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Pendry confirms luxury hotel and condo tower in \$1B Gulch development



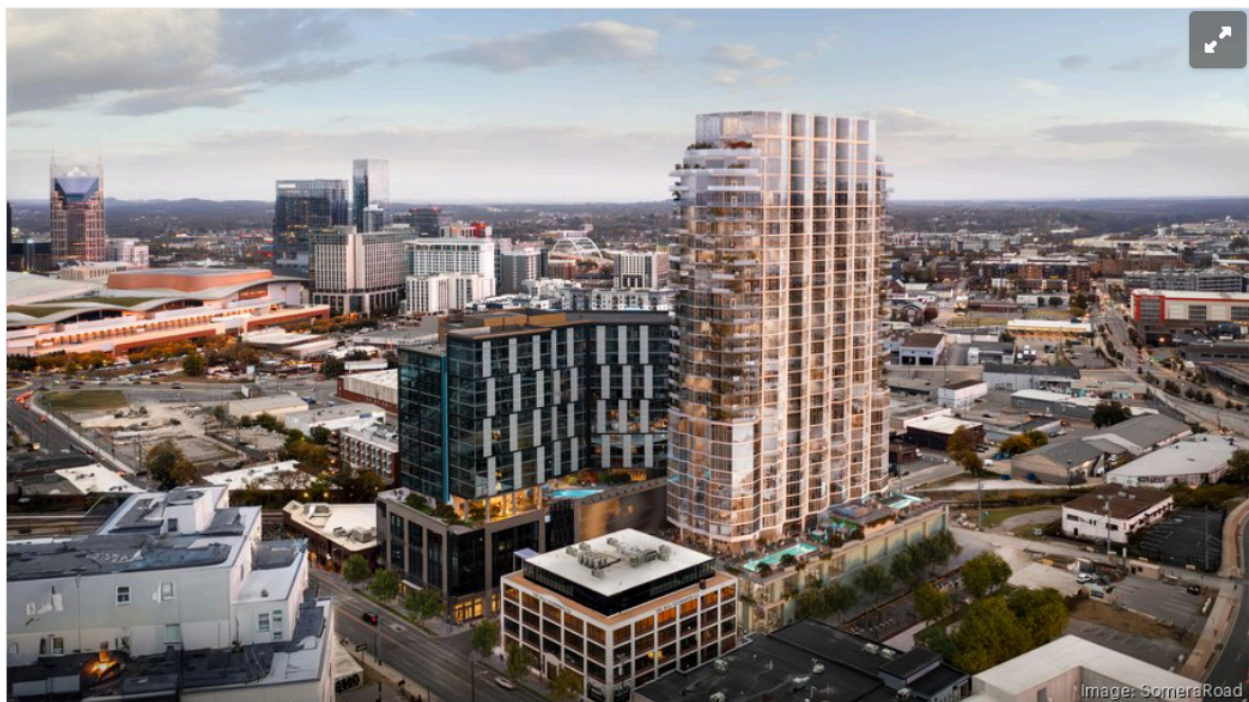
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Luxury hotel brand Pendry has confirmed a partnership with SomeraRoad to open in the Paseo South Gulch development.

SOMERAROAD



By [Sophia Young](#) – Reporter, Nashville Business Journal
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Luxury hotel and condo brand Pendry has confirmed plans for its Nashville debut.

The [Business Journal first reported](#) last month that Pendry was eyeing its first Nashville location in SomeraRoad's Paseo South Gulch development. Today, Pendry [announced that it will open in a yet-to-be-built 30-story tower in the \\$1 billion Gulch project](#).

Pendry Nashville and Pendry Residences Nashville are expected to break ground immediately and will open in 2027, according to the press release.

Pendry is partnering with developer SomeraRoad to open the tower, which will offer 180 hotel rooms and suites and 146 condos. Amenities are slated to include a ground-floor restaurant and bar, a rooftop pool with a restaurant and bar, an indoor and outdoor fitness center, a writer's room and library and two ballrooms, according to the release.

The second level of the tower will offer 10,000 square feet of meeting and event space, the release states.

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.

Designed by Nashville-based architecture firm ESa, the release describes Pendry's Nashville location design as "Southern sophistication," with fireplaces, Italian marbles, warm woods, brass accents with a mix of vintage pieces and collected art throughout the building.

"Nashville is one of the most exciting cities in America, bursting with vibrant energy and soul, and the Gulch neighborhood feels like the epicenter of it all," Michael Fuerstman, co-founder of Pendry Hotels & Resorts, said in the release. "We are honored to bring Pendry to this great city and look forward to creating something spectacular that pays respect to Southern hospitality and features our unique perspective on contemporary luxury."

Investor materials previously posted online showed the development is estimated to cost \$364 million.

SomeraRoad, which was founded in New York and has 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](#).



A two-bedroom corner unit offers views of downtown Nashville.



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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.

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 going to be a game-changing addition to Nashville's hospitality and residential offerings," Ian Ross, founder and managing principal of SomeraRoad, said in the release. "We couldn't have found a better partner to usher in an unmatched luxury hotel and residential experience to the heart of the Paseo South Gulch. ... Paseo South Gulch has positioned itself as one of the most unique and exciting destinations in the city and Pendry will only build upon this vibrant personality."