

West Orange Plaza

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



Approved Site Development for West Orange Plaza
Construction will begin with a new TARGET



Rendering for Phase II
Development



Available Spaces

14,115 SF Existing Junior Anchor Box

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

Proposed drive-thru and outdoor patio dining opportunities

Property Highlights

- Target coming soon! 207,000-SF anchor addition for West Orange Plaza
- 321,789-SF, well-tenanted center features Whole Foods and draws 2.6 million visits per year*
- Newly approved development plan will bring center-wide upgrades and additional outparcels
- Leasing opportunities include 38,000 SF of expanded GLA (divisible), with more to follow in the plan's second phase
- New signage, upgraded landscaping and facades will enhance curb appeal; EV charging stations to add convenience for shoppers
- Located just off I-280 at one of the busiest intersections in Essex County (corner of Eagle Rock and Prospect avenues)

Retailers



Average Daily Traffic

Prospect Avenue 32,248

Eagle Rock 15,239

I-280 104,639

Demographics

3-mile radius



164,783
POPULATION



63,184
HOUSEHOLDS



\$172,644
AVERAGE HH INCOME



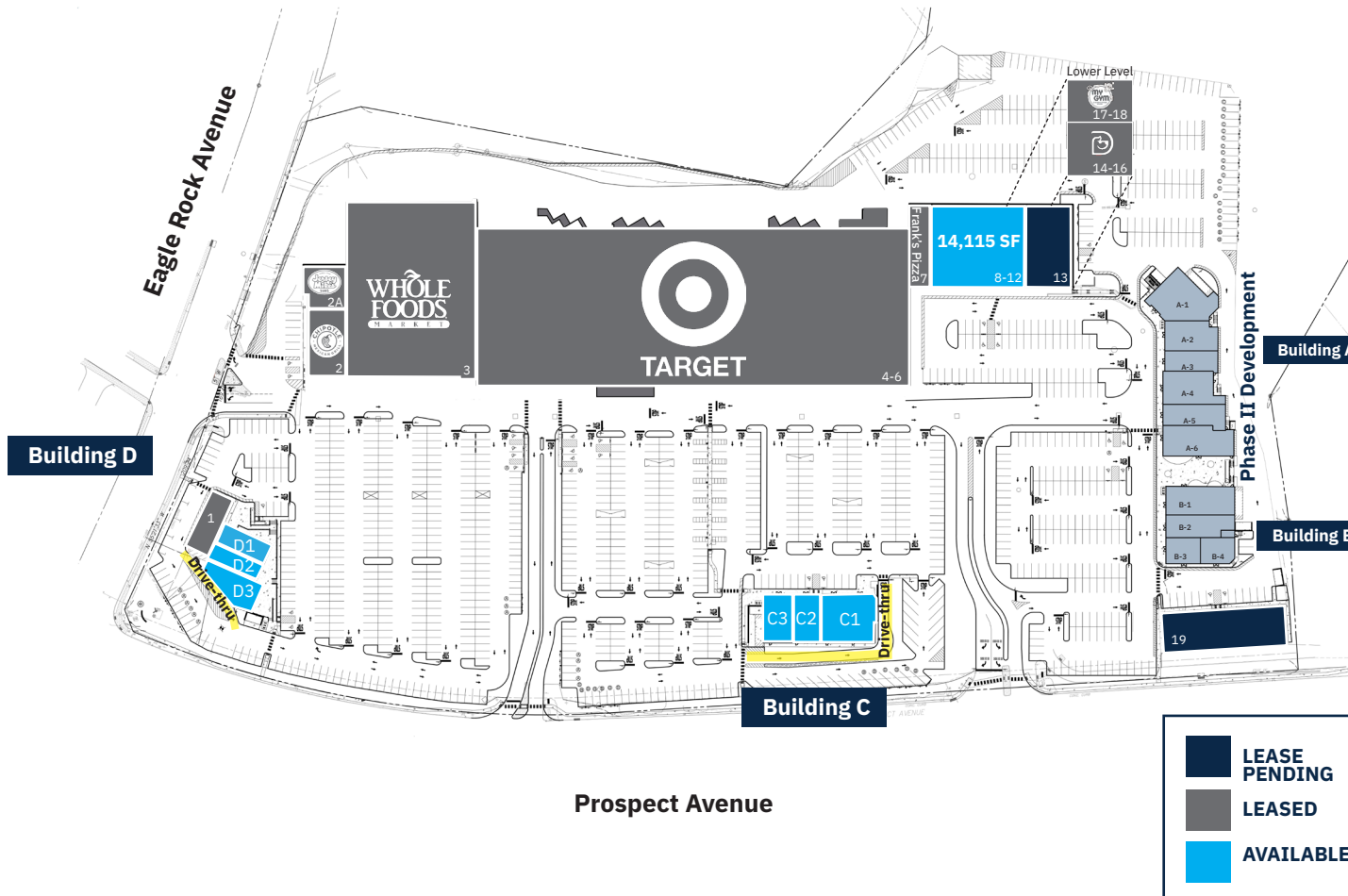
83,644
DAYTIME POPULATION

Source: sitesusa.com

West Orange Plaza

235 PROSPECT AVENUE | WEST ORANGE, NJ 07052

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>	206,977
	100,119 sf (ground floor) 106,858 sf (lower level)	
7	Frank's Pizza	2,300
8-12	Available	14,115
13	Lease Pending	4,071
14-16	Dogtopia <i>opening soon!</i>	5,083
17-18	My Gym	3,201
19	Lease Pending	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

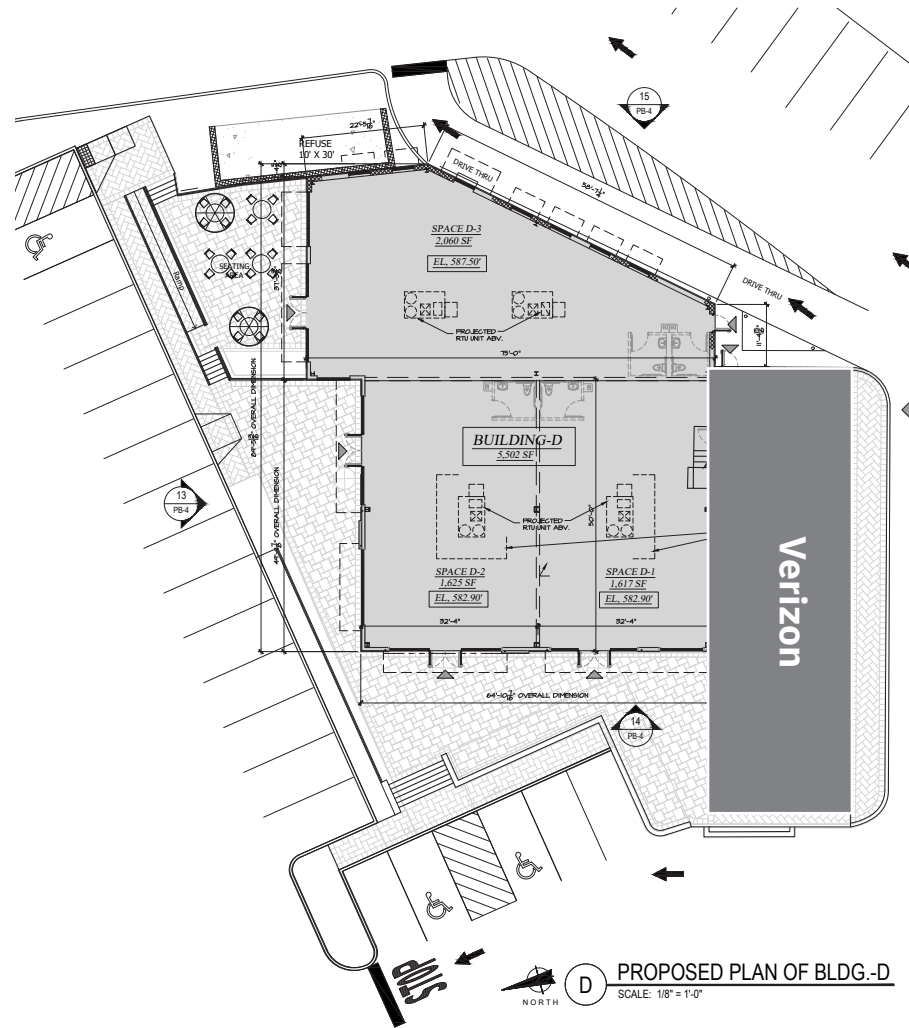
Building A 16,033 SF (divisible)

Building B 7,920 SF (divisible)

West Orange Plaza

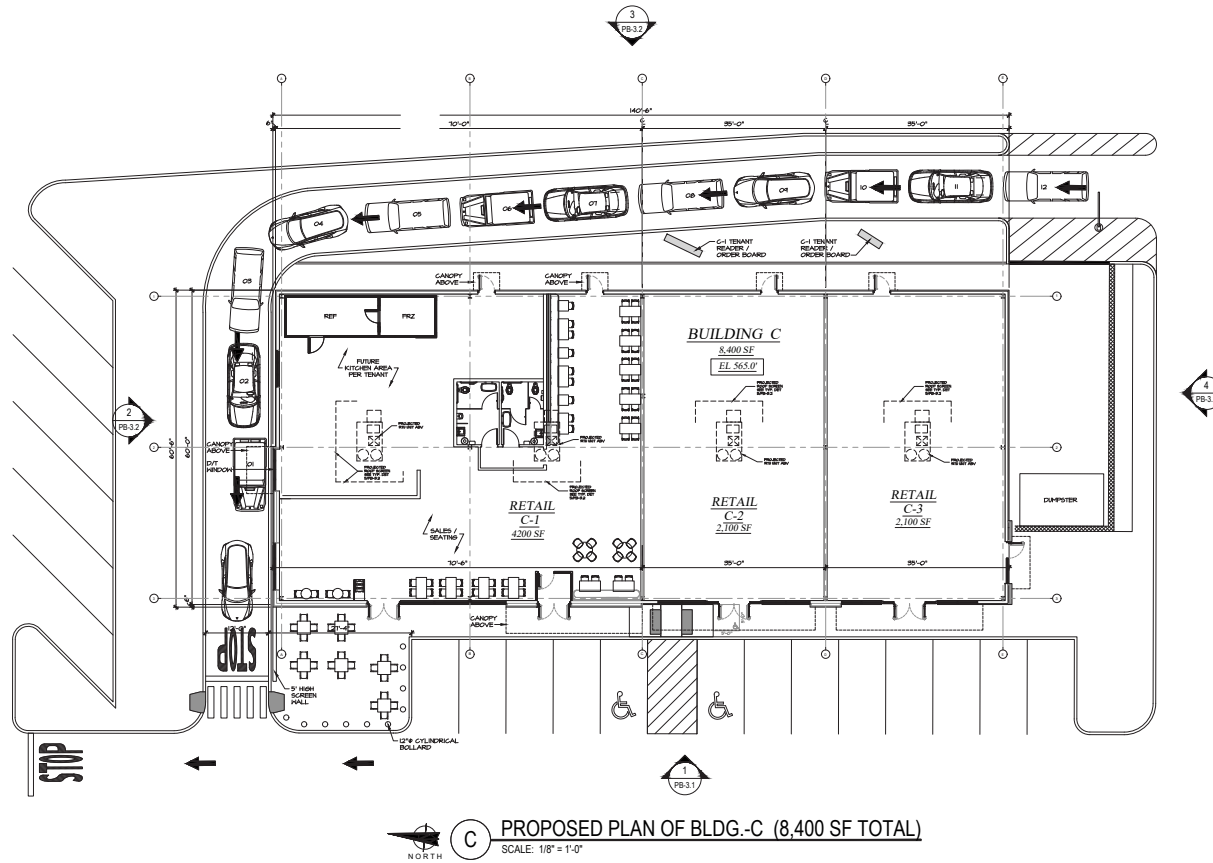
235 PROSPECT AVENUE | WEST ORANGE, NJ 07052

PHASE I BUILDING D



235 PROSPECT AVENUE | WEST ORANGE, NJ 07052

PHASE I BUILDING C



West Orange Plaza

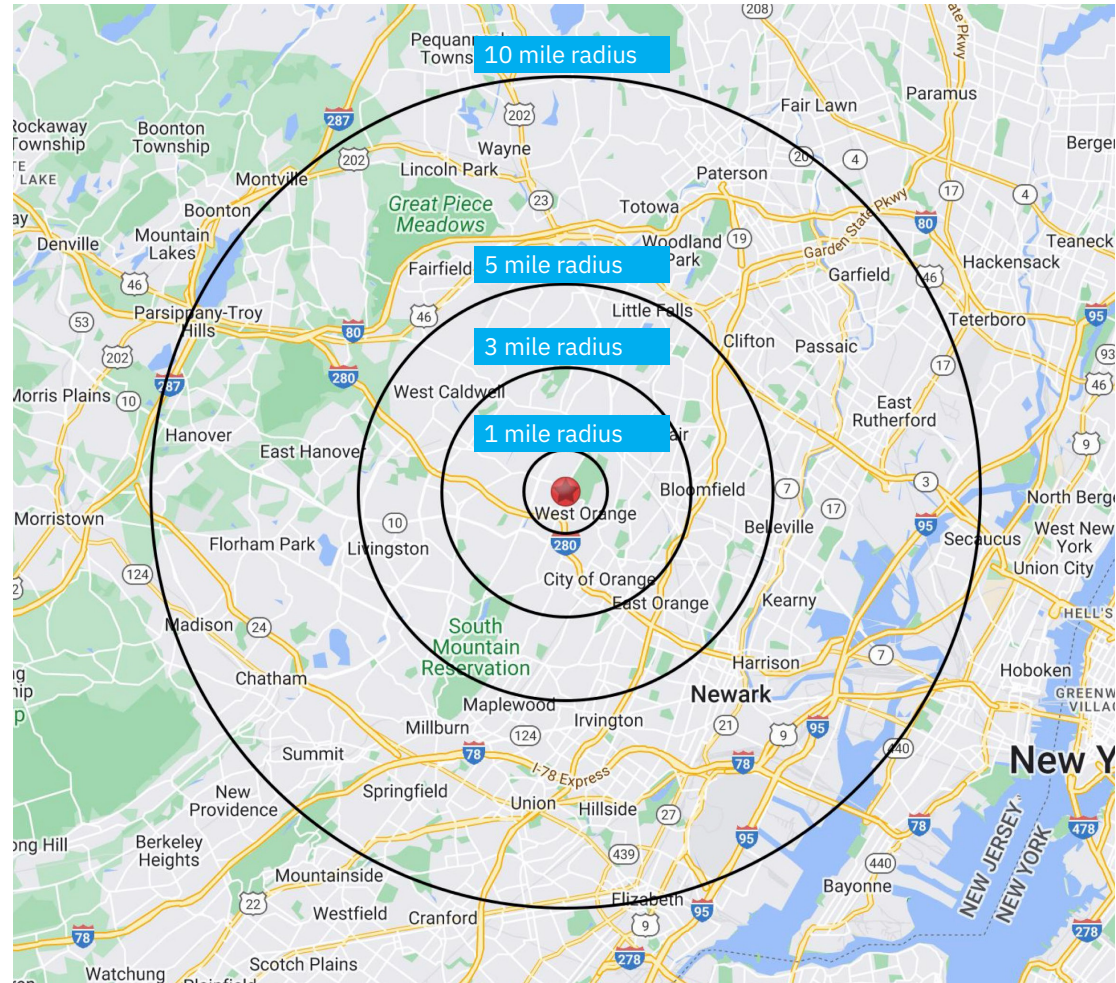
235 PROSPECT AVENUE | WEST ORANGE, NJ 07052

LEVIN
MANAGEMENT

DEMOGRAPHICS

2010-2020 Census, 2023 Estimates	1 mile radius	3 mile radius	5 mile radius
Population	10,016	164,783	523,256
Households	3,749	63,184	196,034
Average Household Income	\$226,903	\$172,644	\$149,300
Projected Average Household Income (2028)	\$243,702	\$181,350	\$156,814
Median Household Income	\$182,795	\$128,252	\$110,461
Total Businesses	515	7,566	18,859
Total Employees	4,547	56,057	152,845
Daytime Population	6,239	83,644	231,879
Total Annual Household Expenditure	\$501.6 M	\$6.71 B	\$18.57 B
HH Income \$200K or more	1,705	17,866	44,493
College Degree + (Bachelor Degree or Higher)	4,422	59,235	155,435

Source: sitesusa.com

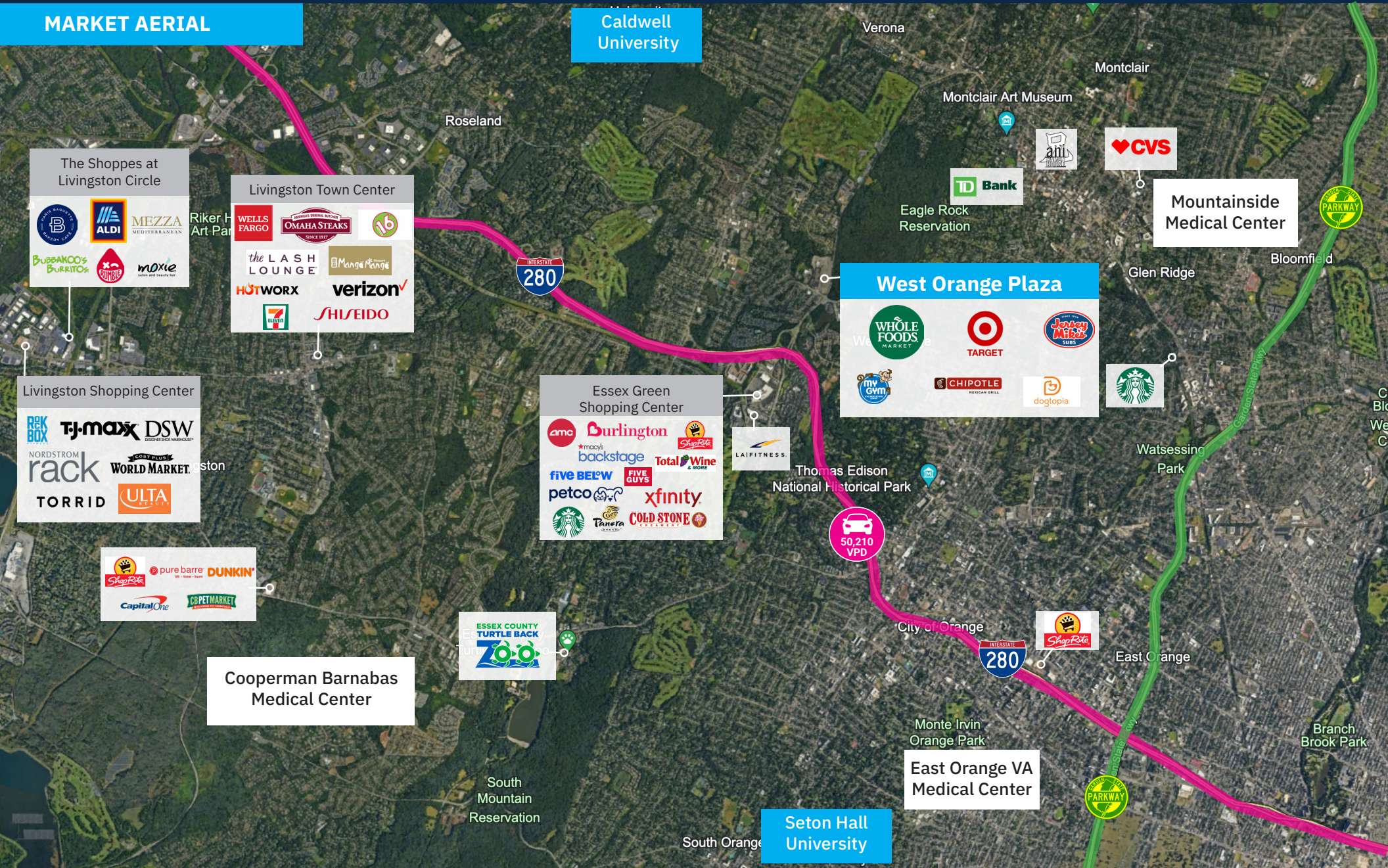


West Orange Plaza

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