



PRESS RELEASE

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Gorman & Company Breaks Ground on The Fifty-Five, a New Mixed-Income Community in East Point

EAST POINT, Ga. (March 24, 2026) – Gorman & Company will celebrate the official **groundbreaking of The Fifty-Five**, a new 60-unit mixed-income, mixed-use apartment community in East Point, on **Friday, March 27, 2026, at 10:00 a.m.** The development is located at **2855 East Point Street**, one block west of the East Point MARTA Station, reinforcing the City's commitment to transit-oriented affordable housing.

When completed, The Fifty-Five will offer one, two, and three-bedroom apartment homes serving households earning between **30%-80% of the Area Median Income (AMI)**. The community will include resident-focused amenities such as a fitness center, computer lab, community space, and outdoor gathering areas that will encourage connection and neighborhood engagement.

"The Fifty-Five represents the kind of intentional, community-driven development that makes a lasting impact," said **Joel Reed, Southeast Market President, Gorman & Company**. "By creating new affordable housing in a multi-modal location, we're helping ensure East Point residents can remain in the community they call home while continuing to thrive."

This well-designed family-focused community is expected to bring much-needed housing options to one of Atlanta's most accessible and desirable areas, **strengthening the City's housing infrastructure while supporting long-term economic stability.**

Please RSVP for Friday's groundbreaking ceremony and coordinate interviews with Cassandra or Kevin at The Creative Company.

About Gorman and Company: Gorman & Company is a leader in community revitalization through a steadfast dedication to high-quality, affordable, workforce, public, and senior housing nationwide. Their fully integrated platform, led by a team of industry leaders in development, architectural design, construction, and portfolio management, provides the highest level of customer care to their partners. At the heart of Gorman's philosophy is a commitment to collaboratively build strong, inclusive neighborhoods alongside municipalities, governmental organizations, and nonprofits. Headquartered in Wisconsin, with offices in Atlanta, Gorman has been recognized as one of the nation's top "Affordable Housing Developers" by Affordable Housing Finance magazine for more than a decade. Learn more about their diverse portfolio of national projects on [their website](#).

Photos:



Gorman & Company's Southeast Market Project - The Fifty-Five



Joel Reed, Southeast Market President, Gorman & Company

Resource Links:

- [Gorman & Company](#)
- [Housing Authority of Maricopa County](#)

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