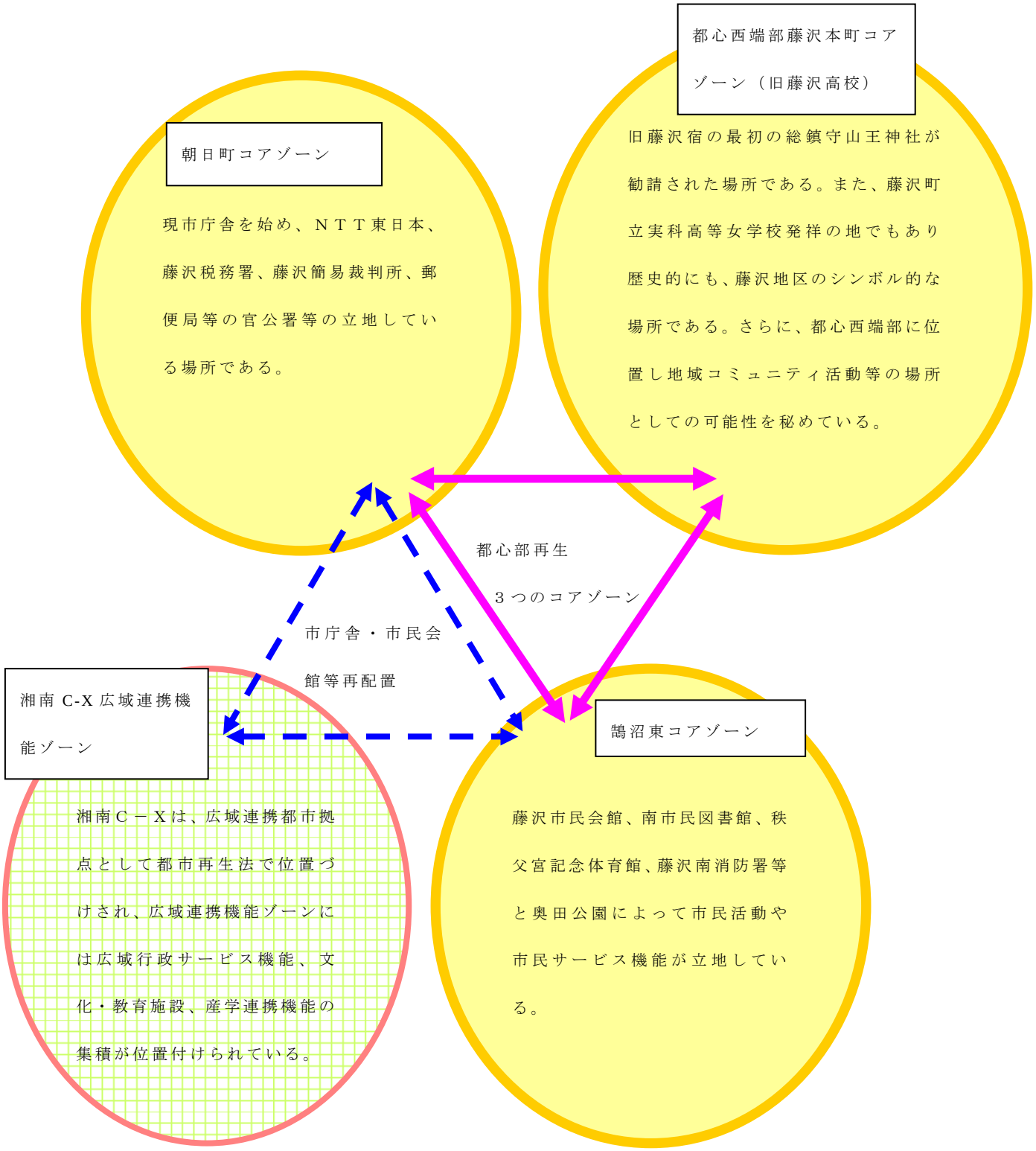藤沢都心部活性化を図る３つのコアゾーンと市庁舎等再整備対象敷地の方針