



*Lulah Hills*

AN EDENS DEVELOPMENT



*Lulah Hills is located 8 miles northeast of downtown Atlanta. Its predecessor North DeKalb Mall was the first fully enclosed mall open for business in Atlanta. While the mall served as a spirited part of the community for almost 60 years, Lulah Hills is a tremendous opportunity to transform this place into a walkable, connected community center.*

*Lulah  
Hills*



## Our Vision

## The evolution of a community.

When it opened in 1965, North DeKalb Mall was a pioneering retail achievement, a one-stop shop for commerce and entertainment under one roof.

With our redevelopment, we are designing a retail-focused, mixed-use destination that reflects the character of this community and inspires those who visit.

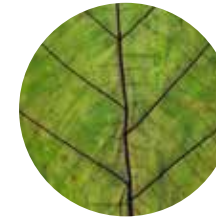
Our place will be convenient and casual—ideal for a relaxed family outing, the long-overdue date night or a morning cup of coffee. Lulah Hills will once again, just as it was known for almost 60 years ago, enrich the community through innovative design, thoughtful curation, and active engagement.

# Core Values



**It's not hard to make decisions when you know what your values are.**

*Roy Disney*



## Connected

**Connected** to the surrounding communities + neighborhoods.

**Connected** to nature trails.

**Connected** via a major interstate making the site a larger draw than a typical local grocery-anchored center. We fill a gap in the retail desert in East Atlanta.

**Connected** virtually.



## Cultivated

Reflective of the richness of diversity in the area, we will work to **cultivate** a place that appeals to a wide variety of ages, cultures, races, etc.

By **cultivating** inclusivity, we will foster a welcoming environment for neighbors and visitors from the region and beyond.



## Vibrant

The green spaces + layout of the center offer a **vibrant** setting.

We will add color + **vibrancy** to the center through strong design, use of art, murals and landscaping.

Lulah Hills will be a **vibrant** center, both physically and culturally, through an infectious energy supported by the community and through design.



## Dynamic

**Dynamically** changing and growing with the community.

**Dynamic** in that it embraces the process of growth and change, lending itself to appeal to a diverse set both culturally and geographically.

# Atlanta by the numbers



## Population

Over 6M people, 6th most populous metro area in the U.S. with an estimated population of 8.5M by 2040



## Headquarters

Home to 16 Fortune 500 companies and 29 Fortune 1000 companies. Atlanta ranks 3rd among cities with the most Fortune 500 headquarters



## Business Friendly

Ranked #2 as the cheapest major city in which to do business



## Booming

Ranked 4th in projected job growth in the next five years



## Education Stats

Home to 57 colleges and universities with over 250k students enrolled. 53.4% of people age 25+ have bachelor's degree.



## Affordability

Cost of living index 109.4, well below that of San Francisco, Washington DC and New York



## Top Airport

Hartsfield Jackson Atlanta International Airport is #1 in the world in passenger volume, serving 100+ million passengers annually with over 90 international destinations in 55 countries



## Georgia Film Industry

\$4B direct spending on productions in 2021 which is a new film industry record. 2.1M SF purpose-built stage space. Georgia-lensed productions earned 62 Emmy Award nominations, 3.2M SF retrofitted stage and dedicated warehouse space.



## Tourism

Atlanta is the only U.S. city on Lonely Planet's "Best in Travel 2022" rankings



**I'm obsessed with Atlanta...it's the most wonderful mashup of all the most wonderful bits and pieces of this country.**

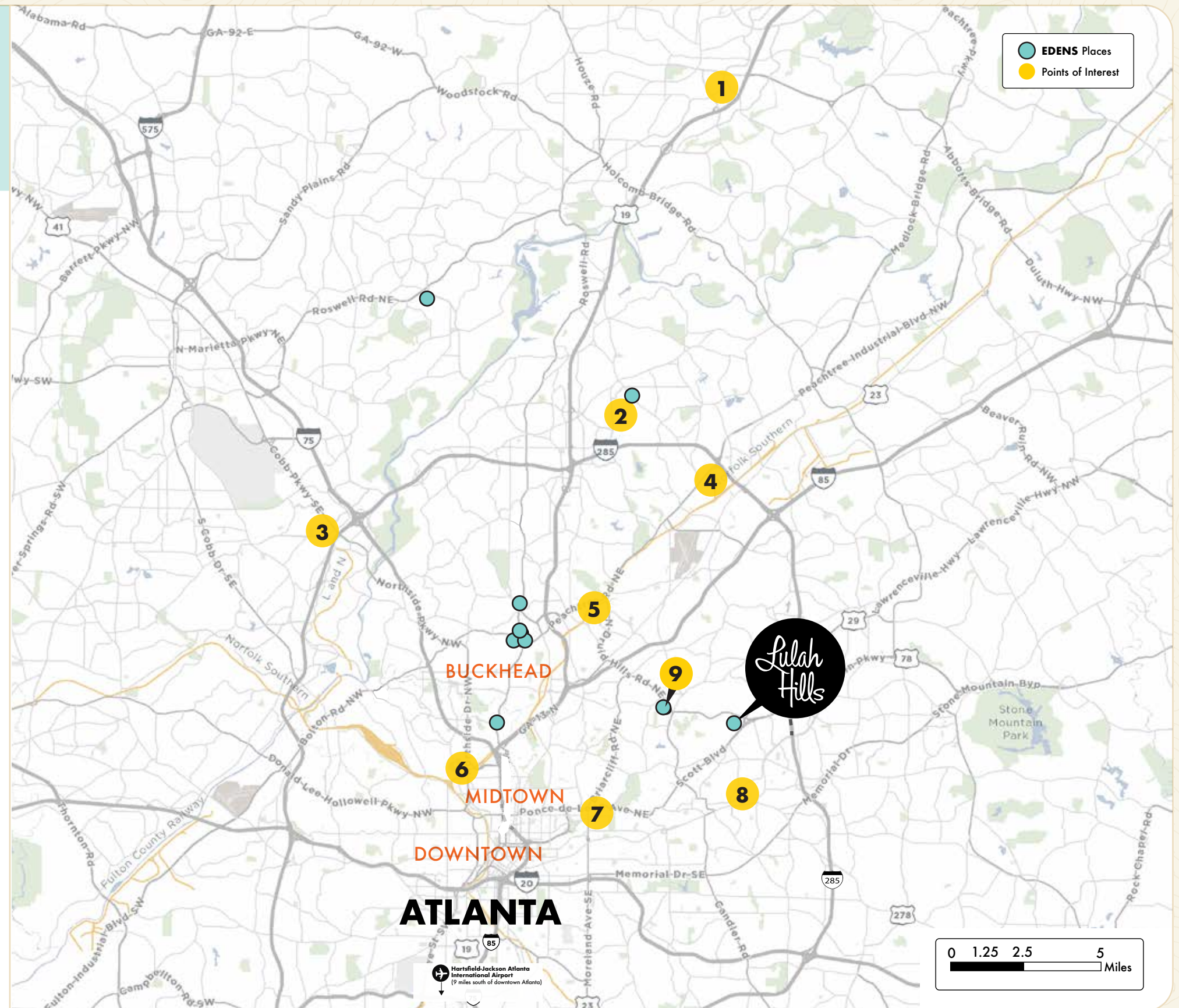
*Malcolm Gladwell*



# Overview Map

## Points of Interest

- 1 Avalon
- 2 Perimeter Mall
- 3 Truist Park
- 4 Assembly Yards
- 5 Lenox Square
- 6 Atlantic Station
- 7 Ponce City Market
- 8 Downtown Decatur
- 9 Toco Hills



# Economic Drivers

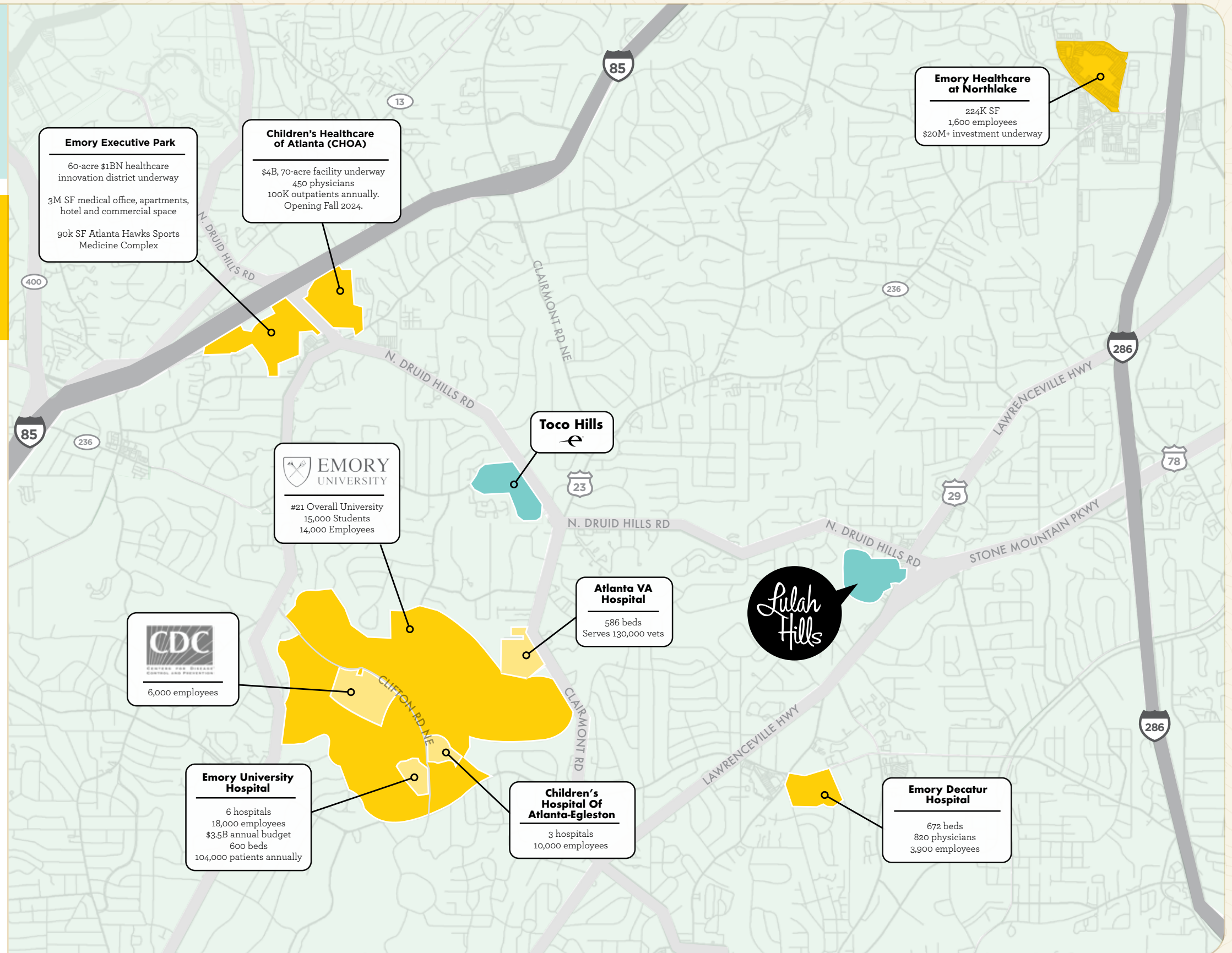
**Over \$6B in healthcare development planned, underway or recently completed**

Healthcare is one of the top economic drivers in northeast Atlanta driven by national leaders Emory Hospital System, the Centers for Disease Control, and Children's Healthcare of Atlanta (CHOA).

 **15k Students**  
Emory University

 **45k Jobs Today**  
Emory, CDC

 **12k Future Jobs**  
Emory Northlake, CHOA, Emory Executive Park



# Demographics

## 3 Mile

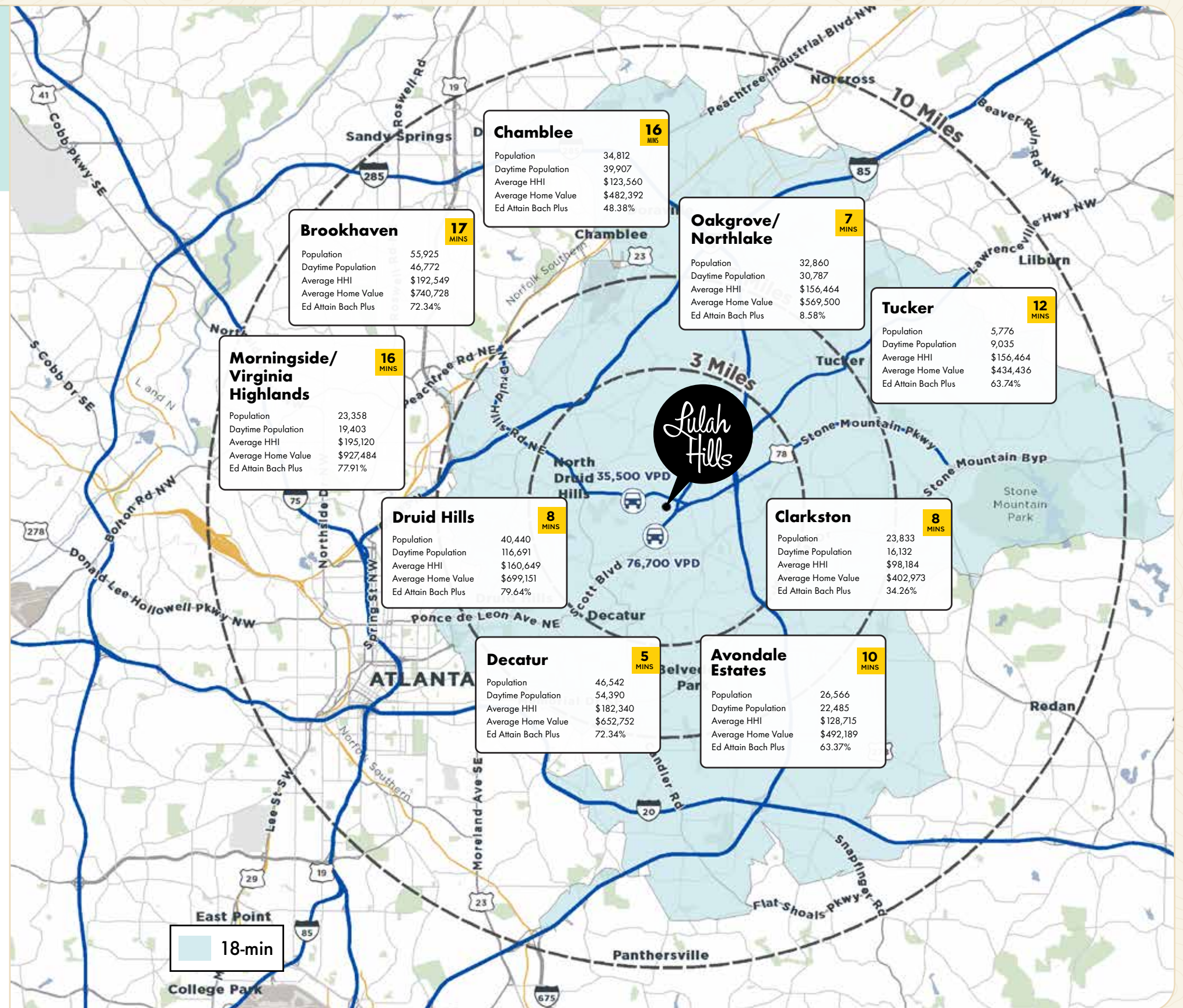
Total Population	120,601
Households	48,910
Average Household Income	\$144,761
Buying Power	\$7.1B
Educational Attainment	80.58%

## 5 Mile

Total Population	329,634
Households	137,067
Average Household Income	\$145,683
Buying Power	\$20.0B
Educational Attainment	77.89%

## 18 Min Drive Time

Total Population	717,120
Households	299,106
Average Household Income	\$134,047
Buying Power	\$40B
Educational Attainment	73.87%



# Patron Snapshots

**Consumers are statistics. Customers are people.**

*Stanley Marcus*



## **Ansley, 38**

**Household Income: \$150k**

- Married, 2 children (4 & 2 years old)
- HR Management at CDC
- Loves yoga, running, hiking in N. GA, Peachtree Creek Trail at Clyde Shephard Nature Preserve
- Environmentally aware, actively recycles and lives a green lifestyle
- Treats herself by eating out at high-end Decatur restaurants, Spiller Park for coffee and Iberian Pig for wine
- Desires: Family-friendly activities; a walkable community; remote work spaces; more restaurants/cocktail bars to indulge on date nights, etc



## **Richard, 62**

**Household Income: \$350k**

- Married, 2 Children, 3 grandchildren
- Oncology Physician / Professor at Emory
- Speaks four languages
- Both he and his wife, Lori, love to cook together and shop at Dekalb Farmer's Market, Whole Foods and Publix
- Just published his 3rd book on health and wellness and ways to prevent cancer throughout all stages of life
- Desires: More time to spend outside of work enjoying his passion for reading and gardening. Would love more dining options to take family to dinner when they come to visit



## **Kai, 29**

**Household Income: \$80k**

- Events Photographer, Pet Sitter
- Single, no children
- Loves all things vintage
- Socially connected online + IRL, very close to family who live an hour outside of Atlanta
- Created an influencer Instagram account for her Golden Doodle, Arthur, featuring his adventures
- Desires: A new dog park, a place to meet friends for lunch or happy hour, remote work spaces as well as locations for her photography shoots, wants safe uber/lyft drop off locations



## **Em, 40**

**Household Income: \$200k**

- Web Designer / Podcaster
- Engaged to Lindsay, a Surgical Resident at Emory Hospital
- Hoping to adopt two foster children in their care, ages 6 and 9
- Loves being a mom and works from home so her schedule is flexible
- Favorite date night is a great local music festival with a picnic that includes wines from her favorite local shop
- Desires: Em and Lindsay live a healthy lifestyle and love specialty markets and new restaurants featuring Vegan options. Also want sustainability camps or programs where their kids can learn and grow

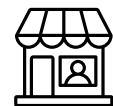


**Pre-Demo Aerial—  
Before Redevelopment**



**Sitework Underway**

# Site Plan



**320,000 SF**  
Retail & Restaurants



**1,700**  
Multifamily Units

*Initial Phase*  
Crescent Communities: 304 Multifamily Rental Units  
Construction Start: Q4 '25

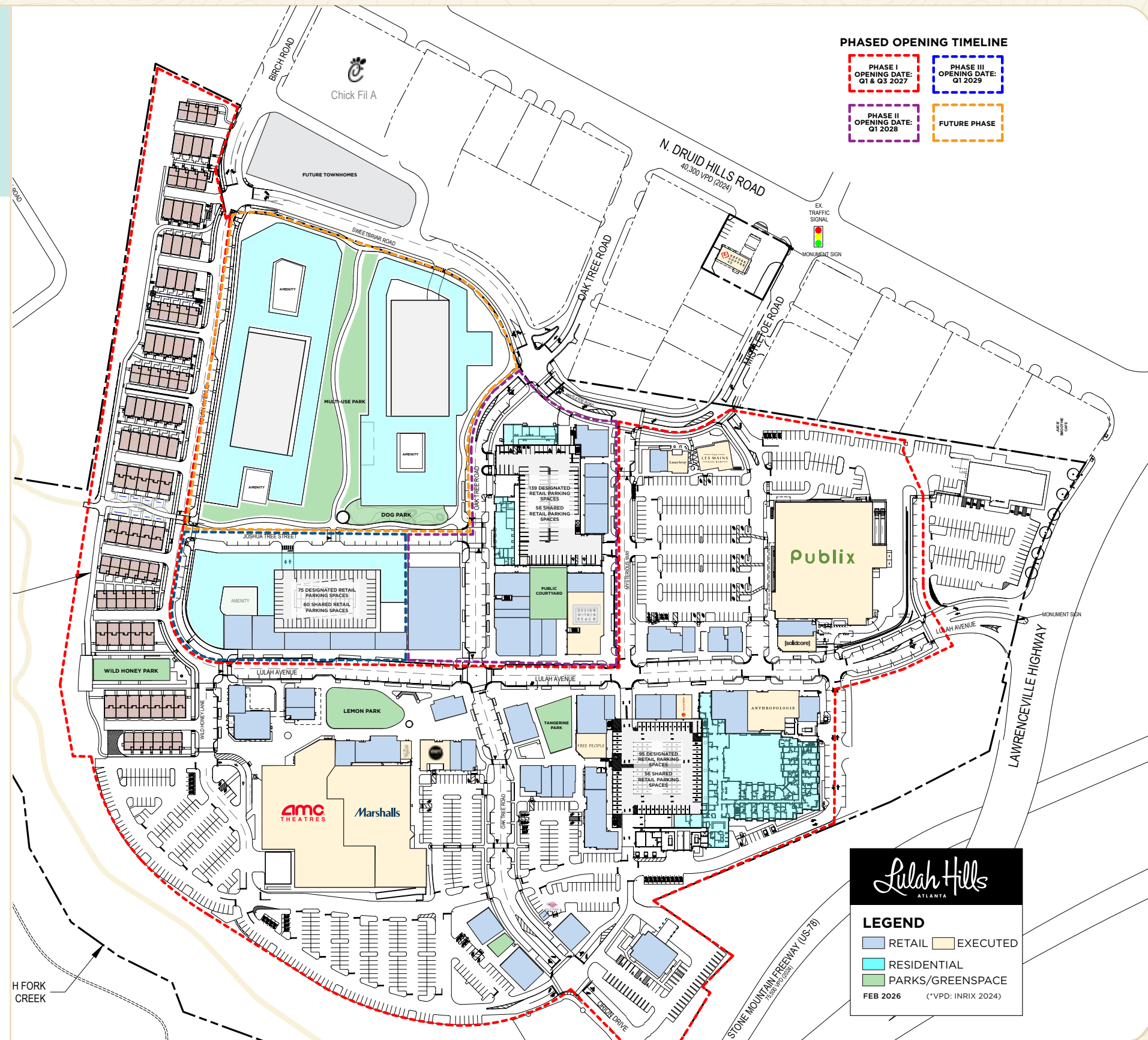


**100**  
Townhomes

*Initial Phase*  
Empire Communities: 92 For Sale Townhomes  
Construction Start: Q4 '25



**23+ Acres**  
Green Space



### PHASED OPENING TIMELINE

PHASE I OPENING DATE: Q1 & Q3 2027	PHASE III OPENING DATE: Q1 2029
PHASE II OPENING DATE: Q1 2028	FUTURE PHASE

**Lulah Hills**  
ATLANTA

**LEGEND**

RETAIL	EXECUTED
RESIDENTIAL	
PARKS/GREENSPACE	

FEB 2026 (\*VPD: INRIX 2024)



Illustrative Aerial

Lulah Hills  
RENDERINGS



Lemon Park looking west

Lulah Hills  
RENDERINGS



Lemon Park

Lulah Hills  
RENDERINGS



Lemon Park looking east



Lemon Park

Lulah Hills  
RENDERINGS



Tangerine Park

Lulah Hills  
RENDERINGS



Tangerine Park

Lulah Hills  
RENDERINGS



Entry Retail at Mistletoe

Lulah Hills  
RENDERINGS



Lulah Ave

Lulah Hills  
RENDERINGS



Lulah Ave Retail

Lulah Hills  
RENDERINGS



Wild Honey Park

Lulah Hills  
RENDERINGS



*Townhomes + Trail connection to lower site at Lulah Avenue, looking west*

*Lulah Hills*  
RENDERINGS

# Lulah Hills

**2050 LAWRENCEVILLE HWY  
DECATUR, GA**

LEASING

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