

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



Available Spaces

+/- 1,751 up to 50,000 SF;

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

Property Highlights

- **Multimillion-Dollar Redevelopment:** Transforming the 419,935 SF shopping center with modern upgrades across multiple phases.
- **New 72,000 SF ShopRite & Planet Fitness Now Open:** Prime location on US 22 ensures high visibility and accessibility.
- **Phase II Now Underway:** Former ShopRite space being redeveloped for two national retailers (soon to be announced). Upcoming restaurant additions, including Taco Bell and two more restaurants coming soon.
- **Leasing Activity:** Planet Fitness now open! Opening soon: Five Below, KidStrong, and Taco Bell. Multiple lease announcements coming soon.
- **Thriving Retail Corridor:** Located on Route 22, a booming retail hub with increasing consumer traffic and significant growth.
- Long-time Somerset County hub with 2.8 million annual visits.
- Easy access to major highways, including US 22 and I-78.
- **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



Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

LEVIN
MANAGEMENT

PHASE I REDEVELOPMENT COMPLETED



Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

SITE PLAN



TENANT ROSTER

		SF
1	Roma Salon (will be expanding)	1,066
2	Lease Pending	1,222
3	Dollar Tree	10,268
4	Kohl's + Sephora	125,445
5	Lease Pending	27,000
6	National Tenant Coming Soon- TBA	26,495
7	ShopRite	72,000
8A	Lease Pending	5,800
8B	Lease Pending	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	Lease Pending	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>Coming soon!</i>	2,992
28	Available - Restaurant Pad Site	8,200
29	New Restaurant Coming Soon -TBA	8,500
30	Taco Bell <i>Coming soon!</i>	2,911
31	Lease Pending	4,000

Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

LEVIN
MANAGEMENT

LEASING OPPORTUNITIES



Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

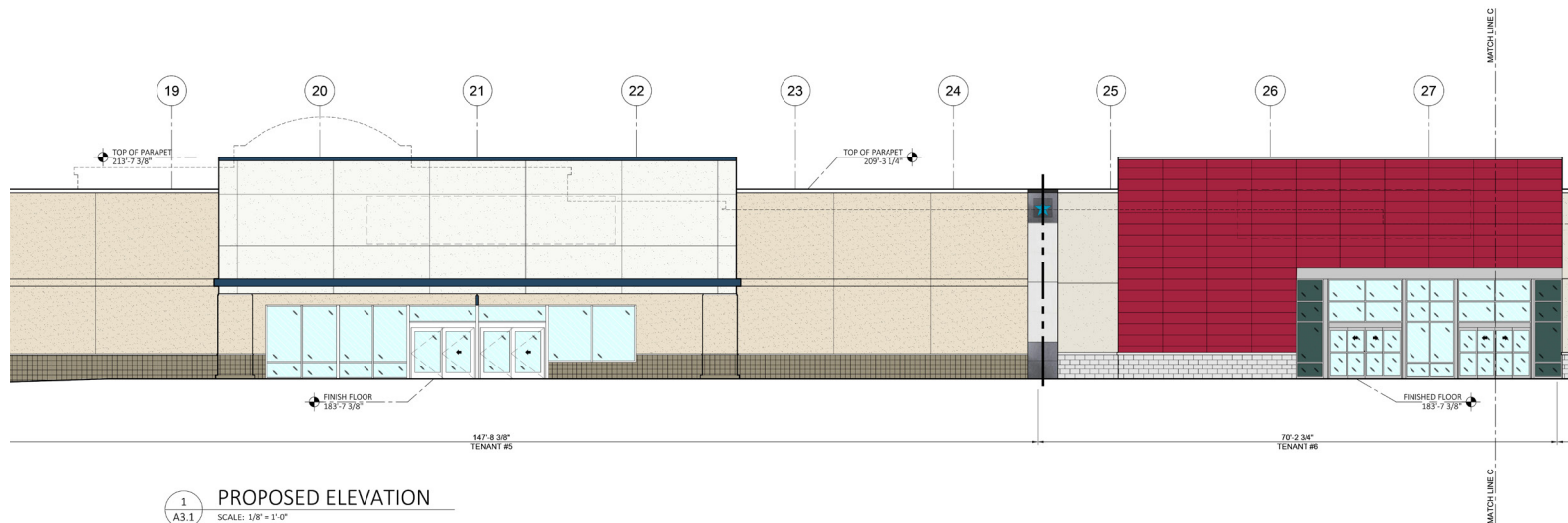
PHASE II REDEVELOPMENT UNDERWAY



former ShopRite

Phase II of Redevelopment Now Underway!

Exciting enhancements continue at Blue Star Shopping Center with the launch of Phase II of the redevelopment. The former ShopRite space is being redeveloped to make way for **two new national retailers—soon to be announced!** This phase also includes new pylon signs, expanded center-wide signage, and fresh landscaping at the main entrance. Planned improvements to the front of the center will introduce a new **Taco Bell** replacing the former Wendy's, **along with two additional restaurants—also soon to be announced.** These forthcoming upgrades are part of our continued investment in enhancing the center's visibility, tenant mix, and overall shopping experience.



Blue Star Shopping Center

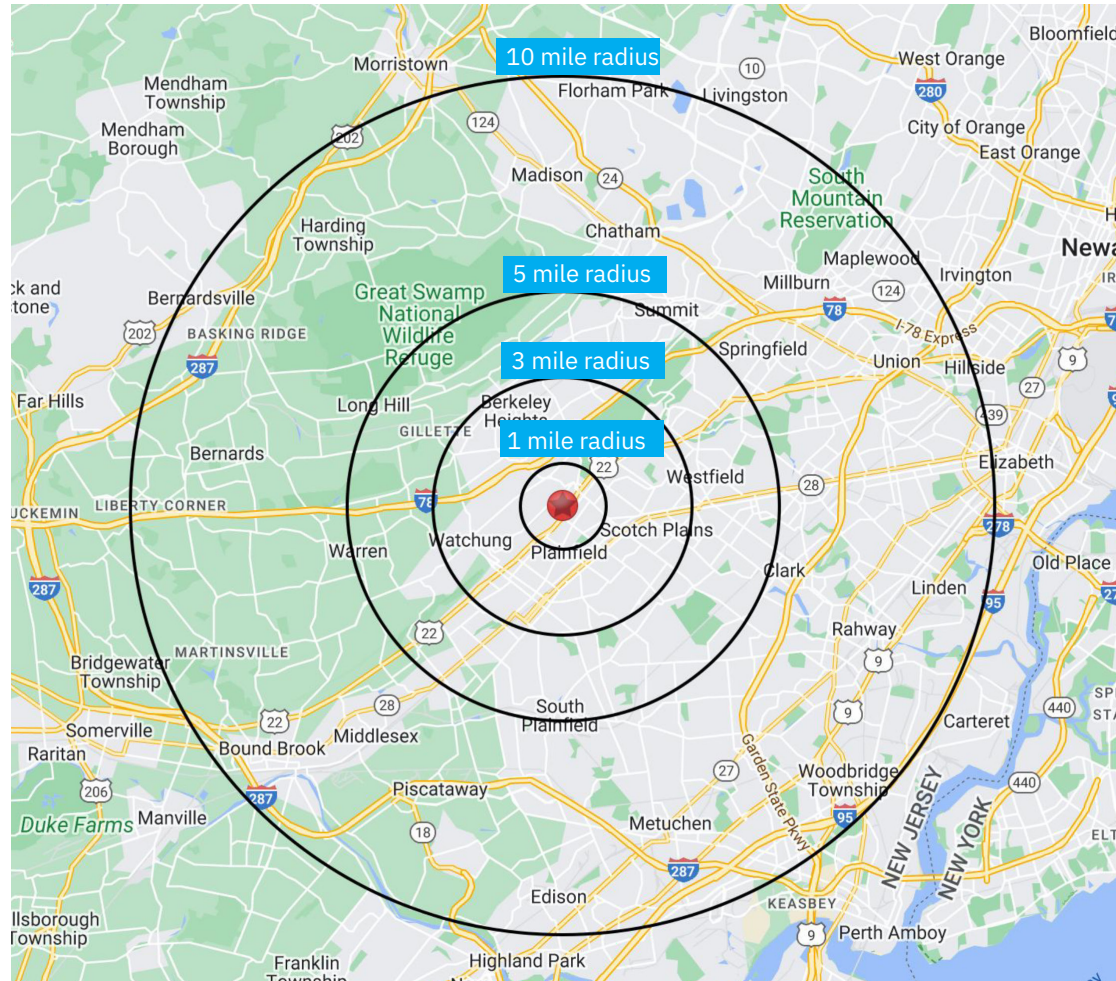
1701 US 22 | WATCHUNG, NJ 07069

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

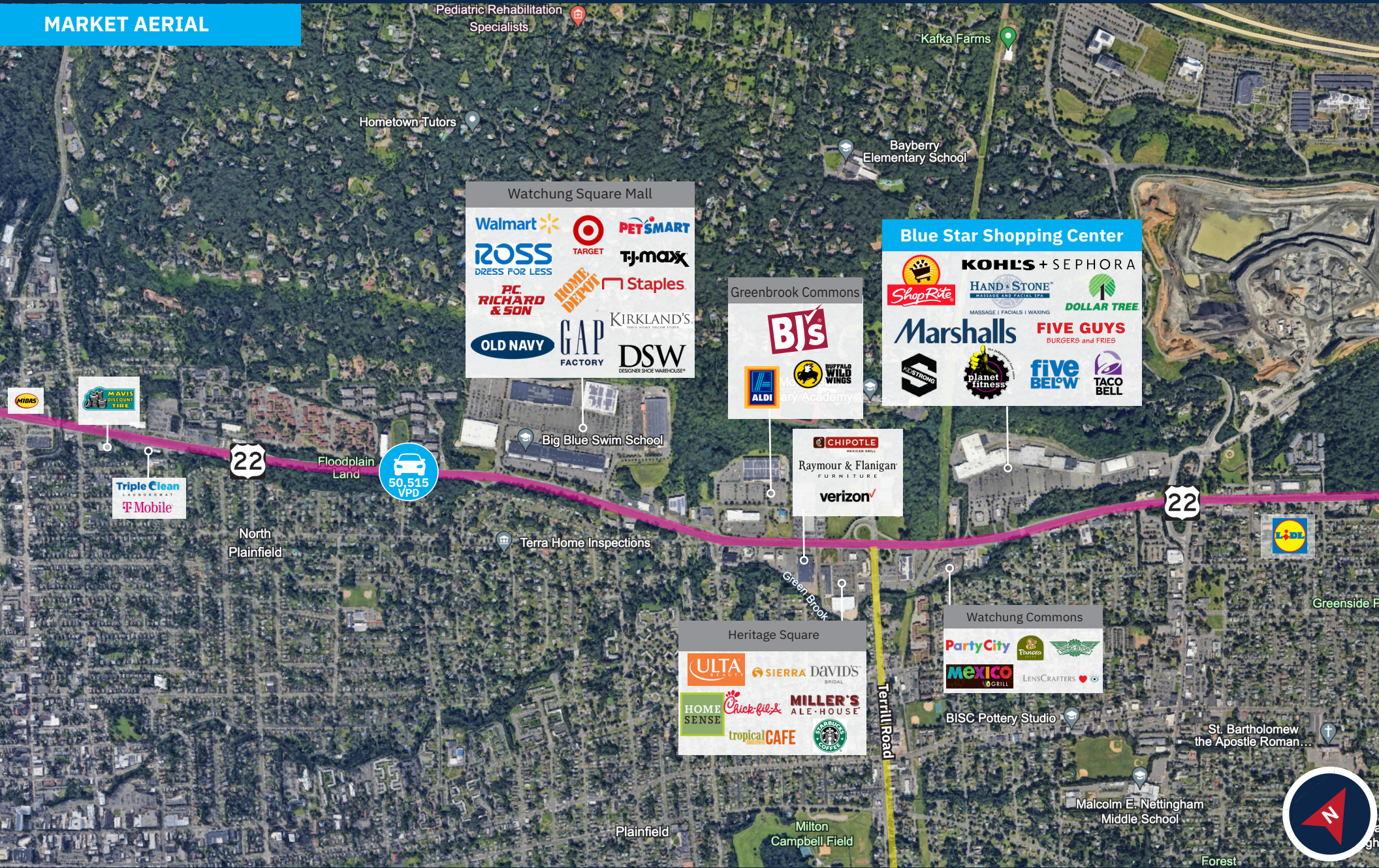


Blue Star Shopping Center

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