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Cinergy Entertainment to establish entertainment anchor for Newbury Market in South Fayette

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EQA Landmark Communities has landed a next-generation entertainment anchor for Newbury Market in South Fayette.

On Wednesday evening, the company was scheduled to present its plans for a new 90,000-square-foot luxury cinema and entertainment center by Cinergy Entertainment Group Inc. to the South Fayette Township Board of Commissioners.

Cinergy takes a growing "eater-tainment" business model and brings a variety of its different components under one large roof, offering a movie theater with virtual reality games, bowling and other options, striving to appeal to a wide variety of guests.

Jared Imperatore, a vice president of retail brokerage for JLL who represents the Newbury Market development on behalf of EQA, confirmed that Dallas-based Cinergy has committed to the development, joining Top Golf and a recently opened Carvana location at the project in South Fayette just off Interstate 79.

He expects Cinergy will prove to be an "epic" addition for Newbury.

"I am personally and professionally thrilled that Cinergy selected Newbury Market as part of their strategic national growth plan," Imperatore said.

Imperatore listed what Cinergy plans to bring to South Fayette: 11 movie screens with gravity-free seating, bowling, zip lines, virtual realty games, other gaming options and two restaurants.

He said the goal is to build and open the new Cinergy complex in 2020.

Along with Top Golf and Carvana, a new 30,000-square-foot Ascend climbing wall facility is in the works, as well as a 14,000-square-foot Pet Palace. Another newcomer entertainment option for Newbury is expected to be an electric go-kart facility.

"All these different uses will be very complimentary to each other," said Imperatore of how Cinergy will fit in with the growing tenant mix. "We're very excited to have Cinergy as part of the project as an experience



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Group of people at the cinema watching a movie

operator."

So far, Cinergy has established five locations, four in its home state of Texas.

The owners are building a new business after a successful run in expanding and then selling the Movie Tavern chain of restaurant movie houses.

An email sent to Cinergy wasn't immediately responded to.

Tim Schooley

Reporter

Pittsburgh Business Times

