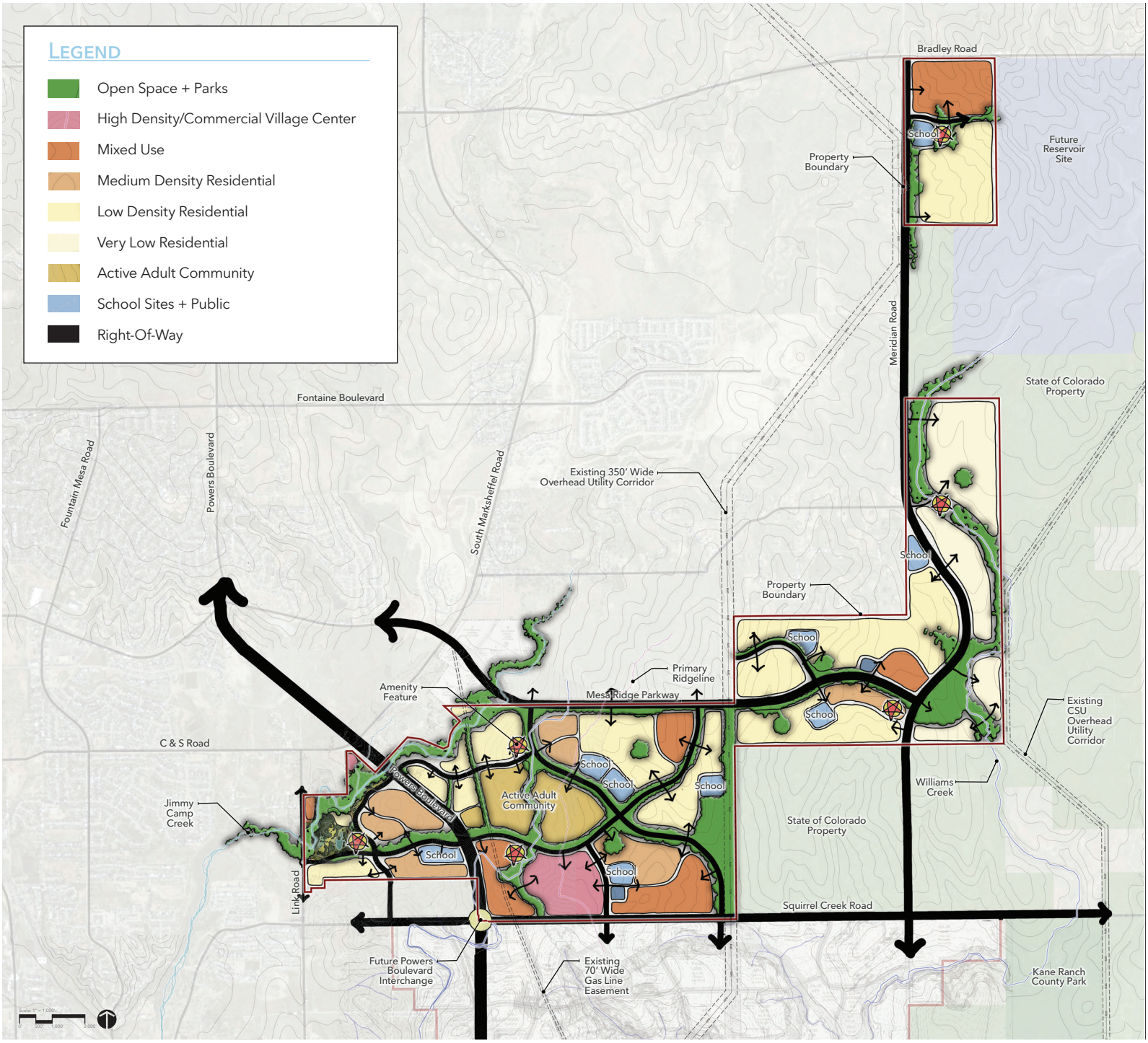Conceptual Masterplan