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Target Opens at West Orange Plaza, Marking Major Milestone in Ongoing Redevelopment

New 150,000-square-foot store brings expanded shopping options and convenience to West Orange

WEST ORANGE, N.J. (March 30, 2026) — [Target](#) has opened at [West Orange Plaza](#) in West Orange, marking the arrival of a long-awaited retailer for the community. [Levin Management Corp.](#) (LMC), the shopping center’s leasing agent, said the new store at 235 Prospect Avenue brings expanded shopping options and new employment opportunities to the area.

The new store celebrated its grand opening on Sunday, March 29, marking a milestone in the property’s redevelopment and merchandising efforts and further strengthening West Orange Plaza’s position as a retail destination in Essex County.

The approximately 150,000-square-foot Target is the retailer’s 55th store in New Jersey and one of three it has opened in the state over the past year. The store is expected to employ about 280 team members and offers Drive Up, Order Pickup and same-day delivery through Target Circle 360, with next-day delivery available throughout West Orange. In-store features include a CVS Pharmacy, Starbucks cafe and Target Optical. The store is open daily from 8 a.m. to 11 p.m.

“Bringing Target to West Orange Plaza marks an exciting step in the property’s evolution,” said Sidney Singer, vice president of leasing for Levin Management Corp. “This addition introduces one of the nation’s best-known retailers to the center, enhances the shopping experience for the community and reinforces West Orange Plaza’s strength as a retail destination.”

LMC has also secured new leases with VIO Med Spa, Quickway Japanese Hibachi, Club Pilates and Namkeen Hot Chicken Joint as part of an outparcel development program.

“The arrival of Target represents an important milestone within the broader redevelopment now underway at West Orange Plaza,” said Max Gagneon, vice president of construction for Levin Management Corp. “Our team continues to advance a multimillion-dollar redevelopment that includes new buildings, expanded outparcel space and site upgrades, positioning the property for future tenants while enhancing the experience for the community.”

Located just off I-280 at the corner of Eagle Rock and Prospect avenues, West Orange Plaza is a 298,000-square-foot, Whole Foods-anchored shopping center featuring a mix of national and regional retailers, including America's Best Contacts & Eyeglasses, Chipotle, Jersey Mike's Subs, Verizon, My Gym and Dogtopia.

The redevelopment vision and planning at West Orange Plaza are 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 management and development, accounting and financial reporting, marketing services, 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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