
NEWS RELEASE

Levin Management
975 Route 22 West
North Plainfield, New Jersey 07060

Media Contact: Christine Ziomek / (201) 796-7788 / chris@caryl.com / [@carylcomm](https://www.carylcomm.com)

THE CHILDREN'S PLACE TO OPEN AT BLUE STAR SHOPPING CENTER *Addition Boosts Youth-Friendly and Apparel Offerings at Watchung, N.J., Property*

WATCHUNG, N.J., Feb. 20, 2013 – [The Children's Place](#) will join the tenant roster at [Blue Star Shopping Center](#) in Watchung this spring, announced [Levin Management](#), the property's managing and leasing agent. The popular kids' clothing and accessories retailer leased 4,307 square feet at the 419,000-square-foot property. Levin's leasing representative Alison Horbach negotiated the lease, and Jerry Rockoff with RKF served as the tenant's broker in the transaction.

"Blue Star Shopping Center already is home to a Toys "R" Us, Becker's School Supplies and GameStop, and The Children's Place is a great complement to these youth-oriented retailers," noted Michael Cohen, Levin Management's vice president of leasing. "It also rounds out a strong mix of apparel stores, making Blue Star a one-stop clothing destination for the entire family."

Located on Route 22, between Terrill and Bonnie Burn Roads, Blue Star Shopping Center also features Kohl's, ShopRite, Michaels, Marshalls, Dots, Mande, Joyce Leslie and Avenue. Shoppers can choose from a variety of dining options, such as TGI Friday's, Arby's, Five Guys Burgers & Fries, Hibachi Grill & Supreme Buffet (opening soon), Wendy's and Let's Yo. Additionally, Radio Shack, Petco, GNC and a strong group of local tenants round out the mix.

"Blue Star Shopping Center, through its 50-year history, consistently has drawn high-quality tenants – The Children's Place is no exception," noted Levin Management's Matthew K. Harding, president. "The property's prominent location in the heart of the Route 22 retail corridor, excellent daily consumer traffic and strong regional demographics all contribute to its appeal."

Levin currently is marketing availabilities there from 1,066 to 11,047 square feet. For more information, visit levinmgt.com. To view leasing opportunities, visit the [Blue Star Shopping Center webpage](#).

more-

Levin Management is one of the nation's leading retail real estate services firms, with a strong focus in the northeastern United States and an owner's approach to the business. Today, the North Plainfield, N.J., company offers a full range of services for a diverse 90-property, 12.5 million-square-foot portfolio. These assets include neighborhood, community, lifestyle and power centers, as well as enclosed malls, downtown stores and mixed-use projects in New Jersey, New York, Pennsylvania, Virginia, and North Carolina. Levin specializes in repositioning, retreating and renovating retail properties – areas that have become particularly vital for today's institutional, fiduciary and individual property owners.

###

[About Levin Management](#)