



THE
JUNIPER

THE RESERVE
AT JUNIPER

ESSENTIAL GUIDE

OVERVIEW

THE JUNIPER & THE RESERVE AT JUNIPER

TWO TOWERS OF UNMATCHED LUXURY LIVING

Redefining luxury living in the heart of Midtown Atlanta, *The Juniper* and *The Reserve at Juniper* are a pair of iconic towers thoughtfully designed to elevate every aspect of modern residential living.

THE JUNIPER

Light-filled and connected, *The Juniper* offers a modern warmth that reflects the energy of Atlanta. Homes are elegantly composed, framed by sweeping views and a lifestyle shaped by community and culture. Amenity-rich and gracefully social, *The Juniper* is a refined address at the center of it all.

THE RESERVE AT JUNIPER

Redefining what it means to live well in the city, *The Reserve* offers expansive homes, elevated finishes, and a suite of wellness-focused amenities deliver a life of quiet distinction—where every detail is curated to elevate the everyday to the extraordinary.

PRIVY

Privy is a members-only sanctuary comprising *The Reserve's* amenities and services, blending immersive wellness, elevated hospitality, and curated lifestyle experiences into a unique lifestyle offering. From on-property treatments at *Privy Spa* to concierge-attended afternoons at the rooftop pool, every detail is designed for balance, restoration, and ease.

Together, these residences offer a seamless blend of sophistication, comfort, and five-star service—creating an unmatched living experience in one of Atlanta's most coveted neighborhoods.



LOCATION

ESSENTIAL MIDTOWN

THE ADDRESS FOR EVERYTHING

Perfectly positioned in the heart of Midtown Atlanta, *The Juniper* Midtown offers unmatched access to the city's most dynamic destinations. Just steps from the iconic Piedmont Park, residents enjoy proximity to lush green spaces, the Atlanta BeltLine, and a vibrant mix of restaurants, cafes, and cultural institutions. The neighborhood pulses with energy—from art galleries and theaters to tech hubs and major employers—making it one of the Southeast's most walkable and connected urban communities. Whether you're commuting, exploring, or simply enjoying the local flavor, *The Juniper* places you at the center of it all.

DESIGN & ARCHITECTURE

ROOTED IN NATURE

A SANCTUARY OF STYLE

The Juniper and *The Reserve at Juniper* are a striking architectural statement in the heart of Atlanta, designed to complement the energy and elegance of the city's most vibrant district. Brock Hudgins Architects, based in Atlanta, led the architectural vision for the project. The twin bronze-clad towers are thoughtfully crafted to bring warmth and timeless beauty to the Midtown skyline, serving as both a visual landmark and a symbol of modern sophistication.

Inside, the design is elevated by the creative direction of CID Design Group, a Naples, Florida-based firm known for its refined, lifestyle-driven spaces. Drawing inspiration from the lush landscapes of nearby Piedmont Park, the interiors feature a nature-inspired palette and organic textures that evoke tranquility, balance, and connection to place.

The landscape design thoughtfully combines beauty, sustainability, and functionality to create a vibrant urban retreat. Outdoor amenities like the resort-style pool, open-air cabanas, grilling areas, and a movie lawn offer spaces to relax, socialize, and connect. Residents can gather in the indoor-outdoor lounge and demonstration kitchen—perfect for tastings, cooking classes, or shared meals that inspire creativity and community. Surrounding the community, features like bioswales along Juniper Street filter stormwater runoff while beautifying the sidewalks and supporting sustainable water management. Expanded sidewalks, street trees, and separated bike lanes enhance the pedestrian experience and promote active transportation. The use of native plant species supports local ecosystems, while biophilic design elements, such as moss walls in the lobbies, bring nature indoors to promote resident well-being.



RESIDENCES

MODERN, AIRY, & SOCIAL

THE JUNIPER

Showcasing modern elegance, this tower features light and airy finishes complemented by vibrant social spaces, perfect for residents seeking a contemporary, connected lifestyle.

KEY INTERIOR FEATURES

- Studio, one-, and two-bedroom residences
- Light-drenched homes with multiple exposures
- Expansive windows for natural light and city views
- Select residences with generous balconies or terraces
- Premium stainless steel appliances
- Gas ranges
- Frameless glass showers
- Soft white oak-style flooring
- Sleek matte black fixtures
- Choice of light or dark quartz surfaces
- In-residence laundry and gas dryer

REFINED, PRIVATE, & FULL-SERVICE

THE RESERVE AT JUNIPER

Offering a more private and refined atmosphere, this tower boasts rich, dark finishes and an exclusive collection of elevated club-style amenities that set a new standard in the marketplace.

KEY INTERIOR FEATURES

- One-, two-, and three-bedroom residences
- Expansive layouts with 10'+ ceilings
- Light-drenched interiors with multiple exposures
- Generous balconies or terraces in select residences
- Two refined finish palettes: Sandstone and Charcoal
- Dry bars with walnut accents in select residences
- Antique champagne bronze fixtures
- Honed quartz counter tops with waterfall edges
- White oak-style flooring
- Premium stainless steel appliances
- Gas ranges



Frameless glass showers
Floor-to-ceiling windows with panoramic views
In-residence laundry and gas dryer

ABOVE IT ALL

THE RESERVE AT JUNIPER PENTHOUSES

The Penthouse Residences at *The Reserve* are a collection of only seven homes with the finest finishes, services, and views in all of Midtown Atlanta.

KEY INTERIOR FEATURES

One-, two-, and three-bedroom residences
Top-level living with sweeping views
Expanded floor plans with enhanced privacy and skyline sight lines
Commanding 11'4+ ceilings
High-gloss champagne cabinetry with dark walnut accents
Premium quartz counter tops with waterfall edges
Fixtures in champagne bronze
Custom paneled Bosch refrigerator and dishwasher
Black stainless steel Bosch gas ranges
Dry bar with wine refrigerator
Freestanding soaking tubs and frameless glass showers
Modern light-filtering roller window treatments
Grand balconies and terraces



ABOUT PRIVY

THE RESERVE'S AMENITIES, SERVICES, AND EXPERIENCES ARE PRIVY.

Privy is the defining expression of life at *The Reserve*—a members-only club that encompasses the full suite of elevated amenities and personalized services available only at *The Reserve* at Juniper. *Privy* is a philosophy of living: where wellness, leisure, and gracious hospitality are seamlessly woven into the everyday.

Members enjoy access to *Privy* Spa—a restorative suite of wellness spaces offering holistic therapies and rituals—alongside a high-performance fitness club, concierge-attended rooftop pool, state-of-the-art golf simulator, and thoughtfully appointed lounges and co-working areas. From these spaces, *Privy* unfolds into a rhythm of curated experiences—from daily hospitality touch points to intimate member dinners prepared by the Chef- and Sommelier-in-Residence—all attended to with care by the dedicated Member Experience Manager and white-glove *Privy* Concierge.



PRIVY

AT THE RESERVE



AMENITY COLLECTION

SIGNATURE AMENITIES

The Juniper and *The Reserve* redefine upscale residential living with an expansive suite of amenities that blend luxury, comfort, and convenience at every level.

Available to both towers.

PET SPA & MINI DOG PARK (LOBBY LEVEL)

Pamper your four-legged companions with a dedicated grooming station and on-site dog park designed for convenience and play.

SKYLINE POOL OASIS (CANOPY ON 9)

Take in sweeping city views from the rooftop pool, featuring private cabanas, a sundeck, and a serene atmosphere perfect for unwinding or entertaining.

CHEF'S KITCHEN & AL FRESCO GRILLING STATIONS (CANOPY ON 9)

Host memorable gatherings with access to a fully equipped chef's kitchen and outdoor grilling areas designed for open-air dining and social connection.

HOT YOGA STUDIO POWERED BY YONDER YOGA (JUNIPER ROOFTOP)

Recharge and realign in a serene, professionally powered yoga studio offering invigorating sessions and peaceful retreats.

THE JUNIPER ATHLETIC CLUB (JUNIPER ROOFTOP)

A sleek, modern fitness center overlooking the city, outfitted with top-tier equipment for strength, cardio, and functional training. Including Eschelon screens and Peloton bikes.

THE OAK CLUB & THE OAK CELLAR (JUNIPER ROOFTOP)

Sophisticated communal gathering spaces that include a private dining room and wine cellar-inspired ambiance—perfect for hosting or relaxing in style.

THE COMMONS (JUNIPER ROOFTOP)

A versatile indoor/outdoor co-working space offering a seamless blend of productivity and relaxation in a creatively designed environment.



OUTDOOR FILM TERRACE (CANOPY ON 9)

Catch a movie under the stars on this stylish rooftop terrace, complete with comfortable seating and skyline views.

VERANDA & OUTDOOR GAMING LOUNGE (CANOPY ON 9)

A breezy, social space featuring lounge seating and a curated mix of outdoor games—perfect for weekend fun or casual gatherings.

PRIVY AT THE RESERVE AMENITIES

An exclusive, elevated resident experience awaits at *The Reserve* at Juniper, home to premier lifestyle spaces and wellness-focused amenities.

Exclusive for Privy Members and Reserve Residents.

FIRESIDE LOUNGE (RESERVE LEVEL NINE)

A cozy, upscale retreat offering handcrafted cocktails, plush seating, and a refined atmosphere for quiet evenings or intimate conversations.

THE RANGE (RESERVE LEVEL NINE)

A luxury gaming lounge featuring a state-of-the-art golf simulator and interactive games—perfect for friendly play or private instruction.

THE FOUNDRY (RESERVE LEVEL NINE)

A versatile co-working space with private offices and communal work areas, designed for professionals seeking style and productivity.

HOSPITALITY BARS (LOBBY, RESERVE LEVEL NINE)

Enjoy spa water and curated snacks to refresh and recharge between moments of work and leisure.

PRIVY POOL (PRIVY ROOFTOP)

A serene escape above the skyline, offering commanding city views and private cabanas—all designed to transform every sun-drenched moment into a luxurious ritual.

PRIVY WELLNESS CLUB (PRIVY ROOFTOP)

A discreet, high-performance space designed for focused workouts and private training—an intimate, serene environment where every detail supports precision, privacy, and personal well-being.

PRIVY SPA POWERED BY DO NOT DISTURB (PRIVY ROOFTOP)

A restorative sanctuary featuring a dry sauna, Himalayan salt room, cold plunge suite, and a tranquil studio for massage and guided meditation—powered by boutique Atlanta wellness studio Do Not Disturb.



SKYLINE LOUNGE (PRIVY ROOFTOP)

A richly layered atmosphere for connection and unwind—where curated spirits, warm textures, and sweeping skyline views converge in an intimate, indoor-outdoor setting that feels both exclusive and effortlessly inviting.

LIBRARY AND FIRESIDE LOUNGE (PRIVY ROOFTOP)

A quiet counterpoint to the city below—an elevated retreat for relaxed play and thoughtful pause, with curated books, classic games, and lounge seating that invites long conversations or quiet escape.



SERVICES

At *The Juniper* and *The Reserve*, elevated living is exceptionally curated. Our service philosophy draws inspiration from luxury hospitality, ensuring residents experience seamless comfort, thoughtful convenience, and tailored lifestyle support every day.

SIGNATURE SERVICES

Available to All Residents

FULL-TIME HOSPITALITY CONCIERGE

Ready to assist with bookings, reservations, transportation, event coordination, guest services, and beyond. More than 24/7 support—it's your personal lifestyle liaison.

PREMIER MOVE-IN EXPERIENCE

Enjoy a white-glove welcome with personalized orientation, assistance with logistics, and a curated arrival gift to ease your transition into *The Juniper* lifestyle.

INTEGRATED RESIDENT APP

A single platform for managing daily services, exploring exclusive perks, and RSVP-ing to curated events—all designed to bring luxury and efficiency to your fingertips.

SEAMLESS PACKAGE DELIVERY

Two dedicated Luxor One package rooms support secure conditioned storage and delivery. At-residence drop-off available to Reserve residents for added convenience.

RESORT-STYLE TOWEL SERVICE

Plush towels available poolside and in both fitness centers—refreshed daily for your comfort. Chilled, scented towels available at the *Privy* Wellness Club and *Privy* Spa.

ON-DEMAND SERVICES

Available by appointment to all residents. Additional fees apply.

PRIVATE FITNESS TRAINING

PRIVATE YOGA SESSIONS

HOUSEKEEPING

DRY CLEANING

INTERIOR DESIGN CONSULTATIONS AND IMPLEMENTATION



PRIVY SERVICES

Exclusive for Privy Members & Reserve Residents

MEMBER EXPERIENCE MANAGER

Your dedicated resource for all things wellness and lifestyle. From coordination of spa services to personal wellness planning, service is curated and anticipatory.

PRIVY CONCIERGE

More than service, the *Privy* Concierge is your personal liaison for elevated living. From securing reservations and cultural access to coordinating housekeeping and wellness appointments, every detail is handled with quiet precision and timeless hospitality.

FRONT DOOR DELIVERY

Enjoy seamless living with direct-to-door delivery of packages and groceries—carefully placed inside your residence for convenience, security, and ease.

PRIVY SERVICES BY APPOINTMENT

Available by appointment to Privy Members and Reserve Residents. Arranged by Privy Concierge. Additional fees apply.

PRIVY SPA POWERED BY DO NOT DISTURB

Massage Therapy
Stretch Therapy
Facials
IV Therapy
Guided Meditation
Private Sound Bath Meditation
Color Therapy
Sauna
Cold Plunge
Breath Work

SALON SERVICES

Barber & Hair Services

PRIVY WELLNESS CLUB

Private Training by D’Karlos Craig

PET CARE SERVICES

Pet Walking
Grooming
Veterinary Care

VEHICLE SERVICES

Car Wash & Detailing
Refueling

INTERIOR DESIGN SERVICES

IN-HOME PRIVATE CHEFS

IN-HOME SUITING AND TAILORING

LAUNDRY

DRY CLEANING

HOUSEKEEPING



OUR DEDICATED CONCIERGE TEAM IS ALWAYS AT
YOUR SERVICE.

404.364.3444

concierge@thejunipermidtown.com



WWW.THEJUNIPERMIDTOWN.COM