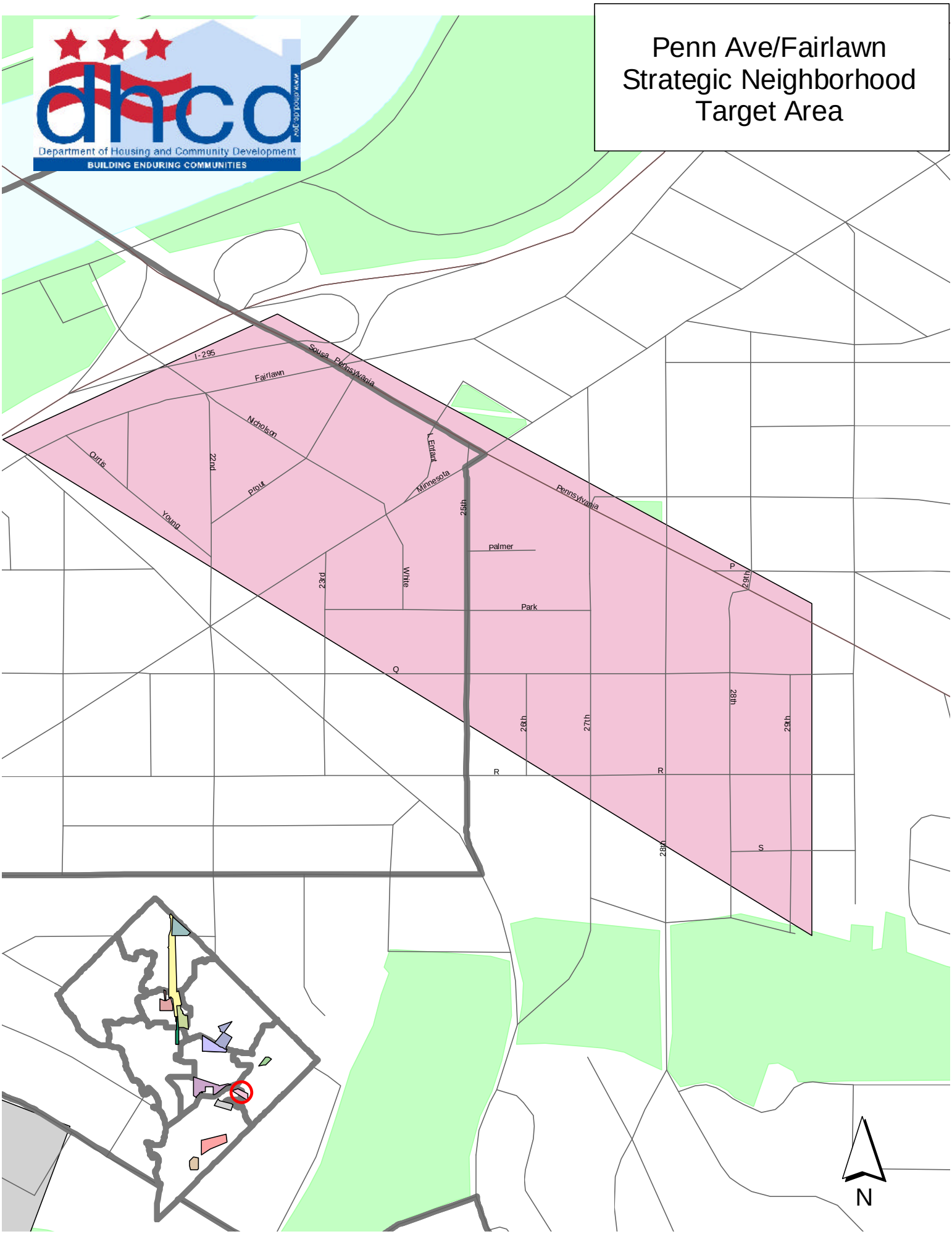Penn Ave/Fairlawn Strategic Neighborhood Target Area