

# Pinnacle Financial to put name on Crown Building

Nashville Business Journal - May 25, 2007

by [Jim Stinson](#)

Nashville Business Journal

The 29-story office tower planned for Third Avenue across from the Schermerhorn Symphony Center will take the name "The Pinnacle at Symphony Place" when it opens in January 2010, say officials with Pinnacle Financial Partners.

The developer of the building, Barry Real Estate, also plans to recruit a five-star restaurant for the bottom floor.

Pinnacle says it has signed a letter of intent, joining Nashville law firm Bass Berry & Sims, as a major tenant in the SoBro office tower. Signage featuring Pinnacle Financial's name will be visible on both sides of the tower. Terms of the agreement and lease weren't disclosed.

Pinnacle has signed a letter of intent to lease about 5,000 square feet on the ground level for a full-service financial center and an additional 60,000 square feet on three floors.

The Pinnacle at Symphony Place, previously referred to as the Crown Building, will have approximately 500,000 square feet of office space as well as significant parking and retail space, builders say.

The developer, Atlanta-based Barry Real Estate Companies Inc., specializes in mixed-use urban developments.

And mixed-use is what is planned for the first floor. Jimmy Barry, senior director of development for Barry Real Estate, says the company is recruiting a five-star restaurant for the bottom floor. Barry declined to name the eateries, but says the final choice would enhance the Class A building.

The architecture inside and out will also help draw tenants to the SoBro building, Barry says.

Barry Real Estate is also working on a major development in downtown Atlanta called Allen Plaza, a nine block mixed-use development that will include hotels, office, residential and retail space.

"Nashville is an exploding commercial market," says Hal Barry, chairman of Barry Real Estate.

Architects for the building are Pickard Chilton & Associates of New Haven, Conn., and Everton Oglesby of Nashville. Everton Oglesby, one of Pinnacle's long-time clients, will handle all of the interior design for Pinnacle.

The downtown business district had a 10.3 percent vacancy rate in 2006, according to Eakin Partners Commercial Real Estate's 2007 report.

According to Barry Real Estate, The Pinnacle at Symphony Place will be the first new downtown building to gain Leadership in Energy and Environmental Design (LEED) silver certification, a national standard measuring the environmental friendliness of a facility.

Pinnacle Financial Partners (NASDAQ: PNFP), a rapidly growing financial services firm that opened its downtown Nashville office at One Commerce Place in 2000, has moved into additional office space several times to accommodate the increase in associates and services.

Pinnacle says it will begin consolidating almost all of its downtown space to The Pinnacle at Symphony Place when the new building opens in January 2010. It will complete its relocation by August that year.

Pinnacle, one of the largest financial services firm headquartered in Nashville with more than \$2.1 billion in assets, provides banking, investment and insurance products and services.

Pinnacle operates 18 offices in the Nashville-Davidson-Murfreesboro area.

*jstinson@bizjournals.com 615-846-4254*