

Heidenberg Properties Group announces zoning change for the Potomac Marketplace in Ranson, WV facilitating mixed uses at the property

RANSON, WV — Heidenberg Properties Group and Strategic Real Estate Partners, owners of the Potomac Marketplace in Ranson, WV announced a zoning change for the property. On March 16, the City of Ranson Planning Commission rezoned the Potomac Marketplace from Highway Commercial (HC) to T-5 Urban Center and T-5L Urban Center Limited.

The Potomac Marketplace has served as the dominant retail center in Ranson since its opening in 2006, but this zoning change will allow for the creation of a dynamic, mixed-use and walkable neighborhood. The T5 district consists of higher density buildings that would accommodate offices and apartments, as well as the existing retail. According to Heidenberg Properties'



The Potomac Marketplace

CEO **Robert Heidenberg**, "This zoning change is the next step in our value creation process for the Potomac Marketplace. We were excited to bring a best-in-class retailer such as Marshalls to the center in 2019, but we believe that the ability to add mixed uses at the property will al-

low us to create a destination for Ranson residents to shop, dine, live and work in one location, consistent with the City's long-term vision."

The Potomac Marketplace has been a vital retail cog for the City of Ranson, WV due to the presence of home improvement market leader Home

Depot, national fashion retailers including Kohl's and Marshalls, regional grocer Weis Markets, Petco, and a variety of leading fast-casual restaurants such as Panera Bread, Glory Days Grill and Dunkin'. Additionally, the shopping center is home to service and wellness tenants such as Long

& Foster Real Estate, Pivot Physical Therapy, and Hair Cuttery. However, the zoning change to allow for mixed uses will serve to alter the trajectory of this dynamic center for the foreseeable future.

The Ranson-Charles Town market is poised for growth as evidenced by Martin Homes' 1,100-unit Presidential Point now under construction. Moreover, the shopping center is located within an Opportunity Zone and can support up to 50,000 s/f of future development including other complimentary uses such as multi-family, office, medical or hospitality. The Potomac Marketplace is prominently located along Rte. 9 (17,600 VPD) with 2,250 feet of frontage and is the dominant retail presence in the trade area. **MAREJ**