

The Shoppes at North Brunswick

650 Shoppes Boulevard
North Brunswick, NJ 08902



LEASING AVAILABILITY:

- 3,134-10,444 SF available

PROPERTY OVERVIEW:

Premium Lifestyle Center with over 35 national brands including fast casual and sit-down restaurants, retailers, fitness centers, and 2nd floor offices.

The property is located in a highly prominent location along Route 1, the main north/south thoroughfare running through North Brunswick, providing access to the NJ Turnpike, Garden State Parkway and I-287.

Layout:

42 tenant spaces ranging in size up to 10,000 SF.

Neighborhood:

Minutes from Rutgers University New Brunswick Campus. Surrounded by a densely populated trade area.

Ideal for:

Eateries, fitness spaces, office, & retail shops.



Kevin Pelio

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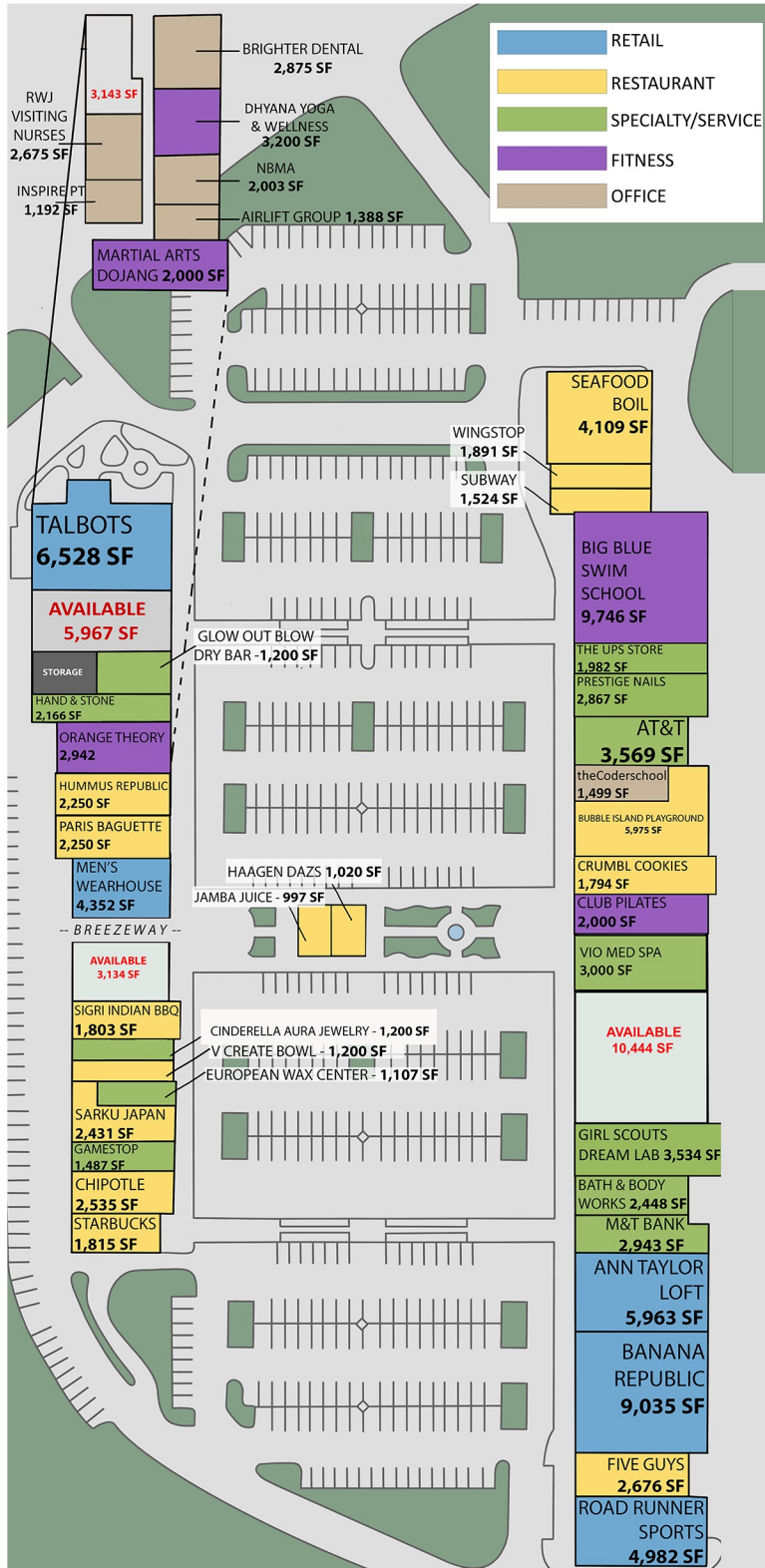


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SITE PLAN:



TENANTS INCLUDE:



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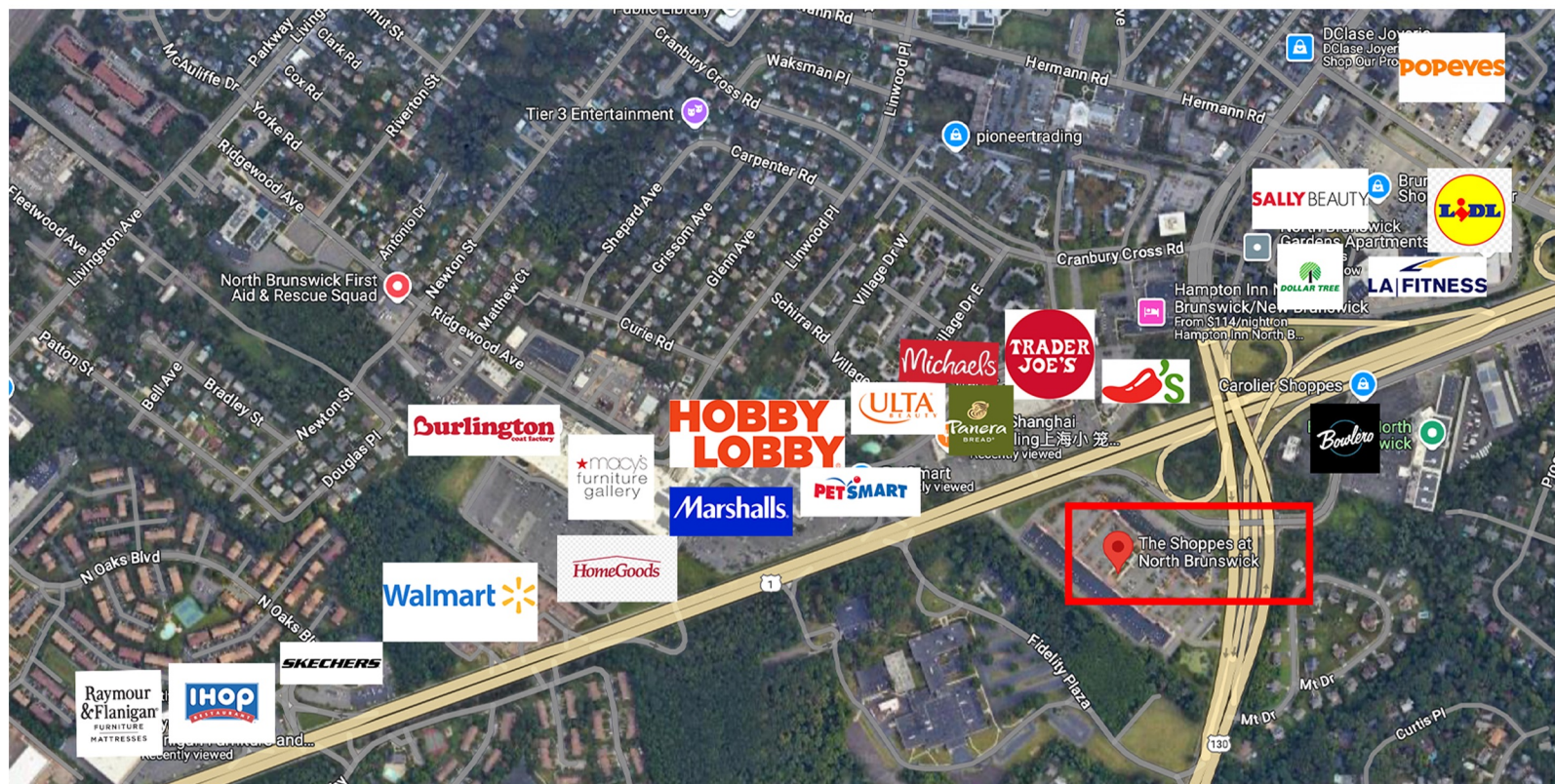


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NEIGHBORING TENANTS



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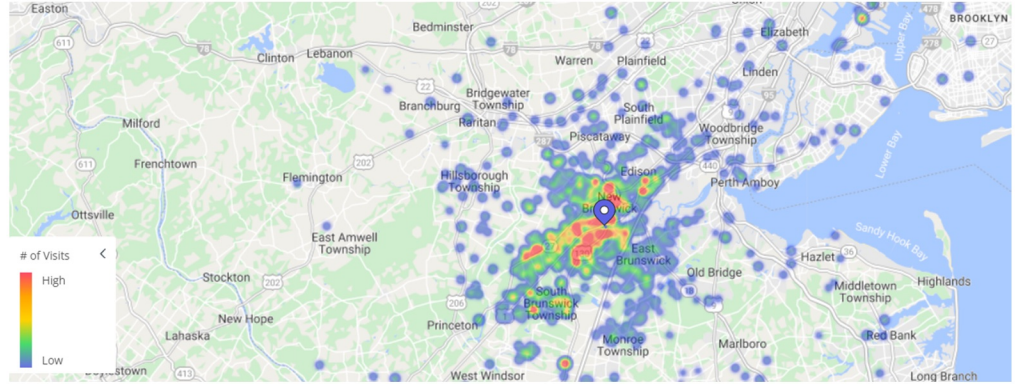


SHOPPER DEMOGRAPHICS

Trade Area

- Middlesex County
- North Brunswick
 - New Brunswick
 - East Brunswick
 - Edison
 - South Brunswick

Avg. Shopper Household Income:
200K-215K

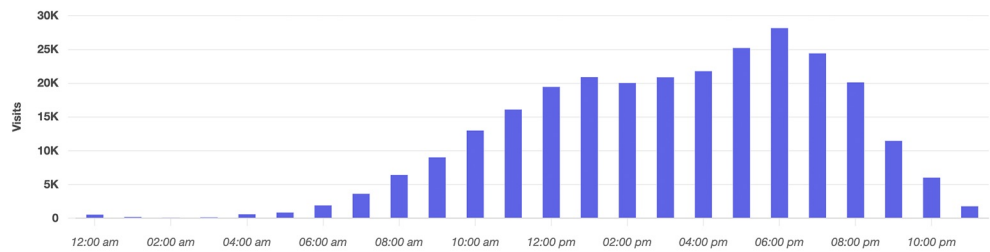


Hourly Visits

Busiest Hours:

- 6:00 PM (27k)*
- 5:00 PM (25k)*
- 7:00 PM (24.6k)*
- 4:00 PM (22.5k)*

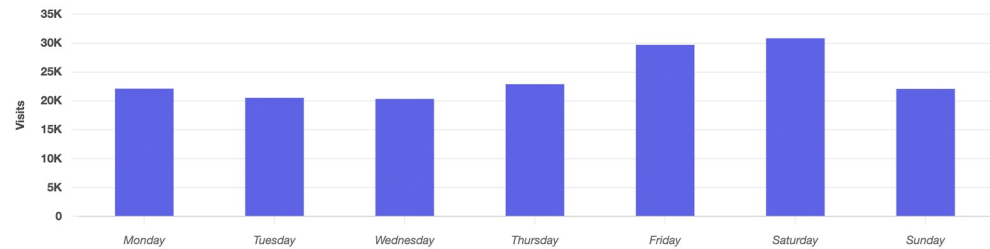
*Based on avg. weekly visits.



Duration of Visits

Average Stay:
33 Minutes

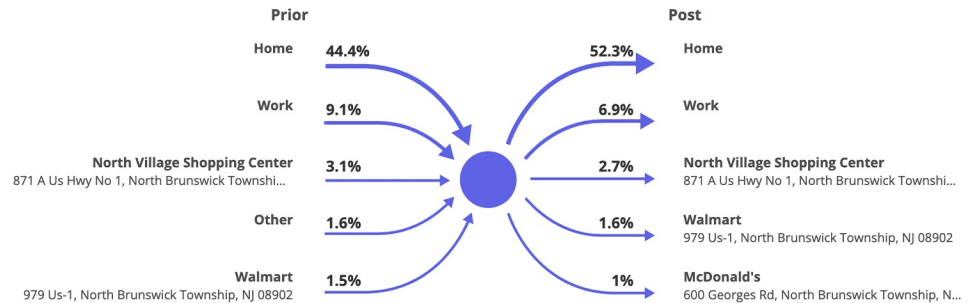
Average Annual Visits:
2.4 MM



Visitor Journey

44.4% of visitors travel from home and 52.3% of visitors return home after shopping.

15.3% of visitors come from a nearby location (work, school, or another business.)



Demographics via Placer.ai, 2025

AREA DEMOGRAPHICS

Radius	Population	Median HH Income	Median Age
1 mile	13,079	\$ 142,194	39
3 mile	126,951	\$ 127,907	33.5
5 mile	261,325	\$ 140,412	35.4