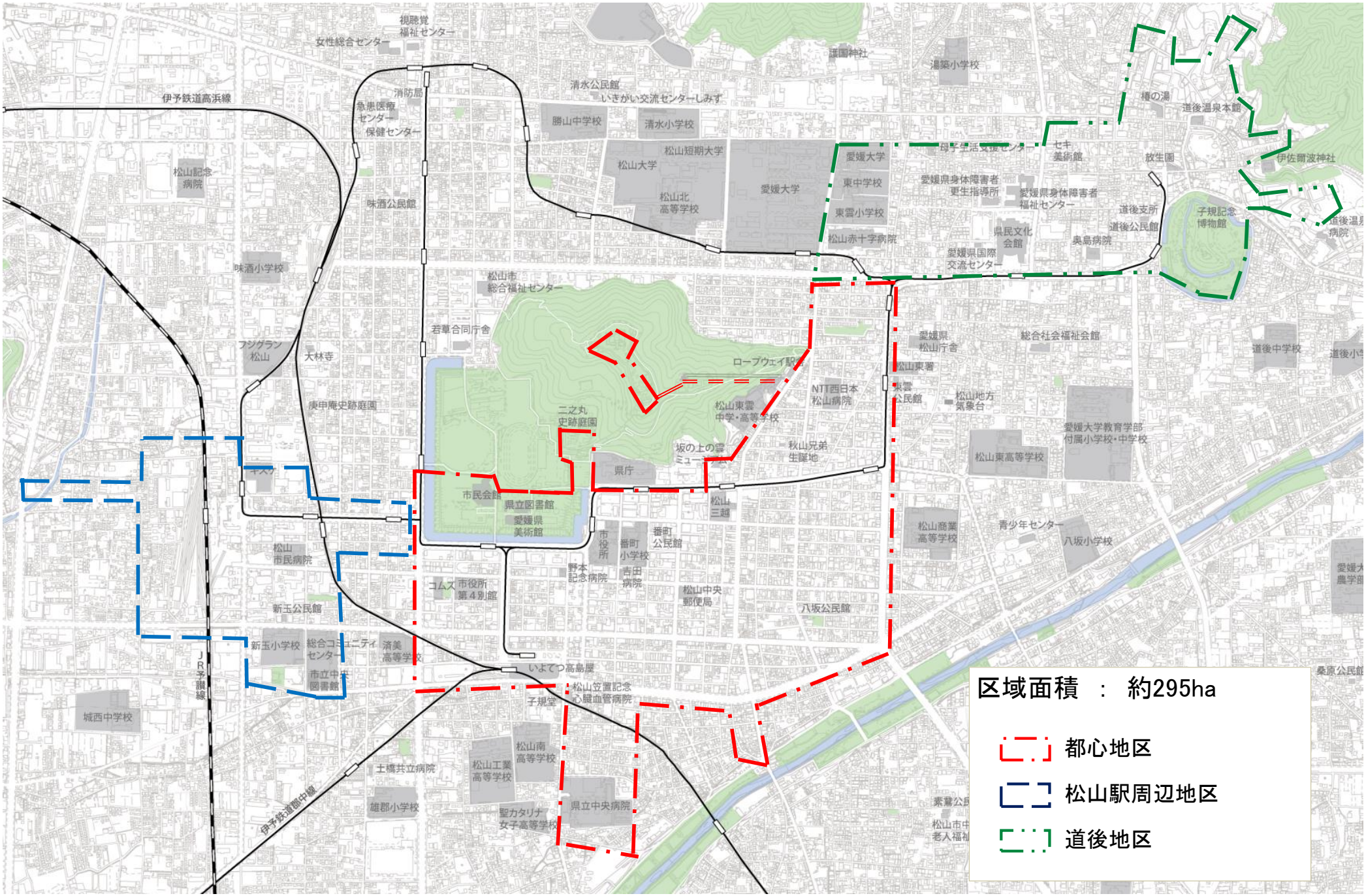松山市中心市街地活性化計画区域