

Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

LEVIN
MANAGEMENT



2.8M visits annually*
6.25 visit frequency*
36 min avg. duration*

*Property Data by Placer.ai



Available Spaces

+/- 1,066 up to 40,000 SF;

8,200 SF 2nd Gen Restaurant (former Fridays)

Property Highlights

- **Multimillion-Dollar Redevelopment Anchored by New ShopRite:** The 420,000-square-foot Blue Star Shopping Center is undergoing a transformative, multi-phase redevelopment. Phase I was highlighted by the opening of a new, expanded 72,000-square-foot ShopRite, which now serves as the property's flagship anchor.
- **Phase II is currently underway**, redeveloping the former ShopRite space for Burlington and the relocation of Marshalls.
- **New Dining Options Coming Soon:** Taco Bell is now open, several new dining options soon to be announced.
- **Strong Leasing Momentum:** Recent openings include Planet Fitness, KidStrong, and Taco Bell. Coming soon are Burlington, Five Below, a new Marshalls store and a luxury nail salon.
- Positioned along US Route 22 in Somerset County—one of New Jersey's most active retail corridors with strong daily traffic and regional draw.
- Generates **2.8 million annual visits** and continues to attract a loyal customer base from the surrounding trade area.
- Direct connectivity to US Route 22, I-78, and several major thoroughfares.
- **Broker Incentives Offered: 5% commission on leases up to 15,000 SF; 4% commission on leases from 15,001 to 40,000 SF.**

Retailers



Average Daily Traffic

55,197 US 22

Demographics

5-mile radius



269,261
POPULATION



92,128
HOUSEHOLDS



\$208,054
AVERAGE HH INCOME



241,256
DAYTIME POPULATION

Source: sitesusa.com

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PHASE I REDEVELOPMENT COMPLETED



**Burlington, Five Below,
& New Nail Salon
Coming Soon!**

**ShopRite,
Planet Fitness, KidStrong
Taco Bell Now Open!**



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SITE PLAN



TENANT ROSTER

		SF	
1	Coming Available - 2nd gen salon	1,066	can be combined
2	Available	1,222	
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	72,000	
8A	Nails Spa & Beyond <i>Coming soon!</i>	5,800	
8B	Lease Pending	2,400	
9	Available	1,950	
10	Five Guys	2,543	
11/12	Five Below <i>Coming soon!</i>	10,037	
13	Available	10,051	
14	Planet Fitness	21,850	
15	Available	7,855	
16	Hand & Stone Spa	3,120	
17	Available	11,047	can be combined
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 [relocating in the center]	27,000	can be combined
24	Lease Pending	1,751	
25	Lease Pending	1,889	
26	Lease Pending	1,825	
27	KidStrong	2,992	
28	Available - Restaurant Pad Site	8,200	
29	New Restaurant Coming Soon -TBA	8,500	
30	Taco Bell	2,911	
31	Lease Pending	4,000	

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LEASING OPPORTUNITIES



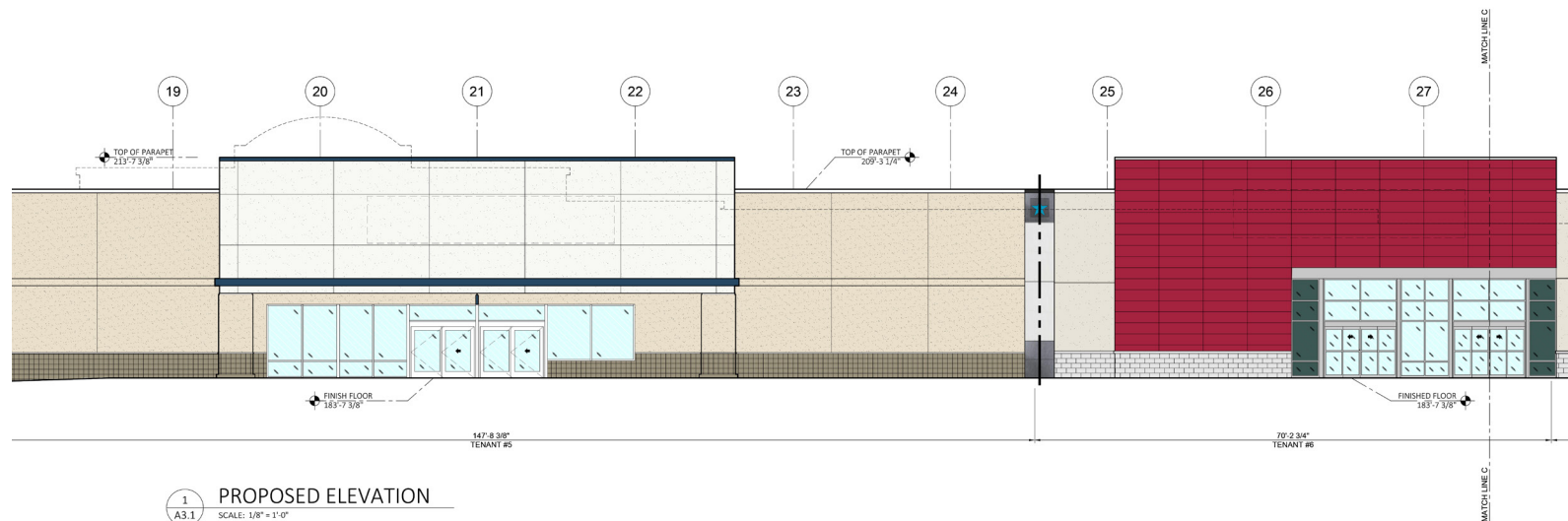
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PHASE II REDEVELOPMENT UNDERWAY

Phase II of Redevelopment Now Underway!

Exciting enhancements continue at Blue Star Shopping Center with the launch of Phase II of its multimillion-dollar redevelopment. The former ShopRite space is being transformed for two national retailers—**Burlington** and a new, upgraded **Marshalls** store, which will relocate within the center to this modern buildout.



Blue Star Shopping Center

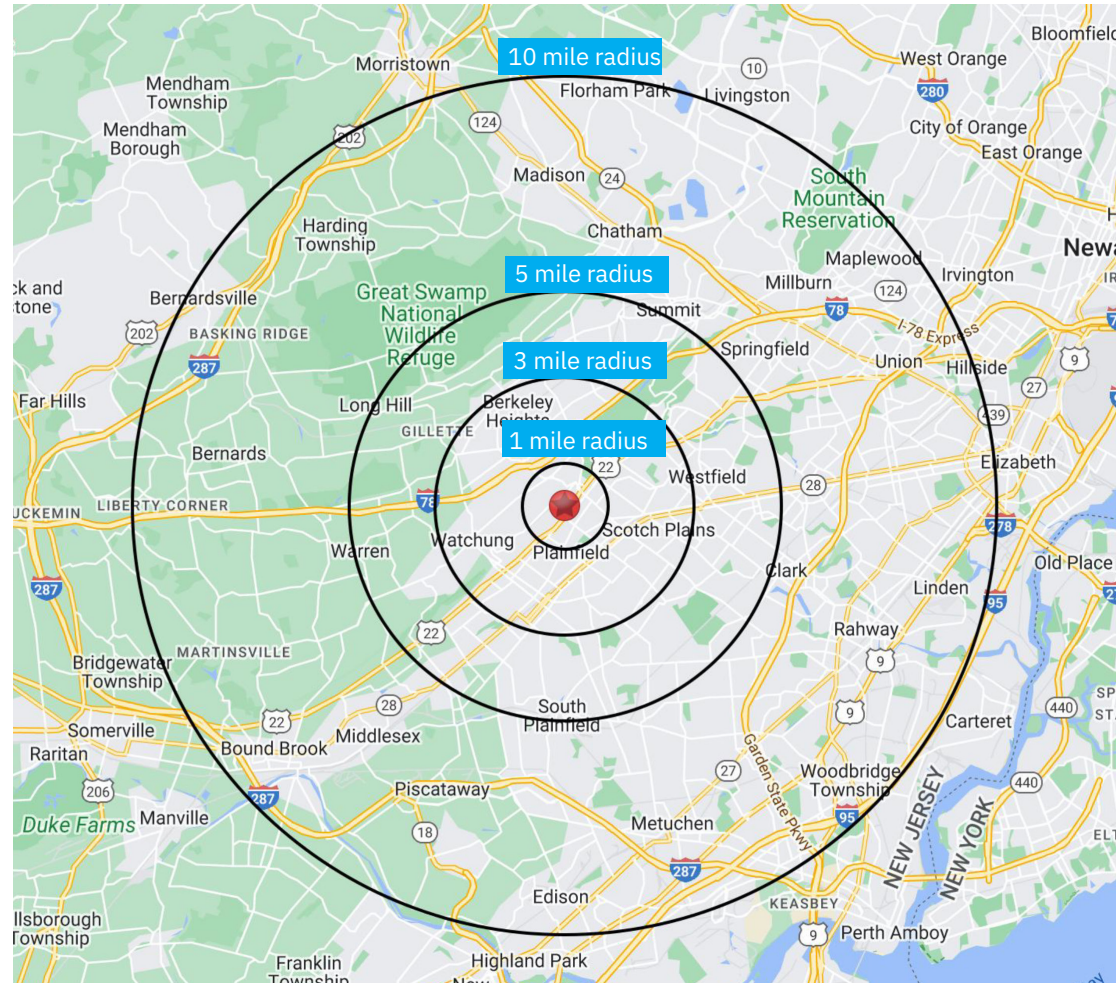
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DEMOGRAPHICS

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

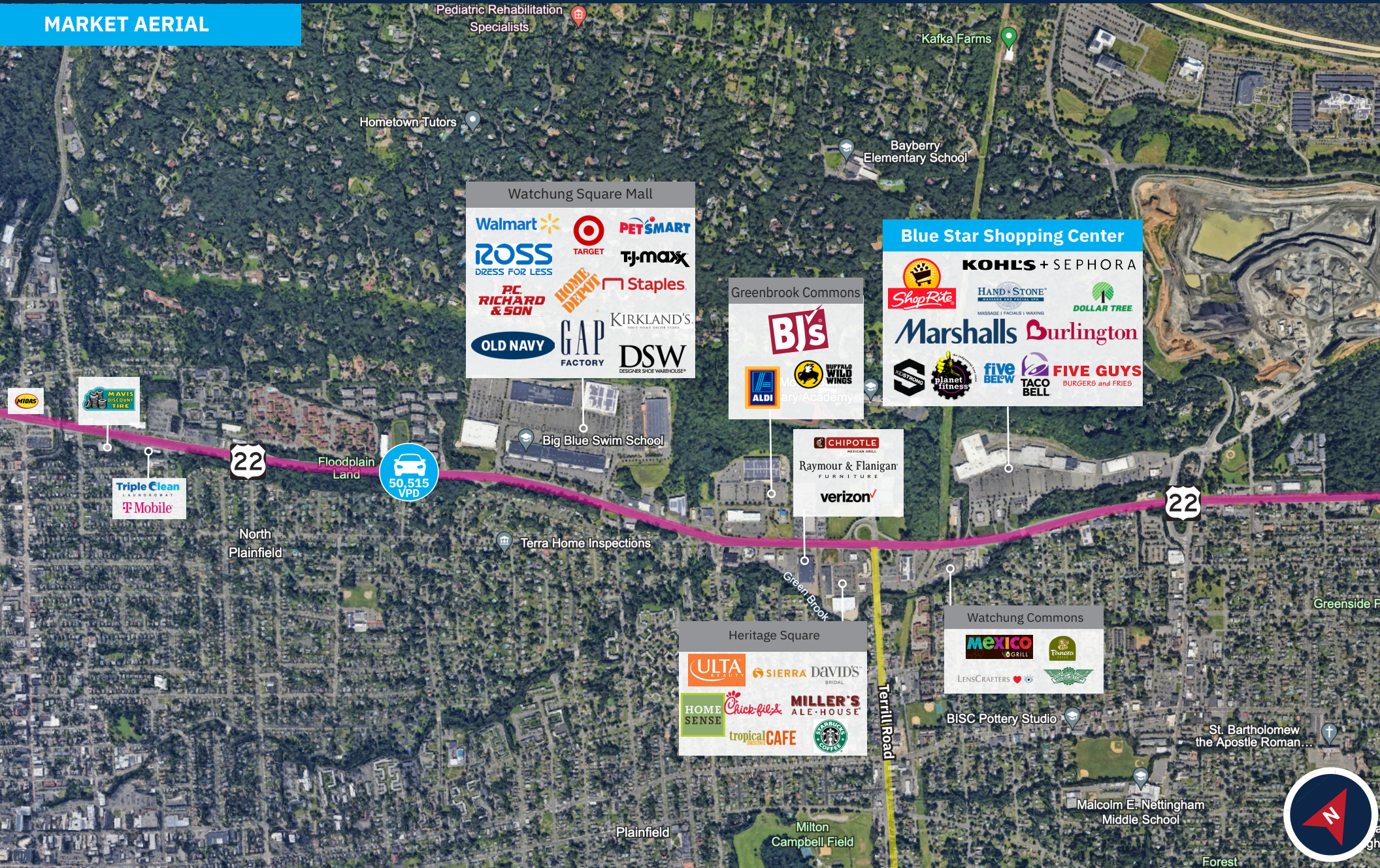


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MARKET AERIAL



CONTACT EXCLUSIVE AGENT

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