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More Than 62,200 Square Feet Leased at Blue Star Shopping Center with Burlington, Taco Bell and Marshalls Relocation



New tenant activity highlights leasing momentum at Watchung, N.J., retail center amid multimillion-dollar redevelopment

WATCHUNG, N.J. (Sept. 9, 2025) — [Levin Management Corporation \(LMC\)](#) has arranged more than 62,200 square feet of new leasing activity at Blue Star Shopping Center, a 420,000-square-foot community shopping center anchored by ShopRite, located on U.S. Route 22 in Watchung. The latest deals include Burlington, the relocation of Marshalls within the center, and leases with Taco Bell and Nails Spa & Beyond.

LMC has served as leasing and managing agent for Blue Star Shopping Center for decades, overseeing this long-established retail destination through multiple growth phases.

Burlington Stores Inc., a national off-price retailer operated 1,115 locations at the end of the first quarter of fiscal 2025 across 46 states, Washington, D.C., and Puerto Rico. Burlington offers a wide assortment of in-season, branded merchandise at up to 60 percent off other retailers' prices, including fashion-focused women's apparel, menswear, youth apparel, baby, beauty, footwear, accessories, home, toys, gifts and coats.

Marshalls, a longtime tenant at Blue Star, will relocate to a reconfigured 27,000-square-foot space within a portion of the building previously occupied by ShopRite. The space became available earlier this spring when the grocer relocated to a newly constructed 72,000-square-foot store adjacent to its former location. The vacated building is now being redeveloped as part of the property's broader transformation to accommodate both Burlington and Marshalls, bringing two national brands together in a highly visible, central location.

Taco Bell has opened a new 2,900-square-foot restaurant at the center, expanding Blue Star's dining options. The popular quick-service chain is known for its bold, Mexican-inspired menu featuring tacos, burritos, quesadillas and specialty items. Taco Bell is a subsidiary of Yum! Brands, Inc., and operates more than 8,000 restaurants across the United States and internationally.

Nails Spa & Beyond, which also operates a location in Westfield, will introduce a 5,800-square-foot full-service nail and beauty spa, adding to the property's wellness and personal care offerings.

E.J. Moawad, senior leasing representative at LMC, represented the landlord in all four transactions. Co-brokers included:

- Cliff Simon of CNS, representing Burlington
- Jerry Welkis and Stephan Miller of Welco Realty, representing Marshalls
- Bob Delia of Summit Realty, representing Taco Bell

“These leases reflect strong demand for well-positioned retail space in this market,” said Moawad. “With more than 62,200 square feet of new commitments and additional deals in the pipeline, Blue Star Shopping Center continues to build meaningful momentum.”

Beyond its newest additions, Blue Star Shopping Center is also home to a strong mix of national and regional tenants, including Kohl’s, Dollar Tree, Hand & Stone Massage and Facial Spa, Five Guys, and The Children’s Place, as well as the recently opened Planet Fitness and KidStrong. Previously announced Five Below is also on the way, further enhancing the center’s appeal as a retail and service destination.

“Blue Star has been a part of the Watchung community since 1954,” said Matthew K. Harding, chief executive officer of LMC. “This redevelopment ensures the property remains competitive, relevant and well aligned with today’s tenant expectations and consumer behavior.”

Located along a high-traffic stretch of U.S. Route 22 with access to Interstate 78 and other major roadways, Blue Star Shopping Center draws approximately 2.8 million annual visits, according to Placer.ai.

The property benefits from a strong and growing customer base, with more than 269,000 residents within a five-mile radius, and an average household income exceeding \$208,000. These strong demographics, combined with strong traffic patterns, continue to fuel retailer demand at the center.

Current leasing opportunities at Blue Star Shopping Center include spaces ranging from approximately 1,700 to 40,000 square feet, along with an 8,200-square-foot second-generation restaurant pad site.

North Plainfield, N.J.-based Levin Management Corporation (LMC) is a full-service commercial real estate services firm with more than 70 years of experience. The company's portfolio includes approximately 125 properties totaling 16 million square feet across the Northeast and Mid-Atlantic, primarily focused on grocery-anchored open-air retail centers. LMC provides leasing, property management, construction, accounting and financial reporting, marketing, and acquisition/disposition consulting, delivering tailored strategies to maximize asset value for institutional and private owners.

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[About Levin Management Corporation \(LMC\)](#)

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