



## **Cinemark Durbin Park to open as second multiplex in St. Johns County**



By Colleen Jones  
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When Cinemark Durbin Park opens its doors next week, it will give St. Johns County residents a second option for a multi-screen theater.

The other, Epic Theatres, was opened in St. Augustine in 2009. The Corazon in downtown St. Augustine screens only limited-run and art house movies. An IMAX at the World Golf Hall of Fame shows 3D movies.

Cinemark began building the 12-screen multiplex within the larger Durbin Park retail center in the spring of 2019. It is set to open Feb. 13.

The move makes sense since northern St. Johns has seen the most residential, and hence, commercial growth countywide in recent years.

But Cinemark executives are hoping not just convenience, but an upgraded entertainment experience, will drive patronage.

The theater complex features one of the company's latest contemporary designs, heated recliners called "loungers," self-serve ticket kiosks and buzzers to alert you to when your food or drink order is ready so you can get seated first.

In addition to standard movie fare like popcorn and nachos; burgers, hot dogs and pizza will be available, as well as coffee, liquor, beer and wine.

The Cinemark theater will also show one movie at a time in its XD auditorium, featuring a floor-to-ceiling screen and surround-sound technology. The XD theater will seat around 200 in lounge seats, while smaller, more intimate theaters will accommodate 70 or fewer viewers. The theater can be rented for special occasions, as well.

Jason Slavant, general manager for the Tinseltown Cinemark in Jacksonville, said he believed the multiplex would be a draw for people living in Jacksonville and St. Johns County.

"The whole area is just getting started commercially, so it [the theater] will definitely be a great asset to everything else here," Slavant said.

St. Johns County Chamber of Commerce President and CEO Isabel Renault applauded the addition of a second movie theater in the county.

"Between Nocatee and so many other neighborhoods up there, people would be tempted to drive to Jacksonville instead of driving down to St. Augustine," Renault said.

Renault added that the company's choice to build on the St. Johns County side will bring in additional tax revenue, and she hopes the people shopping and dining before or after a movie will be a boon to surrounding businesses.

The entire 1,700-acre Durbin Park property is being co-developed by the Gate Petroleum Company and the Gatlin Development Company. The first phase — located on the west side of the new I-95 interchange between State Road 9B and Race Track Road — is entirely commercial and nearly 100 percent pre-leased.

Plans for Phase II call for more than 2,000 residential units, 350 hotel rooms and more than 2 million square feet of commercial space, including office and more retail.