them the most.

### **Category 7.1d: Identity**

Defined: Comments in this category reflected identity issues and a lack of awareness of Pennsylvania Avenue as a National Historic Park.

### Sample Quotes:

- While Pennsylvania Avenue National Historic Park is a name commonly used by National Park Service employees, I doubt many of the public, tourists and residents are aware of what it actually represents.

- Maybe signage explaining that this is Pennsylvania Avenue National Historic Park.
- It doesn't really feel like a park to me.
- I am unfamiliar with this park — cannot answer.
- I am not familiar with Pennsylvania Avenue National Historic Park.
- This is kind of a misnomer to me. It is not a park and I don't see how one could define it that way – unless you're talking about the portion of it shut off in front of the White House.

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