

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

3.4M

visits annually*

7.25

visit frequency*

38 min

avg. visit duration*

LEVIN
MANAGEMENT

RETAIL

Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

Available Spaces

Available spaces: $\pm 1,649$ – $\pm 27,000$ SF (two adjacent suites can combine to $\pm 13,000$ SF)

Restaurant opportunities: 4,000 SF drive-thru + 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.

Retailers

ShopRite

Burlington

planet
fitness

Marshalls

KOHL'S
SEPHORA

TACO
BELL

Raising
Cane's
CHICKEN FINGERS

five
BELOW

honeygrow

KIDSTRONG

HAND & STONE
MASSAGE AND FACIAL SPA

FIVE
GUYS

DOLLAR TREE

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
- 3.4M annual visits with an uptick tied to 2025 openings (+28.2% YoY)
- New + recent tenants: Planet Fitness, KidStrong, Taco Bell; coming soon Raising Cane's, Burlington, Five Below,

honeygrow, Back Nine Golf, 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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5-Mile Demographics

 **269,261**
POPULATION

 **92,128**
HOUSEHOLDS

 **\$208,054**
AVERAGE HH INCOME

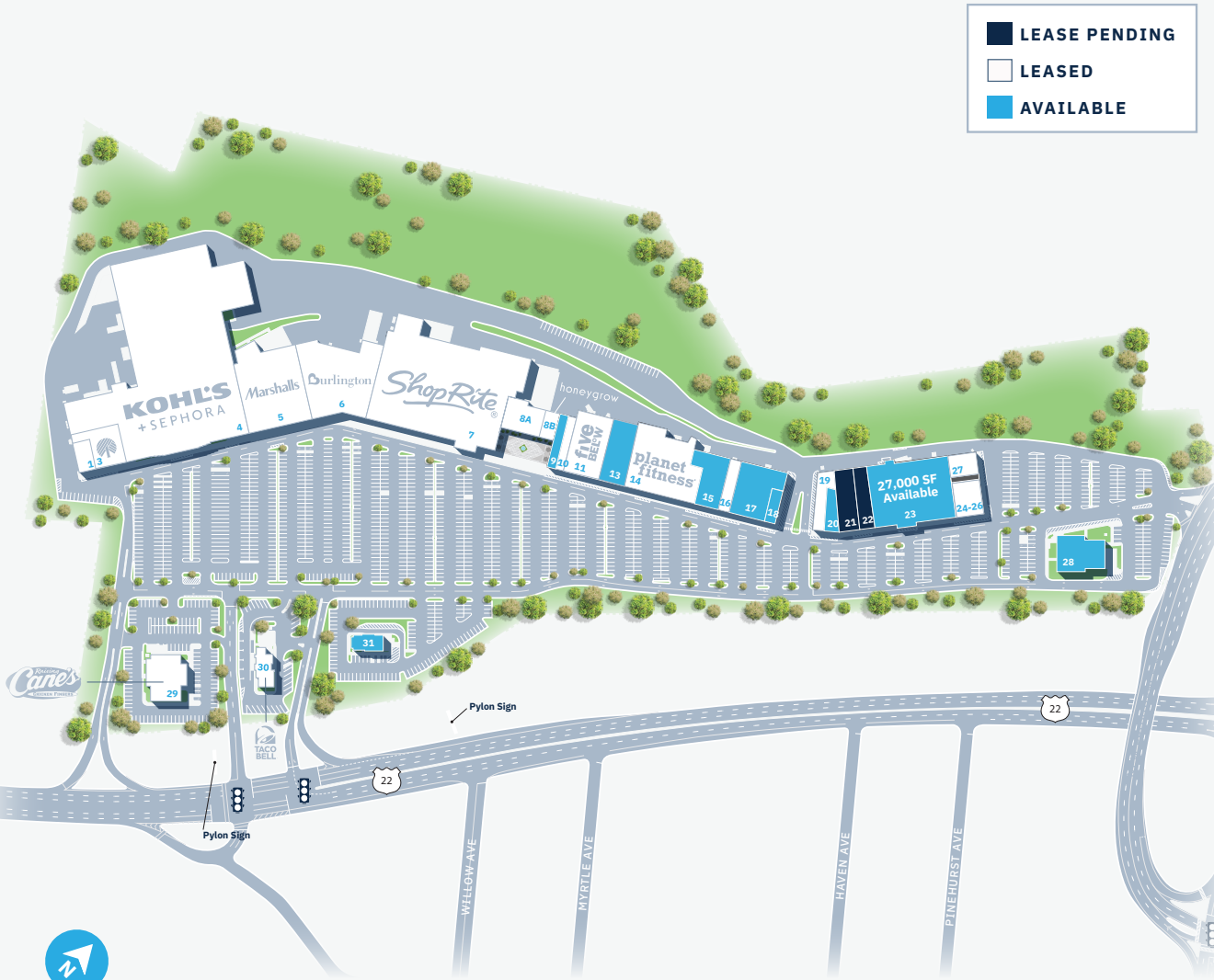
 **241,256**
DAYTIME POPULATION

levinmgt.com | 70 YEARS

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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 <i>Coming Soon!</i>	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
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	Available Restaurant Building w/ drive-thru	4,000

can be combined

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MANAGEMENT

GALLERY



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JUNIOR ANCHOR OPPORTUNITIES | RESTAURANT PADSITES



[SPACES 23]

27,000 SF Coming Available



[SPACES 17 & 18]

Up to 13,000 SF Available



[SPACE 13 - NEXT TO FIVE BELOW]

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

3.4M

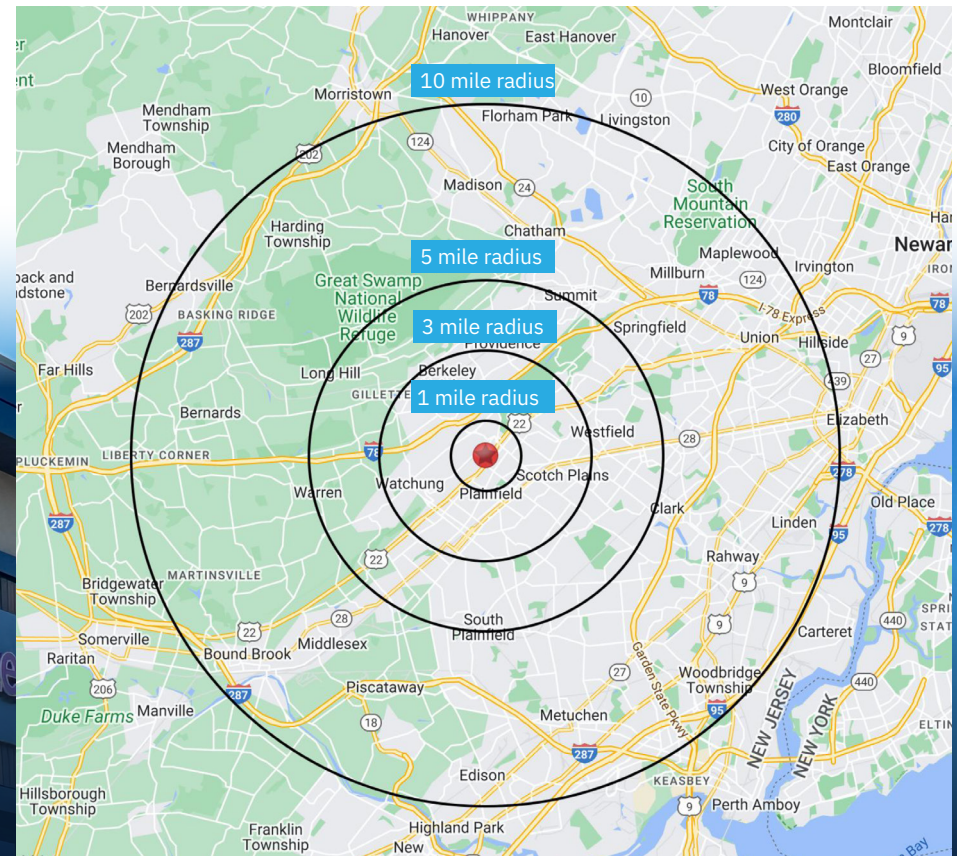
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MANAGEMENT

MARKET AERIAL





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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