

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 Now Open!



Available Spaces

+/- 1,200 up to 50,000 SF;

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

Property Highlights

- **Multimillion-Dollar Redevelopment:** Transforming the 419,935 SF shopping center with modern upgrades.
- **New 72,000 SF ShopRite Now 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, Taco Bell and Planet Fitness 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

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CONSTRUCTION PROGRESS



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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	New Tenant - To Be Announced!	26,495
7	ShopRite	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	Available	4,072
20	Available	1,649
21	Available	7,234
22	Available	4,191
23	Marshalls-coming available!	27,000
24	Available	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	Restaurant - To Be Announced!	8,500
30	Taco Bell <i>Coming soon!</i>	2,911
31	Lease Pending	4,000

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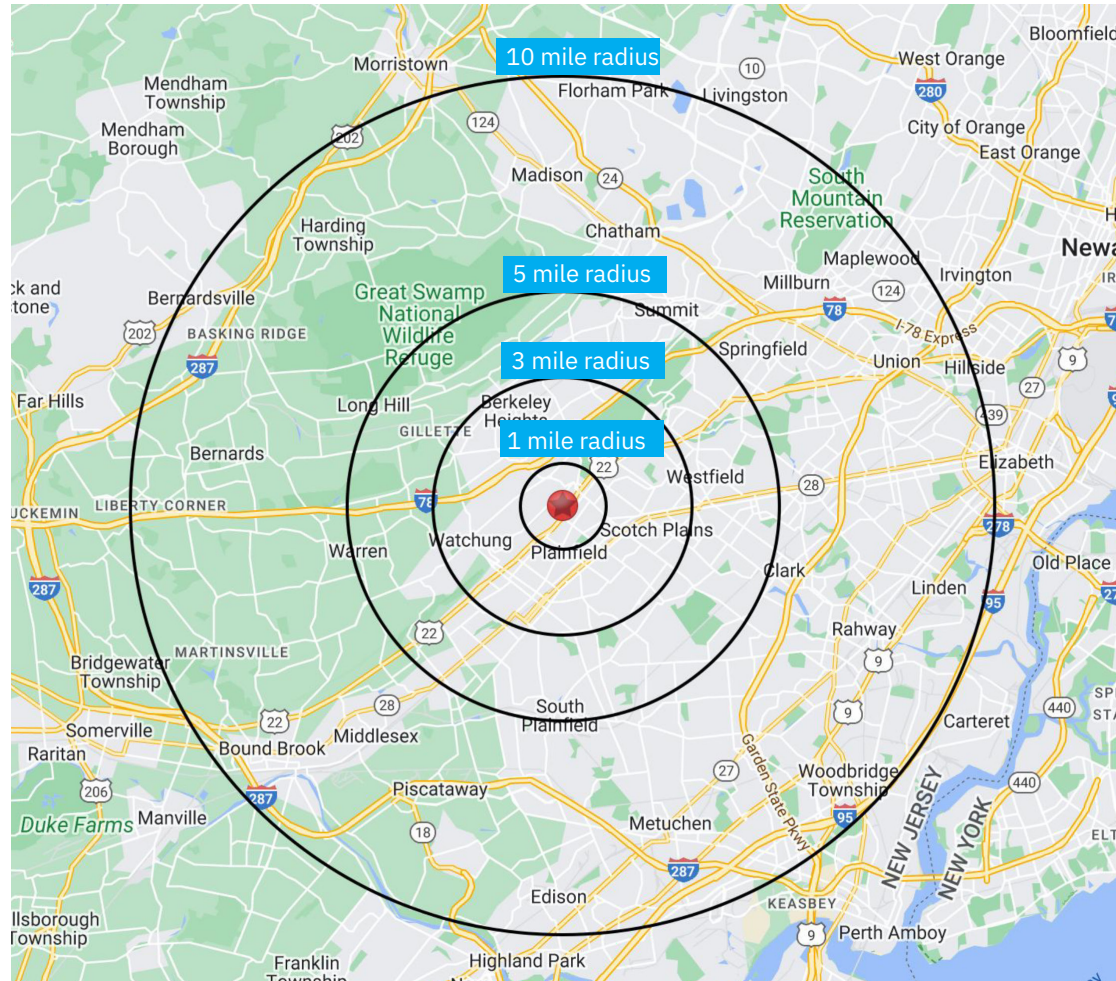
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DEMOGRAPHICS

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

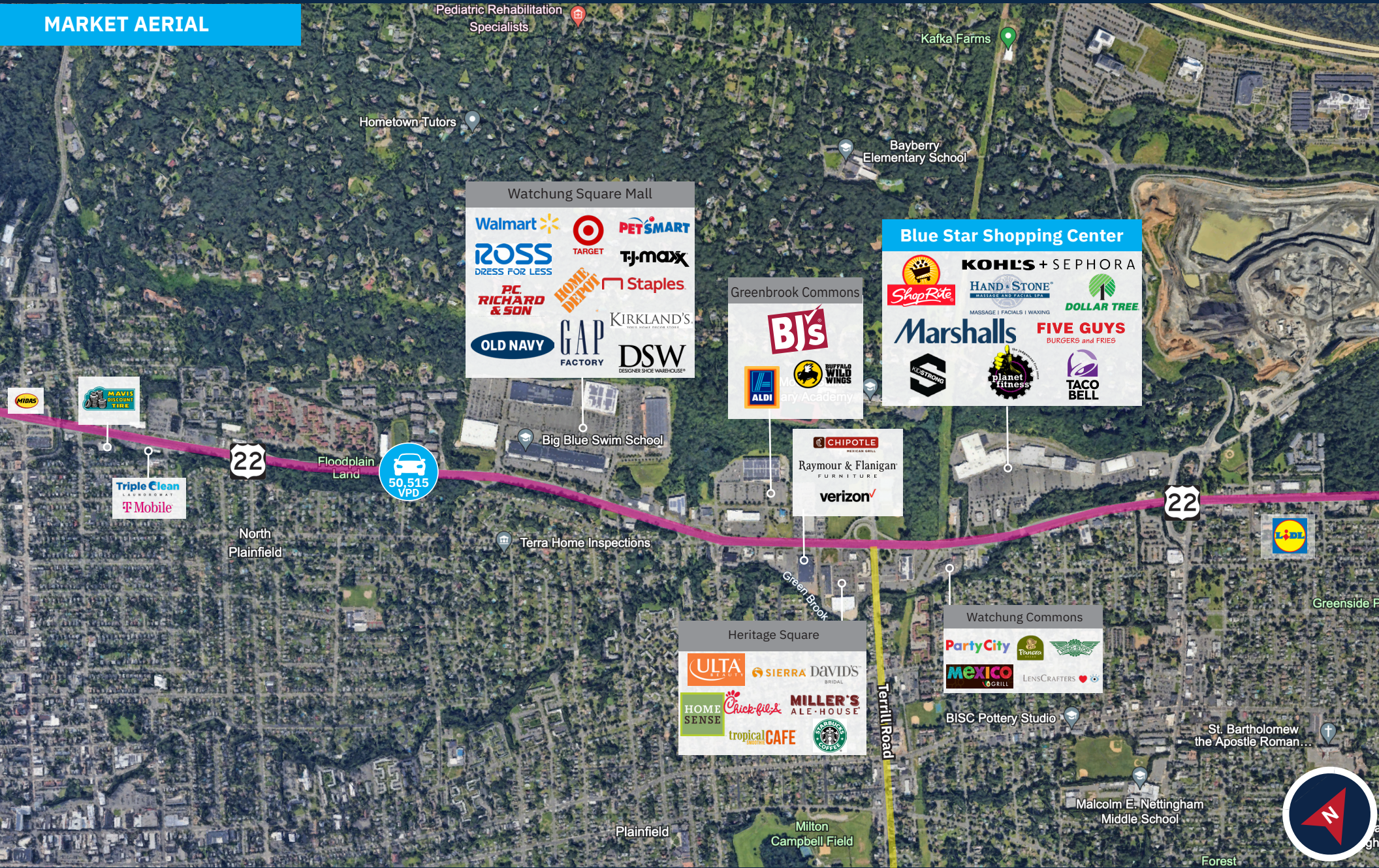


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MARKET AERIAL



CONTACT EXCLUSIVE AGENT

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