

2ND &  
JEFFERSON  
NASHVILLE, TN

Premier Hotel  
Site Available  
in Germantown



# Investment Overview

Positioned at the gateway to Nashville's rapidly evolving urban core, 2nd & Jefferson presents a premier hospitality development opportunity in one of the city's most dynamic and supply-constrained districts. The site offers investors and developers the ability to capitalize on Nashville's continued tourism growth, expanding corporate presence, and increasing demand for experiential accommodations within minutes of Downtown, Germantown, and the East Bank corridor.

Strategically located along the highly visible 2nd Avenue North corridor, the property benefits from immediate access to Nashville's most influential demand drivers, including Lower Broadway's renowned entertainment district, Nissan Stadium, the Tennessee State Capitol, Oracle's rapidly expanding East Bank campus, and the thriving mixed-use environment of Germantown. 2nd & Jefferson also benefits from direct connectivity to Nashville's expanding regional rail and greenway network, enhancing walkability and providing seamless access to Downtown, the Cumberland River waterfront, and emerging destinations throughout the urban core. This multimodal connectivity further strengthens the property's appeal to both leisure and business travelers seeking an authentic, highly accessible Nashville experience.

The site's location and accessibility create an exceptional foundation for a boutique, lifestyle, select-service, or full-service hotel concept

designed to serve the city's expanding visitor base. With immediate access to major interstate corridors, walkable neighborhood amenities, direct greenway connections, and Nashville's growing convention, entertainment, and corporate travel sectors, the opportunity offers compelling long-term fundamentals supported by sustained population growth, record tourism visitation, and continued investment throughout the surrounding corridor.

Surrounded by transformative public and private investment, the area continues to emerge as one of Nashville's most attractive destinations for hospitality development. As the city solidifies its position as a leading national market for tourism, business relocation, and corporate investment, 2nd & Jefferson represents a rare opportunity to deliver a highly visible hotel development in a high-barrier-to-entry urban location with direct connectivity to both established destinations and the next generation of Nashville's growth.



0.81 Acres



Highly visible location along Jefferson Street viaduct



Terrific viewshed overlooking the Cumberland River, Nashville Sounds stadium, and the downtown skyline



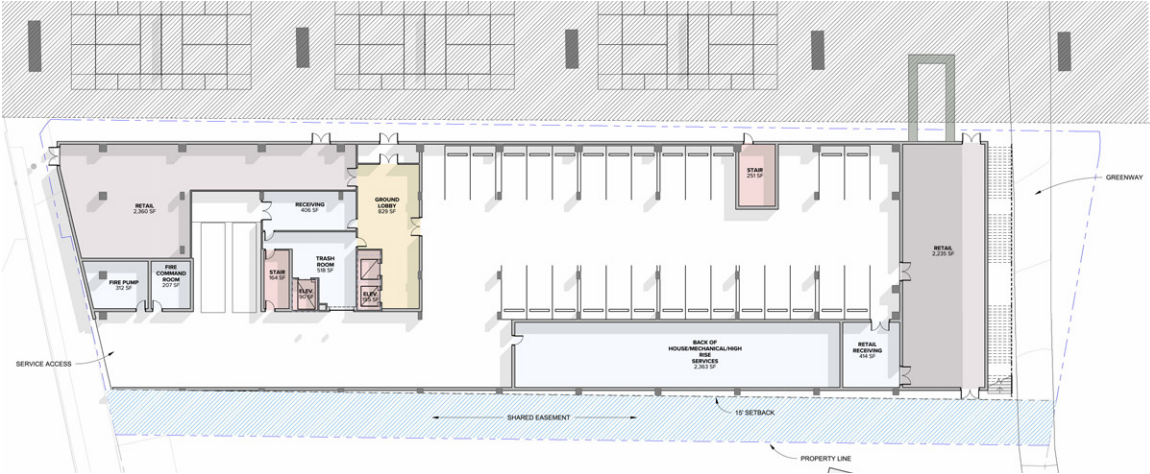
Walkable to an abundance of Germantown retail, Downtown Nashville, and the new Titans stadium



# Building Section



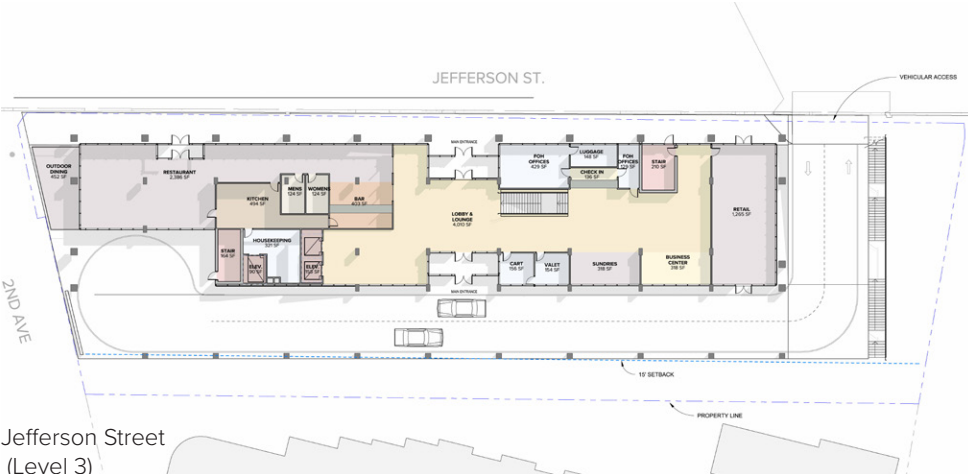
# Floor Plans



2nd Avenue Level



Meeting Space Floor (Level 2)



Jefferson Street (Level 3)

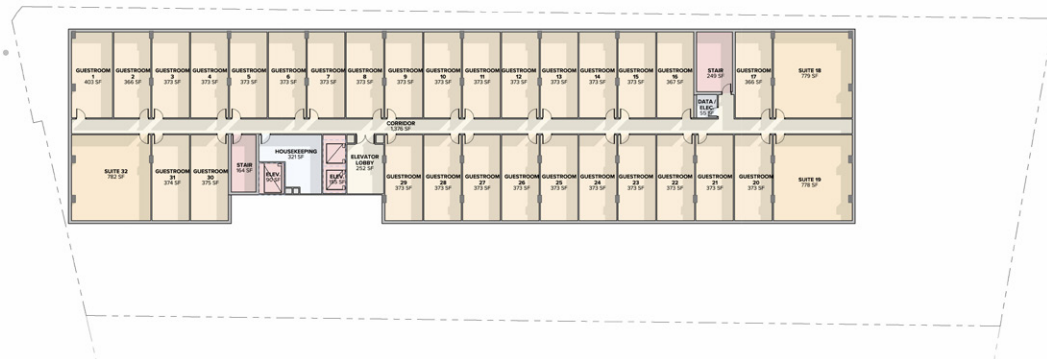


Jefferson Street (Level 3)  
One-way Option

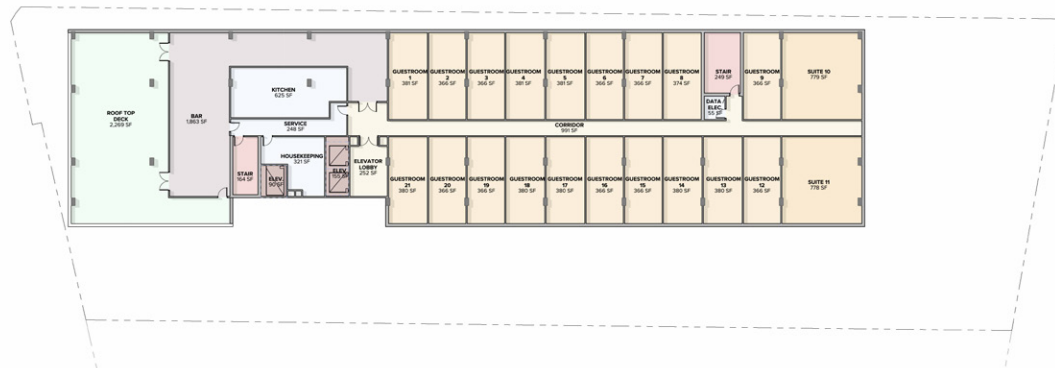
# Floor Plans



Pool Floor (Level 4)



Typical Floor (5-9)



Penthouse Floor (Level 10)

# Gross Areas

## GROSS AREA

FLOOR	AREA
2ND AVENUE LEVEL (LEVEL 1)	25,238 SF
MEETING SPACE FLOOR (LEVEL 2)	25,238 SF
JEFFERSON STREET (LEVEL 3)	12,666 SF
POOL LEVEL (LEVEL 4)	16,976 SF
5TH FLOOR (TYPICAL GUESTROOM LEVEL)	17,298 SF
6TH FLOOR	17,298 SF
7TH FLOOR	17,298 SF
8TH FLOOR	17,298 SF
9TH FLOOR	17,298 SF
10TH FLOOR	14,845 SF
<b>TOTAL GROSS AREA</b>	<b>181,453 SF</b>

## GUESTROOM MATRIX

4TH FLOOR				
GUESTROOM	9	SUITE	6	TOTAL ROOMS 15
5TH FLOOR (TYPICAL GUESTROOM LEVEL)				
GUESTROOM	29	SUITE	3	TOTAL ROOMS 32
6TH FLOOR				
GUESTROOM	29	SUITE	3	TOTAL ROOMS 32
7TH FLOOR				
GUESTROOM	29	SUITE	3	TOTAL ROOMS 32
8TH FLOOR				
GUESTROOM	29	SUITE	3	TOTAL ROOMS 32
9TH FLOOR				
GUESTROOM	29	SUITE	3	TOTAL ROOMS 32
10TH FLOOR				
GUESTROOM	19	SUITE	2	TOTAL ROOMS 21
<b>TOTAL GUESTROOMS</b>				<b>196 ROOMS</b>
<b>TOTAL SUITE PERCENTAGE</b>				<b>12%</b>
<b>AVERAGE GUESTROOM AREA</b>				<b>373 2F</b>
<b>AVERAGE SUITE AREA</b>				<b>780 SF</b>
<b>TOTAL GUESTROOM AREA</b>				<b>87,272 SF</b>

## PROGRAM AREA

2ND AVENUE LEVEL (LEVEL 1)	
RETAIL	4,595 SF
LOADING / PARKING	13,332 SF
BACK OF HOUSE	4,220 SF
LOBBY	829 SF
CIRCULATION	660 SF
<b>TOTAL</b>	<b>23,636 SF</b>
MEETING SPACE LEVEL (LEVEL 2)	
BACK OF HOUSE	8,492 SF
MEETING SPACE	7,622 SF
AMENITY / PRE FUNCTION	4,928 SF
CIRCULATION	1,199 SF
<b>TOTAL</b>	<b>22,241 SF</b>
JEFFERSON STREET (LEVEL 3)	
RETAIL	5,572 SF
BACK OF HOUSE	1,337 SF
LOBBY	4,010 SF
AMENITY	318 SF
CIRCULATION	619 SF
<b>TOTAL</b>	<b>11,856 SF</b>
POOL LEVEL (LEVEL 4)	
BAR & LOUNGE	3,260 SF
BACK OF HOUSE	376 SF
POOL DECK & LOUNGE	2,997 SF
FITNESS	1,463 SF
GUESTROOMS	10,352 SF
CIRCULATION	1,808 SF
<b>TOTAL</b>	<b>20,256</b>
5TH - 9TH FLOORS (TYPICAL GUESTROOM LEVEL)	
GUESTROOMS	13,260 SF
BACK OF HOUSE	376 SF
CIRCULATION	2,266 SF
<b>TOTAL</b>	<b>16,244 SF</b>
6TH FLOOR	
GUESTROOMS	13,260 SF
BACK OF HOUSE	376 SF
CIRCULATION	2,266 SF
<b>TOTAL</b>	<b>16,244 SF</b>

## PROGRAM AREA

7TH FLOOR	
GUESTROOMS	13,260 SF
BACK OF HOUSE	376 SF
CIRCULATION	2,266 SF
<b>TOTAL</b>	<b>16,244 SF</b>
8TH FLOOR	
GUESTROOMS	13,260 SF
BACK OF HOUSE	376 SF
CIRCULATION	2,266 SF
<b>TOTAL</b>	<b>16,244 SF</b>
9TH FLOOR	
GUESTROOMS	13,260 SF
BACK OF HOUSE	376 SF
CIRCULATION	2,266 SF
<b>TOTAL</b>	<b>16,244 SF</b>
10TH FLOOR	
RETAIL	1,863 SF
ROOF TOP DECK	2,269 SF
GUESTROOMS	8,910 SF
BACK OF HOUSE	1,249 SF
CIRCULATION	1,882 SF
<b>TOTAL</b>	<b>16,173 SF</b>

## SUMMARY MATRIX

TOTAL GROSS AREA	181,453 SF
TOTAL RETAIL AREA	12,030 SF
TOTAL LOADING / PARKING AREA	13,332 SF
TOTAL GUESTROOM AREA	87,272 SF
AVERAGE GUESTROOM AREA	373 SF
AVERAGE SUITE AREA	780 SF
<b>TOTAL GUESTROOMS</b>	<b>196 ROOMS</b>
<b>TOTAL SUITE PERCENTAGE</b>	<b>12%</b>



# Germantown

The Germantown submarket has evolved into one of Nashville's most dynamic business districts, driven by a wave of mixed-use, office, and riverfront development tied to the broader East Bank transformation. Over the past several years, hundreds of thousands of square feet of creative office space have been delivered through projects such as Taylor Place and other adaptive reuse developments, attracting a growing mix of corporate, healthcare, architecture, and professional-services tenants seeking highly-amenitized, walkable environments near downtown.

Momentum has accelerated as Germantown increasingly attracts companies that historically favored traditional CBD office towers, positioning the neighborhood as a premier destination for creative and institutional users. Continued office, hospitality, entertainment, and infrastructure investment along the Cumberland River and East Bank corridor is further strengthening Germantown's role as a gateway to Nashville's next major business and entertainment district.

## In Development

### Neuhoff District

The Neuhoff District has emerged as the defining redevelopment project within Germantown, transforming the former meatpacking plant into a large-scale mixed-use destination featuring office, residential, retail, hospitality, and entertainment uses. The project continues to attract major office tenants, highlighted by Oracle's recent 116,000-square-foot lease, alongside users including Boston Consulting Group, Butler Snow, and Rubicon Founders, reinforcing the district's emergence as one of Nashville's premier urban office environments.

### East Bank Development & Nissan Stadium

The new East Bank development in Nashville is an ambitious project set to transform the city's riverfront into a dynamic, mixed-use district. Spanning residential, commercial, and recreational spaces, the development aims to create a vibrant community hub.

The planned East Bank pedestrian bridge will further enhance Germantown's growth by creating a direct connection between the neighborhood, Downtown Nashville, and the broader East Bank redevelopment area. Expected to break ground soon, the bridge will significantly improve walkability and connectivity across the Cumberland River.



PROPOSED FERRA DEVELOPMENT



CHAMBERLAIN HOUSE

# Drive Times

**3MIN**  
DOWNTOWN

**4MIN**  
FUTURE ORACLE  
CAMPUS

**5MIN**  
TITANS STADIUM

**8MIN**  
BRIDGESTONE  
ARENA

**9MIN**  
THE GULCH

**11MIN**  
BNA - NASHVILLE  
INTERNATIONAL  
AIRPORT

# Walkability

One of Nashville's most activated emerging mixed-use walkable districts, positioned at the intersection of Germantown, Neuhoff District, and the riverfront entertainment corridor.

**92**  
WALKABILITY  
SCORE

**14+**  
RESTAURANTS & BARS  
WITHIN 6 MINUTE WALK

**7**  
OFFICE & INSTITUTIONAL  
ANCHORS WITHIN  
6 MINUTE WALK

**4+** ENTERTAINMENT AREAS WITHIN 6 MINUTES INCLUDING SPORTS VENUES AND NATURAL RECREATION AREAS

# Nearby Amenities

## Hotels:

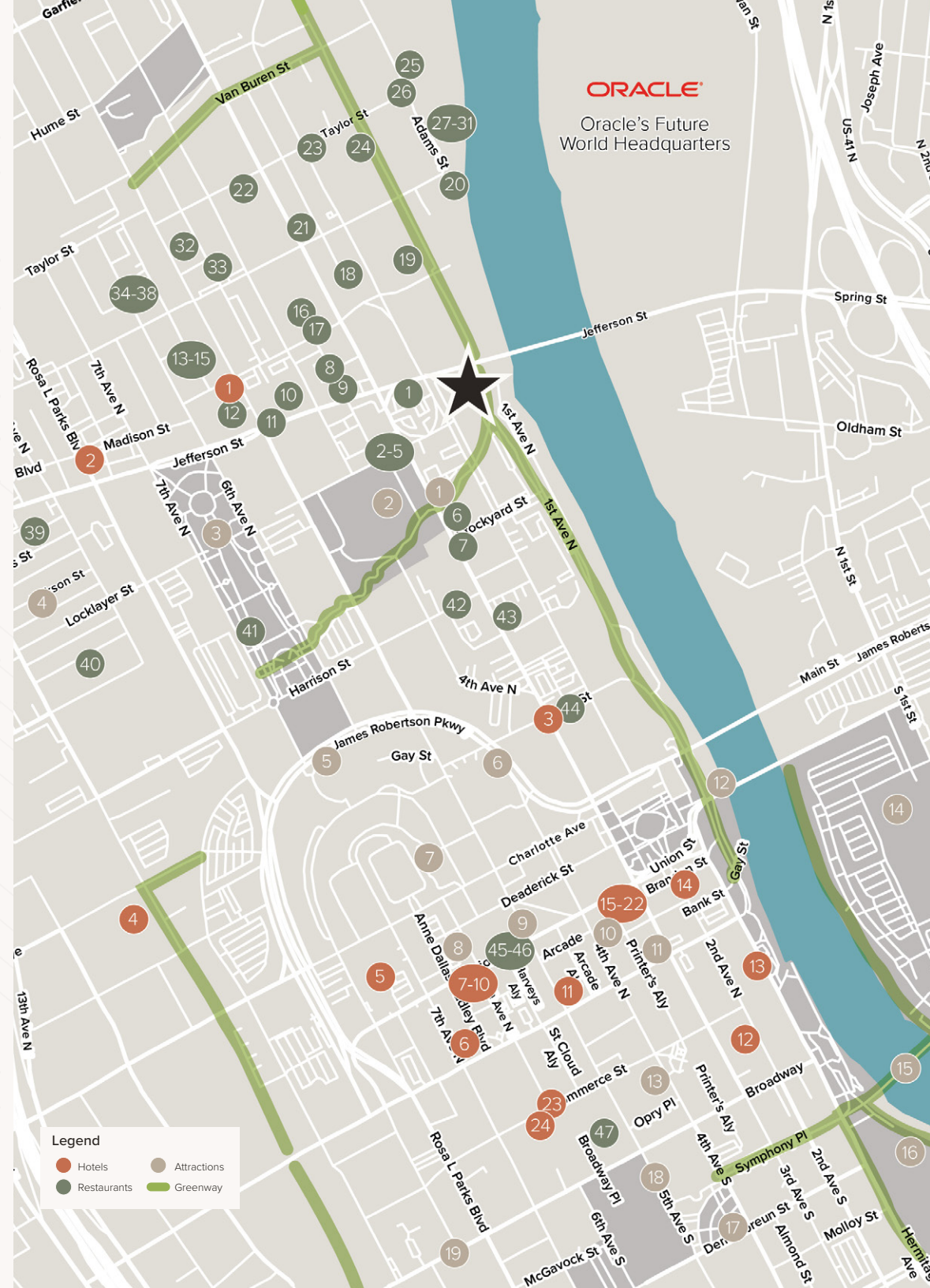
- |  |                                   |
|--|-----------------------------------|
| 1. Germantown Inn                          | 13. Studio 154 Hotel              |
| 2. The Sundry                              | 14. The Bankers Alley Hotel       |
| 3. TownePlace Suites by Marriott           | 15. DoubleTree by Hilton          |
| 4. Hampton Inn & Suites Nashville Downtown | 16. Fairlane Hotel                |
| 5. The Nashville Reserve                   | 17. Hotel Indigo                  |
| 6. Homewood Suites by Hilton               | 18. The Nash (formerly The Bobby) |
| 7. The Capitol Hotel Downtown              | 19. Union Street Lofts            |
| 8. Kasa Capitol Hill Downtown              | 20. Dream Nashville               |
| 9. Sheraton Grand Nashville Downtown       | 21. Courtyard by Marriott         |
| 10. The Hermitage Hotel                    | 22. Noelle                        |
| 11. 506 Lofts                              | 23. Renaissance Nashville Hotel   |
| 12. Dolly Parton's SongTeller Hotel        | 24. Holston House Nashville       |

## Restaurants:

- |                               |                                |                            |
|-------------------------------|--------------------------------|----------------------------|
| 1. Sedona Taphouse            | 17. City House                 | 32. 5th & Taylor           |
| 2. Geist Bar + Restaurant     | 18. Pelato                     | 33. Spread Market & Larder |
| 3. Barrel Proof               | 19. The Goat Germantown        | 34. Rolf & Daughters       |
| 4. DeSano Pizzeria Napoletana | 20. Babychan Restaurant & Cafe | 35. Sidecar Bar            |
| 5. Von Elrods                 | 21. Streetcar Taps & Garden    | 36. Sonny's Patio Pub      |
| 6. Tailgate Brewery           | 22. Butchertown Hall           | 37. Steadfast Coffee       |
| 7. Kyuramen - Nashville       | 23. Surefire                   | 38. Tailor Nashville       |
| 8. Henrietta Red              | 24. Bearded Iris Brewing       | 39. Sunshot Coffee         |
| 9. Little Hats Market         | 25. Indaco                     | 40. Silver Sands Cafe      |
| 10. Germantown Cafe           | 26. O-Ku                       | 41. The Mockery            |
| 11. Emmy Squared Pizza        | 27. Close Company Bar          | 42. Social Cantina         |
| 12. Monday Night Brewing      | 28. E + Rose Wellness Cafe     | 43. Jonathan's Grille      |
| 13. Mother's Ruin             | 29. Elegy Coffee               | 44. Moonshot Coffee Bar    |
| 14. Neighborly                | 30. Le Loup                    | 45. Frankie J's            |
| 15. Taco Mamacita             | 31. Fishmonger                 | 46. Monell's               |
| 16. Barista Parlor            |                                | 47. Assembly Food Hall     |

## Attractions:

- |   |   |
|---|---|
| 1. Brooklyn Bowl                        | 11. Printers Alley                          |
| 2. First Horizon Park                   | 12. Riverfront Park                         |
| 3. Tennessee State Museum               | 13. Ryman Auditorium                        |
| 4. Hope Gardens Park                    | 14. Titans Stadium                          |
| 5. Bicentennial Capitol Mall State Park | 15. The John Seigenthaler Pedestrian Bridge |
| 6. Musicians Hall Of Fame               | 16. Ascend Amphitheater                     |
| 7. Tennessee State Capitol              | 17. Country Music Hall Of Fame              |
| 8. War Memorial Auditorium              | 18. Bridgestone Arena                       |
| 9. Tennessee Performing Arts Center     | 19. Frist Art Museum                        |
| 10. The Arcade                          |   |



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# Economy & Employment

By investing in Nashville you gain exposure to ULI's top-rated investment market, which is being driven by new-to-market companies.

**21%**

POPULATION GROWTH  
2015-2025

**95**

NET NEW PEOPLE  
PER DAY IN 2025

**2.9%**

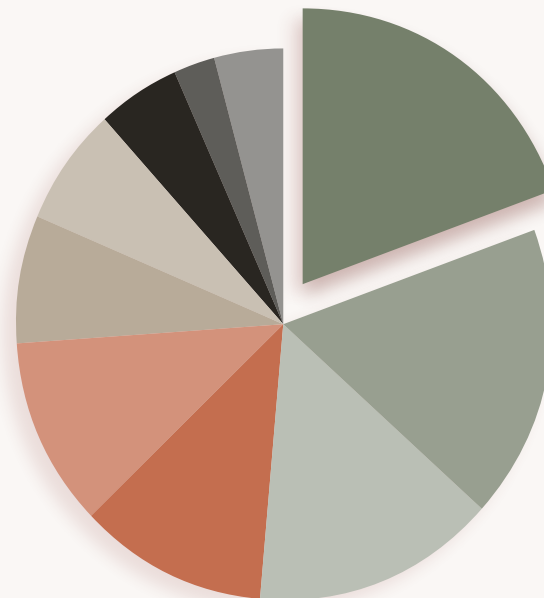
UNEMPLOYMENT  
RATE

**30.8%**

JOB GROWTH  
2012-2024

**42.4%**

GDP GROWTH  
2012-2022



## Nashville's Healthy & Diverse Economy

- 21%** Trade, Transportation, and Utilities
- 18%** Professional and Business Services
- 16%** Education and Health Services
- 12%** Leisure and Hospitality
- 12%** Government
- 9%** Manufacturing
- 8%** Financial Activities
- 6%** Mining, Logging, & Construction
- 4%** Information
- 5%** Other Services

Source: Nashville Chamber of Commerce

**#2**

BEST CITY FOR JOB OPPORTUNITIES  
& EARNING POTENTIAL  
Checkr, 2025

**#6**

MARKET TO WATCH IN 2026  
ULI, 2025

# Travel Hotspot

#4

THE SOUTH'S BEST CITIES

Southern Living, March 2026

#3

MEETING DESTINATION

Cvent, 2025

#4

TOP DESTINATION IN THE U.S.

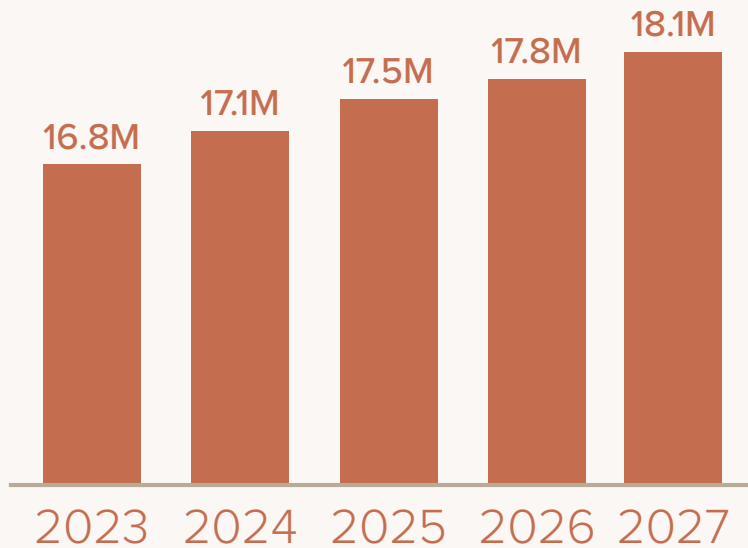
Travel + Leisure, February 2026

#13

FAVORITE CITY IN THE U.S.

Travel + Leisure, July 2025

## Number of Visitors Per Year



Source: Nashville Chamber of Commerce



# Nashville Hospitality Overview

Group demand remains anchored in the CBD/Downtown submarket by the Music City Center, association meetings, sports events, and major concerts, with seasonal peaks in March through June and again in September and October. Leisure visitation continues to contribute meaningfully, though travelers have grown more price sensitive on non-event weekends as household budgets have tightened. Midweek corporate activity has gained momentum but remains balanced, reflecting increased business meetings and corporate travel.

**17.9M**  
VISITORS PROJECTED IN 2026

**10.24M**  
HOTEL ROOMS SOLD IN 2025

PROPERTY	ADDRESS	YEAR BUILT	SALE DATE	NUMBER OF KEYS	SALE PRICE	PRICE PER KEY
Margaritaville Hotel Nashville	425 5th Ave S	2019	3/20/2026	165	\$70,000,000	\$424,242
Motto by Hilton Nashville Downtown	311 3rd Ave S	2025	12/19/2025	260	\$98,200,000	\$377,692
The Nash (formerly The Bobby)	230 4th Ave N	1975	12/1/2025	144	\$50,000,000	\$347,222
1 Hotel Nashville	710 Demonbreun St	2022	4/15/2024	215	\$184,495,318	\$858,118
Embassy Suites Downtown	708 Demonbreun St	2022	4/15/2024	500	\$320,000,000	\$640,000
Holiday Inn Express Nashville	920 Broadway	1968	12/5/2023	287	\$116,000,000	\$404,181
Holston House Nashville	118 7th Ave N	2017	11/14/2023	191	\$60,146,648	\$314,904
Dream Nashville	210 4th Ave N	1900	7/11/2023	168	\$82,563,000	\$491,446
Four Seasons Hotel Nashville	100 Demonbreun St	2022	10/28/2022	235	\$165,000,000	\$702,127
Studio 154 Luxury Hotel	154 2nd Ave N	2019	9/7/2022	16	\$16,000,000	\$1,000,000
21c Museum Hotel	221 2nd Ave N	2017	7/27/2022	124	\$59,000,000	\$475,806
Cambria Hotel Nashville Downtown	118 8th Ave S	2017	7/20/2022	255	\$109,500,000	\$429,412
Fairlane Hotel	401 Union St	1972	6/14/2022	79	\$40,000,000	\$506,329



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