



**East Point Forward...Watch US Grow**

***2014 City Council Retreat***

**March 8, 2014**

**Presented by the Robert Bobb Group**

**Prepared by the Department of Planning & Zoning**

*Employees*

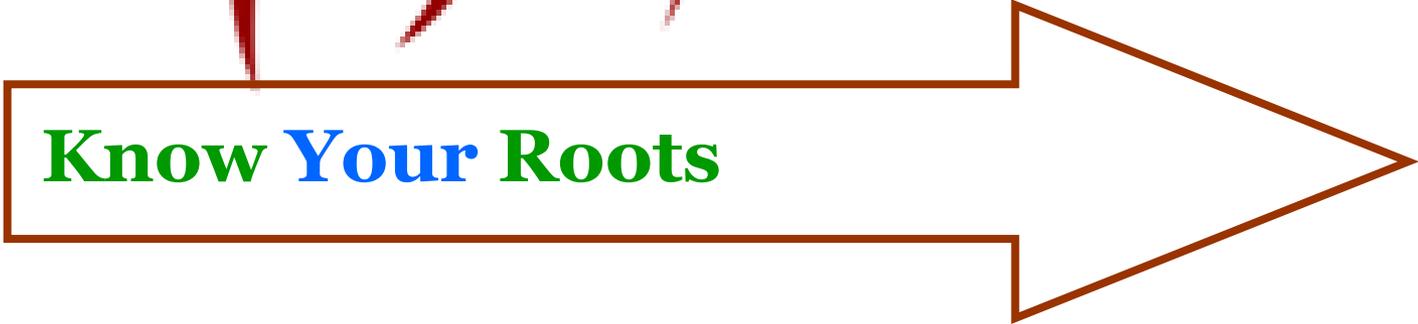
*Comprehensive Plan*

*City Council*



The city of  
EAST POINT  
Georgia

**Know Your Roots**



# City Council

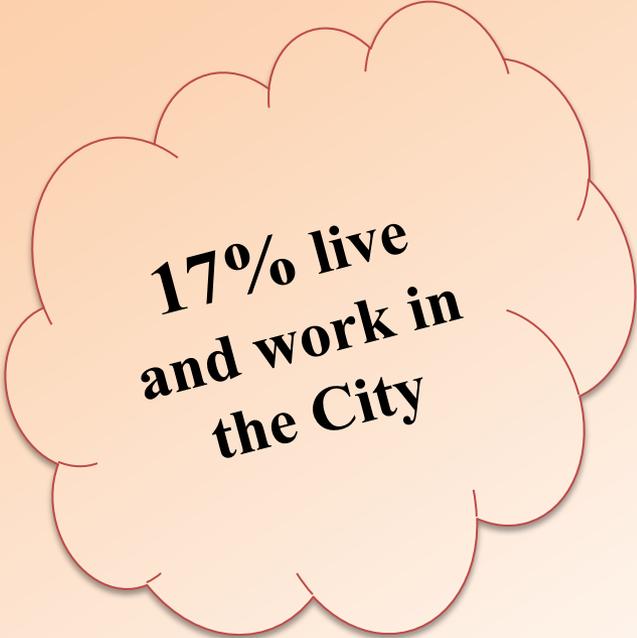
**Council** in accordance with House Bill 755, Act No. 174, effective July 1, 2007, has all legislative powers and governing authority of the City of East Point.

- ✓ *Sets policies that guide the operations of the City*
- ✓ *Enacts ordinances that govern the operations of the City*
  - Ordinances may be amended*
  - Ordinances may be repealed*

# Employees

**Employees** deliver city services in accordance with all policies, ordinances, rules and regulations adopted by Council. **17% of the City's employees live and work in the City.**

- Customer Care
  - Collections
  - Customer Service
  - Meter Service
- East Point Power
- Fire
  - Emergency Medical Services
- Planning & Zoning
  - Current & Comprehensive Planning
  - Permits
  - Inspections
  - Business License
- Police
  - Code Enforcement
- Public Works
  - Parks & Recreation
  - Solid Waste
  - Stormwater & Flood Prevention Management
  - Transportation
- Water & Sewer
  - Commercial Pre-Treatment
  - Meter Repair



**17% live  
and work in  
the City**

# Comprehensive Plan

**Planning** is a comprehensive discipline which assesses current and future needs of a community in order to create balance between people and the environment; built and social.

**Land Use** is the planning method by which future development patterns, resources, facilities and services are distributed throughout a local jurisdiction. Once known as the Future Land Use Map is now the *Future Development Map (FDM)* which specifies character areas (unique qualities) in the City. The character areas are listed as: Suburban Residential, Traditional Urban Neighborhood, Growing Residential, Redevelopment Neighborhood, Regional Center, Neighborhood Center, Town Center, Industrial/Business Park and Legacy Industrial.

**Zoning** prescribes the legal and current use of a piece of property. In accordance with district standards, zoning regulations specify permitted uses, required lot dimensions, setbacks and building square footage. Zoning implements the goals of the Comprehensive Plan. Zoning designations remain in tact until a re-zoning to change the use of the property is approved by the local governing body

**Short Term Work Program** is a 5-year implementation plan which identifies specific service delivery actions local governments intend to take which address the goals and objectives of the comprehensive plan.

# Comprehensive Plan

## Zoning Quick Facts

Parcel Data	Acres	Max. Appraised Value	Max. Assessed Value
13,027 (total parcels)	8,085.49 (total acres)	\$1,707,753,284	\$575,509,450
	0.621 acres (avg. lot size)		
0 Headland Drive (city-owned)	10.25 acres	\$4,049,400 (highest valued property)	
1637 Cleveland Avenue (city-owned)	40.3 acres (largest parcel)	\$470,700	

# Comprehensive Plan

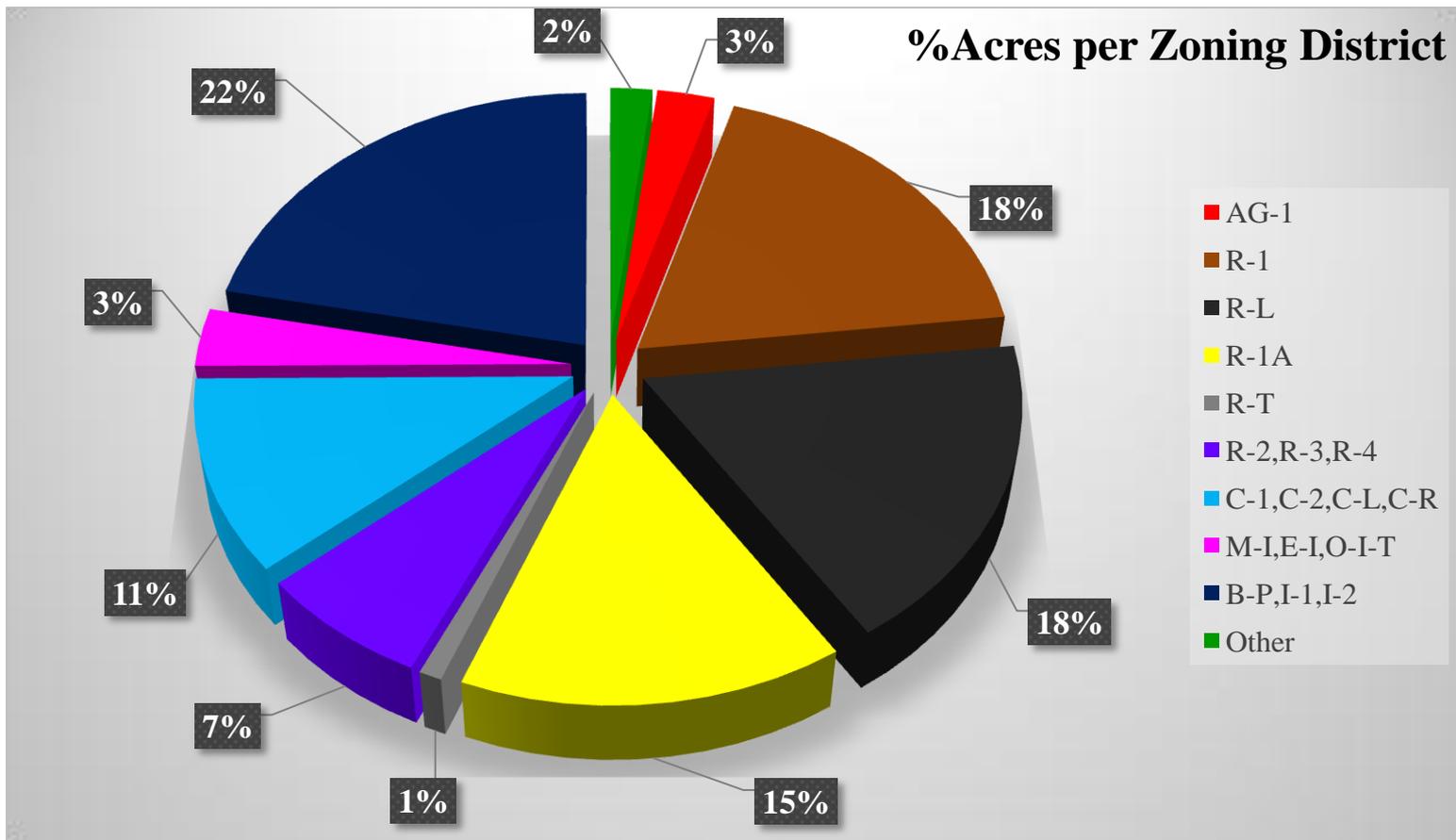
## Zoning Quick Facts

Largest Parcel	Highest Appraised Value	Highest Assessed Value
<b>Cascade United Methodist Church</b>	<b>Fulton County Board of Education</b>	<b>Duke Realty Limited Partnership</b>
4235 Ben Hill Road	2575 Harris Street Tri-Cities High School	0 Centre Parkway Camp Creek Business Center
139.75 acres (largest parcel)	35.1 acres	61.71 acres
\$18,268.80 (property tax revenue)	\$25,681,000	\$10,163,720

# Comprehensive Plan

## Zoning Quick Facts

2013 Fulton County GIS Tax Data  
East Point Zoning Data

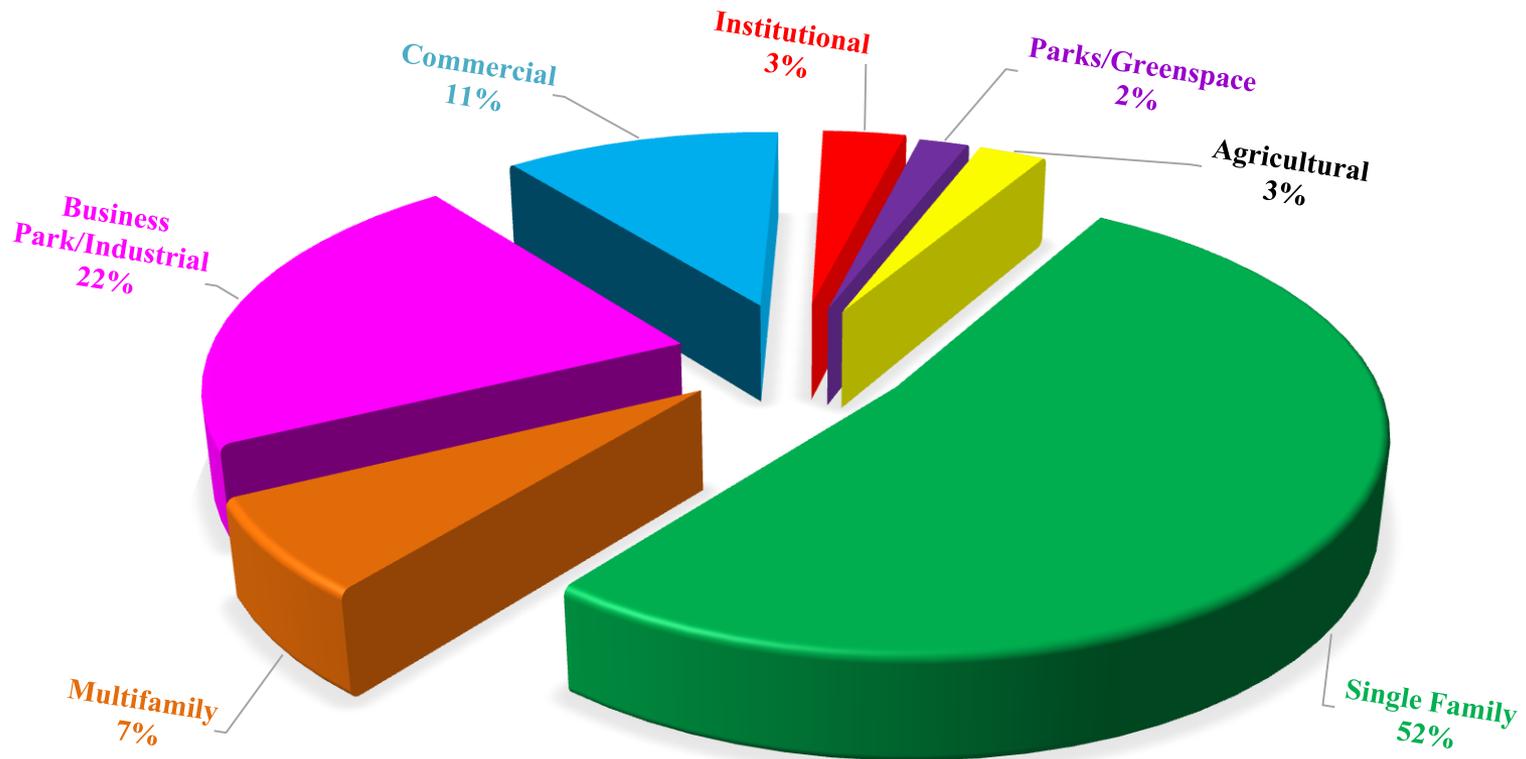


# Comprehensive Plan

## Zoning Quick Facts

%Acres per Land Use

*2013 Fulton County GIS Tax Data  
East Point Zoning Data*



**Age 0-19**

**Age 20-64**

**Age 65+**



**...Know Your People**

# Population

	<u>2010</u>	<u>2012 Estimate</u>
United States	308,745,538	313,914,040
Georgia	9,687,653	9,919,945
Fulton County	920,581	977,773
East Point	33,712	35,584
Female	52.6%	
Male	47.4%	

Estimates as of June 27, 2013  
U.S. Census Bureau - Census 2010  
(data collected 12/04/2013)

# Population - Age

## East Point - 2010 Profile

Median Age                      33 years

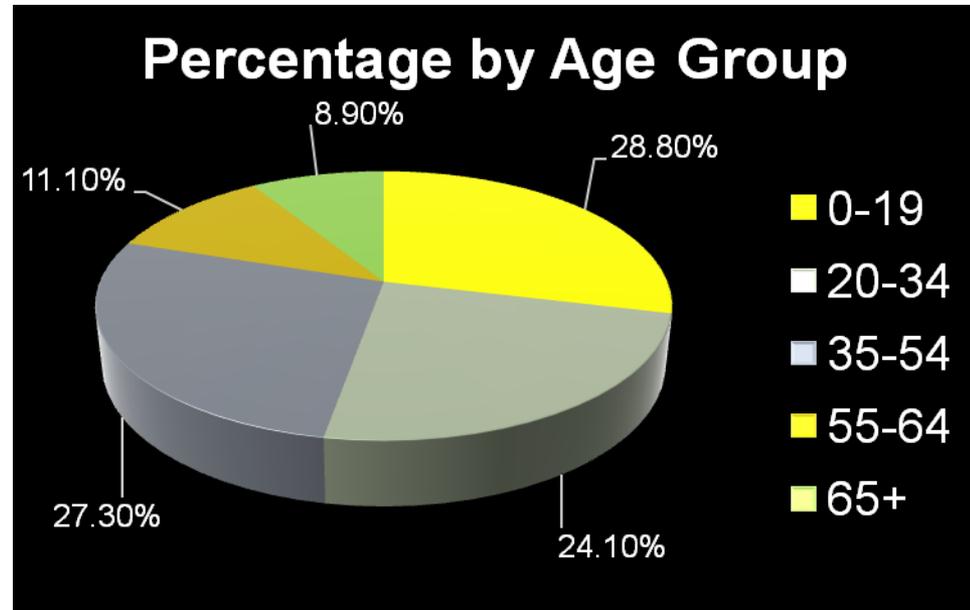
Age 0-19                        28.8%

Age 20-34                      24.1%

Age 35-54                      27.3%

Age 55-64                      11.1%

Age 65+                        8.9%

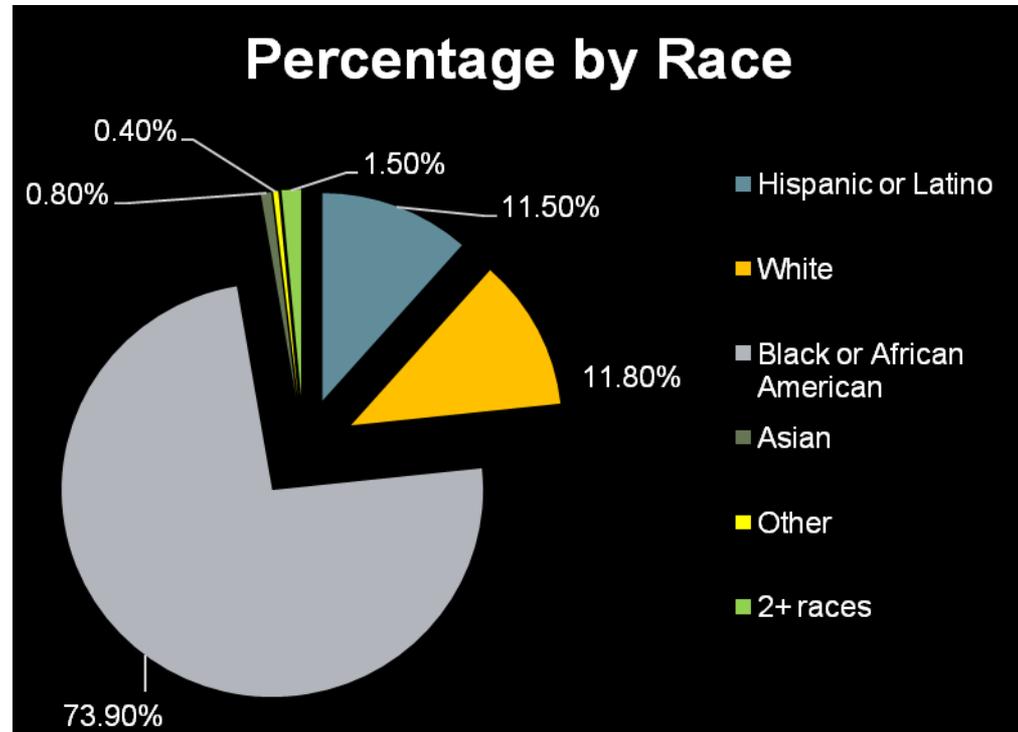


Estimates as of June 27, 2013  
U.S. Census Bureau - Census 2010  
(data collected 12/04/2013)

# Population - Race

## East Point - 2010 Profile

Hispanic or Latino	11.5%
White	11.8%
Black or African American	73.9%
Asian	0.8%
Other	0.4%
2+ races	1.5%

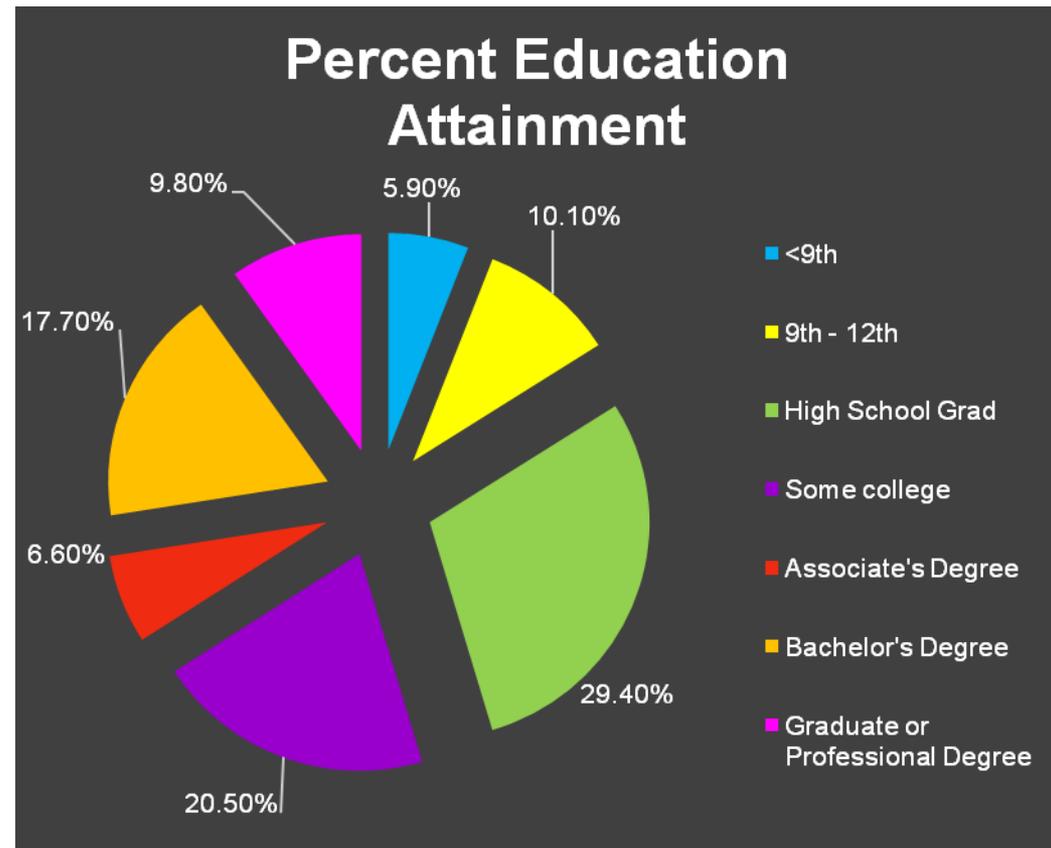


Estimates as of June 27, 2013  
U.S. Census Bureau - Census 2010  
(data collected 12/04/2013)

East Point – 2007-2011  
American Community Survey  
**Population 25 years and older**

# Population - Education

▪ Less than 9 <sup>th</sup> Grade	5.9%
▪ 9 <sup>th</sup> thru 12 <sup>th</sup> Grade (no diploma)	10.1%
▪ High School Graduate	29.4%
▪ Some college (no degree)	20.5%
▪ Associate's Degree	6.6%
▪ Bachelor's Degree	17.7%
▪ Graduate or professional Degree	9.8%



Estimates as of June 27, 2013  
U.S. Census Bureau - Census 2010  
(data collected 12/04/2013)

# Population - Education

## Fulton County School System- East Point Enrollment

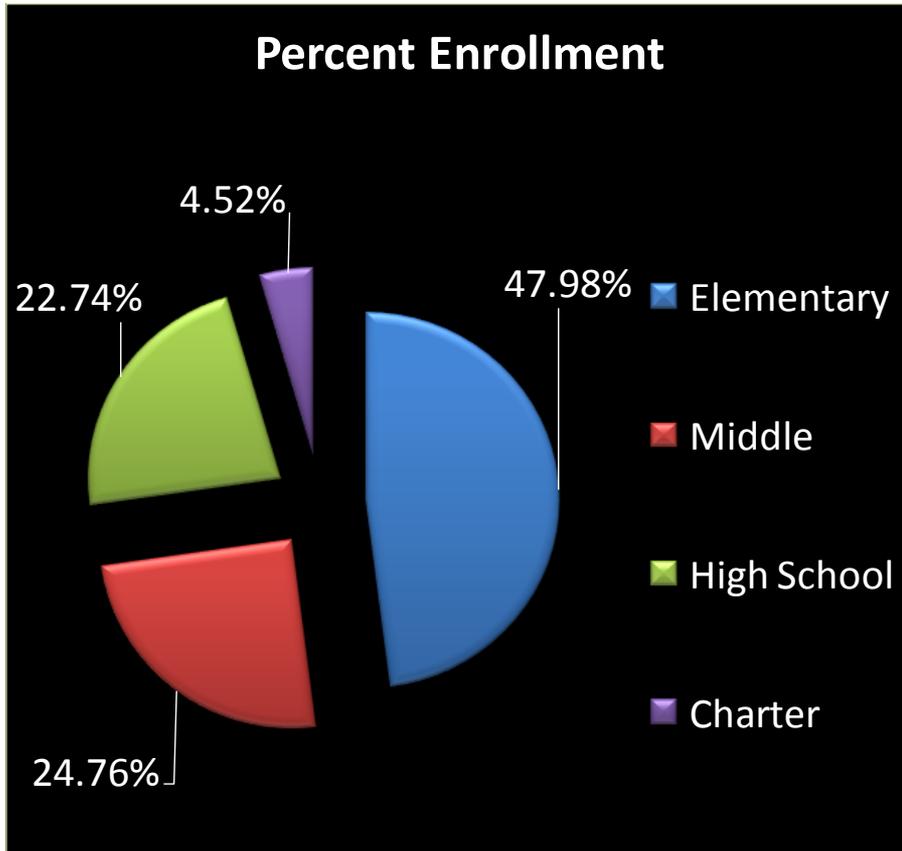
Elementary School	Enrollment
Brookview	515
Conley Hills	512
Hamilton E. Holmes	921
Mt. Olive	658
Oak Knoll	466
Parklane	476
Total	3,548

Middle School	Enrollment
Paul D. West	746
Woodland	1085
Total	1,831

High School	Enrollment
Tri-Cities	1682
Total	1682

Charter School	Enrollment
Kipp South Fulton Academy	334
Total	334

# Population - Education



## Fulton County School System

### East Point Enrollment

■ Elementary (6)	3,548
■ Middle (2)	1,831
■ High School (1)	1,682
■ Charter School (1)	334
<b>Total Enrollment</b>	<b>7,395</b>

Hispanic	American Indian	Asian	Black	Pacific Islander	White	Two or More Races
<b>Brookview Elementary</b>						
3 (male)	0	0	254	0	0	1
1 (female)	1	2	249	0	1	3
<b>Conley Hills Elementary</b>						
67	1	1	177	0	7	5
73	1	0	172	0	7	3
<b>Mt. Olive Elementary</b>						
22	0	2	324	0	3	3
37	0	3	261	0	0	6
<b>Oak Knoll Elementary</b>						
87	0	1	150	0	2	5
95	0	0	119	0	3	0
<b>Parklane Elementary</b>						
59	0	0	181	0	3	5
63	0	4	147	0	9	4
<b>Paul D. West Middle</b>						
102	0	8	260	0	8	8
92	0	6	258	0	10	4
<b>Woodland Middle</b>						
64	0	2	460	0	2	4
60	0	0	493	0	4	10
<b>Tri-Cities High School</b>						
162	0	11	588	0	12	7
149	0	5	692	0	12	12
<b>KIPP South Fulton Academy</b>						
15	0	0	136	0	0	2
10	0	0	164	0	0	3

Fulton County School  
System –  
**Demographics by  
Race & Gender**

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Fulton County Schools  
Communications  
Department  
(data collected 03/06/2014)

# Population - Education

## Fulton County School System - East Point CRCT Scores – 3<sup>rd</sup> Grade

%Meets or Exceeds Combined

Elementary School	Reading	English Language Arts (ELA)	Math	Science	Social Studies
Brookview	81	64	58	38	47
Conley Hills	89	84	71	62	68
Hamilton E Holmes	80	68	53	52	60
Mount Olive	78	68	64	48	55
Oak Knoll	80	81	71	61	70
Parklane	73	61	53	32	41

# Population - Education

## Fulton County School System - East Point CRCT Scores – 5th Grade

%Meets or Exceeds Combined

Elementary School	Reading	English Language Arts (ELA)	Math	Science	Social Studies
Brookview	82	93	80	68	62
Conley Hills	95	94	81	64	57
Hamilton E Holmes	83	91	80	53	42
Mount Olive	77	80	70	48	45
Oak Knoll	98	97	95	66	73
Parklane	87	94	57	37	60

# Population - Education

Fulton County School System - East Point CRCT Scores – 8th Grade

% Meets or Exceeds Combined

Middle School	Reading	English Language Arts (ELA)	Math	Science	Social Studies
Kipp South Fulton	98	98	95	90	100
Paul D. West	94	89	64	51	76
Woodland	93	92	70	56	60

# Housing

East Point - 2010 Profile &  
2007-2011 American Community  
Survey (5-year estimates)

<b>Total Housing Units</b>	<b>17,225</b>
Occupied	13,333
owner	48.2%
renter	51.8%
Vacant	3,892
Homeowner vacancy rate	5.6%
Rental vacancy rate	19.0%
Average household size	
owner-occupied	2.34
renter-occupied	2.65
Median house value	\$136,100
Median gross rent	\$854
Median income	\$41,622
Per capita income	\$21,696
Persons below poverty	20.0%

<b>% Houses built between</b>	
1939 & earlier	7.2%
1940-1949	8.6%
1950-1979	57.7%
1980-1999	8.8%
2000 & later	17.7%

Estimates as of June 27, 2013  
U.S. Census Bureau - Census 2010  
(data collected 12/04/2013)

# Housing

## East Point Housing Authority

### Current Properties

<b>Total Housing Units</b>	<b>197</b>
OJ Hurd Homes	35 units
Martel Homes	150 units
Norman Berry Village	12 units (subsidized)

### Properties for Sale or Sold

<b>Total Housing Units</b>	<b>300 units</b>
Nelms House	100 units
Washington-Carver	100 units (sold)
Hillcrest Homes	100 units

# Employment

## Unemployment Rate (December 2013)

United States	6.7%
Georgia	7.2%
<b>East Point</b>	<b>10.7%</b>
Atlanta	8.8%
College Park	7.5%
Hapeville	7.5%

Georgia Department of Labor 03/06/2014  
<http://www.dol.state.ga.us/>

## Commute to Work

Mean travel time	29minutes
1-Driver	62.3%
Carpool	18.4%
Public transportation	13.5%
Walk	1.0%
Other	1.0%
Work at home	3.9%

### East Point - 2011 Estimates

Estimates as of June 27, 2013

U.S. Census Bureau - Census 2010  
(data collected 12/04/2013)

<b>Age 16 and older</b>	<b>27,085</b>
<b>In Labor Force</b>	<b>68.0%</b>

<b>Civilian Labor Force</b>	<b>67.6%</b>
Employed	57.4%
Unemployed	10.2%

<b>Armed Forces</b>	<b>0.4%</b>
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<b>Not in Labor Force</b>	<b>32.0%</b>
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## Household Income & Benefits

Median	\$41,622
Mean	\$52,678
<b>Family Income</b>	
Median	\$43,812
Mean	\$58,007
Per capita	\$21,696



The city of  
**EAST POINT**  
Georgia

**...Know Your Community**

# Business Community

## East Point's Top 10 Employers

Company	# Employees	Property Tax Revenue (2012)
Newell Recycling	543	\$107,306.25
City of East Point	499	
Atlanta Medical Center - South Campus	400	\$73,921.20
Martin – Brower Company	280	(opened 2013)
Owens-Brockway Glass Company, Inc.	236	\$129,009.54
Kuene + Nagel, Inc.	219	(opened 2013)
Target	145	\$24,203.30
Crowne Plaza Hotel- Atlanta Airport	140	\$78,299.25
Lowe's	123	\$69,993.42
PPG Industries, Inc.	110	\$72,515.85
<b>Total</b>	<b>2695</b>	<b>\$555,248.81</b>

# Business Community

## East Point's Top 25 Taxpayers

<b>Company</b>	<b>Assessed Value</b>	<b>Property Tax Revenue</b>
Cole MT East Point GA LLC	\$18,414,000	\$314,297.08
Duke Realty Limited Partnership	\$24,940,360	\$197,833.69
Duke Realty Limited Partnership	\$8,594,720	\$166,052.04
Owens Brockway Glass Container	\$12,441,290	\$132,286.05
Washington Park, LLC	\$5,665,200	\$102,403.98
Owens Illinois Glass Container	\$3,805,440	\$101,003.89
South Central Fifty Partners	\$3,572,920	\$100,448.27
Newell Recycling of Atlanta	\$7,703,720	\$98,008.20
Airport Development, LLC	\$6,245,760	\$96,675.98
Dick's Sporting Goods	\$19,813,579	\$89,324.84
Landmark @ Creekside Grand, LLC	\$14,867,840	\$88,490.04
Lowe's Home Center	\$4,967,240	\$87,102.93
Tenet South Fulton, Inc.	\$5,061,200	\$86,270.38
PRG Parking, LLC	\$4,247,760	\$84,402.69
The Kroger Company	\$5,576,955	\$83,654.33

# Business Community

## East Point's Top 25 Taxpayers

Company	Assessed Value	Property Tax Revenue
HPT IHG Three Properties, LLC	\$5,219,950	\$82,602.05
Development Authority of Fulton County	\$5,152,000	\$80,894.23
Development Authority of Fulton County (Owens Brockway)	\$5,120,067	\$76,801.01
Duke Secured Financing	\$5,381,360	\$71,837.76
PPG Architectural Finishes	\$4,157,925	\$62,368.88
Ledbetter Development Partners	\$3,632,560	\$60,504.70
Tenet Healthcare Corporation	\$3,998,430	\$59,976.45
First Industrial, LP	\$2,514,370	\$56,460.87
Lone Oak Atlanta, LLC	\$3,583,760	\$53,756.40
Bank of America Leasing & Capitol	\$3,260,398	\$48,905.97
<b>Total</b>	<b>\$187,938,804</b>	<b>\$2,482,362.71</b>

# Hospitality Community

## EAST POINT HOTELS

<u>Name</u>	<u>Address</u>	<u>City</u>	<u>Postal Code</u>	<u>Rms/Suites</u>
COUNTRY INN & SUITES	1365 HARDIN AVENUE	EP	30344	72/31
COURTYARD ATLANTA AIRPORT WEST	3400 CREEK POINTE DR.	EP	30344	128/4
CROWNE PLAZA ATL. AIRPORT	1325 VIRGINIA AVE.	EP	30344	378/2
DOUBLETREE CLUB HOTEL	3400 NORMAN BERRY DR.	EP	30344	220/0
DRURY INN & SUITES ATL. AIRPORT	1270 VIRGINIA AVE.	EP	30344	151/20
ECONOLODGE	1360 VIRGINIA AVE.	EP	30344	40/0
EFFICIENCY LODGE	1295 NORMAN BERRY DR.	EP	30344	99/0
FAIRFIELD INN & SUITES	1255 WALKER AVE.	EP	30344	85/35
HAMPTON INN & SUITE -AIRPORT NORTH	3450 BOBBY BROWN PKWY	EP	30344	105/20
HAMPTON INN & SUITE -CAMP CREEK MKT PL	3450 CREEK POINTE DR.	EP	30344	119/40
HILTON GARDEN INN - ATLANTA AIRPORT NORTH	3437 BOBBY BROWN PKWY	EP	30344	174/0
HOLIDAY INN ATLANTA AIRPORT	1380 VIRGINIA AVE.	EP	30344	330/140
<b>HOMWOOD SUITES ATLANTA AIRPORT NORTH</b>	<b>Under Construction</b>	<b>EP</b>	<b>30344</b>	<b>0/122 (71-studio 51-one bedroom)</b>
HYATT PLACE - ATLANTA NORTH AIRPORT	3415 NORMAN BERRY DR.	EP	30344	150/0
REGENCY INN	4427 COMMERCE DR.	EP	30344	110/2
WELLESLEY INN ATLANTA AIRPORT HOTEL	1377 VIRGINIA AVE.	EP	30344	191/0

# East Point Hotels January - December

	2012	2013
Demand	501,931	580,150
RevPar	\$50.05	\$50.98
ADR	\$77.56	\$75.41
Occupancy (%)	64.5%	67.6%



Source: *Smith Travel Research*

# Arts Community

## Notable Alumni Tri-Cities High School

[Robert Martin](#) (Class of 1991) – better known by his nickname "50", was a prominent member of the [AND1 Mixtape Tour](#).

[Kenan Thompson](#) (Class of 1997) - [All That](#), [Kenan and Kel](#), and [Saturday Night Live](#)

[Big Boi](#) (Class of 1993) - [Outkast](#)

[Andre 3000](#) (Class of 1993) - [Outkast](#)

[Gorilla Zoe](#) - [Boyz n da Hood](#)

[Brian Casey](#) (Class of 1996) - [Jagged Edge](#)

[Brandon Casey](#) (Class of 1996) - [Jagged Edge](#)

[Kyle Norman](#) (Class of 1994) - [Jagged Edge](#), [Real Husbands of Atlanta](#)

[Richard Wingo](#) (Class of 1994) - [Jagged Edge](#)

[Jonas Jennings](#) (Class of 1996) - NFL's [Buffalo Bills](#), [San Francisco 49ers](#)

[Randy Thomas](#) (Class of 1995) - NFL's [New York Jets](#), [Washington Redskins](#)

[Kalimba Edwards](#) (Class of 1997) - NFL's [Detroit Lions](#)

[Tristan Davis](#) (Class of 2004) - NFL's [Miami Dolphins](#), [New Orleans Saints](#), [Pittsburgh Steelers](#), [Minnesota Vikings](#), and [Washington Redskins](#).

[Wanita Woodgett](#) (D.Woods) (Class of 2000) - [Danity Kane](#)

[Shanell Woodgett](#) (Class of 1998) Young Money Entertainment

[Saycon Sengbloh](#) (Class of 1996) - Starred in [Broadway](#) shows such as [The Color Purple](#) [Fela!](#). Starred in the movie [American Gangster](#) with [Denzel Washington](#).

[Kandi Burruss](#) - [Xscape](#)

# Arts Community



**Nena Gilreath**



**Waverly T. Lucas, II**

**Ballethnic Dance Company**



*Leopard Tale*



*Urban Nutcracker*



*Flyin' West*

# LGBTQ Community



Atlanta, June 14, 1998.....

**Four Longtime friends**, (Chuck Jenkins, Chesley Thurman, John Jeffrey, Rick Westbrook) are invited to a backyard party to celebrate the independence of this great nation. But there was a twist, it seemed that the Host/ess of the soiree, David Sanford, wanted several guests to perform a drag show for the crowd. This was to be a celebration of independence to express ourselves as we choose, even if it was out of the norm.

**Not sure how this would be perceived but always up for a challenge**, the four headed out to the local haunts that could outfit them in the styles that they felt would be appropriate. Several outfits, many shoes, jewelry and even more WIGS later, everything was in place. Chuck a.k.a. Rococo Baroque and John a.k.a. Prissy Cilla performed numbers along with several other members of the party. Chesley a.k.a. Dina Daintymouth, although dressed to the drag nines watched and cheered from the sidelines. Rick a.k.a. Shenitta Lott, help out back stage as gopher/dragboy.

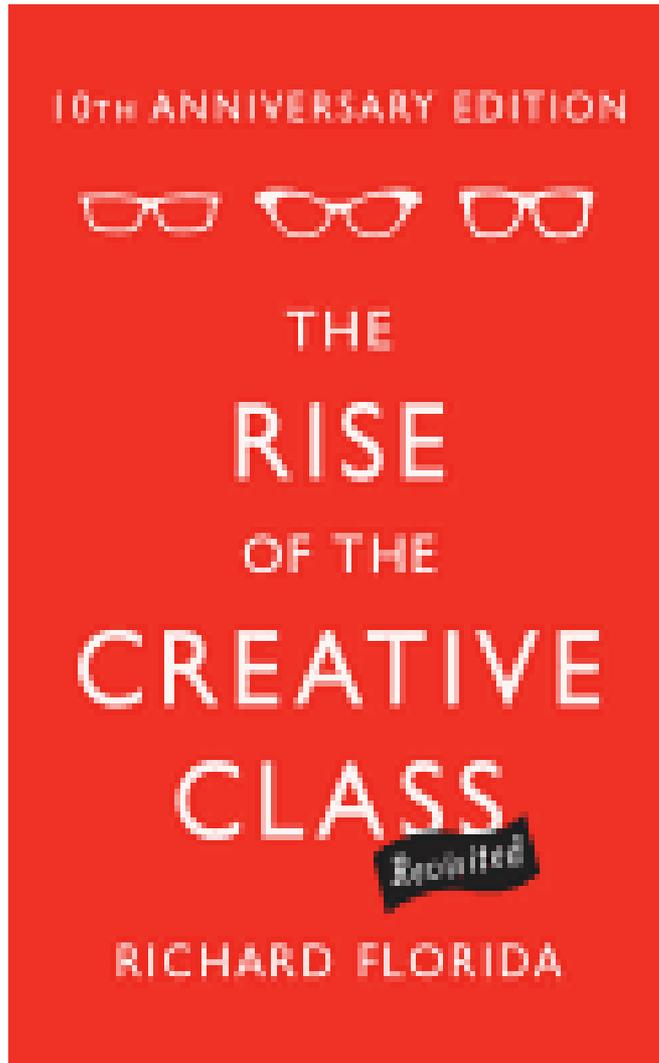
**The show was a huge success**, people starting tipping a lot of money and it was decided that PALS would be the recipient of all the proceeds and that this would be donated anonymously each year. This continued each year with the show, tip pot, and the crowd growing and growing. Each performer was doing a couple of number and the four friends Chuck / Chesley / John / Rick decided to do a production number – Moulin Rouge. David Sanford, announced to the crowd that the group was from the Southside, some little burb called East Point and he had dubbed them the EAST POINT POSSUMS, because possums only come out at night. The music started, the crowd roared, the number was a HUGE success, an encore was done, the name stuck and history was made.

**By the sixth year, everything had grown to the point that:**

July was too hot of a month to do Drag outdoors, so the date was changed to the Saturday before Gay Pride. The backyard could no longer accommodate the large crowd. The monies were of such an amount that it was impossible to donate anonymously.

The host David Sanford asked if he could pass the torch over to the Possums, since a lot of the crowd was coming from there anyway. Well, once again not being ones to shy away from a challenge, we stepped up and moved it to **DOWNTOWN EAST POINT!**

# LGBTQ Community



*A strong and vibrant gay community is a solid leading indicator of a place that is open to many different kinds of people.*

*Tolerance - and openness to diversity and inclusiveness - is not an afterthought or something that happens when communities get rich. It is a key element of the new economic development equation.*

*Investment in technology and a civic culture of tolerance (most-often marked by the presence of a large gay community) are the key ingredients to attracting and maintaining a local creative class.*

*Florida's theory asserts that metropolitan regions with high concentrations of technology workers, artists, musicians, lesbians and gay men, and a group he describes as "high [bohemians](#)", exhibit a higher level of economic development. Florida refers to these groups collectively as the "creative class." He posits that the [creative class](#) fosters an open, dynamic, personal and professional urban environment. This environment, in turn, attracts more creative people, as well as businesses and capital.*

*--wikipedia*

# Hispanic Community



Asociación Latinoamericana  
**Latin American Association**  
Empowering Families, Changing Lives

## Programs & Services

Family Services

Employment Services

Youth Department Programs and Events  
LAA's ¡INSPIRA! (Inspire!)

Immigration Services

Language & Educational Programs

Spanish Classes

Translation Services

## Copa Univision 2014

**Asociación Latinoamericana  
Latin American Association**  
Empowering Families, Changing Lives

**SATURDAY**  
March 22, 2014 • 8 AM

**GEORGIA SOCCER PARK**  
5895 Ben Hill Road  
East Point, GA 30349

- Male and co-ed teams
- 7 v 7
- 2 games guaranteed
- Adult (18+) and youth teams (9-13, 14, 15, 16)

**Fun for the whole family!**

- Families will be kicking off each other for libelo del Pueblo during the event.
- Food, inflatable, kids' activities & interactive games.

**Register Online:**  
[copalatinadeatlanta.com](http://copalatinadeatlanta.com)  
12:00 PM - 3:00 PM

**FOR MORE INFORMATION:** contact Lynn Arvizola at 404-471-1002 or [latino@copalatinadeatlanta.org](mailto:latino@copalatinadeatlanta.org)

**PRESIDENT SPONSOR**  
**34 UNIVISION**

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**DELTA** **Dios FOODS** **FIFTH THIRD BANK** **UNIMÁS ATLANTA** **105.3 FM**

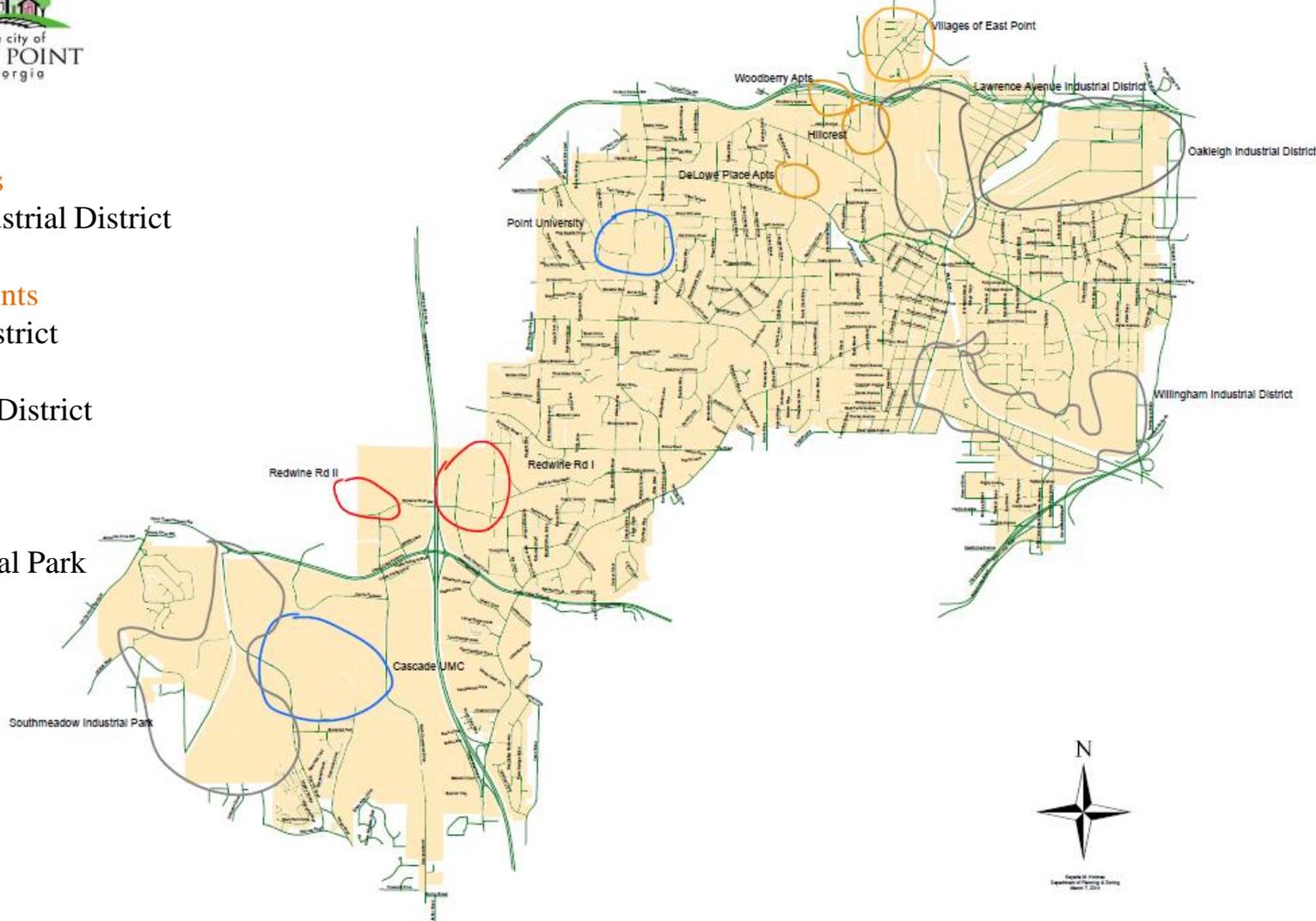


# Potential Development Areas



## East Point Development Opportunity Map

- Villages of East Point
- Woodberry Apartments
- Lawrence Avenue Industrial District
- Hillcrest Apartments
- DeLowe Place Apartments
- Oakleigh Industrial District
- Point University
- Willingham Industrial District
- Redwine Road I
- Redwine Road II
- Cascade UMC
- Southmeadow Industrial Park



# Business & Construction Activity

<b>YEAR</b>	<b>NEW RESIDENTIAL Permits Issued</b>	<b>NEW COMMERCIAL Permits Issued</b>
2008	41	3
2009	61	1
2010	23	0
2011	21	2
2012	30	4
2013	19	0
2014 (Jan & Feb)	5	1
<b>TOTAL</b>	<b>200</b>	<b>11</b>

East Point Permit Data 03/04/2014

**Current Active Business License      1532**

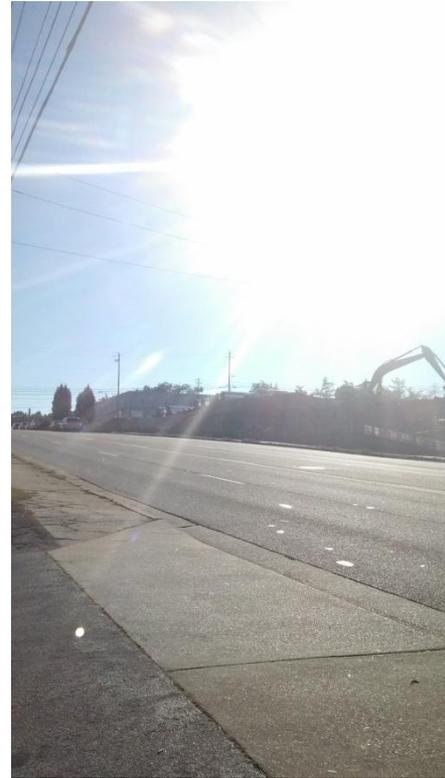
2012 New Businesses                      203  
2013 New Businesses                      206

East Point Business License Data 12/16/2013

# Cleveland Avenue Crossing



# Cleveland Avenue Crossing



October 2013

# Cleveland Avenue Crossing



November 2013

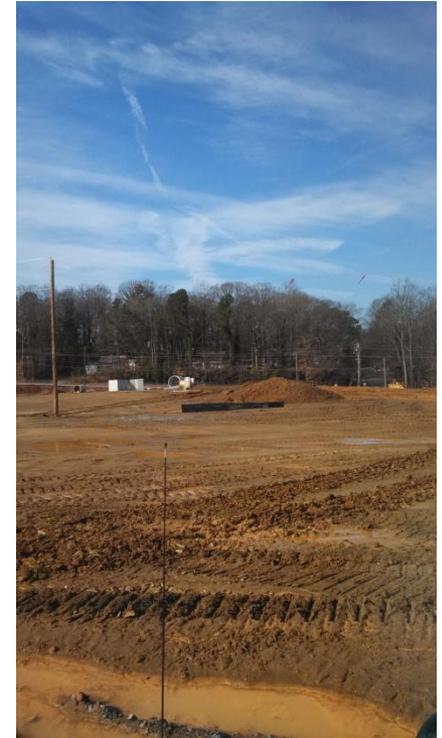
# Cleveland Avenue Crossing



January 2014



February 2014



# North Commerce Drive Extension



# North Commerce Drive Extension



Duke  
CONSTRUCTION

Print #131026143  
Date: 10/26/13  
Lat/Lon: 33.636813 -84.499281

Aerial Photography, Inc. 954-568-0484



October 2013



Duke  
CONSTRUCTION

Print #131026141  
Date: 10/26/13  
Lat/Lon: 33.636813 -84.499281

Aerial Photography, Inc. 954-568-0484

# North Commerce Drive Extension



# North Commerce Drive Extension

December 2013

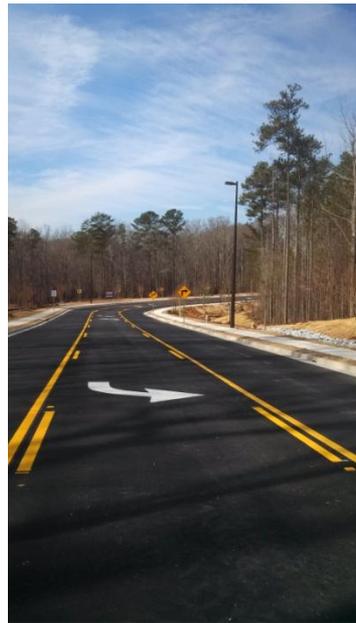


March 2014

January 2014



February 2014



March 2014



# Lakeside Preserve



# Lakeside Preserve



# CVS Pharmacy



# Mt. Olive Elementary School



# Ikhla's



# Villages @ Redwine



# FedEx

# Amazon Build-out

# Delowe Place Demolition

# Dick's Sporting Goods Expansion

# Family Dollar – Washington Plaza



EAST POINT

**Forward**

