

# 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 – 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
- America's Best Contacts & Eyeglasses coming soon!
- 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



AMERICA'S BEST  
CONTACTS & EYEGLASSES

## Average Daily Traffic

**Prospect Avenue** 32,248

**Eagle Rock** 15,239

**I-280** 104,639

## Demographics

3-mile radius



**165,234**  
POPULATION



**62,717**  
HOUSEHOLDS



**\$178,479**  
AVERAGE HH INCOME



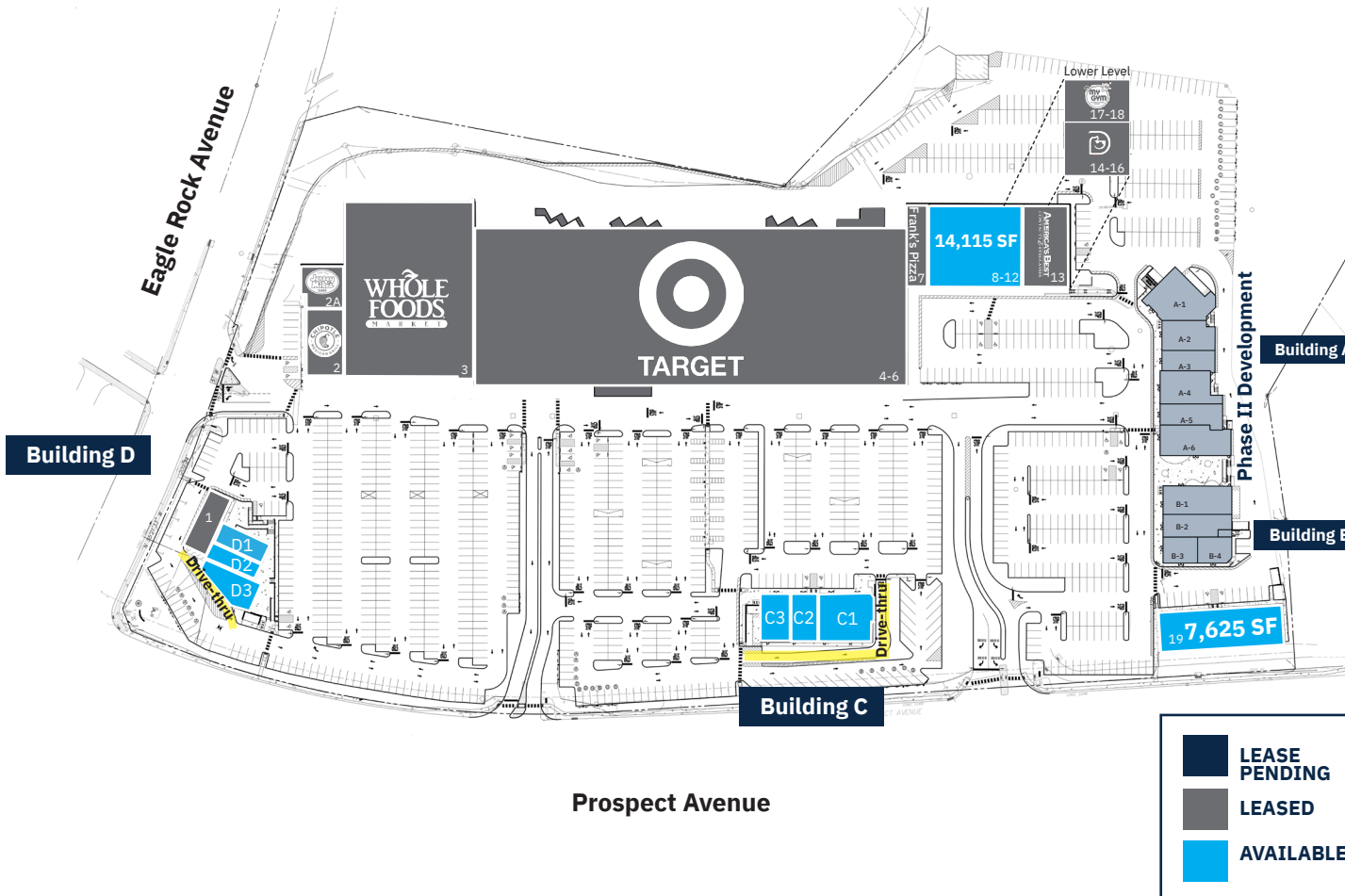
**84,926**  
DAYTIME POPULATION

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>	206,977
	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>	<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

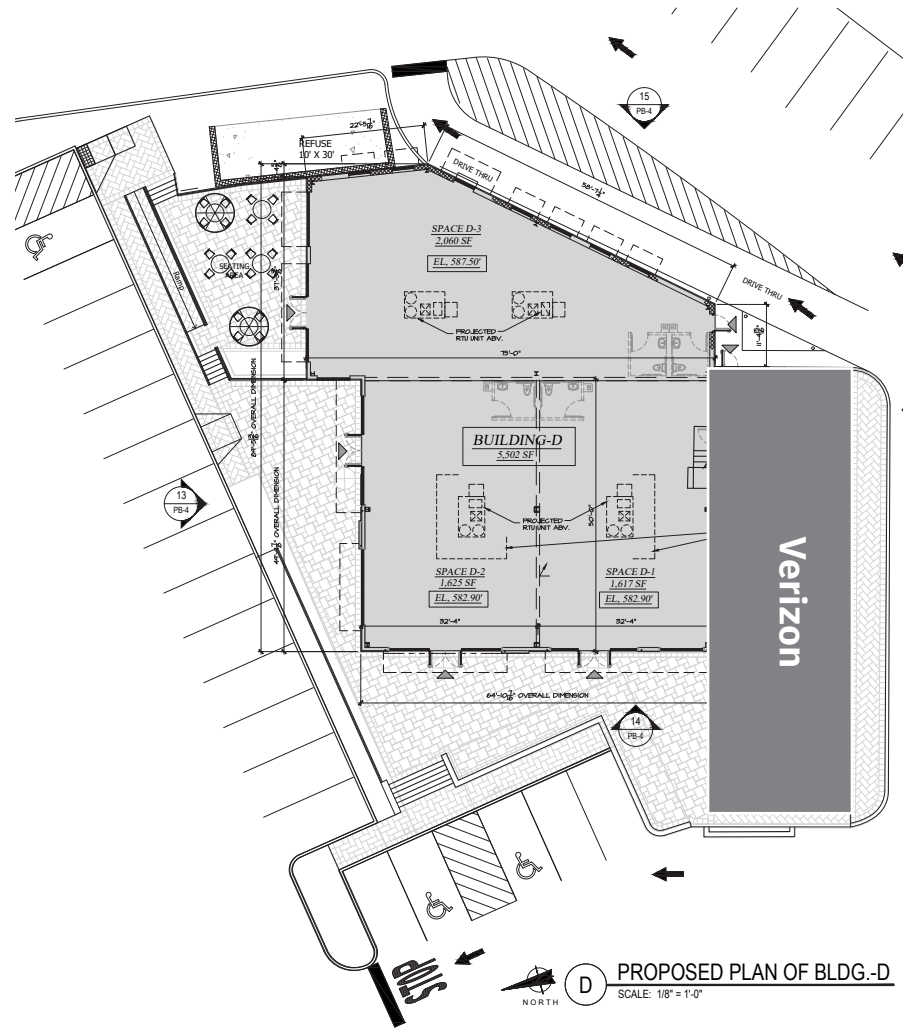
### Phase II Buildings A & B

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

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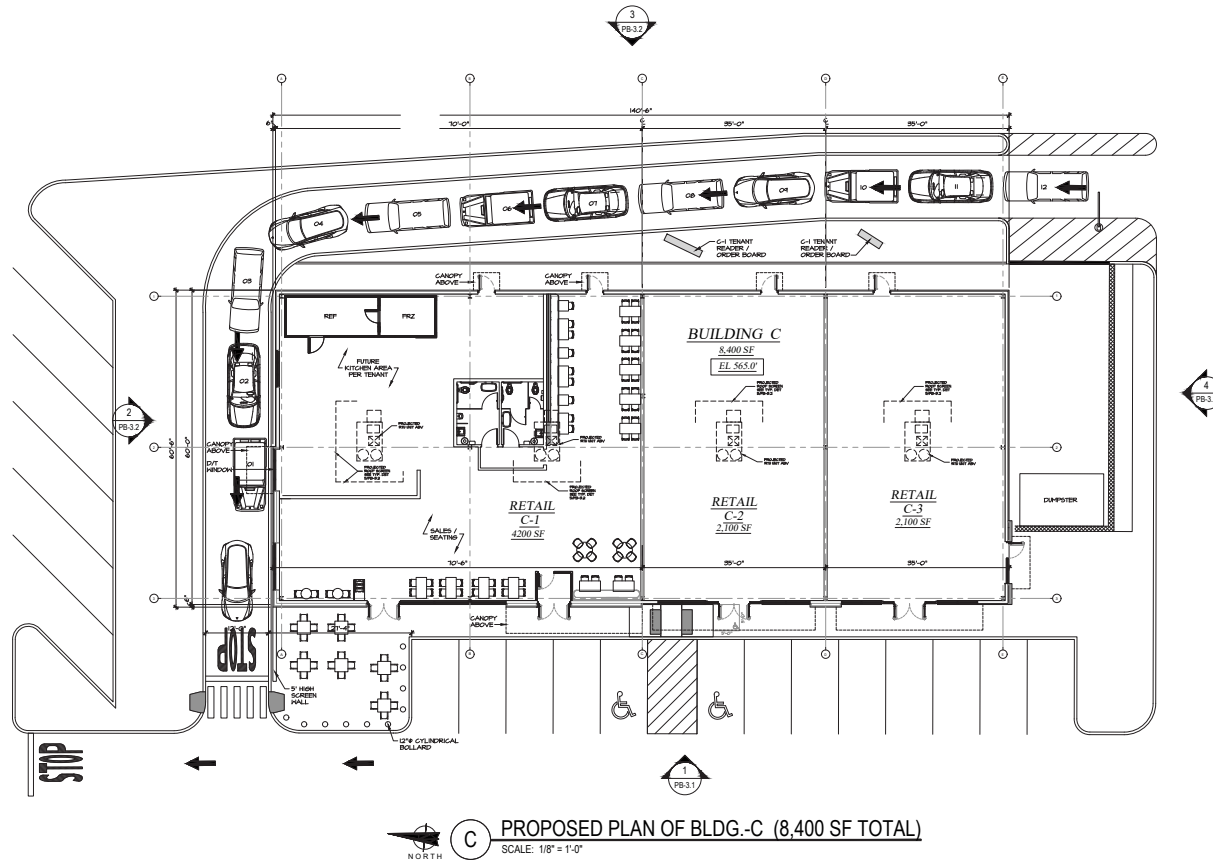
## PHASE I BUILDING D



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## PHASE I BUILDING C





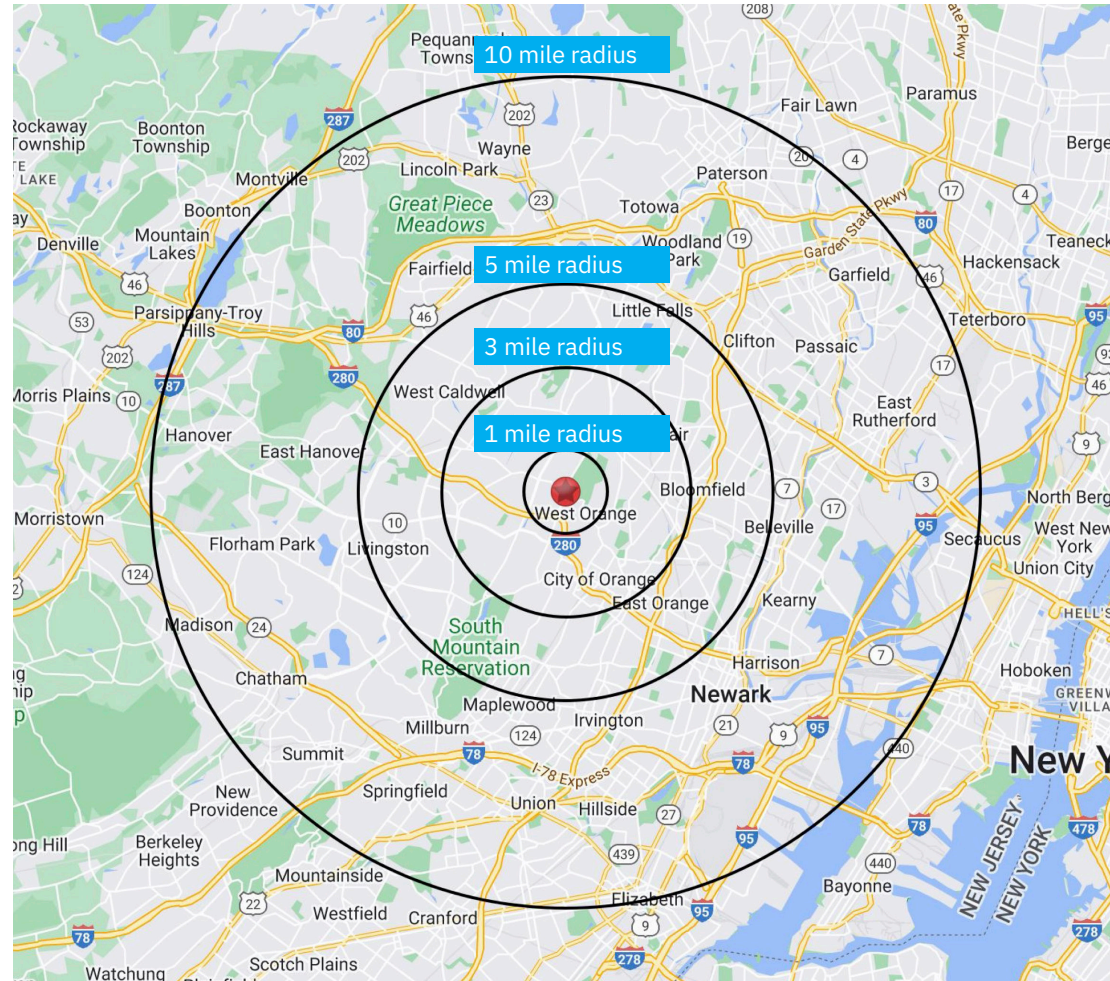
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## DEMOGRAPHICS

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

**ED VASCONCELLOS**

**Leasing Representative**

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