

# Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

LEVIN  
MANAGEMENT



2.8M visits annually\*  
6.25 visit frequency\*  
36 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:** Now open at a prime US Route 22 location with high visibility and accessibility
- **Phase II Underway:** Former ShopRite space being redeveloped for two national retailers—Marshalls and another discount retailer (TBA)
- **New Dining Options:** Taco Bell coming soon, with additional restaurants in the works
- **Leasing Momentum:** KidStrong, Planet Fitness now open; coming soon—Taco Bell, Five Below, Marshalls, and a luxury nail salon. More tenant announcements ahead
- **Thriving Retail Corridor:** Located on Route 22, a booming retail hub with growing consumer traffic
- **Established Destination:** 2.8 million annual visits in Somerset County
- **Excellent Access:** Easy connectivity to US 22, I-78, and other major highways
- **Co-Broker Incentives:** 5% commission up to 15,000 SF; 4% commission for 15,001–40,000 SF

## Retailers



## Average Daily Traffic

55,197 US 22

16,062 Park Avenue

19,405 New Providence Road

## Demographics

5-mile radius



269,261  
POPULATION



92,128  
HOUSEHOLDS



\$208,054  
AVERAGE HH INCOME



241,256  
DAYTIME POPULATION

Source: sitesusa.com



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PHASE I REDEVELOPMENT COMPLETED



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## 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	Marshalls New Store Coming Soon!	27,000
6	National Tenant Coming Soon- TBA	26,495
7	ShopRite	72,000
8A	Nails Spa & Beyond <i>Coming soon!</i>	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	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



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## LEASING OPPORTUNITIES





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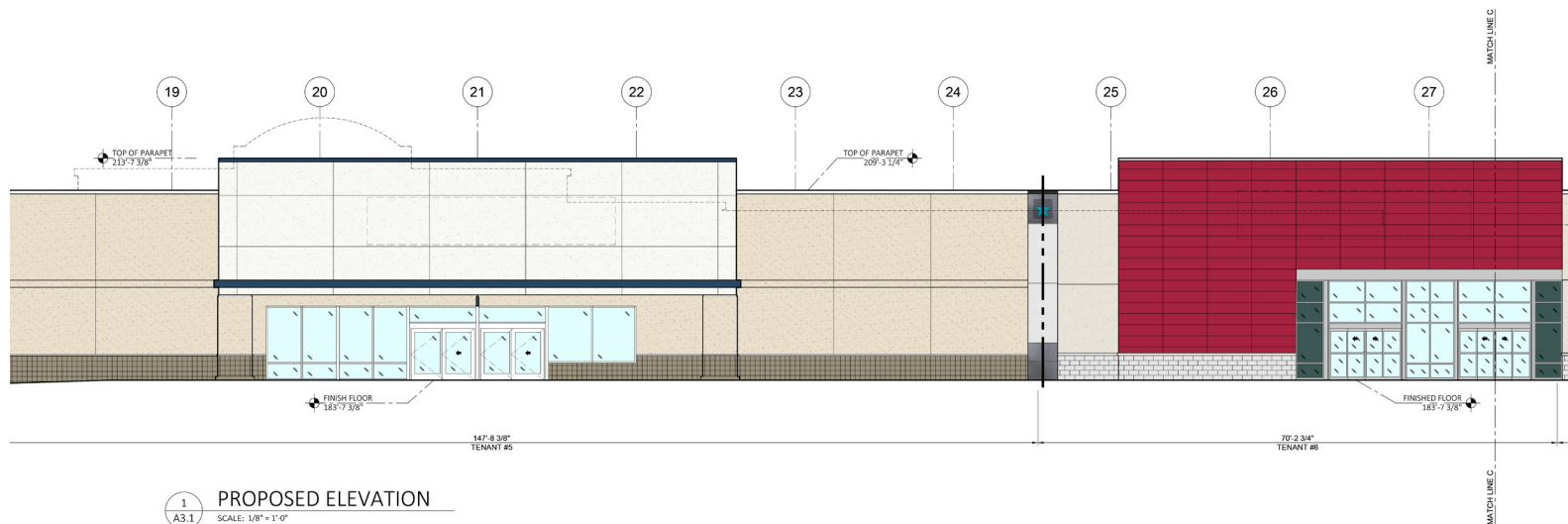
## PHASE II REDEVELOPMENT UNDERWAY



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. Former ShopRite space being redeveloped for two national retailers – Marshalls will bring a new store to the center next to another discount retailer - TBA. 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

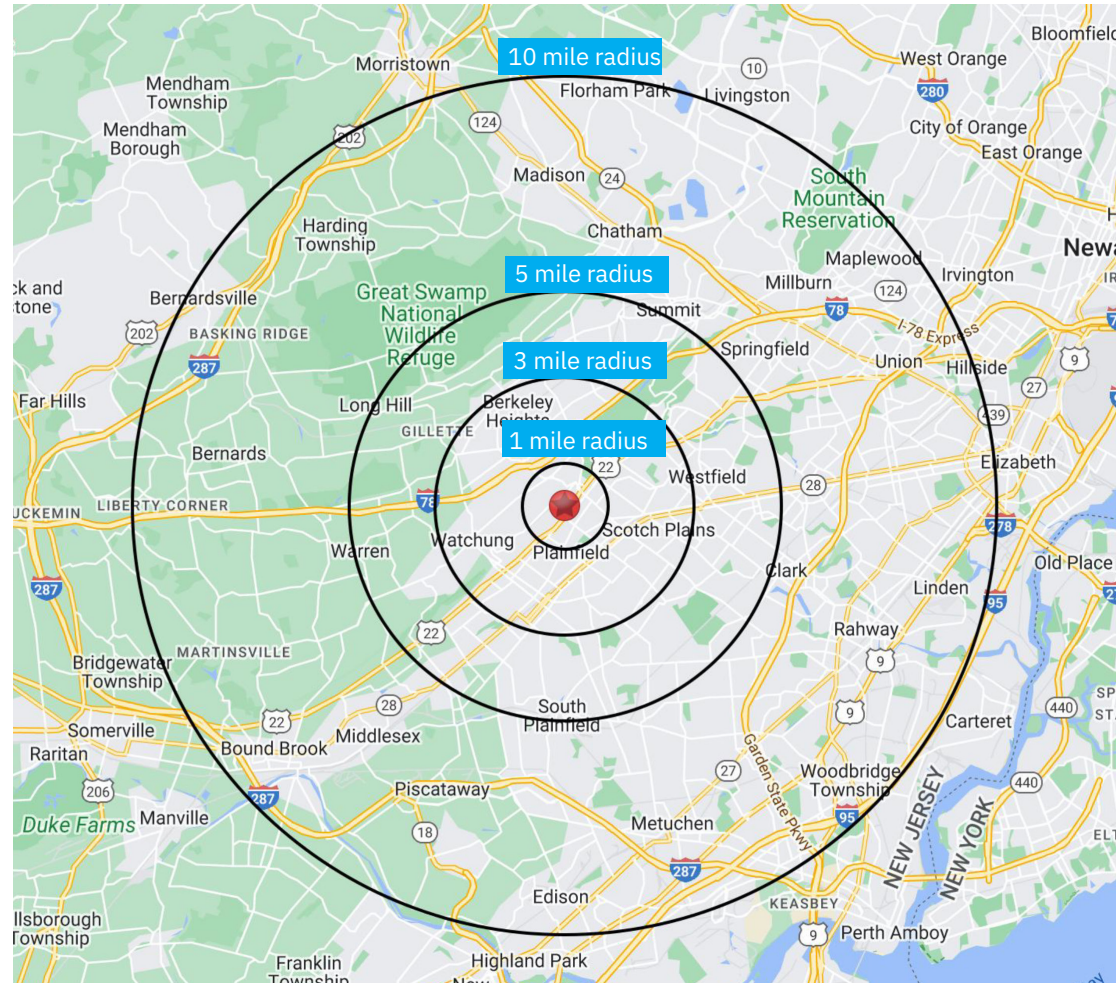
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## DEMOGRAPHICS

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



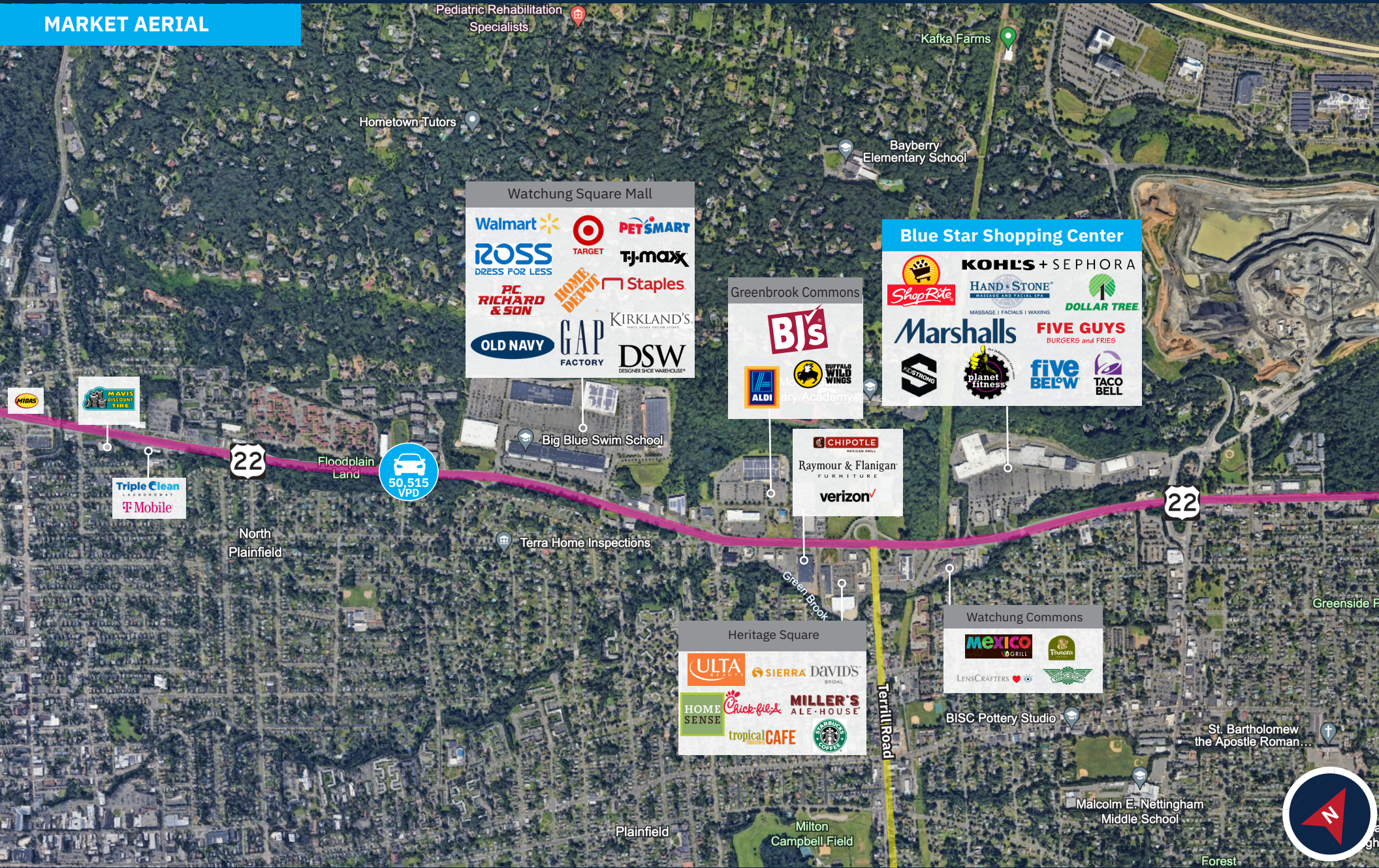


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## MARKET AERIAL





## CONTACT EXCLUSIVE AGENT

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