

# Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

**\$10M Redevelopment for Blue Star has begun!**



**2.8M** visits annually\*  
**5.80** visit frequency\*  
**35 min** avg. duration\*

\*Property Data by Placer.ai



Construction underway for a brand-new, 72,000-SF ShopRite.



## Available Spaces

+/- 1,200 up to 50,000 SF

## Property Highlights

- \$10M investment on redevelopment at the 419,935-square-foot Blue Star Shopping Center.
- Construction underway for a new 72,000-SF ShopRite, with the existing store remaining open. Located on heavily traveled US 22, ensuring high visibility and accessibility.
- Ongoing redevelopment projects enhancing the area's appeal. Modern infrastructure upgrades, including updated facades, inviting common areas, beautiful landscaping, and EV charging stations.
- Multiple new leases pending, including a new restaurant on the pad site.
- Long-time Somerset County retail destination with 2.8 million annual visits.
- Centrally located with easy access to major highways, including US 22 and I-78.
- Pylon signage available on Route 22, maximizing visibility to passing traffic.
- **Co-brokers: 5% commission up to 15K SF and 4% commission for 15,001 SF up to 40K SF**

## Retailers



## Average Daily Traffic

**50,515** US 22

**16,062** Park Avenue

**11,502** New Providence Road

## Demographics

5-mile radius



**255,591**  
POPULATION



**88,341**  
HOUSEHOLDS



**\$211,502**  
AVERAGE HH INCOME



**132,010**  
DAYTIME POPULATION

Source: sitesusa.com

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## REDEVELOPMENT

### Exterior Signage

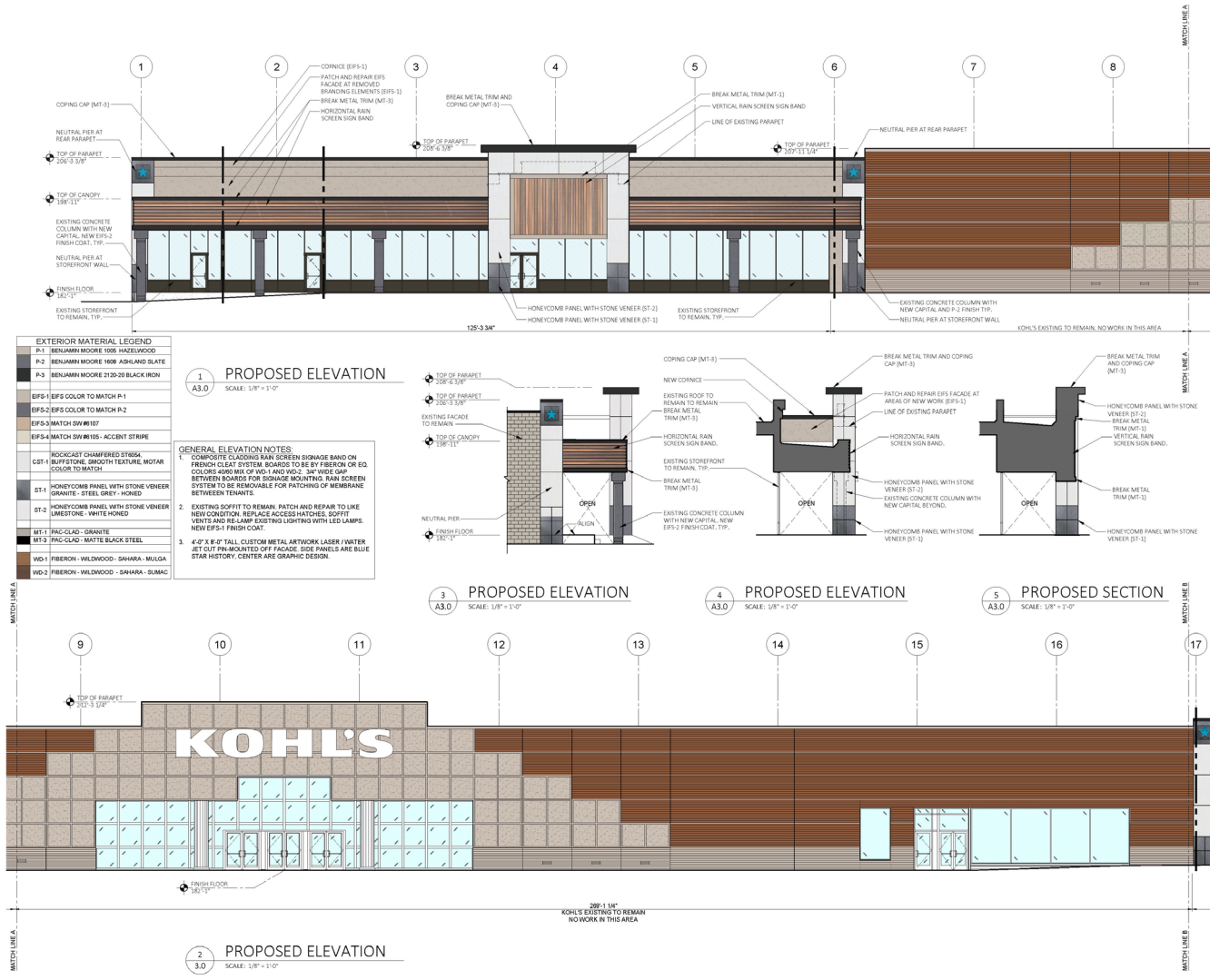
Design Layout  
Scale = NTS



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## REDEVELOPMENT



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## SITE PLAN



## TENANT ROSTER

		SF
1	Roma Salon	1,066
2	Available	1,222
3	Dollar Tree	10,268
4	Kohl's + Sephora	71,950
5	Lease Pending	27,000
6	Lease Pending	26,495
7	New ShopRite [ECD Summer 2024]	72,000
8	Available	8,250
9	Available	1,950
10	Five Guys	2,543
11/12	Lease Pending	10,037
13	Available	10,051
14	Leasing Pending	21,850
15	Available	7,855
16	Hand & Stone Spa	3,120
17	Available	11,047
18	Available	2,025
19	The Children's Place	4,072
20	Available	1,649
21	Available	7,234
22	Available	4,191
23	Marshalls	27,000
24	One Main Financial	1,751
25	Available	1,889
26	Available	1,825
27	Available	2,992
28	TGI Fridays	8,200
29	New Restaurant to be announced!	8,500
30	Wendy's	2,911
31	Arby's	4,000



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**LEVIN**  
MANAGEMENT

## PHOTO GALLERY





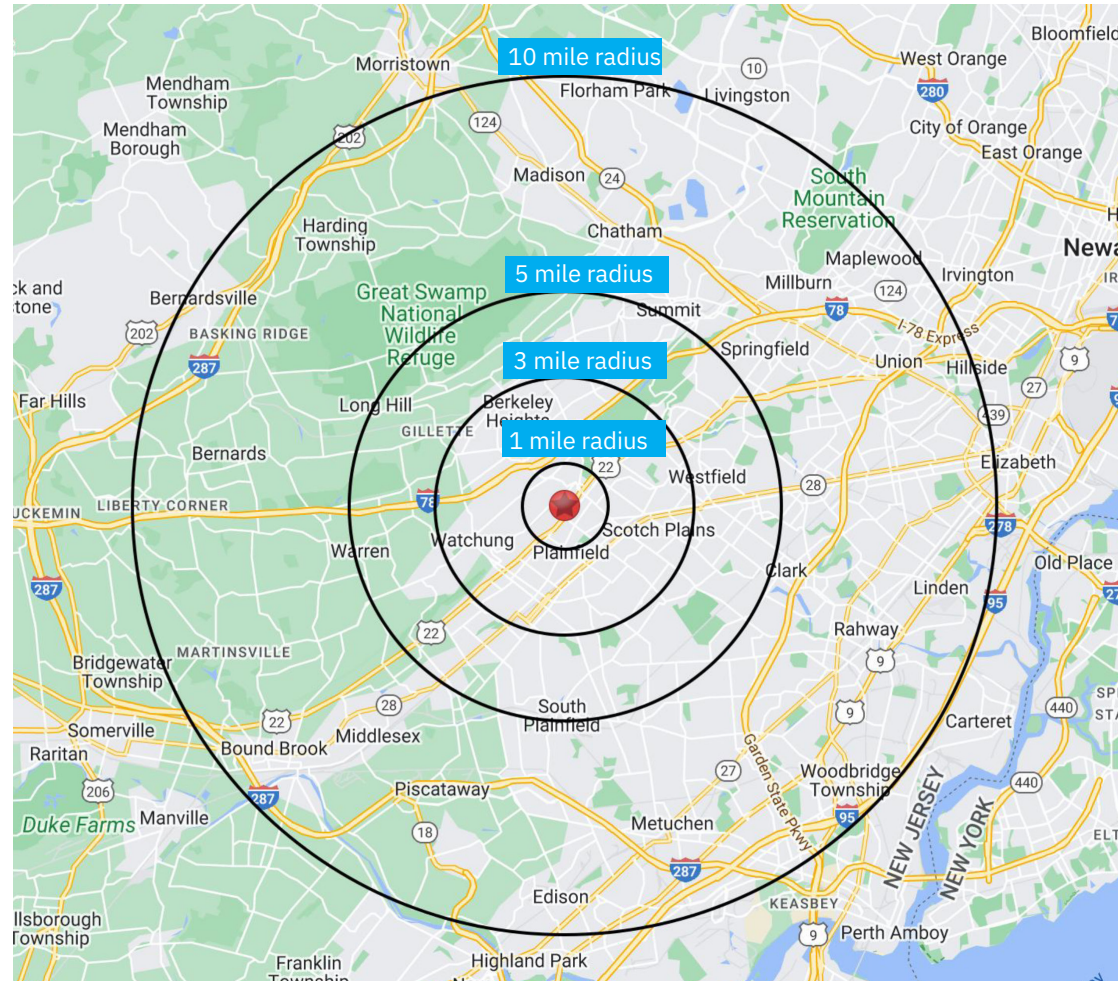
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## DEMOGRAPHICS

2010-2020 Census, 2024 Estimates	1 mile radius	3 mile radius	5 mile radius
Population	10,337	111,088	255,591
Households	3,718	37,416	88,341
Average Household Income	\$174,387	\$195,359	\$211,502
Projected Average Household Income (2028)	\$188,083	\$215,922	\$233,027
Median Household Income	\$126,276	\$148,330	\$154,122
Total Businesses	621	3,755	8,737
Total Employees	4,670	42,100	86,159
Daytime Population	6,470	61,426	132,010
Total Annual Household Expenditure	\$398.51 M	\$4.40 B	\$11.11 B
HH Income \$200K or more	895	11,590	30,026
College Degree + (Bachelor Degree or Higher)	2,966	37,861	95,085

Source: sitesusa.com

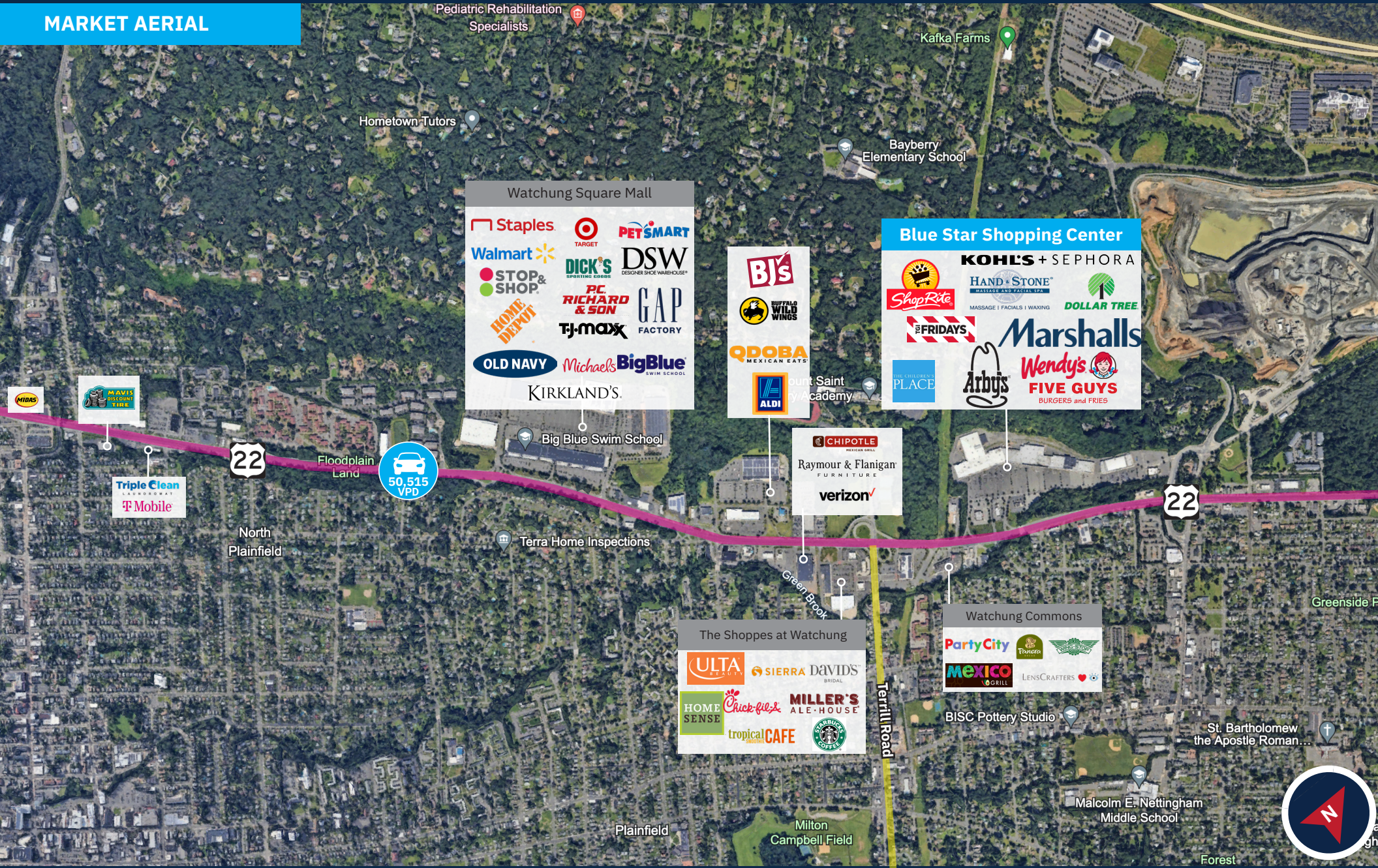




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## MARKET AERIAL





## CONTACT EXCLUSIVE AGENT

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