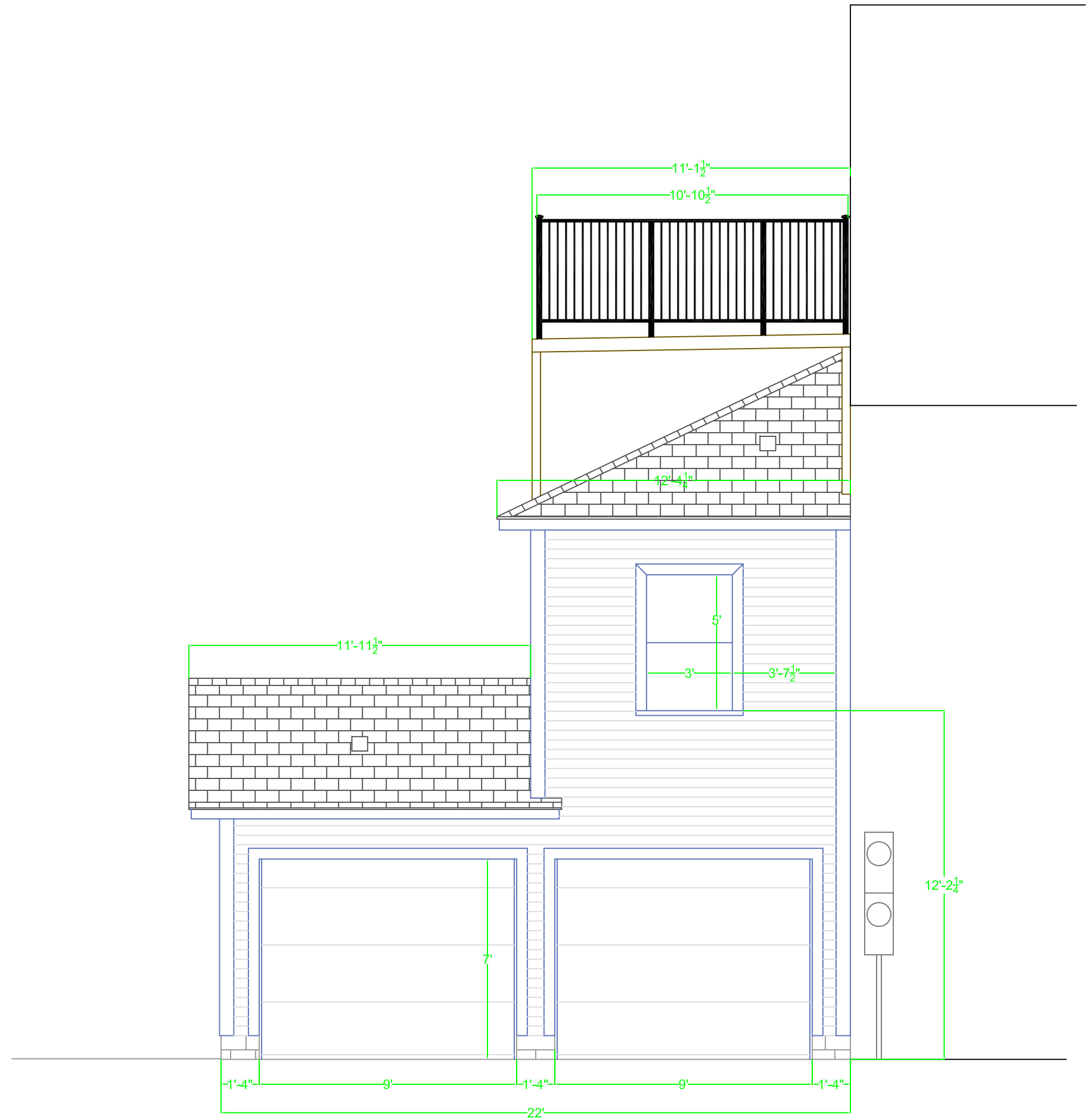East Side Elevation