

# Rutgers Plaza (Proposed Redevelopment)

940 EASTON AVENUE | FRANKLIN TOWNSHIP, NJ 08873



1.6M visits annually  
8.91 visit frequency  
43 min avg. duration

\*Property Data by Placer.ai



## Available Spaces

1,848 SF  
1,704 SF; 2,000 SF; 3,000 SF [can be combined]  
107,566 SF (divisible) former Kmart - **proposed redevelopment**

## Property Highlights

**Prime Community Center:** 266,157-square-foot space with 1.6 million visits per year\*

**Anchor Tenant:** High-volume Stop & Shop

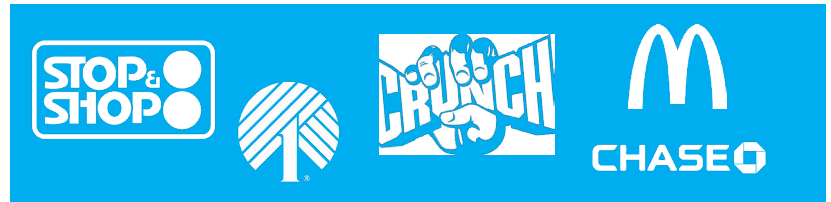
**Strategic Location:** Situated on heavily trafficked Easton Avenue at JFK Boulevard in Somerset County, at Exit 10 of Interstate 287 Northbound

**Proximity to Rutgers University:** Close to a campus with 69,000 students

**Recent Leasing Activity:** McDonald's and Venus Jewelers are now open!

**Cobrokers:** 5% commission up to 15K and 4% commission for 15,001 SF up to 40K

## Retailers



## Average Daily Traffic

35,971 Easton Avenue, CR 527  
57,850 Interstate 287  
9,739 JFK Boulevard

## Demographics

5-mile radius



277,547  
POPULATION



92,434  
HOUSEHOLDS



\$141,397  
AVERAGE HH INCOME



204,891  
DAYTIME POPULATION



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## SITE PLAN



### TENANT ROSTER

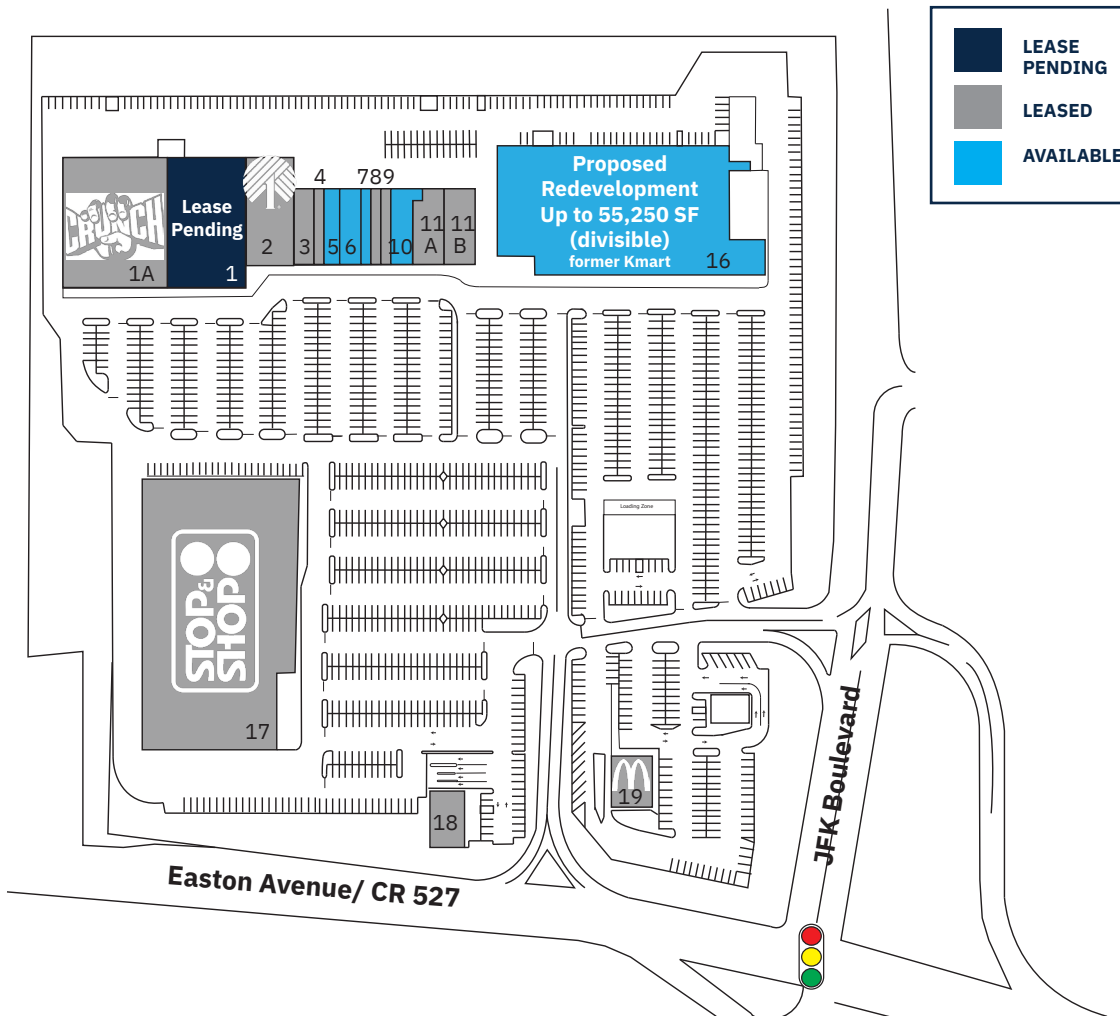
		SF
1A	Crunch Fitness	22,898
1	Lease Pending	20,810
2	Dollar Tree	9,375
3	Plaza Cleaners	1,820
4	Flame Kabob House	1,500
5	Available	2,000
6	Available	3,000
7	Available	1,704
8	Cutters Barbershop	1,802
9	Llanio & Casas Associates	1,988
10	Available	1,848
11A	Morel's Village Hot Pot	4,000
11B	Venus Jewelers	5,675
16	Proposed Redevelopment Space	107,566
17	Stop & Shop	74,000
18	Chase Bank	3,000
19	New McDonald's Pad Site <i>Now Open!</i>	3,000

can be combined

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## CONCEPTUAL SITE PLAN



### TENANT ROSTER

		SF
1A	Crunch Fitness	22,898
1	Lease Pending	20,810
2	Dollar Tree	9,375
3	Plaza Cleaners	1,820
4	Flame Kabob House	1,500
5	Available	2,000
6	Available	3,000
7	Available	1,704
8	Cutters Barbershop	1,802
9	Llanio & Casas Associates	1,988
10	Available	1,848
11A	Morel's Village Hot Pot	4,000
11B	Venus Jewelers	5,675
16	Proposed Redevelopment Space	55,250
17	Stop & Shop	74,000
18	Chase Bank	3,000
19	New McDonald's Pad Site <i>Now Open!</i>	3,000

can be combined

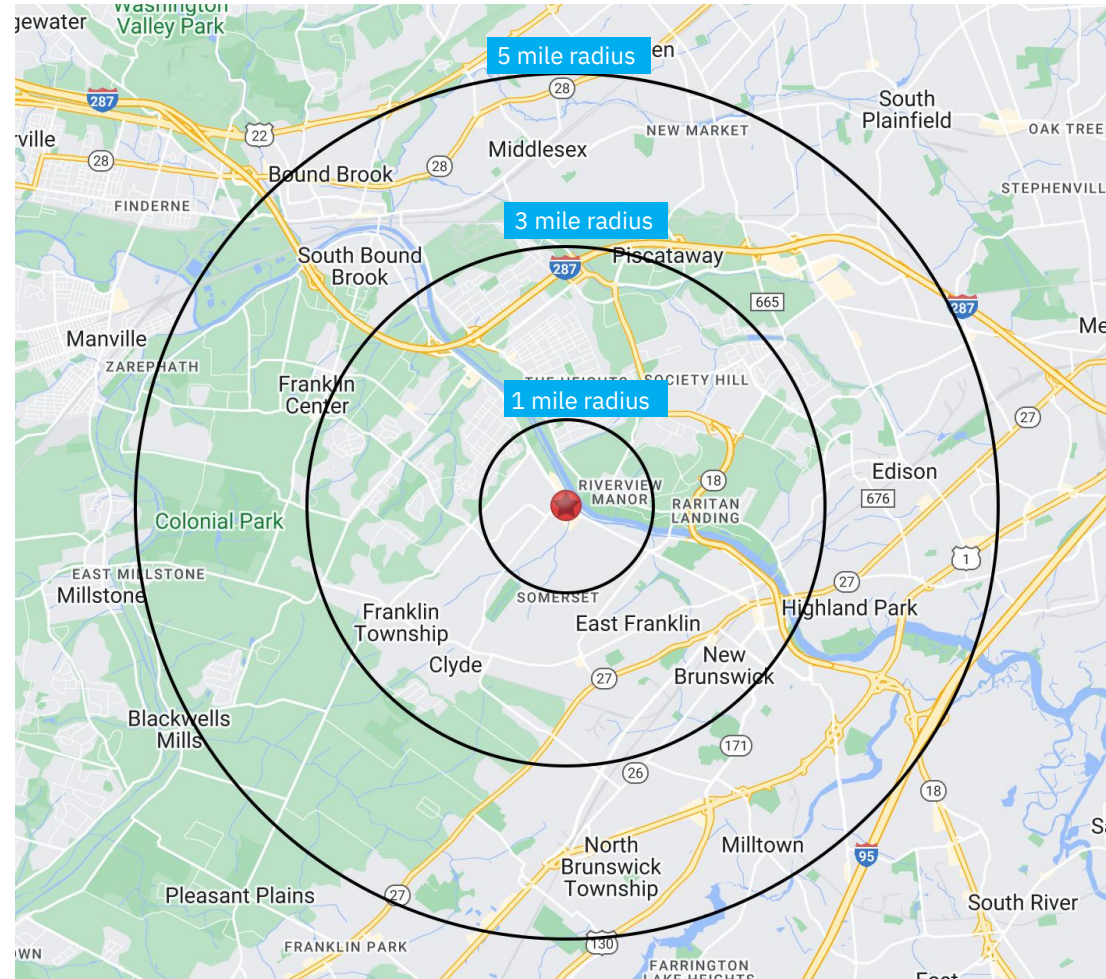
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## DEMOGRAPHICS

2010-2020 Census, 2024 Estimates	1 mile radius	3 mile radius	5 mile radius
Population	11,517	118,793	277,547
Households	4,326	36,053	92,434
Average Household Income	\$161,049	\$128,309	\$141,397
Projected Average Household Income (2028)	\$175,274	\$141,630	\$156,357
Median Household Income	\$111,242	\$102,460	\$110,204
Total Businesses	353	4,564	11,189
Total Employees	3,129	67,408	162,112
Daytime Population	5,326	85,294	204,891
Total Annual Household Expenditure	\$429.12 M	\$3.03 B	\$8.35 B
HH Income \$200K or more	798	6,767	18,407
College Degree + (Bachelor Degree or Higher)	4,949	33,054	87,694

Source: sitesusa.com



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## CLOSE-UP AERIAL



**STOP & SHOP**

**CRUNCH**



**CHASE**

Proposed  
Redevelopment

107,566 SF  
(divisible)  
former Kmart



New McDonald's  
*Now Open!*

Easton Avenue - 35,971 VPD

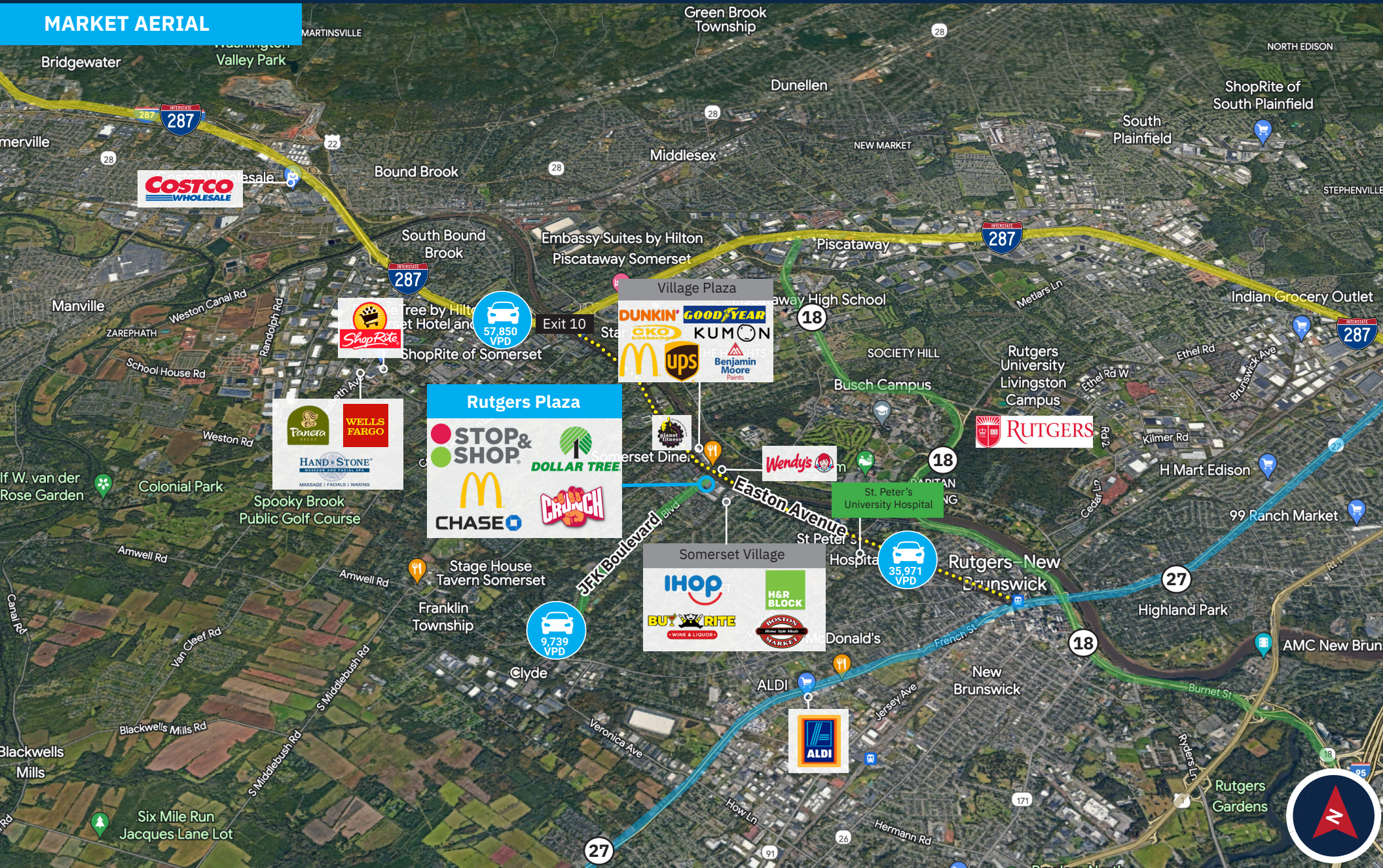
JFK Boulevard



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## MARKET AERIAL



## CONTACT EXCLUSIVE AGENT

**ED VASCONCELLOS**

**Leasing Representative**

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