

# Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

Multimillion-dollar redevelopment Underway!



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

\*Property Data by Placer.ai



New 72,000-SF ShopRite on target for ECD Summer 2025.



## Available Spaces

+/- 1,200 up to 50,000 SF; 8,200 SF Existing Restaurant Pad Site

## Property Highlights

- **Multimillion-dollar redevelopment:** Enhancing the 419,935 SF Blue Star Shopping Center.
- **New 72,000 SF ShopRite:** Construction underway while the existing store remains open. Estimated completion June 2025. Prime location on US 22 ensures high visibility and accessibility.
- **Ongoing Enhancements:** Modern infrastructure upgrades including updated facades, inviting common areas, beautiful landscaping, and EV charging stations.
- **New Tenants on the Horizon:** Multiple leases pending, including a new restaurant on the pad site. KidStrong and Planet Fitness are coming soon!
- **Thriving Retail Corridor:** Located on Route 22, a booming retail hub experiencing significant growth and increased consumer traffic.
- **Established Retail Destination:** Long-time Somerset County hub with 2.8 million annual visits.
- **Centrally Located:** Easy access to major highways, including US 22 and I-78.
- **Pylon Signage Available:** Maximize visibility with prominent signage on Route 22.
- **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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**LEVIN**  
MANAGEMENT

## CONSTRUCTION PROGRESS



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## SITE PLAN

<span style="display:inline-block; width:15px; height:15px; background-color:darkblue;"></span>	LEASE PENDING
<span style="display:inline-block; width:15px; height:15px; background-color:gray;"></span>	LEASED
<span style="display:inline-block; width:15px; height:15px; background-color:blue;"></span>	AVAILABLE

## TENANT ROSTER

## SF

1	Roma Salon	1,066
2	Available	1,222
3	Dollar Tree	10,268
4	Kohl's + Sephora	125,445
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	Planet Fitness <i>Opening soon!</i>	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	KidStrong <i>Opening soon!</i>	2,992
28	Available - Restaurant Pad Site	8,200
29	New Restaurant to be announced!	8,500
30	Wendy's	2,911
31	Arby's	4,000



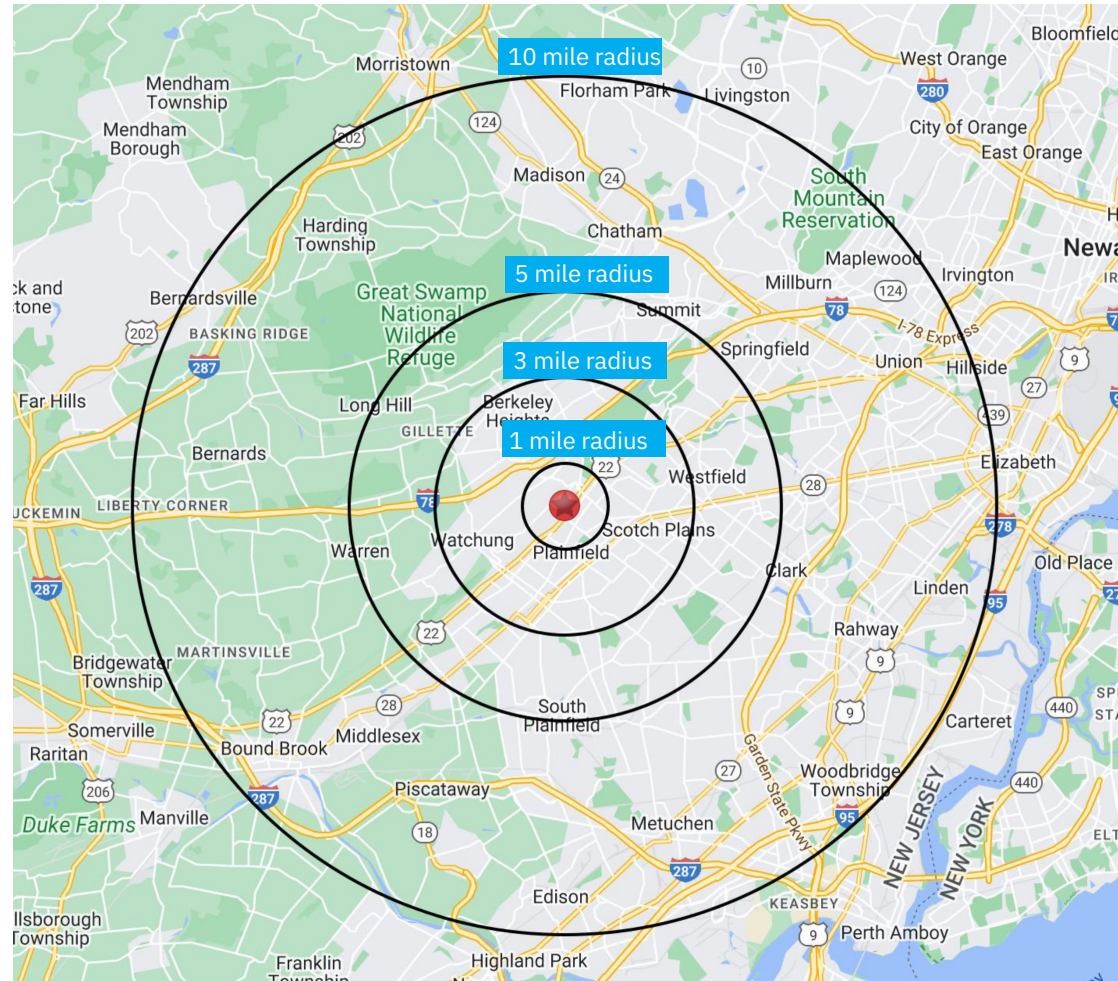
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## DEMOGRAPHICS

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

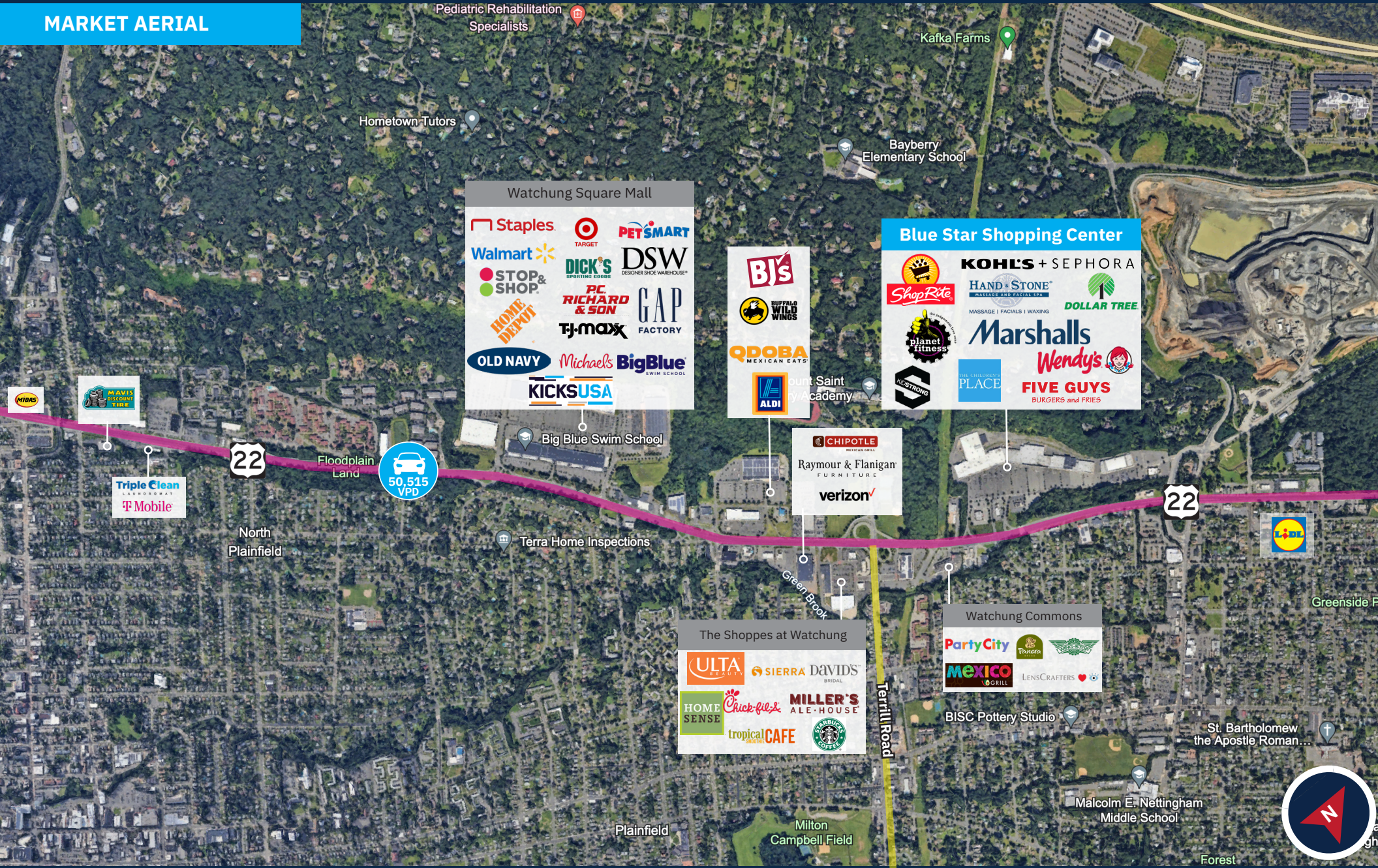
Source: sitesusa.com



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## MARKET AERIAL



## CONTACT EXCLUSIVE AGENT

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