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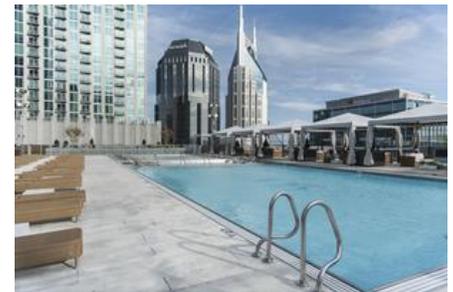
<https://www.bizjournals.com/nashville/news/2018/02/02/giarratana-enlists-masterchef-winner-zoo-animals.html>

Giarratana enlists MasterChef winner, zoo animals and 'Princess Etch' to kickstart tower condo sales

Feb 2, 2018, 7:45am CST Updated: Feb 2, 2018, 8:47am CST

Condo sales begin Sat., Feb. 3, for the all-glass 505 skyscraper in downtown Nashville, which is the tallest residential building in Tennessee. Tony Giarratana, the tower's developer, is hosting a daylong party to kick off the sales effort — featuring some eclectic guests.

While the units in the lower two-thirds of the tower at 505 Church St. are apartments, the top third of the building — floors 30 through 45 — contain a total of 193 condos. That's notable not just because condos tend to attract wealthier buyers, but because the urban core still lacks enough supply of available condos given downtown's surging growth in office workers and residents. Though downtown's population has more than doubled since 2010, surpassing 10,000 residents, the Nashville Downtown Partnership reports that just a three-month's supply of condos are available to purchase. That's half the level of what's considered a normal or healthy market, the partnership notes.



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505 Nashville Virtual Tour from studio216 on Vimeo.

In an interview, Giarratana disclosed listing prices for the first time. Prospective unit owners will be able to buy or place a refundable \$10,000 deposit to reserve units on floors 30 through 37 of the tower on Saturday. A 500-square-

foot studio is priced at \$400,000. Prices for a one-bedroom unit also begin at \$400,000. Prices for two-bedroom condos, all larger than 1,000 square feet, begin at \$875,000, Giarratana said.

That's the news. Tony being Tony, there's a showman's dynamic to it. To premiere his tower soon after construction began, Giarratana commissioned a 25-minute documentary on the history of high-rise living in downtown Nashville. The movie covered the backstories of three of his previous buildings, which were downtown's first apartment high-rise and first two condo buildings. The film aired on the planetarium dome at the Adventure Science Center, followed by a virtual-reality tour of the tower on that same dome.

This time, Giarratana has hired Whitney Miller, the 2010 winner of the television cooking competition show "MasterChef," to prepare breakfast and lunch for all attendees. The Nashville Zoo will bring animals. And after reading about her in an in-flight magazine, Giarratana booked Chicago artist Jane Labowitch, known as Princess Etch.

The event begins at 9 a.m. Saturday and will last until at least 4 p.m., when cocktail hour is scheduled, Giarratana said.

Anyone reserving a unit on Feb. 3 has until the end of the month to commit to a 10 percent downpayment or have their deposit refunded, Giarratana said. At the event, buyers can inspect specific units, discuss upgrades and make their parking selection (valet, reserved space or non-reserved space).

Condos on floors 38 through 45 will be available for purchase starting in March, when those units are finished, Giarratana said. The floors available beginning Feb. 3 represent 60 percent of the condo units in the tower.

The top floor contains four two-story condos, each about 4,500 square feet.

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