



For Immediate Release

Flemington Marketplace Hits Full Occupancy with Norman's Hallmark Signing *Hunterdon County Retail Center Gearing Up for Target Debut*

FLEMINGTON, N.J. (July 31, 2025) – [Flemington Marketplace](#) in Flemington is now fully leased following the signing of [Norman's Hallmark](#), which will open soon in a 4,100 square-foot space at the 239,000-square-foot shopping center. The card and gift retailer is the latest addition to the property's diverse tenant mix, joining as the center prepares for the grand opening of Target on August 17.

[Levin Management Corporation \(LMC\)](#) serves as exclusive leasing and managing agent for Flemington Marketplace, located at 325 Route 202 just off the Flemington Circle. Vanessa Kely, LMC senior leasing representative, arranged the lease on behalf of property ownership. Rose Urban of Equity Retail Brokers represented Norman's Hallmark in the transaction.

Norman's Hallmark will occupy a space that previously housed another Hallmark Gold Crown retailer. "We are excited to introduce Norman's Hallmark to Flemington, and look forward to bringing customers the quality brands and great service for which our stores are known," said Howard Henschel, president and chief executive officer. "Flemington Marketplace is home to a quality assortment of retailers, and Target is a great addition. This center is a perfect fit for us."

The new, full-format Flemington store will represent Norman's Hallmark's fourth location within LMC's leasing and management portfolio. The employee-owned (ESOP) company offers a complete line of Hallmark products, cards for every occasion and Keepsake Ornaments, along with a diverse merchandise selection for gift giving and the home. Norman's Hallmark has grown from a single retail store in Trenton, N.J., to a leading force in the social expression industry. The 86-year-old, Newtown, Pa.-based company continues to grow its brick-and-mortar footprint, currently operating nearly 100 store locations; Norman's Hallmark also maintains a strong ecommerce presence.

Flemington Marketplace's full lease-up follows the completion of a property-wide improvement initiative.

"We are pleased to expand our relationship with Norman's Hallmark," said Vanessa Kely. "Following the significant transformation and Target's addition to the anchor lineup

at Flemington Marketplace, it is welcome news – both for local residents and the center’s in-place tenants – that one of the foremost independent Hallmark Gold Crown chains has chosen to locate here.”

The center’s anchors also include Kohl’s, Michaels and ALDI, supported by national brands Chili’s, Panera Bread, Verizon Wireless, Poke Café and Cold Stone Creamery. Nothing Bundt Cakes is also set to open at the center soon, adding to the property’s lineup of specialty food, personal services and retail offerings. According to real-time data from Placer.ai, Flemington Marketplace attracts approximately 1.9 million visitors annually.

North Plainfield, N.J.-based LMC is now in its eighth decade as a trusted commercial real estate services provider. The firm manages a diversified, retail-focused portfolio of 125 properties totaling over 16 million square feet spanning the Northeast and Mid-Atlantic regions. LMC’s full-service platform includes leasing, property management, construction, marketing and advisory services for institutional and private owners.

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