



NOELLE

Fact Sheet

Overview:

Situated on the corner of Fourth Avenue and Church Street in downtown Nashville, Noelle is an immersive 222-room boutique hotel and creative gathering place thoughtfully designed by leaders of Music City's thriving maker and artist community. Boasting 75 spacious studios and 12 grand suites, amenities include an on-site luxury boutique, Keep Shop, and five imaginative food and drink concepts: Drug Store Coffee, Hidden Bar speakeasy, Makeready Libations & Liberation restaurant, Rare Bird rooftop bar, and The Trade Room lobby bar and lounge. Noelle offers more than 7,500-square-feet of meeting and event space across six rooms, accommodating up to 120 guests. Originally opened in 1930 as Noel Place, Noelle pays homage to the property's Art Deco roots and is listed on the National Register of Historic Places.

Location:

200 4th Avenue North, Nashville, TN 37219
www.noelle-nashville.com

Reservations:

615.649.5000
hello@noelle-nashville.com

Social:

 [Noelle](https://www.facebook.com/Noelle)
 [@Noelle_Nashville](https://www.instagram.com/Noelle_Nashville)



Guestrooms: 224 overall guest rooms, including Classic Rooms, Super Kings, Studio Suites, Designer Suites, Signature Suites and the Penthouse

Design: Nashville-based architects Feltus Hawkins Design, Nick Dryden of Dryden Architecture and Design (DAAD), and creative branding experts Peck & Company, led by Benji Peck, helped redesign the 13-story building. The teams masterfully preserved the historic hotel, first opened in 1930 by the Noels, a prominent Nashville family, while infusing it with renewed energy. Through their relationships, there are over 50 individual makers that contributed to the style and ethos of Noelle.

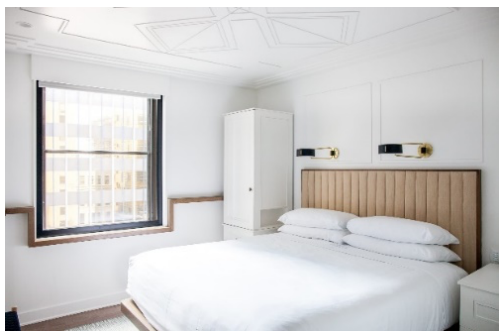
Food & Beverage: [Makeready Libations & Liberation](#): The hotel's signature restaurant that serves as a social gathering hall for friends in search of revelry, good times and familiar favorites with Italian sensibilities.

[The Trade Room](#): Noelle's lobby bar that serves guests from day-to-night in a cozy-yet-glamorous environment, with a robust wine list, classic cocktails and a curated selection of local brews.

[Drug Store Coffee](#): The hotel's first-floor coffee bar offering a quality selection of Sump Coffee that is the perfect place eat, drink, work, and meet, or grab a caffeine fix on your way to explore the city.

[Rare Bird](#): Noelle's year-round rooftop bar & lounge that serves up seasonal cocktails and bites as guests and locals overlook expansive views of downtown Nashville.

[Hidden Bar](#): The hotel's bottom floor bar hidden behind a door to a storage closet. With experimental cocktails, surprising pairings and seasonal pop-ups, it is a playground for mixologists and creatives alike.



Keep Shop:

Located at street level, Noelle's on-site luxury retail boutique plays host to Nashville's top fashion designers, makers and artists. Keep is a can't-miss shopping destination with its vibrant mix of distinctive clothing, accessories, and home goods, including a custom [Stetson](#) designed exclusively for Noelle.

Facilities/Amenities:

[Saidee Gallery](#)
[Archives & Library](#)

Additional amenities include Makeready's signature "The Nook" complimentary water stations on each guest floor, offering still and sparkling hydration at all hours, as well as fresh fruit and periodicals, complimentary WiFi, and a 24-hour fitness center. The hotel is also pet friendly and does not charge a fee.

Art Installations:

Curated by Bryce McCloud, a Nashville native artist, Noelle's art program serves as a living guidebook to the city. Each guest floor features the work of a local artist, and each guest room features a print of one of four "Nashvillians of Note" who have helped shape the city in their own unique way. Don't be surprised when you notice that Johnny Cash and Dolly Parton are not among them, as there's more to Nashville than country music. Rather, you can expect to learn about the unsung heroes of the city – creatives, social advocates, civil rights figures, and more.

Parking:

Valet parking available.

**Media + Influencer
Reservations:**

[bread & Butter PR](#)
noelle@breadandbutterpr.com





MAKEREADY

Overview:

Makeready L&L is Noelle's signature restaurant that serves as a social gathering hall for friends in search of revelry, good times and familiar favorites with Italian sensibilities. Located on the ground floor of Noelle and with its back to Printers Alley, Makeready L&L is a hideout for those in the know who don't shy away from a generous pour.

Hours:

Brunch daily | 7 am to 1 pm
Dinner Tuesday – Saturday | 5 pm to 10 pm



Location:

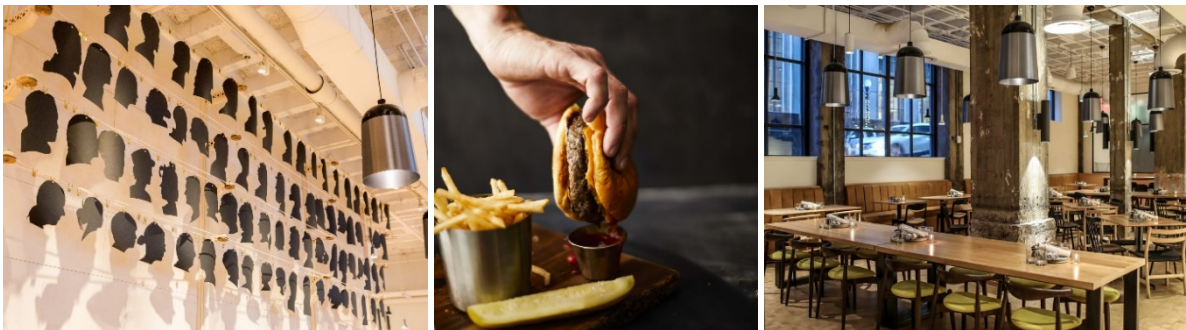
200 4th Avenue North, Nashville, TN 37219
www.makereadynash.com

Reservations:

Please call 615.610.7835 or [reserve online](#)

Social:

 [Makeready Nashville](#)
 [@makeready_nashville](#)



Rare Bird

Overview:

Whether you're celebrating a hard day's work or putting the finishing touches on a long day of play, when you're in the mood for something different there's only one place to head: to the roof. With a namesake that playfully pays homage to Nashville's past, Noelle's rooftop bar & lounge serves up draft cocktails, uncaged spirits and seasonal bites in a colorful airborne bar overlooking downtown Nashville year-round, seven days a week.

Hours:

Monday – Thursday | 2 pm – 8 pm
Friday & Saturday | 12 pm – 12 am
Sunday | 12 pm – 8 pm
(Weather Permitting)

Location:

200 4th Avenue North, Nashville, TN 37219
www.rarebirdrooftop.com/nashville

Reservations:

For reservations for parties of 20 or more, please call 615. 649.5000 or contact events@noelle-nashville.com

Social:

 [Rare Bird](#)
 [@rarebirdnash](#)





Overview:

True to its name, Drug Store Coffee is located on Noelle's street level, housed within what historically was the drug store counter at Noel Place, the original luxury hotel opened in 1930. Drug Store Coffee offers a quality selection of Sump Coffee along with a rotation of house-made seasonal syrups, freshly-baked HiFi cookies, homemade pastries, Urban Juicer energy bites and juices, and convenient grab-&-go salads, wraps, and sandwiches. With warm natural light and open seating throughout, Drug Store Coffee is the perfect place to eat, drink, work, and meet, any day of the week.

Hours:

Monday – Sunday | 7 am – 6 pm

Location:

200 4th Avenue North, Nashville, TN 37219
www.noelle-nashville.com/dine-drink/drug-store-coffee-shop

Social:

 [Drug Store Coffee](https://www.facebook.com/DrugStoreCoffee)
 [@drugstorecoffee](https://www.instagram.com/drugstorecoffee)





TRADE ROOM

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NOELLE

Overview:

Interesting things happen at the crossroads of restoration and progress. Original Tennessee marble walls and terrazzo flooring rekindle 1930s Nashville glamour, while modern lounge seating and a spectacular bar menu make for the perfect blend of old and new.

Snack on small bites of Tennessee fare or go all-in with a hearty steak. Trade Room serves guests from day-to-night in a cozy-yet-glamorous environment, with a robust wine list, classic cocktails, and a healthy rotation of craft beers. Whether you're here to collaborate over coffee or swap stories with the Nashville locals, at Trade Room good spirits are the only rate of exchange.

Hours:

Sunday – Thursday | 4 pm – 10 pm
Friday & Saturday | 4 pm – 12 am

Location:

200 4th Avenue North, Nashville, TN 37219
www.noelle-nashville.com/dine-drink/the-trade-room

Reservations:

For private events or happy hours, please call 615.610.7809 or contact events@noelle-nashville.com



HIDDEN BAR

Overview:

Hidden beneath Noelle behind a door to a storage closet, with opening hours alerting passersby with a discreet red light shining on the hotel's façade, Hidden Bar offers experimental cocktails and surprise pairings, making it a playground for mixologists and creatives alike. The bar is known for its festive, themed pop-ups, including the legendary holiday series, DJ nights under the disco ball and local bartenders with a celeb status.

Hours:

Sunday – Thursday | 5 pm to 12 am
Friday & Saturday | 5 pm to 1 am

Location:

200 4th Avenue North, Nashville, TN 37219
www.noelle-nashville.com/experiences/hidden-bar

Reservations:

To book Hidden Bar for your private event, please email
events@noelle-nashville.com

Social:

 [@hiddenbarnashville](https://www.instagram.com/hiddenbarnashville)



KEEP SHOP

Overview:

Located at street level, this on-site luxury retail boutique plays host to Nashville's top fashion designers, makers, and artists. The result is a vibrant, ever-changing mix of distinctive clothing, accessories, and home goods. One-of-a-kinds and exclusives make this truly unlike any other shopping experience in Nashville. You'll also find Keep Shop hosting pop-up events throughout the year, designed to provide their creative partners with a unique platform to share their work with the local and national community.

Hours:

Monday – Saturday | 9 am to 7 pm
Sunday | 9 am to 5 pm

Location:

200 4th Avenue North, Nashville, TN 37219
www.noelle-nashville.com/experiences/keep-shop-boutique

Social:

 [@keepshop_nashville](https://www.instagram.com/keepshop_nashville)

