

BRANDED LIVING

NASHVILLE REAL ESTATE: CUE THE DIFFERENCE

SUSANNAH PASK

Pendry Residences Nashville trades the standard rooftop pool script for two 30th-floor lounges built around whiskey, billiards and company.



AUGUST 17, 2026 · LIFESTYLE

Long before it was a skyline of glass towers and construction cranes, Nashville built its name on a sound. In the 1920s, radio barns and boarding houses along the Cumberland River gave rise to what would become the Grand Ole Opry, and by mid-century the city had earned its nickname the honest way: through publishing houses, session musicians, and a stretch of Music Row where a song could go from a notebook to a 45 in an afternoon. Country music turned Nashville into an industry town, then a pilgrimage site, then something closer to a lifestyle brand of its own — boots, neon, and honky-tonks stacked three deep on Broadway.

That reputation is still the reason most visitors come. But it is not, anymore, the only reason people are choosing to stay. Over the past decade, **Nashville** has quietly built a second identity as a magnet for relocating executives, healthcare and finance money, and buyers priced out of the coasts — and its luxury real estate market has had to catch up fast. **Branded residences**, once a category the city barely had, are now arriving in a rush. Which raises the question every new development eventually has to answer: once you have promised a rooftop pool and a concierge, what do you offer that the building next door does not?



A Different Kind of Nightcap

Pendry Residences Nashville, the 146-unit residential collection rising above the **Pendry** Nashville hotel in the Paseo South Gulch district, is making its case with a pair of rooms most branded residences skip entirely: a members-only whiskey and billiards speakeasy called the Billiards Whiskey Lounge, and the adjacent Conservatory Lounge, two distinct spaces sharing the building's 30th floor. Designed by the New York studio **Post Company**, the Billiards Whiskey Lounge is built around a custom billiards table and a run of windows framing the city skyline, positioned less as a game room than as the social engine of the building — the place owners are meant to end up, drink in hand, after dinner downstairs or a long day of meetings across the district.

They join a residence roster that already includes a private pool, a chef's kitchen and dining room for owner events, and a dedicated residential arrival separate from the hotel lobby — the standard vocabulary of branded luxury living. The billiards room is the outlier, and that appears to be the point.

“A table built for company, in a market built on sound”

Betting on the Analog

Nashville's other branded residences — and there are several now in the pipeline, from national hotel names to boutique developer partnerships — have largely converged on the same amenity script: infinity-edge pools, spa suites, private dining rooms, wellness studios stocked with the same three fitness brands. It is a competent script, and an increasingly interchangeable one.

SomeraRoad, the Nashville- and New York-based firm developing the project alongside **Trestle Studio**, has instead leaned into something harder to replicate at scale: a room built for an evening rather than a workout, and a game that requires other people in order to be any fun at all.



Billiards Whiskey Lounge

That wager reflects a broader shift in how developers are thinking about luxury amenities — away from passive, solitary features and toward spaces engineered for gathering. A pool is used alone as often as not. A billiards table, by design, is not. Ian Ross, SomeraRoad's founder and managing principal, has called the project a *"game-changing addition"* to Nashville's hospitality and residential offerings — language that, in this case, comes with a literal game attached.

For the buyer SomeraRoad is chasing — often relocating from **New York, Los Angeles**, or **Miami**, and fluent in the branded-residence model those cities pioneered — the Billiards Whiskey Lounge is a signal as much as an amenity. It says the building understands entertaining as a ritual, not a checkbox: a whiskey poured, a rack broken, a conversation that runs long because the room was built to let it.

The Billiards Whiskey Lounge

Post Company's interiors throughout Pendry Residences Nashville lean on Italian marble, warm wood tones, and burnished brass — a palette meant to read as timeless rather than trend-driven, an intentional contrast to the glassier towers rising around it in the Gulch. The Billiards Whiskey Lounge extends that material language into something clubbier: dark wood paneling, low lighting, and furniture built to be sat in for hours rather than photographed and left. The billiards table sits at the center of the room the way a fireplace might in a den — not the only feature, but the one everything else is arranged around.

The residences themselves, ranging from one- to four-bedroom layouts up to nearly 6,000 square feet in the building's penthouse, occupy the upper floors of the 30-story tower at One Paseo Drive, with owners drawing on the full Pendry and Montage International network of hotel privileges when they travel. But it is the Billiards Whiskey Lounge that developers are leading with in conversations about what makes this building different — a bet that, in a city built on the pull of a good room and good company, that is exactly the amenity worth building around.



Selling a Lifestyle, Not a Floor Plan

Maranda Blanton, co-founder and managing director of **Redeavor Group** and the executive leading sales for Pendry Residences Nashville, has watched that buyer profile shift firsthand. Many of her clients, she says, are transplants from New York, Miami, and Los Angeles who already know the branded-residence playbook — and the local buyers meeting them at the closing table are just as fluent in what a luxury address should deliver.

"Nashville's luxury buyer has evolved significantly over the past few years," Blanton says. "They are no longer evaluating a home based solely on finishes or square footage. They are looking for a complete lifestyle experience that reflects the level of design, service, and hospitality they've come to expect from the world's finest hotels, residences, and private clubs."

That standard, she says, was the brief from day one. The Conservatory Lounge, the Billiards Whiskey Lounge, and the building's food and beverage program, run in partnership with **Ten Five Hospitality**, were never conceived as add-ons to a finished floor plan.



Conservatory Lounge

"They are thoughtfully designed places where residents can entertain, connect with neighbors, and enjoy the signature Pendry lifestyle, all within the walkable Paseo South Gulch neighborhood," she says. "The response from buyers has validated that vision — they place just as much value on how they live as where they live."

It is, in other words, a wager that a game of pool and a good pour can sell a home as effectively as a marble countertop — and in a city that has always understood the value of a room people don't want to leave, that may be the safest bet in the building.