

# Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

LEVIN  
MANAGEMENT



2.8M visits annually\*  
5.80 visit frequency\*  
35 min avg. duration\*

\*Property Data by Placer.ai

Multimillion-dollar redevelopment underway!



New 72,000-SF ShopRite Grand Opening Planned for Spring.



## Available Spaces

+/- 1,200 up to 50,000 SF; 8,200 SF Existing 2nd Gen Restaurant Pad Site

## Property Highlights

- **Multimillion-Dollar Redevelopment:** Transforming the 419,935 SF shopping center with modern upgrades.
- **New 72,000 SF ShopRite: Grand opening this Spring!** Construction is in its final phase while the existing store remains open. Prime location on US 22 ensures high visibility and accessibility.
- **Ongoing Enhancements:** Modern infrastructure improvements, 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 with increasing consumer traffic and significant growth.
- **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



# Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

**LEVIN**  
MANAGEMENT

## CONSTRUCTION PROGRESS





# Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

## SITE PLAN



## 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 Spring 2025]	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



# Blue Star Shopping Center

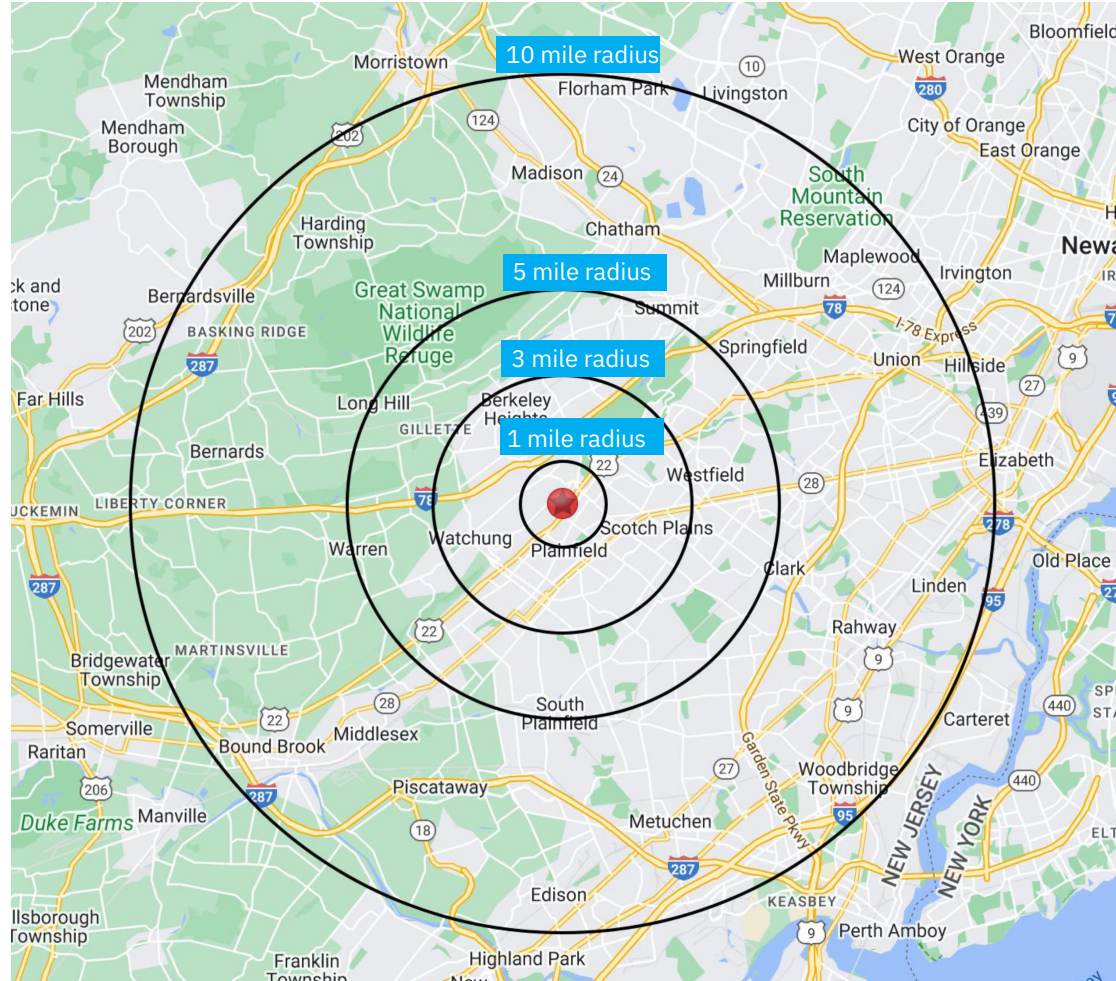
1701 US 22 | WATCHUNG, NJ 07069

**LEVIN**  
MANAGEMENT

## 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



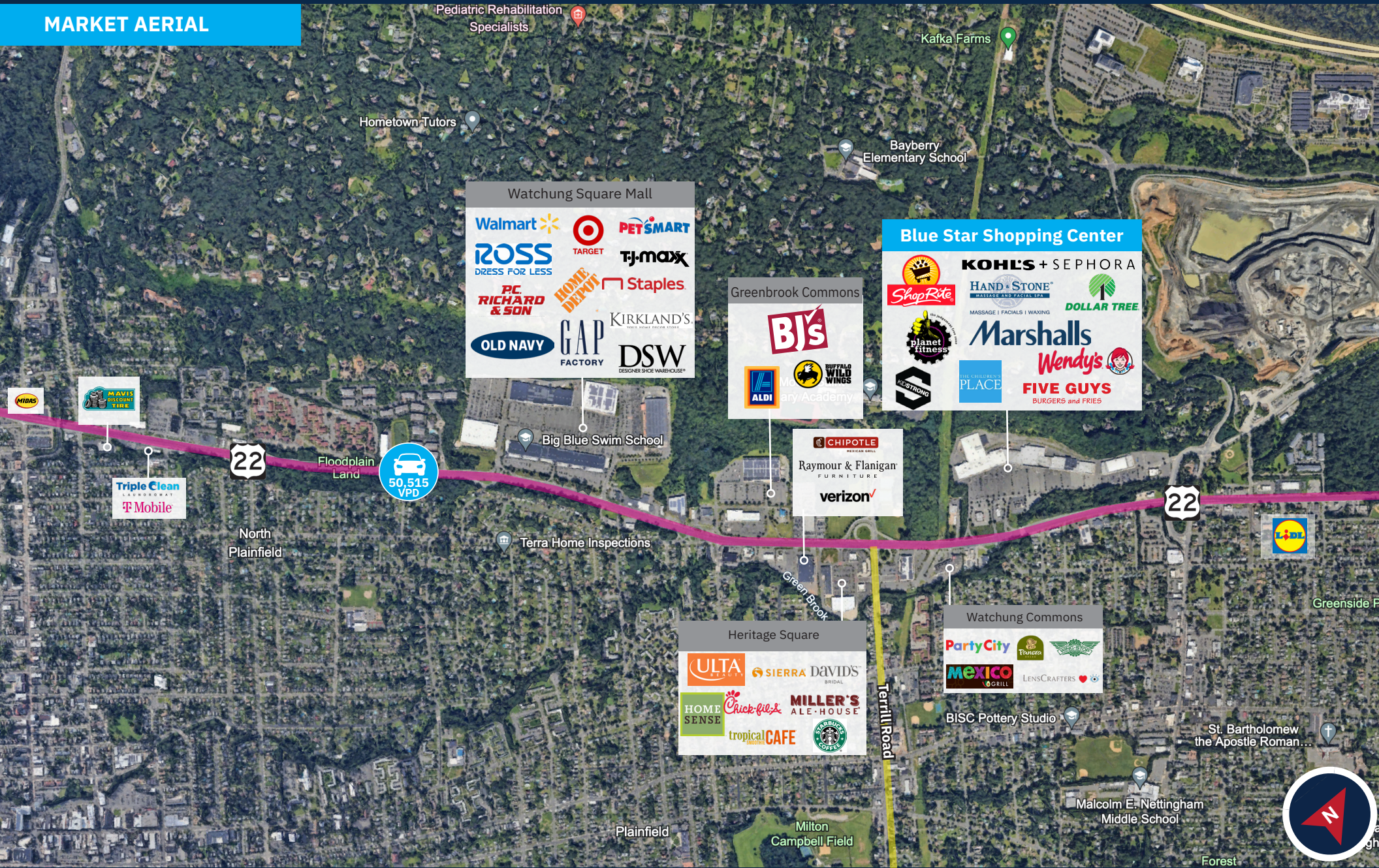


# Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

LEVIN  
MANAGEMENT

## MARKET AERIAL





## CONTACT EXCLUSIVE AGENT

**E.J. MOAWAD**

**Senior Leasing Representative**

**t. 908.226.5266 m. 201.705.3721**

**emoawad@levinmgt.com**



### **Main Office**

975 US Highway 22  
North Plainfield, NJ 07060  
800.488.0768  
**levinmgt.com | 70 YEARS**