

Pinnacle strikes its own naming deal for building

By [Richard Lawson](#)

05-18-2007 9:41 AM — Pinnacle Financial Partners has landed its own naming rights deal and will crown a planned office tower south of Broadway.

The bank is joining Bass Berry & Sims as anchor in the planned 29-story SoBro building, which will be named The Pinnacle at Symphony Place instead of the Crown. Atlanta-based developer Barry Real Estate Cos. is developing the 500,000-square-foot building.

Rapidly growing Pinnacle, Nashville's largest independent bank, has signed a lease for 60,000 square feet and will have a branch on the ground floor. Currently, the bank is in the Commerce Center at Third Avenue North and Commerce Street.

Bass Berry, which had long been the chief anchor tenant for the planned tower, made its deal official last month. The firm leased the top seven floors of the building for 163,500 square feet.