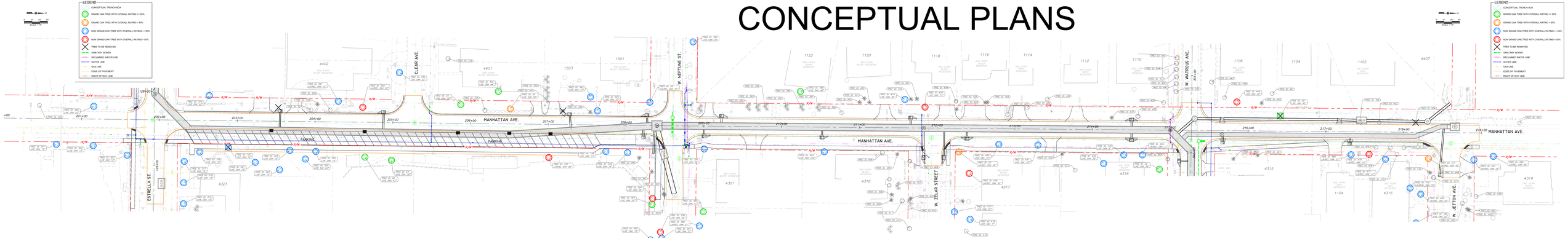CONCEPTUAL PLANS