



For Immediate Release

Levin Management: Redevelopment at Blue Star Shopping Center Drives Leasing Momentum as Five Below Joins Lineup

Value Retailer Strengthens Evolving Tenant Mix in Watchung, N.J.

WATCHUNG, N.J. (July 8, 2025) – National value retailer [Five Below](#) has signed a 10,000-square-foot lease at [Blue Star Shopping Center](#) in Watchung, marking another key milestone in the property's high-impact transformation. The announcement follows the recent opening of a flagship ShopRite supermarket and the debut of brand-new Planet Fitness and KidStrong locations at the property.

[Levin Management Corporation \(LMC\)](#) has been Blue Star Shopping Center's leasing and managing agent for decades, overseeing this long-established retail destination at 1702 Route 22 through multiple growth phases. This includes its recent, LMC-led multi-million-dollar redevelopment. The latest activity reflects sustained leasing at the 420,000-square-foot Somerset County retail hub.

E.J. Moawad, LMC senior leasing representative, negotiated the Five Below lease on behalf of property ownership. Jeffrey Howard of RIPCO Real Estate represented the tenant. "Five Below is one of the most active and successful retailers in its category, and we're excited to add this location to Blue Star's tenant mix," said Moawad. "The company's expansion into this center reflects the strength of the market and Blue Star's appeal to top national brands."

Five Below operates more than 1,800 stores across 44 states and continues to expand assertively. The brand delivers trend-driven, high-quality merchandise at unbeatable prices across eight signature categories: Style, Room, Sports, Tech, Create, Party, Candy, and New & Now. Designed for tweens, teens, and value-conscious shoppers, the concept is a powerful traffic driver.

The recent leasing momentum at Blue Star has further diversified the center's vibrant, family-friendly mix. The activity surge underscores the property's renewed appeal and LMC's strategic focus on attracting high-performing brands. The property's established tenant mix includes Kohl's, Marshalls, Dollar Tree, Hand & Stone Massage and Facial Spa, and Five Guys, among others. Additional deals with national retailers will be announced shortly.

Positioned on one of New Jersey's busiest retail corridors, Blue Star Shopping Center draws more than 2.8 million visits annually (Placer.ai) and serves a population of over 255,000 people within a five-mile radius.

Available spaces range from 1,650 to 50,000 square feet, offering flexibility for tenants of all sizes.

North Plainfield, N.J.-based LMC is now in its eighth decade as a trusted commercial real estate services provider. The firm manages a diversified, retail-focused portfolio of 125 properties totaling over 16 million square feet spanning the Northeast and Mid-Atlantic regions. LMC's full-service platform includes leasing, property management, construction, marketing and advisory services for institutional and private owners.

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975 Route 22 West, North Plainfield, New Jersey 07060

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Media Contact:

Sandy Crisafulli / Maxine Aviles

Caryl Communications

Phone: 201-796-7788

Email: sandy@caryl.com / maxine@caryl.com