

Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

LEVIN
MANAGEMENT



2.9M visits annually*
6.25 visit frequency*
36 min avg. duration*

*Property Data by Placer.ai



Available Spaces

±1,649 – ±40,000 SF Contiguous — Divisible / Combinable
8,200 SF 2nd Gen Restaurant (Former Fridays)
Junior Anchor and Anchor Opportunities Available

Property Highlights

- Blue Star Shopping Center in Watchung, NJ has been revitalized with a **multimillion-dollar redevelopment**. This 420,000-SF destination is anchored by a **new modern ShopRite** and **draws 2.9M visitors annually**.
- Recent openings include:** Planet Fitness, KidStrong, and Taco Bell. Coming soon are Raising Cane's, Burlington, Five Below, Honeygrow, Back Nine Golf, a new Marshalls store 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.
- 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



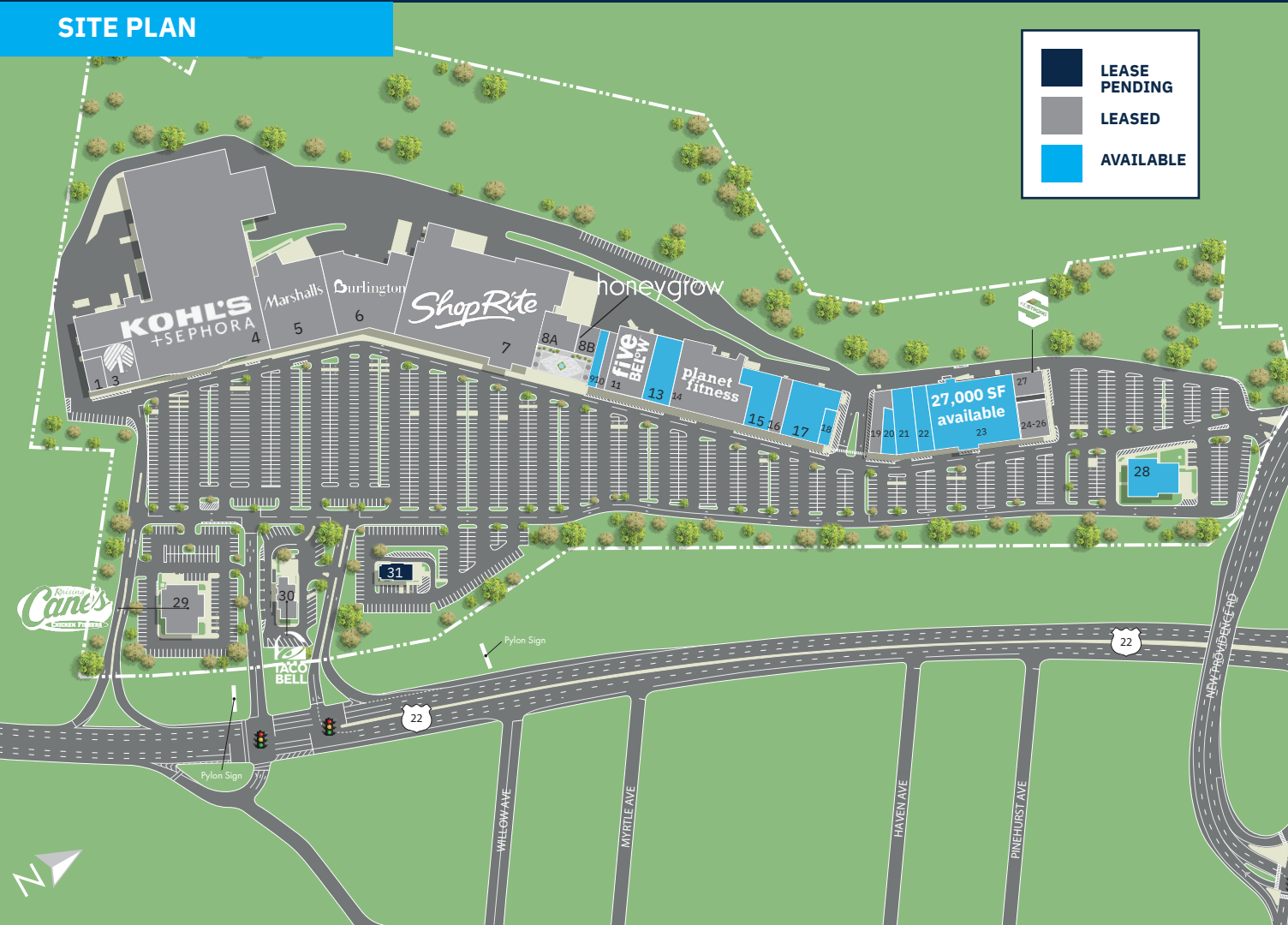
241,256
DAYTIME POPULATION

Source: sitesusa.com

Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

SITE PLAN



TENANT ROSTER

		SF
1/2	Roma Salon (expanding space)	2,288
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	Modern Nails Lounge <i>Coming soon!</i>	5,800
8B	Honeygrow <i>Coming soon!</i>	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 - moving to new space in center]	27,000
24-26	Back Nine Golf <i>Coming soon!</i>	5,465
27	KidStrong	2,992
28	Available - Restaurant Pad Site	8,200
29	Raising Cane's <i>Coming soon!</i>	8,500
30	Taco Bell	2,911
31	Lease Pending	4,000

can be combined

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

Coming Soon!

**Burlington, Five Below,
Raising Cane's,
Modern Nails Lounge,
Honeygrow,
Back Nine Golf**

Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069

LEVIN
MANAGEMENT

LEASING OPPORTUNITIES



Blue Star Shopping Center

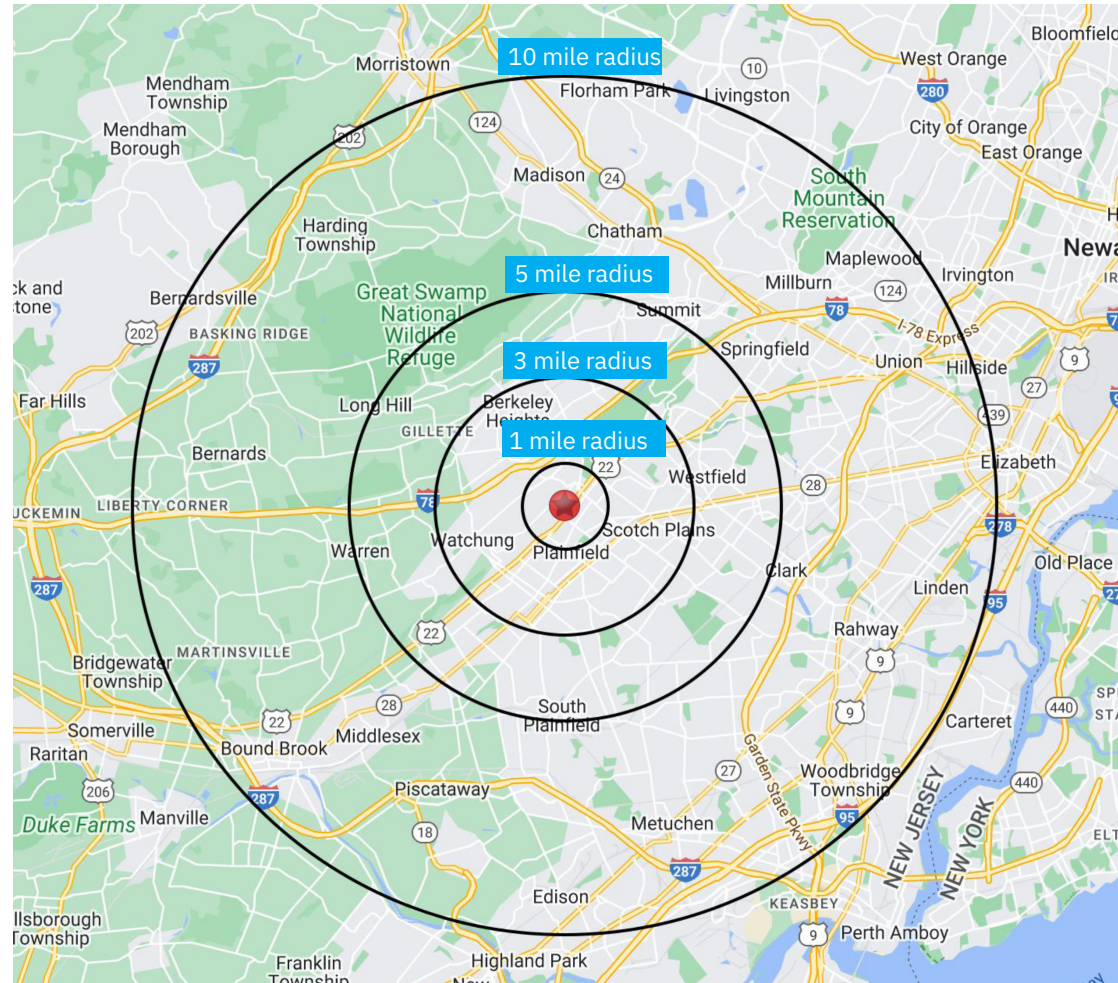
1701 US 22 | WATCHUNG, NJ 07069

LEVIN
MANAGEMENT

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

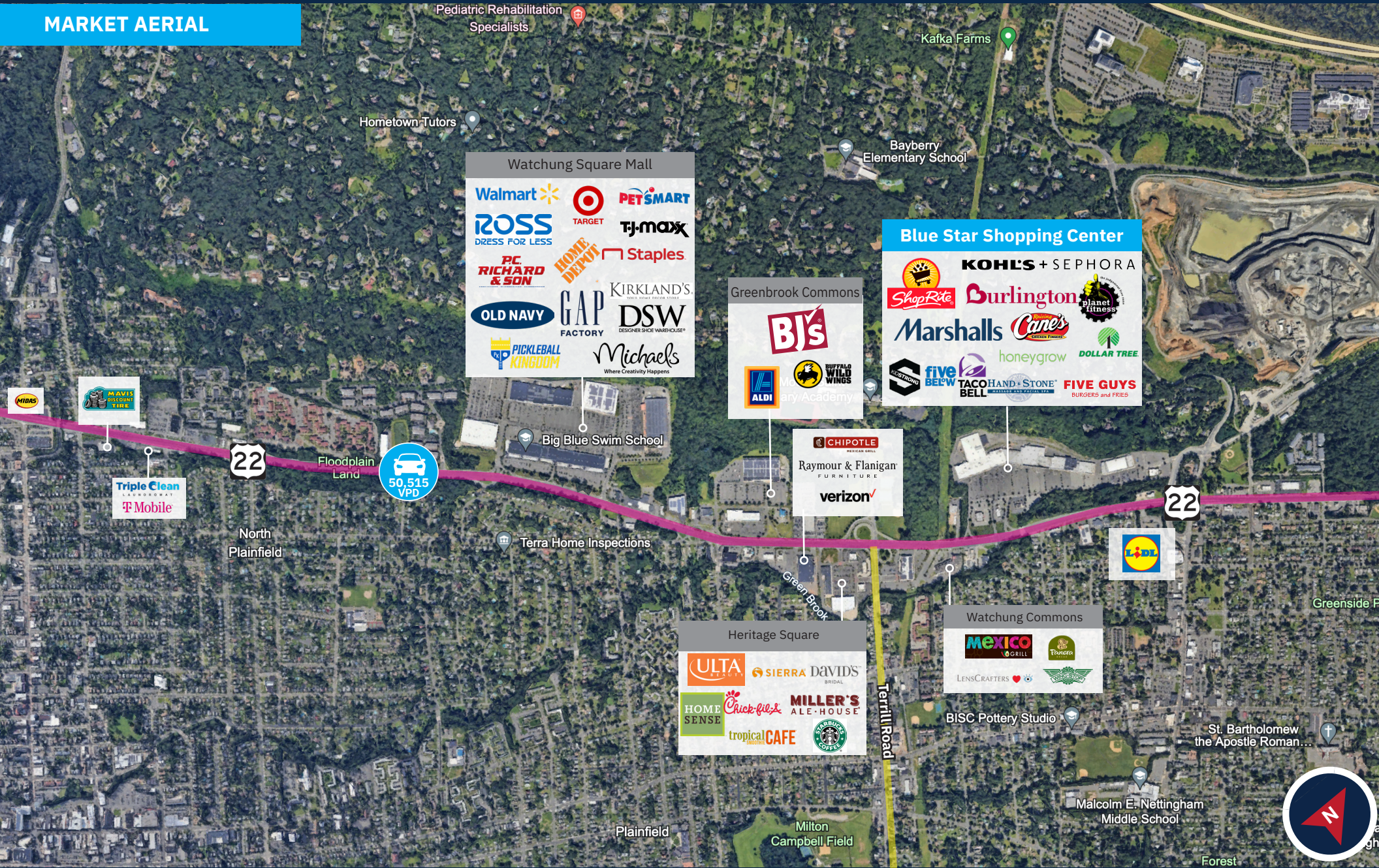


Blue Star Shopping Center

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