

# Rutgers Plaza (Proposed Redevelopment)

940 EASTON AVENUE | SOMERSET, NJ 08873

LEVIN  
MANAGEMENT



**1.4M** visits annually  
**8.45** visit frequency  
**58 min** avg. duration

\*Property Data by Placer.ai



## Available Spaces

1,848 SF; 2,000 SF; 3,000 SF  
20,810 SF; 107,566 SF (divisible) former Kmart - **proposed redevelopment**

## Property Highlights

- 266,157-square-foot community center with 1.4 million visits per year\*
- Anchored by high-volume Stop & Shop
- Conveniently situated on heavily trafficked Easton Avenue at JFK Boulevard in Somerset County, at Exit 10 of Interstate 287 Northbound
- Proximate to Rutgers' University with 69,000 students
- Newly added tenants include: McDonald's, Cutters Barbershop, L&C Associates.
- 5% commission up to 15K and 4% commission for 15,001 SF up to 40K for co-brokers

## Retailers



## Average Daily Traffic

**35,971** Easton Avenue, CR 527  
**57,850** Interstate 287  
**9,739** JFK Boulevard

## Demographics

5-mile radius



**274,793**  
POPULATION



**91,977**  
HOUSEHOLDS



**\$109,605**  
AVERAGE HH INCOME



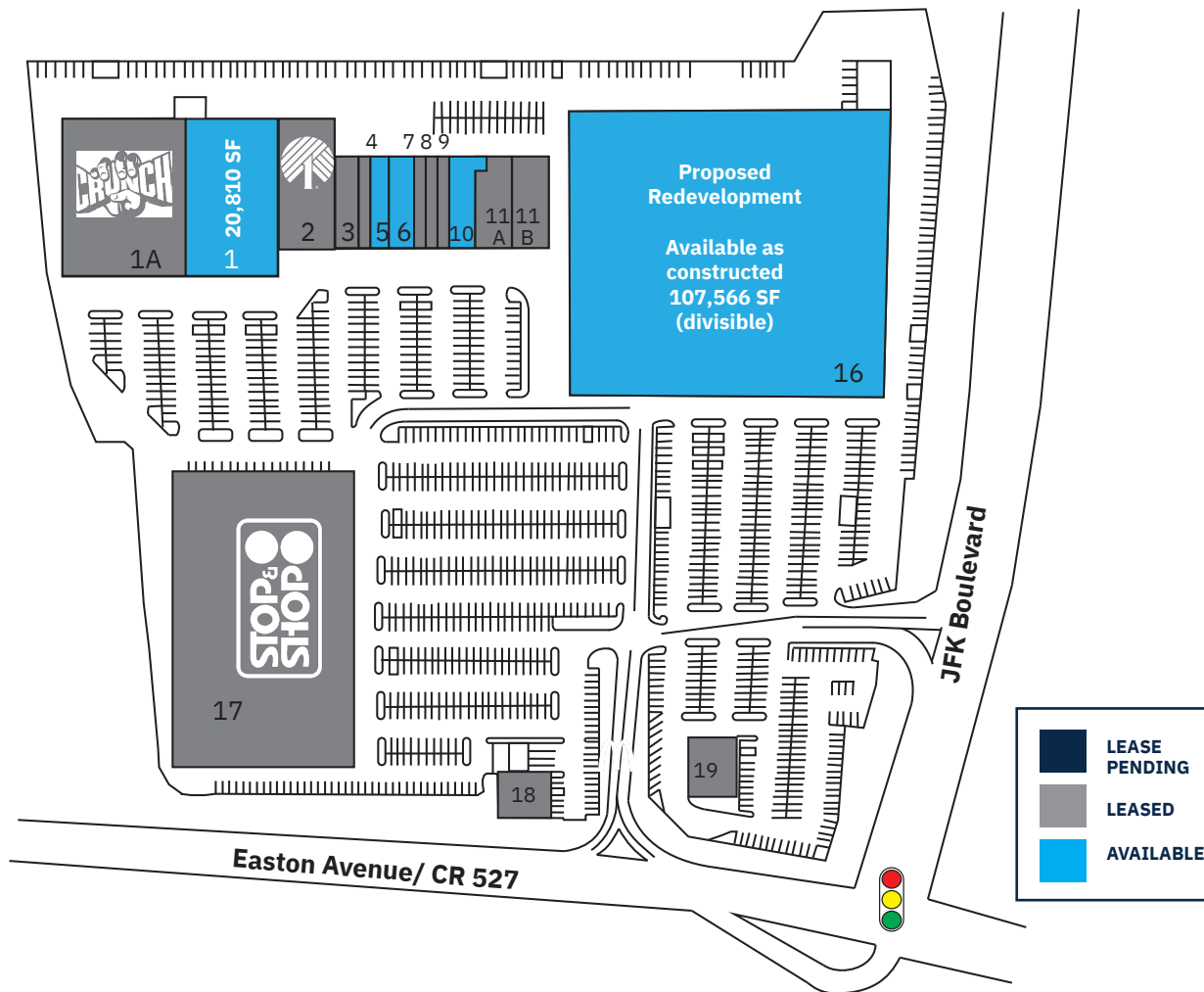
**177,221**  
DAYTIME POPULATION

Source: sitesusa.com

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## SITE PLAN



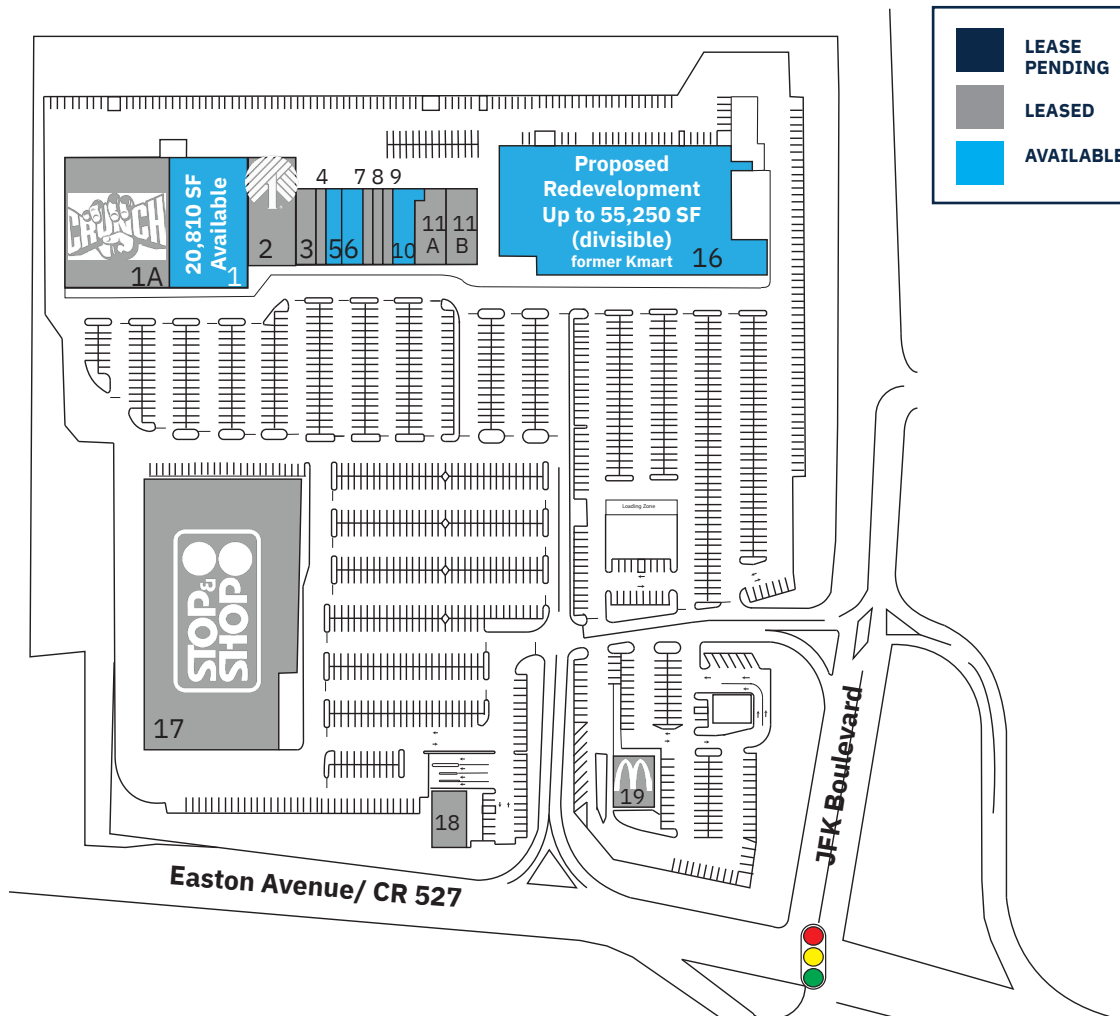
## TENANT ROSTER

		SF
1A	Crunch Fitness	22,898
1	Available	20,810
2	Dollar Tree	9,375
3	Plaza Cleaners	1,820
4	Flame Kabob House	1,500
5	Available	2,000
6	Available	3,000
7	GNC	1,704
8	Cutters Barbershop	1,802
9	Llanio & Casas Associates <i>Opening Soon!</i>	1,988
10	Available	1,848
11A	Morel's Village Hot Pot	4,000
11B	Venus Jewelers	5,675
16	Proposed Redevelopment Space	107,566
17	Stop & Shop	74,000
18	Chase Bank	3,000
19	New McDonald's Pad Site	3,000

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## CONCEPTIONAL SITE PLAN



## TENANT ROSTER

		SF
1A	Crunch Fitness	22,898
1	Available	20,810
2	Dollar Tree	9,375
3	Plaza Cleaners	1,820
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7	GNC	1,704
8	Cutters Barbershop	1,802
9	Llanio & Casas Associates <i>Opening Soon!</i>	1,988
10	Available	1,848
11A	Morel's Village Hot Pot	4,000
11B	Venus Jewelers	5,675
16	Proposed Redevelopment Space	55,250
17	Stop & Shop	74,000
18	Chase Bank	3,000
19	New McDonald's Pad Site <i>Opening Soon!</i>	3,000



# Rutgers Plaza

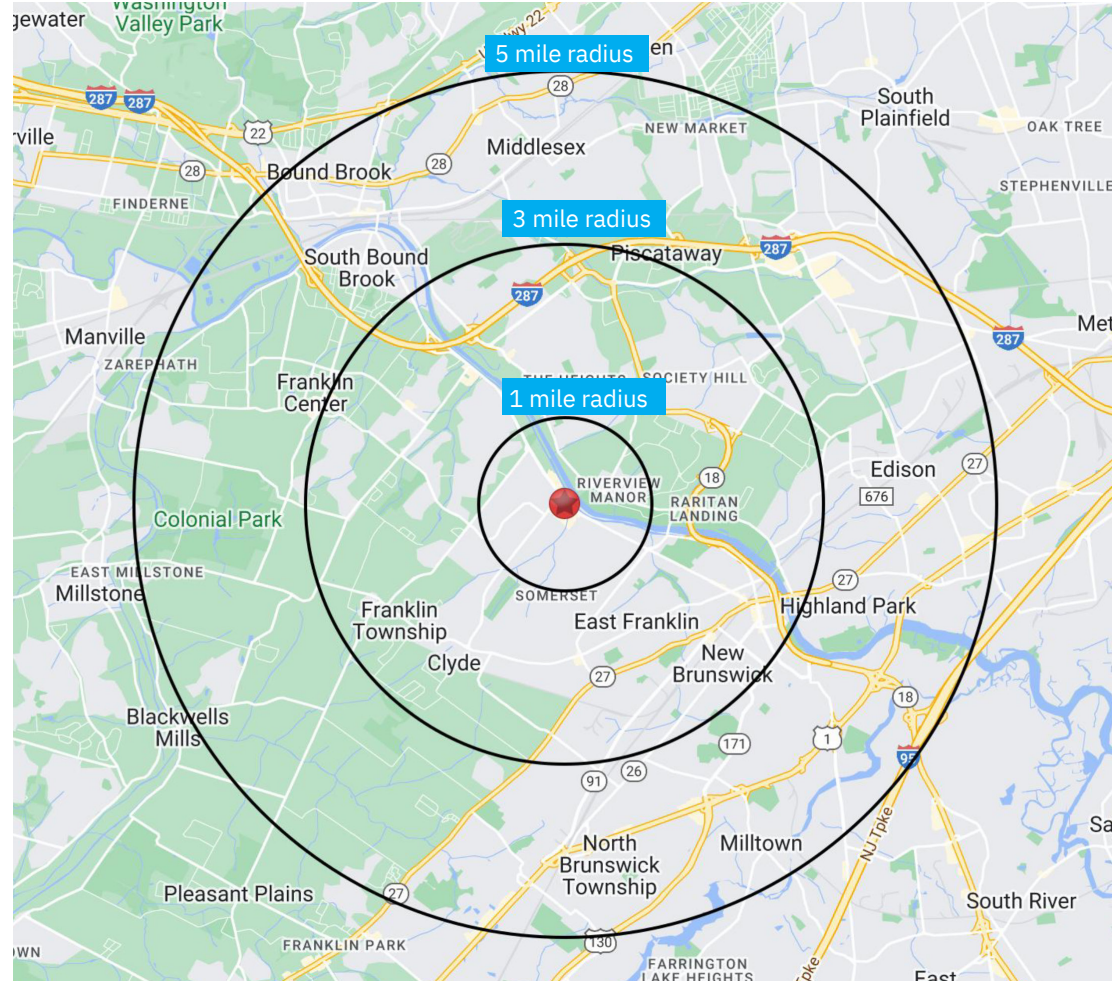
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## DEMOGRAPHICS

2010-2020 Census, 2023 Estimates	1 mile radius	3 mile radius	5 mile radius
Population	11,525	115,868	274,793
Households	4,332	35,614	91,977
Average Household Income	\$135,680	\$102,312	\$109,605
Projected Average Household Income (2028)	\$185,883	\$128,592	\$137,144
Median Household Income	\$99,490	\$84,074	\$93,790
Total Businesses	336	4,612	11,381
Total Employees	3,790	76,399	171,989
Daytime Population	5,815	20,491	177,221
Total Annual Household Expenditure	\$380.93 M	\$2.52 B	\$6.89 B
HH Income \$200K or more	553	4,419	12,720
College Degree + (Bachelor Degree or Higher)	4,947	31,729	86,077

Source: sitesusa.com





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## CLOSE-UP AERIAL



STOP & SHOP

CRUNCH



GNC  
LIVE WELL

CHASE



McDonald's  
(Construction Underway)

Proposed  
Redevelopment

107,566 SF  
(divisible)  
former Kmart

Easton Avenue

JFK Boulevard

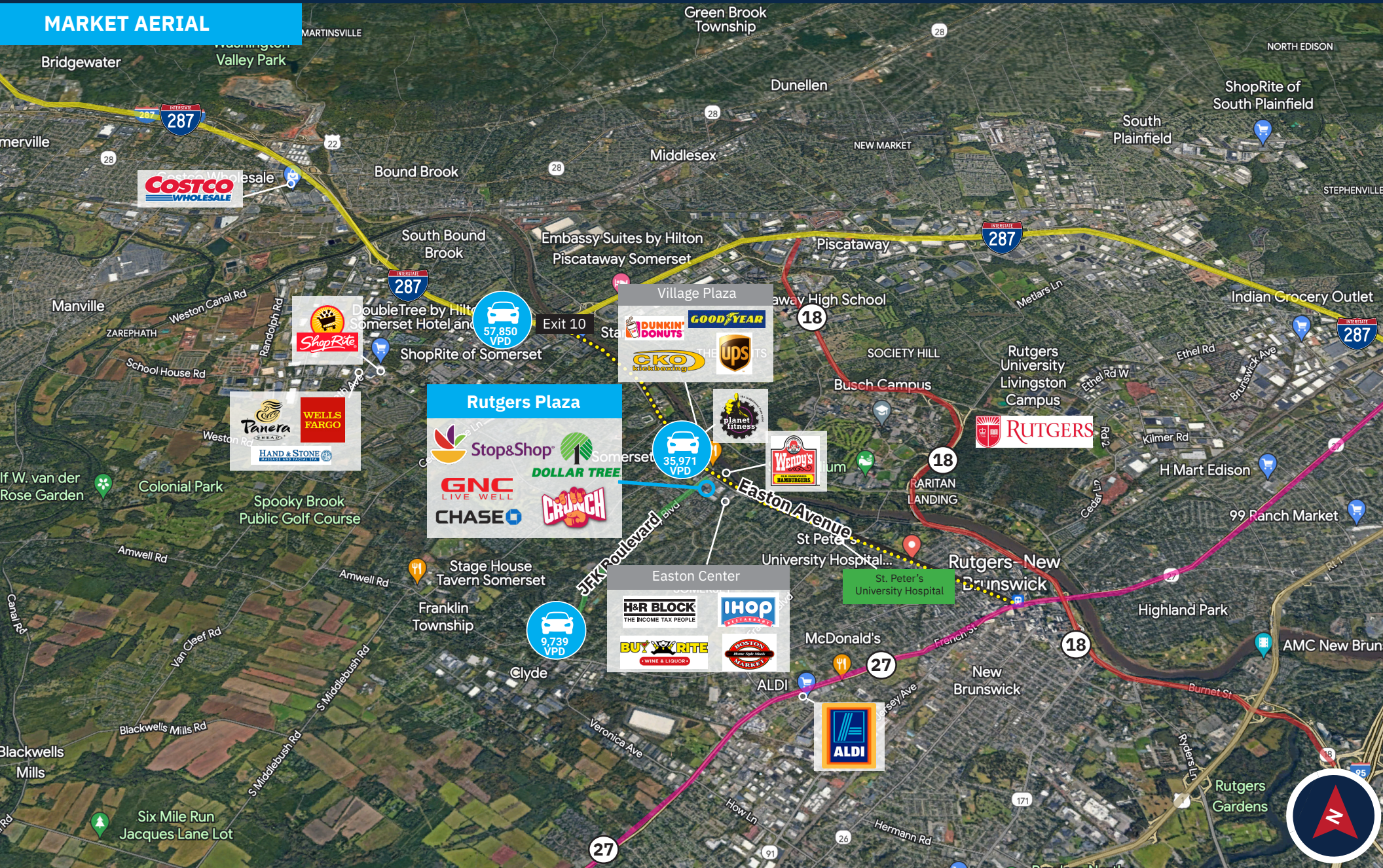


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## MARKET AERIAL





## CONTACT EXCLUSIVE AGENT

**ED VASCONCELLOS**

**Leasing Representative**

**t. 908.226.5290 m. 856.912.4863**  
**evasconcellos@levinmgt.com**



### **Main Office**

975 US Highway 22  
North Plainfield, NJ 07060  
800.488.0768  
**levinmgt.com | 70 YEARS**