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## Rhythm fosters urban lifestyle

It's an easy walk to nightlife in Music Row area

By Nancy DeVille  
THE TENNESSEAN

Long before construction began on a 14-story, \$30 million condo development in the 1500 block of Demonbreun Avenue, Jay Kelley was already sold on what it would offer.

The convenient location and views of the Nashville skyline were at the top of his list.

It has been only a few weeks since he settled into the sixth floor of Midtown's newest condominium project, The Rhythm at Music Row, which includes a mix of 99 one- and two- bedroom units.

"I enjoy hanging out in the Midtown area so I can walk and don't have to worry about driving," said the 27-year-old health-care consultant. He graduated from Vanderbilt in 2004 and moved to Atlanta, but returned to Nashville and decided to buy into the new development.

"For what I like, I'm very happy with my choice."

The development offers 10-foot ceilings in the units — 12-foot ceilings in the penthouses — a fifth-floor amenity deck featuring a pool and an outdoor kitchen, and a more private amenity deck on the backside of the fifth floor featuring a Jacuzzi.

"I knew I didn't want to have to take care of a yard and without living in a condo I wouldn't have access to amenities like a pool and hot tub," he said. "I was able to customize the unit like I wanted it, and I like that it's a smaller development because it feel a little more at home. I'm getting quality over quantity."

## Good terms with the bank

While inventory has moved much slower than anticipated, developer Rhett Smith says numbers are good considering the sluggish economy. About 18 units have closed with an additional 67 under contract. The units are priced at \$239,900 to over \$700,000.

"We have people that want to buy but may be having difficulty getting loans," he said. "I'm confident the sales will go quicker once the market picks up."

While competition to sell condominiums in Nashville remains steep, Mark Deutschmann, owner of Village Real Estate, the firm handling the sales of the building, said the concept is continuously piquing the interest of those wanting to live near Music Row.

The project has attracted everyone from young professionals to those looking to downsize," he said.

"Everyone has been affected by the economy, but I think we are well positioned to benefit from the improving conditions we are seeing in Nashville," he said. We are working with everyone that is buying to help them get financing.

"We have some good terms with the bank that financed the construction, and they are creating loans for interest only for those who may be having difficulty getting their financing so they can close on their unit."

## Nashville is 'under built'

Despite the influx of condominiums popping up throughout downtown, The Gulch and Midtown, and the plummeting economy, Deutschmann contends that there are still not enough units.

"Statistics say Nashville is still under built for the number of people that work downtown," he said. "We have a huge absorption in the market right now and as we come out of it and you'll see we are not overbuilt in Nashville.

"Who's going to build the next project after the inventory runs out because we are not seeing anyone starting large new projects."

## Additional Facts

Interested?

For more information on the Rhythm at Music Row, visit <http://www.rhythmnashville.com/#/home> or call 615-244-4100.

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