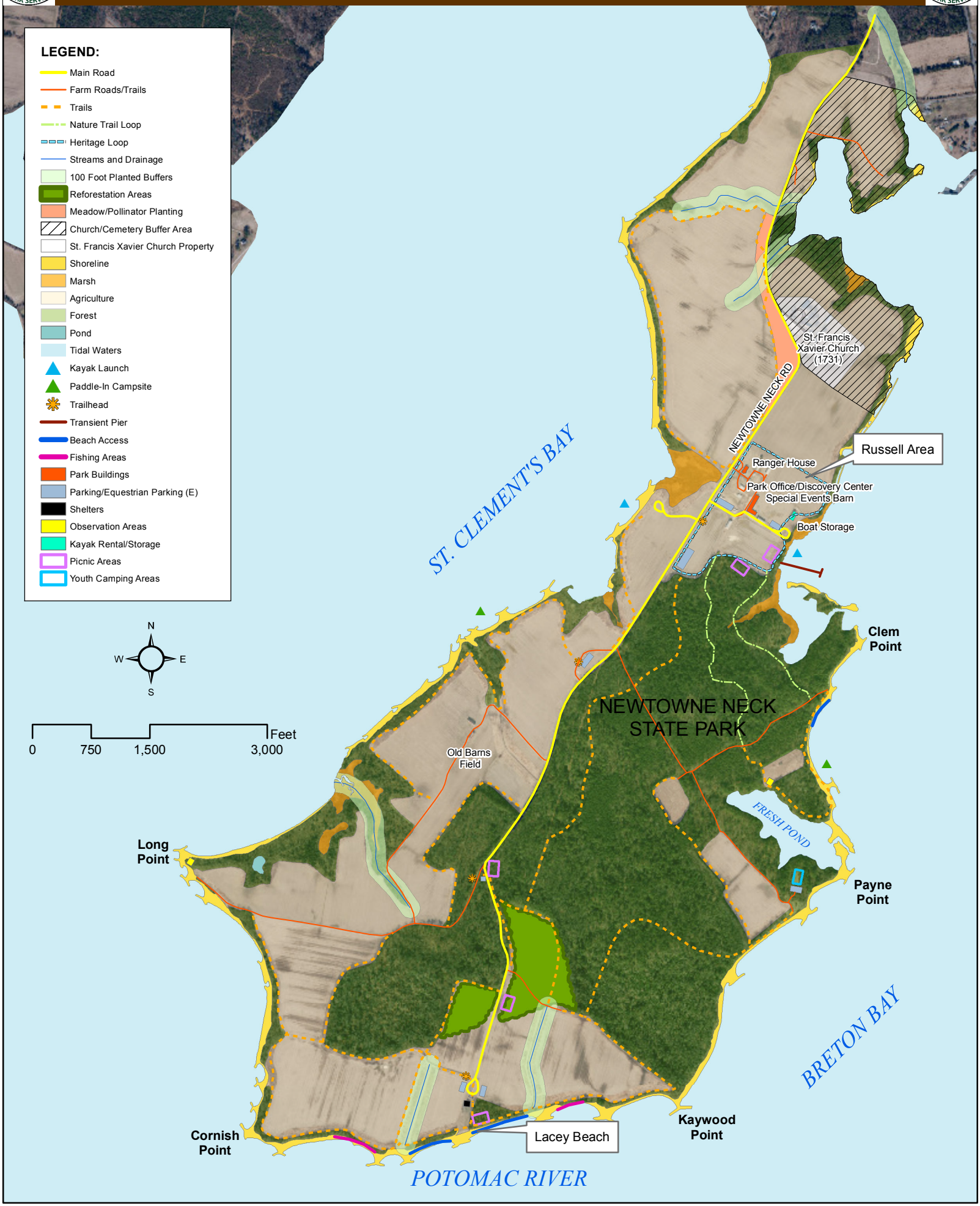MAP 13: CONCEPT PLAN