

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

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
- 298,000-SF community shopping center anchored by Whole Foods and Target (coming soon)
- 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 construction 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

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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 Coming Soon! 100,119 sf (ground floor) 106,858 sf (lower level) | 211,500 |
| 7 | Frank's Pizza | 2,300 |
| 8-12 | 2 Leases 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 | 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 | 2,100 |
| C2 | Lease Pending | 2,100 |
| C3 | Lease Pending | 4,200 |
| 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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CLOSE-UP AERIAL

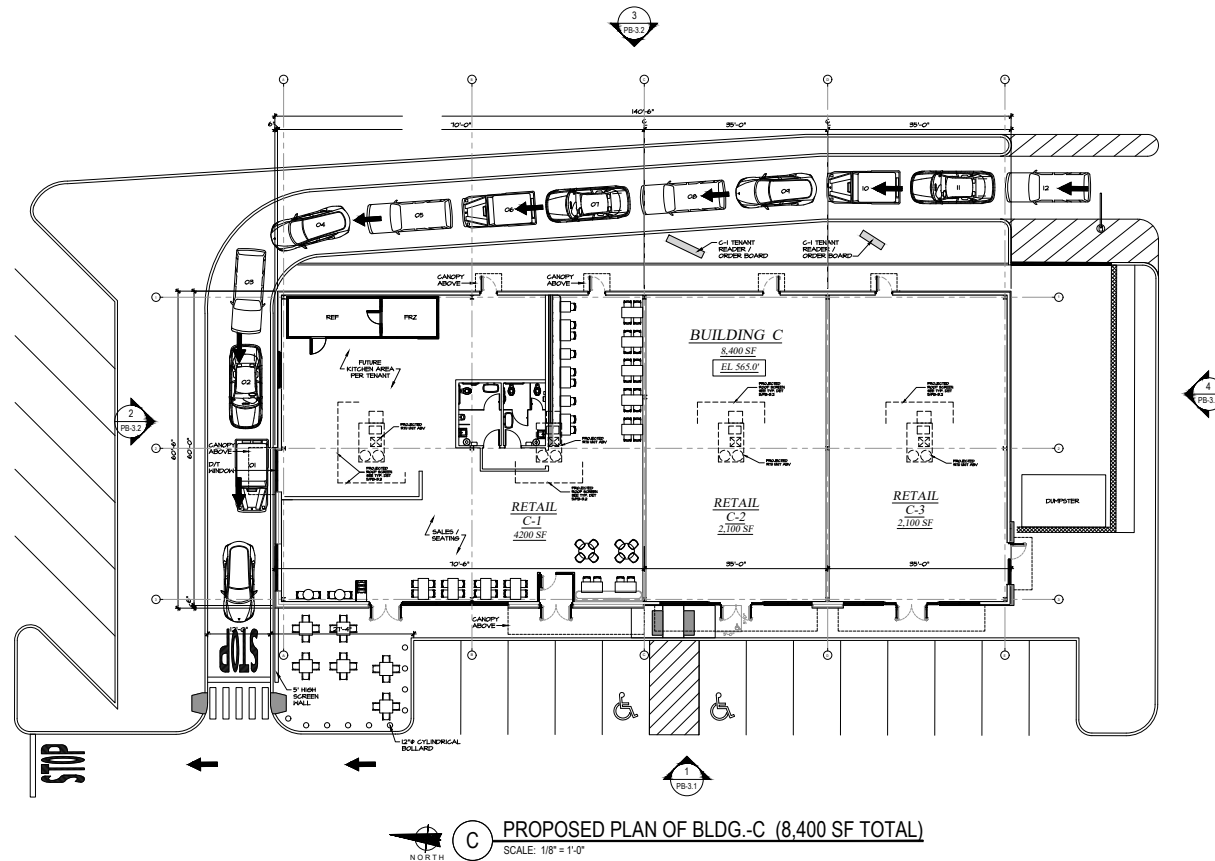


Footage Shot
10/15/25

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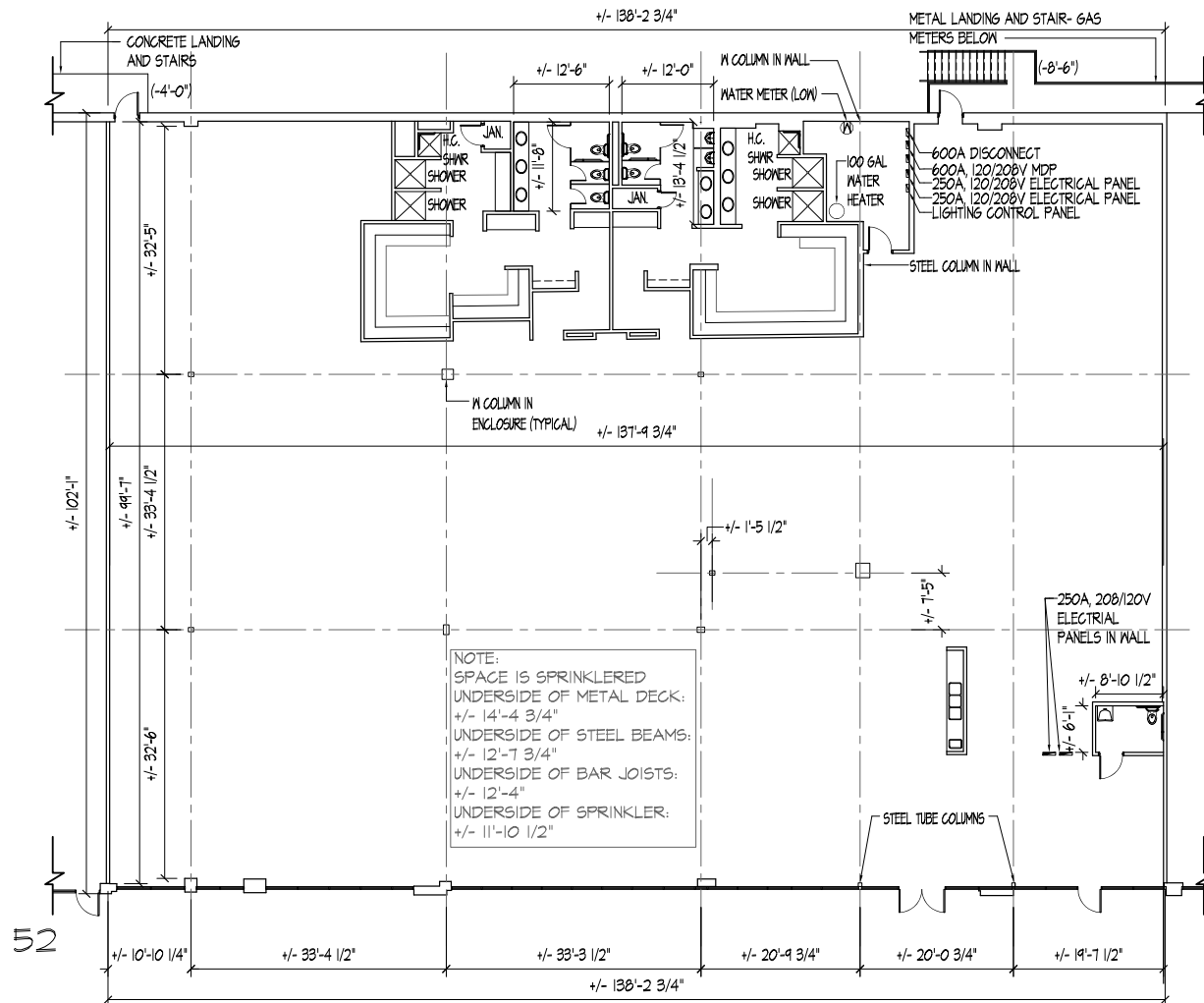
PHASE I BUILDING C



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SPACES 8-12



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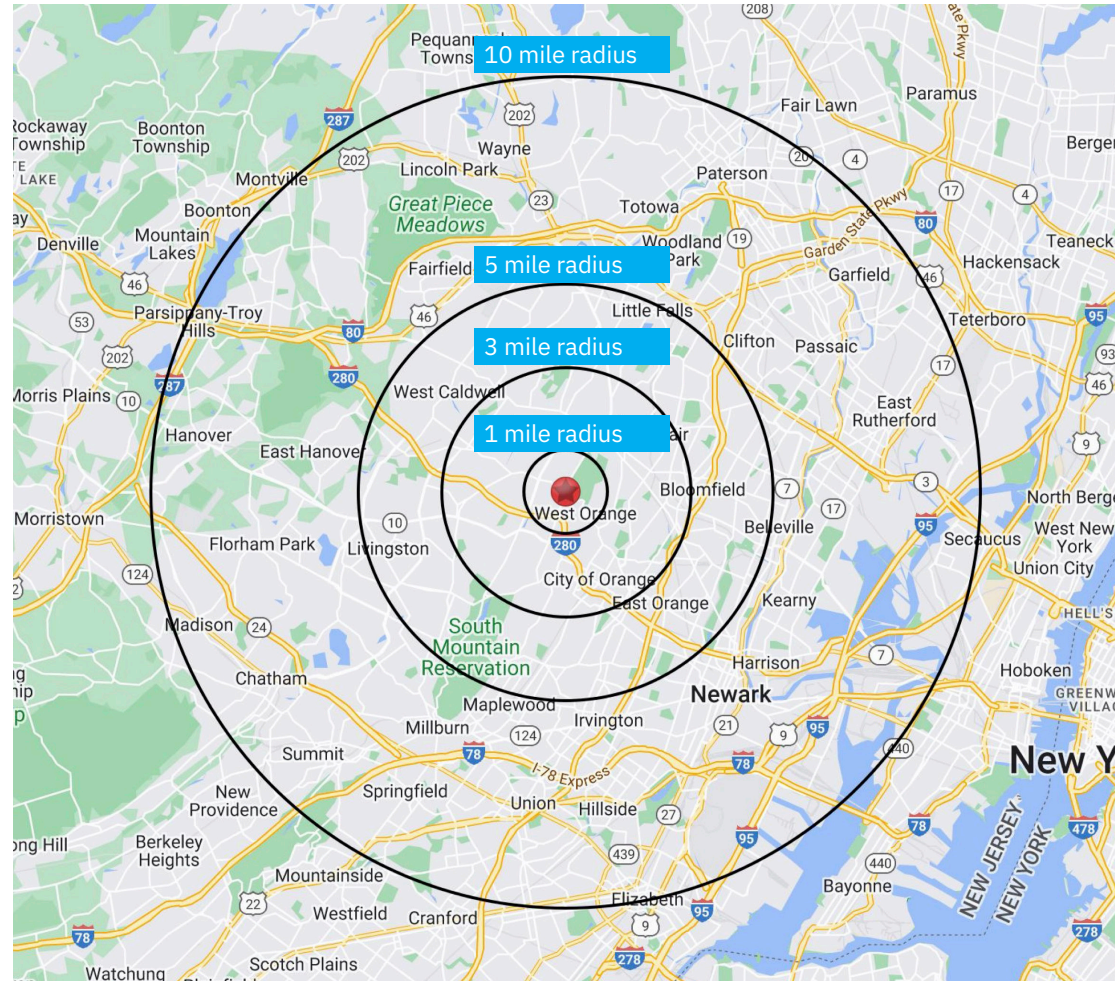
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DEMOGRAPHICS

| 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

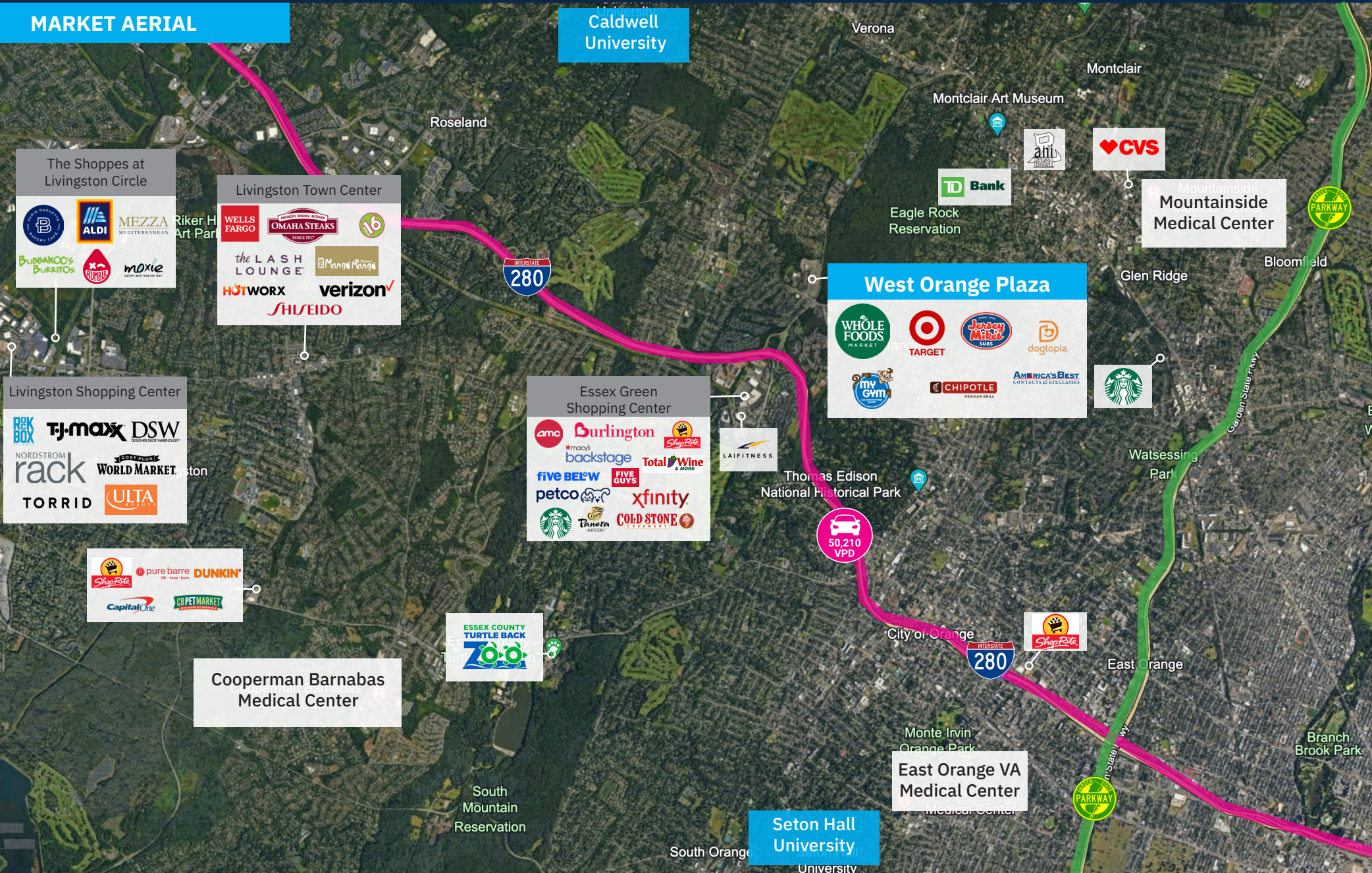


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MARKET AERIAL



CONTACT EXCLUSIVE AGENT

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