

FOR IMMEDIATE RELEASE

Planet Fitness to Open New, Expanded Club at Aldrich Plaza in Howell, N.J.



27,000-square-foot space will introduce an upgraded fitness experience to the Monmouth County community.

HOWELL, N.J. (Nov. 04, 2025) — National fitness chain Planet Fitness has leased a 27,000-square-foot space at [Aldrich Plaza](#) in Howell to create a new state-of-the-art club, marking a relocation and major expansion within the local market. The new location will introduce the brand's signature Judgement Free Zone® environment to the 132,000-square-foot shopping center on Route 9, enhancing the fitness experience for the Monmouth County community.

[Levin Management Corporation \(LMC\)](#) serves as the leasing and managing agent for Aldrich Plaza. LMC Senior Leasing Representative E.J. Moawad arranged the transaction on behalf of the landlord; Joseph Dougherty of Metro Commercial represented Planet Fitness.

The leasing activity comes amid continued strength in the fitness sector. According to Placer.ai, visits to fitness centers nationwide were 15.5% higher in Q1 2025 than pre-pandemic levels (Q1 2019), with the share of frequent visitors—those going four or more times per month—also on the rise.

This marks the third Planet Fitness lease completed within LMC's portfolio in 2025, joining locations at Blue Star Shopping Center in Watchung and Middlesex Corner in Middlesex.

"Health and wellness concepts continue to perform exceptionally well across our portfolio," said Moawad. "Planet Fitness is a premier national brand that drives consistent daily traffic and aligns perfectly with Aldrich Plaza's position as a high-visibility, daily-needs destination along Route 9. This expansion underscores both strong local demand and Howell's growing appeal as a fitness and lifestyle hub."

Founded in 1992 in Dover, New Hampshire, Planet Fitness is one of the nation's largest and fastest-growing fitness center franchisors and operators, with more than 2,700 locations systemwide. The company's mission is to enhance people's lives through a high-quality fitness experience in a welcoming, non-intimidating environment known as the Judgement Free Zone®. Planet Fitness was recently named to *Fortune's 2025 100 Fastest-Growing Companies* list and plans to open approximately 160–170 new clubs this year, continuing its strong nationwide expansion.

Aldrich Plaza features a diverse mix of national, regional, and local tenants including Walgreens, Dollar Tree, Salon Centric, Norman's Hallmark, My Salon Suite, Nothing Bundt Cakes, and Bubbakoo's Burritos, with Burger King coming soon. The property also offers a

strong lineup of daily-use conveniences such as restaurants, personal services, and neighborhood retailers, making it a true one-stop shopping destination for area residents.

The center benefits from exceptional visibility and access along Route 9—one of Monmouth County’s most active retail corridors—and serves a residential population of more than 150,000 residents within a five-mile radius. With 39,855 vehicles passing the property daily. The property draws approximately 1.5 million visits per year, according to real-time data from Placer.ai.

LMC is currently marketing inline spaces at Aldrich Plaza ranging from 1,900 to 3,200 square feet.

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.

###

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

975 Highway 22, North Plainfield, New Jersey 07060

Access to Media Kit [here](#)

For more information, visit www.levinmgt.com and follow us on [LinkedIn](#)

Media Contact:

Melissa Sievwright

Vice President, Marketing & Corporate Communications

Levin Management Corporation

Phone: (908) 226-5275 Direct Line (908) 821-7442 Mobile

Email: msievwright@levinmgt.com