

West Orange Plaza

235 PROSPECT AVENUE | WEST ORANGE, NJ 07052



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

*Property Data by Placer.ai



Available Spaces

14,115 SF Existing Junior Anchor Box; 7,625 SF Existing Pad Site

New Development Opportunities – 1,600 SF up to 8,400 SF (divisible)

Proposed drive-thru and outdoor patio dining opportunities

Property Highlights

New Target Coming Soon! 211,500-SF anchor addition

- Located just off I-280 at the busy intersection of Eagle Rock and Prospect avenues in Essex County

- 287,000-SF, well-tenanted center featuring Whole Foods

- Draws 2.6 million visits per year*

New Development Plan

- Center-wide upgrades and additional outparcels

Leasing Opportunities

- Approved 38,000 SF of expanded GLA (divisible)

New Tenants

- Best Contacts & Eyeglasses - now open

- Dogtopia - coming soon

Enhancements Underway

- New signage, upgraded landscaping, and facades to enhance curb appeal

- EV charging stations for added shopper convenience

Retailers



AMERICA'S BEST
CONTACTS & EYEGLASSES

Average Daily Traffic

Prospect Avenue 32,248

Eagle Rock 15,239

Demographics

3-mile radius



165,234
POPULATION



62,717
HOUSEHOLDS



\$178,479
AVERAGE HH INCOME



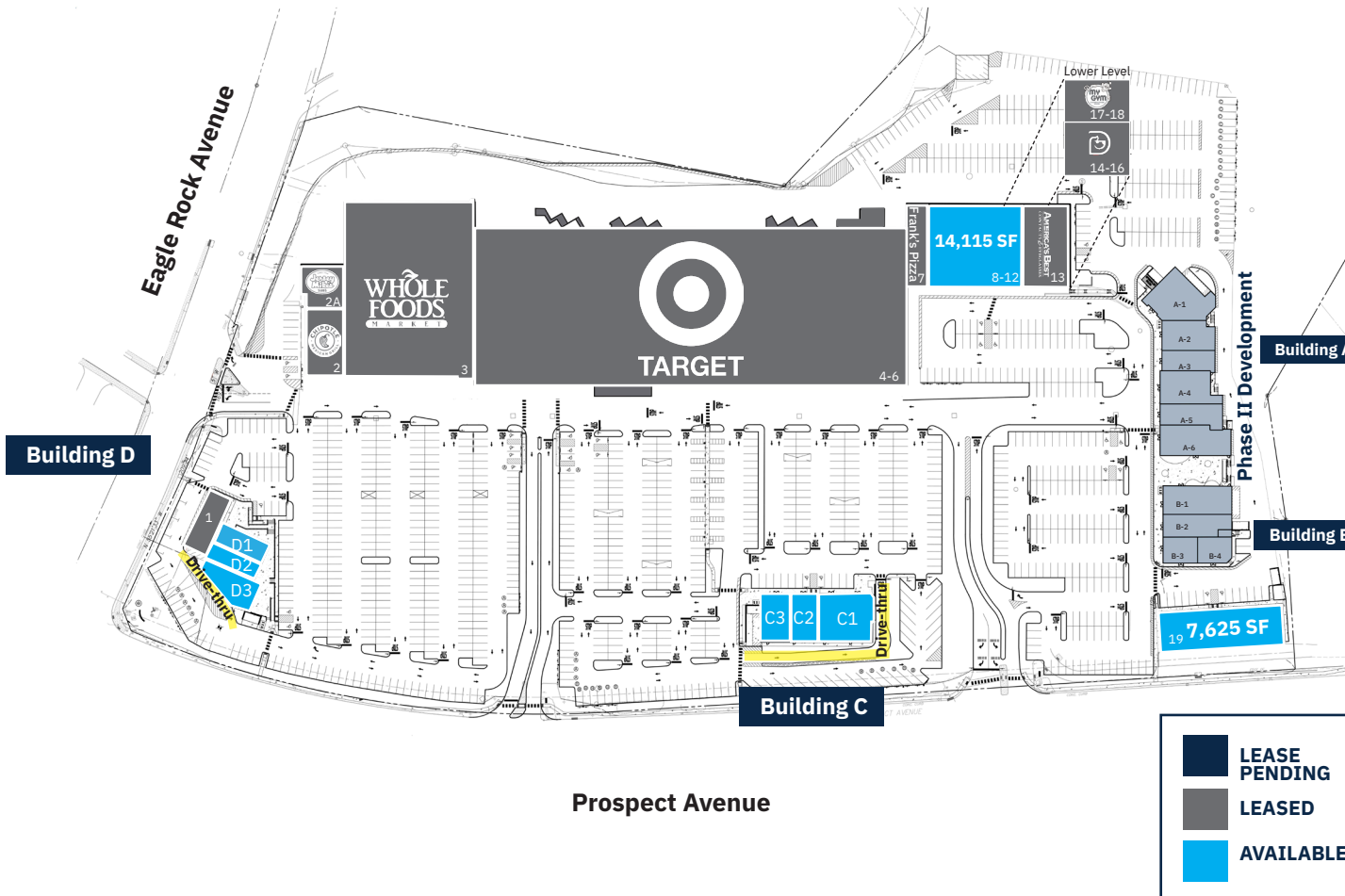
84,926
DAYTIME POPULATION

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>	211,500
		100,119 sf (ground floor) 106,858 sf (lower level)
7	Frank's Pizza	2,300
8-12	Available	14,115
13	America's Best Contacts & Eyeglasses	4,071
14-16	Dogtopia <i>opening soon!</i>	5,083
17-18	My Gym	3,201
19	Available	7,625

Phase I Buildings D & C

D1	Available	1,617
D2	Available	1,625
D3	Available with drive-thru	2,060
C1	Available with drive-thru	4,200
C2	Available	2,100
C3	Available	2,100

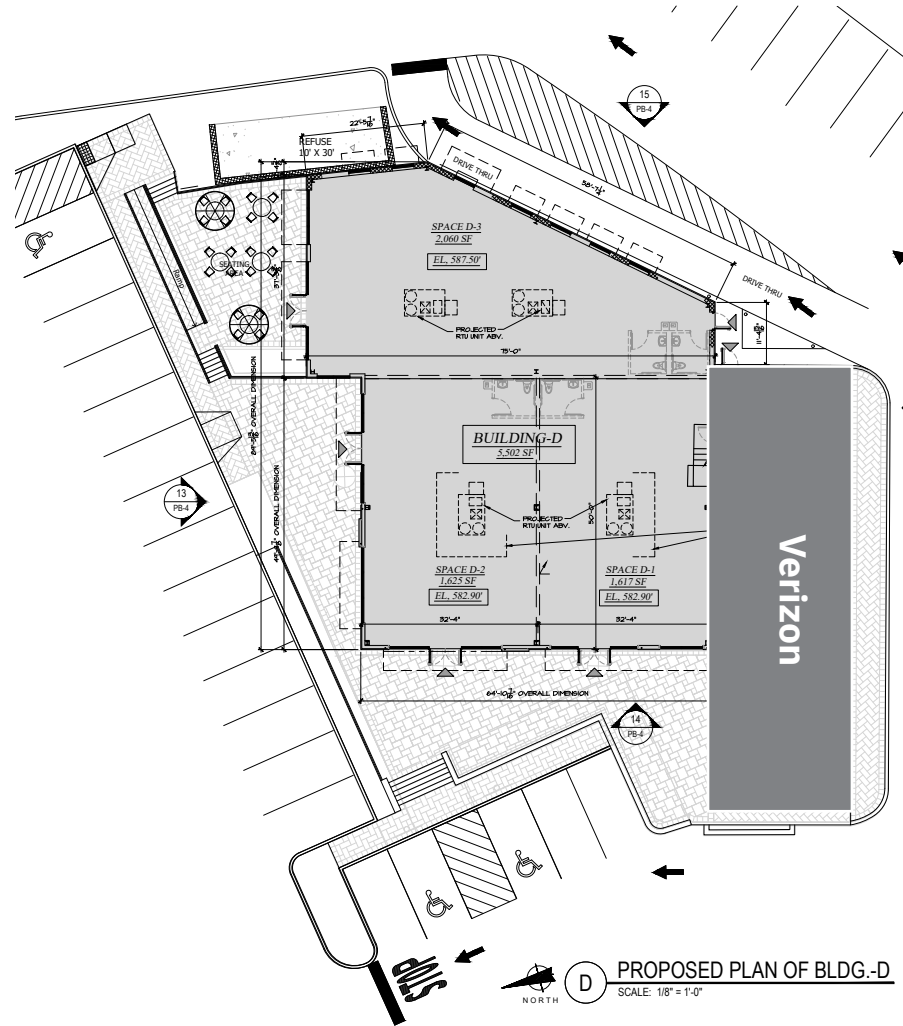
Phase II Buildings A & B

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

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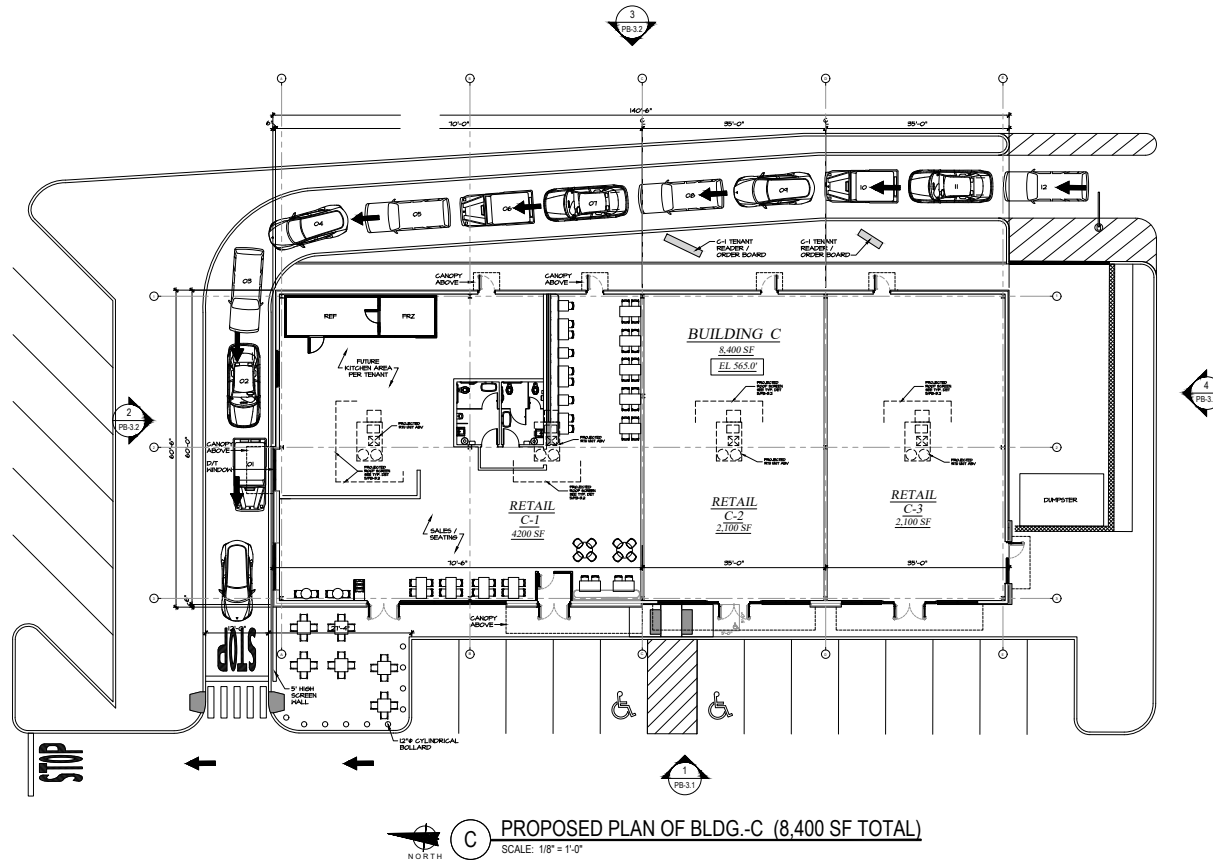
PHASE I BUILDING D



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PHASE I BUILDING C



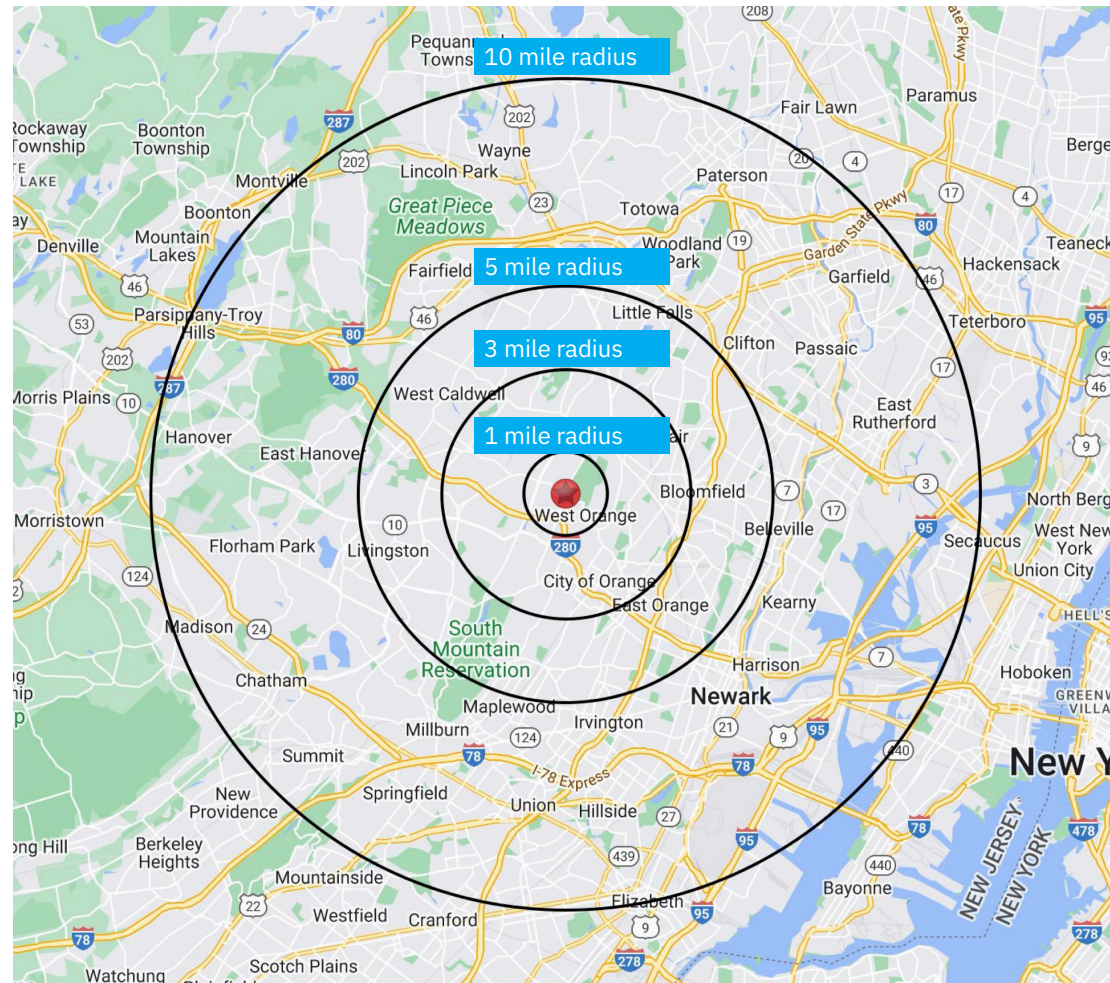
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DEMOGRAPHICS

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

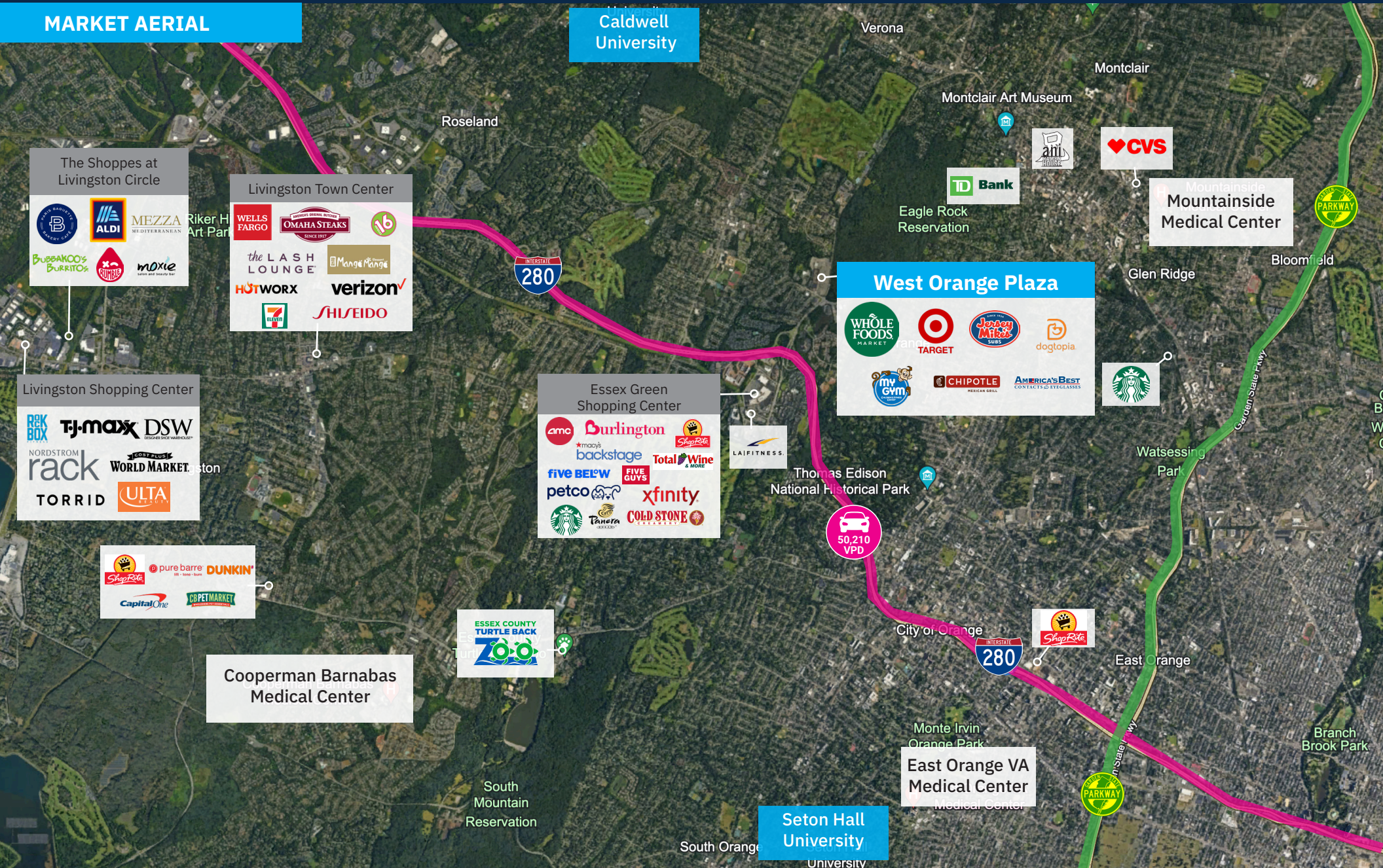
Source: sitesusa.com



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MARKET AERIAL



CONTACT EXCLUSIVE AGENT

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