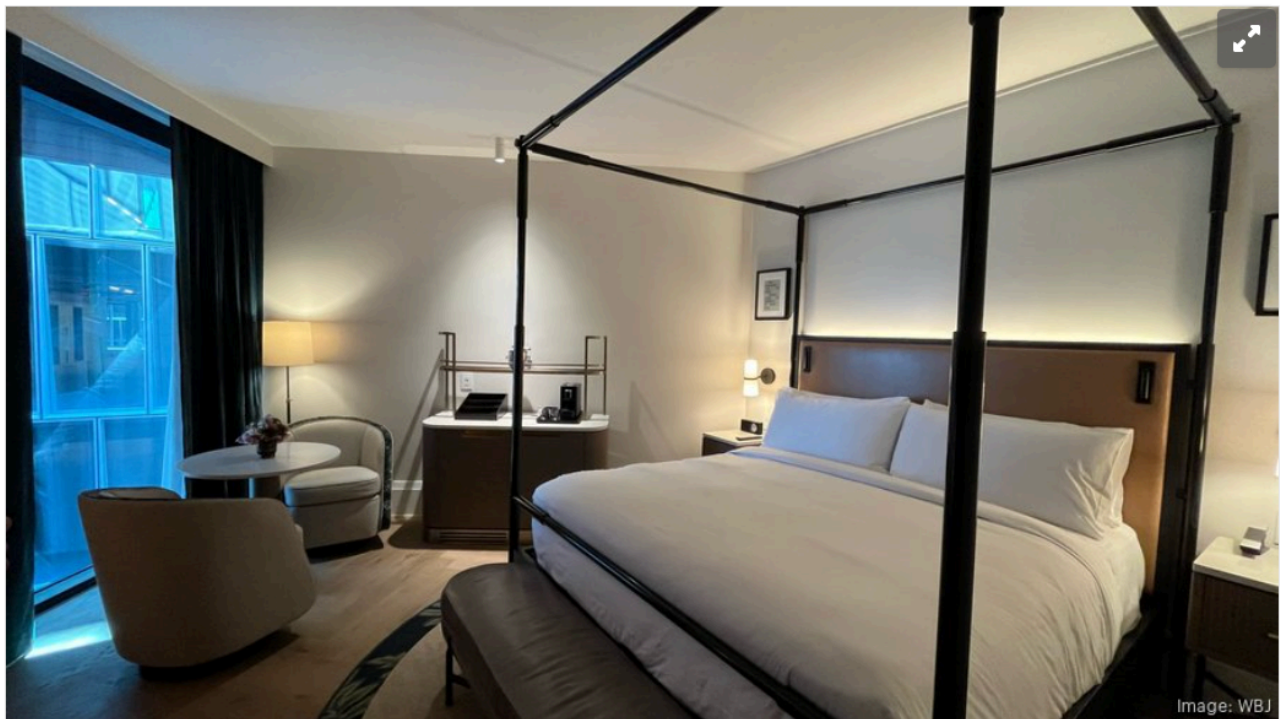


Commercial Real Estate

## Luxury hotel chain Pendry eyes Nashville debut in Gulch tower



The Pendry opened its Washington, D.C., hotel in 2022.

DANIEL J. SERNOVITZ/WBJ



By [Sophia Young](#) – Reporter, Nashville Business Journal  
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An international luxury hotel and condo brand is eyeing its Nashville debut.

Pendry is considering opening its first Nashville location, in SomeraRoad's yet-to-be-built [30-story tower in the Gulch](#), according to investor materials posted online.

The brand is considering opening the Pendry Nashville Hotel & Residences by Montage Hotels and Resorts in the [Paseo South Gulch project](#), one of the [city's largest developments](#), according to the document.

The tower would be the second ground-up building in the \$1 billion development, following SomeraRoad's apartment tower, Prima, which [opened last year](#).

SomeraRoad declined to comment.

The hotel and condo tower is slated to rise 30 stories and include 146 condo units and 180 hotel rooms, according to the documents. The hotel rooms would span floors four through 11, and the condo units would sit on floors 12 through 30, according to the document.

The hotel development is estimated to cost \$364 million, according to the investor materials.

The investor materials currently online, which indicate they were last updated in November, offer potential investors the opportunity to participate in a \$111 million equity tranche, a portion of a debt product that receives cash flows after all debt, for the project.

Project details also include a 100-seat restaurant, 75-seat lobby bar/cafe and 13,400 square feet of meeting and event space including a ballroom, library, conference facilities and more, according to the document.

Outdoor amenities include a 10,500-square-foot hotel pool and bar lounge, as well as an exclusive condo pool, the investor deck shows. The 30th floor, it said, would serve as an exclusive amenity level for condo residents with a whiskey and billiards room, chef's kitchen and outdoor lounge.

The tower was scheduled to break ground by the end of 2024 and expected to deliver in early 2027, per the document. Investment firm Trestle Studio and construction company JE Dunn are also partners in the project, according to investor materials.

Nashville's luxury tourism market has skyrocketed in recent years. The [Four Seasons Nashville](#) opened in 2023, adding 144 condos and 235 hotel rooms to Nashville's portfolio. Last year, the developer behind Nashville's JW Marriott [revealed plans for a St. Regis hotel](#) and condo tower.

Pendry is a chain of luxury boutique hotels, resorts and condominiums owned by California-based hotel management company Montage International. The brand, which was founded in 2015, offers hotels in 13 cities and condos in seven cities throughout the U.S., Mexico and Barbados, according to [its website](#).

SomeraRoad, which was founded in New York and since opened a second headquarters in Music City, started its Paseo South Gulch development with plans for two towers and the revitalization of two historical properties in the Gulch – the antique mall and the Voorhees Building. Now, its first local project is estimated to cost more than \$1 billion and has [grown in scale to four towers](#).

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The [final phase of the massive development](#) will include an office building and another apartment tower that will sit on a shared podium. The office tower will add 385,000 square feet of Class A office space to the market, and the residential building will feature over 400 units, SomeraRoad previously told the Business Journal.