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## **Wingstop Coming to Rutgers Plaza as Leasing Momentum Builds in Somerset**

**Multiple recent lease signings reflect sustained fast-casual and experiential demand at Stop & Shop-anchored center**

**SOMERSET, N.J. (June 3, 2026)** — Wingstop, a leading national fast-casual brand, has signed a 1,848-square-foot lease at Rutgers Plaza, a 268,000-square-foot Stop & Shop-anchored shopping center at the intersection of Easton Avenue and JFK Boulevard in Franklin Township, Somerset County, N.J. Levin Management Corp. (LMC), which serves as leasing and managing agent for the center, has completed several recent lease transactions at Rutgers Plaza, with Wingstop representing the latest addition.

The Wingstop signing is the latest in a series of recent deals at the center, which also includes MAWJ, a new coffee and espresso concept, and Bounce Air Adventure Park, announced earlier this year.

Ed Vasconcellos, leasing representative at LMC, negotiated both the Wingstop and MAWJ transactions on behalf of ownership. Marta Villa of CBRE represented Wingstop in the lease.

Wingstop continues to expand its footprint in New Jersey, where it operates more than 50 locations statewide. Founded in 1994 in Garland, Texas, the chain now operates more than 3,000 locations worldwide and is known for its classic and boneless wings, crispy tenders, chicken sandwich, and distinctive flavor lineup.

"Wingstop is a great addition to Rutgers Plaza's tenant mix," said Ed Vasconcellos, leasing representative at LMC. "The brand has strong consumer recognition and delivers exactly what today's diners are looking for — quality, value, and convenience. That's a win for the center and for the community it serves."

"Restaurants and experiential concepts remain among the most active categories in retail leasing, and we are seeing that play out directly in our portfolio," said Matthew K. Harding, chief executive officer of Levin Management Corp. "Fast-casual operators in particular are targeting high-traffic suburban centers where daily-needs anchors drive consistent foot traffic — and Rutgers Plaza fits that profile well. Our team has completed multiple

Wingstop transactions across the Northeast, and this location is a natural extension of that relationship."

Rutgers Plaza's tenant mix includes Crunch Fitness, Dollar Tree, Chase Bank, GNC, McDonald's, Venus Jewelers, and a diverse blend of restaurant, service, and convenience-oriented retailers. The center will soon welcome Bounce Air Adventure Park, an entertainment destination currently in development at the property. According to Placer.ai, Rutgers Plaza attracts approximately 2.4 million visitors annually and draws from a trade area of 277,547 people within a five-mile radius, where the average household income is \$141,397. LMC is actively marketing the center's remaining 3,000-square-foot availability to prospective tenants.

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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