

West Orange Plaza

235 PROSPECT AVENUE | WEST ORANGE, NJ 07052



2.6M visits annually
3.94 visit frequency
36 min avg. duration

*Property Data by Placer.ai



Available Spaces

14,115 SF Existing Junior Anchor Box;

New Development Opportunities – 1,600 SF up to 8,400 SF (divisible)

Proposed drive-thru and outdoor patio dining opportunities

Property Highlights

New Target Coming Soon! 211,500-SF anchor addition

• Ideally positioned just off I-280 at the high-traffic intersection of Eagle Rock and Prospect Avenues in Essex County.

• 287,000-SF, well-tenanted center featuring Whole Foods.
• 2.6 million annual visits – a proven high-traffic retail hub.*

New Development Plan

• Center-wide upgrades and additional outparcels planned.

Leasing Opportunities

• 38,000 SF of approved GLA expansion – divisible to meet tenant needs.

New Tenants

Now Open: America's Best Contacts & Eyeglasses & Dogtopia.

Coming Soon: Club Pilates, opening as part of the center's redevelopment.

Enhancements Underway

• Modernized signage, refreshed landscaping, and upgraded facades for enhanced curb appeal.

• EV charging stations for added shopper convenience

Retailers



AMERICA'S BEST
CONTACTS & EYEGLASSES

Average Daily Traffic

Prospect Avenue 32,248 Eagle Rock 15,239

Demographics

3-mile radius



165,234
POPULATION



62,717
HOUSEHOLDS



\$178,479
AVERAGE HH INCOME



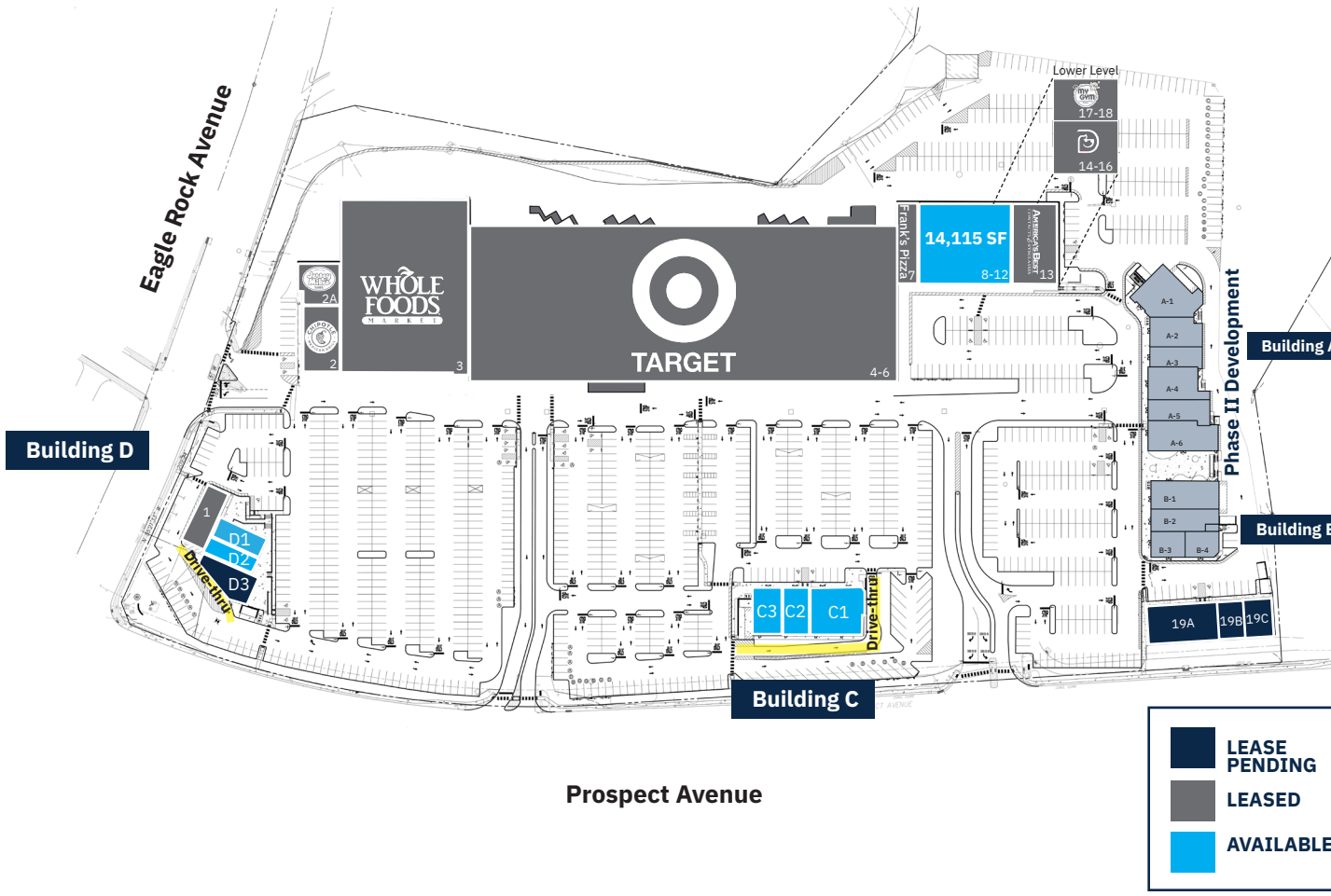
84,926
DAYTIME POPULATION

Source: sitesusa.com

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SITE PLAN



TENANT ROSTER

SF

Existing Building

| | | |
|-------|---|---------|
| 1 | Verizon | 2,013 |
| 2 | Chipotle | 2,557 |
| 2A | Jersey Mike's Subs | 1,750 |
| 3 | Whole Foods | 42,430 |
| 4-6 | Target <i>opening soon!</i> 100,119 sf (ground floor) 106,858 sf (lower level) | 211,500 |
| 7 | Frank's Pizza | 2,300 |
| 8-12 | Available | 14,115 |
| 13 | America's Best Contacts & Eyeglasses | 4,071 |
| 14-16 | Dogtopia | 5,083 |
| 17-18 | My Gym | 3,201 |
| 19A | Lease Pending | 3,545 |
| 19B | Lease Pending | 1,923 |
| 19C | Lease Pending | 2,178 |

Phase I Buildings D & C

| | | |
|----|---------------------------|-------|
| D1 | Available | 1,617 |
| D2 | Available | 1,625 |
| D3 | Lease Pending | 2,060 |
| C1 | Available with drive-thru | 4,200 |
| C2 | Available | 2,100 |
| C3 | Available | 2,100 |

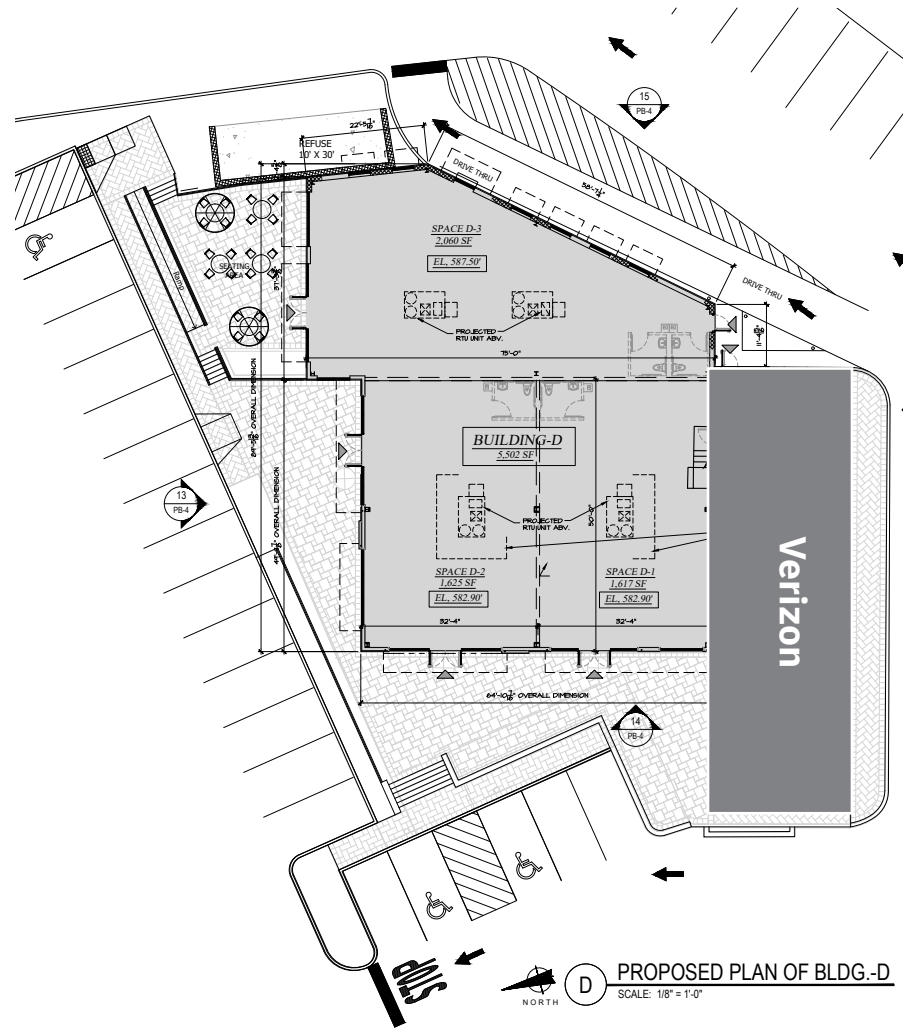
Phase II Buildings A & B

Building A 16,033 SF (divisible)
Building B 7,920 SF (divisible)

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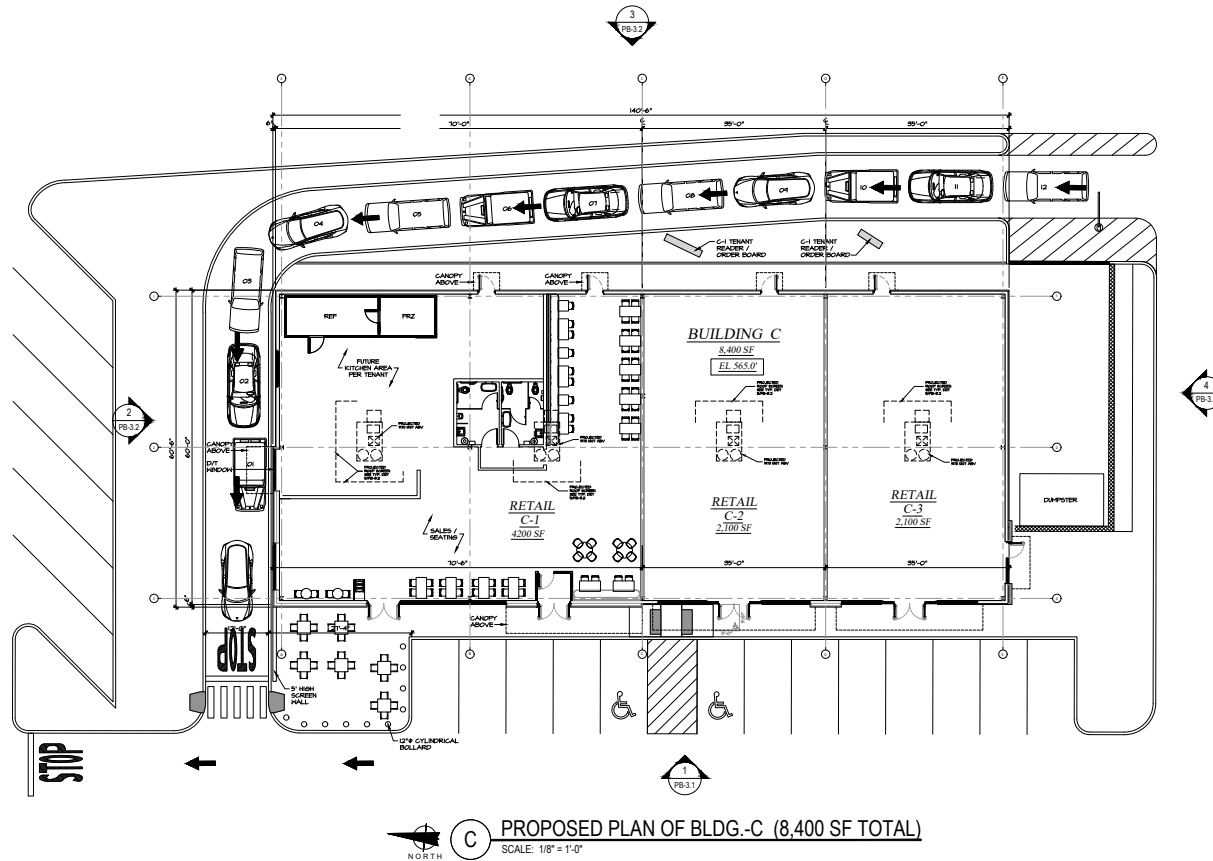
PHASE I BUILDING D



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PHASE I BUILDING C



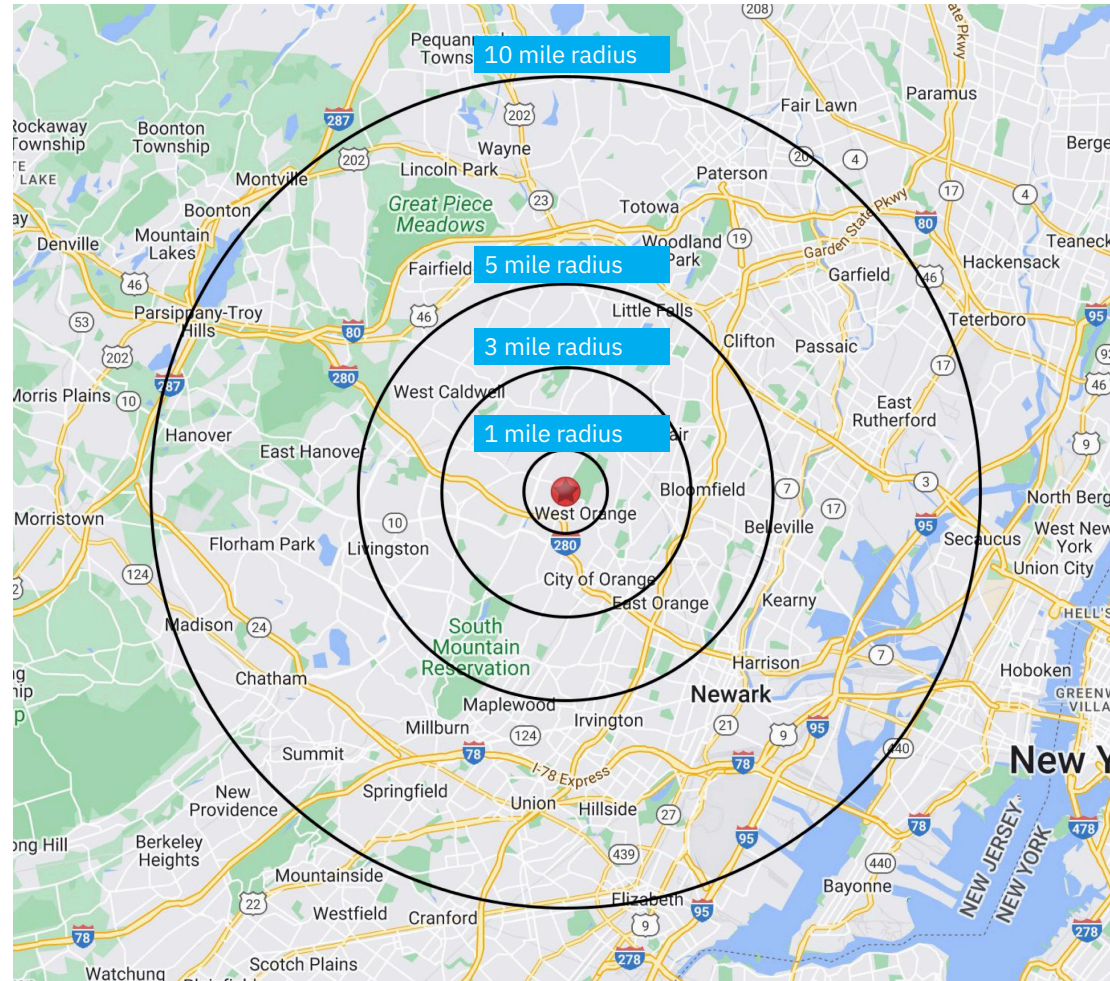
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DEMOGRAPHICS

| 2010-2020 Census, 2024 Estimates | 1 mile radius | 3 mile radius | 5 mile radius |
|--|---------------|---------------|---------------|
| Population | 10,174 | 165,234 | 523,340 |
| Households | 3,742 | 62,717 | 195,904 |
| Average Household Income | \$232,807 | \$178,479 | \$153,681 |
| Projected Average Household Income (2028) | \$251,272 | \$197,011 | \$168,700 |
| Median Household Income | \$186,398 | \$131,610 | \$113,577 |
| Total Businesses | 515 | 7,566 | 18,859 |
| Total Employees | 4,547 | 56,057 | 152,845 |
| Daytime Population | 6,344 | 84,926 | 236,324 |
| Total Annual Household Expenditure | \$510.95 M | \$6.86 B | \$18.99 B |
| HH Income \$200K or more | 1,730 | 18,134 | 45,700 |
| College Degree + (Bachelor Degree or Higher) | 4,568 | 59,882 | 157,963 |

Source: sitesusa.com



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MARKET AERIAL



CONTACT EXCLUSIVE AGENT

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