

*Source: Placer.ai (Foot Traffic / Location Analytics)

3.4M

visits annually*

7.25

visit frequency*

38 min

avg. visit duration*



Retailers

ShopRite

Burlington

planet fitness

Marshalls

KOHL'S SEPHORA

TACO BELL

Raising Cane's CHICKEN FINGERS

five BELOW

honeygrow



HAND & STONE MASSAGE AND FACIAL SPA

FIVE GUYS

DOLLAR TREE

LEVIN MANAGEMENT

RETAIL

Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

Available Spaces

Available spaces: ±1,649–±27,000 SF (four adjacent suites can combine to ±24,000 SF)

Restaurant opportunity: 8,200 SF 2nd-gen restaurant (former Fridays)

Broker Incentives

5% commission on leases up to 15,000 SF; 4% on leases from 15,001–40,000 SF.

Property Highlights

- 420,000 SF regional destination revitalized by a multimillion-dollar redevelopment
- New, modern ShopRite anchored center (opened April 2025) driving daily needs traffic
- 3.4M annual visits with an uptick tied to 2025 openings (+28.2% YoY)
- New + recent tenants: Planet Fitness, KidStrong, Taco Bell, Five Below, honeygrow; coming soon Raising Cane's,

- Burlington, Back Nine Golf, a new Marshalls store and a luxury nail salon
- Prime Somerset County / Route 22 corridor with strong regional draw
- Fronting US Route 22 with quick connections to I-78 and surrounding thoroughfares
- Average Daily Traffic: 55,197 US 22

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5-Mile Demographics

269,261 POPULATION

92,128 HOUSEHOLDS

\$208,054 AVERAGE HH INCOME

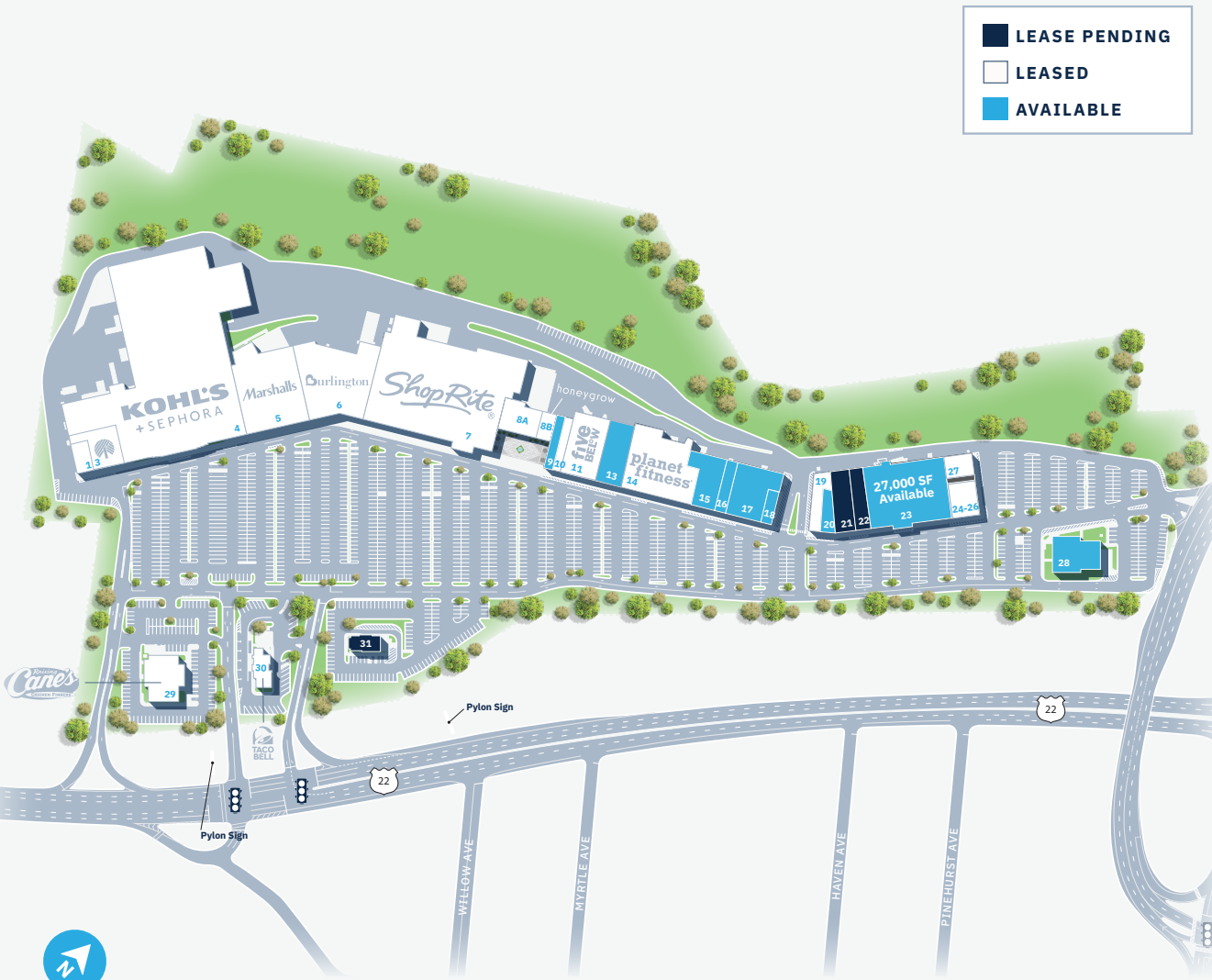
241,256 DAYTIME POPULATION

levinmgt.com | 70 YEARS

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SITE PLAN



| Tenant Roster | | SF |
|---------------|---|---------|
| 1/2 | Roma Salon (expanding space) | 2,288 |
| 3 | Dollar Tree | 10,268 |
| 4 | Kohl's + Sephora | 125,445 |
| 5 | Marshalls <i>New Store Coming Soon!</i> | 27,000 |
| 6 | Burlington <i>Coming Soon!</i> | 26,495 |
| 7 | ShopRite (Opened April 2025) | 72,000 |
| 8A | Modern Nails Lounge <i>Coming Soon!</i> | 5,800 |
| 8B | honeygrow | 2,400 |
| 9 | Available | 1,950 |
| 10 | Five Guys | 2,543 |
| 11/12 | Five Below | 10,037 |
| 13 | Available | 10,051 |
| 14 | Planet Fitness | 21,850 |
| 15 | Available | 7,855 |
| 16 | Available | 3,120 |
| 17 | Available | 11,047 |
| 18 | Available | 2,025 |
| 19 | The Children's Place | 4,072 |
| 20 | Available | 1,649 |
| 21 | Lease Pending | 7,234 |
| 22 | Lease Pending | 4,191 |
| 23 | Coming Available | 27,000 |
| 24-26 | Back Nine Golf <i>Coming Soon!</i> | 5,465 |
| 27 | KidStrong | 2,992 |
| 28 | Available - Restaurant Pad Site | 8,200 |
| 29 | Raising Cane's <i>Coming Soon!</i> | 8,500 |
| 30 | Taco Bell | 2,911 |
| 31 | Lease Pending | 4,000 |

can be combined

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LEVIN
MANAGEMENT

AERIAL



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LEVIN
MANAGEMENT

GALLERY



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JUNIOR ANCHOR OPPORTUNITIES | RESTAURANT PADSITE



[SPACES 23]

27,000 SF Coming Available



[SPACES 15- 18]

Up to 24,000 SF Available



[SPACE 13 - BETWEEN FIVE BELOW & PLANET FITNESS]

10,051 SF



[FORMER FRIDAYS]

8,200 SF Restaurant Available Building

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DEMOGRAPHICS

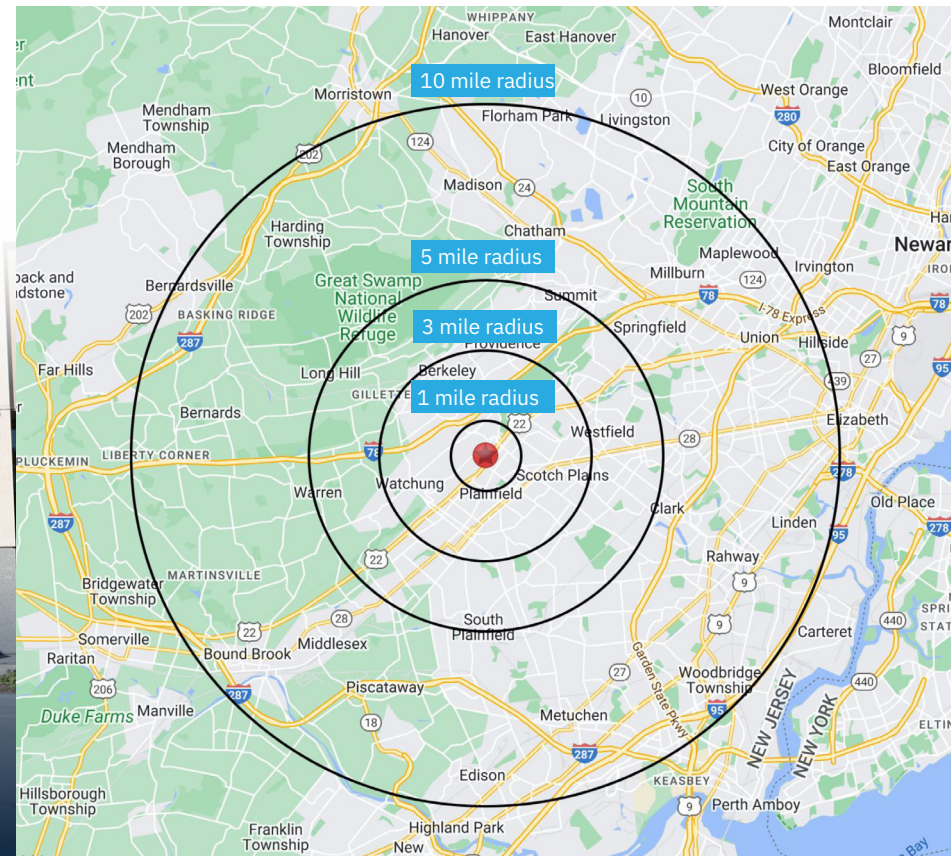
| 2010-2020 Census 2025 Estimates | 1 mile radius | 3 mile radius | 5 mile radius |
|--|---------------|---------------|---------------|
| Population | 11,831 | 117,393 | 269,261 |
| Households | 4,129 | 39,457 | 92,128 |
| Average Household Income | \$171,275 | \$190,197 | \$208,054 |
| Projected Average Household Income (2030) | \$165,957 | \$185,537 | \$203,474 |
| Median Household Income | \$138,628 | \$147,866 | \$156,282 |
| Total Businesses | 746 | 3,881 | 9,213 |
| Total Employees | 5,334 | 42,689 | 88,554 |
| Daytime Population | 11,900 | 108,856 | 241,256 |
| Total Annual Household Expenditure | \$573.28 M | \$5.54 B | \$13.4 B |
| HH Income \$200K or more | 1,118 | 12,452 | 31,925 |
| College Degree + (Bachelor Degree or Higher) | 3,513 | 38,304 | 97,223 |

Source: sitesusa.com

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SITE PLAN





Our History is Strong.
Our Vision, *Stronger.*

Over 70 years of trusted expertise in commercial real estate.

Contact Exclusive Agent

E.J. Moawad

SENIOR LEASING REPRESENTATIVE

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levinmgt.com | 70 YEARS

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