

this is *esda*

PORTMAN HOLDINGS

 **SRS**
Real Estate Partners

office space // 645,000 SF

high-performance computing space/data center // 80,000 SF

street level restaurant and retail space // 20,000 SF

outdoor living room // 20,000 SF

collaborative areas on each floor

a new mix of uses

Coda integrates business innovation and institutional research in a completely new way, fueled by a high-power computing center and connected to the energy of Midtown Atlanta with inspired retail and dining elements.

Collaborative core.

Access to talent.

The Plaza - 24-hour gathering spot.

Environmental design.

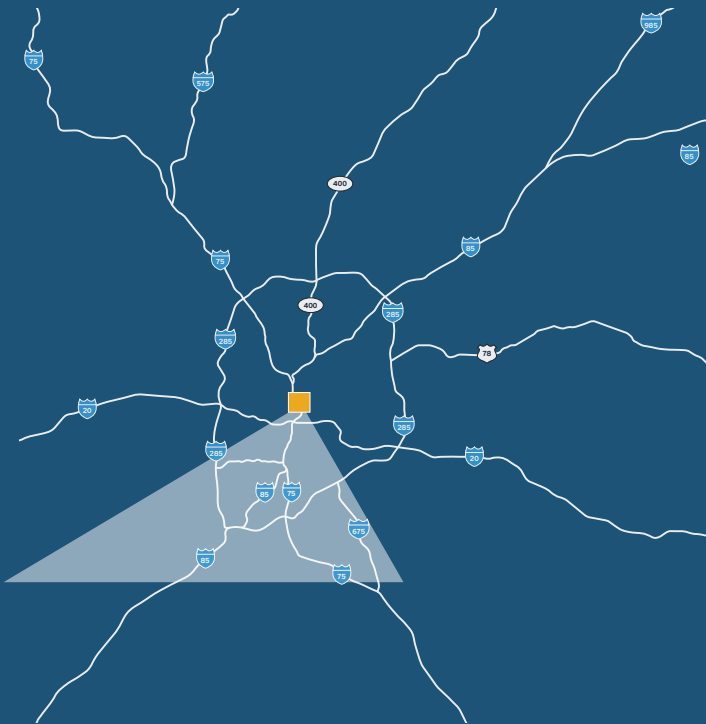
Smart building.



location

Coda's location in Midtown allows for a nearly endless range of experiences. As Atlanta's second largest business district, Midtown is a vibrant community with a focus on a true work-live-play concept. The balance of commercial, residential and outdoor recreation areas position Midtown as one of the top neighborhoods in the city. The community is also home to some of Atlanta's most popular restaurants, theaters, art galleries and museums.

High walkability and close proximity to MARTA and major highways make Coda the smart place for the savvy to meet and mingle. Nearby major Atlanta arteries include I-85, I-75, Hwy 78, Spring Street and West Peachtree Street NW. Public transit options are easily accessible with the North Avenue MARTA Station a short walk away as well as six neighboring bus stations.





Tech Square 2002



Tech Square 2007

Atlanta's innovation hub

Since Georgia Tech started this initiative in 2001, Technology Square has experienced immense growth and continues to thrive as companies flock to the area. At the core of this innovation hub, Coda will serve as a catalyst for tech breakthroughs throughout the region.

opportunity zone tax credits

Opportunity Zone Designation allows for significant state tax credits to companies bringing new qualifying jobs to the State of Georgia located at Coda. Companies can enjoy an income tax or payroll tax credit equal to \$3500/qualifying new job per year for five years.

Midtown by the numbers

Atlanta is #2 in America's most Tech-friendly cities with 70% of Tech jobs located in Midtown

22 million square feet of office in Midtown

Tech Square will soon total over 3 million square feet of office

341,041 daytime population within three mile radius

Atlanta is the 2nd best city in the U.S. for Millennials

75% of Midtown residents are Millennials and Gen Xers

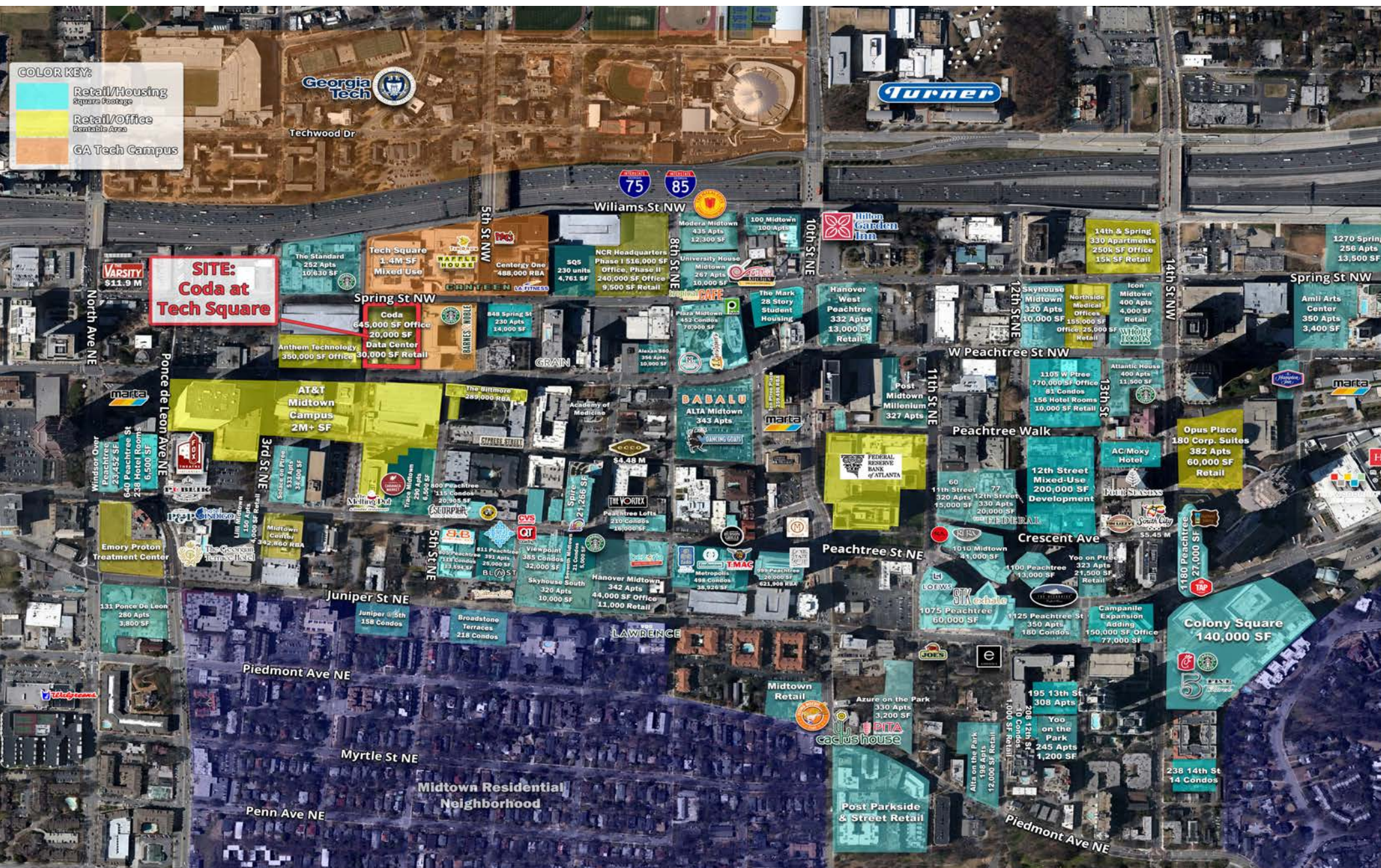
68% of Midtown residents are college educated

Proximity to the arts, culture and higher education institutions (66,766 students at Georgia State University, Georgia Institution of Technology, SCAD and Emory)

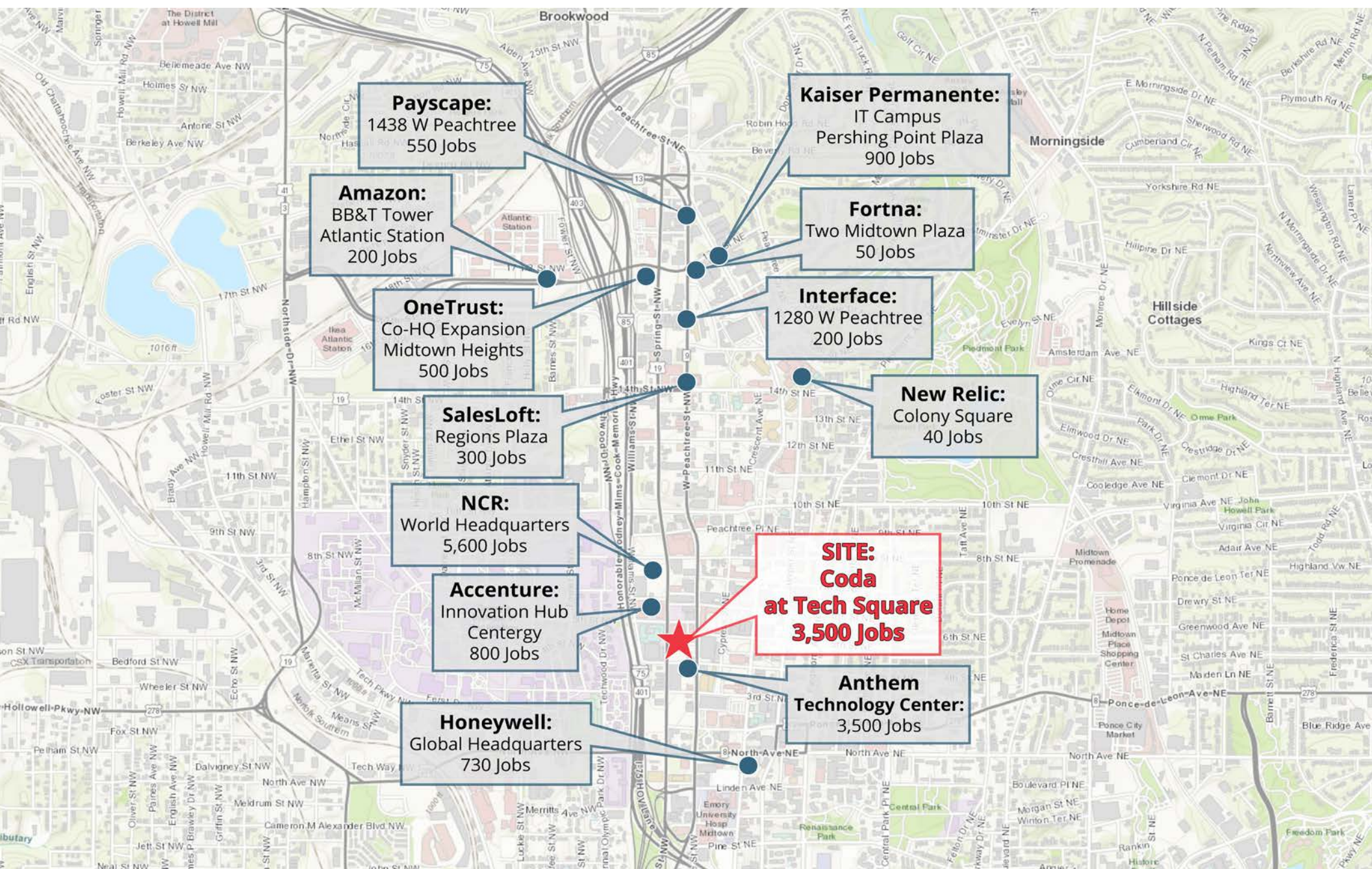
1.2 million hotel guests annually



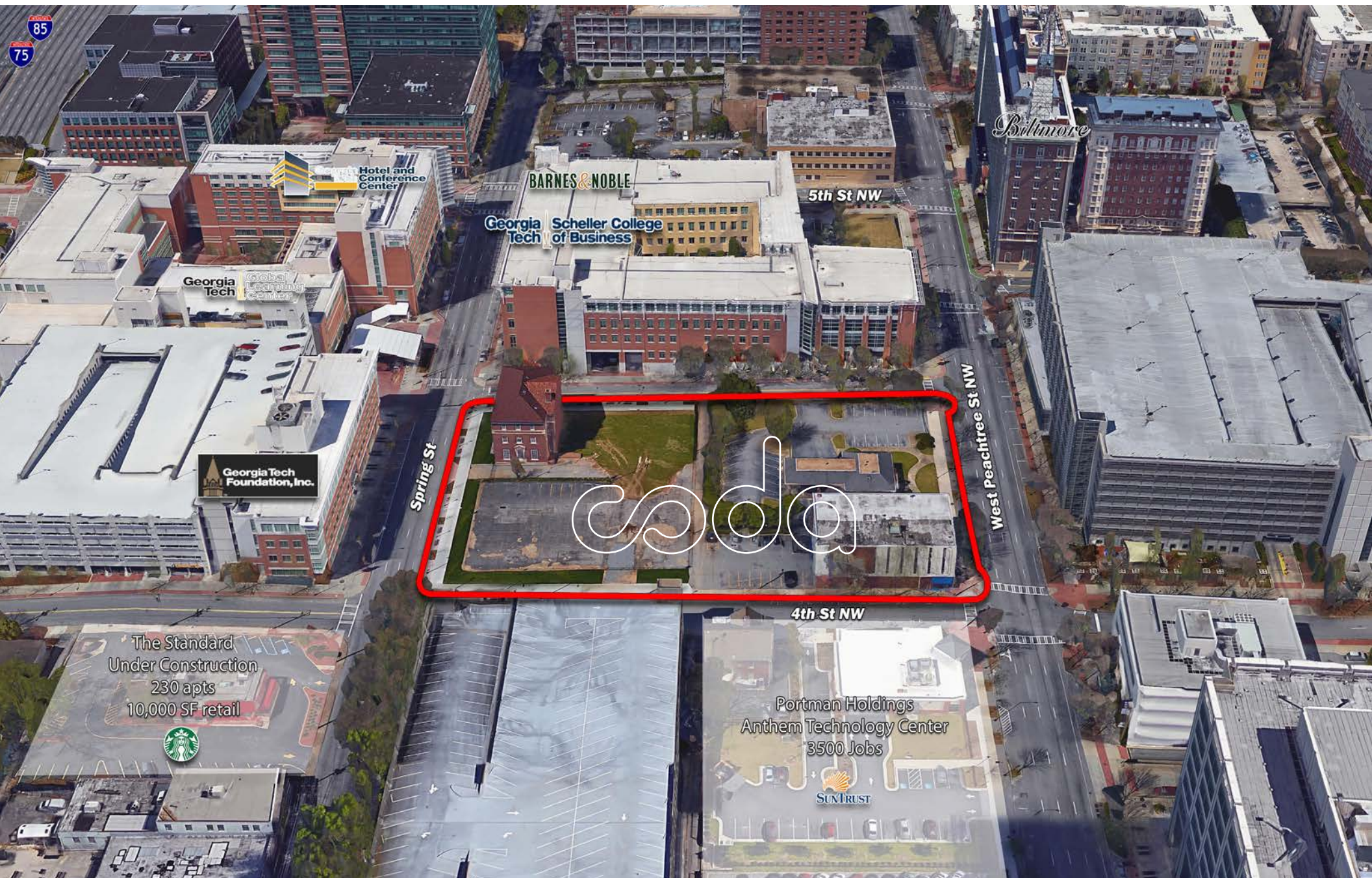
the new center of midtown



headquarters relocating to midtown



bird's eye view



the culinary collective

Coda will be comprised of 20,000 square feet of street level restaurants. The new development will wrap around the historic Crum & Forster building which will feature a full service restaurant. The Culinary Collective will offer a dining destination with a wide variety of cuisines from across the world. Like a true marketplace, there will be gathering, meeting and dining spots dispersed throughout. The Collective will open up into the 20,000 square foot outdoor living room with communal seating and gathering spaces. The site will be pedestrian driven with walkability along Spring St, W Peachtree St and 4th St but will also offer the convenience of abundant deck parking.

TRAFFIC COUNTS

INTERSTATE 75/85	353,700 VPD
SPRING STREET	17,800 VPD
NORTH AVENUE	28,900 VPD
WEST PEACHTREE	18,900 VPD

Year: 2016 | Source: GDOT

DEMOGRAPHICS

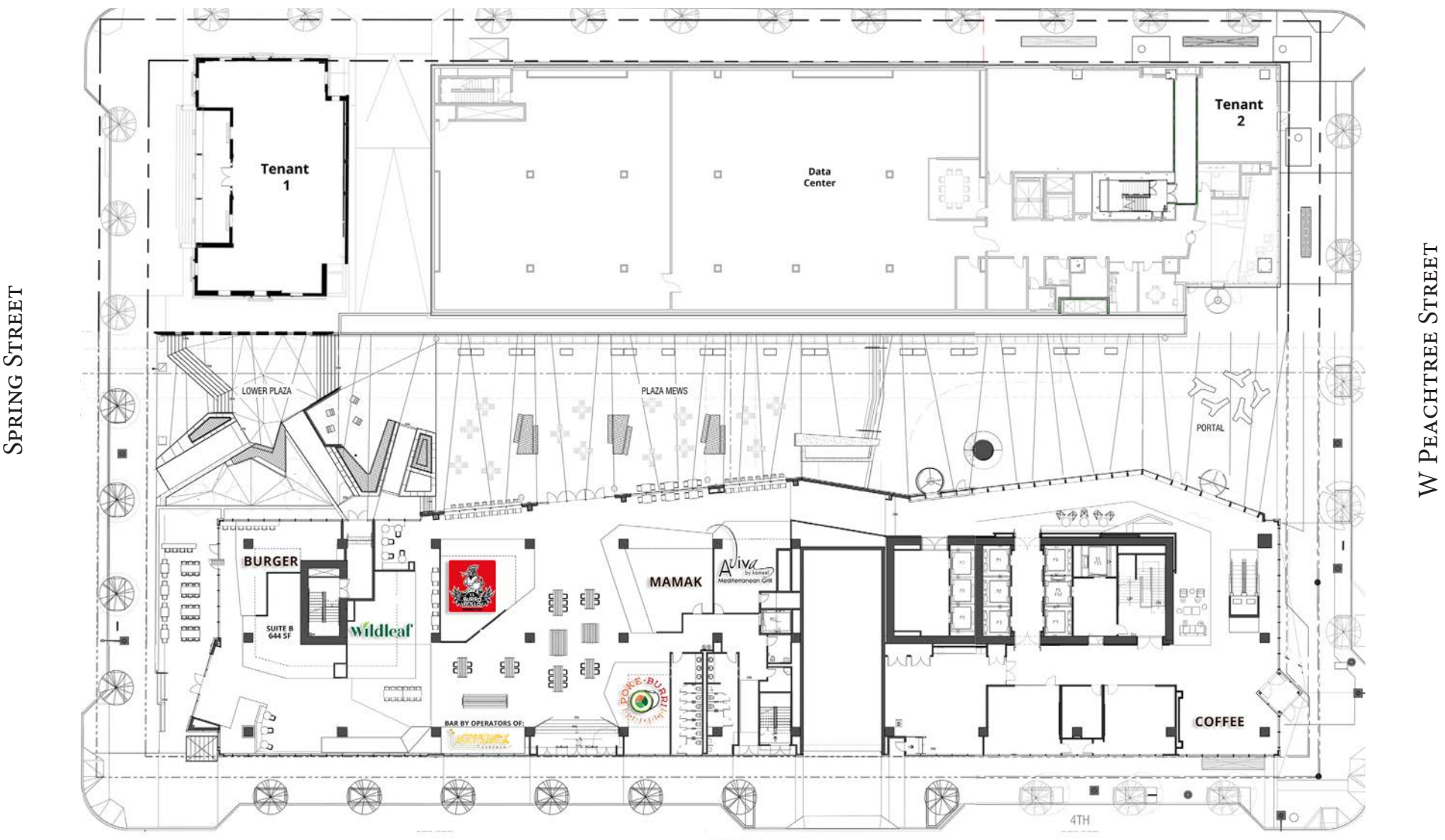
	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
CURRENT ESTIMATED POPULATION	38,766	170,283	360,831
CURRENT ESTIMATED HOUSEHOLDS	17,598	80,820	163,546
AVERAGE HOUSEHOLD INCOME	\$91,088	\$91,034	\$89,852
DAYTIME POPULATION	113,885	381,041	610,483

Year: 2017 | Source: Esri



first level overall site plan

ARMSTEAD PLACE

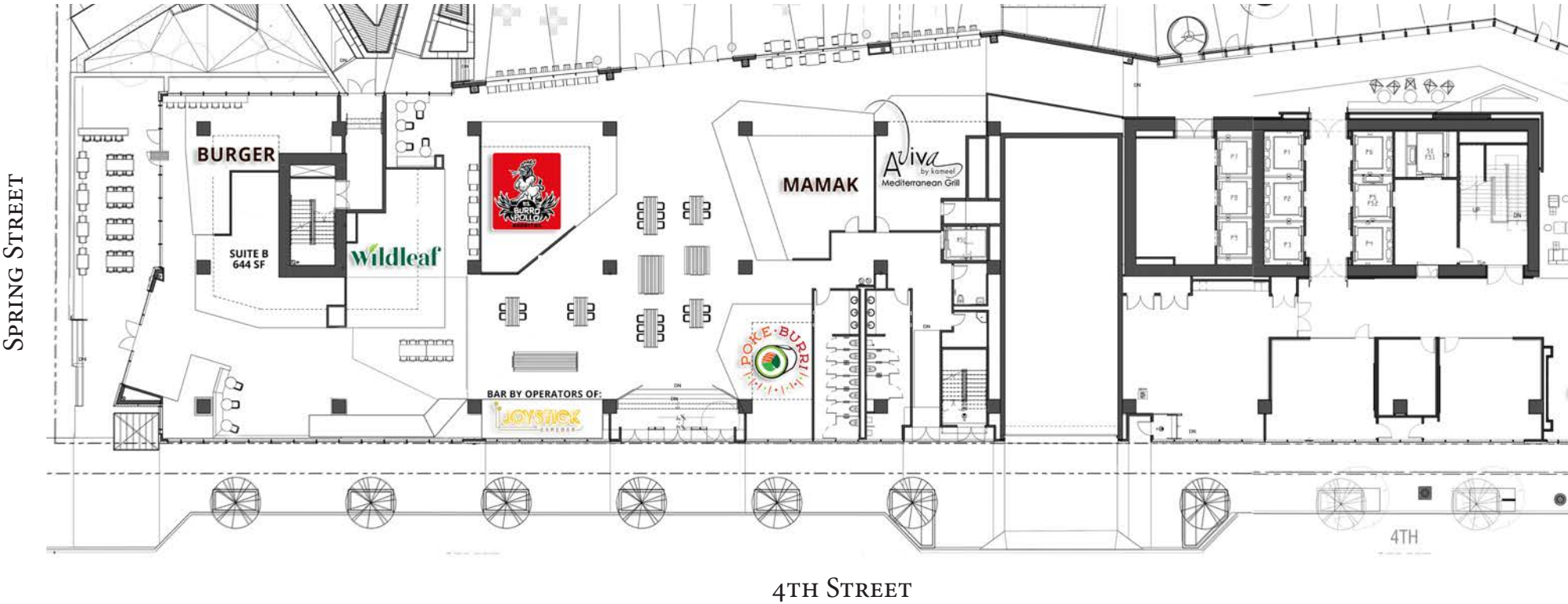


SPRING STREET

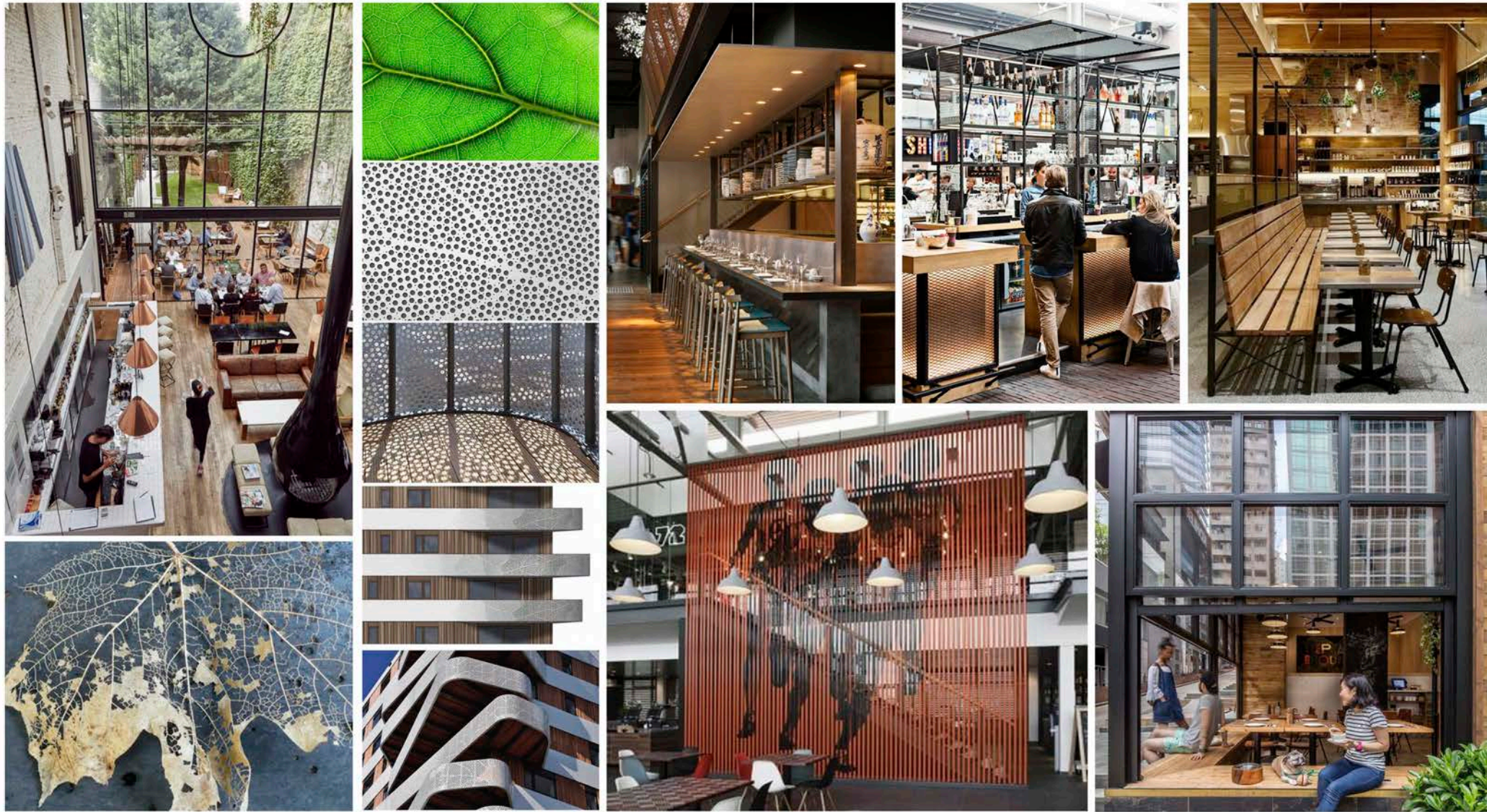
W PEACHTREE STREET

4TH STREET

the collective site plan



the collective inspiration



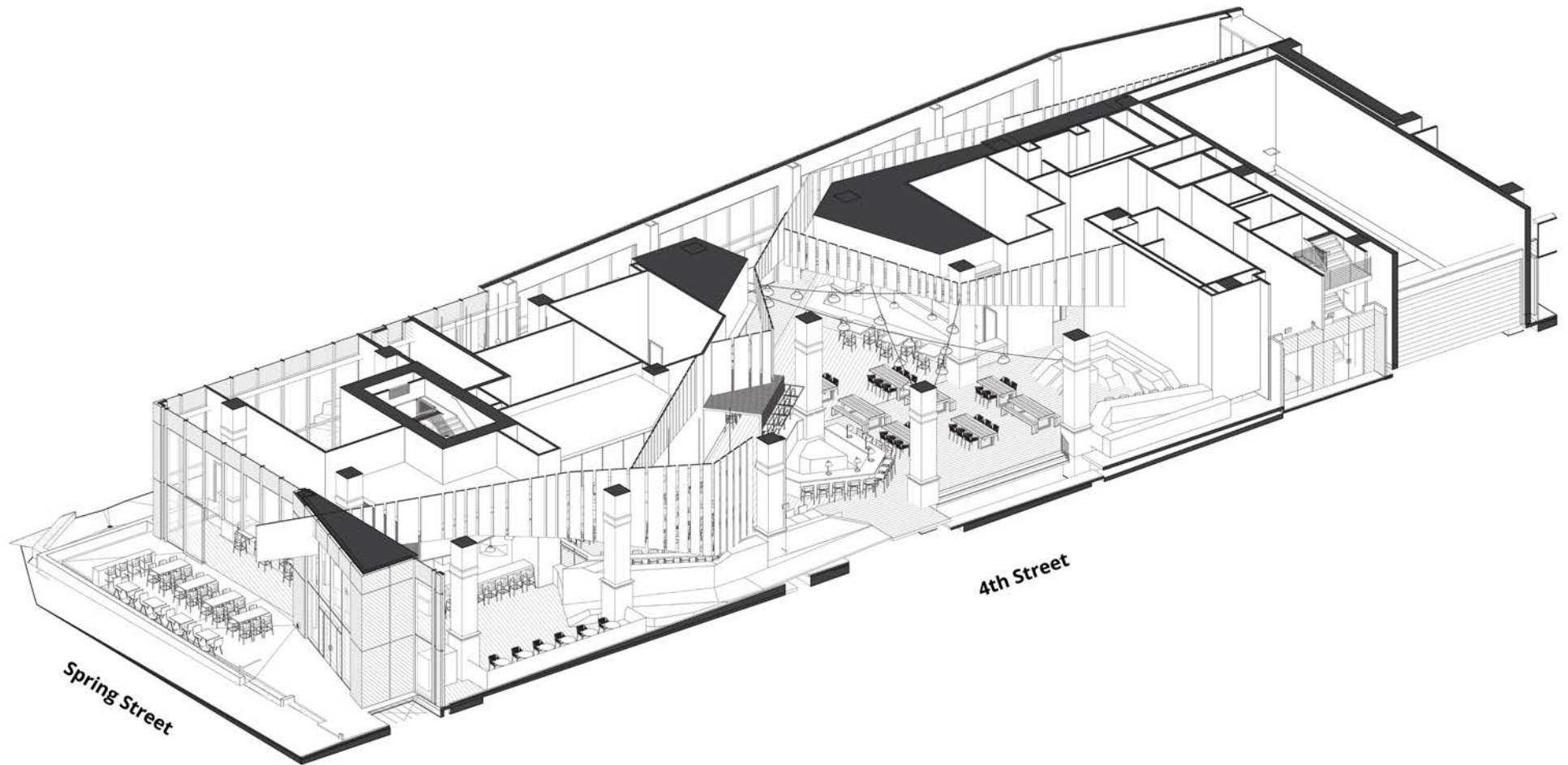
entry from lobby



central dining



axonometric view



vignettes



lobby design



Restaurant & Retail Inquiries

Lily H. Heimburger

404.231.1335 // lily.heimburger@srsre.com

Adrienne Crawford

678.420.1383 // adrienne.crawford@srsre.com

PORTMAN HOLDINGS





PORTMAN HOLDINGS

The Developer

Portman Holdings (Portman) is a commercial real estate development company with a long history of creating value through world-class real estate projects, specializing in mixed-use, office and hotel properties. Since the 1950s, Portman has taken a full-service approach to the development process, resulting in more than 60 million square feet of premium real estate located around the world. The firm's unique expertise in ownership and in all phases of the development process, from design through ongoing management and exit, allow teams to produce attractive, risk-adjusted returns through unique contributions to the built environment.

JOHN PORTMAN & ASSOCIATES

Architect, Interiors

John Portman & Associates (Portman) is an internationally renowned architectural design firm with offices in Atlanta and Shanghai. Established in 1953, Portman has more than 60 years of experience in designing mixed-use urban developments, hotels, office buildings, multi-unit residential complexes and exhibition centers. Portman projects can be seen in more than 60 cities worldwide. The firm's architecture transcends national borders by striving for universal human appeal, enhancing the environment for users and providing a sound investment for owners and operators.

In partnership with Georgia Tech



www.codatechsquare.com