

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

3.8M
visits annually*

7.43
visit frequency*

39 min
avg. visit duration*



Retailers

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.

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:** Burlington, Planet Fitness, KidStrong, Taco Bell, Five Below, honeygrow; coming soon Raising

- Cane's, Back Nine Golf, Sakura Teriyaki, a new Marshalls store and 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

E.J. Moawad | 908.226.5266 | emoawad@levinmgt.com

5-Mile Demographics

269,261
POPULATION

92,128
HOUSEHOLDS

\$208,054
AVERAGE HH INCOME

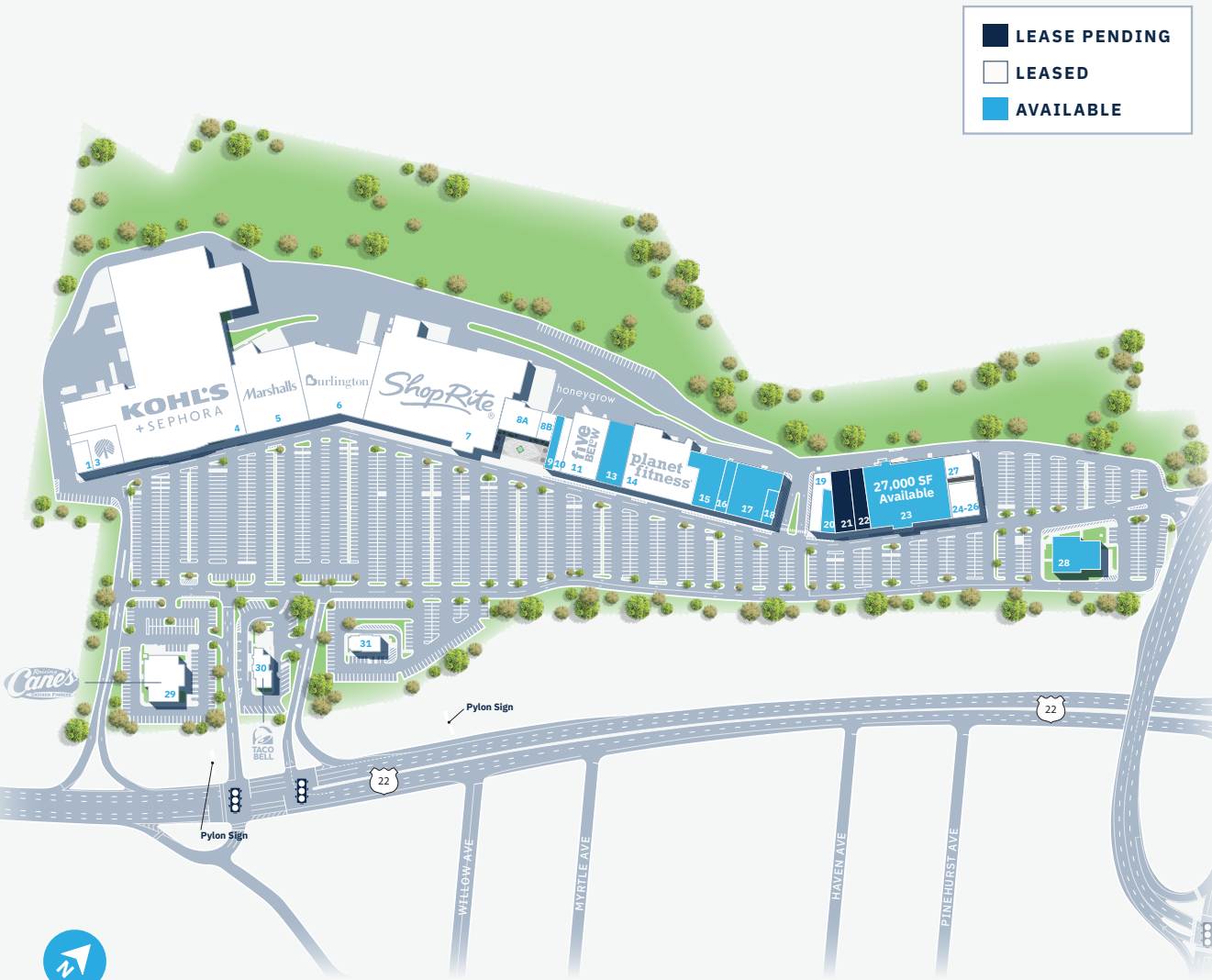
241,256
DAYTIME POPULATION

levinmgt.com | 70 YEARS

Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

DEMOGRAPHICS



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	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 <i>Coming Soon!</i>	4,000

can be combined

Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

LEVIN
MANAGEMENT

AERIAL



Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

LEVIN
MANAGEMENT

GALLERY



Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

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

Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

DEMOGRAPHICS

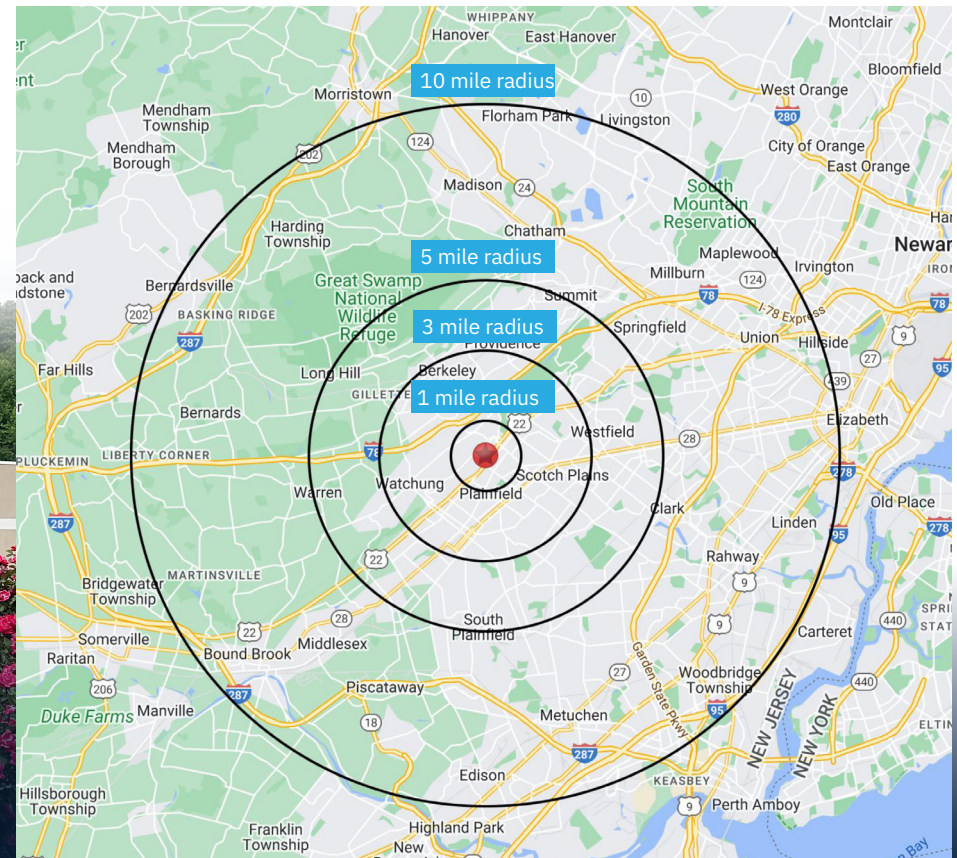
2010-2020 Census 2025 Estimates	1 mile radius	3 mile radius	5 mile radius
Population	11,831	117,393	269,261
Households	4,129	39,457	92,128
Average Household Income	\$171,275	\$190,197	\$208,054
Projected Average Household Income (2030)	\$165,957	\$185,537	\$203,474
Median Household Income	\$138,628	\$147,866	\$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*

39 min
avg. visit duration*



Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

MARKET AERIAL





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

Over 70 years of trusted expertise in commercial real estate.

Contact Exclusive Agent

E.J. Moawad

SENIOR LEASING REPRESENTATIVE

t. 908.226.5266 m. 201.705.3721

emoawad@levinmgt.com

levinmgt.com | 70 YEARS

Main Office

975 US Highway 22

North Plainfield, NJ 07060

800.488.0768

All information is furnished without any warranty, representation or agreement and is subject to errors, omissions, changes or withdrawal without notice.
The reader is responsible for verifying any information. Licensed Real Estate Broker.