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Vernet Properties acquires 245,000 s/f - renovates/renames Belknap Marketplace

July 29, 2022 - Retail



Belmont, NH Vernet Properties, Inc. purchased the 245,000 s/f retail shopping center at 96 Daniel Webster Hwy. (Rte. 3) in southern sector of the N.H. Lakes region and near Lakes Winnisquam and Winnepesaukee.

The old Belknap Mall has a new name, Belknap Marketplace. In an effort to give new life to this once neglected center, this new shopping/wellness center is going through much needed renovations and maintenance. New updated signs went up along the Rte. 3 frontage with the new Belknap Marketplace name and updated graphics, newly paved parking lots with lined spaces to replace the potholes of the past. New energy is being poured into the Belknap Marketplace with a new roof, paving, parking space lines, new drainage in front of Shaw's Supermarket to fix the puddles that used to form there, the exterior painting has been started and new landscaping will be ongoing into the fall.

“It’s exciting to introduce a new axe-throwing business called ClimAxe Throwing to the center, joining the current businesses of JoAnn Fabrics, Dunkin’ Donuts, Planet Fitness, Big Lots, Clear Choice MD, US Cellular, Verizon Wireless, Supercuts, Mattress Firm, Key Nails, Miracle Ear and Shaw’s Supermarkets.

Another new business, Sevita Adult Day Care Facility has received approval from the town to move into the almost 10,000 s/f space next to Planet Fitness. This will allow Sevita to better serve the area residents.

“We have had a lot of inquiries from other companies interested in moving into the marketplace,” said new owner, George Vernet of Vernet Props.

There seems to be a new buzz with the once neglected center. We are actively searching for a sit-down breakfast and lunch restaurant, a smoothie shop and a full-service restaurant to join the current businesses. We have interest from new experiences like entertainment activity venues and a sub shop,” said new owner, George Vernet of Vernet Props., who most recently turned the once mostly vacant Apple Tree Shopping Center in Londonderry, NH into a fully leased, viable, shopping/wellness center and hopes to bring more life to the Belmont/Laconia Belknap Marketplace.

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