

THE POTOMAC MARKETPLACE

ROUTE 9 & OAK LEE DRIVE, RANSON, WV 25438



TROUT DANIEL & ASSOCIATES

Executive Summary



PROPERTY HIGHLIGHTS

The marketplace at Potomac Center is a 347,547 sf regional shopping center in Ranson, WV, with 45,000 sf of approved expansion available. Featured in the center are Kohls, Home Depot and Weis Markets and Petco. The center is located near the Hollywood Casino and Charles Town Races, which host approximately four million visitors annually.

PROPERTY OVERVIEW

Marketplace at Potomac Towne Center is located in Ranson, WV in the Washington D.C. PMSA. Over the last decade, the city has been at the center of a significant population boom. Residential growth and housing is maintaining a steady upward pace as more people have discovered the Eastern Panhandle of WV as an ideal bedroom community to the Washington, D.C., MD and Northern VA employment centers.

The area provides its resident's space, affordable housing, and scenic landscapes, while affording convenient access to one of the best-performing economies in the nation; the jurisdictions of Washington, D.C., Northern VA and Suburban MD. This area has become one of the most dynamic economies in the U.S., gaining more than 285,000 jobs since 2000, which is the greatest number of any metropolitan region and has maintained unemployment rates consistently below the U.S. average.

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Economic Development

ECONOMIC DEVELOPMENT

In 2014 the first phase of the much anticipated Dulles Corridor Metrorail Project, or the Silver Line of the Washington Metropolitan Area Transit System commenced operations, running from East Falls Church through Tysons Corner and Reston, Virginia. Phase two will include six additional stations that will run westward from Reston through Herndon to Dulles Airport and end at Route 772 in eastern Loudoun County. In addition to spurring economic growth and job creation in Northern Virginia, the extension will further accelerate population growth in the cities of Ranson and nearby Charles Town as residents follow to meet the demands of increased employment opportunities.

The site is strategically located just one mile from the Hollywood Casino at Charles Town Races, a premier casino and thoroughbred horse racing complex with over three million visitors annually. The casino's location strategically places it in an exclusive 70-mile radius from any other major casino or racetrack. The facility is the largest employer in Jefferson County year after year, as well as one of the top five employers in the entire state of West Virginia.

The area provides its residents the luxury of space, affordable housing, and scenic landscapes, while simultaneously affording convenient access to one of the best-performing economies in the Nation; the Greater Washington, D.C. area, encompassing the jurisdictions of Washington, D.C., Northern Virginia and Suburban Maryland. This collective body has become one of the most dynamic economies in the U.S., gaining more than 285,000 jobs since 2000, which is the greatest number of any metropolitan region in the country and has maintained unemployment rates consistently below the U.S. average.

Roxul, manufacturers of Rockwool, have announced a \$150 million investment in a new plant on Route 9, north of the site. This plant will create 1,500-2,000 temporary (2-3 years) construction jobs and 150 permanent advanced manufacturing jobs.



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Economic Development

HOUSING

Stanley Martin has submitted construction drawings for the first phase of development of President's Point. This subdivision is located on the land behind the Home Depot, and the first phase includes 80 single family attached and detached homes.

Dan Ryan will be submitting a development agreement to purchase the 80 townhouse lots behind Kohl's out of foreclosure. This will complete the last residential phase of the Briar Run Community.

POPULATION

The development of the Marketplace at Potomac Towne Center filled a critical void in the market, as rapid local housing growth and strong household incomes dictated a need for a high quality, institutional grocery-anchored retail center to serve the growing community's needs. This high growth location features over 85,000 residents with average household income of over \$82,000 living within a 10 mile radius of the property. This location has experienced a population growth of 7% since 2010 with an additional total projected growth of 4% through 2021.

Jefferson County encompasses over 212 square miles with a population of over 55,000 people. The county lies adjacent to the Washington-Baltimore Metropolitan Area and is cradled in-between Interstate 81 and Interstate 70, both major transportation thoroughfares that serves the county for over 26 miles. Its geographic location places the county in an exceptional marketing environment as well as the cornerstone of an extensive highway system and trucking route with destinations throughout the nation.

The county's location in the Washington, D.C. PMSA and its proximity and easy commute to the strong and growing Northern Virginia employment centers has placed Jefferson County with one of the fastest growth rates in the entire country. Since 2000, the county has seen an astounding 33% population growth and is expected to grow an additional 3.7% in the next five years. Just an hour away from some of the nation's most expensive real estate, Jefferson County is able to provide its residents a wide range of reasonably priced housing averaging 33% lower than nearby Washington D.C., Baltimore and Northern Virginia.



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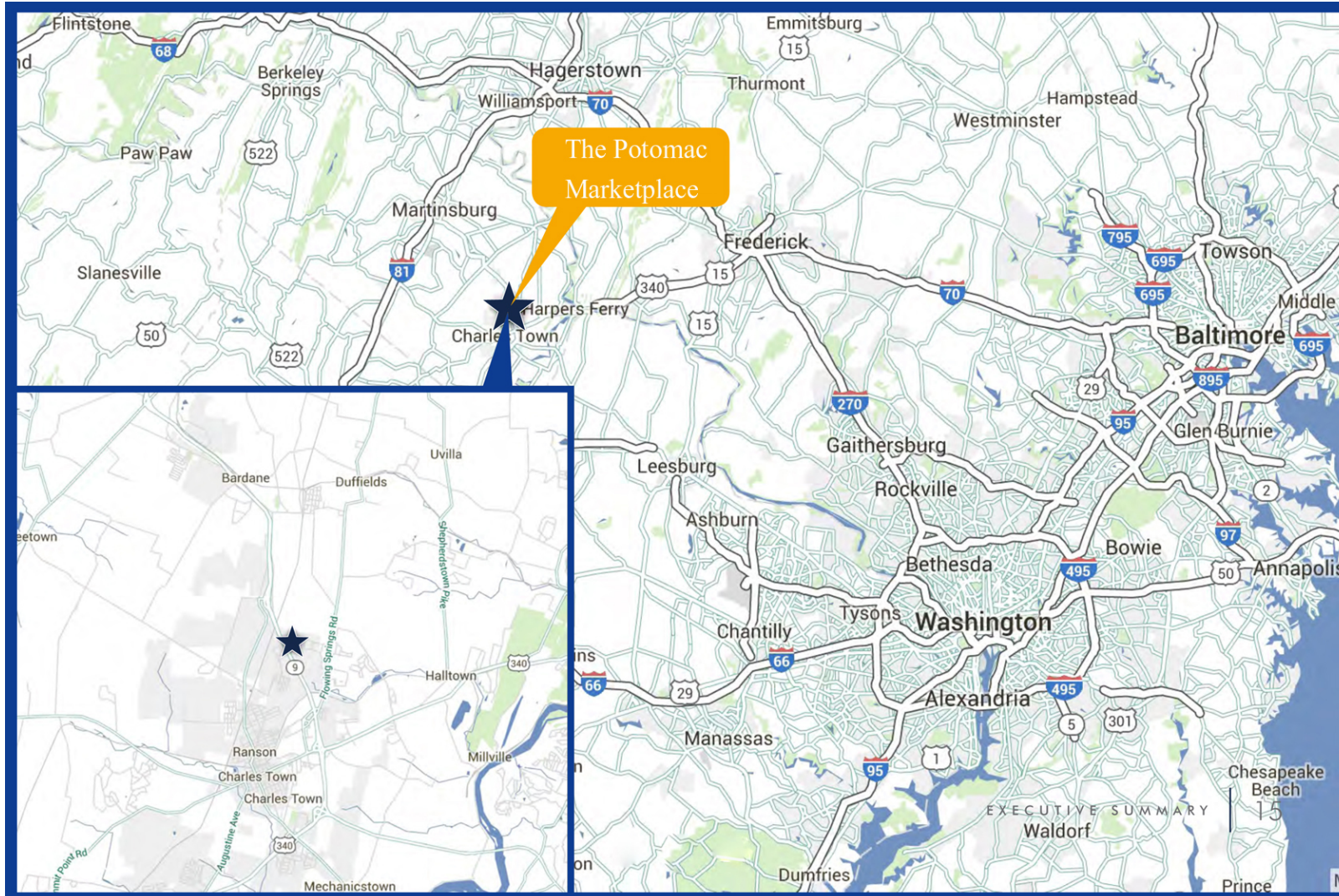
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Location Map



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Photos



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Plan



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Retail Aerials



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Retail Aerial



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