

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

2.6M
visits annually*

3.94
visit frequency*

36 min
avg. visit duration*



Retailers



honeygrow



AMERICA'S BEST
CONTACTS & EYEGLASSES



JUST SALAD

LEVIN
MANAGEMENT

RETAIL

West Orange Plaza

235 PROSPECT AVENUE | WEST ORANGE, NJ 07052

Available Spaces

Phase II (Outparcel Development): Phase II will deliver new construction outparcel space in Buildings A & B with configurable suite sizes. Space plans are conceptual and can be tailored to qualified users during the planning process.

Phase I: Majority of spaces lease pending (Building C & D).

Property Highlights

- 298,000-SF community center anchored by Whole Foods + Target
- 2.6M annual visits — proven, high-traffic retail hub*
- Prime Essex County access just off I-280 at Eagle Rock & Prospect Aves.
- Enhanced curb appeal with modern signage, refreshed landscaping, and upgraded facades

- In the midst of active outparcel development to expand on-site retail offerings
- Recent leasing momentum includes the addition of several new restaurant, fitness, and service concepts, including honeygrow, Club Pilates, VIO Med Spa, and Aspen Dental, with another national QSR to be announced.
- Average Daily Traffic: 32,248 Prospect Avenue/ 15,239 Eagle Rock Road

5-Mile Demographics

537,565
POPULATION

203,491
HOUSEHOLDS

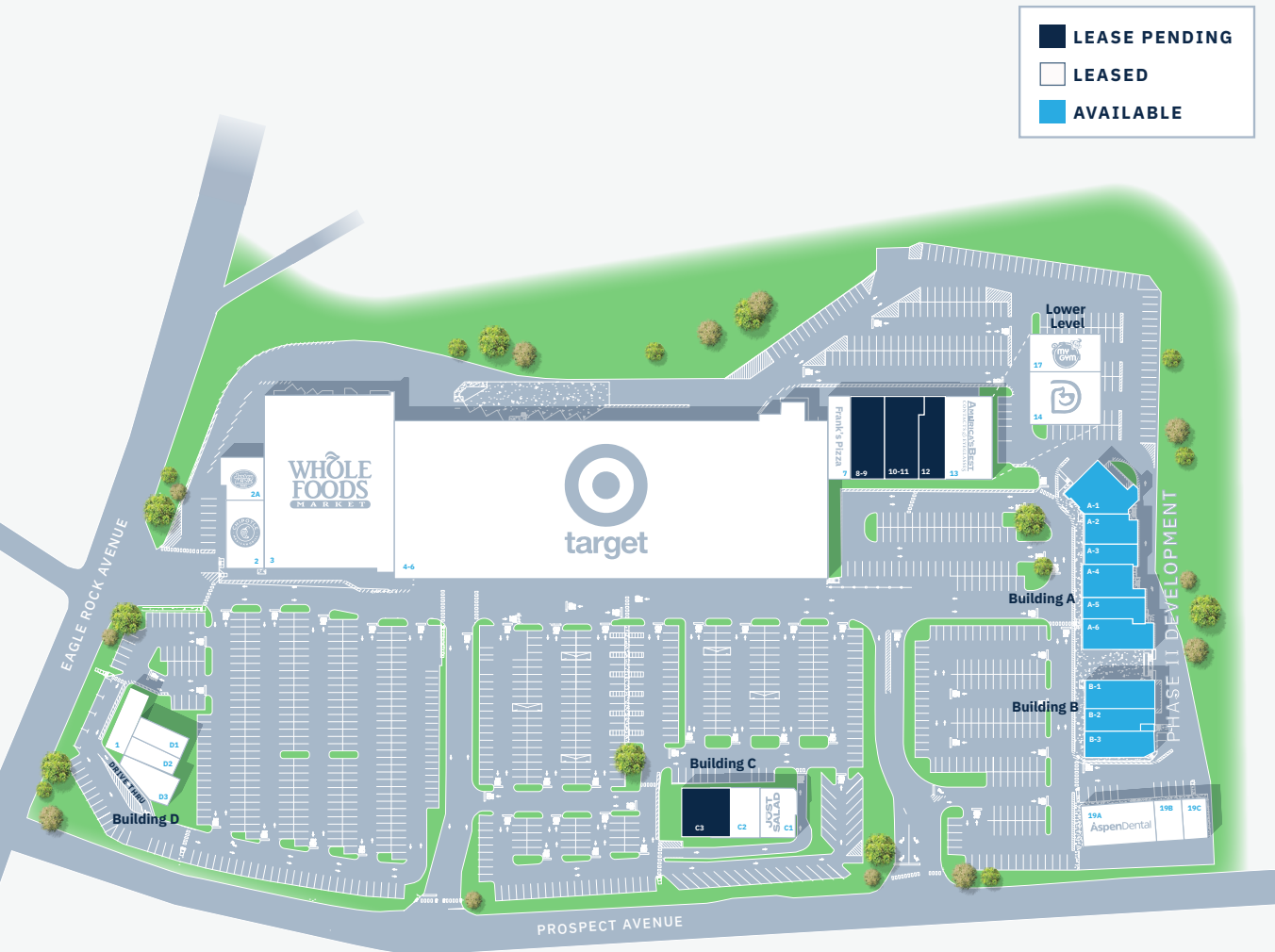
\$155,573
AVERAGE HH INCOME

487,290
DAYTIME POPULATION

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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 100,119 SF (ground floor) 106,858 SF (lower level)	211,500
7	Frank's Pizza	2,300
8-9	Lease Pending	5,041
10-11	Lease Pending	5,160
12	Lease Pending	3,914
13	America's Best	4,071
14	Dogtopia	5,083
17	My Gym	3,201
19A	Aspen Dental Coming Soon!	3,545
19B	VIO Med Spa Coming Soon!	1,923
19C	Club Pilates Coming Soon!	2,178
Phase I Buildings D & C - Outparcel Development		
D1	Quickway Japanese Hibachi Coming Soon!	1,511
D2	Namkeen Hot Chicken Coming Soon!	1,460
D3	Signed lease with national QSR	2,463
C1	Just Salad Coming Soon!	2,100
C2	Honeygrow Coming Soon!	2,100
C3	Lease Pending	4,200
Phase II Buildings A & B - Outparcel Development		
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	2,744

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AERIAL



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GALLERY



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DEMOGRAPHICS

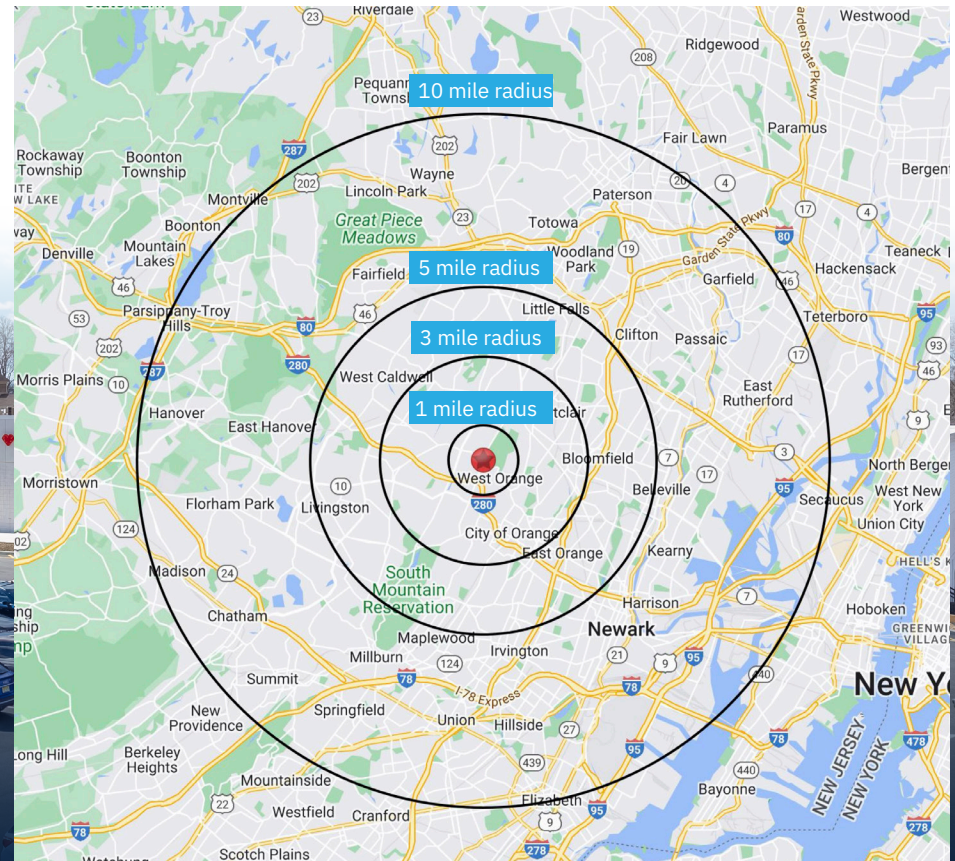
2010-2020 Census 2025 Estimates	1 mile radius	3 mile radius	5 mile radius
Population	9,860	168,876	537,565
Households	3,713	65,754	203,491
Average Household Income	\$217,857	\$178,396	\$155,573
Projected Average Household Income (2030)	\$214,478	\$174,710	\$153,424
Median Household Income	\$164,749	\$130,064	\$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





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

Over 70 years of trusted expertise in commercial real estate.

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