

FOR IMMEDIATE RELEASE

Bounce Air Adventure Park Coming to Rutgers Plaza in Franklin Township



21,000-SF children's indoor play park will enhance the shopping center's family-friendly appeal and tenant mix

FRANKLIN TOWNSHIP, N.J. (Oct. 28, 2025) – A new experiential tenant is coming to [Rutgers Plaza](#) with the addition of Bounce Air Adventure Park, an indoor play destination designed to provide families with a vibrant and exciting place for active fun. Bounce Air Adventure Park will occupy a 21,000-square-foot facility at the 268,000-square-foot shopping center in Franklin Township.

[Levin Management Corporation \(LMC\)](#) serves as leasing and managing agent for Rutgers Plaza, a grocery-anchored retail property located at the intersection of Easton Avenue and JFK Boulevard.

Bounce Air Adventure Park will feature a ropes course, climbing structures, ninja obstacle course, trampoline area, ball pits, mini basketball court, and jungle gym with slides. The facility will also include dedicated space for parties and group events—creating a full-service environment ideal for family visits and celebrations.

The tenant is led by a regional retail operator with locations at malls throughout the tri-state area. This new venture marks an expansion into the experiential retail category, combining entertainment and hospitality in a family-focused setting.

“Experiential tenants like this bring tremendous energy to a shopping center,” said Ed Vasconcellos, LMC leasing representative, who arranged the lease on behalf of the landlord. “Bounce Air Adventure Park will be a wonderful complement to Rutgers Plaza’s existing retail, dining, and service lineup, and will further establish the property as a family-friendly community destination.”

Robert Elbaz of Sholom & Zuckerbrot Realty served as the tenant broker in the transaction.

Rutgers Plaza attracts approximately 1.8 million annual visits, according to data from Placer.ai. The center serves a growing residential population of more than 277,000 people within a five-mile radius, and approximately 36,000 vehicles pass the property each day. These strong demographics and traffic patterns underscore the center’s appeal to both national and regional retailers.

“LMC continues to welcome more family-focused and experiential tenants across its retail portfolio,” added Matthew K. Harding, chief executive officer of LMC. “These uses enhance

the customer experience, strengthen property traffic, and align perfectly with how today's consumers are choosing to spend their time and money."

Stop & Shop anchors Rutgers Plaza, which also features a strong mix of national and local tenants including Crunch Fitness and Dollar Tree. Recent updates include a newly built McDonald's and an expanded Venus Jewelers in a new, modern store. Additional dining and service options round out the property's appeal as a one-stop destination for the Franklin Township community. The property sits less than a mile from Rutgers University and serves as a key retail hub for the surrounding Somerset County area.

North Plainfield, N.J.-based Levin Management Corporation (LMC) is a full-service commercial real estate services firm with more than 70 years of experience. The company's portfolio includes approximately 125 properties totaling 16 million square feet across the Northeast and Mid-Atlantic, primarily focused on grocery-anchored open-air retail centers. LMC provides leasing, property management, construction, accounting and financial reporting, marketing, and acquisition/disposition consulting, delivering tailored strategies to maximize asset value for institutional and private owners.

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[About Levin Management Corporation \(LMC\)](#)

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