

Developer taps condo craze with luxury Printer's Alley units

BY JANEL WATSON LACY
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A California-based residential developer is moving to Nashville with his eye on downtown.

Voss Development, a high-end custom home building company based near Los Angeles, is in the process of opening an office in the old Franklin National Bank building at 333 Union St.

It bought the property for \$3.5 million and has plans to occupy its second floor, leaving the current tenants intact.

For owner Dan Voss, the downtown deal isn't his first Nashville foray. He first entered the Nashville market two years ago with the purchase of the city's largest recording studio, Emerald Entertainment Group. Now under the name Masterfonics, his son works as an engineer at the facility, which hosts artists like Faith Hill, Kenny Chesney, Shania Twain and Willie Nelson.

Voss says that, in the process of buying Emerald, he was exposed to the residential development opportunity in downtown.

"I love your city. I love Nashville. I



love the downtown," he says. "There just seems to be so much to be redone that's historical."

Voss isn't waiting to finalize his company's move to begin work here. In late March, he bought a five-story building at 209 Third Ave. N. in Printer's Alley, a portion of which will be

retrofitted into luxury lofts.

The fourth and fifth floors will each be home to 4,500-square-foot units, while the third floor will be split into two lofts with 900 and 2,700 square feet of space. Pricing for the units has not been determined.

Other than the 6,000-square-foot penthouses slated to take up the top floors of Tony Giarratana's 65-story Signature Tower, Voss' product will be the largest downtown. But Edsel Charles, owner of research firm MarketGraphics, says if they are well done, Voss will have no trouble selling them.

Charles says there is demand for larger condos downtown – so much so, he says, that some buyers are buying two side-by-side units and knocking out walls to create the space.

The Printer's Alley lofts are being designed by architecture firm Gobbell Hays Partners Inc. and are being built out by R.G. Anderson Co.

Although a general contractor himself, Voss says once he moves to Nashville, he'll continue to use R.G. Anderson and focus his attention on locating properties for other developments.

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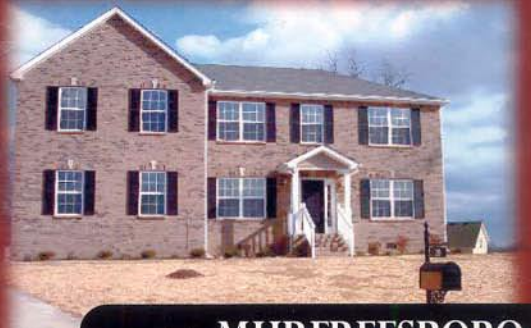
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