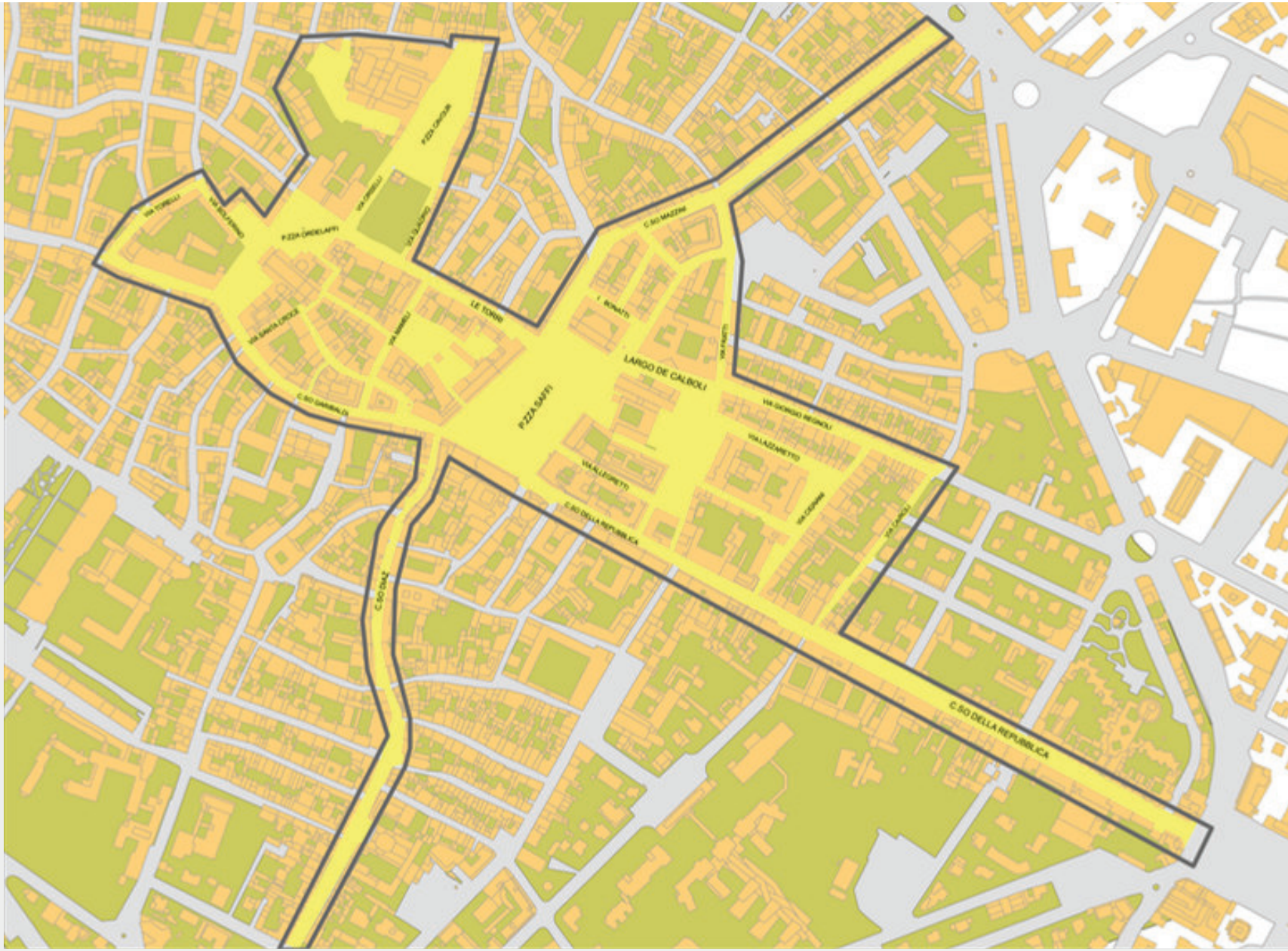LA ZONA CANDIDATA AD HUB URBANO