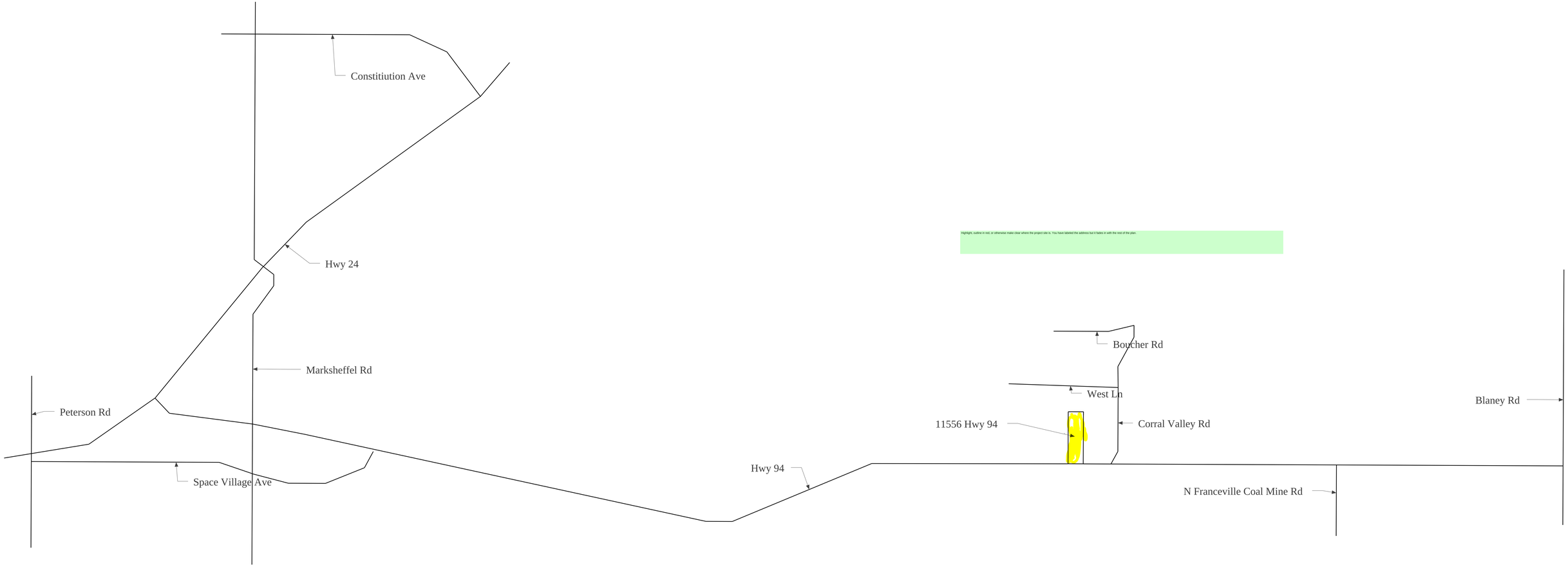Highlight, outline in red, or otherwise make clear where the project site is. You have labeled the address but it fades in with the rest of the plan.