



THE HIGHLANDS: New Tenant Announcements

January 3, 2023 - Century Realty & Ohio County Development Authority are pleased to announce that several new tenants will be joining The Highlands, the premier retail center in the Upper Ohio Valley/Wheeling area and a regional center serving the Greater Pittsburgh/Tri-State region.

Two new stores have recently opened at The Highlands -- Rally House and Play-It-Again Sports. Rally House is a specialty sports store offering apparel, gifts, home décor, and other products featuring professional and collegiate sports teams. The Highlands location focuses on teams from this region, including the Steelers, Penguins, Pirates, WVU, Ohio State, Pitt, and Penn State. Play-It-Again Sports is a relocation and expansion from its former location in Elm Grove, enabling expanded product lines in its new and used sporting equipment, as well as additional space for its screen-printing capabilities. Both retailers will be filling available space in the power center area near Menard's.

In 2023, The Highlands will be welcoming Harbor Freight Tools, Sola Salon, Longhorn Steakhouse, and Crumbl Cookies.

Harbor Freight is an expanding tool retailer with over 1,300 locations in 48 states. Sola Salon is the largest, fastest-growing salon studio business in the country that provides independent beauty professionals with high-end, fully equipped salon studios and additional business support. Harbor Freight and Sola Salon will be filling available space in the power center area as well, and while neither have announced an opening date we anticipate the first half of 2023.

Longhorn Steakhouse is a casual dining restaurant specializing in steaks and is operated by Darden Restaurants. It is nearly finished with an extensive renovation project of the former Logan's Roadhouse and is targeting late January for a probable opening. Crumbl Cookies is an expanding bakery concept with over 600 locations across the country. It specializes in large cookies, ice cream, and other tasty items. Crumbl is taking over the former El Paso space in the Fusion Japanese Steakhouse anchored strip center. (El Paso recently relocated to the former Applebee's building by Cabela's.)

Quote from John Aderholt, Broker

"We are very pleased to welcome these quality tenants to The Highlands! We hope and expect these retailers will continue to attract more customers and lead to even more growth at The Highlands."

About Century Realty, LLC

Founded in 2012, Century Realty specializes in advising clients in commercial real estate, including retail, office, industrial, land, multifamily, and hospitality opportunities. Century's diverse background in acquisitions, dispositions, and development provides its clients with the tools necessary to navigate commercial real estate transactions with confidence and surety. Century Realty is an affiliate of The Century Group. The Century Group, founded in 1984, consists of Century Realty (brokerage), Century Equities (investment syndications and development), and Century Hospitality (hospitality development and management), and has a property portfolio spanning 15 states. For more information, please visit www.century-realty.com.

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