

PROPOSED DRAFT UPDATED POLICIES (CLEAN)

Goal: The federal government will support and plan for commemorative activities that honor significant people and events while ensuring that these and other attractions provide a positive experience for all visitors to the National Capital Region.

SECTION A: VISITOR TRANSPORTATION POLICIES

Federal agencies should:

1. Locate federal visitor attractions within walking distance of public transportation stops.
2. Meet local streetscape planning and design standards to maintain a universally accessible, consistent and safe pedestrian realm by developing pathways, streetscape enhancements, ground level retail, interpretive signage, and virtual information resources. Perimeter security should be located in a manner which does not obstruct public space.
3. 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 alternative.
4. Encourage increased use of public transit and other sustainable transportation alternatives (car sharing, bicycles, and organized tours) to access attractions in the region.
5. Major new federal attractions should provide parking for an average day demand. For peak demand periods, make provisions for additional parking space demand off-site through shared parking arrangements while also promoting the use of transit.
6. Work with federal, state and local governmental agencies and other organizations to provide appropriate sites for effective and coordinated satellite parking facilities for tour buses.
7. Develop tour bus management strategies to reduce traffic congestion in and around visitor attractions throughout the National Capital Region.
8. Improve distribution of information to visitors about long-term parking facilities and transportation alternatives.
9. Work with local governments to promote water transportation, such as water taxis, as a way of accessing and viewing attractions from the water.
10. Support public art and commemorative works at transportation facilities, where appropriate.

SECTION B: VISITOR AMENITIES AND INFORMATION SERVICES POLICIES

Federal actions should:

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, and commercial, retail, and restaurant opportunities.
2. Encourage visitor interest in visitor attractions, including less frequently visited attractions in the region, by employing the use of brochures and multimedia materials.
3. Encourage multilingual information services and the establishment of foreign currency exchange facilities for international visitors in the vicinity of federal visitor centers and at key transportation centers.
4. 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.
5. Conserve, enhance, communicate, and promote an understanding of the significance of heritage features, landmarks and the natural environment in the National Capital Region.
6. Support the location of information kiosks and visitor centers at federal facilities throughout the National Capital Region.
7. Enhance visual and functional connections to visitor attractions through well-designed and coordinated signage, pathways and parkways, streetscaping, wayfinding tools, and programming.
8. Develop and maintain a safe, comfortable and pleasant environment that offers a range and distribution of amenities, services, and access throughout the area (i.e. lighting, accessible restrooms, concessions, and information).
9. 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.
10. 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: VISITOR PROGRAMS AND SPECIAL EVENTS POLICIES

Federal agencies should:

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

SECTION D: COMMEMORATION POLICIES

Federal actions should:

1. When locating and designing new commemorative works, to the maximum extent practicable, protect open space, existing public use, and cultural and natural resources.
2. Locate new commemorative works in accordance with the Commemorative Works Act, in consideration of sites identified in the Memorials and Museums Master Plan.
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.
4. During site evaluation for international gifts, consider locations in and around related embassies or other cultural institutions.
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.
6. Design commemorative works with durable materials and sustainable landscape features.
7. Prohibit donor recognition in any manner on the interior or exterior of a commemorative work, including the memorial elements or supporting structures.
8. If a supporting structure is contemplated, utilize surrounding amenities rather than construct additional buildings, where possible. Build new structures in a manner that is not visually or functionally obtrusive.

9. Accommodate visitor access by modes other than single-occupant vehicle.

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