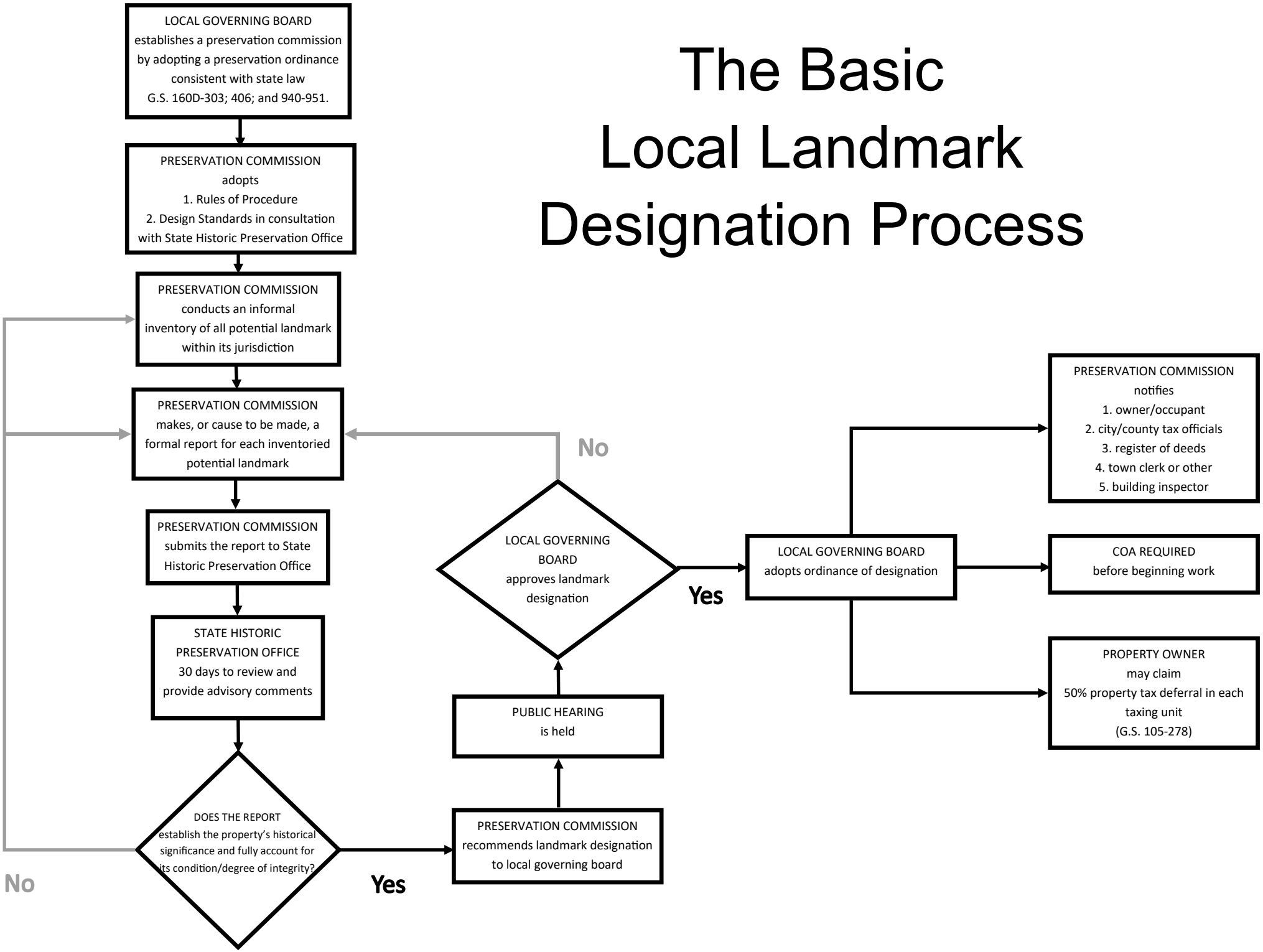The Basic Local Landmark Designation Process