650 Shoppes Boulevard North Brunswick, NJ 08902



LEASING AVAILABILITY:

• 3,134-10,444 SF available



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.

Radius	Population	Me	dian 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











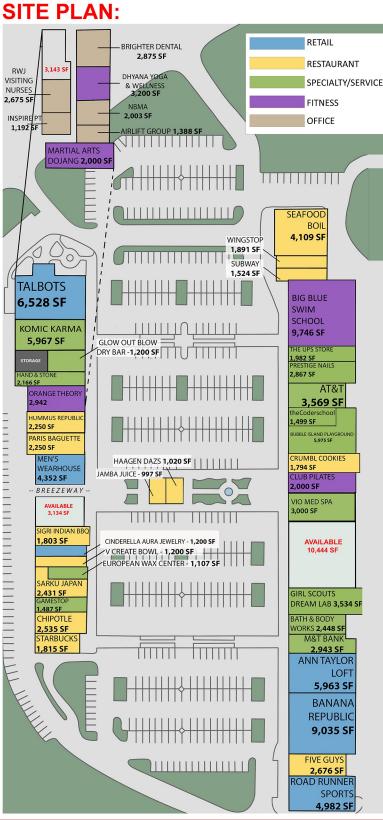
Kevin Pelio

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TENANTS INCLUDE:















































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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

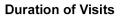
Avg. Shopper Household Income: 200K-215K

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.



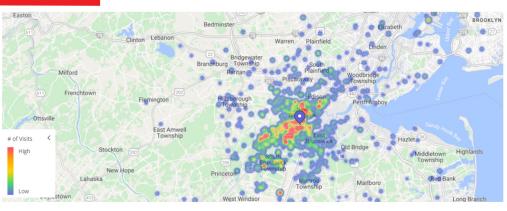
Average Stay: 33 Minutes

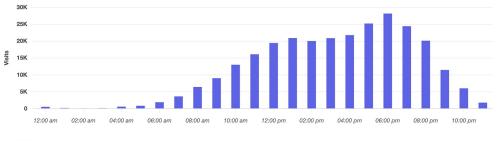
Average Annual Visits: 2.4 MM

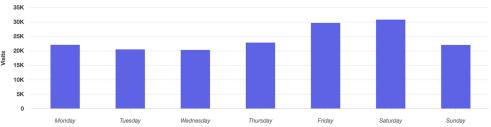
Visitor Journey

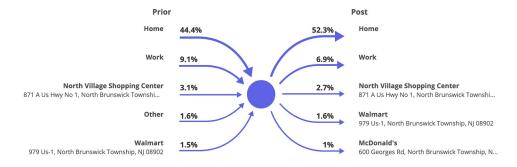
44.4% of visitors travel from home and 52.3% of visitors return home after shopping.

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









Demographics via Placer.ai, 2025

AREA DEMOGRAPHICS

Radius	Population	Me	dian 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