

Biltmore Park Town Square Opens Barnes & Noble, Hilton Asheville and Sparrow Spa

Asheville, N.C.-Biltmore Farms LLC and Crosland LLC have recruited four new tenants to the thriving development, which is the region's largest mixed-use destination outside downtown Asheville.

Sept. 24, 2009 - [PRLog](#) -- Following the recent openings of Biltmore Park Town Square's Hilton Asheville, Barnes & Noble and Sparrow Spa, Biltmore Farms LLC and Crosland LLC have recruited four new tenants to the thriving development, which is the region's largest mixed-use destination outside downtown Asheville.

Biltmore Park Town Square (<http://www.biltmorepark.com/>) offers a vibrant mix of national and local retailers and restaurants, anchored by the market's highest-ranked cinema based on ticket revenue, Regal Biltmore Grande, and Western North Carolina's only REI. The four new leases are with local retailers – Bon Béb  for the Posh Petite, Dwellings Inspired Furnishings, Echo Art Gallery and Moda. Senior leasing associate Charles Thrift represented Crosland in the transactions.

August saw the opening of Hilton Asheville

(http://www1.hilton.com/en_US/hi/hotel/AVLBPHF-Hilton-Asheville-Biltmore-Park-North-Carolina/index.do), a 165-room hotel set in the heart of Biltmore Park Town Square. Hilton Asheville is one of the nation's first major hotels to take significant steps toward sustainability, including a solar water-heating system atop the hotel – one of the largest solar installations in Western North Carolina. The hotel hosted the ICSC (International Council of Shopping Centers) "Mixed-Use Development in the Carolinas" program on Sept. 17.

The Hilton Asheville blends green practices with Hilton's acclaimed commitment to guest comfort, and was designed to LEED (Leadership in Energy and Environmental Design) certification standards from the U.S. Green Building Council. LEED certification is based on metrics such as energy savings, water efficiency, carbon dioxide emissions reduction, improved indoor air quality and stewardship of resources. Overall, Biltmore Park Town Square is one of fewer than 250 developments around the nation participating in LEED's Neighborhood Development pilot program.

Sparrow Spa, located within the Hilton Asheville, opened on Sept. 18. The locally owned spa is one of the nation's first independent spas to open within a Hilton hotel.

Barnes & Noble opened to the public on Sept. 3 after a successful preview night benefiting a local elementary school. The 28,000-square-foot store at Biltmore Park Town Square employs 60 people and is the company's second Asheville location. Operating 774 stores in 50 states, Barnes & Noble is the nation's top bookseller brand for the sixth year in a row according to the EquiTrend Brand Study by Harris Interactive.

Barnes & Noble spokeswoman Lenore Feder said the company considers Biltmore Park Town Square an excellent location, despite the ongoing recession that has forced many national retailers to scale back their store openings.

"The new Town Square location offers Barnes & Noble the opportunity to provide our most up-to-date selection and offerings to the community while enjoying the synergy provided by the residences, restaurants and additional retail at Biltmore Park Town Square," said Feder.

New Tenants Add Variety and Local Flavor

Echo Gallery at Biltmore Park is a joint venture between Biltmore Farms and seven Asheville artists. The founding members of this cooperative gallery are painters Genie Maples and Barbara Fisher, ceramicists Lori Theriault and Heather Tinnaro, ceramic sculptor Anna Kolosieke, textile artist Susan Webb Lee and photo artist Laurie McCarriar. The gallery had a soft opening on Sept. 18, with its grand opening reception planned for October.

Dwellings Inspired Furnishings, a local furniture and home d cor store, plans to open at the end of October. Dwellings is renown throughout the area for distinctive furniture sourced by owner Chris McMillan's excursions around the globe. This will be the second Dwellings location in Asheville.

Bon Béb  for the Posh Petite, an upscale baby and children’s boutique, plans to open in November. Bon B b  offers a large selection of couture apparel for infants, toddlers and tweens. The boutique also specializes in interior design services, offering fine furniture from nursery to teen designs, custom bedding, artwork and innovative toys.

Moda, a contemporary women’s clothing boutique, will also open at Biltmore Park Town Square in November. Presenting fresh, edgy selections from a number of up-and-coming national and local designers, the women’s clothing store appeals to all ages and styles. For example, Moda customers may find tailored white shirts alongside funky bohemian fringe tunics.

“Biltmore Park is the perfect fit for Moda,” said owner Lauren Powell. “The mix of local and national retailers and restaurants was a definite draw. We want Moda to be in the center of a place that’s happening, and that’s exactly what we see at Biltmore Park.”

Previously announced restaurants also joining Biltmore Park Town Square this fall include Travinia Italian and Hickory Tavern Grill and Raw Bar. Dining options now open include P.F. Chang’s, 131 Main, Brixx Wood Fired Pizza, Cold Stone Creamery/Rocky Mountain Chocolate, and Perks Coffee.

About Biltmore Park Town Square

Biltmore Park Town Square is a \$204 million, mixed-use regional destination in south Asheville, located at I-26 and Long Shoals Road (exit 37). Ideally situated between downtown Asheville and Hendersonville, this highly visible setting meets the needs of diverse customers by providing national anchors along with local flavor, from shops and restaurants to an art gallery and spa. The town center offers a state-of-the-art, 65,000-square-foot YMCA; a Regal Cinema with stadium-style seating and 15 screens; Barnes & Noble; REI; and the 165-room Hilton Asheville.

Offering the area’s only prime mixed-use space for lease, Biltmore Park Town Square is a joint venture between Biltmore Farms and Crosland. Inspired by New Urbanism principles, this progressive development honors the tradition of its surroundings while adding a new vitality to the community. The 42-acre master plan includes 285,000 square feet of specialty retail and restaurants, 270,000 square feet of Class-A office space, and an urban residential component comprised of 274 Class-A apartments, condominiums and townhomes, which are now selling and leasing.

Only three miles from Asheville Regional Airport, Biltmore Park is also an attractive location for national and regional corporations, including Volvo Construction Equipment’s North American headquarters. With Asheville’s status as the largest, fastest-growing city in Western North Carolina and its consistent rating among the nation’s top 10 cities for relocation, this venue will continue to draw the attention of retailers, restaurants and employers.

For more information, please visit biltmorepark.com.

About Biltmore Farms LLC

Founded in 1897 and located in Asheville, N.C., Biltmore Farms has become a guiding force in land management and community development in Western North Carolina, based on George Vanderbilt’s vision of smart planning and healthy communities.

The company’s residential, master-planned communities include Biltmore Forest, Biltmore Park, Biltmore Lake® and The Ramble® Biltmore Forest. Biltmore Farms also owns and manages Biltmore Farms Commercial, Biltmore Farms Hotels and Biltmore Farms Homes. For additional information, please visit biltmorefarms.com.

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About Crosland LLC

Founded in 1937, Crosland is one of the most prominent diversified real estate companies in the Southeast and is recognized as a leading community builder. Its expertise in retail, multifamily, office, land development and general contracting enables it to be an innovator in multi- and mixed-use development. Headquartered in Charlotte, N.C., Crosland has offices in Raleigh, Orlando, Tampa and Nashville, and develops, builds and manages properties in the Carolinas, Florida, Kentucky, Tennessee and Virginia. The

privately held company's portfolio and current projects have a market value exceeding \$2 billion. For more detail, visit crosland.com.

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