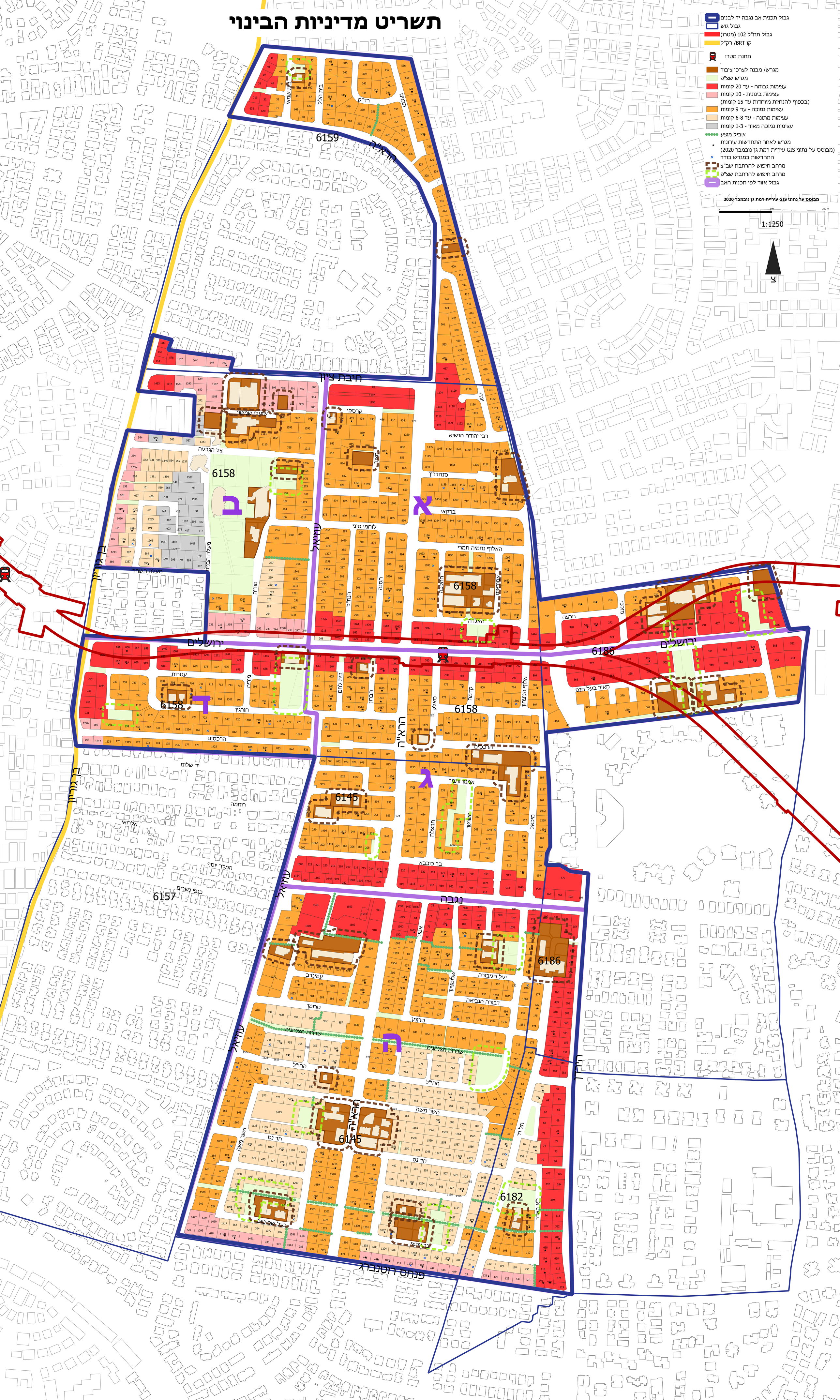תשריט מדיניות הבינוי