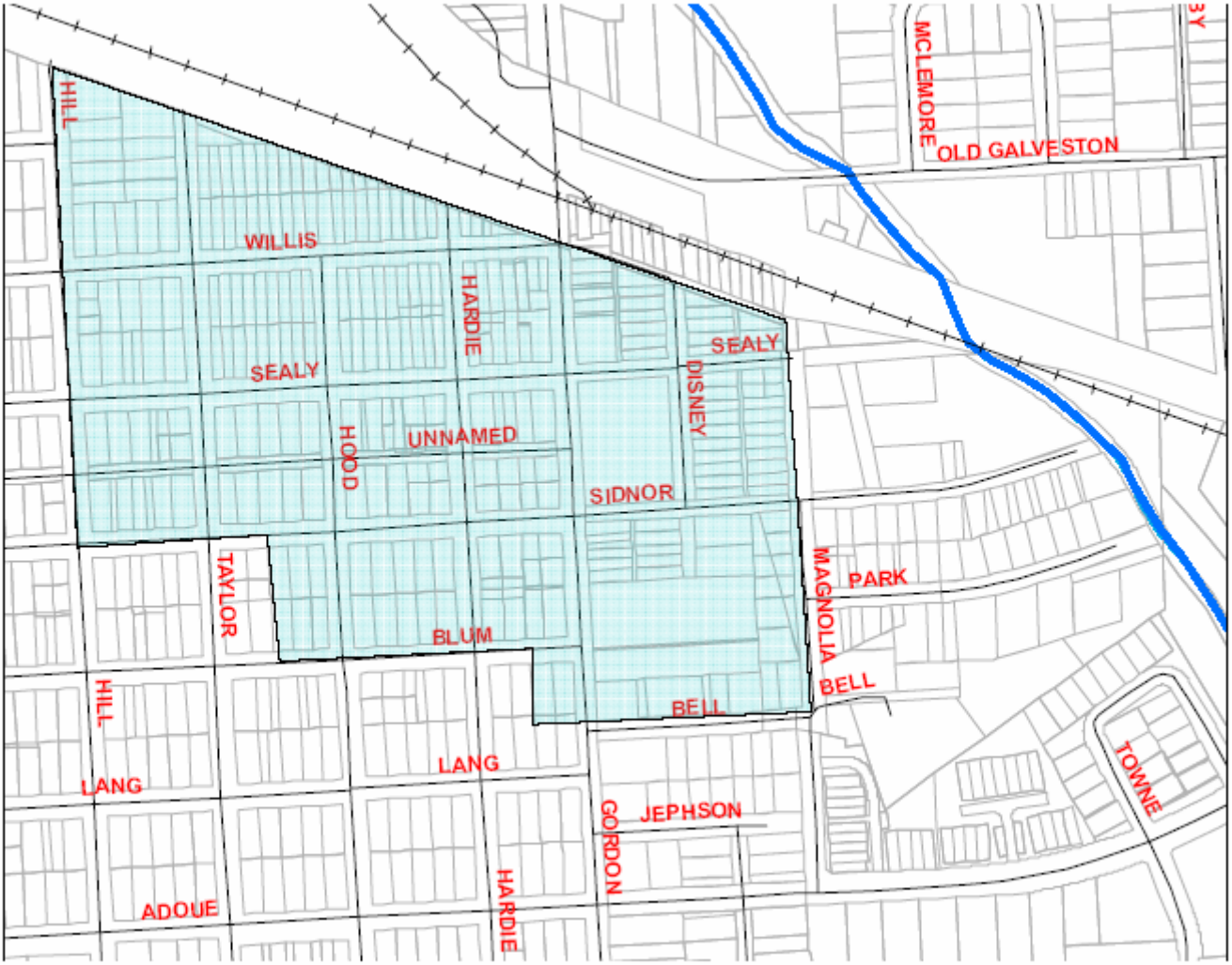Downtown Development Area