

Blue Star Shopping Center

1701 US 22 | WATCHUNG, NJ 07069



\$12M Redevelopment for Blue Star has begun!

2.8M visits annually*
5.80 visit frequency*
35 min avg. duration*

*Property Data by Placer.ai



Construction underway for a brand-new, 72,000-SF ShopRite.



Available Spaces

+/- 1,200 up to 50,000 SF

Property Highlights

- **\$12M Redevelopment Investment:** Enhancing the 419,935 SF Blue Star Shopping Center.
- **New 72,000 SF ShopRite:** Construction underway while the existing store remains open. Prime location on US 22 ensures high visibility and accessibility.
- **Ongoing Enhancements:** Modern infrastructure upgrades including updated facades, inviting common areas, beautiful landscaping, and EV charging stations.
- **New Tenants on the Horizon:** Multiple leases pending, including a new restaurant on the pad site.
- **Thriving Retail Corridor:** Located on Route 22, a booming retail hub experiencing significant growth and increased consumer traffic.
- **Established Retail Destination:** Long-time Somerset County hub with 2.8 million annual visits.
- **Centrally Located:** Easy access to major highways, including US 22 and I-78.
- **Pylon Signage Available:** Maximize visibility with prominent signage on Route 22.
- **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

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REDEVELOPMENT

Exterior Signage

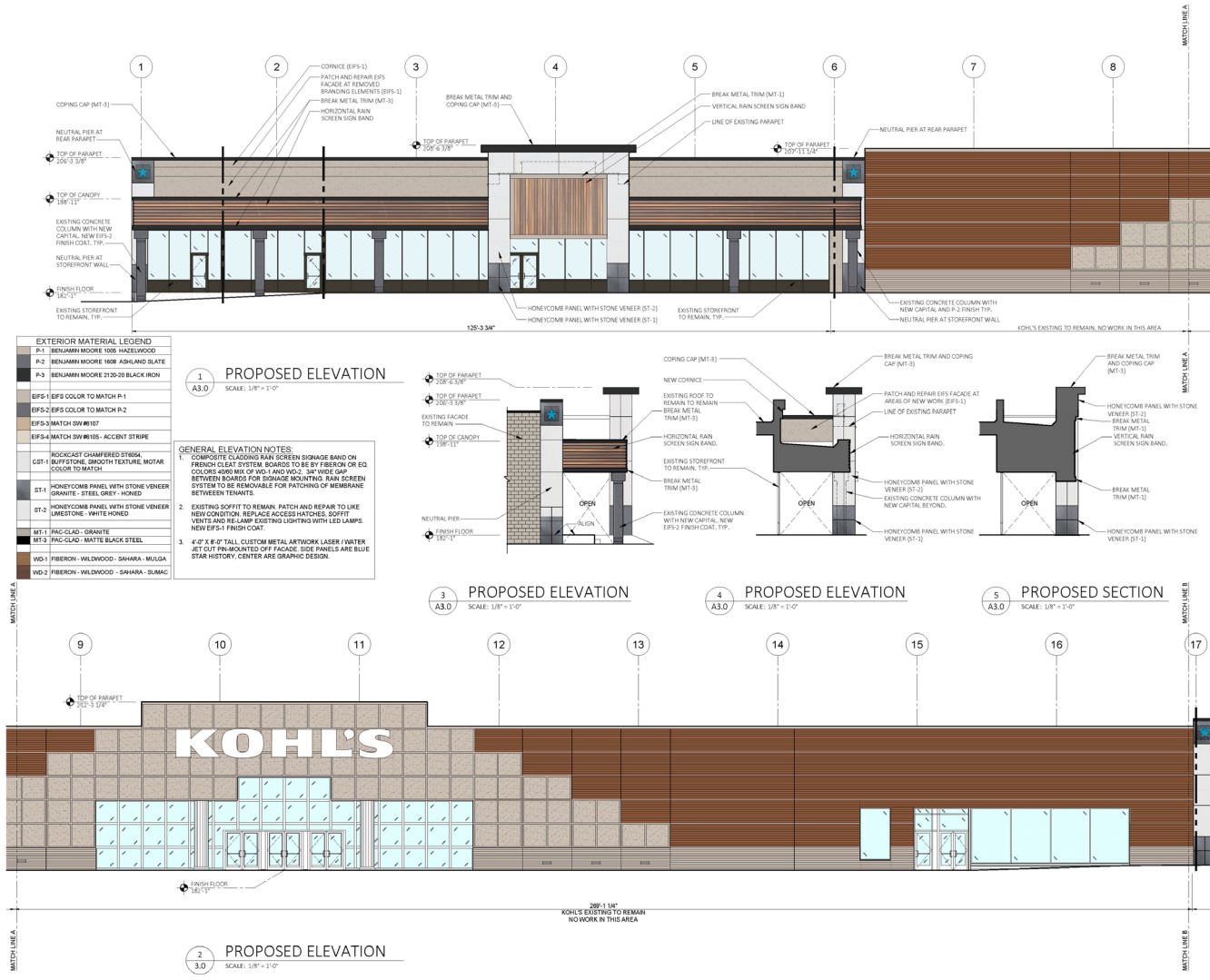
Design Layout
Scale = NTS



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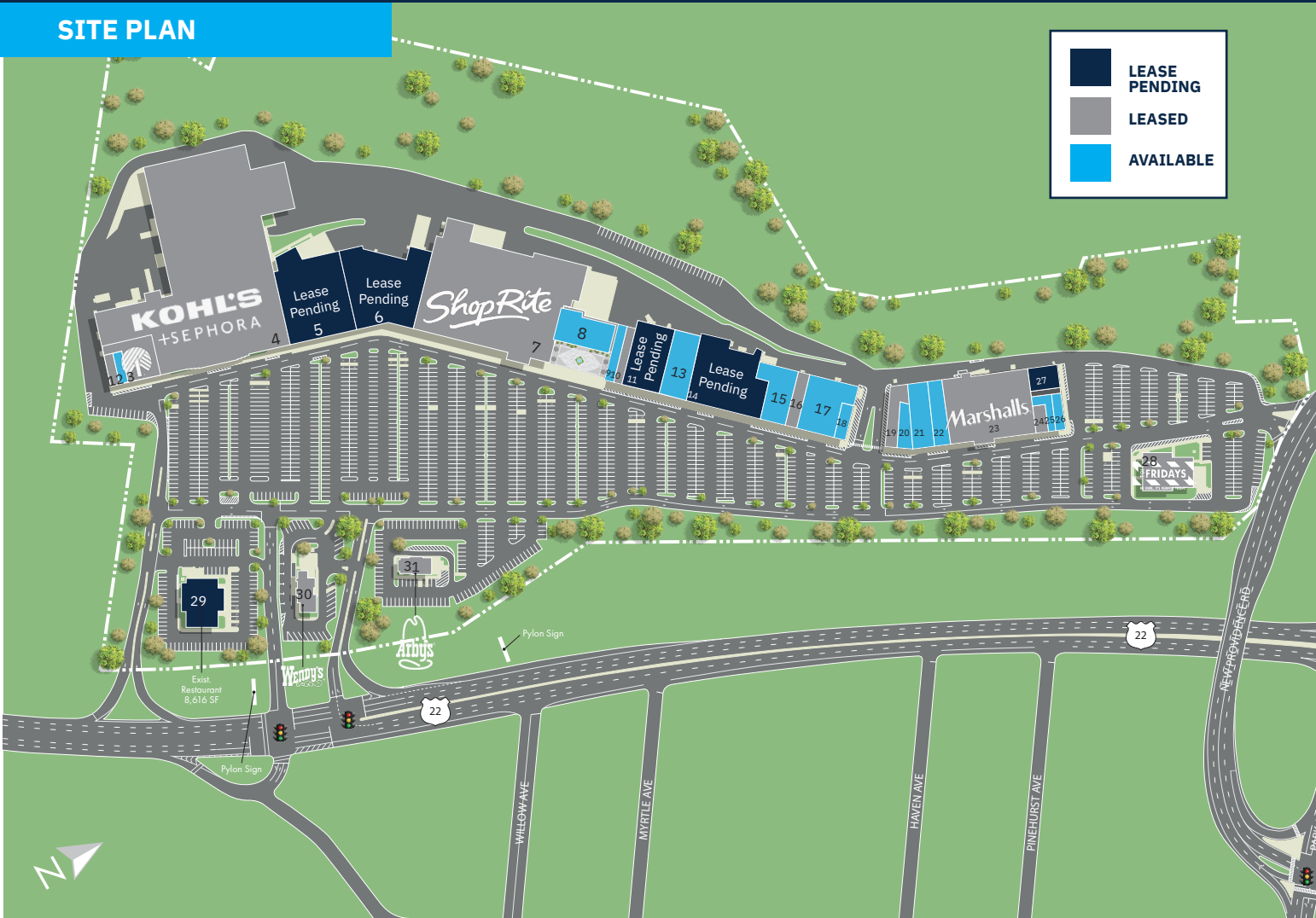
REDEVELOPMENT



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SITE PLAN



TENANT ROSTER

		SF
1	Roma Salon	1,066
2	Available	1,222
3	Dollar Tree	10,268
4	Kohl's + Sephora	125,445
5	Lease Pending	27,000
6	Lease Pending	26,495
7	New ShopRite [ECD Summer 2024]	72,000
8	Available	8,250
9	Available	1,950
10	Five Guys	2,543
11/12	Lease Pending	10,037
13	Available	10,051
14	Leasing Pending	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	27,000
24	One Main Financial	1,751
25	Available	1,889
26	Available	1,825
27	Lease Pending	2,992
28	TGI Fridays	8,200
29	New Restaurant to be announced!	8,500
30	Wendy's	2,911
31	Arby's	4,000

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LEVIN
MANAGEMENT

PHOTO GALLERY



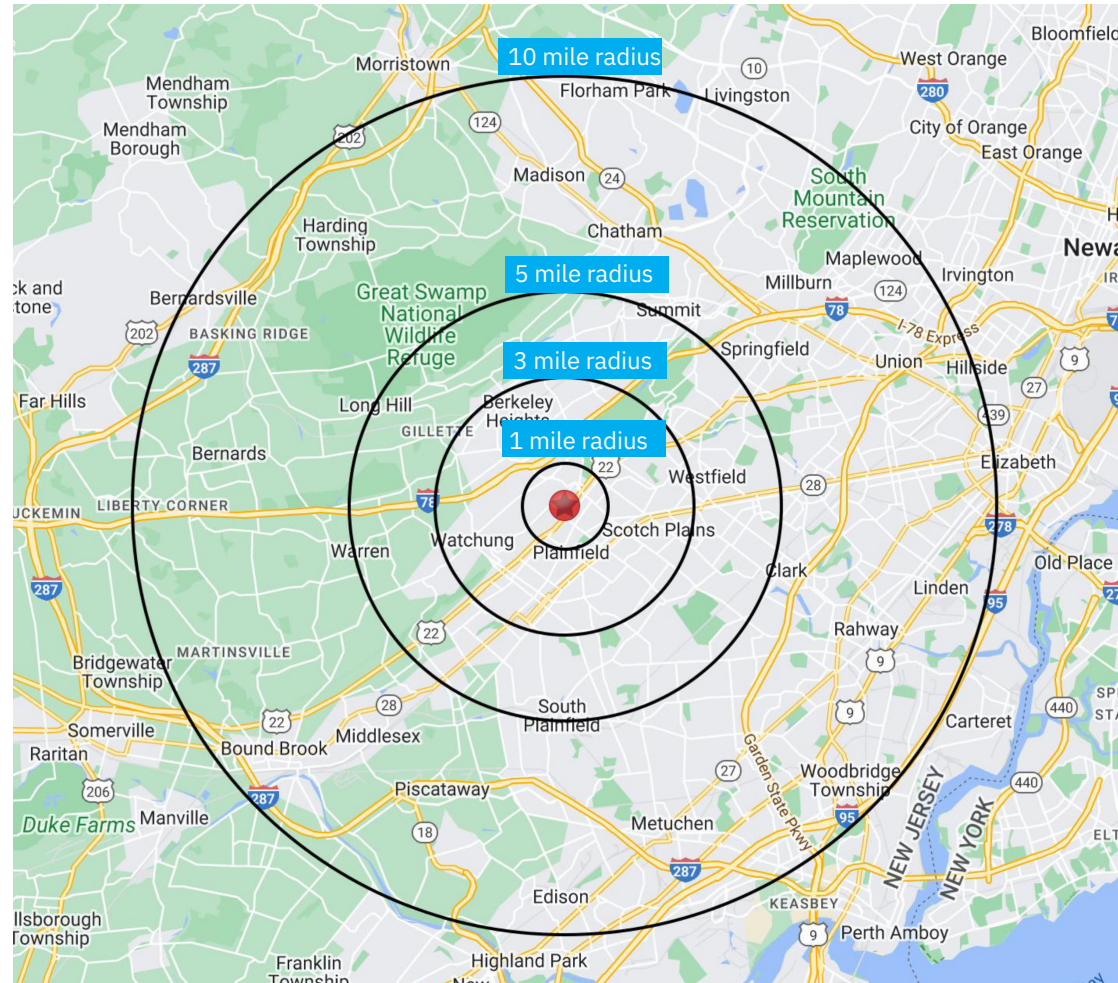
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DEMOGRAPHICS

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

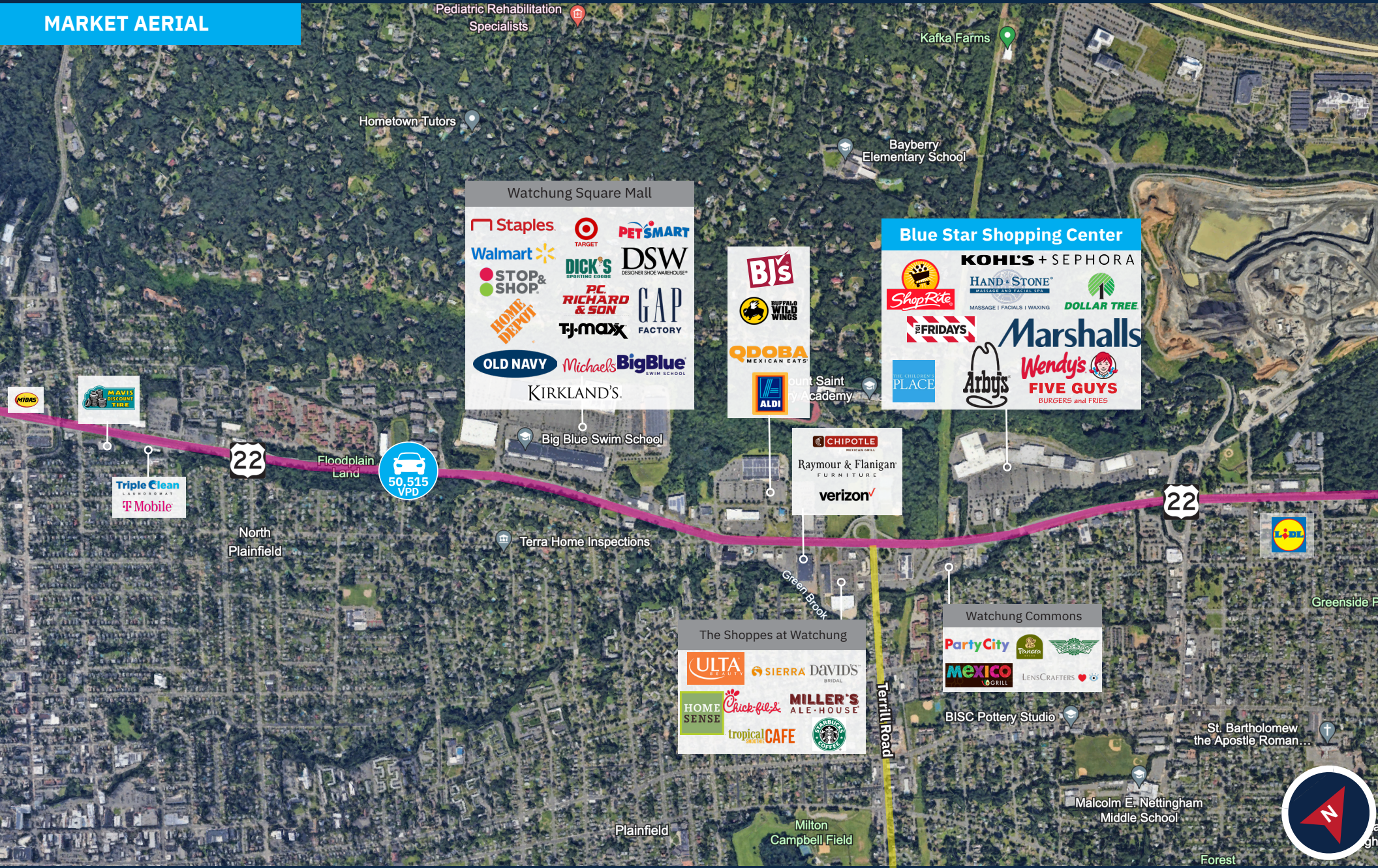
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MARKET AERIAL



Pediatric Rehabilitation Specialists

Kafka Farms

Hometown Tutors

Bayberry Elementary School

Watchung Square Mall

- Staples
- Walmart
- STOP & SHOP
- HOMES DEPOT
- OLD NAVY
- Michael's
- BigBlue SWIM SCHOOL
- KIRKLAND'S
- PET SMART
- TARGET
- DICK'S SPORTING GOODS
- PC RICHARD & SON
- TJ-maxx
- GAP FACTORY
- DSW DESIGNER SHOE WAREHOUSE

Blue Star Shopping Center

- KOHL'S + SEPHORA
- ShopRite
- FRIDAYS
- Arby's
- Wendy's FIVE GUYS
- HAND + STONE MASSAGE AND FACIAL SPA
- DOLLAR TREE

- BJS BUFFALO WILD WINGS
- QDOBA MEXICAN EATS
- ALDI

- CHIPOTLE MEXICAN GRILL
- Raymour & Flanigan FURNITURE
- verizon

The Shoppes at Watchung

- ULTA BEAUTY
- HOME SENSE
- Chick-fil-A
- tropical CAFE
- SIERRA DAVID'S BRIDAL
- MILLER'S ALE-HOUSE
- STARBUCKS COFFEE

Watchung Commons

- Party City
- MEXICO GRILL
- LENSCRAFTERS

- MIDAS
- MAVIS 916 COUNT TIRE
- Triple Clean LAUNDRY MAT
- T-Mobile

22

50,515 VPD

22

- LIDL

North Plainfield

Terra Home Inspections

Green Brook

Greenside F

BISC Pottery Studio

St. Bartholomew the Apostle Roman...

Plainfield

Milton Campbell Field

Malcolm E. Nettingham Middle School

Forest



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