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### Busy village: Arrival of national retailers drives more traffic into Biltmore Village

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ASHEVILLE — Shopping options in Biltmore Village get a boost starting this month as stores in a large retail development on the north side of Brook Street begin opening.

Women's clothiers Coldwater Creek, Talbots, Talbots Women and Talbots Petite opened in the building last week.

The women's clothing store Chico's is moving from a block or so away into a much larger space scheduled to open Wednesday, and Williams-Sonoma, which sells kitchen items and housewares, is planning to open its first Asheville-area store Thursday.

Pi Salon.Spa and clothing retailer J. Crew should open around May 6, said Bob Spratt, head of Charlotte-based developer Hill Partners.

#### New brands

The development is directly or indirectly bringing several brands that haven't had stores in the area. It should lure more shoppers to the village and promises to increase traffic in an area that sometimes sees congestion already.

It also will eventually bring office workers and their customers. The project includes 34,000 square feet of office space above the retail level. No tenants were committed as of early last week, Spratt said.

Women's clothier J. Jill will open a store in the Biltmore Village space that Talbots, which owns J. Jill, recently vacated, Spratt said. Likewise, Chico's plans to put one of its White House Black Market women's clothing stores in the space it is vacating a block away.

The Asheville area has not previously had a Williams-Sonoma, Coldwater Creek, J. Jill, White House Black Market or regular J. Crew store, and both Chico's and Talbots are significantly expanding their

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