

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

3.8M

visits annually\*

7.43

visit frequency\*

39 min

avg. visit duration\*



Retailers

ShopRite

Burlington

planet fitness

Marshalls

KOHL'S  
SEPHORA

TACO BELL

Raising Cane's  
CHICKEN FINGERS

five BELOW

honeygrow



DOLLAR TREE

HAND & STONE  
MASSAGE AND FACIAL SPA

FIVE GUYS

SAKURA  
TERIYAKI

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
- 3.8M annual visits, with traffic up +40.1% YoY following recent tenant openings.
- New + recent tenants: Planet Fitness, KidStrong, Taco Bell, Five Below, honeygrow; coming soon Raising Cane's,

- Burlington, Back Nine Golf, Sakura Teriyaki, 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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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.

### 5-Mile Demographics

269,261  
POPULATION

92,128  
HOUSEHOLDS

\$208,054  
AVERAGE HH INCOME

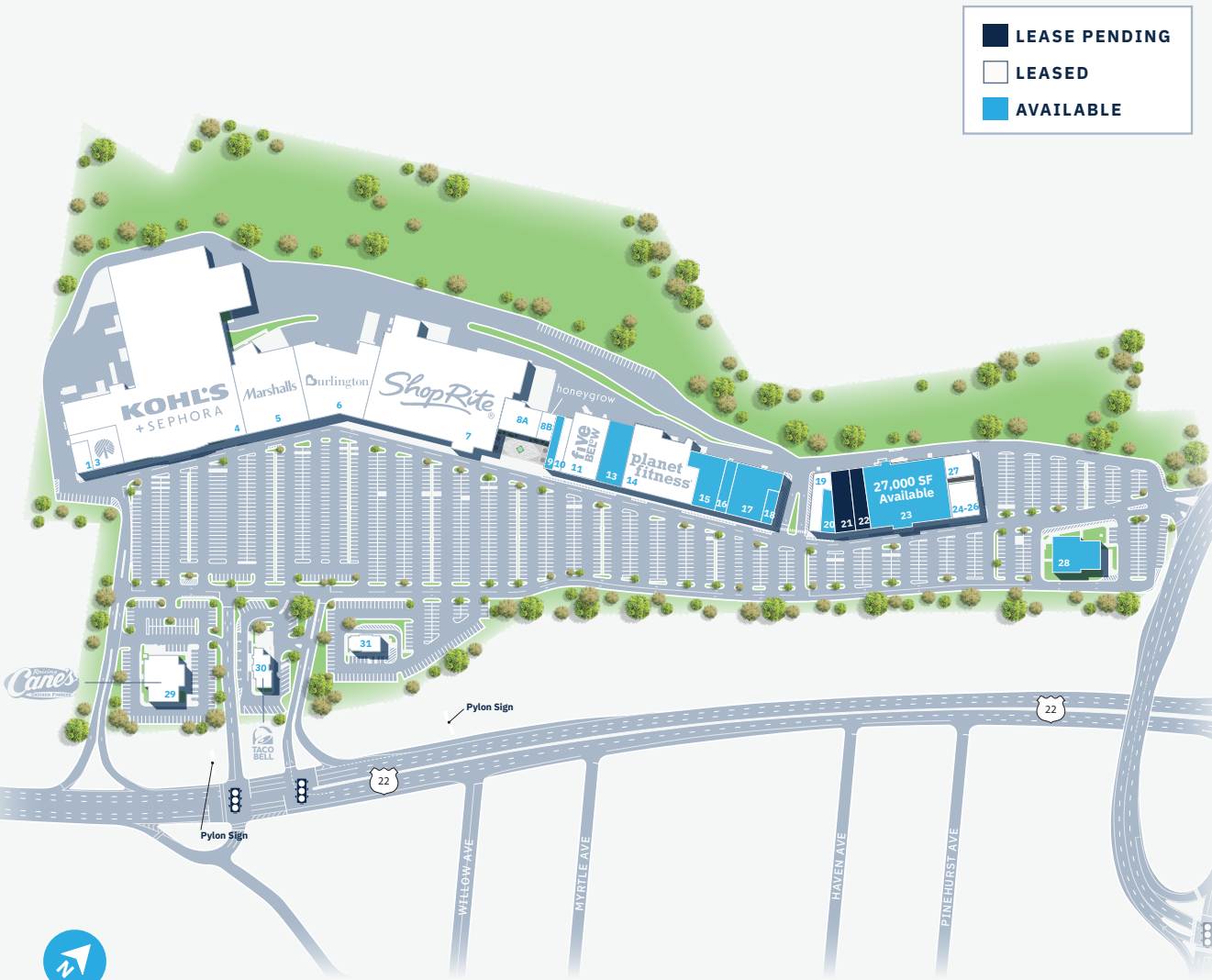
241,256  
DAYTIME POPULATION

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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	Sakura Teriyaki	4,000

can be combined

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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

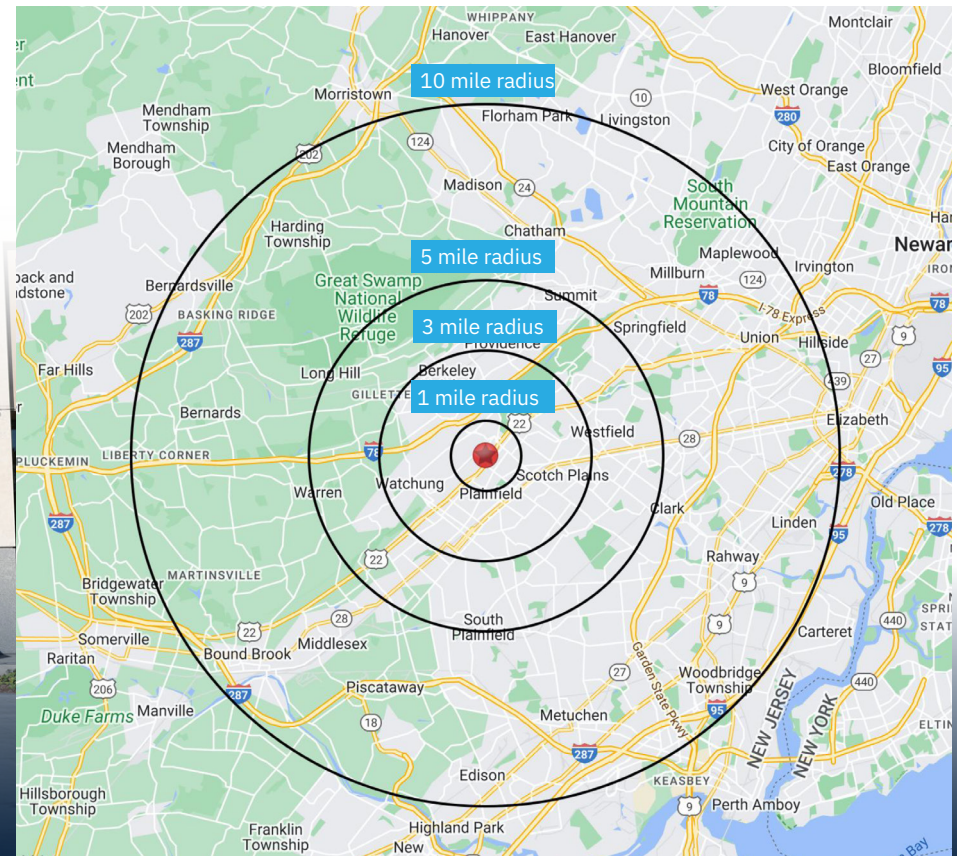
2010-2020 Census   2025 Estimates	1 mile radius	3 mile radius	5 mile radius
Population	11,831	117,393	269,261
Households	4,129	39,457	92,128
Average Household Income	\$171,275	\$190,197	\$208,054
Projected Average Household Income (2030)	\$165,957	\$185,537	\$203,474
Median Household Income	\$138,628	\$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

**3.8M**  
visits annually\*

**7.43**  
visit frequency\*

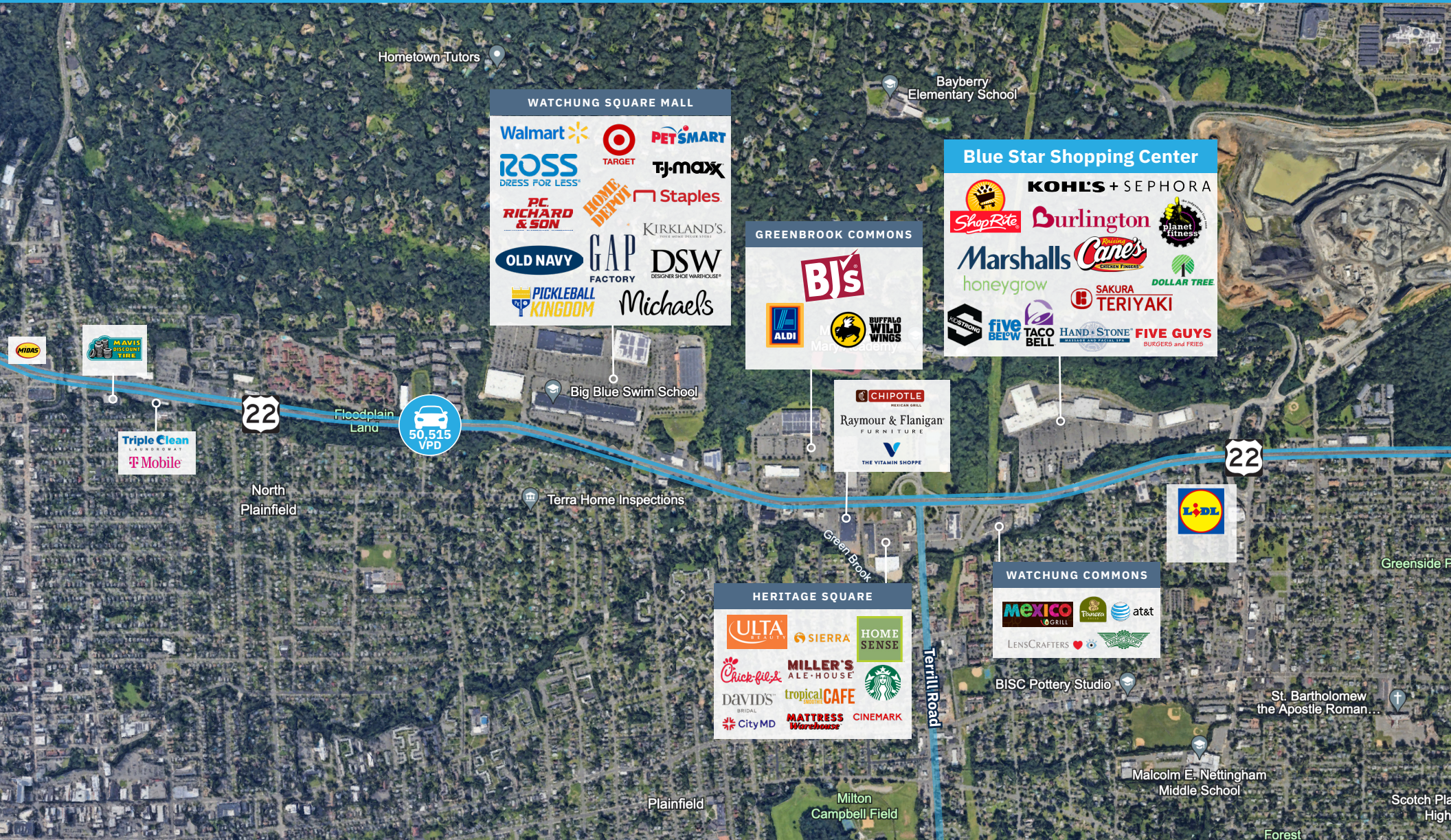
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## SITE PLAN





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

Over 70 years of trusted expertise in commercial real estate.

Contact Exclusive Agent

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SENIOR LEASING REPRESENTATIVE

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levinmgt.com | 70 YEARS

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