



For Immediate Release

MY SALON Suite Coming to Aldrich Plaza in Howell, N.J.

Growing Chain Inks 7,900-SF Lease at Levin-Managed Shopping Center

HOWELL, N.J. (March 27, 2023) – [MY SALON Suite](#) is coming to [Aldrich Plaza](#) in Howell, expanding the salon suite franchise’s growing brick-and-mortar footprint and representing a new retail tenant category for the Monmouth County shopping center.

[Levin Management Corporation \(LMC\)](#) serves as exclusive leasing and managing agent for the 128,000-square-foot Aldrich Plaza, located directly on heavily travelled Route 9. LMC Leasing Representative Kendal Hand-Freda and Senior Leasing Representative E.J. Moawad arranged the 7,900-square-foot lease; Frank Greco of Savills represented the tenant.

With more than 250 locations – and counting – across the United States and Canada, MY SALON Suite focuses on providing hair stylists and other beauty professionals a personal space to build their business. Every MY SALON Suite location includes turnkey suites that are well appointed with high-end luxury amenities and top-of-the-line salon equipment for different specialties of health and beauty professionals.

MY SALON Suite at Aldrich Plaza is the second area shop for the same business owner that operates the franchise’s successful Old Bridge location.

“Personal care and services concepts have been a bright spot in the leasing landscape. Within that category the salon suites franchise market is growing, which speaks to the success of MY SALON Suite’s forward thinking-concept,” said Hand-Freda. “Aldrich Plaza’s strong tenant mix – particularly the presence of professional beauty supply store SalonCentric – was a key factor in attracting this business operator. In turn, this terrific traffic driver complements our in-place retail mix and is sure to see great success at this location.”

Anchored by Walgreens, Aldrich Plaza draws almost 1 million visits per year, according to real time traffic data from Placer.ai. The center’s national and regional tenants include Retro Fitness, GNC, AT&T, Bubbakoo’s Burritos, Norman’s Hallmark, RE/MAX real estate, Big City Bagels & Salads and Boston Market. A host of neighborhood conveniences – such as a dentist, pizzeria, Chinese restaurant, optician, liquor store, karate studio, coffee and ice cream shops, and a dry cleaner, among others – round out the tenant mix.

Nearly 161,000 people reside within five miles of Aldrich Plaza, and the daily traffic count passing the property exceeds 47,000 vehicles. A 2,500-square-foot inline space and a 31,000-square-foot anchor space remain available at the property.

For seven decades, LMC has served as a trusted single-source commercial real estate services provider for institutional and private owners. Its diversified, retail-focused leasing and management portfolio includes 125 properties totaling almost 16 million square feet in the Northeast and Mid-Atlantic states.

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[About Levin Management Corporation \(LMC\)](#)

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