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Levy of The MEG Companies to handle leasing at Apple Tree Shopping Center

April 26, 2019 - Retail

Londonderry, NH Xtreme Craze is a family entertainment center that features one of the largest next-generation, multi-level laser tag arenas, one of the first 10,000 s/f indoor inflatable airparks built for all ages in the United States, and an interactive arcade with fantastic prizes. Xtreme Craze celebrated their grand opening with a ribbon cutting ceremony at the newly renovated Apple Tree Shopping Center along with The Southern NH Gymnastics Academy.

Anchored by Shaw's Supermarket, Apple Tree Shopping Center is under new ownership and management. George Vernet of Vernet Properties, Inc., is repositioning the property and it is undergoing major renovations. Construction includes repaving the entire parking field and all entrances, new roofs and a new contemporary façade. Jewett Construction was hired as the general contractor to do the extensive roof and façade work. A new large pylon sign was installed by NH Signs at the traffic light entrance on Rte. 102, opposite Home Depot, Staples, and the 99 Restaurant.

Rte. 102 is the major retail corridor in the central business district of town. Located off I-93 at Exit 4, Xtreme Craze and the Southern NH Gymnastics Academy are the new anchors, occupying the former Home Goods store.

Xtreme Craze president, Gregory Hughes, said, "When you create a safe, playful, high-tech, high-energy atmosphere, it's a place where adults have as much fun as kids. At this location we are taking that to the next level with a mezzanine and lounge area with HD TVs, a café, and party and event spaces."

These deals came together on time because of the expertise and co-operative spirit of Bob Elmer of Landmark Real Estate Advisors, who represented Xtreme Craze, and Jay Lee of Berkshire Hathaway Commercial Verani Realty, who represented the Southern NH Gymnastics Academy, and an experienced hands-on retail owner with an in-house management and construction team.

Three new leases are in process and construction for those units already underway. Andy Levy, CCIM of the MEG Companies is handling leasing for the property.

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