



For Immediate Release

Redevelopment Drives Leasing Momentum at West Orange Plaza

Dogtopia, Club Pilates Among Additions to Essex County, N.J., Property – with More to Come

WEST ORANGE, N.J. (March 18, 2025) – Redevelopment-inspired leasing velocity is on full display at [West Orange Plaza](#) in West Orange, where new commitments and current activity is on track to bring the property and its Phase 1 expansion to full occupancy. The Whole Foods-anchored shopping center at 235 Prospect Ave. launched a multi-million-dollar, property-wide renovation in 2024, following a new lease with Target.

In February, pet wellness concept [Dogtopia](#) opened a 5,000-square-foot location at West Orange Plaza, providing daycare and boarding with a range of spa services. Founded in 2002, Dogtopia is a growing category leader and on pace to reach more than 400 centers by 2026. Additionally, global fitness chain [Club Pilates](#) will join the tenant lineup as part of the redevelopment. The largest Pilates brand and studio network worldwide, its locations are designed to make Pilates more accessible, approachable and welcoming to all.

And according to [Levin Management Corporation \(LMC\)](#), West Orange Plaza's leasing and managing agent, six more leases – totaling approximately 25,000 square feet – are in negotiation, with additional LOIs in process. This activity could fill the property's available in-line spaces as well as its new and expanded outparcel buildings under and soon-to-be-under construction.

"We are seeing, firsthand, the momentum that redevelopment can bring at West Orange Plaza, in the form of sustained interest among best-in-class, expanding retailers," said LMC's Ed Vasconcellos III, leasing representative. "The addition of two strong, nationally recognized brands like Dogtopia and Club Pilates underscores the success of our efforts to secure this shopping center's position as a preferred retail destination. We look forward to announcing more new leases – curated to align with evolving consumer demands and elevate the property's appeal – in the coming months."

Vasconcellos arranged the Dogtopia and Club Pilates leases on behalf of West Orange Plaza's ownership. JLL's David Townes and Alana Friedman, who at the time of the transaction were with Cushman & Wakefield, represented Dogtopia. Florian Suserman of RIPCOC Real Estate represented Club Pilates.

Located just off I-280 at the corner of Eagle Rock and Prospect avenues, the 296,500-square-foot property also features America's Best Contacts & Eyeglasses, Chipotle, Jersey Mike's Subs, Verizon, and long-time staples Frank's Pizza and My Gym. West Orange Plaza serves a three-mile population of more than 165,000 people and draws more than 2.6 million visits annually, according to real-time traffic data from Placer.ai.

The redevelopment vision, planning and orchestration is a collaborative effort of West Orange Plaza's joint venture ownership. LMC's in-house construction management team is overseeing the construction process – including common area improvements and new outparcel development – as an owner's representative.

For seven decades, the North Plainfield, N.J.-based firm 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 more than 16 million square feet in the Northeast and Mid-Atlantic states.

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