

West Orange Plaza (Redevelopment)

235 PROSPECT AVENUE | WEST ORANGE, NJ 07052

LEVIN
MANAGEMENT



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

*Property Data by Placer.ai

CONSTRUCTION UNDERWAY



Available Spaces

Existing: 14,115 SF Junior Anchor

New development opportunities: 2,100 SF remaining

Property Highlights

- **New 211,500-SF Target Coming Soon!** Major Multi-Million Dollar 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 and VIO Med Spa**, 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



168,876
POPULATION



65,754
HOUSEHOLDS



\$178,396
AVERAGE HH INCOME

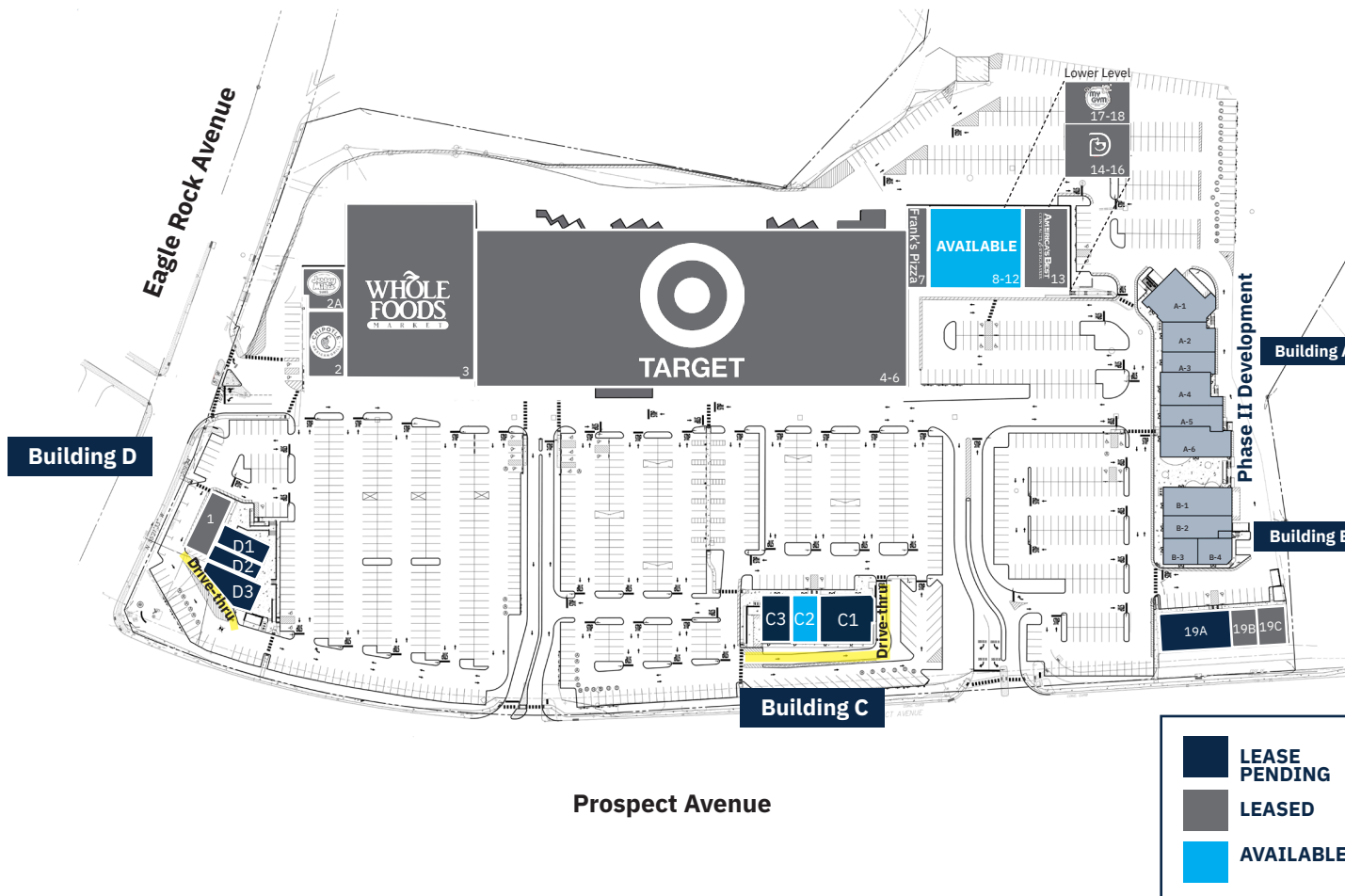


152,551
DAYTIME POPULATION

Source: sitesusa.com

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SITE PLAN



TENANT ROSTER

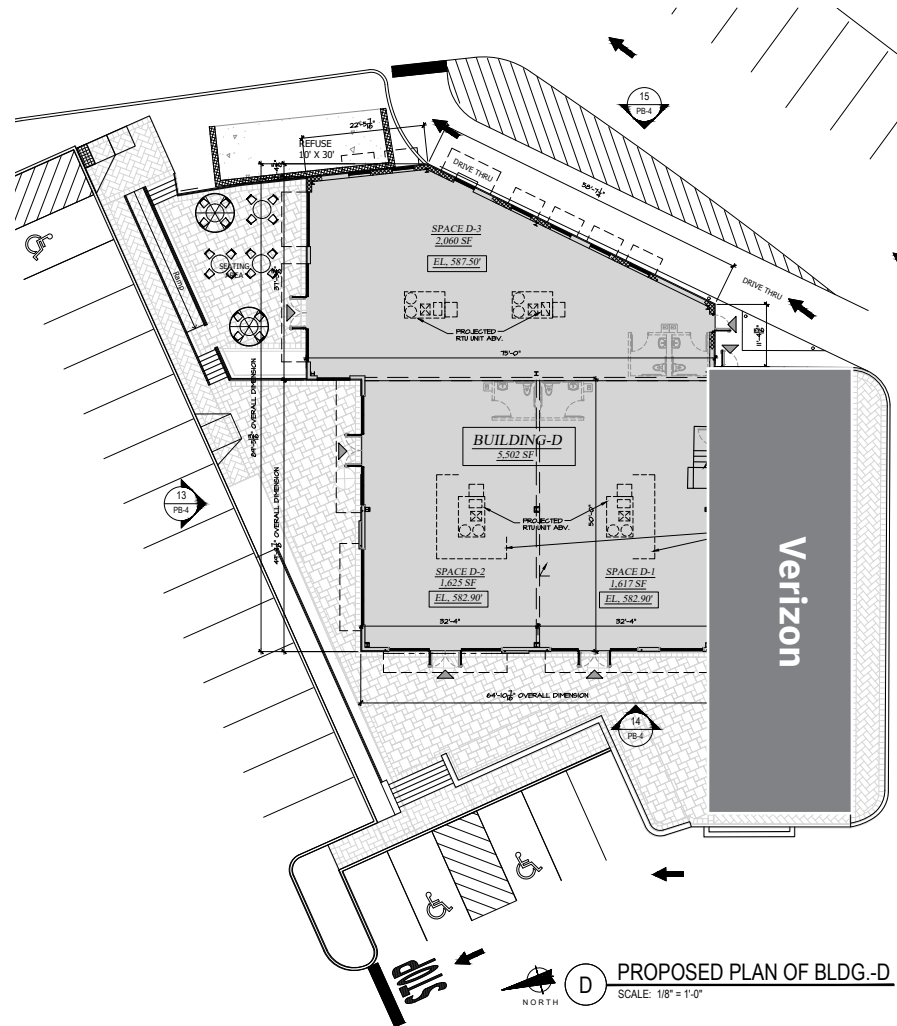
SF

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	VIO Med Spa <i>Coming Soon!</i>	1,923
19C	Club Pilates <i>Coming Soon!</i>	2,178
Phase I Buildings D & C		
D1	Lease Pending	1,500
D2	Lease Pending	1,475
D3	Lease Pending	2,463
C1	Lease Pending	4,200
C2	Available	2,100
C3	Lease Pending	2,100
Phase II Buildings A & B		
Building A 16,033 SF (divisible)		
Building B 7,920 SF (divisible)		

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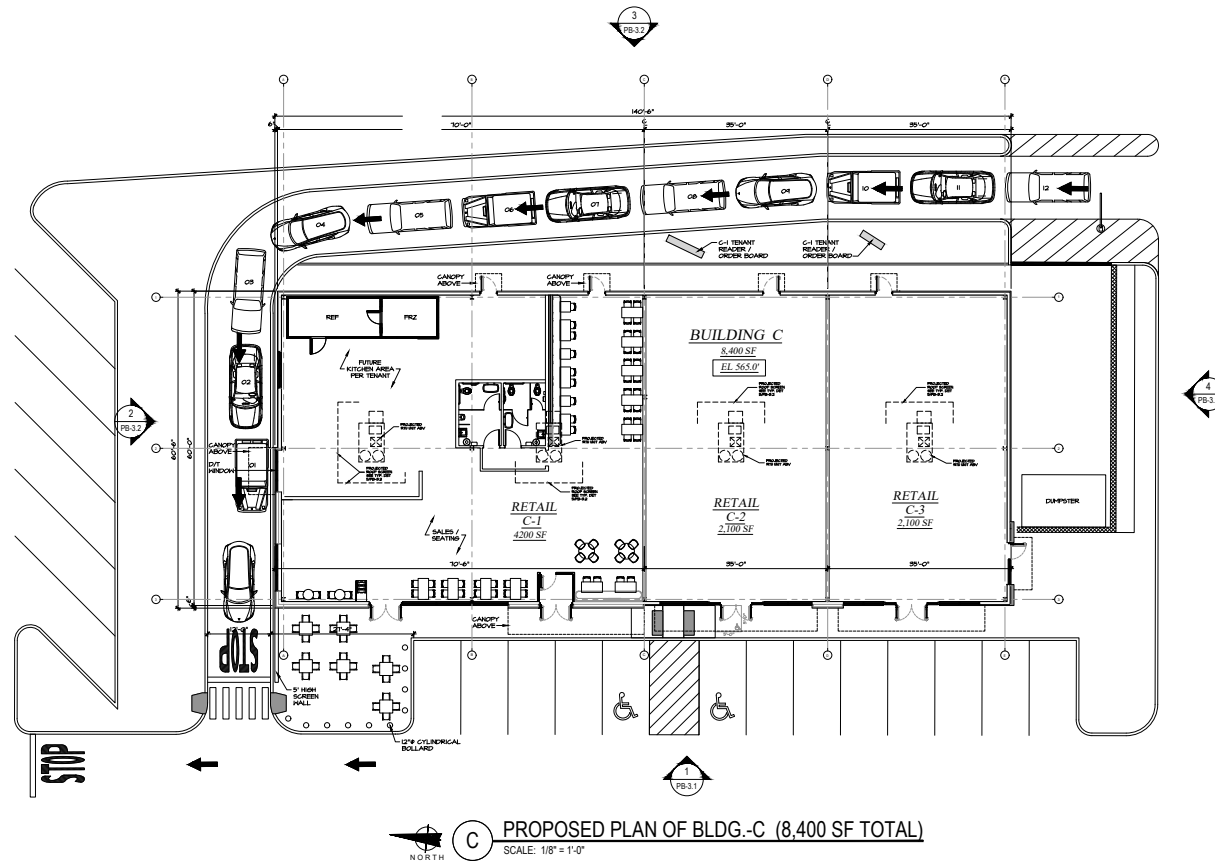
PHASE I BUILDING D



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PHASE I BUILDING C



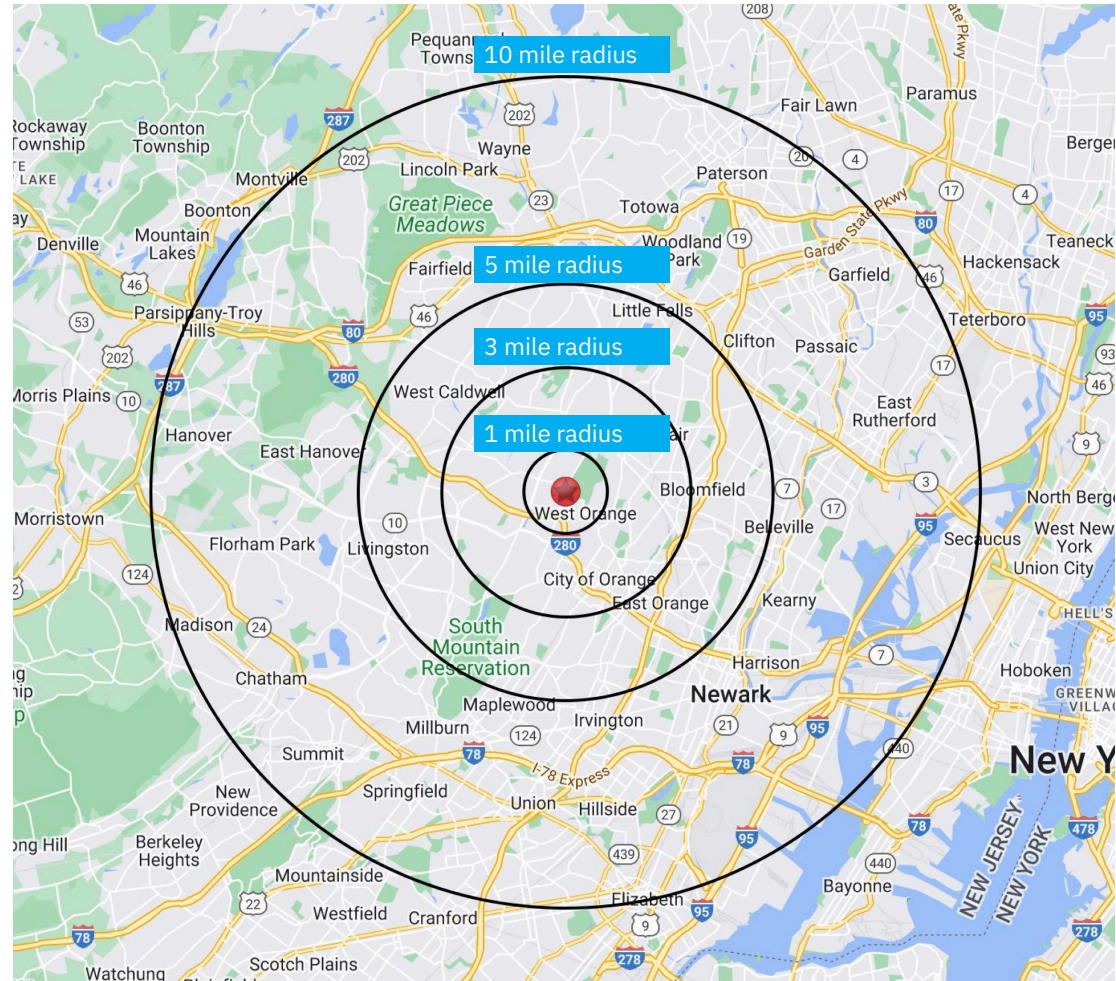
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DEMOGRAPHICS

2010-2020 Census, 2025 Estimates	1 mile radius	3 mile radius	5 mile radius
Population	9,860	168,876	537,565
Households	3,713	65,754	203,491
Average Household Income	\$217,857	\$178,396	\$155,573
Projected Average Household Income (2030)	\$214,478	\$174,710	\$153,424
Median Household Income	\$164,749	\$130,064	\$117,267
Total Businesses	536	7,983	19,949
Total Employees	4,609	60,871	158,908
Daytime Population	9,660	152,551	487,290
Total Annual Household Expenditure	\$551.89 M	\$8.47 B	\$24.36 B
HH Income \$200K or more	1,490	18,923	48,126
College Degree + (Bachelor Degree or Higher)	4,229	61,405	161,838

Source: sitesusa.com



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MARKET AERIAL

Caldwell
University

Roseland


Verona

Montclair

Montclair Art Museum



Eagle Rock
Reservation

 Mountainside
Mountainside
Medical Center

Glen Ridge

Bloomfield

West Orange Plaza



Watsessing



East Orange



levi

The Shoppes at
Livingston Circle

Livingston Town Center

Livingston Shopping Center

Essex Green
Shopping Center

Thomas Edison
National Historical Park

Cooperman Barnabas
Medical Center

Seton Hall
University

East Orange VA
Medical Center

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CONTACT EXCLUSIVE AGENT

ED VASCONCELLOS

Leasing Representative

t. 908.226.5290 m. 856.912.4863

evasconcellos@levinmgt.com



Main Office

975 US Highway 22
North Plainfield, NJ 07060
800.488.0768
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