



High Spirits
High Fashion
High Living



HIGH STREET

High Expectations

WELCOME TO HIGH STREET —

a bold vision and transformative project to create within Perimeter Center a community heart, one poised to exude energy and synergize a sophisticated myriad of residential, office, retail, restaurant, entertainment, hotel, and public spaces. This vision focuses on bringing people together for a diverse array of activities, events, and experiences — ultimately creating a genuine and elevated sense of community.



MEET YOUR EXPECTATIONS:
MEET HIGH STREET



Living Elevated

LOCATION

36M SF

OFFICE SPACE

Compared to 25M in Midtown Atlanta

\$3B

PILL HILL ECONOMIC IMPACT

In addition to 20,000 physicians and employees

\$165,136

AVERAGE HOUSEHOLD INCOME

Within Dunwoody Central Perimeter

187,863

DAY TIME POPULATION 3-MILE RADIUS

Greater than Midtown Atlanta

68%

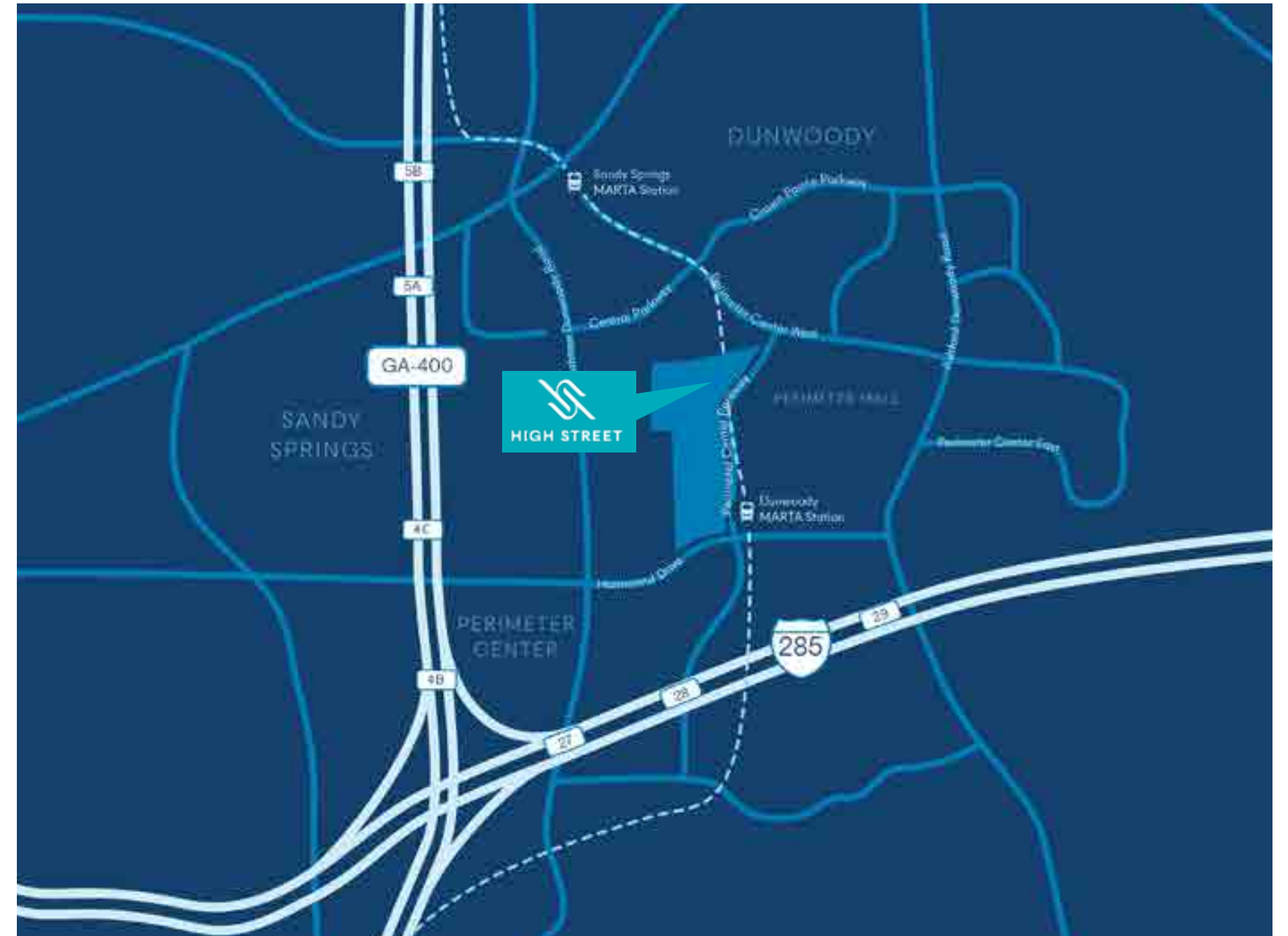
BACHELOR'S DEGREE OR HIGHER

Within Dunwoody Central Perimeter

\$577K

AVERAGE HOME VALUE

Within a 3-mile radius



Life Elevated



POPULATION		
16,685 1-mile	114,749 3-mile	252,993 5-mile

DAYTIME POPULATION		
57,620 1-mile	132,809 3-mile	202,464 5-mile

HOUSEHOLDS		
9,082 1-mile	51,392 3-mile	109,440 5-mile

AVERAGE HOUSEHOLD INCOME		
\$140,606 1-mile	\$165,136 3-mile	\$168,275 5-mile

OUR EXCEPTIONAL DEMOGRAPHICS



Metro Renters

Single and ready to mingle
30-something's

Leisure activities include yoga & pilates, wine at bars & restaurants

Shop at Trader Joe's and Whole Foods for groceries, partial to organic foods

Here because job is nearby; doesn't want to waste life in traffic



Top Tier

Married, no kids; median age, 47

Packs schedules with lunch dates, charity dinners, etc.

Values well-being and shops at high-end retailers

Transitioned into consulting roles or self-employment



Young & Restless

Single and striving to get ahead, improve themselves;

More than half of all households under age 35

Diverse consumers, first to try new products

Gravitate toward densely populated neighborhoods; big-city life



Urban Chic

Married couples w/ families; 40-something's

Environmentally aware, live "green" lifestyle — organic foods, great coffee, yoga, hiking, etc.

Drives luxury imports & shops upscale



The Heartbeat of High Street



Mixed-Use Elevated

A vibrant blend of uses perfectly coincides a rich mix of residential, retail, restaurant, hotel and office with elegant parks, intimate courtyards and lively tree-lined streets and sidewalks.



622K SF CLASS A OFFICE

A vibrant blend of residential, retail, restaurant, hotel, and office, adorned with elegant parks, intimate courtyards, and lively tree-lined streets and sidewalks.



WORLD-CLASS PUBLIC SPACES

A series of parks, a vibrant central boulevard, and programmed event plazas that provide a backdrop for concerts, outdoor cinema, festivals, farmer's markets and other engaging events.



300K SF RETAIL, RESTAURANT, & ENTERTAINMENT

A mix of exceptionally curated shopping, chef-driven dining, and experiences



3,000 RESIDENTIAL UNITS

Extraordinary living spaces offering top-of-the-market finishes, luxuries, and resort-like amenities, providing residents true cosmopolitan living

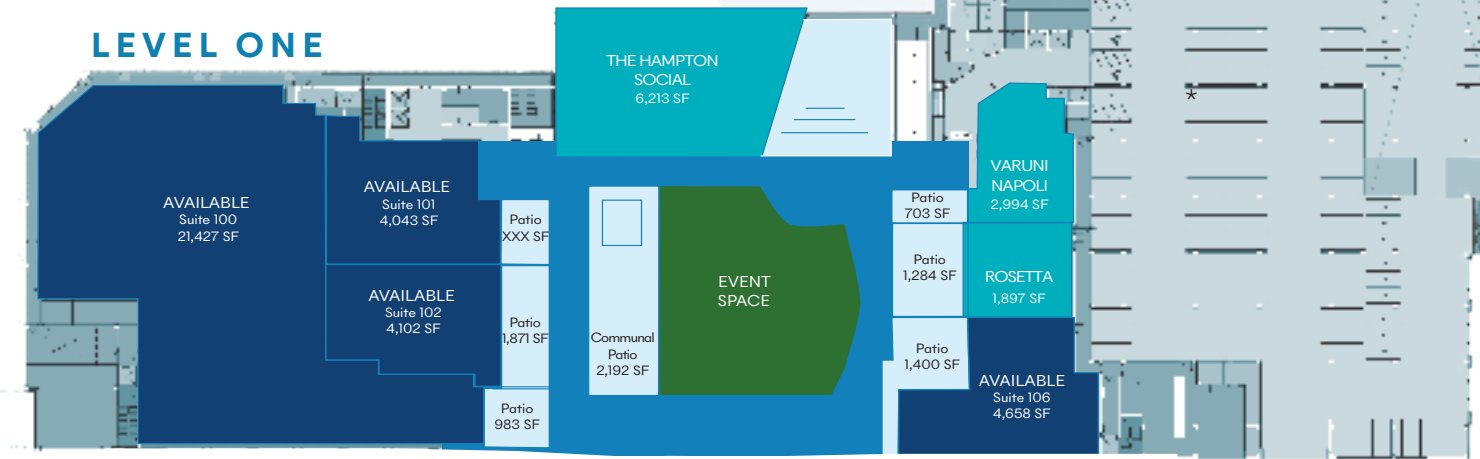


400 HOTEL ROOMS

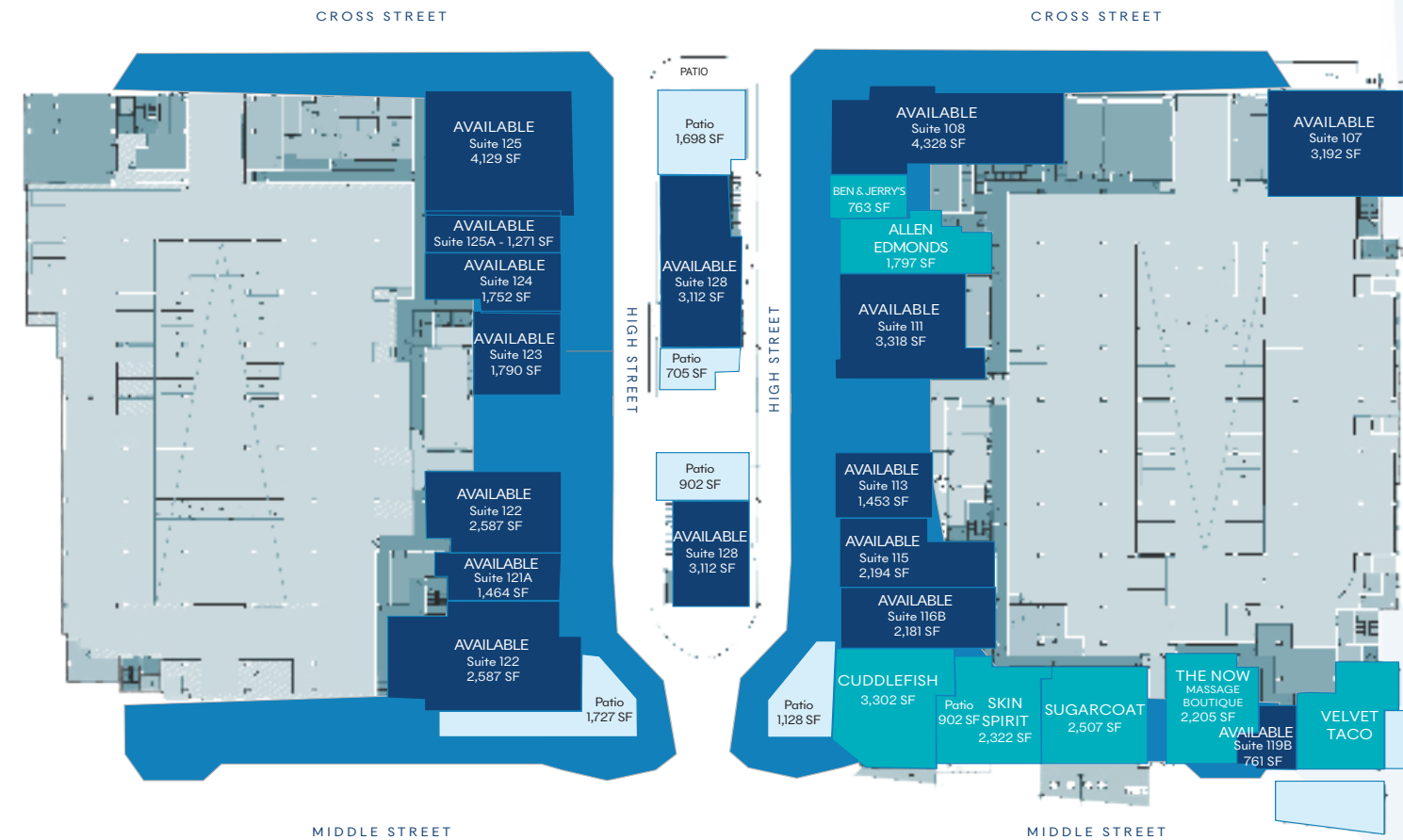
With a vibrant street life for travelers near and far, we offer an experience elevated above the rest of the Central Perimeter hotel market

MASTER PLAN

LEVEL ONE



LEVEL TWO



Density Elevated

MAJOR HQ'S IN MARKET



State Farm
TOPPED OUT AT 2.2M OFFICE
8,000 JOBS



Mercedes-Benz
RELOCATED NORTH AMERICAN
HQ FROM NEW JERSEY
1,000 JOBS



1,678 JOBS



2,005 JOBS



INTERCONTINENTAL
1,600 JOBS



1,000 JOBS



CENTRAL PERIMETER

Population	164K+
Daytime Population	236K+
Office SF	34.9M
Retail SF	11.6M
Average HHI	\$131K+

BUCKHEAD

Population	108K+
Daytime Population	180K+
Office SF	23.8M
Retail SF	11.2M
Average HHI	\$151K+

MIDTOWN

Population	63K+
Daytime Population	122K+
Office SF	26.1M
Retail SF	6.3M
Average HHI	\$125K+

DOWNTOWN

Population	57K+
Daytime Population	185K+
Office SF	36.6M
Retail SF	5.9M
Average HHI	\$84K+


LARGEST
OFFICE MARKET
Within 3-mile radius with
132,809 employees

HIGH STREET RETAILERS

An Elevated Blend

EST. *The* 2015
HAMPTON
SOCIAL




CUDDLEFISH



Puttshack

AGAVE
BANDIDO

The **NOV**




SKINSPIRIT


Allen Edmonds
AN AMERICAN ORIGINAL


Nando's


Rosetta *
the Italian bakery



SUGARCOAT



BEN & JERRY'S

* coming soon

Elevate Your Day



Reach New Heights

Phase 1 consists of a robust initial development substantial enough to establish High Street as a veritable mixed-use destination — capable of enlivening the district every day, in every way, all year long.

FUTURE PHASES



PHASE ONE COMPLETE



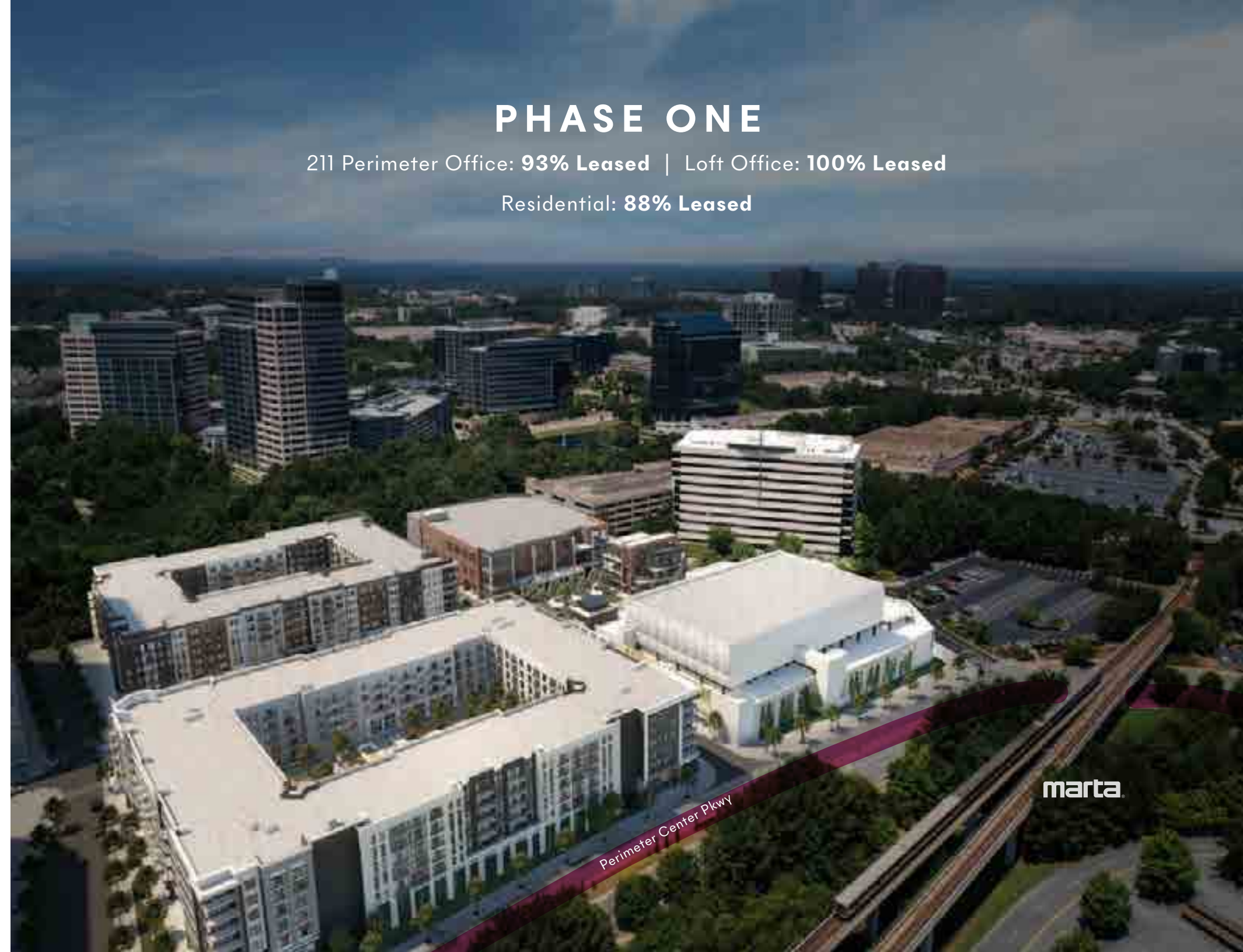
	MASTER PLAN	PHASE 1
FULLY ENTITLED SITE	36 Acres	16 Acres
RESIDENTIAL	3,000 Units	598 Units
RETAIL, RESTAURANT, & ENTERTAINMENT	400,000 SF	150,425 SF
CLASS A OFFICE*	622,000 SF	328,399
HOTEL	400 Keys	-

- HIGH STREET PROGRAM**
- RESIDENTIAL
 - RETAIL
 - NEW OFFICE
 - EXISTING OFFICE
 - HOTEL OR OFFICE
 - PARKING

PHASE ONE

211 Perimeter Office: **93% Leased** | Loft Office: **100% Leased**

Residential: **88% Leased**



marta

Work-Life Elevated

**HIGH STREET JUST KEEPS CLIMBING HIGHER.
We're thrilled to announce our newest, biggest tenant: TriNet.**

This HR solutions company selected High Street after an intensive, multi-state search, and will bring to our community 150,000 square feet of occupied office space, and, over the next five years, 750 jobs. It represents Atlanta's largest 2025 office transaction so far and paves the way for High Street to become, not just the community heart of the Perimeter, but one of its most vital assets.



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