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MONEY

Here are the details revealed for Pendry Hotel Nashville at Paseo South Gulch



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Key Points

- The hotel and residences is the latest development in a string of projects led by SomeraRoad at their Paseo South Gulch property.
- Pendry bills itself as a contemporary luxury hospitality brand and is based in Southern California.
- The 30-story tower will include 180 guest rooms and 146 condos.

An up-and-coming key player in the global luxury hotel industry is planting roots in Nashville.

Construction will begin imminently at the Pendry Nashville hotel and condominiums project. The building is the latest planned by SomeraRoad, the development team behind [Paseo South Gulch](#). The company is working with real estate development firm Trestle Studio to bring the project to life.

The hotel and residences is the latest development in a string of projects led by SomeraRoad near the intersection of Eighth Avenue South and Division Street. The firm is co-headquartered in New York and Nashville and is behind the transformations of the historic Voorhees and Antiques buildings in the area.



Pendry Nashville Hotel and Residences reveals details behind new real estate development, led by SomeraRoad in Paseo South Gulch. *Provided By SomeraRoad*

Paseo South Gulch, a master-planned development, is also home to residential tower Prima and restaurants Maiz de la Vida, SunLife Organics, Two Hands and others. [Luxury gym Equinox recently confirmed it was moving into the area.](#)

"We've always seen Paseo as a culturally-driven district that combines both new-to-market concepts with authentic Nashville tenants and businesses," said head of development Andrew Donchez. "It creates a unique experience with the combination of those things."

And the Pendry hotel brand, owned by hospitality company Montage International, is the latest name to add to that list.

"We think it's an incredible addition to the Paseo South Gulch and to Nashville," Donchez said.

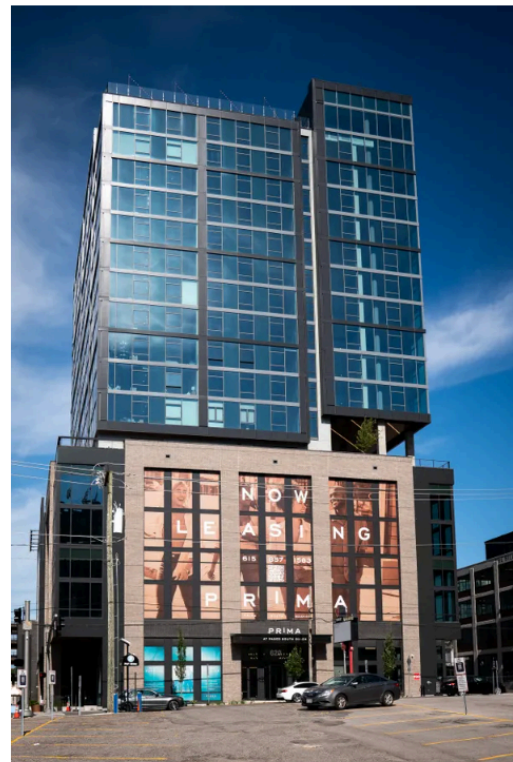
What is the Pendry Nashville? When will it open?

Designed by Nashville architectural firm Earl Swensson Associates, the Pendry is set to become a striking focal point in the city's skyline at a height of 30 stories.

It will include 180 guest rooms and 146 for-sale Pendry Residences. Also included in the development is a ground floor restaurant and lobby bar, private pool deck and multiple meeting/event spaces. The residences will range from one to four bedroom floorplans.

Construction on the project is slated to begin this spring with a tentative completion date in 2027. Residences will be available for sale sometime later this year.

Nashville is among a handful of major global cities with a planned Pendry location. The brand, with a tagline of "contemporary luxury," has existing hotels in Baltimore, Chicago, Washington, D.C., New York, San Diego, Tampa and elsewhere.



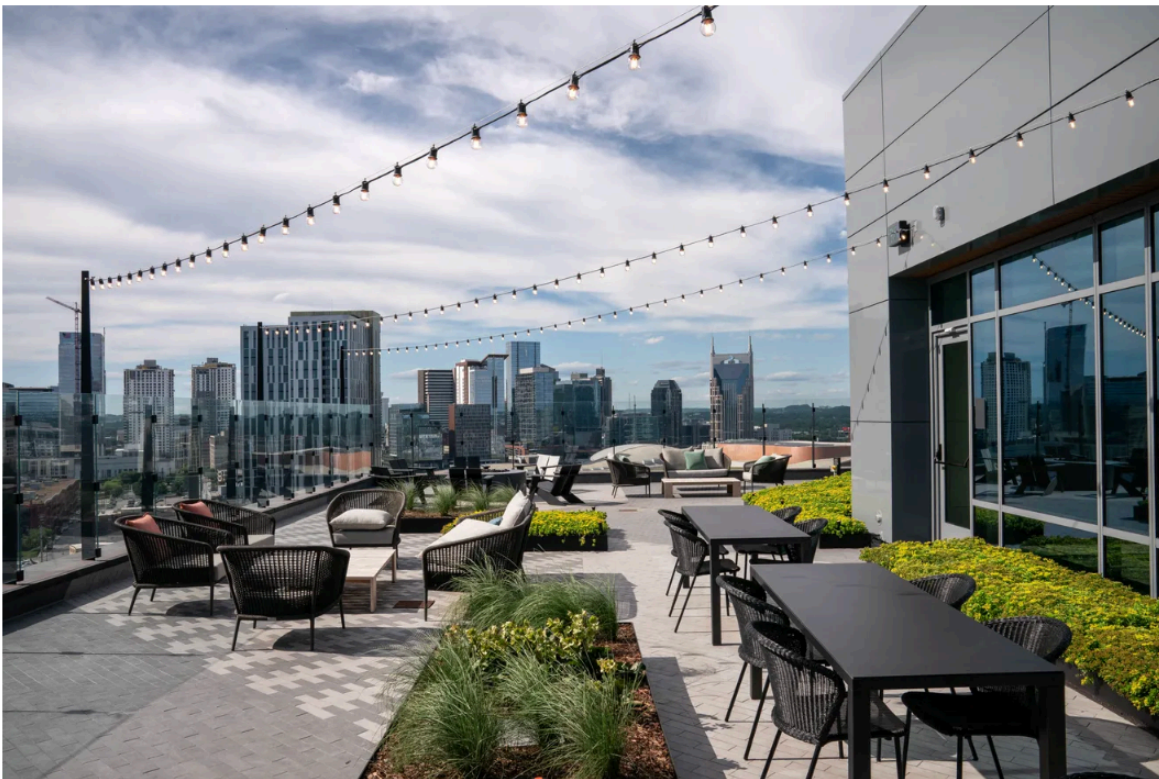
The Prima at Paseo South Gulch in Nashville, Tenn., Wednesday, May 29, 2024. The new South Gulch high-rise apartment building offers studios, one-bedroom, and two-bedroom residences. *Andrew Nelles / The Tennessean*

"Pendry is really intentional about the cities they go into," Donchez said. "And we're really honored for them to select us. To me, their version of laid-back luxury and hospitality perfectly aligns with what we bring to the table and Nashville overall."

Likewise, the team behind the Pendry expressed enthusiasm for Nashville and the Paseo South Gulch development.

Pendry was co-founded by father-son duo Alan and Michael Fuerstman in 2015 and has skyrocketed in growth over the decade since.

"There's a desire for this style of contemporary luxury," Michael Fuerstman said. "We've found a great fit and great calling with this brand. We're trying to be as selective as we can and be in places where our guests and residents want to be."



The sunset lounge and terrace at Prima at Paseo South Gulch in Nashville, Tenn., Wednesday, May 29, 2024. The new South Gulch high-rise apartment building offers studios, one-bedroom, and two-bedroom residences. *Andrew Nelles / The Tennessean*

What Nashville has in common with the SoCal lifestyle that inspired Pendry

Fuerstman said the Pendry is rooted in being a Southern California-based hospitality company focused on contemporary luxury and design.

But each new Pendry location starts from scratch to reflect the host city's cultural context. In Nashville, modern exterior architecture will give way to warm wood interiors affixed with brass details and Italian marble. A spirit of Southern hospitality will be mimicked throughout.

"We think very highly of Nashville, he said. "It's a really special city."

Fuerstman added there may be some similarities between Nashville's new level of luxury and aspects of life in Southern California, though some key differences remain.

Nashville is more laid back than most East Coast cities, which some people compare to Los Angeles or San Diego. But it's a friendly town rooted in a layered history, music and artistry, Fuerstman said.



The historic Voorhees building in the Paseo South Gulch development. *Derek Lee / Provided By SomeraRoad*

"For someone coming from SoCal, Nashville is a better fit than, say, Miami, when it comes to the pace of the city," Fuerstman said. "There are so many factors that pull people there. It's here to stay. It's one of the culturally important cities in the U.S."