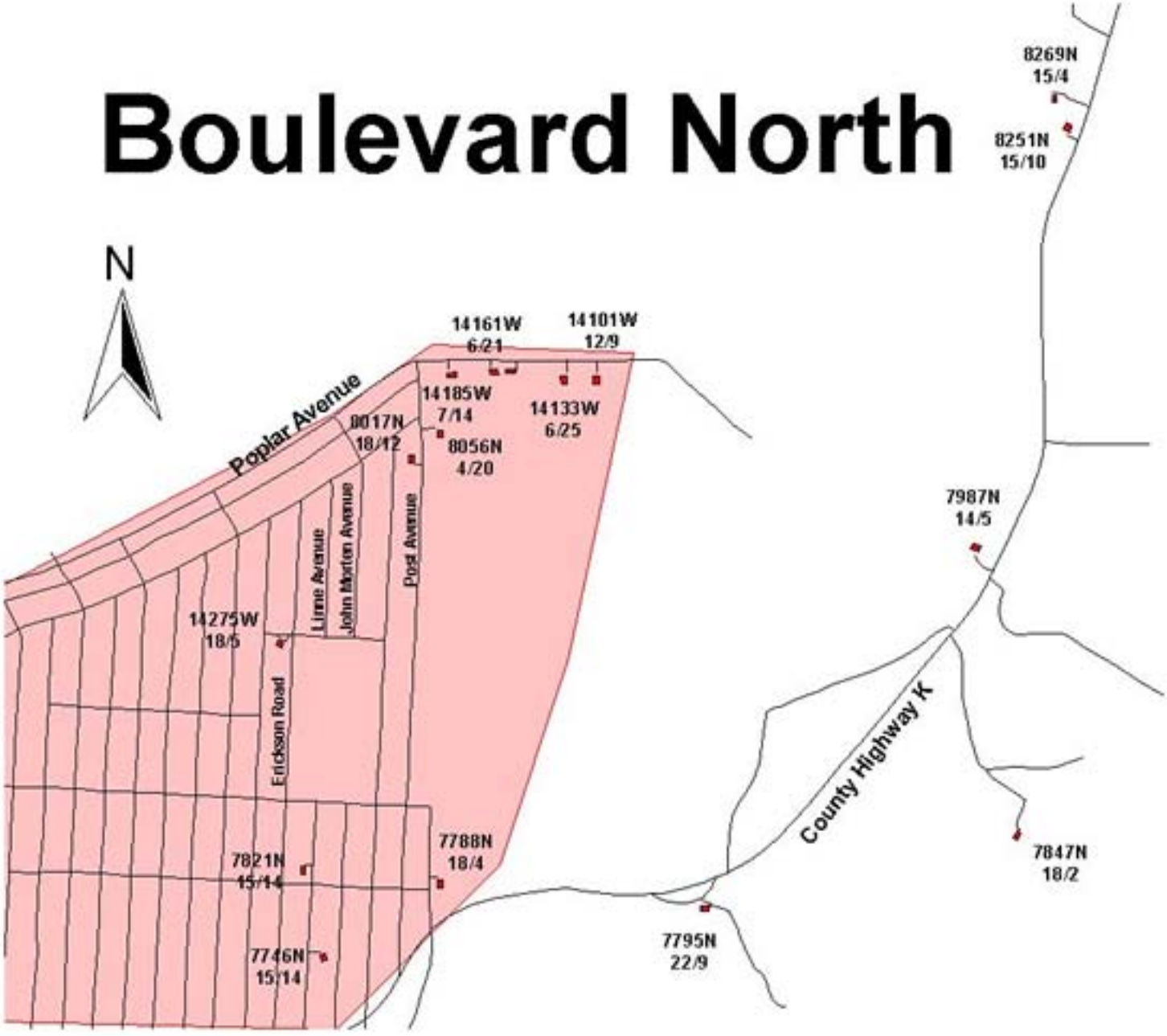Boulevard North