

Plaza Square

625 Hamburg Turnpike | Wayne, NJ 07470

JR ANCHOR OPPORTUNITY IN UPCOMING REDEVELOPMENT



Current Façade



Regency
Centers.

The Location

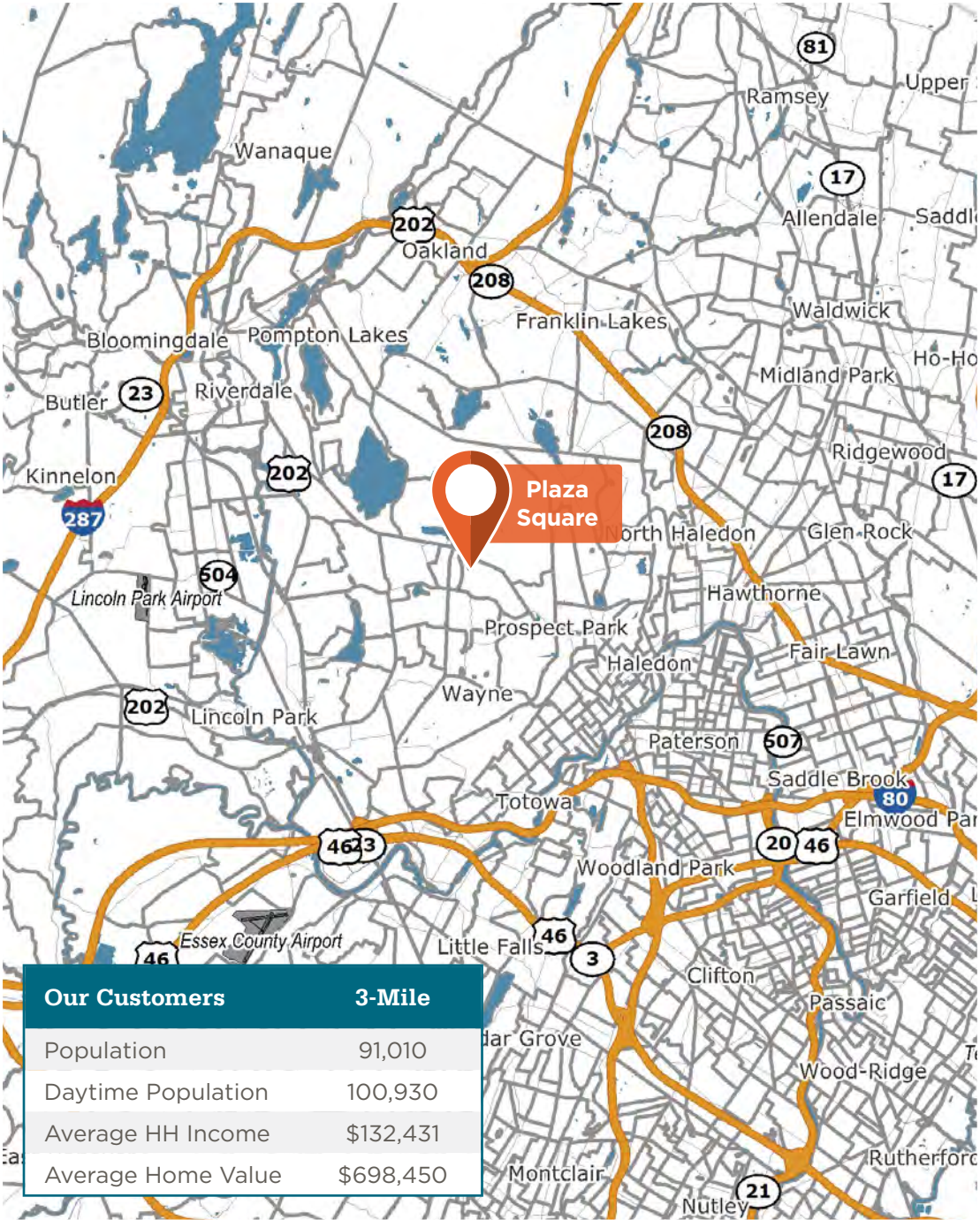
Embedded in the community of Wayne

Plaza Square is located in an affluent trade area with close proximity to neighboring towns of Pompton Lakes, Franklin Lakes and Montville.

Close to William Paterson University and St. Joseph's Hospital, the center serves a robust daytime and office population.

Easy access to the Hamburg Turnpike with 25,980 VPD and connections to US-202 and I-287.

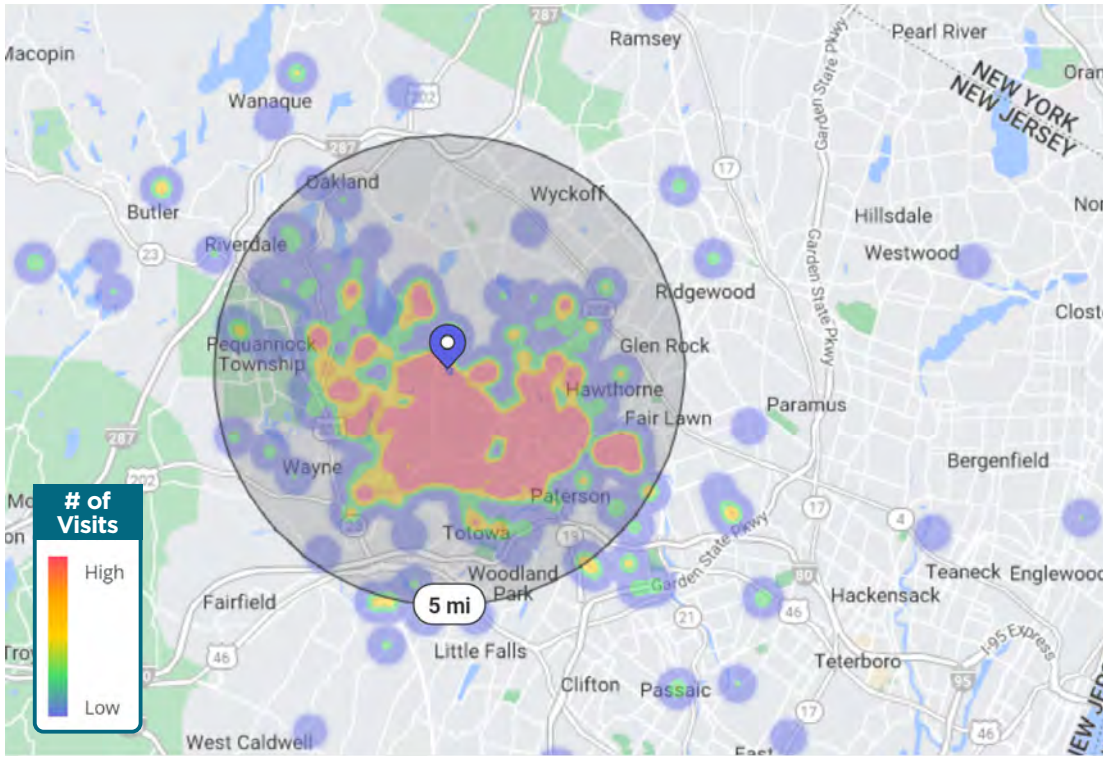
The center to undergo a complete renovation include facade upgrades, increased placemaking and roadway improvements.





The Market

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Where Our Customers Live

Placer Geofence Data

Geofence

A "virtual" boundary set up around a geographical location (such as a shopping center or retail space). For this study, we geofenced the property line around Plaza Square.

Geofencing

Placer uses mobile location data, found in millions of smartphones, to generate foot-traffic insights for a geofenced area to more accurately understand the Plaza Square shopper.

Results





We are able to use the home location of visitors to estimate foot-traffic and define a trade area. **Plaza Square has 173.9k customers totaling 1.2M visits annually.**

Date ranges from Sept 1, 2020 to Aug 31, 2021 prior to anchor closing.



Foot Traffic



	Trade Area	3-Mile Radius	5-Mile Radius	10-Minute Drive
 Population	97,309	91,430	319,298	93,677
 Total Daytime Population	83,209	97,742	359,320	84,632
 Average Household Income	\$97,298	\$123,064	\$103,083	\$112,932
 Median Home Value	\$519,548	\$526,012	\$513,774	\$464,501



Demographic Snapshot

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AVAILABLE

01B	JR ANCHOR BOX AVAILABLE	16,045
02	FORMER MEDICAL SPACE	1,441
04	RETAIL SPACE AVAILABLE SOON	6,000
06	FORMER RESTAURANT SPACE	3,400
07	FORMER RETAIL SPACE	1,756
08	FORMER SALON SPACE	1,651
09	FORMER RESTAURANT SPACE	2,000
12	FORMER RETAIL SPACE	2,000
14	FORMER RESTAURANT SPACE	4,000
16A	FORMER MEDICAL SPACE	2,016
16B	FORMER BANK SPACE	3,984

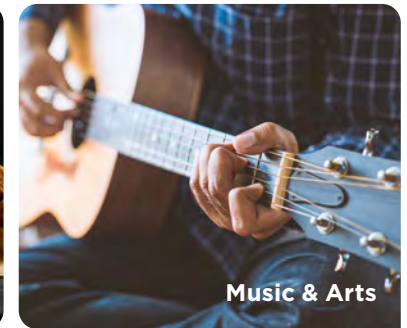
LEASED

01	GROCERY COMING SOON	42,816
03	T-MOBILE	2,500
05	MUSIC & ARTS	2,866
10	TOGETHER NAIL & SPA	1,500
11	HAND & STONE	2,500
15	KESSLER PHYSICAL THERAPY	3,500
100	WENDY'S	2,777



■ AVAILABLE
 ■ AVAILABLE SOON
 ■ LEASED
 NAP (NOT A PART)

Center Size: 102,752 SF



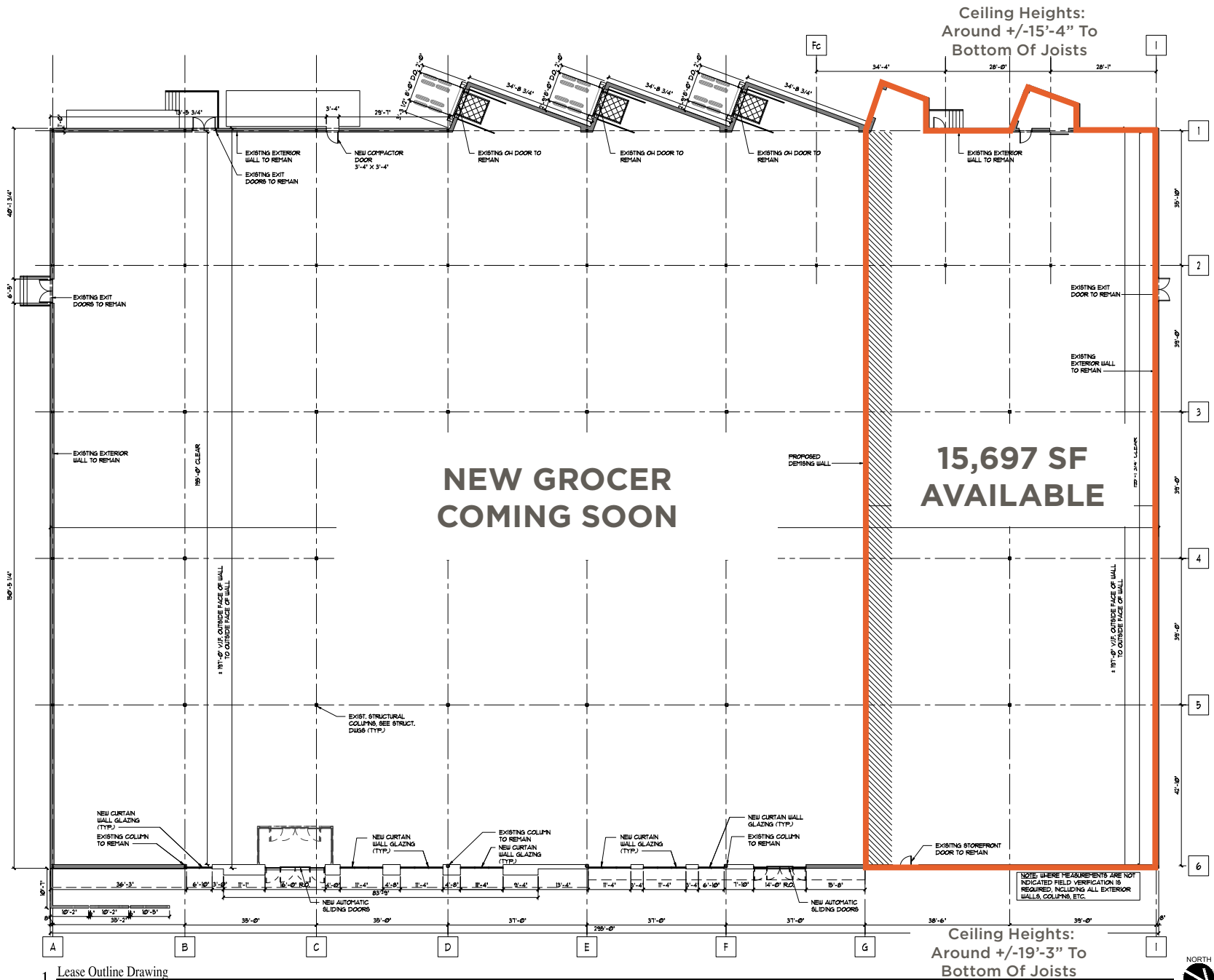
Leasing Plan

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Small Shop Merchandising Plan

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1 Lease Outline Drawing
SCALE: 3/32" = 1'-0"

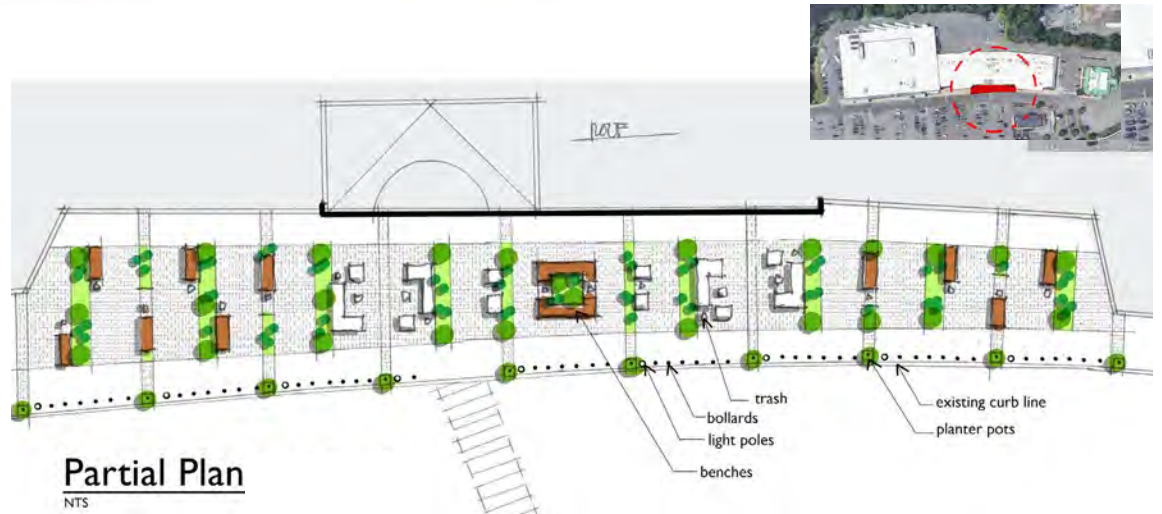
NOTE: THIS DRAWING IS DIAGNOSTIC; SIZES AND DIMENSIONS ARE APPROXIMATE AND SUBJECT TO REVISION. DRAWINGS WERE BASED ON AN EXISTING EQUIPMENT PLAN ONLY AND DIMENSIONS ARE SUBJECT TO CHANGE BASED ON ACTUAL FIELD MEASUREMENTS.





15,697 SF Jr. Anchor Available

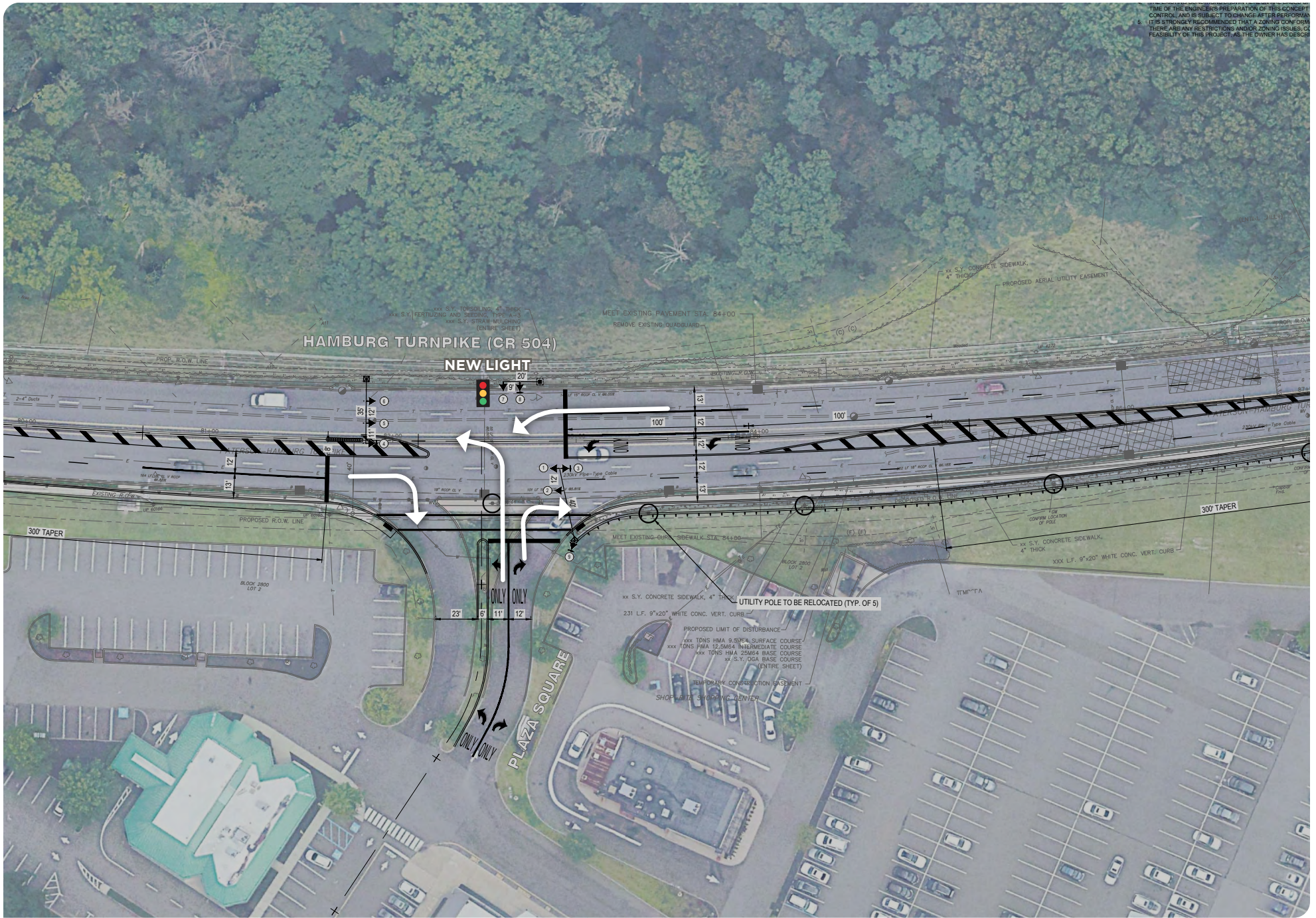
1,441 - 6,000 SF Small Shop Space Available



Before and After

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TIME OF THE ENGINEER'S PREPARATION OF THIS CONCEPT CONTROL AND IS SUBJECT TO CHANGE AFTER PERFORM. IT IS STRONGLY RECOMMENDED THAT A ZONING CONFORM THERE ARE ANY RESTRICTIONS AND/OR ZONING ISSUES, OF FEASIBILITY OF THIS PROJECT AS THE OWNER HAS DESIG.



Roadway Improvements

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About Regency

For more than 50 years, Regency Centers® has owned, operated and developed dominant retail centers that are exceptionally merchandised and maintained. Our legacy of success is evidenced by 406 thriving centers, 22 regional offices and properties in most major U.S. markets.

We focus on **Merchandising** in order to find the right mix of the best operators and unique retailers to increase consumer interest.

We considerably incorporate **Placemaking** to create a more inviting environment to increase dwell time, shopper experience, and attract new shoppers to the location.

Finally, we make sure we are **Connecting** the centers with our communities by utilizing technology, sustainability, and targeted consumer engagement.

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