

PROPOSED DRAFT UPDATED POLICIES CHANGES (CHANGES TRACKED)

Revised Goal Statement: 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. ~~Encourage~~ **Locate** federal visitor attractions within walking distance of public transportation ~~stops stations and routes.~~
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 visitor access to ~~federal and local~~ visitor attractions **through improvement or expansion of Metrorail, premium bus service, pedestrian and biking improvements, or other affordable, efficient, and effective transportation alternative.** ~~in the monumental core through the DC Circulator, a Downtown Circulator system or other affordable, efficient, and effective transit alternatives (e.g., light rail) coordinated with key Metrorail stations locations.~~
4. ~~Support supplemental forms of transportation, such as shuttle service to and from Metrorail stations, to encourage visitor access to federal visitor attractions located outside of the monumental core.~~
5. Encourage increased use of ~~bicycles~~ **public transit and other sustainable transportation alternatives (car sharing, bicycles, organized tours) to access attractions in the region.** ~~and provide bicycle racks, information about rental locations, and maps identifying designated bike path locations.~~
6. **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.**
7. **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.**

8. ~~Encourage development of~~ **Develop** tour bus parking and management strategies to reduce traffic congestion in and around ~~the monumental core and near~~ visitor attractions ~~in other areas of the city and region throughout the National Capital Region.~~
9. Improve **distribution of** information dissemination to visitors to the nation's capital that ~~promotes and educates visitors about~~ **long-term parking facilities and** transportation alternatives ~~in the National Capital Region.~~
10. ~~Increase visitor awareness about long-term parking facilities adjacent to public transportation.~~
11. ~~Encourage~~ **Work with** local governments to promote water transportation, such as water taxis, as a way of accessing **and viewing** attractions from the water.
12. ~~Promote a pedestrian friendly monumental core and improved pedestrian access to neighborhoods and federal visitor attractions within the nation's capital through the development of sidewalks, streetscape enhancements, interpretive signage, and ground level retail or other amenities.~~
13. **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 ~~federal facilities and~~ visitor attractions, including less frequently visited attractions in the region, employing the use of brochures and multimedia materials.
3. ~~Encourage interpretive programs specialized information, learning aids, and tours at federal visitor attractions for groups such as school children or international visitors.~~
4. Encourage multilingual information services and ~~the establishment of~~ foreign currency exchange facilities for international visitors in ~~or near~~ the vicinity of federal visitor centers and at key transportation centers.

5. ~~Locate and design new memorials and museums in accordance with the Commission's *Memorials and Museums Master Plan*.~~
6. Encourage **Develop information kiosks**, exhibits, and other educational activities **programming** and events in lobbies and public areas of government buildings facilities and at other appropriate locations ~~throughout~~ in the **National Capital Region NCR** to inspire and educate visitors about **the role of governmental functions and national attractions**.
7. Support the location of information kiosks and visitor centers at federal facilities **throughout the National Capital Region**. ~~and at appropriate locations throughout the monumental core (in accordance with the Commemorative Works Act) and beyond (e.g., at major transportation centers, in historic districts, and in neighborhoods).~~
8. Support publicly accessible federal visitor facilities attractions on federal property throughout the region.
9. **Conserve, enhance, communicate, and promote an understanding of the significance of heritage features, landmarks and the natural environment in the National Capital Region.**
10. ~~Locate federal visitor with federal visitor attractions; districts and neighborhoods of special historic and cultural significance (e.g., Shaw, Downtown Historic Anacostia, Columbia Heights); and areas characterized by unique architecture and historic homes and parks.~~
11. **Enhance visual and functional connections to visitor attractions through well-designed and coordinated signage, pathways and parkways, streetscaping, wayfinding tools, and programming.**
12. **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).**
13. ~~Continue to support food and retail vendor services at designated locations, while addressing any adverse visual impacts to nearby attractions, any impacts to pedestrian and vehicular and accessibility.~~
14. **Ensure that any supporting facilities such as restrooms or concession stands do not detract from the aesthetics or accessibility of the commemorative element and its grounds.**
15. **Support a greater variety of food and retail vendor services on federal lands or in adjacent buildings where high levels of pedestrian activity exist or are encouraged.**

~~16. Balance the needs of security with visitor accessibility by ensuring that federal visitor attractions in the National Capital Region by designing physical perimeter security to be consistent with NCPC's *Urban Design and Security Plan Objectives and Policies*, adopted in May 2005 provide for the safety of visitors while remaining accessible and aesthetically pleasing, following the recommendations in *The National Capital Urban Design and Security Plan*.~~

SECTION C: VISITOR PROGRAMS AND SPECIAL EVENTS POLICIES

Federal agencies should:

- 1. Actively partner with public and non-profit entities on programs which can and enrich the visitor and provide educational services related to the history of the capital city.**
- ~~2. Continue to~~ **Regularly** sponsor displays, special events, and arts, cultural, and recreational activities in, on, and around federal facilities throughout the National Capital Region. ~~the 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. Coordinate special events that draw large crowds, in a manner that minimizes disruptions to surrounding land uses and federal activities in the region.~~
- ~~5. Utilize innovative management practices and methods, such as adjusting hours of operation, promoting daily and monthly off peak times of operation, and utilizing centralized and time dated ticketing practices to reduce visitor congestion, increase access to tour groups, and minimize visitor inconvenience.~~
- 6. 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.**