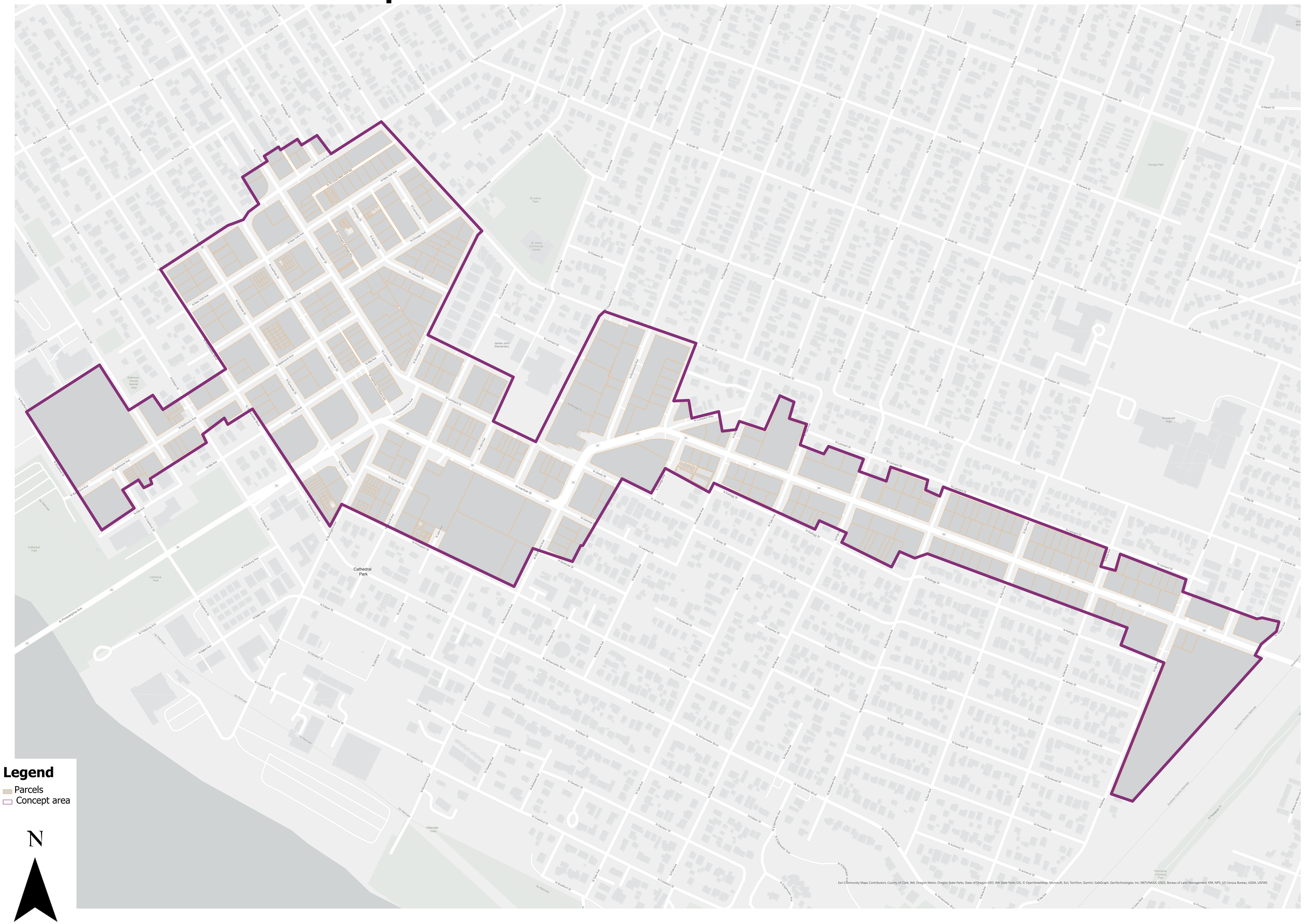St. Johns Concept Area