*Source: Placer.ai (Foot Traffic / Location Analytics)

2.4M
visits annually*

8.57
visit frequency*

32 min
avg. visit duration*

Retailers

STOP & SHOP · CRUNCH · Bounce Air · DOLLAR TREE · WING STOP · VENUS JEWELERS · CHASE · McDonald's

Property Highlights

- **267,613 SF neighborhood shopping center generating 2.4 million annual visits**
- Anchored by a top-performing Stop & Shop
- Exceptional visibility along heavily trafficked Easton Avenue at JFK Boulevard
- Just minutes from I-287 Northbound (Exit 10)
- Minutes from Rutgers University, a built-in customer base of 69,000 students
- Recent leasing momentum including Bounce Air Adventure Park, WingStop, a coffee shop, and a newly built McDonald's
- Former Kmart space currently under lease negotiation
- **Average Daily Traffic:** 35,971 Easton Avenue

Ed Vasconcellos | 908.226.5290 | evasconcellos@levinmgt.com

LEVIN MANAGEMENT

RETAIL

Rutgers Plaza

940 EASTON AVENUE | SOMERSET, NJ 08873

Available Space

3,000 SF - last unit

Broker Incentives

5% commission on leases up to 15,000 SF; 4% on leases from 15,001–40,000 SF.

5-Mile Demographics

277,547
POPULATION

92,434
HOUSEHOLDS

$141,397
AVERAGE HH INCOME

204,891
DAYTIME POPULATION

Rutgers Plaza

940 EASTON AVENUE | SOMERSET, NJ 08873

LEVIN MANAGEMENT

SITE PLAN

Tenant Roster		SF
1A	Crunch Fitness	22,898
1	Bounce Air Adventure Park	20,810
2	Dollar Tree	9,375
3	Plaza Cleaners	1,820
4	Flame Kabob House	1,500
5	Coffee Shop **Coming Soon!**	2,000
6	Available	3,000
7	GNC	1,704
8	Cutters Barbershop	1,802
9	Llanio & Casas Associates	1,988
10	WingStop **Coming Soon!**	1,848
11A	Morel's Village Hot Pot	4,000
11B	Venus Jewelers	5,675
12-16	Newly Leased - TBA	107,566
17	Stop& Shop	74,171
18	Chase Bank	3,000
19	McDonald's	4,456

Ed Vasconcellos | 908.226.5290 | evasconcellos@levinmgt.com

Rutgers Plaza

940 EASTON AVENUE | SOMERSET, NJ 08873

LEVIN MANAGEMENT

AERIAL

Ed Vasconcellos | 908.226.5290 | evasconcellos@levinmgt.com

Rutgers Plaza

940 EASTON AVENUE | SOMERSET, NJ 08873

LEVIN MANAGEMENT

GALLERY

Rutgers Plaza

940 EASTON AVENUE | SOMERSET, NJ 08873

LEVIN MANAGEMENT

DEMOGRAPHICS

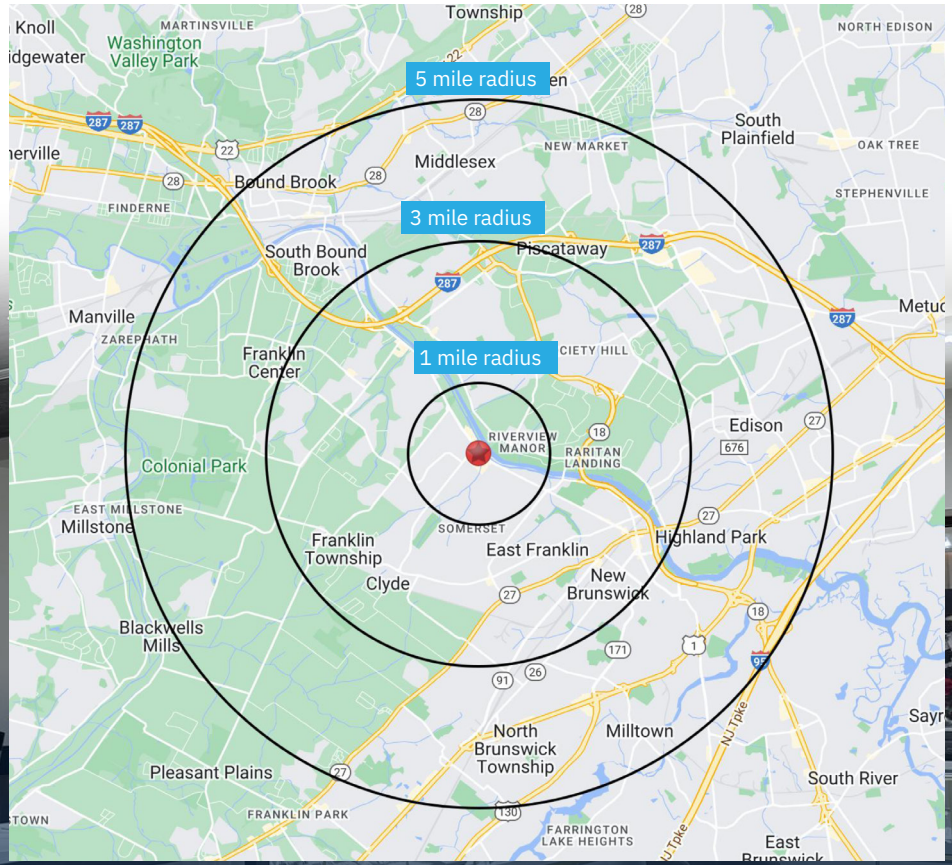
2010-2020 Census | 2025 Estimates	1 mile radius	3 mile radius	5 mile radius
Population	11,259	119,108	285,477
Households	4,303	37,440	96,590
Average Household Income	$143,978	$132,747	$142,575
Projected Average Household Income (2030)	$142,505	$131,665	$140,756
Median Household Income	$110,899	$104,778	$114,440
Total Businesses	402	4,791	11,643
Total Employees	3,367	69,418	164,988
Daytime Population	5,326	85,294	204,891
Total Annual Household Expenditure	$532.75 M	$4.51 B	$12.16 B
HH Income $200K or more	848	7,266	20,538
College Degree + (Bachelor Degree or Higher)	4,840	32,657	86,995

Source: sitesusa.com

2.4M
visits annually*

8.57
visit frequency*

32 min
avg. visit duration*

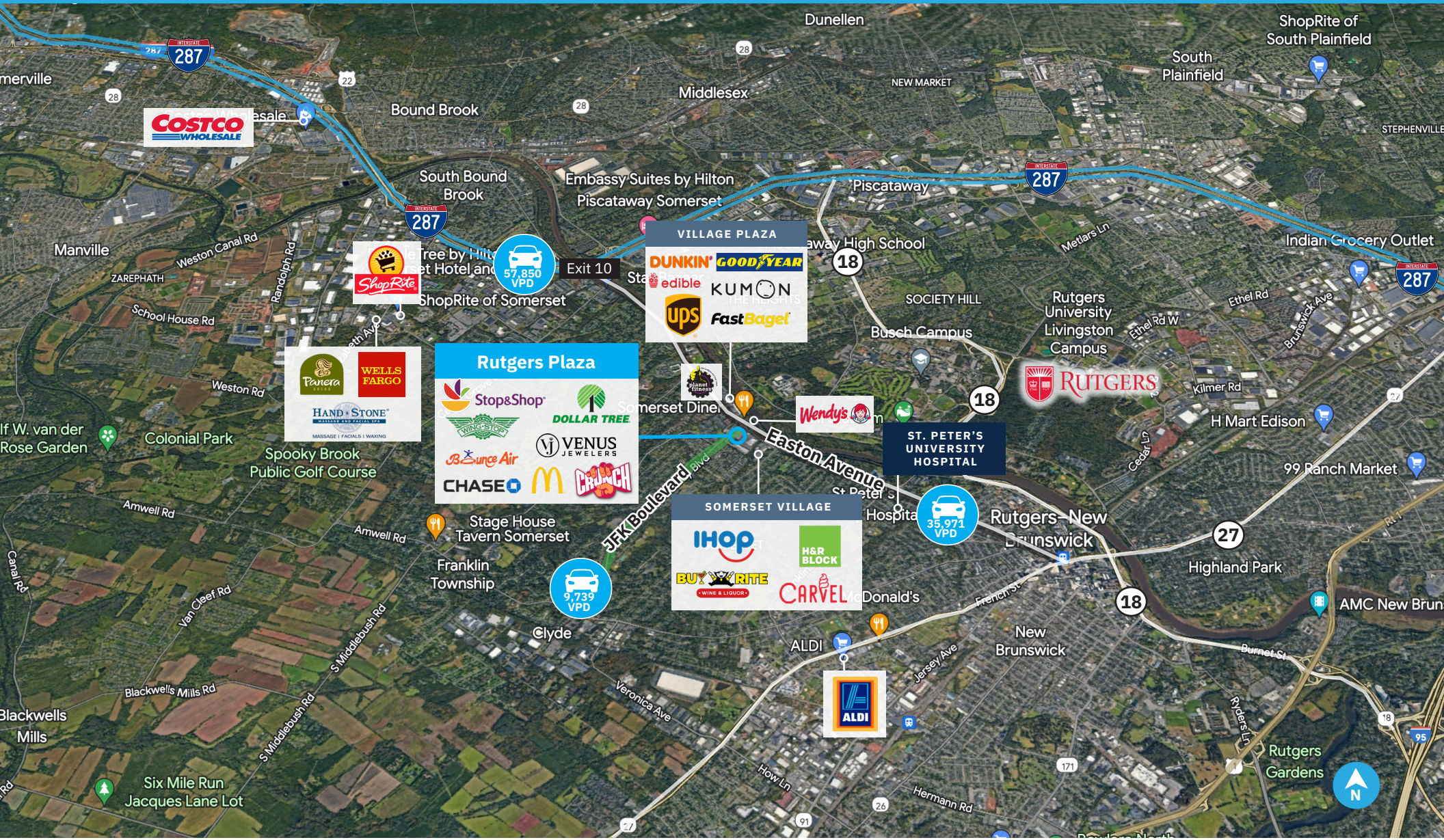


Rutgers Plaza

940 EASTON AVENUE | SOMERSET, NJ 08873

LEVIN MANAGEMENT

MARKET AERIAL



LEVIN MANAGEMENT

Our History is Strong.
Our Vision, *Stronger.*

Over 70 years of trusted expertise in commercial real estate.

Contact Exclusive Agent

Ed Vasconcellos

LEASING REPRESENTATIVE

t. 908.226.5290 m. 856.912.4863

evasconcellos@levinmgt.com

levinmgt.com | 70 YEARS

Main Office

975 US Highway 22

North Plainfield, NJ 07060

800.488.0768

All information is furnished without any warranty, representation or agreement and is subject to errors, omissions, changes or withdrawal without notice. The reader is responsible for verifying any information. Licensed Real Estate Broker.