

# 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 2nd Gen 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

*ShopRite*<sup>®</sup>





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## SITE PLAN

LEASE PENDING  
 LEASED  
 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-coming available!         | 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   |

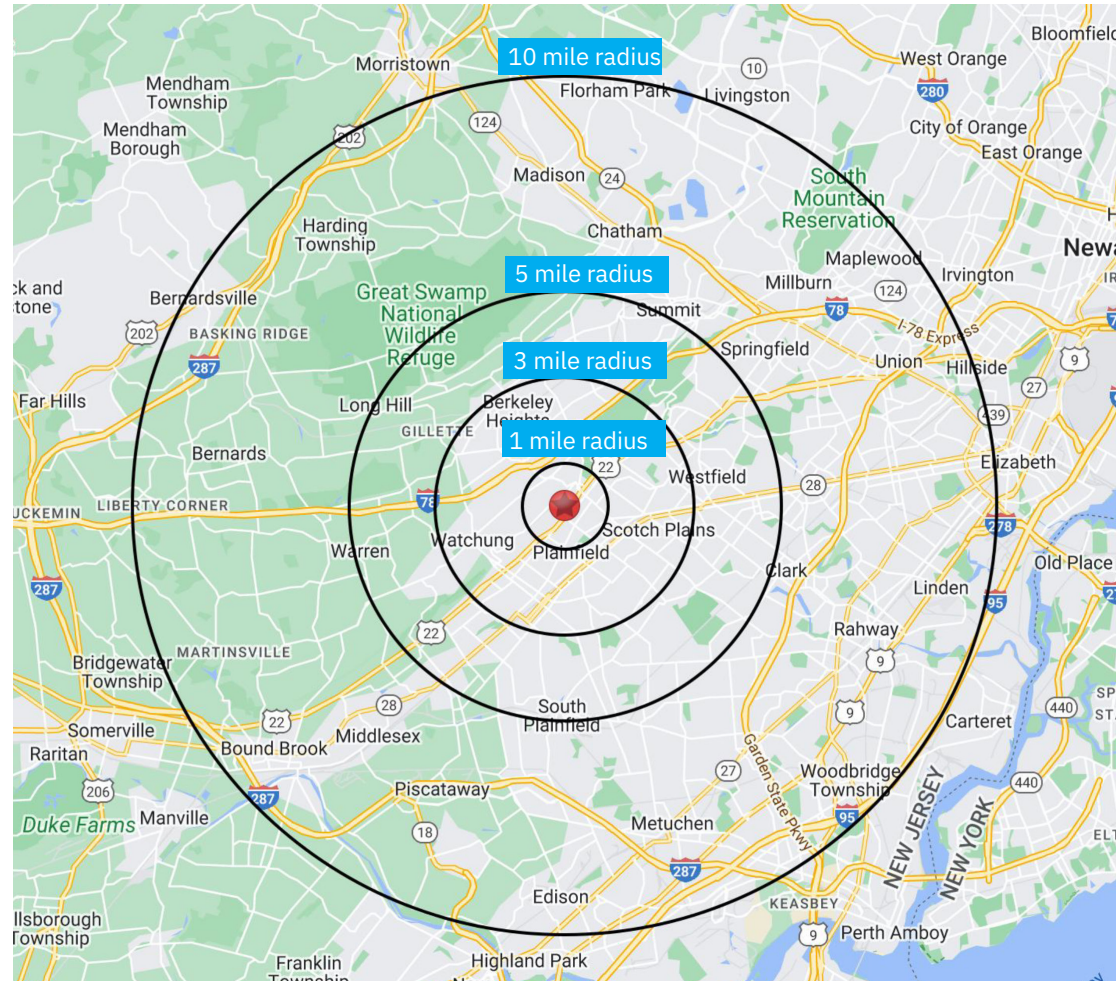
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## DEMOGRAPHICS

| 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

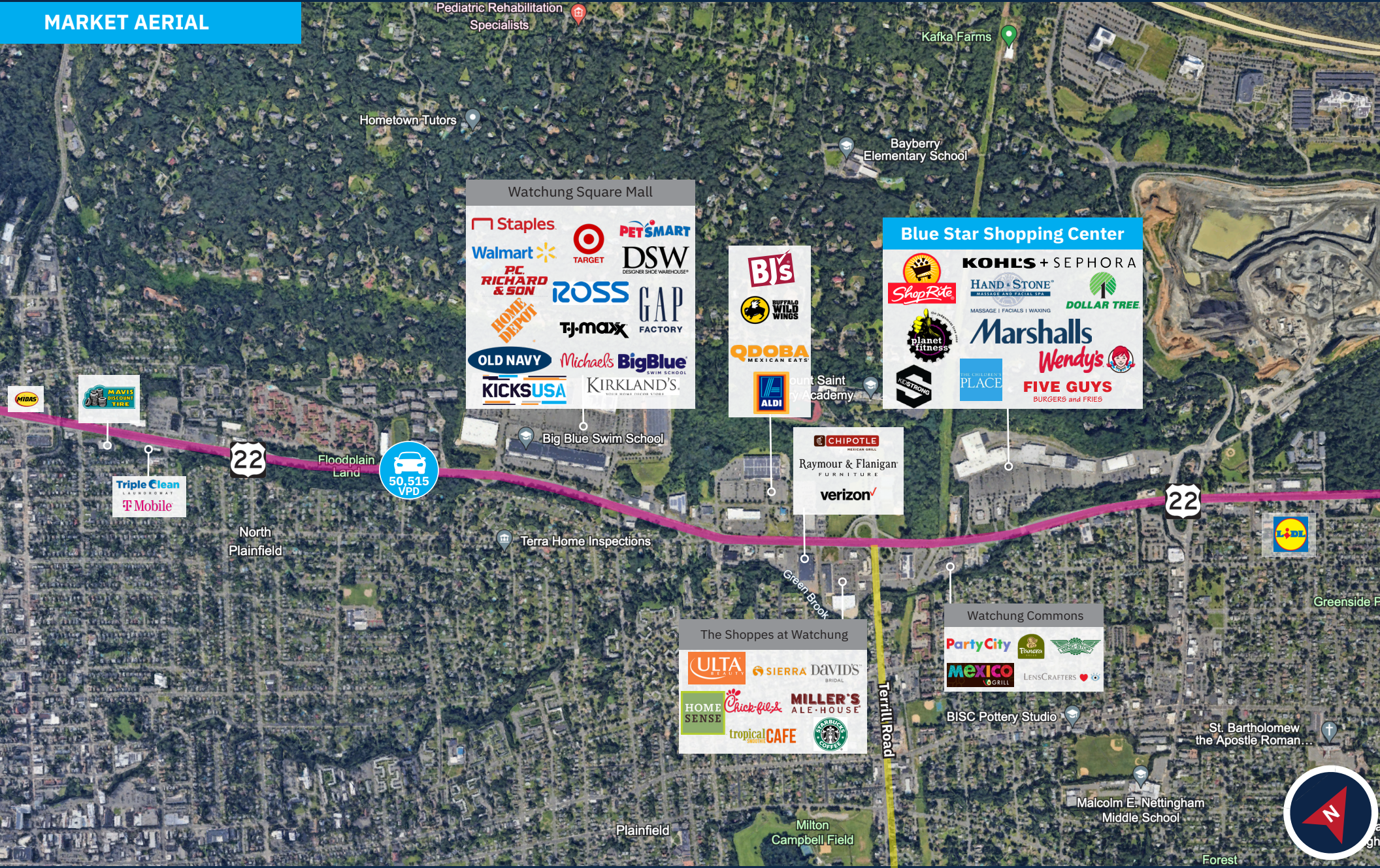




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## MARKET AERIAL





## CONTACT EXCLUSIVE AGENT

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