

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: Up to 3,300+ SF Available

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, Quickway Japanese Hibachi and Namkeen Hot Chicken Joint
- EV charging stations for added shopper convenience

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

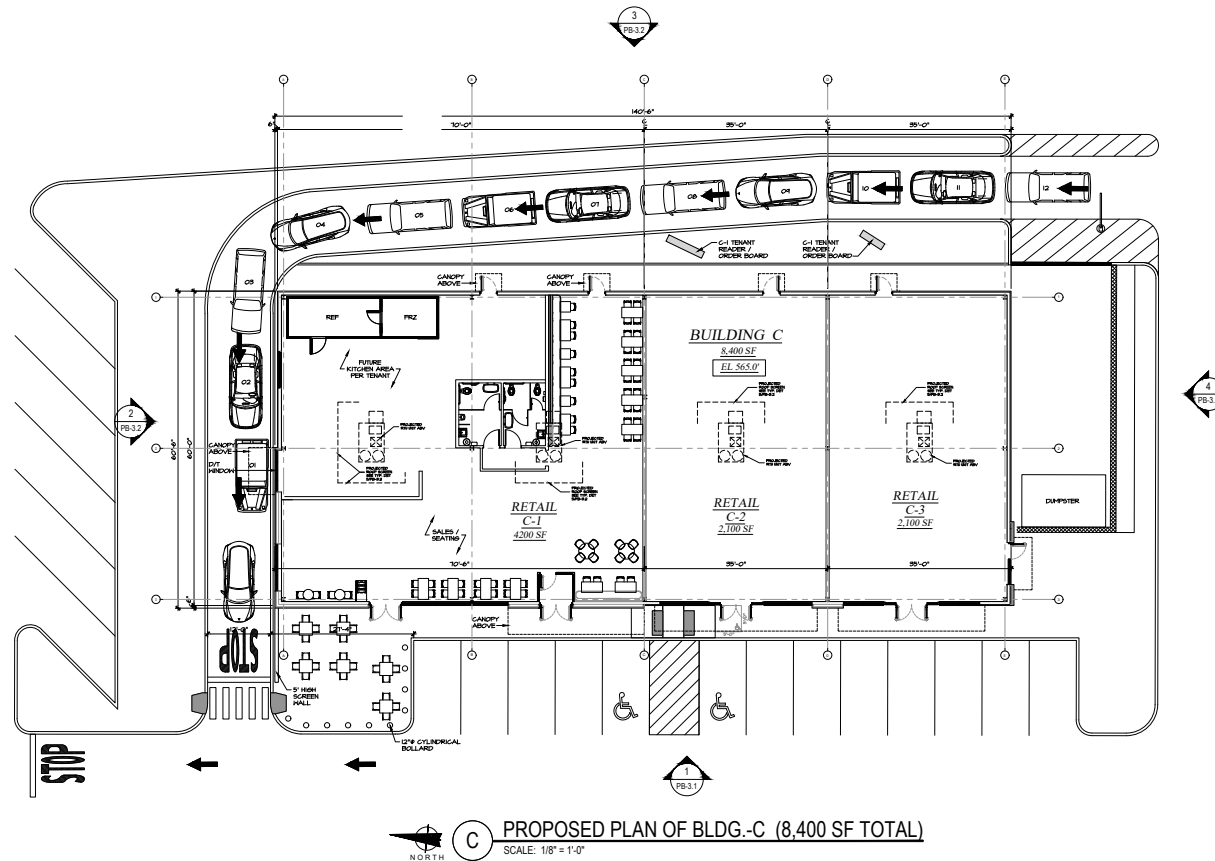
SF

1	Verizon	2,013
2	Chipotle	2,557
2A	Jersey Mike's Subs	1,750
3	Whole Foods	42,430
4-6	Target <i>Coming Soon!</i> 100,119 sf (ground floor) 106,858 sf (lower level)	211,500
7	Frank's Pizza	2,300
8-12	Available - existing	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	Quickway Japanese Hibachi <i>Coming Soon!</i>	1,511
D2	Namkeen Hot Chicken Joint <i>Coming Soon!</i>	1,460
D3	Lease Pending	2,463
C1	Lease Pending	4,200
C2	Available	2,100
C3	Lease Pending	2,100
Phase II Buildings A & B		
A-1	Available	3,324
A-2	Available	2,353
A-3	Available	1,692
A-4	Available	2,515
A-5	Available	2,193
A-6	Available	3,158
B-1	Available	2,958
B-2	Available	2,218
B-3	Available	1,382
B-4	Available	1,362

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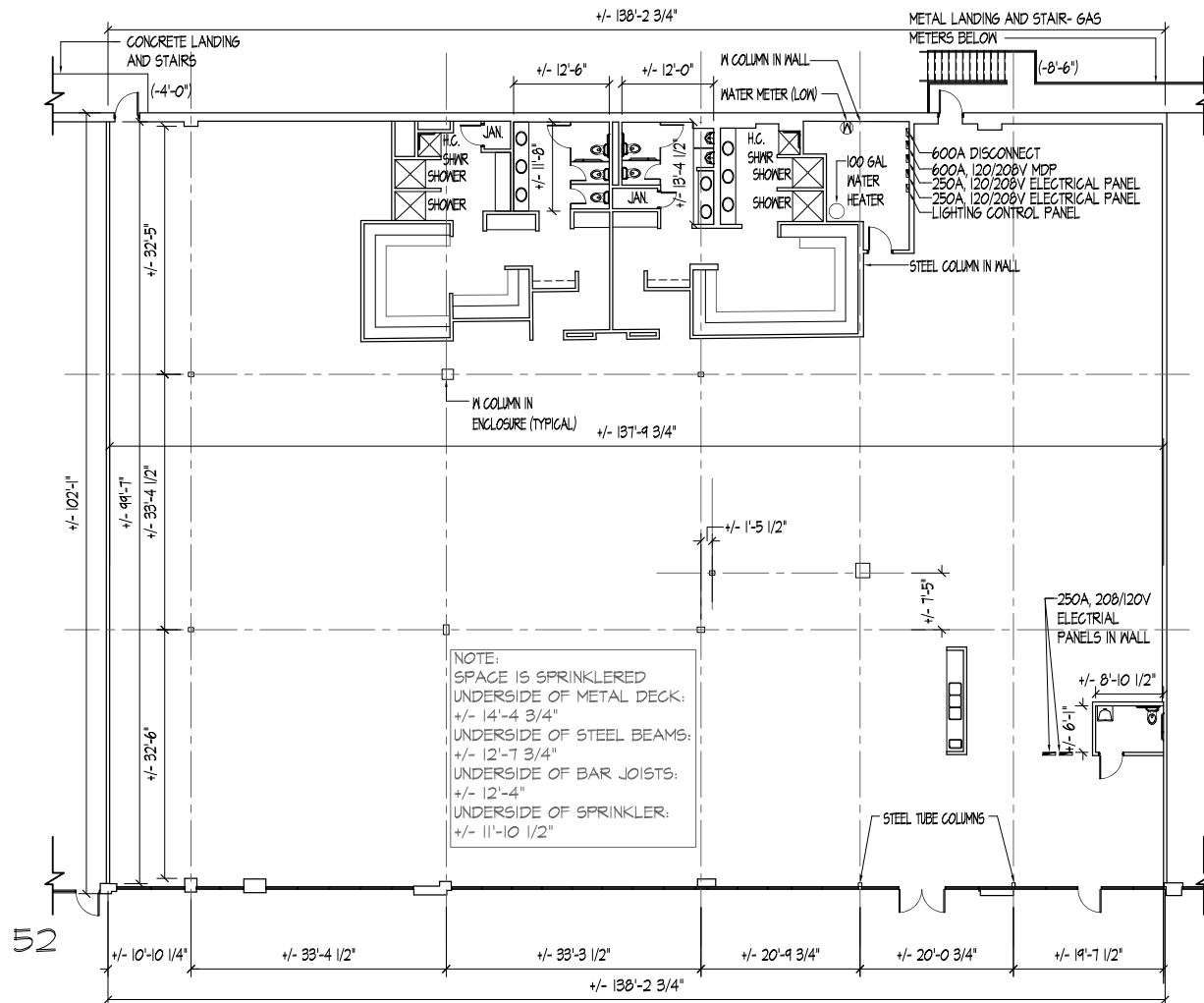
PHASE I BUILDING C



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SPACES 8-12



52

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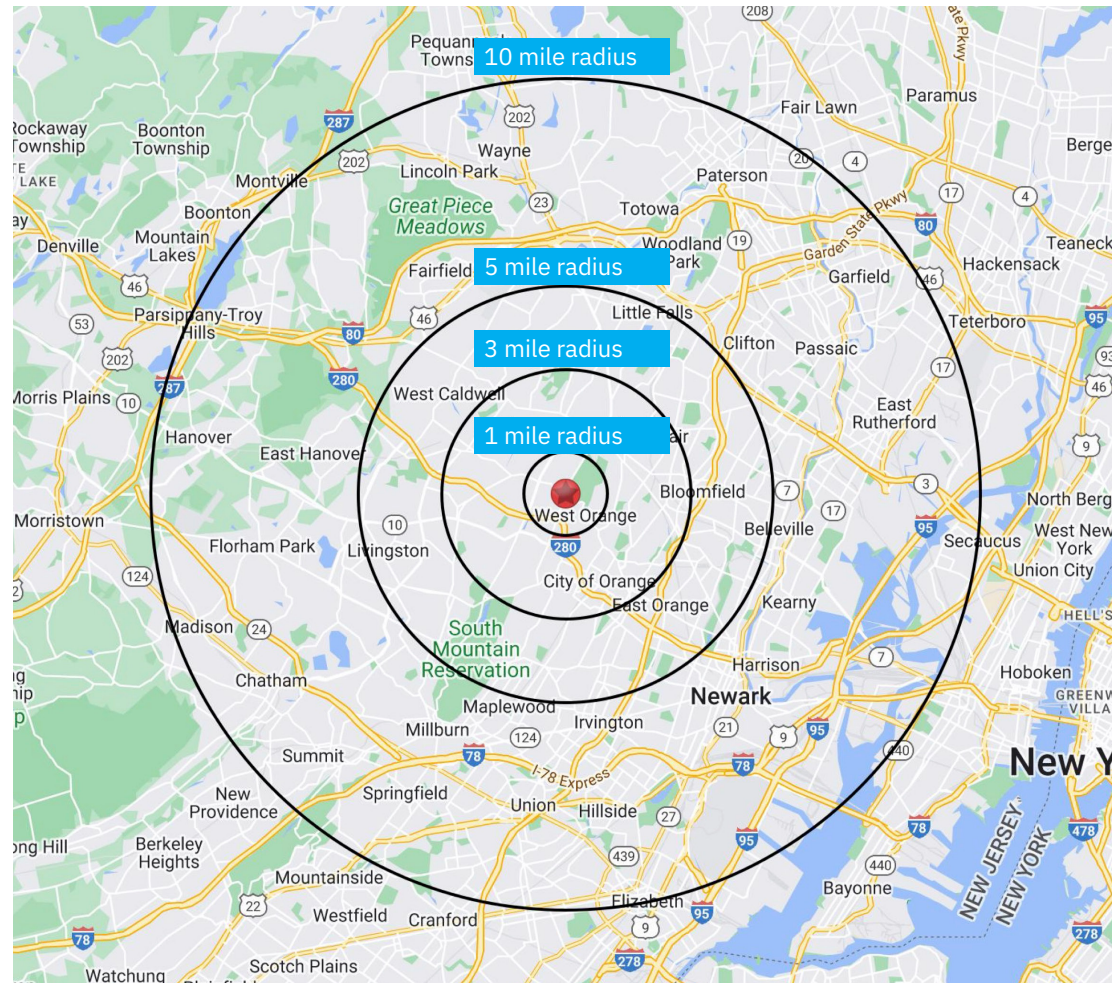
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DEMOGRAPHICS

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

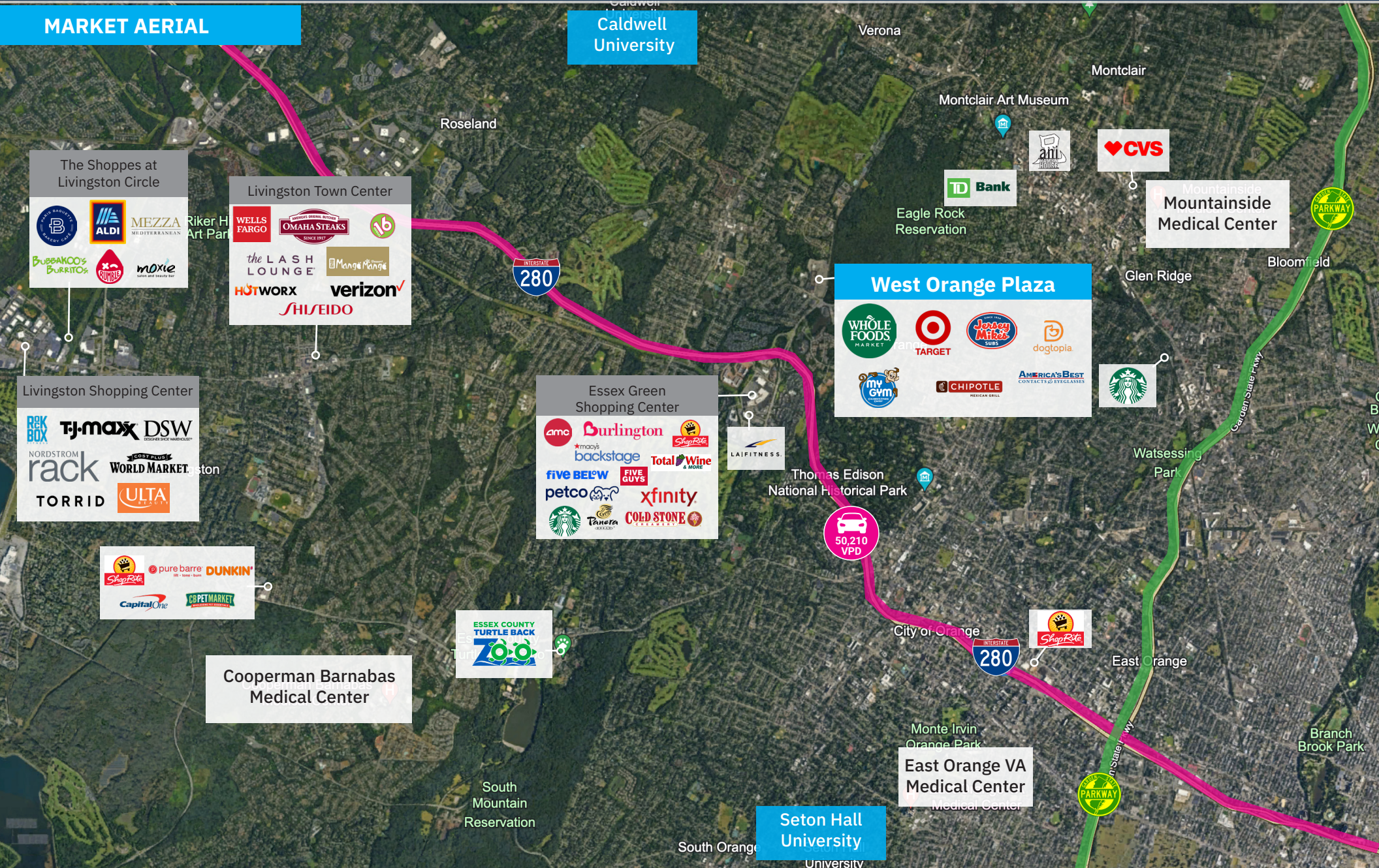


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MARKET AERIAL



CONTACT EXCLUSIVE AGENT

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