

West Orange Plaza (Redevelopment)

235 PROSPECT AVENUE | WEST ORANGE, NJ 07052



CONSTRUCTION UNDERWAY

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

*Property Data by Placer.ai



Available Spaces

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

Property Highlights

- New 211,500-SF Target Coming Soon! Major Redevelopment Underway
- 287,000-SF community center anchored by Whole Foods
- 2.6 million annual visits – a proven high-traffic retail hub*
- Located just off I-280 at the high-traffic intersection of Eagle Rock and Prospect Avenues in Essex County
- Center-Wide Upgrades & Redevelopment
- Construction underway on a brand-new 211,500-SF Target
- Modernized signage, refreshed landscaping, and upgraded facades for enhanced curb appeal
- Additional outparcels in development to expand offerings
- Now Open: America's Best Contacts & Eyeglasses & Dogtopia
- Coming Soon: Club Pilates, joining as part of the center's redevelopment
- EV charging stations for added shopper convenience
- Upgraded infrastructure to accommodate growing demand

Retailers



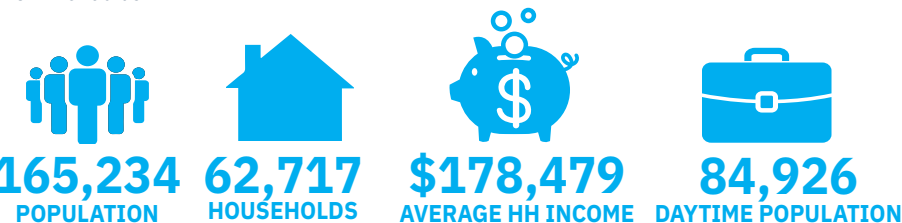
Average Daily Traffic

Prospect Avenue 32,248

Eagle Rock 15,239

Demographics

3-mile radius

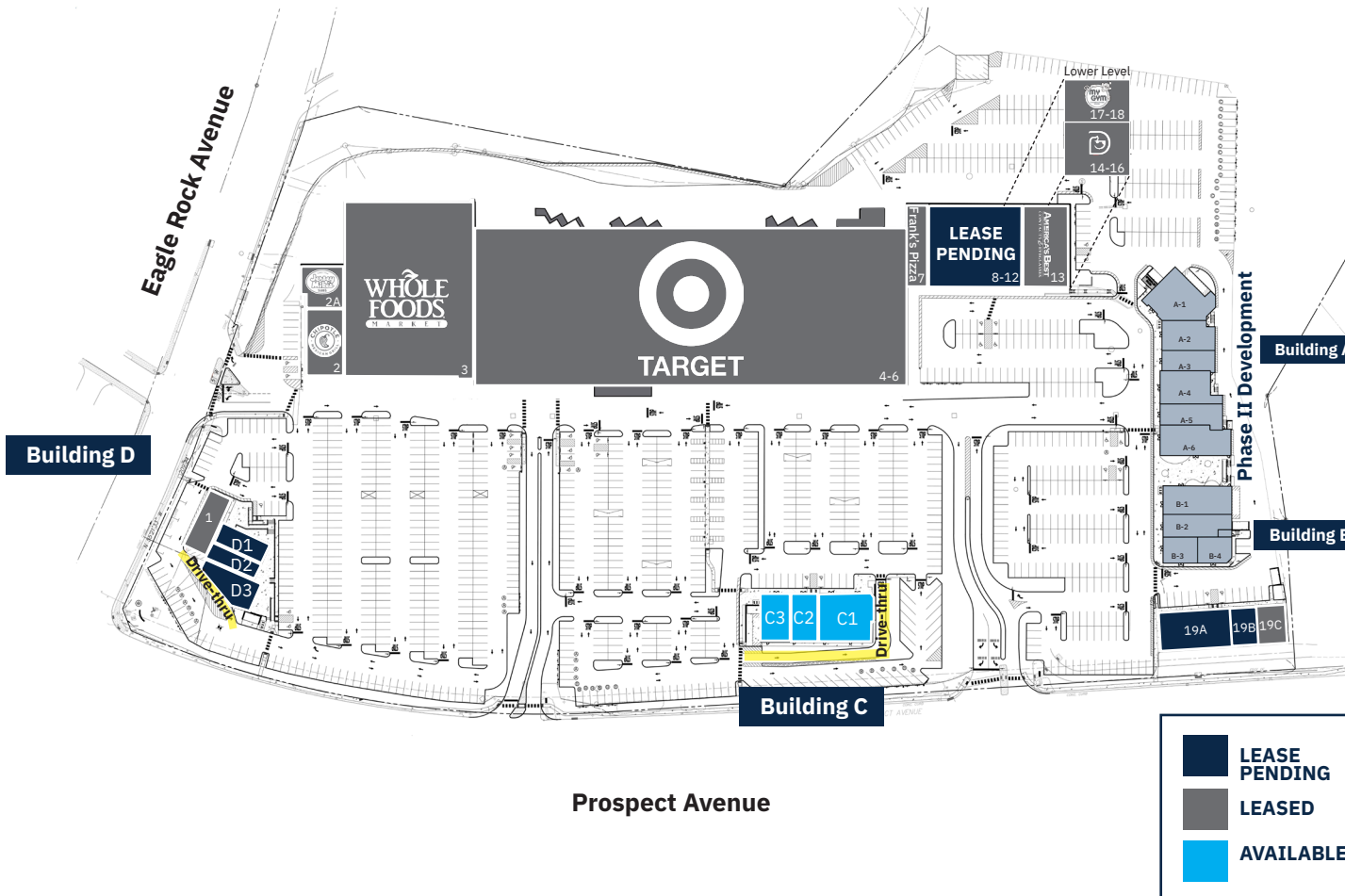


Source: sitesusa.com

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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	Lease Pending	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	Club Pilates	2,178

Phase I Buildings D & C

D1	Lease Pending	1,500
D2	Lease Pending	1,475
D3	Lease Pending	2,463
C1	Available with drive-thru	4,200
C2	Available	2,100
C3	Available	2,100

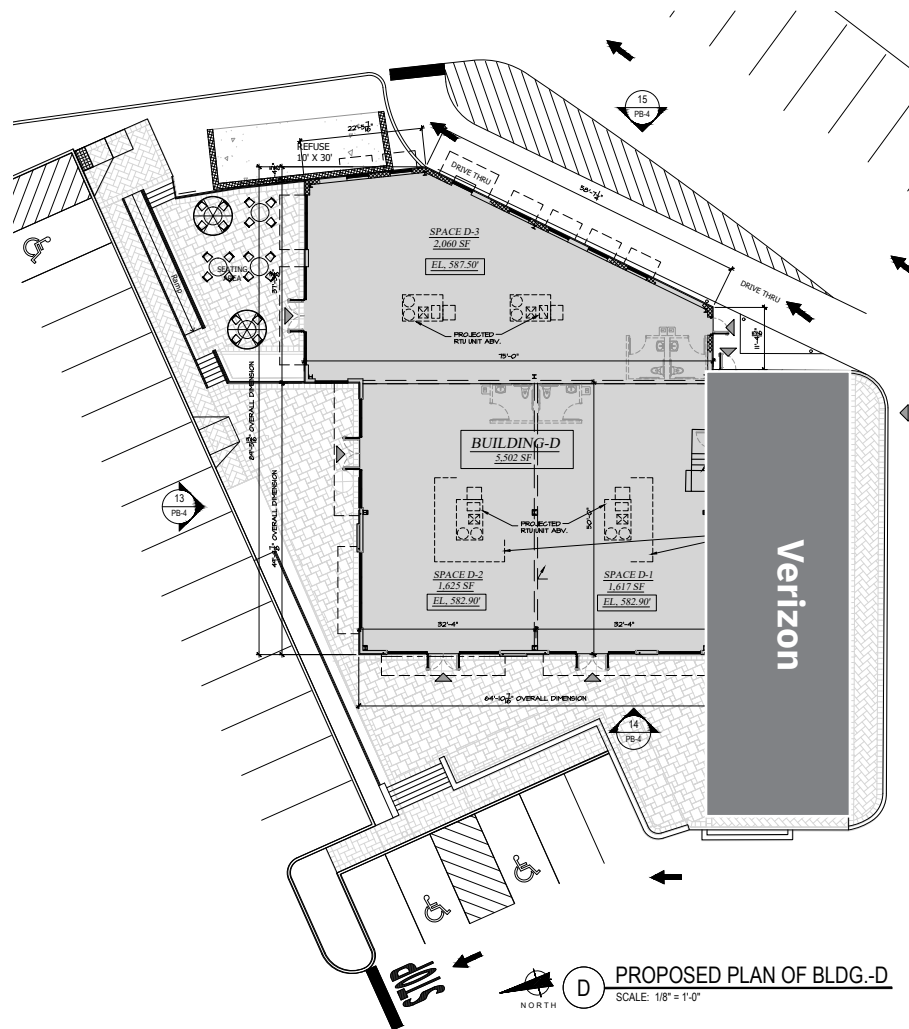
Phase II Buildings A & B

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

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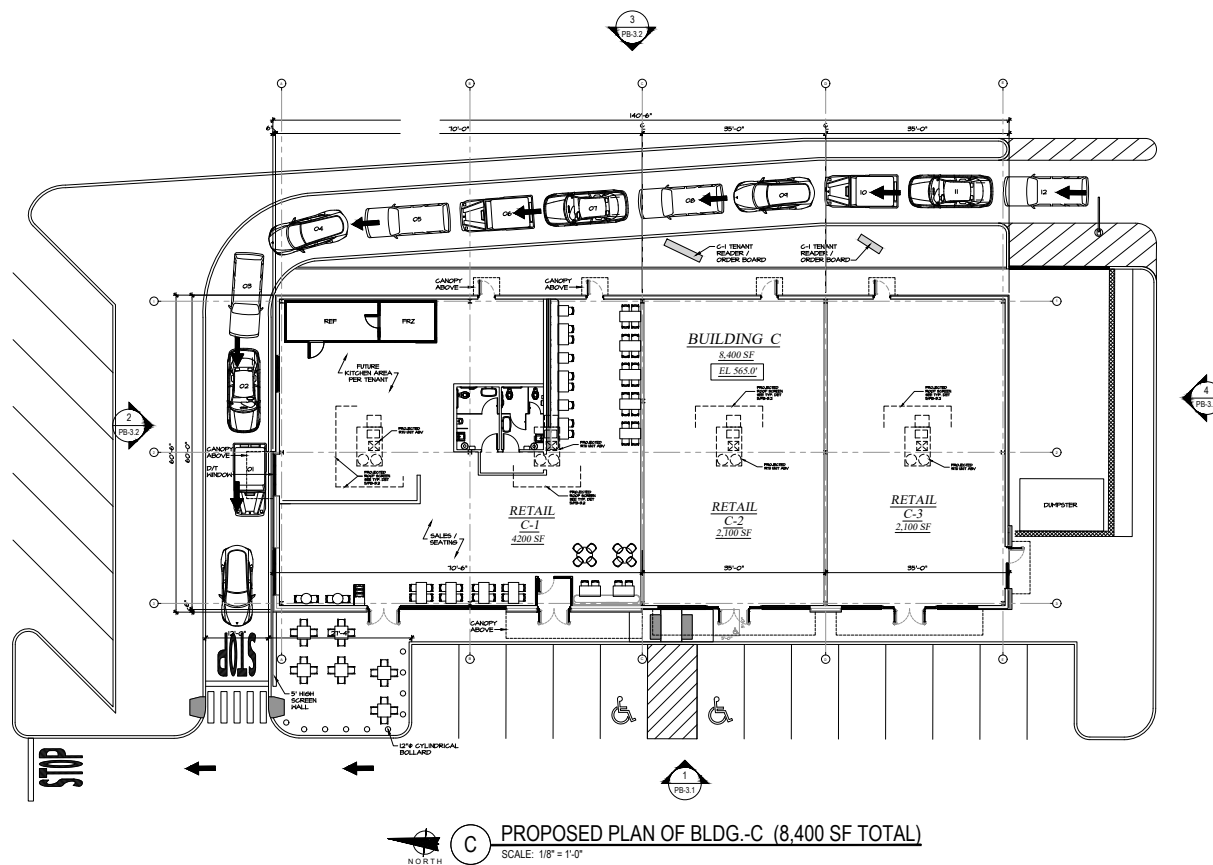
PHASE I BUILDING D



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PHASE I BUILDING C



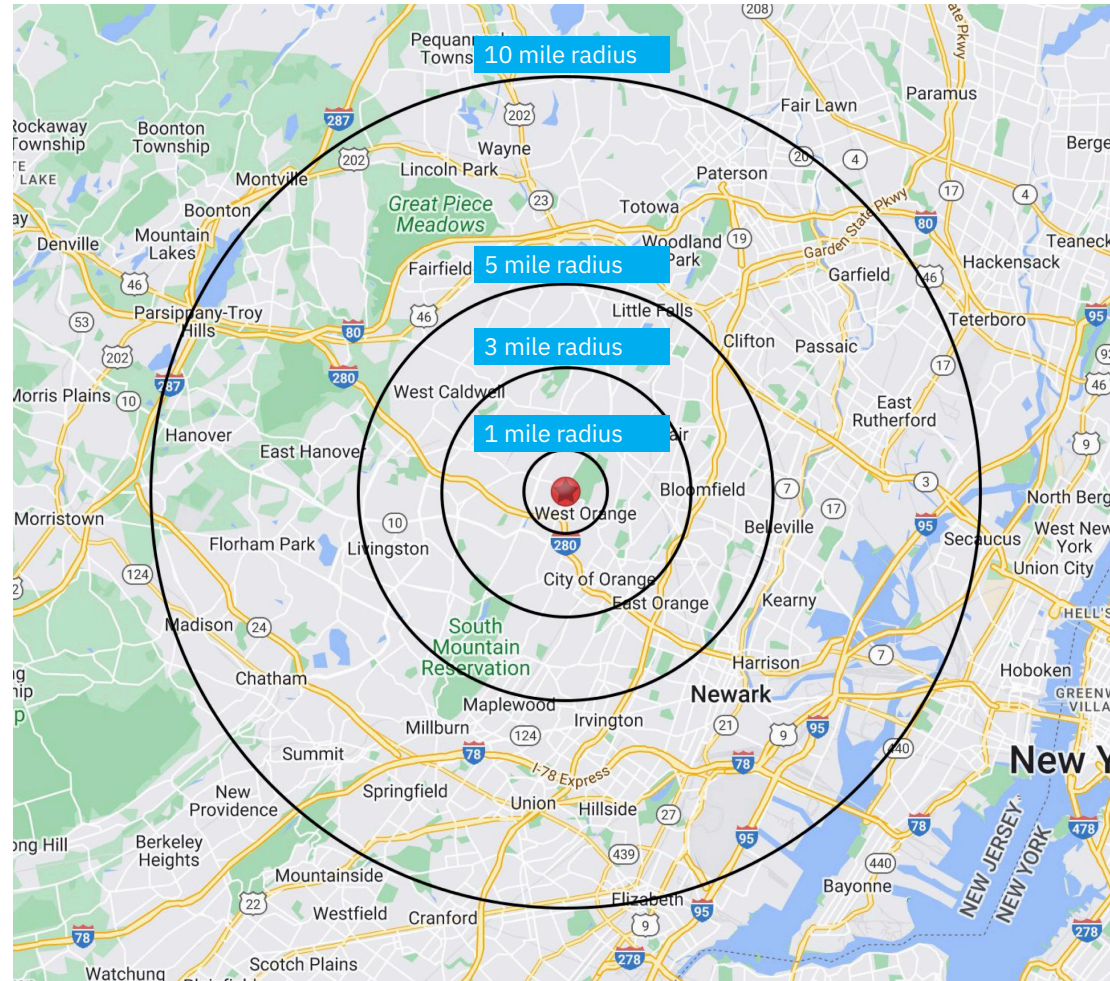
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DEMOGRAPHICS

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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