



Huntington Center With SSA & Marshall HOF Cafe

Value-add Mixed Use Center with First Floor Retail | Dense Downtown Corridor Adjacent to Pullman

301 9th Street, Huntington, WV 25701

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Marcus & Millichap

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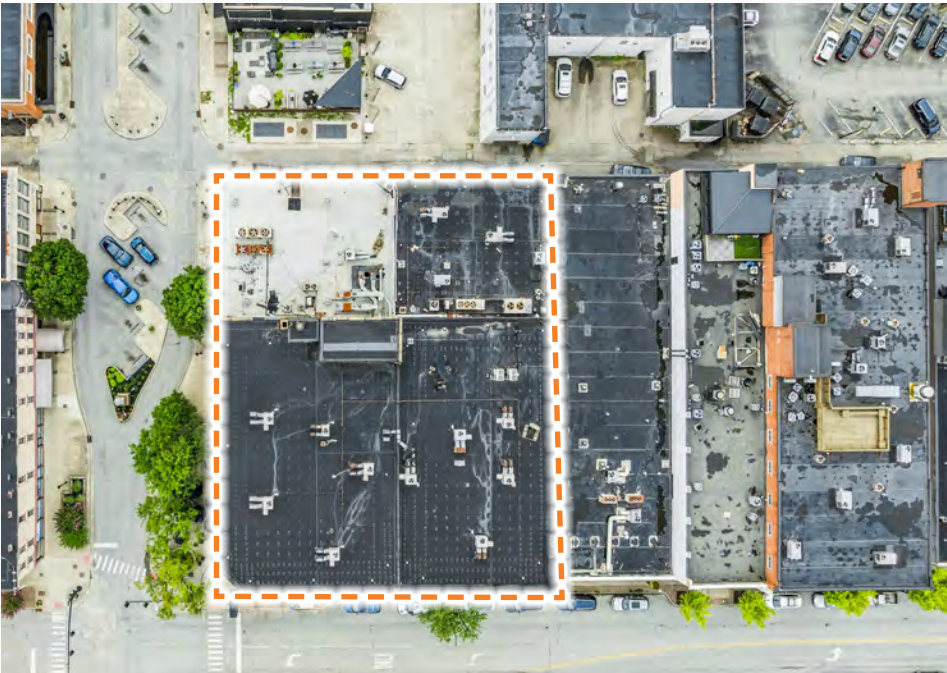
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INVESTMENT HIGHLIGHTS // HUNTINGTON CENTER

- 59,173-SF Four Story Multi-Tenant Retail Center on a +/-0.49 Acre Lot.
- 63.87% Occupied by a Strong Mix of Local Retail, Government and Office Tenants.
- Property Features Electronic Pylon Sign With Outdoor Patio for Restaurant Tenants.
- Historic Building on a Prominent Hard Signalized Corner in the Heart of Downtown Huntington. Located within an Opportunity Zone.
- Local Economic Anchors: The area features major traffic and visitor drivers, including Pullman Square Shopping Plaza, a 70,000-SF Mixed Use Retail, Dining and Entertainment Center Anchoring Downtown Huntington, Marshall Health Arena (170K+ annual visitors) and St. Mary's Medical Center (393 beds).
- Supply-Constrained Corridor: Very Little Room for New Building or Leasing in Downtown Huntington.
- Situated Near Multiple National Tenants Such as Starbucks, Verizon, Red Lobster, Double Tree Hotel, Delta Hotel Marriott, AT&T, Applebee's and More.
- 1 Mile From Marshall University Campus, With Over 13,000 Students and 1.5 Miles From Cabell Huntington Hospital, a Major Medical Campus in the Area.
- Near Interstate 64 Leading 2 Hours West into Lexington, KY and 1 Hour East to Downtown Charleston, WV.
- Strong Demographics: Daytime Population Exceeds 80,900 Within 5 Miles and Average Household Incomes of \$69,500 Within 5 Miles.
- Huntington is the County Seat of Cabell County, and the Largest City in the Huntington-Ashland, WV-KY-OH Metropolitan Statistical Area.

PROPERTY PHOTOS // HUNTINGTON CENTER



RENT ROLL // HUNTINGTON CENTER

SUITE	TENANT	SQ. FT.	% OF NRSF	MONTHLY RENT	ANNUAL RENT	BASE RENT/SF	% OF INCOME	LEASE START	LEASE END	TERM (MOS.)
First Floor - Food	Marshall Hall of Fame Cafe	9,874	16.69%	\$10,550	\$126,600	\$12.82	23.18%	01/01/15	06/30/36	119
First Floor A	Marshall Hall of Fame Cafe	1,426	2.41%	\$2,139	\$25,668	\$18.00	4.70%	04/01/22	06/30/36	119
First Floor B	Sip Wine and Whiskey Bar	3,467	5.86%	\$1,600	\$19,200	\$5.54	3.52%	07/20/20	01/19/28	18
First Floor B1	Sip Wine & Whiskey Bar	288	0.49%	\$200	\$2,400	\$8.33	0.44%	05/01/23	01/19/28	18
First Floor C	Mary Moffat Jones Interiors	3,162	5.34%	\$2,275	\$27,300	\$8.63	5.00%	07/01/22	06/30/28	23
2nd Floor 1	Vacant	5,500	9.29%	\$0	\$0	\$0.00	0.00%	03/06/24	03/05/34	91
2nd Floor 2	Vacant	11,850	20.03%	\$0	\$0	\$0.00	0.00%	-	-	-
2nd Floor 3	Vacant	1,600	2.70%	\$0	\$0	\$0.00	0.00%	-	-	-
3rd Floor	GSA - SSA	8,027	13.57%	\$14,315	\$171,779	\$21.40	31.45%	02/01/18	01/25/28	18
3rd Floor - Annex	Vacant	2,431	4.11%	\$0	\$0	\$0.00	0.00%	-	-	-
4th Floor Annex	Regus Huntington LLC	11,548	19.52%	\$14,435	\$173,220	\$15.00	31.72%	09/01/26	08/31/31	61
TOTALS		59,173 SF	100%	\$45,514	\$546,167	\$9.23	100%	WALT: 5.00		
Occupied		37,792 SF	63.87%							
Vacant		21,381 SF	36.13%							

Notes:

- Regus Huntington LLC is affiliated with Core Equity Partners.

FINANCIAL OVERVIEW // HUNTINGTON CENTER

\$3,979,000

LIST PRICE

10.00%

CAP RATE

\$67

PRICE/SF

PROPERTY DESCRIPTION

Year Built/Renovated:	1891/2017
Lot Size:	+/-0.25-Acres
GLA:	59,173 -Sq. Ft.
Number of Units:	11
Occupancy:	63.87%
Type of Ownership:	Fee Simple
Opportunity Zone:	Yes
Parcel No.:	06-05- 17-0177.0000 & 06-05- 17-0178.0000



OPERATING STATEMENT

	CURRENT	PER SF
INCOME		
Annual Rent Income	\$546,167	\$9.23
Percent Rent	\$72,000	\$1.22
CAM, Tax, Insurance Revenue	\$42,136	\$0.71
Potential Gross Income	\$660,304	\$11.16
Less: General Vacancy	\$0	\$0
Effective Gross Income	\$660,304	\$11.16
EXPENSES		
Total Contracted Services	\$49,878	\$0.84
Total R&M	\$27,639	\$0.47
Total Utilities	\$61,121	\$1.03
Total CAM Expenses	\$138,638	\$2.34
Real Estate Taxes	\$49,173	\$0.83
Insurance	\$30,523	\$0.52
Management (4%)	\$23,345	\$0.39
Reserves	\$20,711	\$0.35
Total Expenses	\$262,390	\$4.43
NET OPERATING INCOME	\$397,913	\$6.72

NOTES

- Marshall Hall of Fame Café will be receiving 4 months of free rent starting July 2026
- Percentage Rent & CTI Income based on 2025 Actual
- CAM, Taxes & Insurance expenses are based on 2025 Actual.
- Management is estimated at 4% of EGI.

LOCAL AERIAL // HUNTINGTON CENTER



MARKET AERIAL // HUNTINGTON CENTER



MARKET SUMMARY // HUNTINGTON, WV



Huntington is a city in Cabell and Wayne counties in the U.S. state of West Virginia. It is the county seat of Cabell County, and the largest city in the Huntington-Ashland, WV-KY-OH Metropolitan Statistical Area. A historic and bustling city of commerce and heavy industry, Huntington has benefited from its location on the Ohio River. It is home to the Port of Huntington Tri-State, the second-busiest inland port in the United States.

Surrounded by extensive natural resources, the industrial sector is based in coal, oil, chemicals and steel, all of which support Huntington's diversified economy. The city is a vital rail-to-river transfer point for the marine transportation industry. The city is the home of Marshall University as well as the Huntington Museum of Art; the Mountain Health Arena; the U.S. Army Corps of Engineers; the Collis P. Huntington Historical Society and Railroad Museum; Camden Park, one of the world's oldest amusement parks; the headquarters of the CSX Transportation-Huntington Division, the largest division in the CSX network; and the Port of Huntington Tri-State, the largest river port in the United States.

Huntington's central business district is directly between the Ohio River and the CSX Railroad track, east of the Robert C. Byrd Bridge, and west of Hal Greer Blvd.



Marshall University is a public research university in Huntington, West Virginia. It was founded in 1837 and is named after John Marshall, the fourth Chief Justice of the United States. The university is currently composed of nine colleges. As of 2025 there are 13,200 students and over 800 faculty and staff members.

Marshall University has continued to expand its academic profile in recent years. The addition of a new school of pharmacy building located on Charleston Ave, adjacent to Hal Greer Boulevard, in Huntington, WV has helped Marshall grow its Health Science Campus. The new school of pharmacy was completed in August 2019. Along with this, a new student housing complex was built alongside the new pharmacy school and opened in August 2019. In August 2021 Marshall opened a new school of aviation built at Yeager Airport in Charleston, WV. The Flight School features a 10,000 sq ft. academic building, a hangar, and an aircraft parking apron. The new school of aviation offers two undergraduate programs: commercial pilot: fixed wing and aviation maintenance.

MARKET SUMMARY // WEST VIRGINIA

WEST VIRGINIA

Situated in the heart of Appalachia, West Virginia links the coastal mid-Atlantic corridor with the major markets of the Midwest and Upper South. While known as a hub for domestic energy production, several major research, development and health care institutions have come to prominence in recent years. Parts of the eastern panhandle are incorporated into the Washington, D.C., Metropolitan Statistical Area, as the nation's capital and downtown Baltimore are both fewer than 70 miles from this region.

ECONOMY

- Though coal still represents the majority of energy production here, the state has seen the natural gas industry burgeon over the past decade. Recent shocks to the global energy supply chain have shown the importance of domestic sources, benefiting local firms.
- The state has the fifth-highest median age nationwide, supporting a growing health care industry. West Virginia United Health System and many other similar institutions are prominent employers here.
- West Virginia University houses a number of research initiatives, including the Blanchette Rockefeller Neuroscience Institute. Local centers receive more than \$200 million in federal research funds annually.

QUICK FACTS



POPULATION

16M

Growth 2024-2029*

1.7%



HOUSEHOLDS

6M

Growth 2024-2029*

2.0%



MEDIAN AGE

39.0

U.S. Median:
39.0

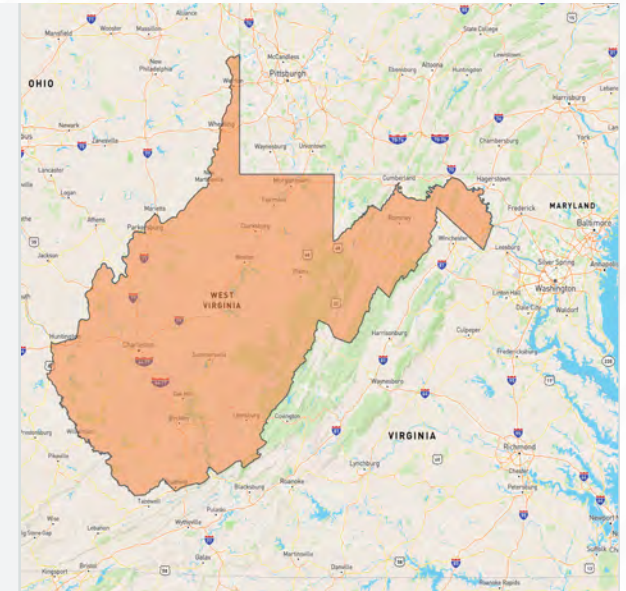


MEDIAN HOUSEHOLD INCOME

\$117,300

U.S. Median:
\$76,100

* Forecast



METRO HIGHLIGHTS



LOW HOUSING COSTS

West Virginia boasts the lowest median home price and monthly rental rates of all 50 states and has the second-lowest total cost of living nationwide.



INTERSTATE ROUTES

The metro borders five states across multiple geographic regions. Interstates 79 and 64 connect the state's major cities with nearby hubs on the Atlantic Coast and Great Lakes.



HIGHER EDUCATION

Multiple public universities are spread across the state, headlined by the West Virginia University system, which enrolls more than 27,000 students. Other institutions include Marshall University, Concord University and Fairmont State University.

Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau

DEMOGRAPHIC REPORT // HUNTINGTON, WV

POPULATION	1 Mile	3 Miles	5 Miles
2030 Projection			
Total Population	10,316	41,536	64,537
2025 Estimate			
Total Population	10,282	41,652	64,380
2020 Census			
Total Population	10,597	43,114	65,449
2010 Census			
Total Population	11,392	45,564	69,202
Daytime Population			
2025 Estimate	18,789	59,505	80,963
HOUSEHOLDS	1 Mile	3 Miles	5 Miles
2030 Projection			
Total Households	5,087	18,425	28,717
2025 Estimate			
Total Households	5,073	18,433	28,499
Average (Mean) Household Size	1.8	2.1	2.1
2020 Census			
Total Households	5,046	18,450	28,090
2010 Census			
Total Households	5,540	19,981	30,049
Growth 2025-2030	0.3%	-0.0%	0.8%
HOUSING UNITS	1 Mile	3 Miles	5 Miles
Occupied Units			
2030 Projection	6,454	22,436	34,056
2025 Estimate	6,436	22,447	33,793
Owner Occupied	1,483	9,042	15,922
Renter Occupied	3,543	9,392	12,572
Vacant	1,363	4,014	5,294
Persons in Units			
2025 Estimate Total Occupied Units	5,073	18,433	28,499
1 Person Units	52.3%	40.5%	37.9%
2 Person Units	28.9%	33.6%	34.2%
3 Person Units	9.7%	12.7%	13.4%
4 Person Units	5.8%	8.5%	9.3%
5 Person Units	2.2%	3.0%	3.4%
6+ Person Units	1.2%	1.6%	1.9%

HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
2025 Estimate			
\$200,000 or More	5.2%	5.7%	5.1%
\$150,000-\$199,999	3.5%	3.9%	3.7%
\$100,000-\$149,999	7.6%	10.8%	11.9%
\$75,000-\$99,999	8.5%	10.8%	11.4%
\$50,000-\$74,999	14.4%	15.7%	16.7%
\$35,000-\$49,999	9.4%	11.5%	12.0%
\$25,000-\$34,999	8.1%	9.7%	9.8%
\$15,000-\$24,999	15.5%	11.3%	11.2%
Under \$15,000	27.9%	20.6%	18.1%
Average Household Income	\$58,229	\$68,467	\$69,506
Median Household Income	\$39,579	\$51,104	\$51,952
Per Capita Income	\$29,810	\$31,426	\$31,379
POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population By Age			
2025 Estimate Total Population	10,282	41,652	64,380
Under 20	19.9%	22.8%	22.7%
20 to 34 Years	34.6%	26.8%	24.0%
35 to 39 Years	5.6%	5.6%	5.5%
40 to 49 Years	9.6%	10.7%	11.3%
50 to 64 Years	14.7%	15.9%	17.0%
Age 65+	15.7%	18.3%	19.6%
Median Age	37.0	39.0	40.0
Population 25+ by Education Level			
2025 Estimate Population Age 25+	6,300	26,643	42,824
Elementary (0-8)	3.5%	3.7%	3.5%
Some High School (9-11)	7.4%	7.3%	8.0%
High School Graduate (12)	22.4%	27.0%	30.7%
Some College (13-15)	23.6%	21.3%	20.5%
Associate Degree Only	6.6%	6.9%	7.7%
Bachelor's Degree Only	21.6%	18.4%	16.3%
Graduate Degree	14.9%	15.5%	13.3%
Population by Gender			
2025 Estimate Total Population	10,282	41,652	64,380
Male Population	49.6%	48.7%	48.7%
Female Population	50.4%	51.3%	51.3%

HUNTINGTON CENTER

301 9th St, Huntington, WV 25701

EXCLUSIVELY LISTED BY:

Michael Glass
Broker of Record
300 Wharton Circle, 2nd FL Triadelphia,
WV 26059
Lic: WVB260301219
P: (216) 264-2000

Marcus & Millichap