

Ad Hoc Landmarks Ord. Review Com

July 23

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As you continue your work in reviewing the Landmarks Ordinance, I hope you keep these questions in mind, because in order to do your work you must be able to answer these questions:

Does Madison have an identity?

What is it?

What is it that Madison has.....that you don't find in other cities?

When we can answer these questions, we'll have figured out a marketing campaign for heritage tourism. All of Europe has figured it out. NY, Denver, St. Paul MN, the list goes on. People want to spend their vacation dollars where they feel a special sense of place.

No other city has an historic Capitol Square with in walking distance to:

- \* historic neighborhoods that have their own personalities
- \* landmarked buildings
- \* locally owned shops and restaurants in buildings that have a human scale
- \* Langdon St. and the UW campus
- \* 2 glacial lakes

Our 5 local historic districts account for less than 3/4 of 1% -- of the total land mass of the City. Our obligation as a City is to preserve this tiny area for future generations.

If other cities can do it, we can do it to because we are as smart as they are.