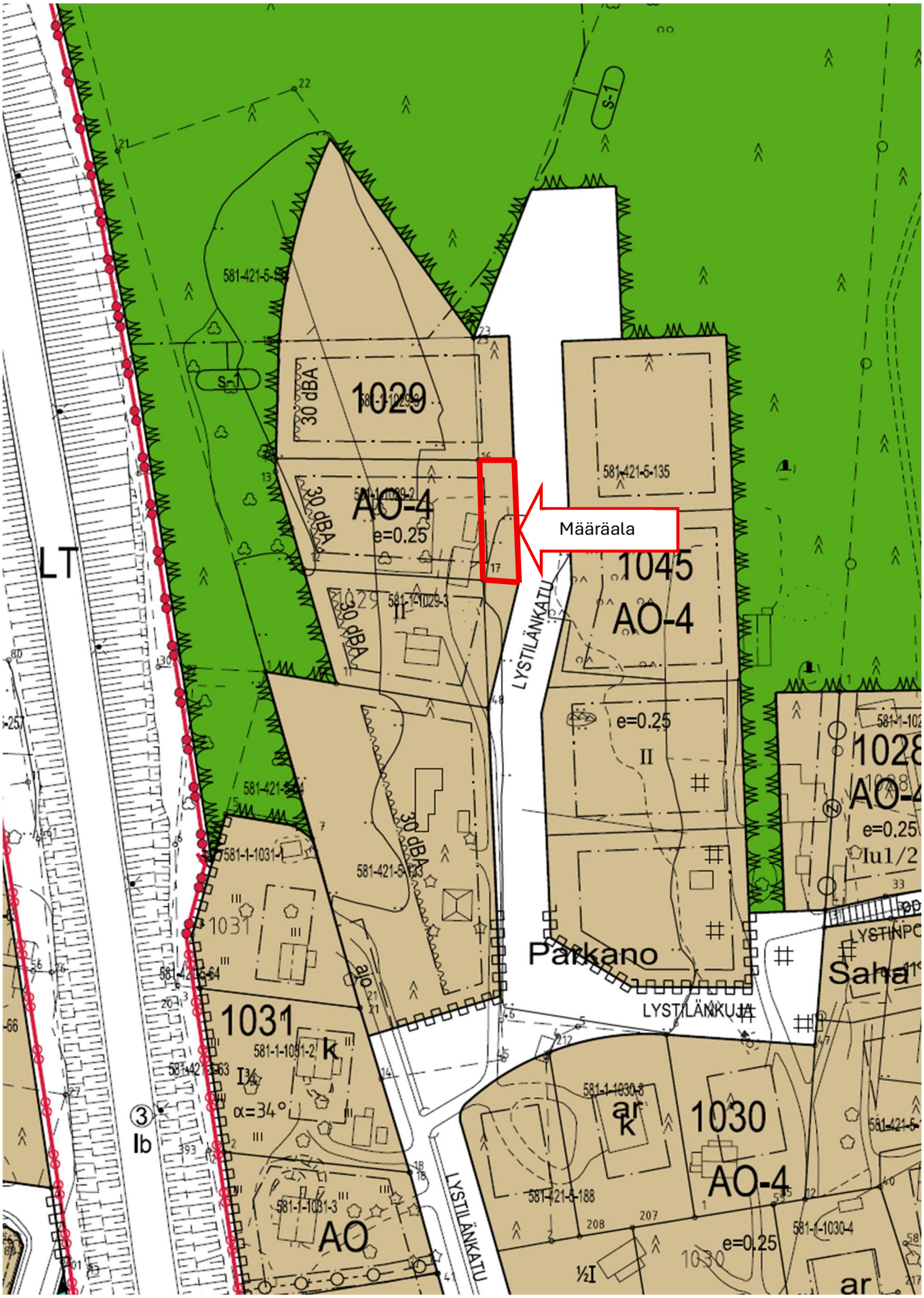Asemakaava ja määräala