

# The Shoppes at North Brunswick

650 Shoppes Boulevard  
North Brunswick, NJ 08902



## LEASING AVAILABILITY:

- 3,000-10,444 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.



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



**Kevin Pelio**  
Executive Vice President  
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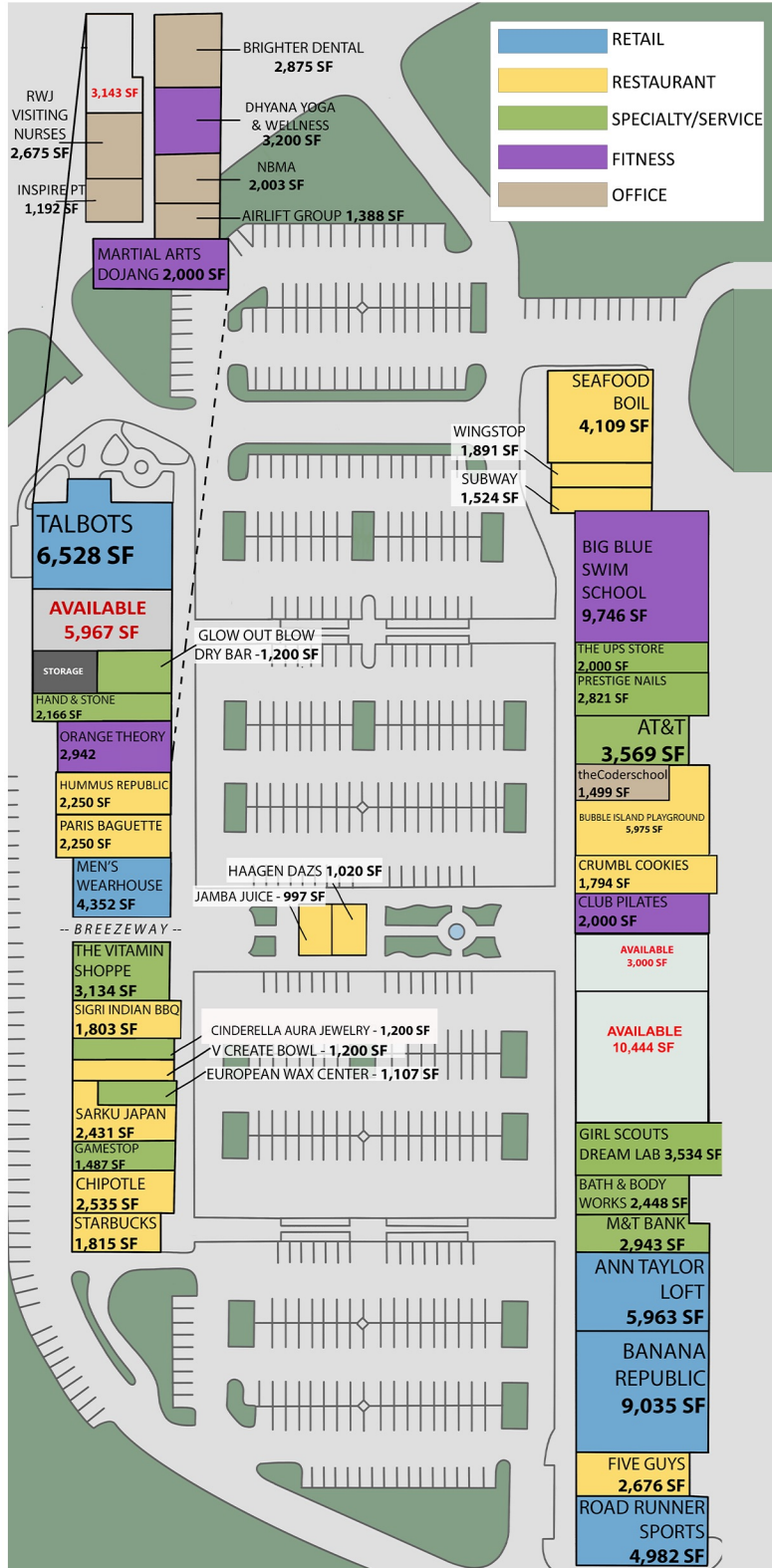


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## SITE PLAN:



## TENANTS INCLUDE:



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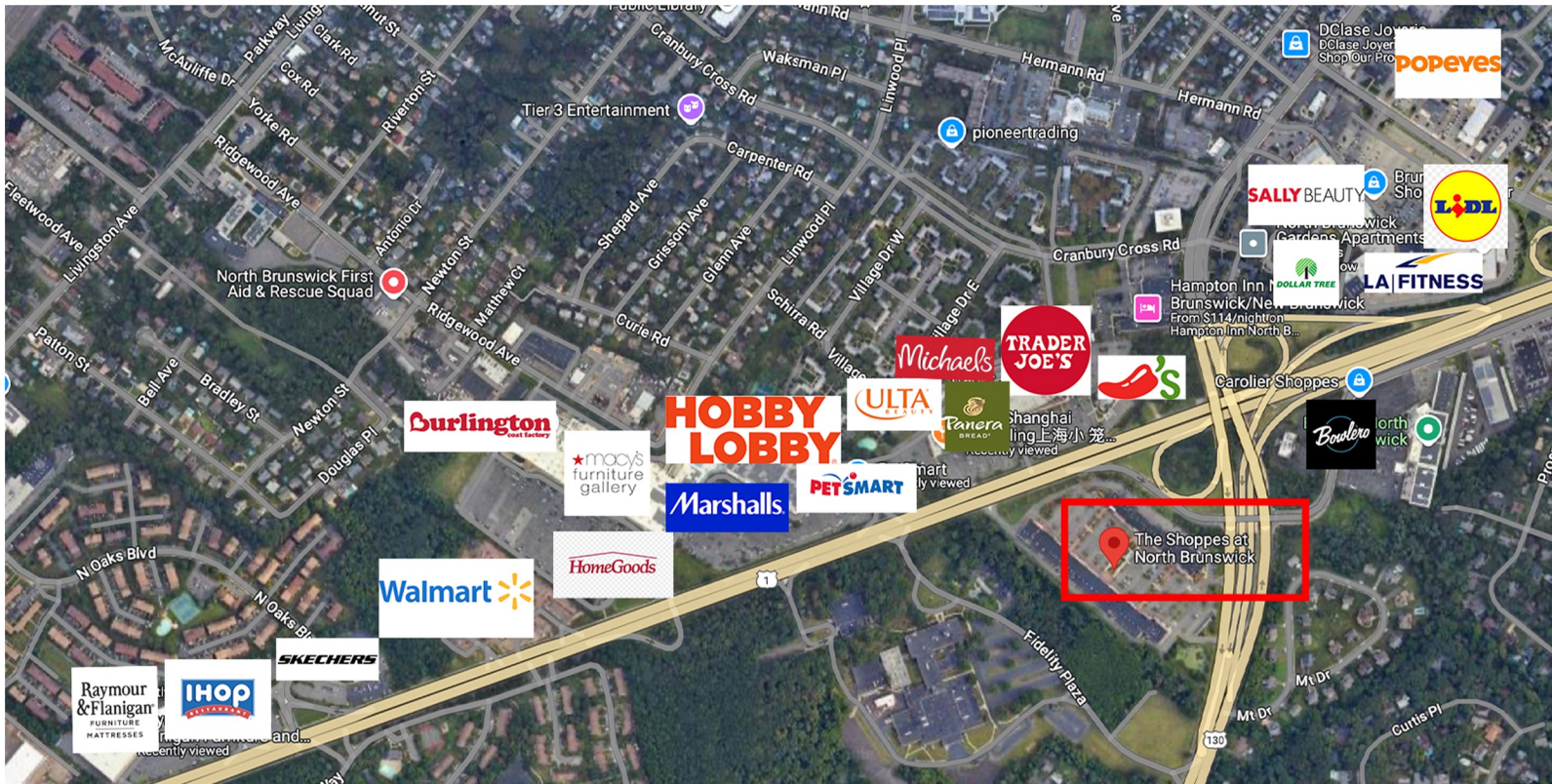


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## NEIGHBORING TENANTS



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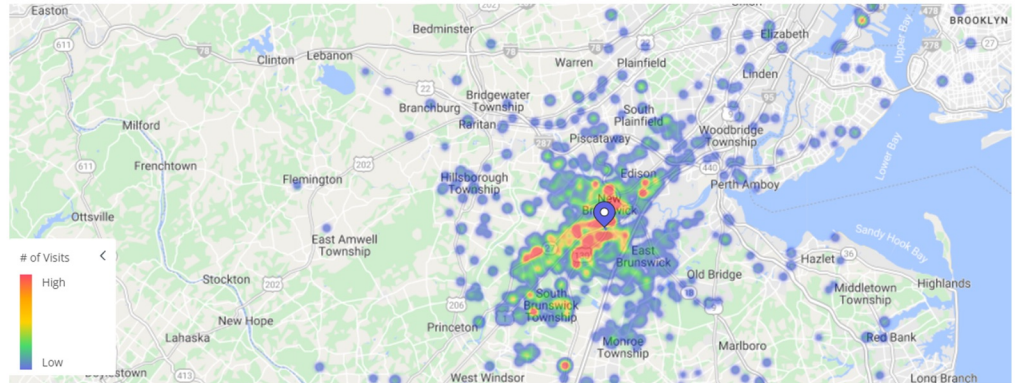


## SHOPPER DEMOGRAPHICS

### Trade Area

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

Avg. Shopper Household Income:  
**200K-215K**

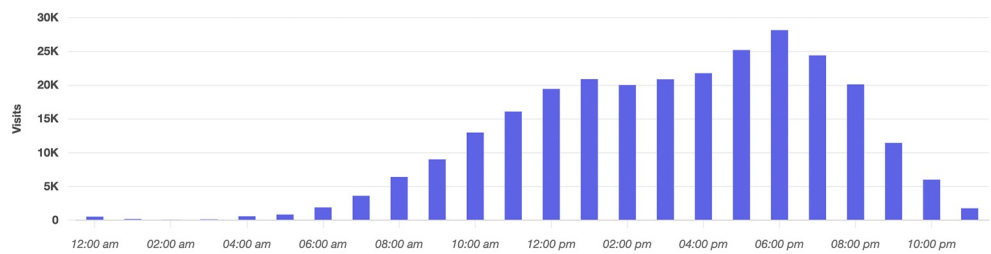


### Hourly Visits

#### Busiest Hours:

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

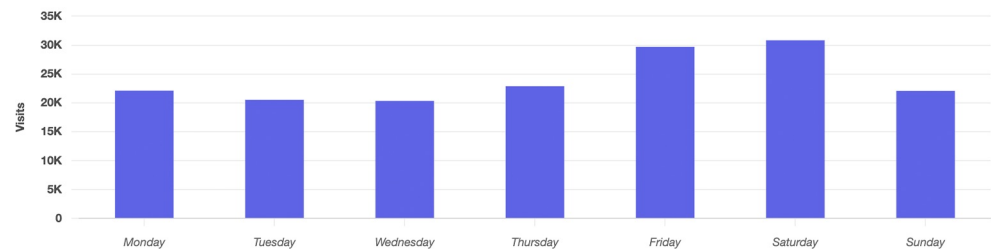
\*Based on avg. weekly visits.



### Duration of Visits

Average Stay:  
33 Minutes

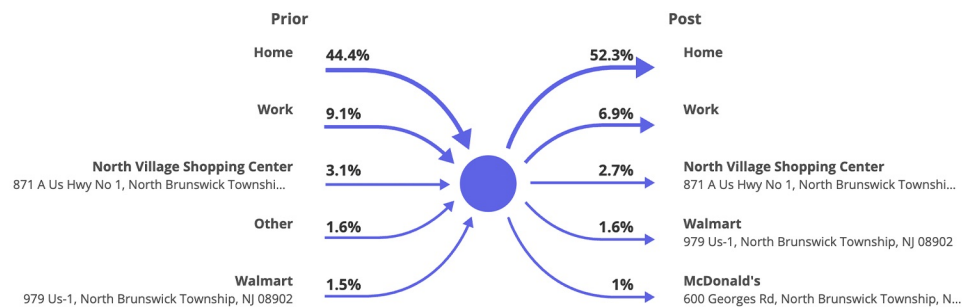
Average Annual Visits:  
2.4 MM



### 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

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