



KeyPoint Partners leases 80,000 s/f to Apple Cinemas at City Center

April 30, 2024 - Front Section



White Plains, NY KeyPoint Partners (KPP) negotiated a new lease for its expanding cinema client Apple Cinemas for a location at City Center. Apple Cinemas will replace the former Showcase Cinema Deluxe. Vice president of retail brokerage Don Mace negotiated the deal for the 80,000 s/f space.

“Apple Cinemas will provide high-quality family entertainment at City Center, greatly enhancing the movie-going experience in White Plains,” Mace said.

Apple Cinemas continues its national expansion, and is seeking sites throughout the U.S. to develop new cinemas or rebrand existing ones, with a goal of opening 100 cinemas over the next decade. Apple Cinemas currently has 15 multi-screen family film and entertainment venues open, under construction, or recently signed, including three in New York. Other sites are queued up across the U.S.

“Apple Cinemas is on a path to becoming a top-tier cinema operator throughout the U.S. Apple Cinemas excels at enhancing the movie-going experience via technology, improved FF&E, and enhanced food and beverage options including BurgerFi. We’re assessing every opportunity to grow the brand,” Mace said.

Since 2010, Apple Cinemas has provided premium entertainment experiences at exceptional value, with luxury stadium recliner seats, digital projection and sound, and self-serve snack bars in a family-friendly environment. Apple Cinemas will be adding upscale dining options at selected

locations. Apple Cinemas presents varied and dynamic programming featuring popular blockbusters, art films, and foreign films in several languages.

BurgerFi is a chef-driven concept with responsibly sourced ingredients, including 100% all-natural Angus beef with no steroids, antibiotics, growth hormones, chemicals, or additives. BurgerFi also offers vegetarian and vegan burgers along with fresh-cut fries, onion rings, shakes, frozen custards and more.

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