

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

14,115 SF of existing space available now

Phase II Leases Pending. Now marketing phase II planned development for buildings A & B

Property Highlights

- **New 211,500-SF Target coming soon as part of a major multimillion-dollar redevelopment**
- **287,000-SF community shopping 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
- Modernized signage, refreshed landscaping, and upgraded facades enhance curb appeal
- Additional outparcels under development to expand retail offerings
- **Retailers joining new development additions include Club Pilates, VIO Med Spa, Quickway Japanese Hibachi, and Namkeen Hot Chicken Joint**

Retailers



Average Daily Traffic

Prospect Avenue 32,248

Eagle Rock 15,239

Demographics

5-mile radius



537,565
POPULATION



203,491
HOUSEHOLDS



\$155,573
AVERAGE HH INCOME



487,290
DAYTIME POPULATION

Source: sitesusa.com

West Orange Plaza (Redevelopment)

235 PROSPECT AVENUE | WEST ORANGE, NJ 07052

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 Coming Soon! 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 Coming Soon!	1,923
19C	Club Pilates Coming Soon!	2,178
Phase I Buildings D & C		
D1	Quickway Japanese Hibachi Coming Soon!	1,511
D2	Namkeen Hot Chicken Joint Coming Soon!	1,460
D3	Lease Pending	2,463
C1	Lease Pending	4,200
C2	Lease Pending	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

West Orange Plaza (Redevelopment)

235 PROSPECT AVENUE | WEST ORANGE, NJ 07052

LEVIN
MANAGEMENT

CLOSE-UP AERIAL

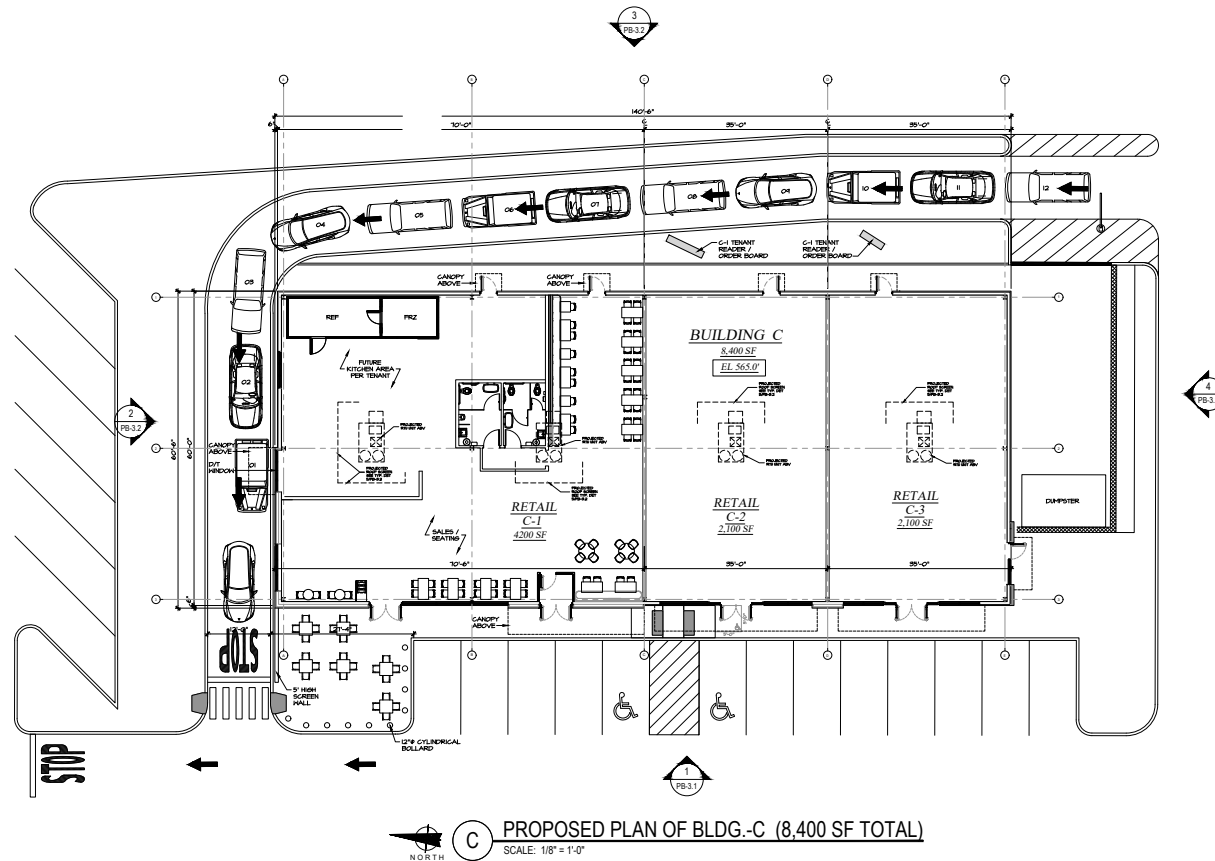


Footage Shot
10/15/25

West Orange Plaza (Redevelopment)

235 PROSPECT AVENUE | WEST ORANGE, NJ 07052

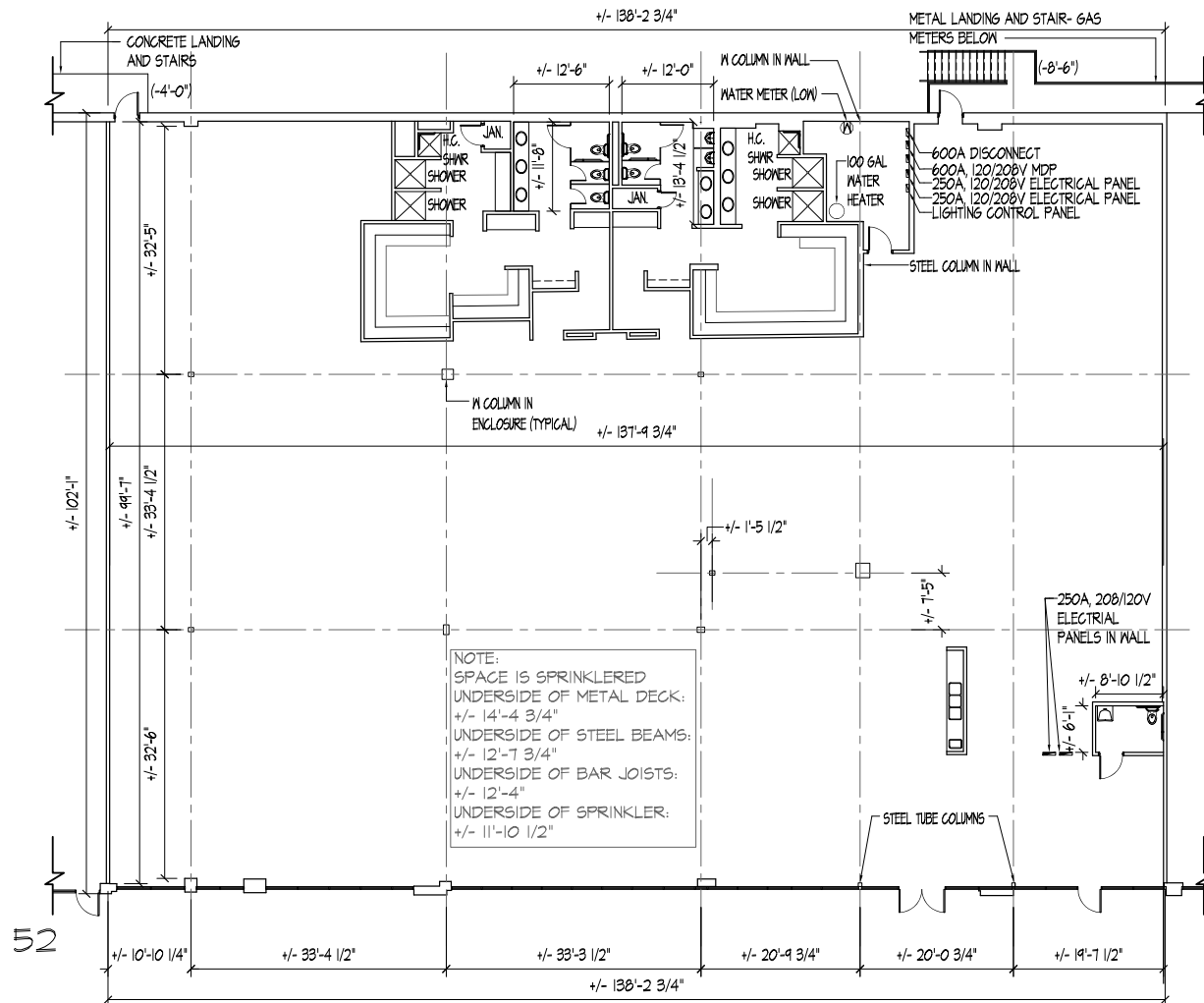
PHASE I BUILDING C



West Orange Plaza (Redevelopment)

235 PROSPECT AVENUE | WEST ORANGE, NJ 07052

SPACES 8-12



52

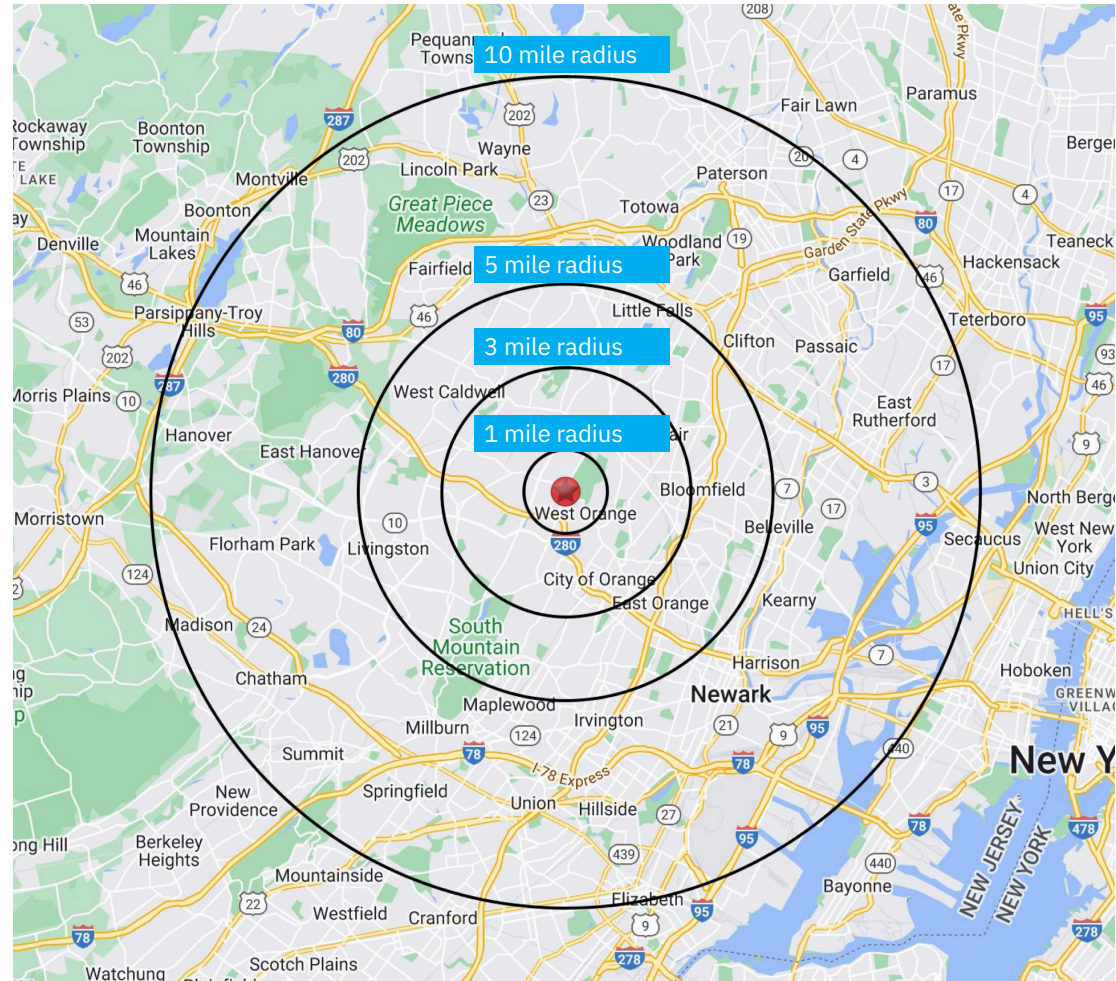
West Orange Plaza (Redevelopment)

235 PROSPECT AVENUE | WEST ORANGE, NJ 07052

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

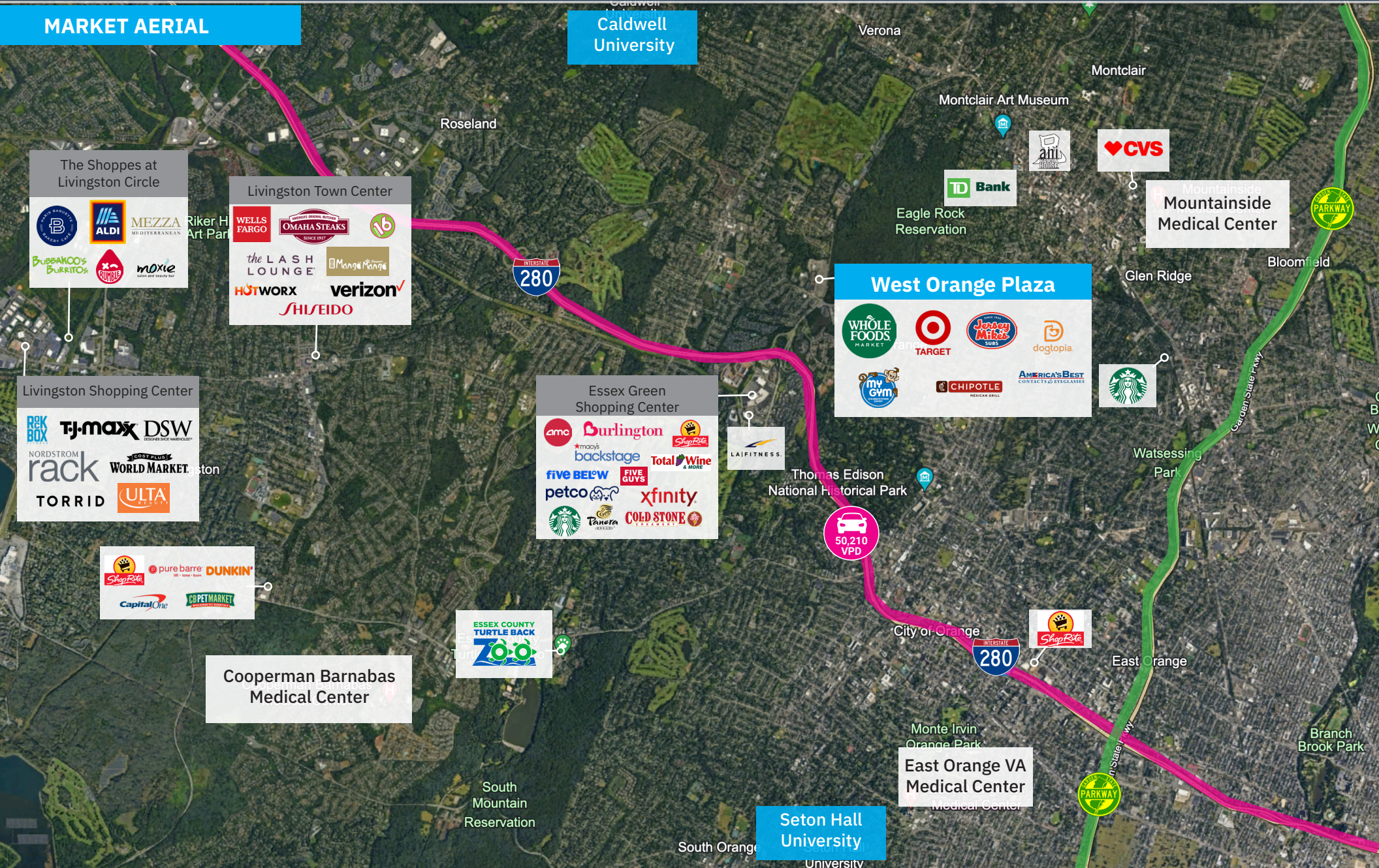


West Orange Plaza (Redevelopment)

235 PROSPECT AVENUE | WEST ORANGE, NJ 07052

LEVIN
MANAGEMENT

MARKET AERIAL



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
levinmgt.com | 70 YEARS