



K/BTF New City renovates New City Center; Shoprite leases 55,900 s/f

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Clarkstown, NY K/BTF New City LLC has completed the modernization of New City Center, located at 66 N. Main St., New City. A new long-term lease has been signed with Shoprite, a supermarket chain, to transform their 55,900 s/f store into a shopping destination. This upgrade aims to cater to evolving shopping trends and provide an enhanced experience for customers. “We are excited about the future of our New City store and look forward to upgrading the shopping experience for our customers,” said Larry Inserra of Inserra Supermarkets, who operates 25 stores in New York and New Jersey.

Town supervisor, George Hoehmann, shared his delight regarding the lease agreement, “I am delighted that Inserra and KABR/BTF have reached a long-term lease agreement to continue to operate the ShopRite Supermarket on Main St. in New City. Shoprite New City will remain an anchor

in the soon-to-be revitalized New City Shopping Center, providing an important amenity and shopping destination to the residents of New City and Clarkstown. This long-term certainty will allow Shoprite to invest in significant upgrades and renovations to their existing store.”

The modernization efforts extend beyond Shoprite, encompassing a comprehensive renovation of the 125,000 s/f shopping center. These enhancements will elevate the retail experience for the community, creating a vibrant town center that features a diverse tenant mix of national and regional operators.

Situated in the central business district of the town, New City Center Shopping Center is located on Congers Rd. and Main St., off NYS Rte. 304.

Kenneth Schuckman and Jessica Vilmenay of Schuckman Realty will serve as representatives for the center, assisting with the leasing of available retail spaces.

New City, with a population of 34,135 and median household income of \$151,931 (2020 census), is a dynamic suburban community within Rockland County, boasting a population of 338,339, making it the third-most densely populated county in New York, outside of New York City. As the government center of Rockland County, New City houses essential offices, including the Rockland County courthouse, county clerk, sheriff’s department, department of corrections, and highway department.

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