



Green Hills' retail allure creates challenge

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It's no secret that Green Hills has long been an attractive target for retailers moving into the Nashville market.

But thanks to efforts by new owners of The Mall at Green Hills to add upscale stores in recent years, coupled with the area's demographic sweet spot between Belle Meade and several local universities, Green Hills appears to have pulled away from other well-heeled locations as Nashville's shopping hot spot.

Adding to the attractiveness of the neighborhood is the Hill Center, which opened last fall and landed several high-profile national retailers, including Whole Foods, Anthropologie and West Elm. More stores are yet to come to the area, including Burberry, Lacoste and a Trader Joe's grocery.

The apparent success of places like the Hill Center has already spurred at least one other Green Hills developer to get in on the action.

Brookside Properties told *The Tennessean* last week that it plans to redevelop the dated Hillsboro Plaza shopping center in a fashion similar to the Hill Center, mixing high-end retailers with newly designed office space. Longtime Nashville shops such as the Donut Den and Levy's clothing store are at Hillsboro Plaza.

Against the backdrop of all this activity, however, lurks a tougher urban planning question: How will a century-old neighborhood that's already built out and whose main thoroughfare is regularly choked with traffic handle the growth?