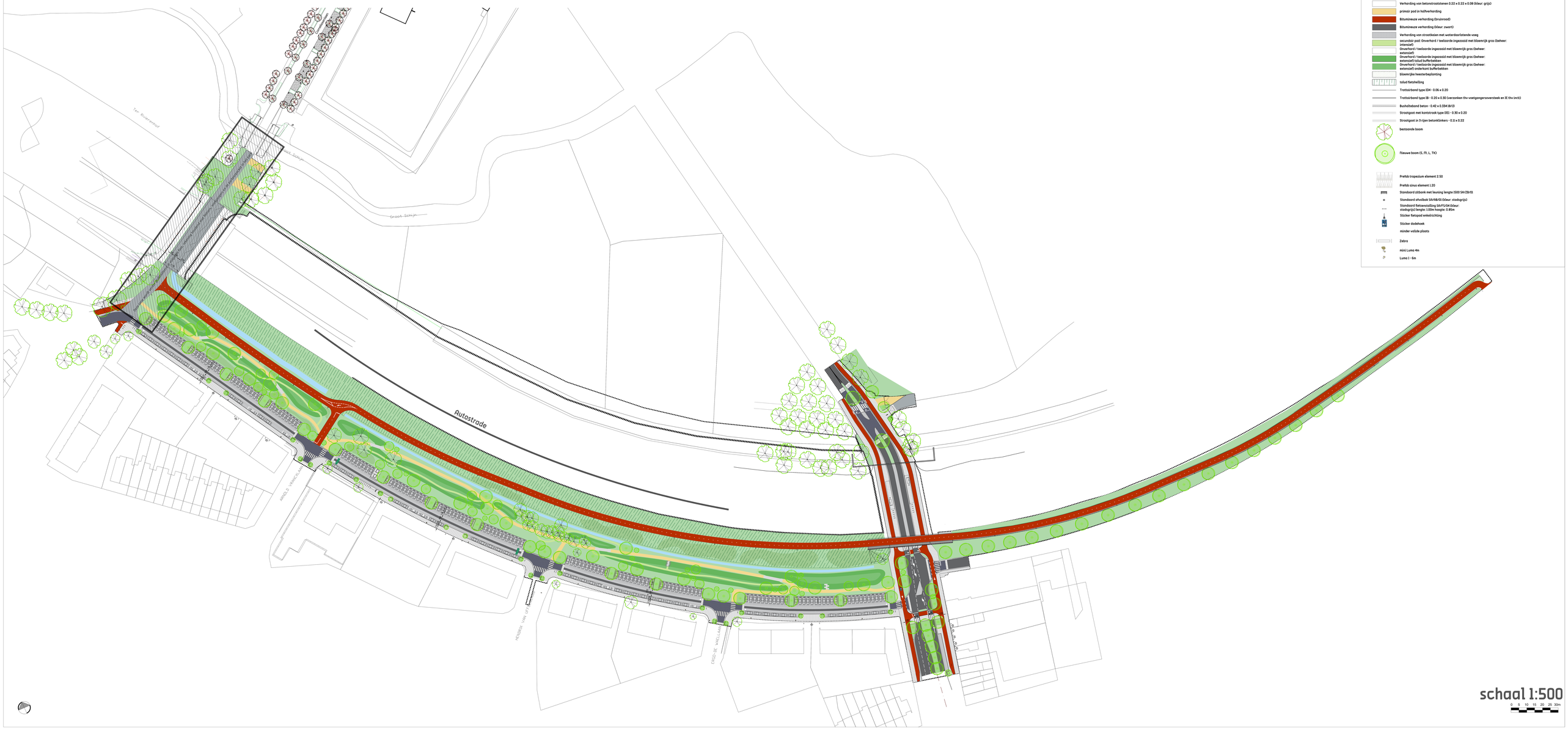Heraanleg Wouter Haecklaan: concept