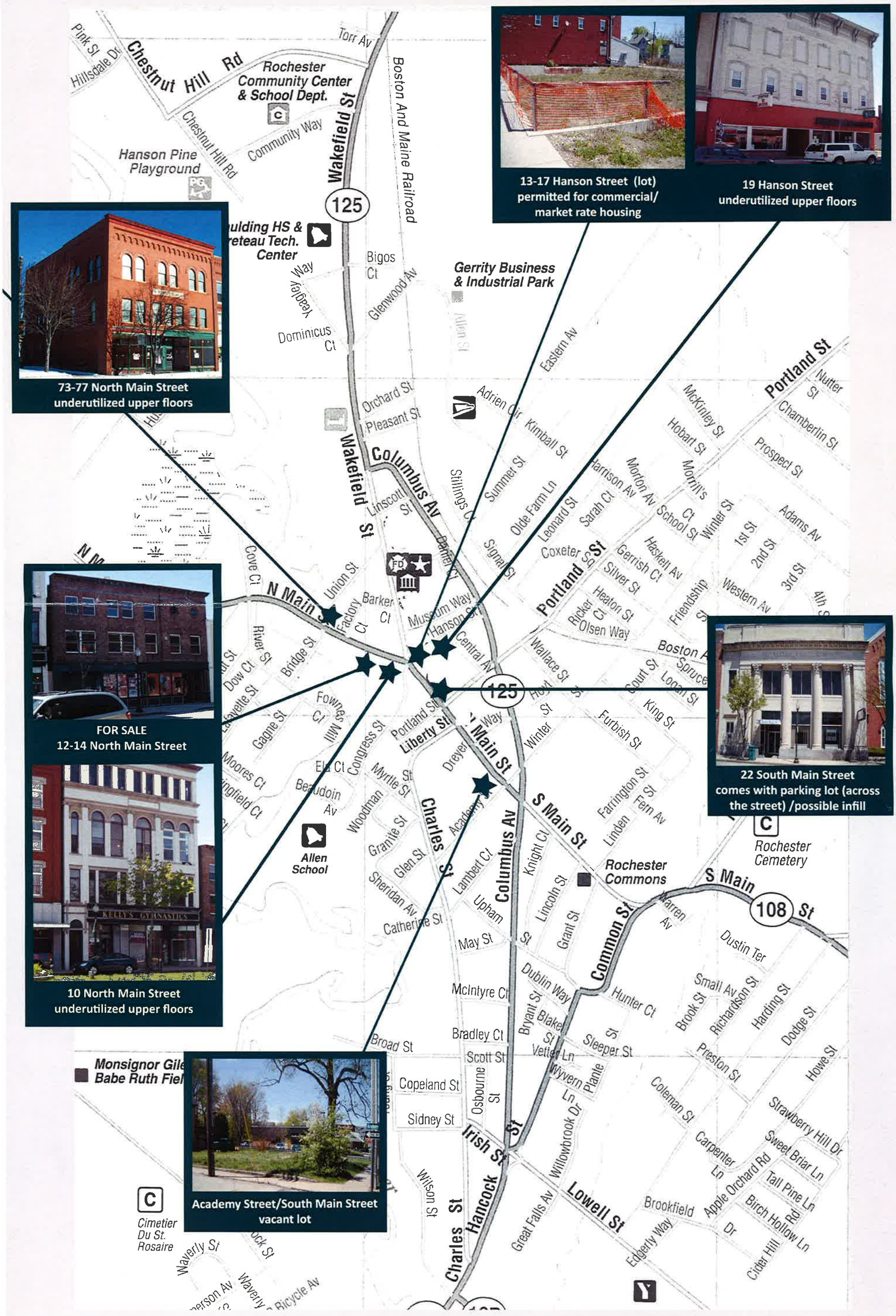DOWNTOWN ROCHESTER