



# ESSEX GREEN TOWN CENTER

SHOP | DINE | GATHER

U P D A T E D V I S I O N  
F O R T H E  
F U T U R E



## EXTRAORDINARY OPPORTUNITY

Rooted in both the West Orange community and the Greater Essex County region, Essex Green Town Center (formerly known as Essex Green Shopping Center) is well-positioned to significantly grow its Northern New Jersey market share as it embarks upon an exciting, property-wide transformation.

Complete with an extensive capital improvement investment, a strategically-tailored remerchandising effort, new branding indicative of its long-standing, local legacy and enhanced marketing activity, Essex Green Town Center is poised for the next generation. A community destination where retail, food & beverage, fitness, entertainment venues, and daily services meet at the crossroads – one where visitors will activate their daily lives.

At 380,000 square feet, the center is currently anchored by high-traffic, high-volume retailers including ShopRite, AMC Dine-In Theatres, and Total Wine & More.





## OPPORTUNITY

Nestled in the heart of West Orange, N.J., Essex Green Town Center is embarking upon a dynamic and comprehensive transformation designed to enrich its overall shopping and dining experience. Significant investments are now being made in property-wide improvements, remerchandising efforts and the launch of a refreshed brand identity.

**Now is the time to join Essex Green Town Center as we drive new visitors, lengthen dwell time, and increase spend and foot traffic.**

# ESSEX GREEN TOWN CENTER

📍 495 Prospect Avenue, West Orange, NJ 07052



## CENTER SIZE:

380,000 SF

## WITHIN 3 MILES:

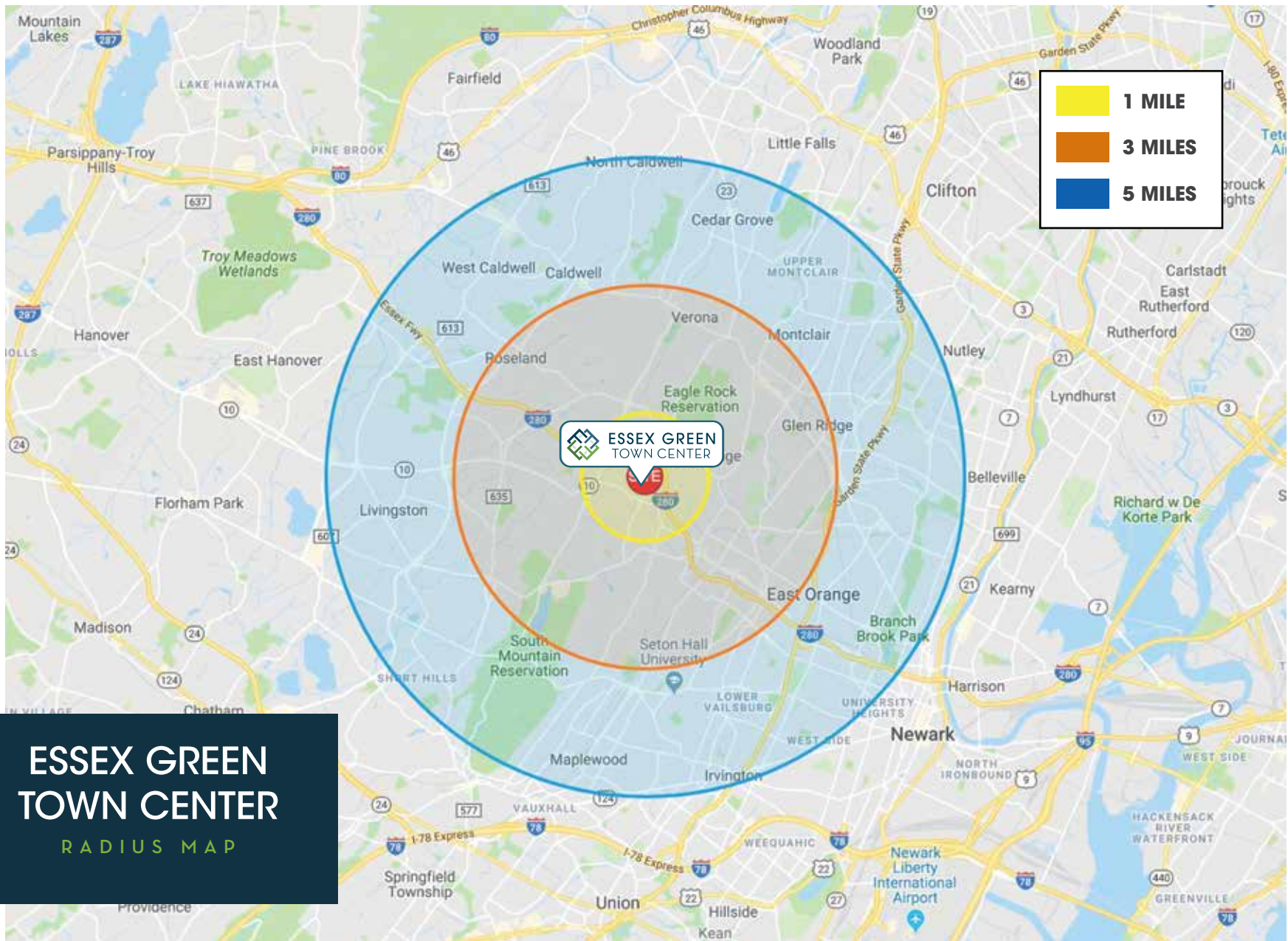
Population: 162,739  
Avg. Household Income: \$118,699



Dan Zelson | (203) 227-2922 | dan@chartweb.com William Cafero | (203) 227-2922 | william@chartweb.com

Taryn Brandes | (212) 230-5708 | taryn@brandurbanre.com

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**ESSEX GREEN  
TOWN CENTER**  
RADIUS MAP

# ESSEX GREEN TOWN CENTER

THE NEIGHBORHOOD



## HIGHLY AFFLUENT



**\$184,347 (1 Mile Radius)**  
Average Household Income (HHI)

**\$118,699 (3 Mile Radius)**  
Average Household Income (HHI)



**Over \$500,000**  
33% of homes in a 3 mile radius

**\$417,419 Median Home Value**  
Within a 3 Mile Radius



**102,923 Cars Per Day**  
travel on I-280

**16,239 Cars Per Day**  
travel on Prospect Ave.

# EXEMPLARY LOCATION

Prominently located at the southwest corner of I-280 and Prospect Avenue in West Orange, N.J., a flourishing suburban community 18 miles from New York City, Essex Green Town Center sits at the crossroads of Essex County. The property is nestled in the heart of the town, just miles from Turtle Back Zoo, Eagle Rock Reservation, Thomas Edison National Historical Park, Saint Barnabas Medical Center and the NJ Transit Orange train station.



## VEHICLES PER DAY

I-280: 102,928

Prospect Avenue: 16,239



## ACCESSIBLE DRIVE TIMES

Montclair: 10 Minutes

East Hanover: 20 Minutes

Short Hills: 20 Minutes

Wayne: 25 Minutes

Clifton: 30 Minutes



## NEARBY COLLEGES & UNIVERSITIES

Montclair State University: 21,000 Students

Seton Hall University: 9,800 Students

Bloomfield College: 2,150 Students

Caldwell College: 2,200 Students



# HIGHLY ACCESSIBLE





**ESSEX GREEN  
TOWN CENTER**  
NEIGHBORING RETAIL

**MONTCLAIR AREA**

- NJ FITNESS FACTORY
- Hand & Stone
- EUROPEAN WAX CENTER
- WHOLE FOODS
- BOW-TIE CINEMAS
- CYCLEBAR
- NYSO
- elements massage
- the bar method.
- pure barre
- LURE LASH
- Bareburger

**WEST ORANGE PLAZA**

- WHOLE FOODS
- Retro Fitness
- NYSO

**ESSEX GREEN TOWN CENTER**

- LA FITNESS

HIGHLAWN PAVILION

**LIVINGSTON AREA**

- pure barre
- the LASH LOUNGE

**PANEVINO RISTORANTE**

3 MILES

2 MILES

1 MILE

McLOONE'S BOATHOUSE

blink FITNESS

280

10

## TENANTS / AVAILABILITY

#	TENANT	Sq. Ft.
01	Available	40,470
02	Available	3,765
03	Available	42,875
04	Available	5,415
06	Xfinity	5,153
07	Available	5,840
08	Available	4,275
09	Available	1,772
10	Cold Stone Creamery	1,318
11	Available	2,550
12	Jerry's Artist Outlet	10,290
13	Available	3,075
14	Available	7,415
17	Available	23,770
18	Macy's Backstage	38,230
19	AMC Theater	43,500
32	Shop Rite	67,000
33A	ATL. Credit Union	2,330
33B	Available - 2nd Floor	2,732
34	TGI Fridays	6,830
35	Proposed Panera	4,560
36	Available - To Be built	2,450
37	Available - To Be built	2,560
38	Available - To Be built	2,720
39	Available - To Be built	2,775
40	Available - To Be built	2,200

# LEASE PLAN UPPER LEVEL

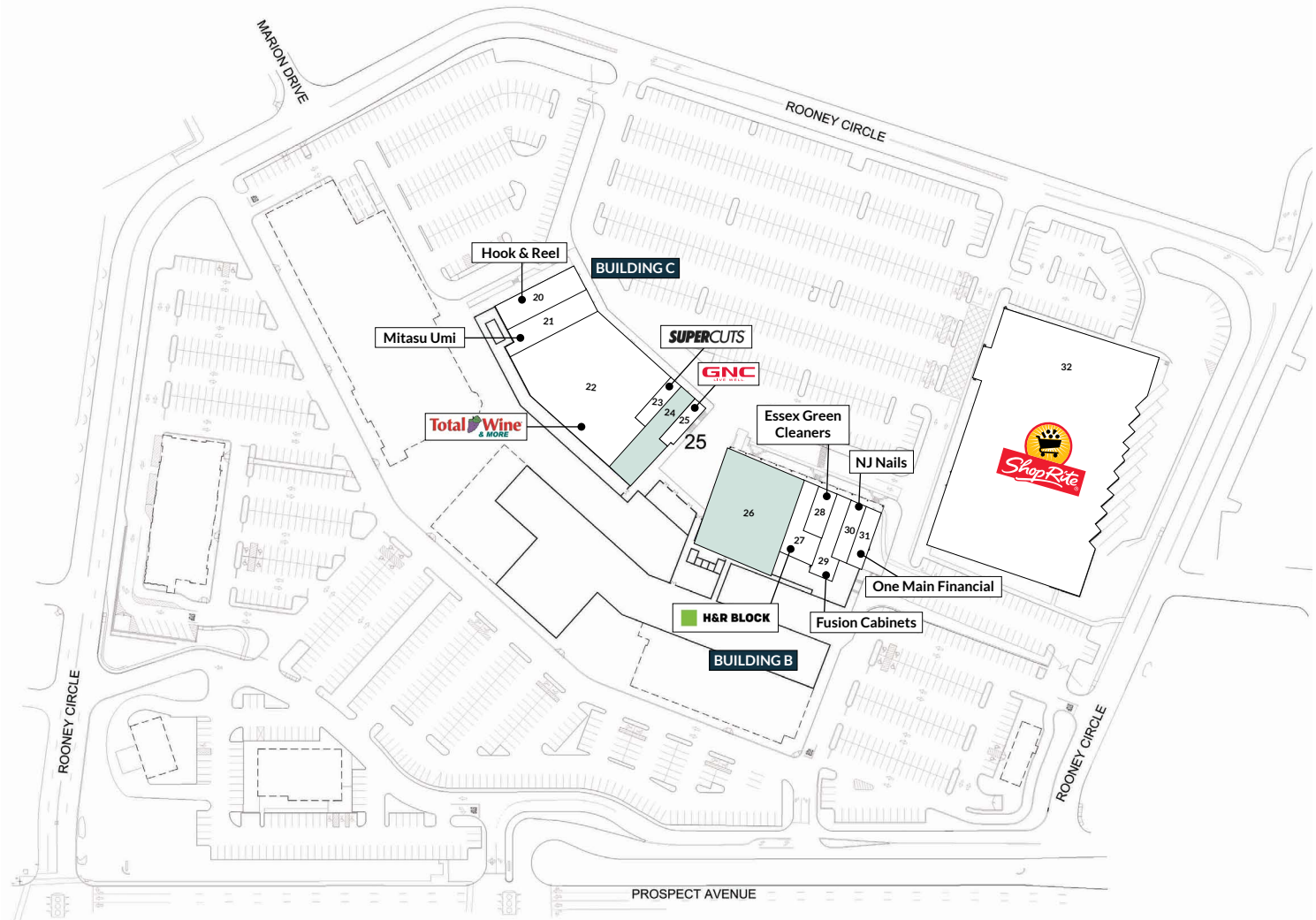


Available To Be Built

## TENANTS / AVAILABILITY

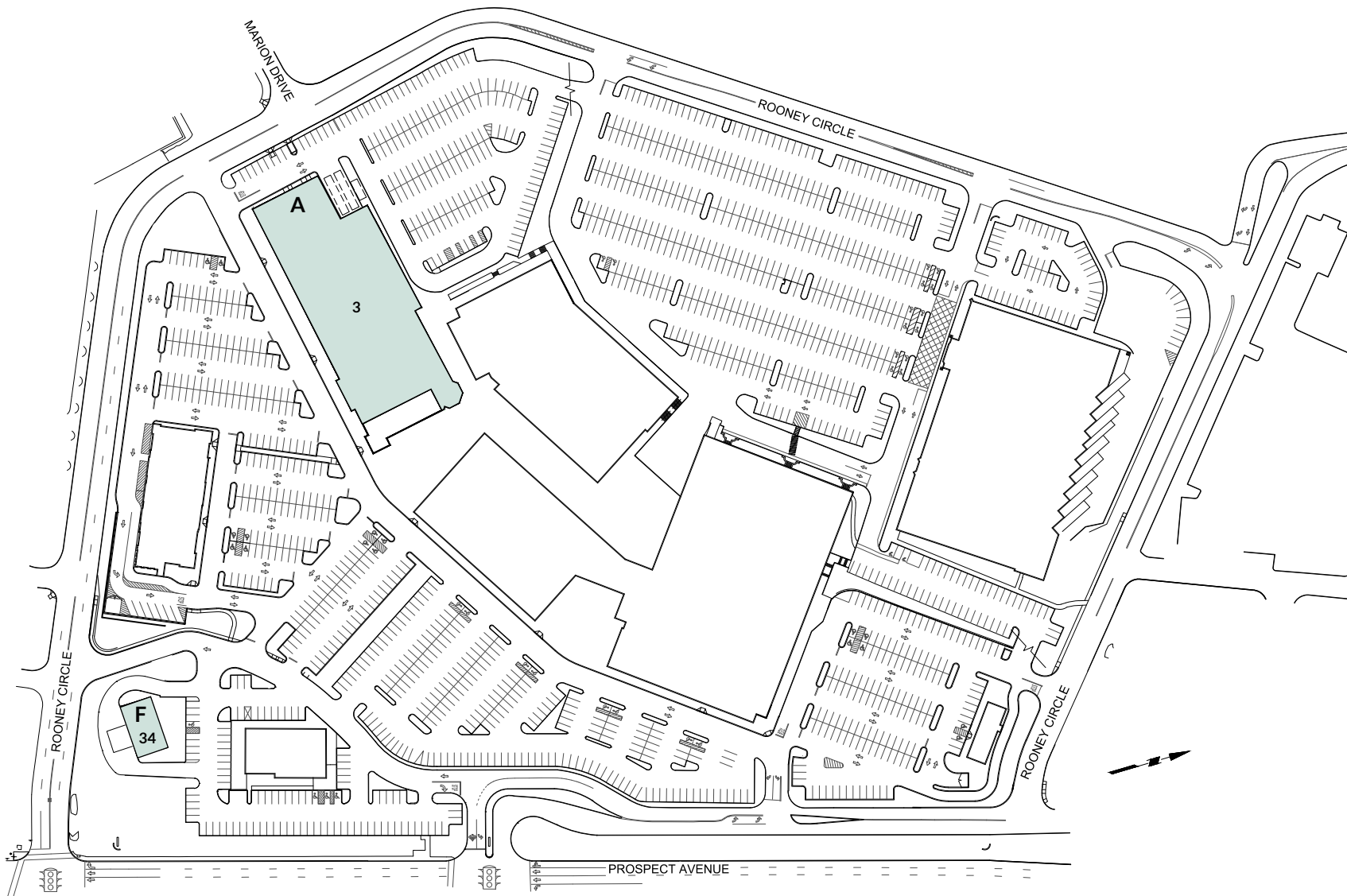
#	TENANT	Sq. Ft.
20	Hook & Reel	3,860
21	Mitasu Umi	3,840
22	Total Wine	22,215
23	Supercuts	1,265
24	Available	4,200
25	GNC	1,210
26	Available	11,565
27	H&R Block	2,520
28	Essex Green Cleaners	1,000
29	Fusion Cabinets	2,010
30	NJ Nails	1,440
31	One Main Financial	1,440

# LEASE PLAN LOWER LEVEL



Available
  To Be Built

# Close Up of Upper Level - Second Floor

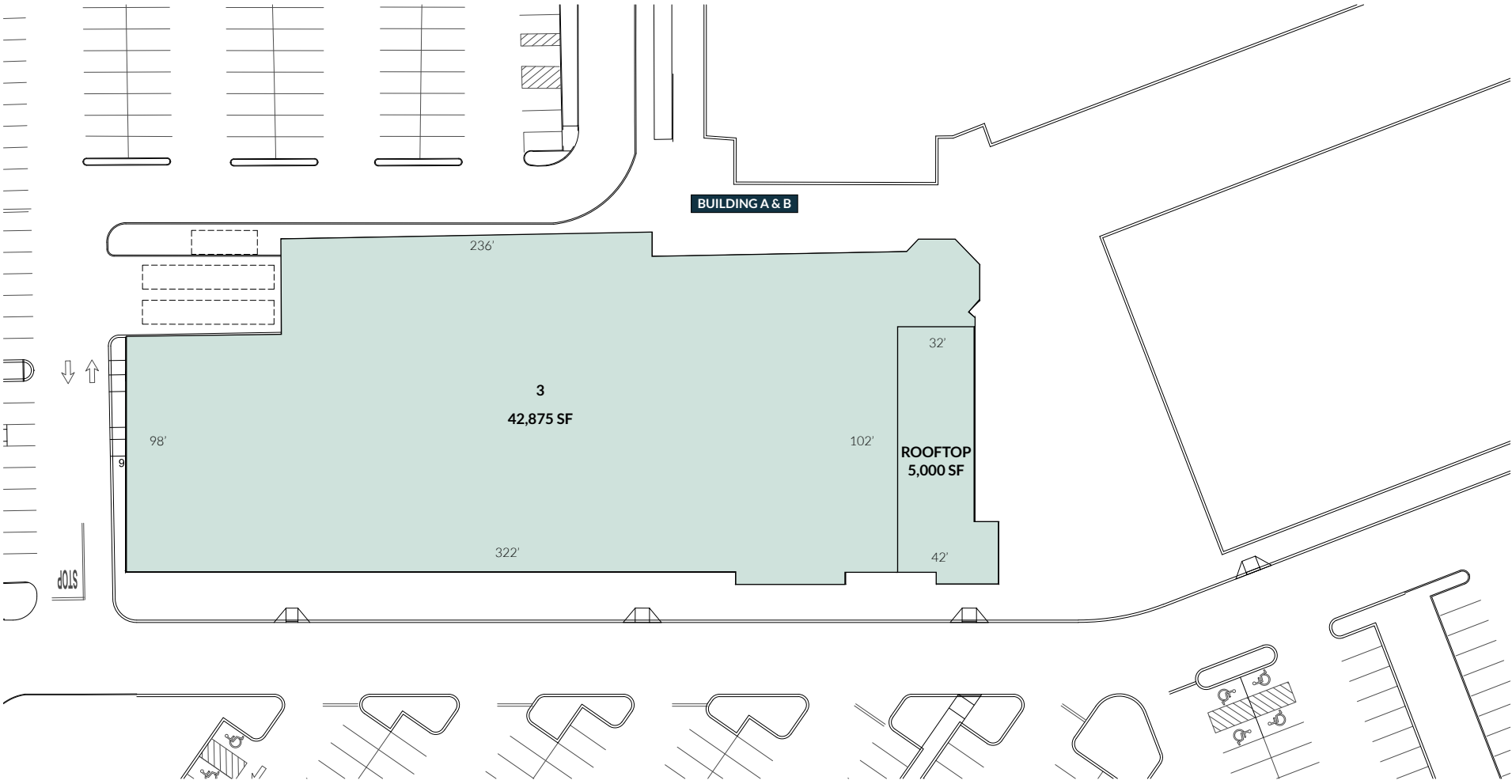


Available To Be Built

# Close Up of Current Sears Building - First Floor

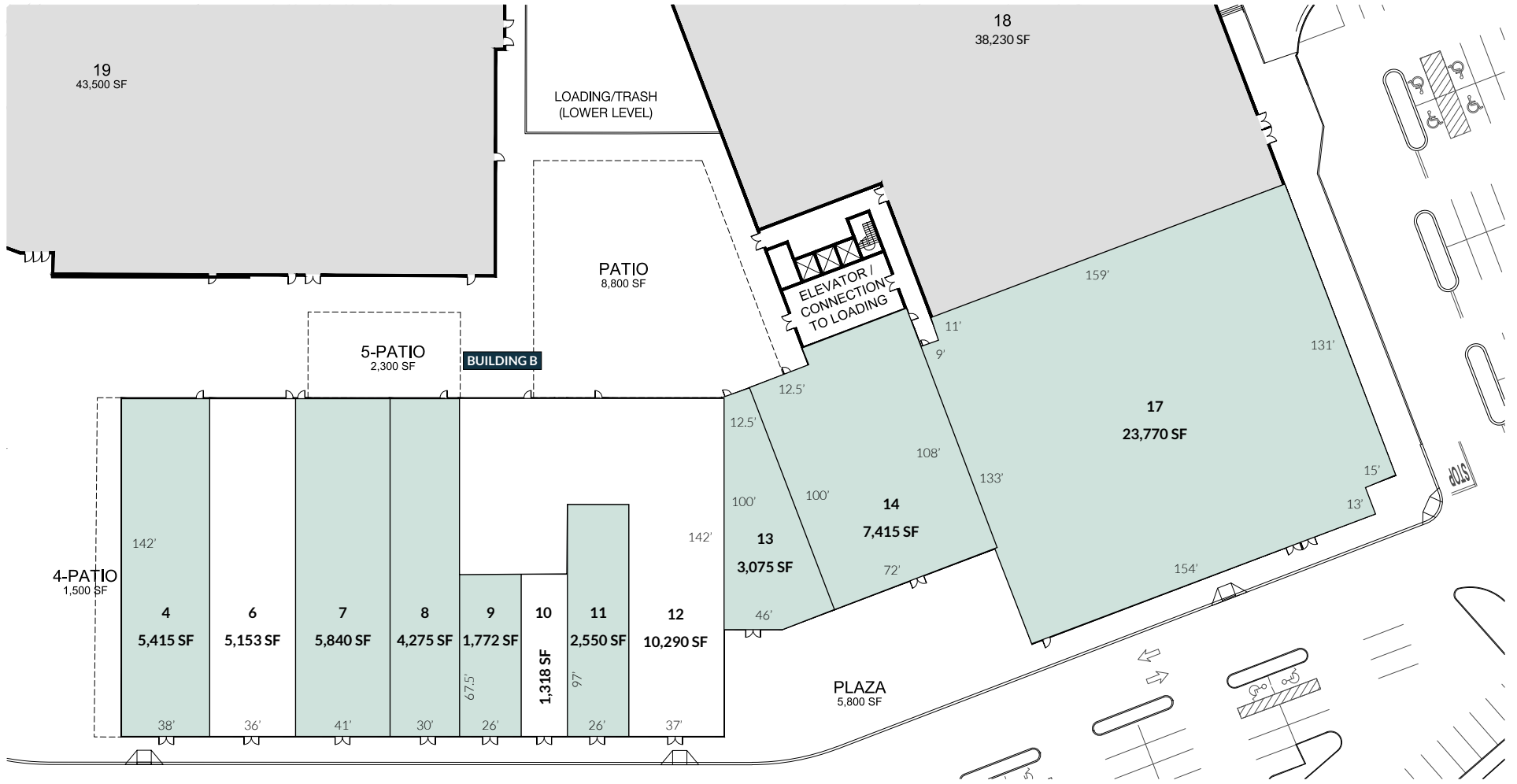


Close up of Current Sears Building - Second Floor



Available To Be Built

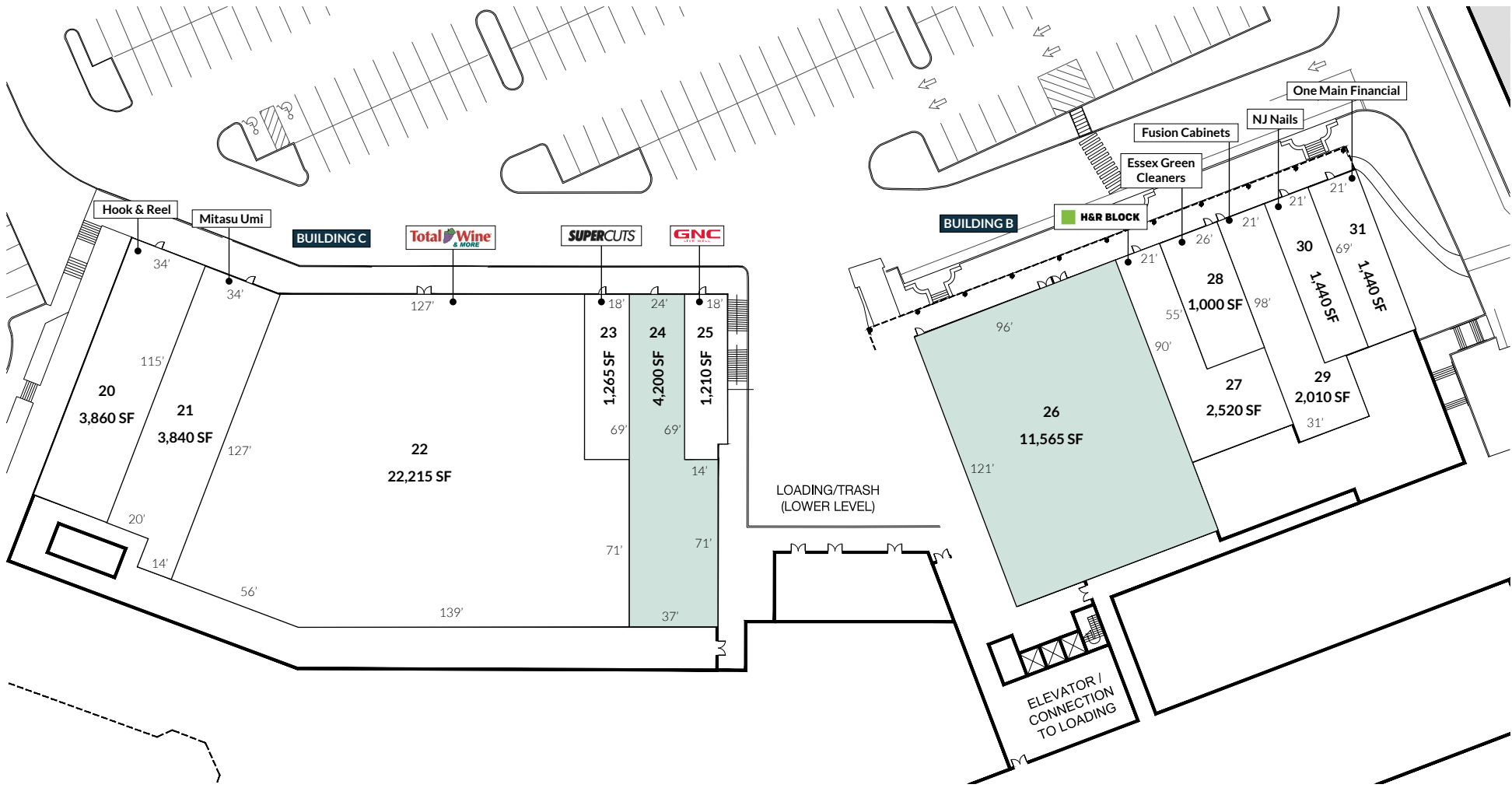
# Close Up of Upper Level - Building B



Available
  To Be Built

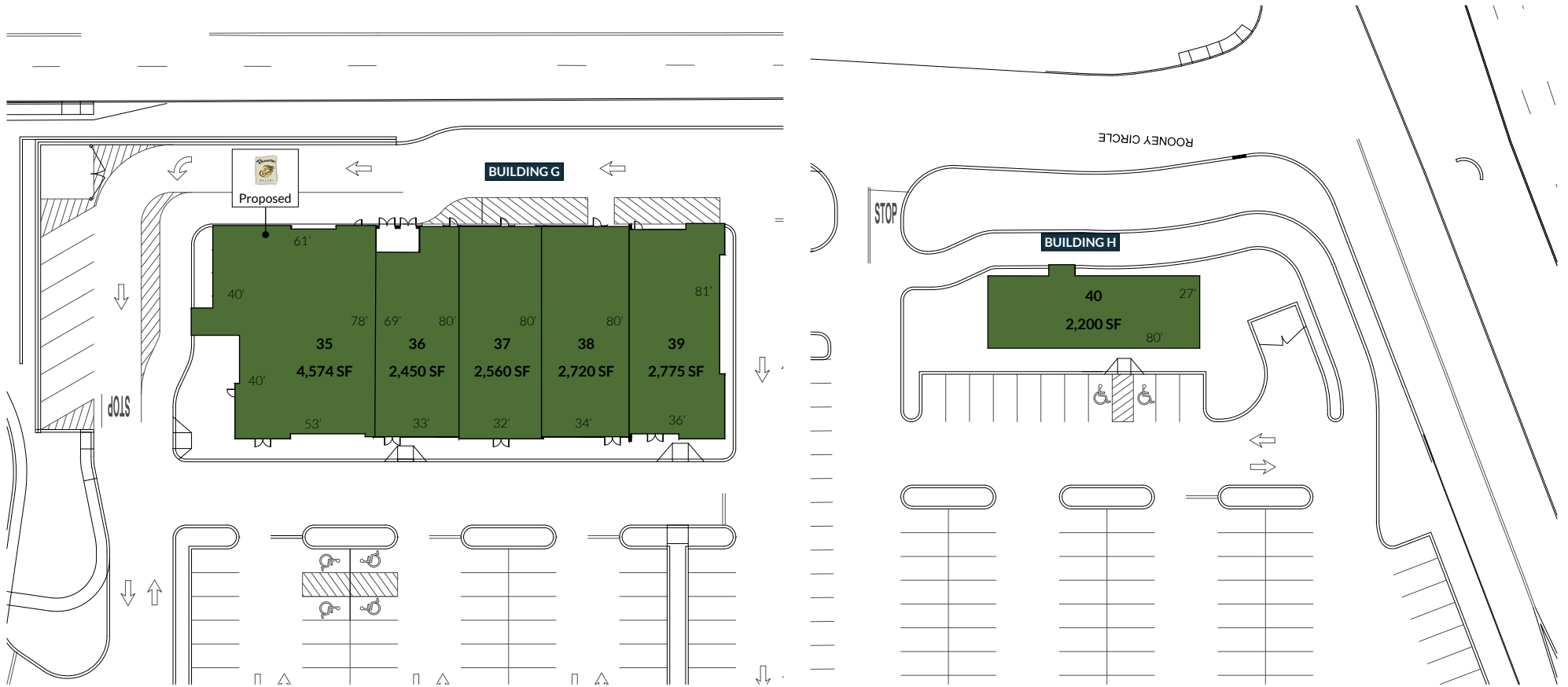


Close Up of Lower Level - Building B & C



Available To Be Built

# Close Up of Upper Level - Building G & H



Available
  To Be Built

### IMPROVED CAR & PEDESTRIAN CIRCULATION:

- New crosswalks and receiving ramps to neighboring properties including Courtyard Marriott, Cambria Hotel, Eagle Ridge, LA Fitness and Marion Drive.

### NEW BUILDING FACADES:

- Elevated, modern facades are planned for Buildings A, B and C.

### IMPROVED SIGNAGE & WAYFINDING:

- A refreshed signage plan will include new Essex Green Town Center monuments, freestanding signs and additional wall signage.

### NEW DEVELOPMENT:

- Totalling 17,200 square feet, two new buildings will be developed on-site.
  - Located to the south and designed for multiple tenant use, Building G (15,000 square feet) will include two loading areas and a drive-thru lane.
  - Located to the northeast, Building H (2,200 square feet) will include a drive-thru lane.
- “The Green,” an inviting grassy area ideal for special events and public gathering, will be developed in front of AMC Dine-In Theatres.





# ESSEX GREEN TOWN CENTER



## EXPERIENCED ESSEX GREEN TOWN CENTER TEAM



### CHARTER REALTY & DEVELOPMENT

**Dan Zelson** | (203) 227-2922 | [dan@chartweb.com](mailto:dan@chartweb.com)

**William Cafero** | (203) 227-2922 | [william@chartweb.com](mailto:william@chartweb.com)

**Taryn Brandes** | (212) 230-5708 | [taryn@brandurbanre.com](mailto:taryn@brandurbanre.com)



CLARION PARTNERS

Essex Green Town Center | 495 Prospect Avenue, West Orange, NJ 07052

[www.essexgreentowncenter.com](http://www.essexgreentowncenter.com)