

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

+/- 1,649 up to 40,000 SF;

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

Property Highlights

- **Multimillion-Dollar Redevelopment Anchored by New ShopRite:** The 419,935 SF shopping center has been transformed into a vibrant, modern retail destination. This significant, multimillion-dollar repositioning was anchored by the development of a new, expanded 72,000 SF ShopRite—now open and serving as a flagship tenant that sets a new standard for the property.
- **Phase II Now In Progress:** The former ShopRite space is being redeveloped to house two national retailers—Burlington and a relocated Marshalls.
- **New Dining Options Coming Soon:** Taco Bell is on the way, with additional restaurant concepts that will be soon announced.
- **Strong Leasing Momentum:** Planet Fitness and KidStrong are now open. Coming soon: Burlington, Five Below, Taco Bell, the relocated Marshalls, and a luxury nail salon.
- Positioned along US Route 22 in Somerset County—one of New Jersey's most active retail corridors with strong daily traffic and regional draw.
- Generates **2.8 million annual visits** and continues to attract a loyal customer base from the surrounding trade area.
- Direct connectivity to US Route 22, I-78, and several major thoroughfares.
- **Broker Incentives Offered:** 5% commission on leases up to 15,000 SF; 4% commission on leases from 15,001 to 40,000 SF.

Retailers



Average Daily Traffic

55,197 US 22

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



**Burlington, Five Below,
Taco Bell & New Nail Salon
Coming Soon!**

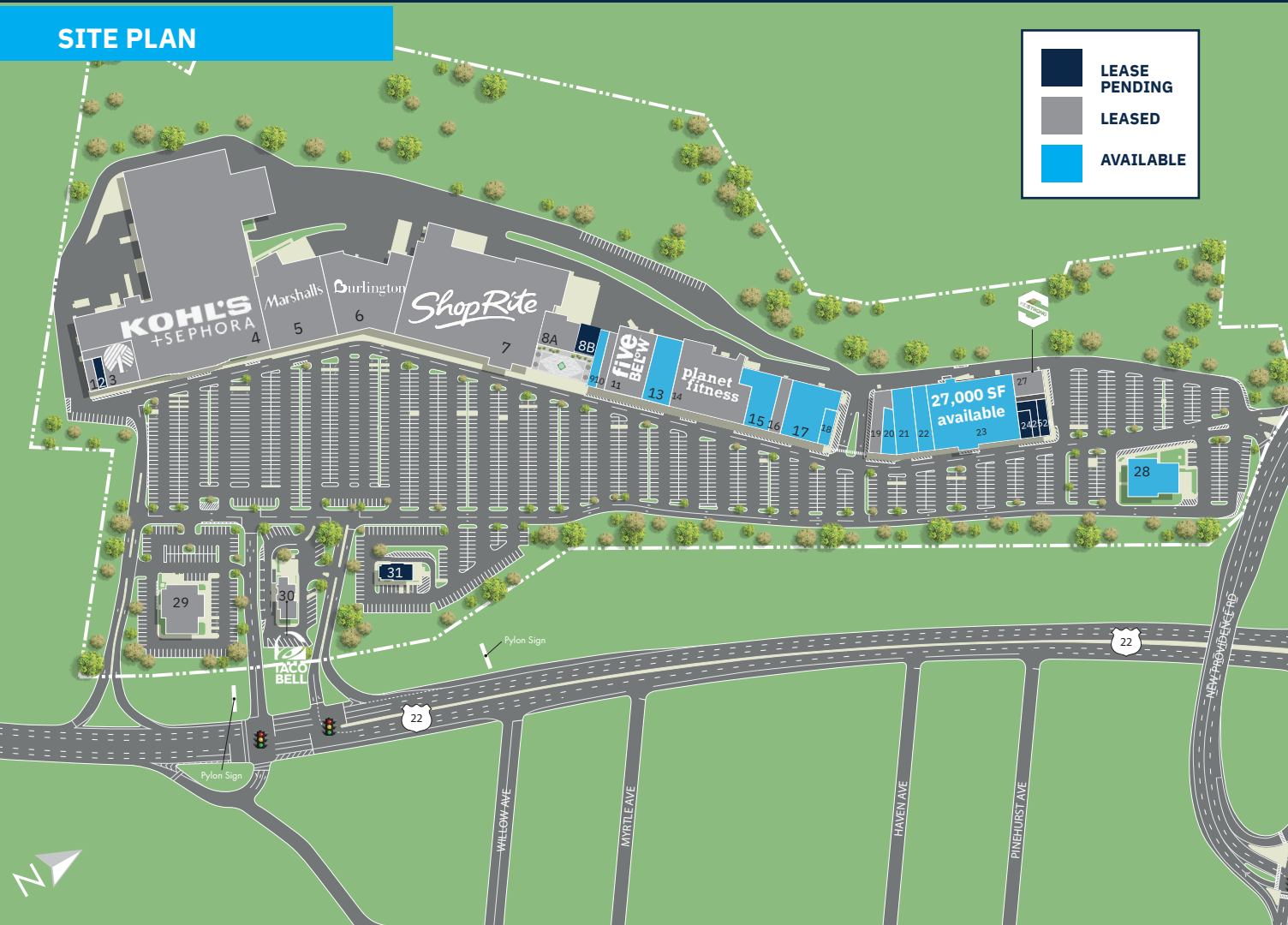
**ShopRite,
Planet Fitness, KidStrong
Now Open**



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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 <i>New Store Coming Soon!</i>	27,000
6	Burlington <i>Coming Soon!</i>	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	Available	1,649
21	Available	7,234
22	Available	4,191
23	Marshalls - coming available	27,000
24	Lease Pending	1,751
25	Lease Pending	1,889
26	Lease Pending	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

can be combined

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LEASING OPPORTUNITIES



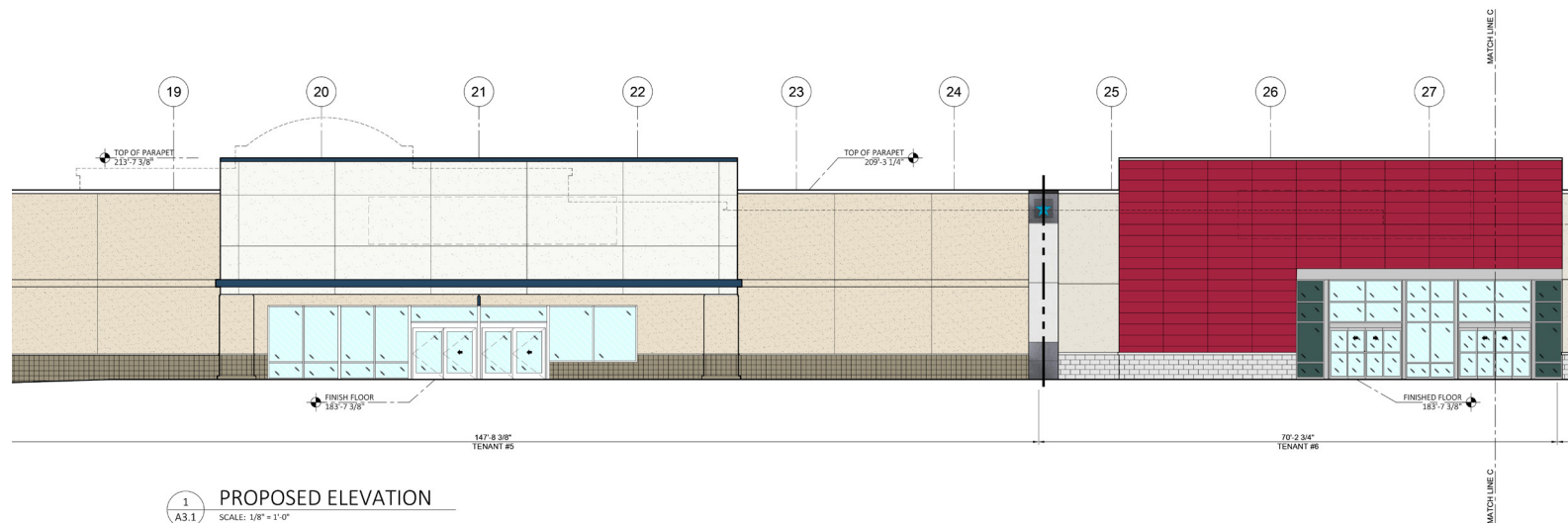
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PHASE II REDEVELOPMENT UNDERWAY

Phase II of Redevelopment Now Underway!

Exciting enhancements continue at Blue Star Shopping Center with the launch of Phase II of its multimillion-dollar redevelopment. The former ShopRite space is being transformed for two national retailers—**Burlington** and a new, upgraded **Marshalls** store, which will relocate within the center to this modern buildout.



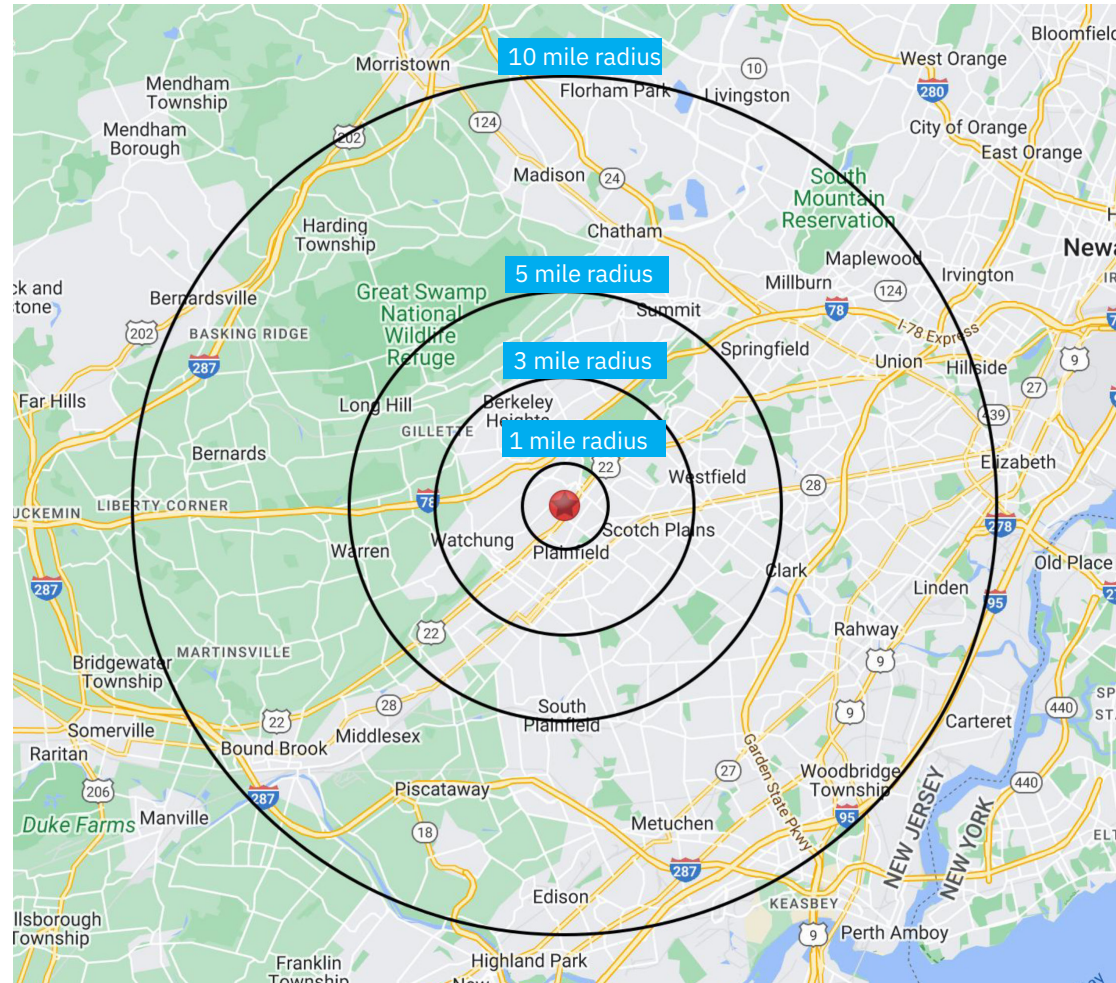
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DEMOGRAPHICS

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

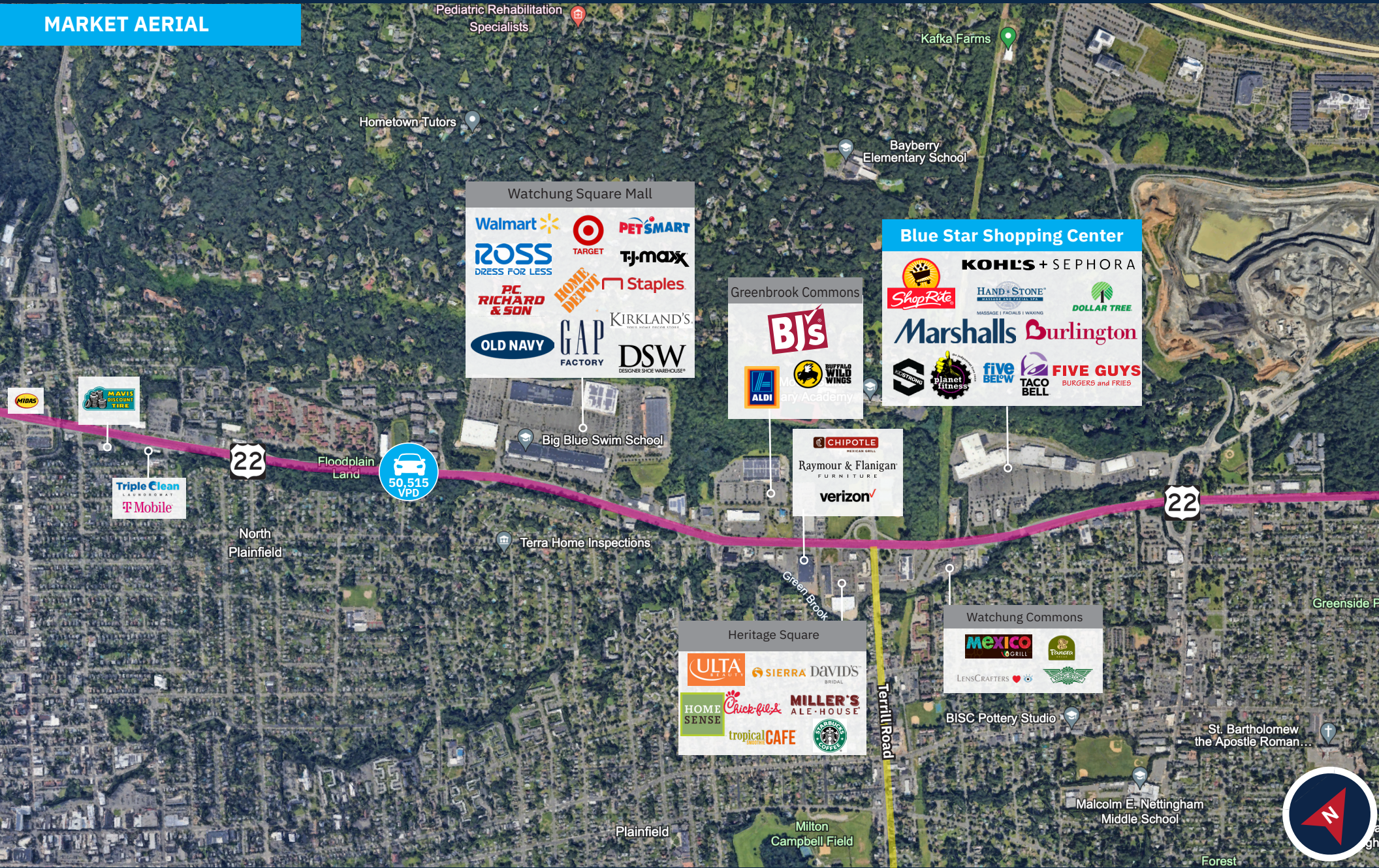


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MARKET AERIAL



CONTACT EXCLUSIVE AGENT

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