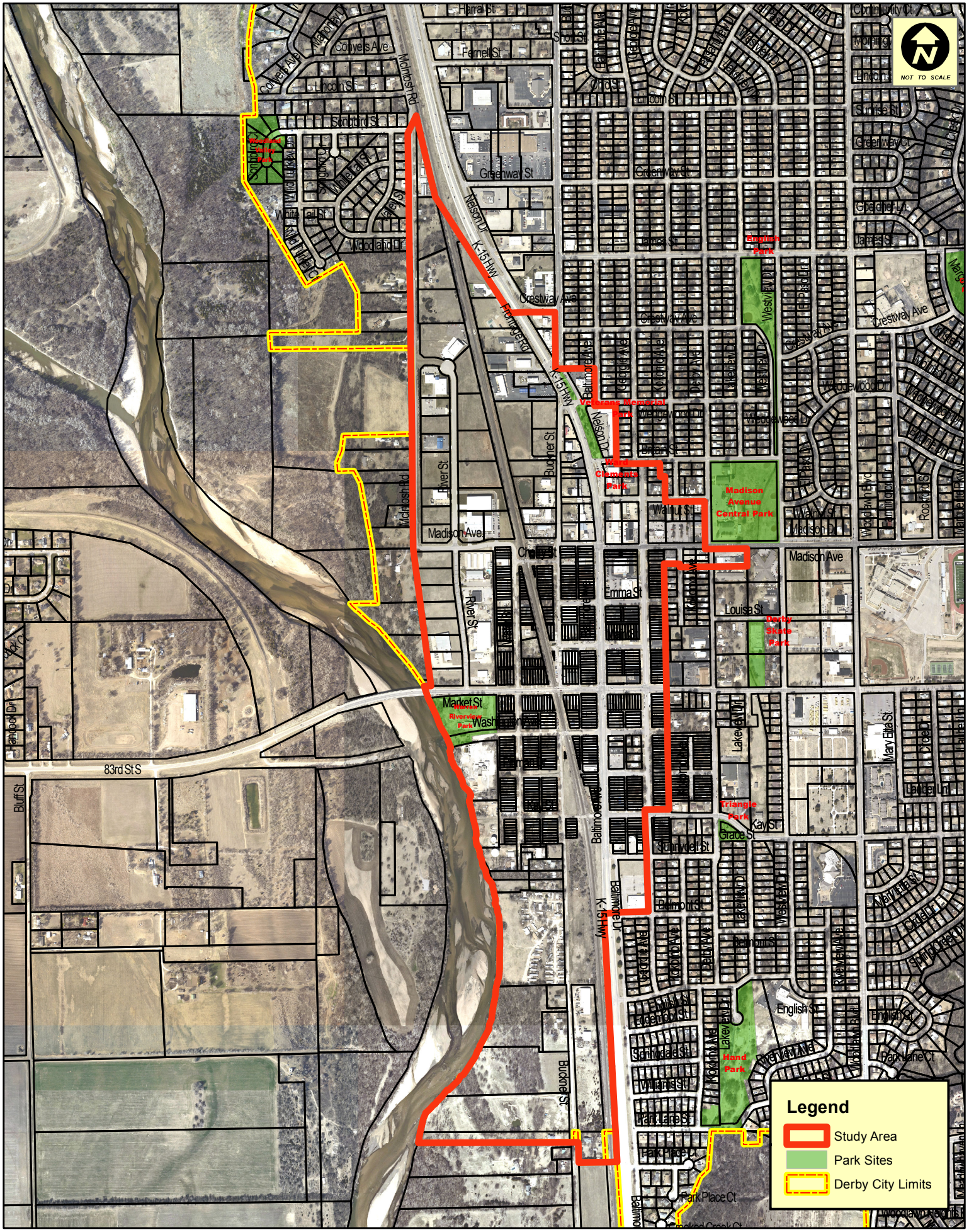West End Study Area