

FOR IMMEDIATE RELEASE

West Orange Plaza Secures Three New Leases as Outparcel Development Spurs Strong Tenant Demand



Target nearing completion with more than 33,000 square feet in new leases and future pipeline activity

WEST ORANGE, N.J. (Dec. 3, 2025) — Levin Management Corporation (LMC), leasing and managing agent for West Orange Plaza, has secured three new leases with VIO Med Spa, Quickway Japanese Hibachi and Namkeen Hot Chicken Joint at the 298,000-square-foot Whole Foods-anchored shopping center. The new wellness and dining concepts are part of an ongoing, multiphase outparcel program that now encompasses more than 33,000 square feet in new leases and pipeline activity. The property is in the midst of a multimillion-dollar redevelopment that includes new buildings, expanded outparcel space and site upgrades, led by LMC's in-house construction management team following a new lease with Target, which is taking shape with plans to open next year at the Essex County property.

VIO Med Spa, a national medical spa brand, will occupy a 1,923-square-foot space at West Orange Plaza, marking the brand's sixth New Jersey location and bringing a range of advanced aesthetics and wellness services to the center. Quickway Japanese Hibachi will open in a 1,511-square-foot space, introducing a Rockville, Maryland-based fast-casual hibachi concept with cooked-to-order meals and more than 50 locations across the Mid-Atlantic region. Namkeen Hot Chicken Joint will lease a 1,460-square-foot space, adding a bold Nashville-style hot chicken concept with South Asian-inspired flavors and a growing footprint in New Jersey and Brooklyn.

"Momentum at West Orange Plaza really speaks to what can happen when ownership commits to thoughtful redevelopment," said Ed Vasconcellos, LMC's leasing representative. "We're curating a mix of tenants that complement one another and reflect what this market wants — more dining, wellness and everyday service options in a highly convenient location. Interest has been extremely strong, and we expect this level of activity to continue as the outparcels and building renovations move forward."

VIO Med Spa was represented by Teddy Shamma and William Farkas, who were with Jeffrey Realty Inc. at the time of the lease transaction. Jonathan Greenberg of Katz & Associates represented Quickway Japanese Hibachi, and Curtis Nassau of RIPCO Real Estate represented Namkeen Hot Chicken Joint. Ed Vasconcellos of LMC represented ownership in all three lease transactions.

"West Orange Plaza is a great example of how we are helping our clients reposition properties for today's retail environment," said Matthew K. Harding, LMC's chief executive officer. "With Target coming, new outparcels underway and strong tenant demand, we're

creating a modern destination that serves both national brands and local operators. This work is very much in line with how we're approaching our broader portfolio."

Located just off I-280 at the corner of Eagle Rock and Prospect avenues, West Orange Plaza complements its anchor tenants with a strong mix of national and regional retailers including America's Best Contacts & Eyeglasses, Chipotle, Jersey Mike's Subs, Verizon, My Gym and Dogtopia, with Club Pilates also coming soon. The property serves a three-mile population of more than 168,000 people and draws more than 2.6 million visits annually, according to real-time traffic data from Placer.ai.

The redevelopment vision and planning at West Orange Plaza is a collaborative effort of the center's joint venture ownership, with LMC's construction management team serving as owner's representative for common area improvements, new outparcel development and building renovations.

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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