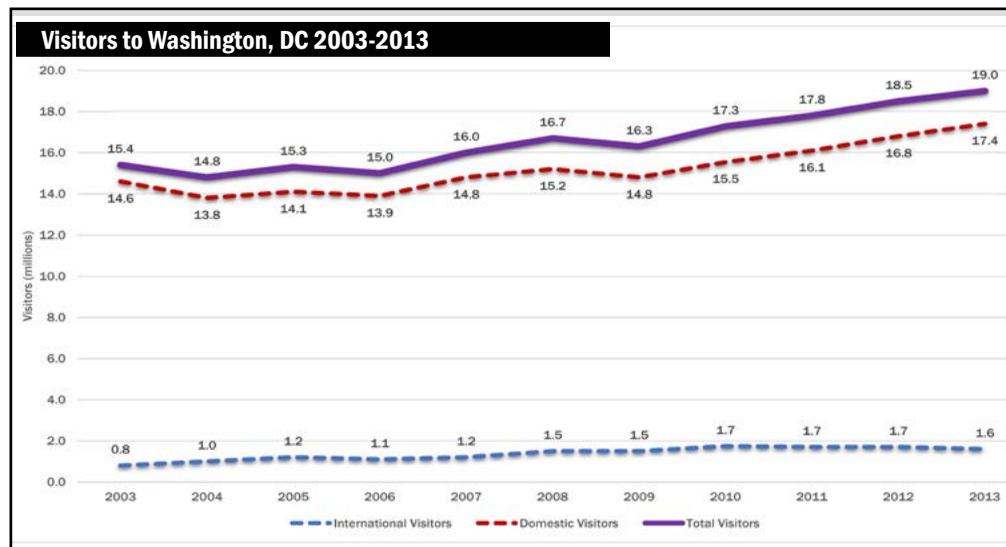


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The Lincoln Memorial hosted at least seven million visitors in 2014.<sup>1</sup>



The ten year trend shows a continuous increase of visitors to Washington, DC. In 2013, Washington welcomed 17.4 million domestic visitors and 1.6 million international visitors.<sup>2</sup> There was an increase of domestic visitors and decrease of international visitors from 2012. Visitors to Washington, DC spent an estimated \$6.7 billion in 2013, an increase of almost eight percent from 2012.<sup>3</sup>

## Introduction to the Visitors & Commemoration Element

*The federal government’s goal is to provide a positive and memorable experience for all visitors to the National Capital Region in a way that showcases the institutions of American culture and democracy, supports planning goals, and enhances activities that are unique to visiting the nation’s capital.*

Washington, DC is the symbol of the nation. As the seat of the national government, it includes places and activities central to the nation’s history, culture, and civic identity. Tourists, schoolchildren, international and local visitors, and business people all need information, transportation, and other services. Some come to Washington because it is the seat of government and a symbol of democracy. They may visit a memorial or participate in a celebration, ceremony, First Amendment activity or other experience unique to the nation’s capital. For many others, Washington is considered home to many of their local attractions.

The Visitors & Commemoration Element sets forth the Commission’s policies for visitor destinations that include federal and cultural institutions; attractions including memorials, monuments, and national landmarks; as well as spaces for national events and public gatherings. The element takes into account existing federal and local efforts designed to enhance visitor access to these sites, including transportation services and visitor amenities.

National cultural institutions, festivals, and memorials are the leading visitor destinations. For example, in 2013 an estimated 1.6 million tourists attended the Cherry Blossom Festival.<sup>4</sup> In 2013, Washington’s Smithsonian Institution museums recorded approximately 30 million visits.<sup>5</sup>

The region’s many national parks include many destinations and event spaces, and are major attractions in their own rights. The National Mall—America’s front yard—is used by many local residents for active recreation, concerts, and cultural purposes. The National Mall and other nearby national parks are not only recreational and commemorative spaces but are also gathering space for citizens to exercise their First Amendment rights. The National Park Service (NPS) receives 6,000 applications annually for demonstrations, celebrations, and special events to be held on the National Mall.<sup>6</sup>

Since the last update of the *Comprehensive Plan for the National Capital: Federal Elements* (Comprehensive Plan), newly completed memorials include the Martin Luther King, Jr. Memorial, American Veterans Disabled for Life Memorial, and the Memorial to Victims of Ukrainian Manmade Famine of 1932-1933. Others still in the planning phase include the President Dwight D. Eisenhower Memorial, Adams Memorial, Peace Corps Memorial, and General Francis Marion Memorial. If past trends continue, there could be more than 30 additional memorials in the nation's capital by 2050.<sup>7</sup>

There is also continued interest in locating new national museums in the region. In 2012, construction began on the National Museum of African American History and Culture on the Washington Monument grounds, which is scheduled to open in 2016. Other examples include the National Museum of the Marine Corps (opened in 2006 near Marine Corps Base Quantico, Virginia) and the National Museum of the United States Army (opened in 2012 at Fort Belvoir, Virginia).

The federal government plays an important role in supporting a memorable visitor experience. The Visitors & Commemoration Element recommends policies that support accessibility and openness for visitors and encourages improvements to visitor amenities, circulation, and information-sharing. Policies respond to the growing number of visitors and the continued demand for new events, commemorative works, museums, and other attractions. The element supports planning for commemorative works in a manner that reflects their role in shaping a visitor's Washington experience, enhancing neighborhoods, and providing quality public spaces. Many local, nonprofit, and private organizations also play an important role in providing a positive visitor experience. The element's strategies should be coordinated with federal and regional agencies, and others including the Washington Metropolitan Area Transit Authority, Destination DC, and the hospitality industry.

Washington, DC is one of the world's great planned capital cities. It has a strong urban design framework that includes many important physical and visual linkages between important places (refer to the Federal Urban Design Element). Many of these sites are significant visitor destinations. From a federal planning perspective, there has been a particular focus on enhancing the linkages between the National Mall and adjacent areas, particularly to the north through the Federal Triangle into downtown and south towards the waterfront. Enhancing these connections to enrich the pedestrian experience and create access to important attractions includes decisions about land use, transportation routes, information services, and programming of the streets and public spaces. These are important parts of any visitor policy framework.

The National Capital Planning Commission (NCPC), in coordination with federal agencies and the District of Columbia government, highlighted near-term and long-term opportunities for enhancing linkages in efforts including the [Monumental Core Framework Plan](#)<sup>8</sup> (2009) and the [SW Ecodistrict Plan](#)<sup>9</sup> (2013). These projects propose to knit federal precincts to the surrounding urban fabric.

Since the last Comprehensive Plan update, site-specific projects such as conversion of the Old Post Office into a hotel and construction of the Newseum on Pennsylvania Avenue further strengthened the connection from the monumental core to downtown. There are also further opportunities to improve connections. One area is the connection along E Street, NW beginning west of the White House and running to the John F. Kennedy Center for the Performing Arts. E Street, NW is an important location for future national memorials.



American Veterans Disabled for Life Memorial



The proposed 10th Street, SW corridor in the *SW Ecodistrict Plan* connects the National Mall and Smithsonian Museums to the southwest waterfront.



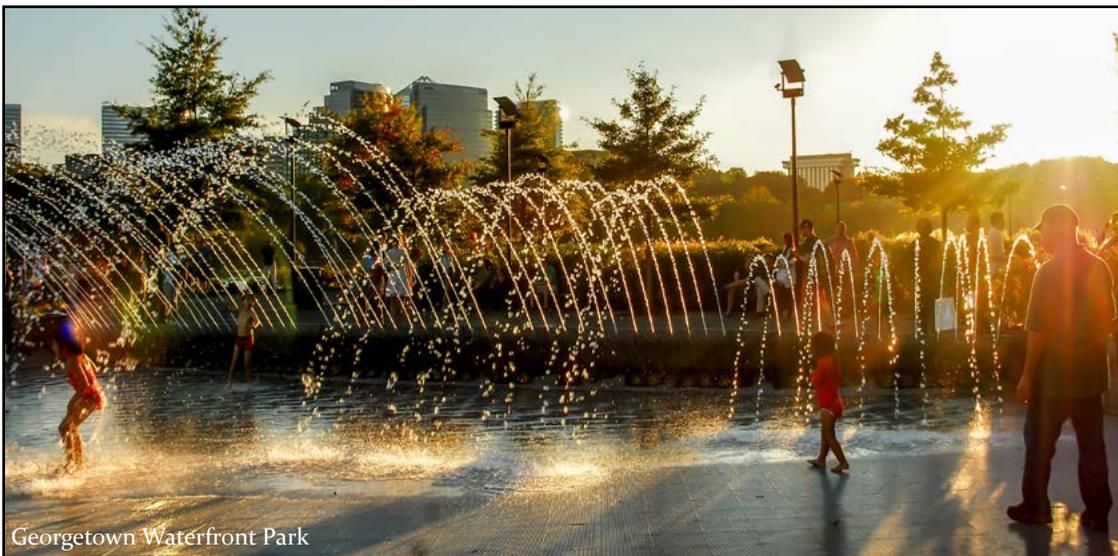
Tidal Basin



National Cathedral



U.S. Air Force Memorial



Georgetown Waterfront Park

## Visitor Attractions within the Monumental Core and Beyond

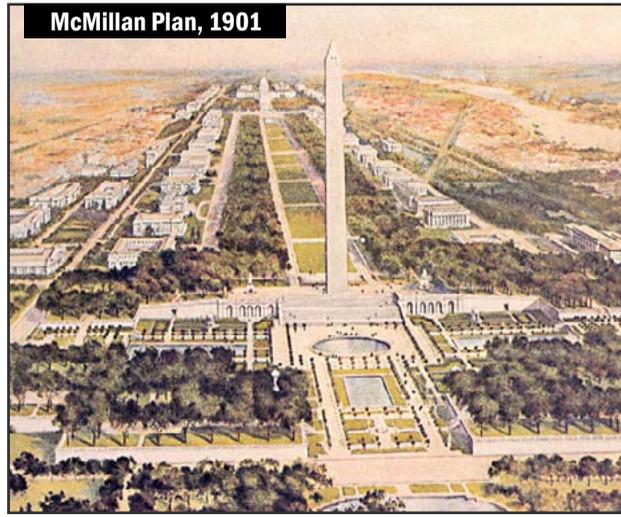
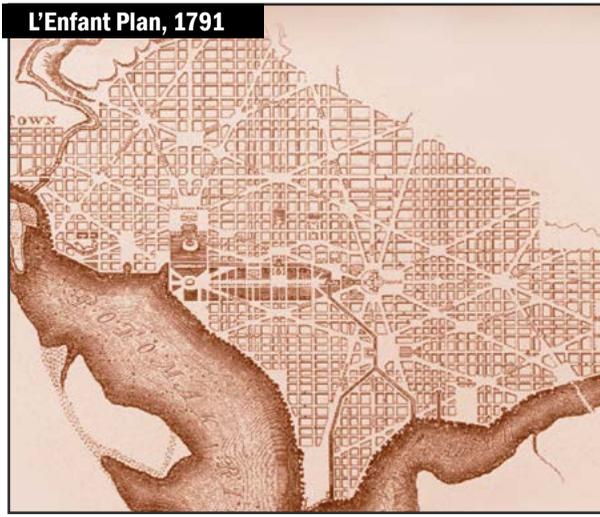
As the seat of government and the symbolic center of the nation, Washington, DC is home to some of the nation’s most important cultural and historic national resources. The great cross axis of the National Mall is a focal point for the city’s original plan and orients visitors to important places such as the U.S. Capitol, the White House, the Washington Monument, the Lincoln Memorial, and the Jefferson Memorial. Smithsonian Institution museums—including the National Museum of African American History and Culture—flank the National Mall and are cultural centers.<sup>10</sup> Beyond the National Mall, visitors can wander north towards the Smithsonian’s American Art Museum and National Portrait Gallery, or downtown’s many theaters, galleries, parks, memorials, and museums.

The monumental core is a culturally and architecturally rich setting for many of the nation’s most treasured parks and civic institutions. Policies in this element focus on creating a memorable and meaningful experience for visitors that reveal facets of the nation’s culture and history through its symbols and institutions.

Although the monumental core is the major focus of the Washington experience (refer to the Federal Urban Design Element for more information on the monumental core), there are important attractions throughout the city and the region. There are opportunities to enhance the visitor experience beyond the traditional hallmarks of a visitor’s stay in Washington, and visitor information and services should also orient travelers to them. Within Washington, examples of federal and non-federal attractions include the Smithsonian’s National Zoo, U.S. National Arboretum, Kenilworth Park & Aquatic Gardens, Rock Creek Park, Anacostia Park, Anacostia Community Museum, Chesapeake & Ohio Canal National Historic Park, Lincoln Cottage, [Civil War Defenses of Washington](#),<sup>11</sup> Washington National Cathedral, Basilica of the National Shrine of the Immaculate Conception, and Frederick Douglass National Historic Site. Washington’s waterfronts, including parks, open spaces, and other recreational activities are important visitor attractions.

Washington, DC has many vibrant and historic neighborhoods, each with a unique character. Neighborhoods such as Dupont Circle, Georgetown, U Street, and Capitol Hill also offer dining, shopping, cultural, and entertainment opportunities. Cultural Tourism DC publishes extensive walking guides to many of Washington’s beautiful neighborhoods and hosts the annual Passport DC to highlight Washington’s international diplomatic community.

Trends show that many visitor attractions were privately funded including the Newseum, Spy Museum, Museum of the Bible, and recent memorials dedicated by the District of Columbia. Federal and local agencies should continue to find opportunities to co-locate related attractions such as memorials and museums. Important sites outside of Washington include Arlington National Cemetery, the U.S. Marine Corps War Memorial, the U.S. Air Force Memorial, Mount Vernon, and Old Town Alexandria.



## Federal Policy Framework

The element's policies are based on federal laws, regulations, guidelines, and plans developed to best accommodate visitors and cultural attractions. They also work in concert with local jurisdictional efforts. The Element's policy framework has a regional focus, but pays particular attention to the area centered on the National Mall, an important symbol of national pride. Many plans emphasize the importance of protecting the National Mall's historic open space and urban design qualities for future generations.

The vision of a symbolic and attractive capital city core is grounded in the [L'Enfant Plan](#)<sup>12</sup> (1791). The [McMillan Plan](#)<sup>12</sup> (1901) subsequently expanded the L'Enfant Plan's framework. Responding to unplanned intrusions into the National Mall and its surroundings, the McMillan Plan envisioned a combined civic and cultural place that is both a national front lawn and a public forum.

NCPC's [Extending the Legacy: Planning America's Capital for the 21st Century](#)<sup>13</sup> (1997) placed renewed emphasis on protecting Washington's symbolic core while connecting its adjacent neighborhoods and business districts. The plan also recommended locating memorials, museums, and other federal facilities along key corridors, such as North and South Capitol Streets, 10th Street, SW, and the Potomac and Anacostia riverfronts. By dispersing federal visitor destinations into emerging areas of the city, the plan recognized their role as potential catalysts for development.

Additional plans and regulations guided implementation of the L'Enfant, McMillan, and Legacy Plans. In 2001, NCPC completed the [Memorials and Museums Master Plan](#)<sup>14</sup> (also known as the 2M Plan) and set forth guidelines for locating future commemorative and cultural attractions in Washington, DC and identified sites for future commemorative development. NCPC's Framework Plan built upon the Legacy Plan's ideas by recommending the addition of enlivening infrastructure and public space improvements in federal precincts around the National Mall. The Framework Plan, together with the [National Mall Plan](#)<sup>15</sup>, prepared by the NPS, and the [District of Columbia's Center City Action Agenda](#)<sup>16</sup>, sought to connect the National Mall with surrounding federal and downtown neighborhoods to improve the visitor experience and provide opportunities for future federal attractions and other development.

Security needs have changed the visitor experience at federal destinations throughout the National Capital Region (NCR). Security measures include permanent or temporary features, restricted access, and alterations to buildings and public spaces. While the federal government has a responsibility to ensure that federal visitor attractions<sup>17</sup> are safe, they also need to remain publicly accessible and aesthetically pleasing. NCPC policies and guidelines that address these issues are included in the Federal Urban Design Element, the [National Capital Urban Design and Security Plan](#)<sup>18</sup> (2002, updates in 2004 & 2005), and [Designing and Testing of Perimeter Security Elements](#)<sup>19</sup> (2005).



TravelRoads



Orin Hirsch

In 2015, a new Circulator route began service between Union Station and the National Mall.



DC Pedicab

The region benefits from personalized transportation alternatives, including the expansion of the Capital Bikeshare system, pedicabs, and motorized transport systems like Segway.

## SECTION A: Policies Related to Visitor Transportation Modes

As the number of visitors to the region continues to increase, it's important to improve access and mobility to major visitor attractions. Automobiles, Metrorail, and tour buses are the primary transportation modes used to access visitor attractions. The federal government should support transit alternatives such as specialized shuttle service, water transportation, walking, and bicycling, which alleviates demand on the area's road network and limited parking capacity.

Curbing the use of private automobiles as a means of travel for visitors is an important regional goal. In a 2009 NPS survey, 36 percent of respondents indicated that they used a private vehicle for travel to and from the National Mall.<sup>20</sup>

To further reduce traffic, visitors are encouraged to use public transportation and related mobility alternatives. Fortunately the region offers a number of transportation alternatives including Metrorail, the Circulator, commuter rail, tour buses and local buses. Visitors are increasingly using public transportation to experience Washington, with more than 50 percent of National Mall visitors taking transit.<sup>21</sup> Circulators or similar transit alternatives expand travel options and complement existing Metrorail and Metrobus service, providing visitors better access to other destinations in Washington, DC and the region. The element policies encourage development of new modes of transportation, such as shuttle service between transit stations and visitor destinations. The policies also promote improved trails and sidewalks to facilitate visiting attractions by foot or bicycle. Refer to the Transportation Element for more information on federal transportation policies within the NCR.

The federal government should:

- VC.A.1** Locate federal visitor attractions within walking distance of public transportation stops. Ensure the path between attraction and the stop are ADA, pedestrian, and bicycle accessible.
- VC.A.2** Support increased access to visitor attractions through improvement or expansion of Metrorail, premium bus service, pedestrian and biking improvements, or other affordable, efficient, and effective transportation alternatives.
- VC.A.3** Encourage increased use of public transit and other sustainable transportation alternatives (car sharing, bicycles, and organized tours) to access regional attractions.
- VC.A.4** Major new attractions should address the transportation needs of visitors for an average day demand and provide transportation alternatives to reduce parking demand.
- VC.A.5** Work with federal, state, and local agencies and other organizations to provide appropriate sites for effective and coordinated satellite parking facilities for tour and commuter buses.
- VC.A.6** Develop tour and commuter bus management strategies to reduce traffic congestion in and around visitor attractions throughout the National Capital Region.
- VC.A.7** Improve distribution of information to visitors about long-term parking facilities and transportation alternatives.
- VC.A.8** Work with local governments to promote water transportation, such as water taxis, as a way of accessing and viewing attractions from the water.
- VC.A.9** Support public art and commemorative works at transportation facilities, where appropriate.



Tour buses are an important means to access the area's attractions and are estimated to serve as many as one-third of the visitors.<sup>22</sup> During the spring-summer peak season, up to 1,200 tour buses are in the District of Columbia every day. While tour buses are a desirable alternative to the private automobile, they often idle on already congested city roadways and impact scenic areas and viewsheds. The operational challenges associated with tour buses include negative impacts on local infrastructure from traffic congestion; residential neighborhood disruption; and obstruction of view corridors and major landmarks.

A U.S. Department of Transportation study developed in partnership with NCPD and several other agencies determined that a tour bus parking management system for Washington should be developed.<sup>23</sup> In 2015, NPS's National Mall and Memorial Parks Unit completed the [National Mall and Memorial Parks Tour Bus Study](#),<sup>24</sup> which looked at existing conditions of tour bus operations and provided short- and long-term recommendations to improve those operations. In 2015 the Metropolitan Washington Council of Governments completed the [Regional Bus Staging, Layover, and Parking Location Study](#)<sup>25</sup> to analyze the need for tour and commuter bus staging, layover, and parking locations in Washington, DC and Arlington County.



TravelRoads

Indoor and outdoor food service facilities are located throughout the National Mall.

## SECTION B: Policies Related to Visitor Amenities and Information Services

The nation’s capital is a major destination for domestic and international visitors; a center of civic, historic, and cultural attractions; as well as sites for special events and activities. Amenities such as information, restrooms, seating, food services, signage, and wayfinding are services to assist visitors, help activate public spaces, and increase pedestrian activity.

The growth of visitors in Washington has resulted in additional new attractions. As a result, it is important to provide coordinated information to new attractions through signage, kiosks, and multi-media platforms. These platforms could also provide digital and web-based content and applications. Coordinated and comprehensive visitor services, providing information about events, activities, shopping, transportation, and parking would help orient visitors and enhance their travel experience. One key challenge with developing such a service is that many different entities (federal, local, private, and nonprofit) manage their own major visitor attractions. Each has unique visitor information and service platforms.

Meeting the needs of those looking to experience Washington begins with development of information centers placed at key locations—both in Washington and the region—to orient, inform, and educate visitors about special features, activities, locations, and events at attractions. Large, comprehensive orientation centers, small kiosks, and mobile visitors centers can be developed to provide essential visitor information. Spread throughout the region, these facilities can further educate visitors about the wide variety of activities.

Visitor information can include a wide variety of dining and lodging options, arts and entertainment, sports schedules, and special events. Programs and services should respond to, and accommodate, the wide variety of facilities located throughout the region. Maps, signage, and other information resources should be accessible to visitors with special needs, such as non-English speakers. Web-based information should comply with [Section 508 of the Rehabilitation Act of 1973](#),<sup>26</sup> which requires federal agencies to provide website accessibility to people with disabilities.

Indoor and outdoor food service facilities are located throughout the National Mall and areas in the monumental core to handle anticipated demand. However, there are areas that lack adequate food services. Vendors selling food, including food trucks and other tourist-related items, can help fill the gap, although they should be carefully located and designed so they do not impede pedestrian and vehicular circulation and adversely affect the monumental core’s visual and physical qualities.

Reasonable restroom accommodations should be provided at federal employment centers, heritage sites, and other publicly accessible federal facilities. Popular attractions, including parks, should respond to visitation levels by planning for adequate numbers and varieties of food and beverage outlets. Visitors could also benefit from improved access to the riverfront and boat slips.



Hunt Design

Maps, signage, and other information resources enhance visual and functional connections to visitor attractions.

The federal government should:

- VC.B.1** Support the dissemination of information at regional locations frequented by visitors (e.g., hotels, restaurants, Metrorail stations, and major transportation centers). Information should include federal and local visitor attractions, events, tours, stores, shops, and restaurants nearby.
- VC.B.2** Encourage visitor interest in attractions, including less frequently visited regional attractions, by using brochures, multi-media, digital, and web-based materials.
- VC.B.3** Encourage multilingual information services in the vicinity of visitor centers and at key transportation centers.
- VC.B.4** Explore the feasibility of creating a central visitor information center and/or multi-media platform that includes information about both public and private visitor attractions.
- VC.B.5** Develop information visitor centers, kiosks, exhibits, and other educational programming in public areas of government facilities and other appropriate locations in the National Capital Region to inspire and educate visitors about the role of government and national attractions.
- VC.B.6** Conserve, enhance, communicate, and promote an understanding of the significance of heritage features, landmarks and the National Capital Region’s natural environment.
- VC.B.7** Support the location of information kiosks and visitor centers at federal facilities throughout the National Capital Region.
- VC.B.8** Enhance visual and functional connections to visitor attractions through well-designed and coordinated signage, pathways, parkways, streetscaping, wayfinding tools, and programming.
- VC.B.9** Develop and maintain a safe, comfortable and pleasant environment that offers a range and distribution of amenities, services, and access throughout the area (e.g. lighting, accessible restrooms, concessions, and information).
- VC.B.10** Ensure that any supporting facilities such as restrooms or concessions stands do not detract from the aesthetics or accessibility of the commemorative element and its grounds.
- VC.B.11** Support a variety of food, retail, and supporting services on federal lands or in adjacent buildings, where high levels of pedestrian activity exist or are encouraged.

## SECTION C: Policies Related to Visitor Programs and Special Events

The federal government, in coordination with the District of Columbia and other local jurisdictions, has a role in supporting special programs, festivals, parades, concerts, fine arts presentations, and other events that entertain and educate visitors and contribute to an enjoyable visit to the NCR.

Many of these special programs and events are located in downtown Washington. Special events that take place at central downtown locations including Freedom Plaza, the U.S. Navy Memorial, and nearby activity nodes (e.g., Washington Convention Center, Verizon Center), are ideally located to allow visitors and residents to enjoy special programs and events. However, special events require adequate support services, such as restrooms, safety services, and accessible public transportation.

The federal government should continue to be an active participant with local governments in supporting events and activities at traditional gathering places and on federal property, such as parkland and urban plazas. Special events related to the federal government, such as the inaugural parade, should be adequately supported by the federal government. In addition, NCPC and other federal agencies should continue to look at how visitor programs and special events can be used to further strengthen linkages between the monumental core and adjacent areas. The Visitors & Commemoration Element provides policies that reflect the benefits to the federal government of having special events and programs in the capital city and the need to adequately support them.

The federal government should:

- VC.C.1** Actively partner with public and non-profit entities on programs which can enrich the visitor experience and provide educational services related to the capital city's history and role.
- VC.C.2** Regularly sponsor displays, special events, and arts, cultural, and recreational activities in, on, and around federal facilities throughout the National Capital Region.
- VC.C.3** Design and program events in a manner that respects and minimizes impacts on the location and vicinity.
- VC.C.4** Assist in providing support services for special events and programs, where appropriate.



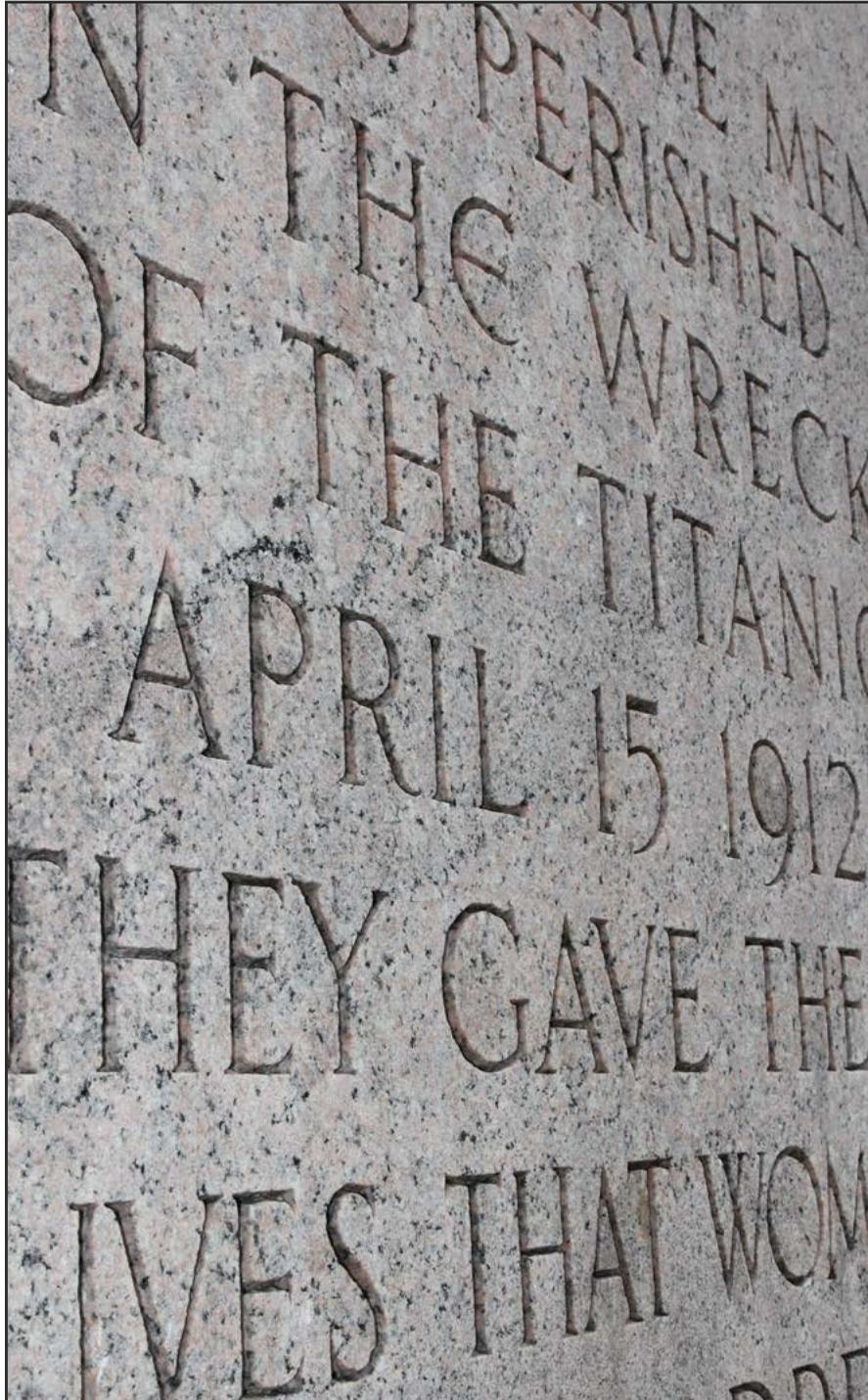
National Mall

Catalina Calachan



U.S. Navy Memorial

U.S. Navy Shawn P. Eklund



## SECTION D: Policies Related to Commemorative Works

Commemorative works, including monuments, memorials, ceremonial gardens, and plaques are often located among Washington's high-profile structures, viewsheds, and promontories. This civic art form preserves and celebrates many important aspects of American history and culture. When designed well, memorials can inspire and broaden civic engagement, enhance their surroundings, and introduce cultural resources to neighborhood parks.

The Visitors & Commemoration Element guides the federal government's goals regarding memorials and other cultural resources. For each memorial project, NCPC and other agencies involved in the process strive to ensure that the process is responsive and transparent. Using the Commemorative Works Act (CWA) as a guide, the agency's goal is three-fold: ensure that Washington's commemorative works explore the diverse, rich stories of American history; meet the expectations of millions of Americans who visit the nation's capital; and plan so that future memorials have excellent locations.

Under the CWA, the Secretary of the U.S. Department of Interior (DOI) or the Administrator of the U.S. General Services Administration (GSA), along with the U.S. Commission of Fine Arts (CFA) and NCPC must approve the site and design for each new commemorative work that Congress authorizes on federal land. NCPC works with memorial sponsors and the DOI Secretary or the GSA Administrator, along with other review bodies, including the National Capital Memorial Advisory Commission and the CFA, to ensure that each memorial is located and designed in a manner that supports its commemorative purpose and enhances its surroundings.

In addition to NCPC's project-specific work, the agency works with federal and local partners to develop studies designed to support the memorial process and plan for the next generation of memorials. In recent years, one of the central themes of NCPC's work has been to protect the National Mall from overbuilding, which may diminish the distinctive openness of this symbolic place.

Most sponsors envision their memorial being located on the National Mall, the symbolic heart of the capital. In the past, many memorial projects have been sited on or adjacent to the National Mall.

As a way to relieve pressure for new memorials on the National Mall, NCPC and CFA published the Framework Plan in 2009 to identify strategies to extend the civic qualities of the National Mall and the vitality of the city into adjacent federally dominated precincts.

The Framework Plan identified several potential locations for new cultural destinations located off the National Mall, that can be attractive to museum and memorial sponsors. Examples include the precinct south of Independence Avenue, including 10th Street, SW and its terminus at Banneker Overlook. New cultural projects in these areas can serve as anchors that spark investment; add high-quality public spaces and buildings; and provide destinations that introduce visitors to new parts of the city. Museums and memorials have the opportunity to strengthen community linkages, as well as cultural and historic associations, between commemorative resources and neighborhoods. Commemorative works can provide additional benefits and amenities to neighborhoods. NCPC coordinated closely with the NPS to ensure that the plan's goals and recommendations were consistent with the *National Mall Plan*. These collective plans provide the long-range vision memorial sponsors need to consider areas beyond the National Mall.

## Commemorative Works Act

Created in 1986, the [Commemorative Works Act](#)<sup>27</sup> guides the process for development, approval, and location of new memorials on federal lands administered by the National Park Service (NPS) and U.S. General Services Administration (GSA) in the District of Columbia and its environs. Congress authorizes each new memorial by separate law. Site selection and design are delegated to federal agencies, including NPS on behalf of the Secretary of the Interior, GSA, U.S. Commission of Fine Arts, and NCPA.

The Act established the National Capital Memorial Advisory Commission, which advises the Secretary of Interior, the Administrator of GSA, Congress, and sponsors on topics related to commemoration and consults on matters relating to the siting and design of new memorials. Memorials located on other lands, such as the U.S. Department of Defense, follow a separate process.

As amended in 2003, the Act designates a “Reserve” area within the core of the great cross-axis of the Mall where the siting of new commemorative works is prohibited. The Reserve generally extends from the U.S. Capitol to the Lincoln Memorial and from the White House to the Jefferson Memorial. To protect the historic and cultural integrity of memorials, the act also includes restrictions related to the acknowledgment of donors. The following figure reflects the Reserve and other designated areas:



Reserve Area I Jurisdiction of the Architect of the Capitol

## Responsibilities of Federal Agencies as Outlined by the Commemorative Works Act

### National Capital Memorial Advisory Commission

The National Capital Memorial Advisory Commission (NCMAC) serves as a consultation focal point for those seeking to establish memorials on federal land that is subject to the Commemorative Works Act in the nation’s capital. NCMAC was originally established as a federal advisory committee of the U.S. Department of Interior. The CWA reestablished the committee as the NCMAC and directed it to report to Congress, the Secretary of the U.S. Department of the Interior, and the U.S. General Services Administration (GSA) on matters relating to commemoration in the District of Columbia and its environs when federal property administered by the Secretary of the Interior or GSA is used. NCMAC:

- Prepares and recommends to the Secretary or the Administrator criteria, guidelines, policies, and procedures for memorializing persons and events.
- Examines each memorial proposal for adequacy and appropriateness.
- Makes recommendations to Congress in conformance with the CWA.
- Makes recommendations to the Secretary or the Administrator with respect to site locations on federal land in the District of Columbia and its environs that are under the provisions of the CWA.
- Considers each memorial proposal seeking a site within Area I for appropriateness, and make recommendations to the Secretary or the Administrator with respect to preeminent and lasting historical significance to the nation.

Membership of NCMAC is designated within the CWA and is composed of eight ex-officio members. The chairman is the Director of the National Park Service (or his/her appointee).

### U.S. Department of the Interior (Through the National Park Service)

Washington, DC memorials are typically proposed and paid for by private groups. However, once built, memorial sites are generally maintained and interpreted in perpetuity by the National Park Service when located on NPS land. NPS coordinates and assists with memorial proposals in Washington and its environs. NPS, on behalf of the Secretary of the Interior, reviews and approves sites and designs and issues construction permits.

### U.S. General Services Administration

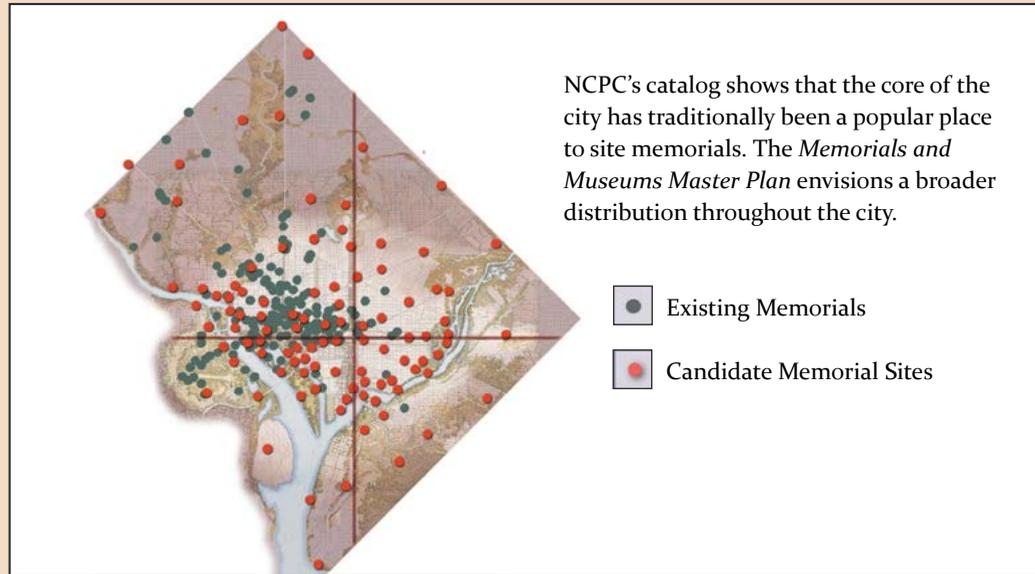
The landlord for the civilian federal government. It provides leadership, policy direction, and standards in the areas of architecture, engineering, fine arts, historic preservation, construction services, and project management. The Commissioner of the Public Building Service serves on NCMAC. In Washington, DC, GSA lands may be considered for commemorative works under the CWA.

### U.S. Commission of Fine Arts

Established to advise the government on matters of aesthetics and design, including the location and design of statues, memorials, and public buildings erected by the federal and District governments in the nation’s capital. The President appoints seven members to serve four-year terms on the commission. Authorized to approve sites and designs for new commemorative works and is represented on NCMAC.

### National Capital Planning Commission

Provides planning guidance for federal land and buildings in the National Capital Region, which includes Washington, DC. The 12-member Commission includes three Presidential appointees, and representatives from Congress, federal agencies, and the District of Columbia. With respect to commemorative works, NCPA is authorized to approve sites and designs for new memorial projects and is represented on NCMAC.



## Memorials and Museums Master Plan

In 2001, NCPC, in cooperation with the Joint Memorial Task Force, published the *Memorials and Museums Master Plan*. The 2M Plan achieved two important goals. First, it identified a Reserve, which includes the great cross-axis of the National Mall, where no new memorials may be built. Congress subsequently enlarged and codified the Reserve in the 2003 Commemorative Works Clarification and Revision Act. The Reserve maintains the Mall's open spaces and existing memorial landscapes that are greatly admired and enjoyed.

The plan also helps sponsors visualize opportunities for their projects and disperses cultural destinations to neighborhoods in all four quadrants of the city. The 2M Plan identified 100 potential sites for future memorials and museums throughout Washington, DC and Virginia. Each location is evaluated and includes information on scale of site, transit connections, cultural and historic resources, and neighborhood setting. This helps sponsors and review agencies evaluate whether a given project is suitable for a particular location. The plan identified developing areas such as the South Capitol Street corridor as a potential location for new museums or memorials.

The 2M Plan successfully guided six projects to locations off the Mall, including the President Dwight D. Eisenhower Memorial; U.S. Air Force Memorial; Thomas Masaryk Memorial; Victims of Communism Memorial; Memorial to Victims of Ukrainian Man-Made Famine of 1932-1933; and the American Veterans Disabled for Life Memorial.

NCPC's *Memorial Trends and Practice Study*<sup>28</sup> (2012) found that memorials are still concentrated in the western quadrants of the city, with only four percent of federal memorials are located in the eastern quadrants. While the 2M Plan provides strong policy direction for distributing memorials throughout the city, additional work remains to achieve this goal.

Americans have long established memorials in our nation's capital. The peak decade for memorials was the 1920's, with 15 work authorized by Congress. Since the 1980's, the number has remained fairly consistent.



Note: This chart does not include works located on NPS lands but not authorized by Congress. These include: the Temperance Fountain, President Franklin Delano Roosevelt (located at the National Archives), the First Airmail Flight Marker, and the Fort Stevens Markers.

## Memorials Themes and Trends

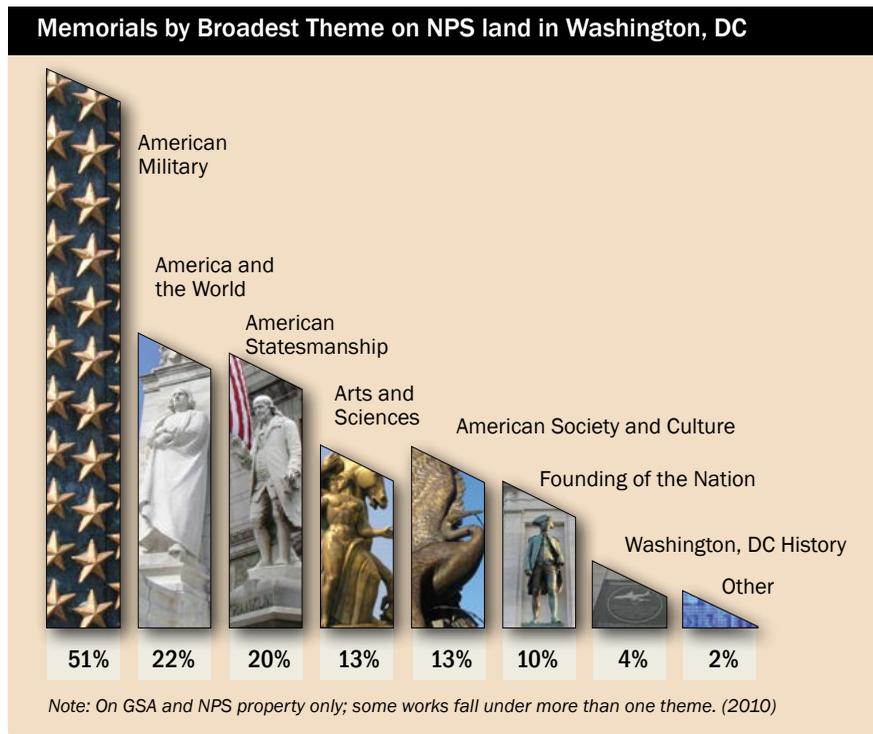
One of the most striking trends over time is the addition of memorials that honor groups, as opposed to honoring individuals or events. For example, there are 14 total memorials to individuals associated with the Civil War. Later war memorials are more inclusive; the DC World War Memorial lists the names of residents who died during World War I and honors all District residents who served. In terms of themes, memorials have also traditionally focused on military related events. However, commemorative themes have begun diversifying with issues related to society, culture, and international themes have become regularly commemorated.

NCPC and its partners continue to refine the approach for designing and building commemorative works in Washington. In 2012, NCPC completed *Memorial Trends and Practice in Washington, DC*, which includes a publicly accessible catalog and online map of existing memorials on NPS land in Washington. It also includes analyses of how other capital cities in the United States and abroad plan for memorials. This information is designed to better equip agencies and the public to consider the critical policy and planning decisions associated with memorial development. Study recommendations include developing siting guidance for international gifts and identifying commemorative opportunities for sponsors other than permanent commemoration. In addition to nontraditional works and temporary displays, sponsors can explore commemorative activities such as solemn gatherings and community festivals, with opportunities to encourage placemaking through location and design.

The Visitors & Commemoration Element policies establish guidelines to sensitively locate and design commemorative works while respecting the limited land resources in the nation's capital. Specific policies address pre-existing uses, context, viewsheds, sustainability, and accessibility.

The federal government should:

- VC.D.1** Protect open spaces, existing public uses, and cultural and natural resources when locating and designing new commemorative works, to the maximum extent practicable.
- VC.D.2** Locate new commemorative works in accordance with the Commemorative Works Act, in consideration of sites identified in the *Memorials and Museums Master Plan*.
- VC.D.3** In addition to Area I criteria, reserve visually or culturally prominent sites, including the Prime Sites of the *Memorials and Museums Master Plan* and sites along Pennsylvania Avenue, for significant memorials of American history and culture.
- VC.D.4** During site evaluation for international gifts, consider locations in and around related embassies or other cultural institutions and the associated maintenance with each site.
- VC.D.5** Ensure that new memorials located in neighborhood settings are sited and designed in a manner that is consistent, with local land uses, activities, and objectives.
- VC.D.6** Design commemorative works with durable materials and sustainable landscape features.
- VC.D.7** Minimize on-site donor recognition and ensure that it does not detract from the visitor experience. Donor recognition should not diminish the integrity of the memorial design, including historic features.
- VC.D.8** If a supporting structure is contemplated, use surrounding amenities rather than construct additional buildings, where possible. Build new structures in a manner that is not visually or functionally obtrusive.
- VC.D.9** Accommodate visitor access by modes other than single-occupant vehicle.



The National Memorial AIDS Quilt, returned to Washington in 2012 for the 25th Anniversary of its display on the National Mall. This poignant living memorial evolves over time and includes programming, events, and a digital application. The quilt is a powerful reminder that there are opportunities to explore topics worthy of commemoration outside of the traditional permanent commemorative works process.

## Endnotes

1. National Park Service, “System Stats 2014: Annual Park Recreation Visitation for Lincoln Memorial,” July 27, 2015.
2. DowntownDC Business Improvement District, 2014 State of Downtown, April 2015.
3. Destination DC, “DC Tourism Community Rally Shows Impact of Hospitality Industry Visitors to Washington, DC Spent \$6.7 Billion in 2013,” May 6, 2014.
4. DowntownDC Business Improvement District, 2013 State of Downtown, April 2014.
5. The Smithsonian Museum Newsdesk, <http://newsdesk.si.edu/about/stats>.
6. National Park Service, “National Mall Plan: Summary,” Fall 2010.
7. NCP, Memorials and Museums Master Plan, 2001.
8. **Monumental Core Framework Plan:** [http://www.ncpc.gov/ncpc/Main\(T2\)/Planning\(Tr2\)/FrameworkPlan.html](http://www.ncpc.gov/ncpc/Main(T2)/Planning(Tr2)/FrameworkPlan.html)
9. **SW Ecodistrict Plan:** <http://www.ncpc.gov/swecodistrict/>
10. In 2016, the Smithsonian will evaluate a South Mall Campus Master Plan.
11. **Civil War Defenses of Washington:** A major component of the Park System of Washington recommended by the McMillan Plan and commonly referred as Fort Circle Parks. Now managed by the NPS, this ring of Civil War defenses are interconnected by a ribbon of parks that protect scenic hills and landscaped and natural area corridors that circle Washington, DC. [http://www.ncpc.gov/DocumentDepot/Publications/CapitalSpace/FCP\\_recommendation\\_summary05072008%20\\_2\\_.pdf](http://www.ncpc.gov/DocumentDepot/Publications/CapitalSpace/FCP_recommendation_summary05072008%20_2_.pdf)
12. **L’Enfant Plan and McMillan Plan:** [http://www.ncpc.gov/ncpc/Main\(T2\)/About\\_Us\(tr2\)/About\\_Us\(tr3\)/History.html](http://www.ncpc.gov/ncpc/Main(T2)/About_Us(tr2)/About_Us(tr3)/History.html)
13. **Extending the Legacy: Planning America’s Capital for the 21st Century:** [http://www.ncpc.gov/ncpc/Main\(T2\)/Planning\(Tr2\)/ExtendingtheLegacy.html](http://www.ncpc.gov/ncpc/Main(T2)/Planning(Tr2)/ExtendingtheLegacy.html)
14. **Memorial and Museums Master Plan:** [http://www.ncpc.gov/ncpc/Main\(T2\)/Planning\(Tr2\)/2MPlan.html](http://www.ncpc.gov/ncpc/Main(T2)/Planning(Tr2)/2MPlan.html)
15. **National Mall Plan:** <http://www.nps.gov/nationalmallplan/National%20Mall%20Plan.html>
16. **District of Columbia’s Center City Action Agenda:** <http://planning.dc.gov/page/center-city-action-agenda-2008>
17. A memorial, museum, parkland, natural feature, or commemorative work—under the jurisdiction of the federal government—that is of important national, historic, symbolic, cultural, or educational value of the general public.
18. **National Capital Urban Design and Security Plan:** [https://www.ncpc.gov/DocumentDepot/Publications/SecurityPlans/NCUDSP/NCUDSP\\_Section1.pdf](https://www.ncpc.gov/DocumentDepot/Publications/SecurityPlans/NCUDSP/NCUDSP_Section1.pdf)
19. **Designing and Testing of Perimeter Security Elements:** <https://www.ncpc.gov/DocumentDepot/Publications/SecurityPlans/DesignTestPerimSecurity.pdf>
20. National Park Service, “The National Mall 2008 Visitors Study: Destinations, Preferences, and Expenditures,” August 2009.
21. National Park Service, “The National Mall 2008 Visitors Study: Destinations, Preferences, and Expenditures,” August 2009.
22. National Park Service, National Mall & Memorial Parks, “An Analysis of Tour Bus Operations Within the National Mall and Memorial Parks,” January 2013.
23. U.S. Department of Transportation Research and Special Programs Administration, “District of Columbia Tour Bus Management Initiative Final Report,” Prepared by Volpe National Transportation Systems Center for the District of Columbia Department of Transportation, National Capital Planning Commission, Washington Convention and Tourism Corporation, Downtown DC Business Improvement District, and Office of DC Council member Sharon Ambrose, October 2003.
24. **National Mall and Memorial Parks Tour Bus Study:** [http://www.nps.gov/nationalmallplan/Documents/Trans/NationalMall\\_TourBusStudy\\_FinalReport\\_June%202015.pdf](http://www.nps.gov/nationalmallplan/Documents/Trans/NationalMall_TourBusStudy_FinalReport_June%202015.pdf)
25. **Regional Bus Staging, Layover, and Parking Location Study.** <https://www.mwcog.org/uploads/committee-documents/aV1WX11X20150310134147.pdf>
26. **Section 508 of the Rehabilitation Act of 1973:** <http://www.section508.gov/>
27. **Commemorative Works Act:** <https://www.law.cornell.edu/uscode/text/40/subtitle-II/part-D/chapter-89>
28. **Memorial Trends and Practice Study:** [https://www.ncpc.gov/DocumentDepot/Planning/NCPC\\_Memorial\\_Trends\\_Practice\\_Report.pdf](https://www.ncpc.gov/DocumentDepot/Planning/NCPC_Memorial_Trends_Practice_Report.pdf)