



**BROADCASTING  
SQUARE**



The **Dominant Voice** of Retail in Berks County





Let your retail voice be heard  
from Eastern PA's  
most dominant power center,  
**Broadcasting Square**

Broadcasting Square **had more customer visits** than any other open air shopping center in Eastern PA with over 8.6 million visits in 2022

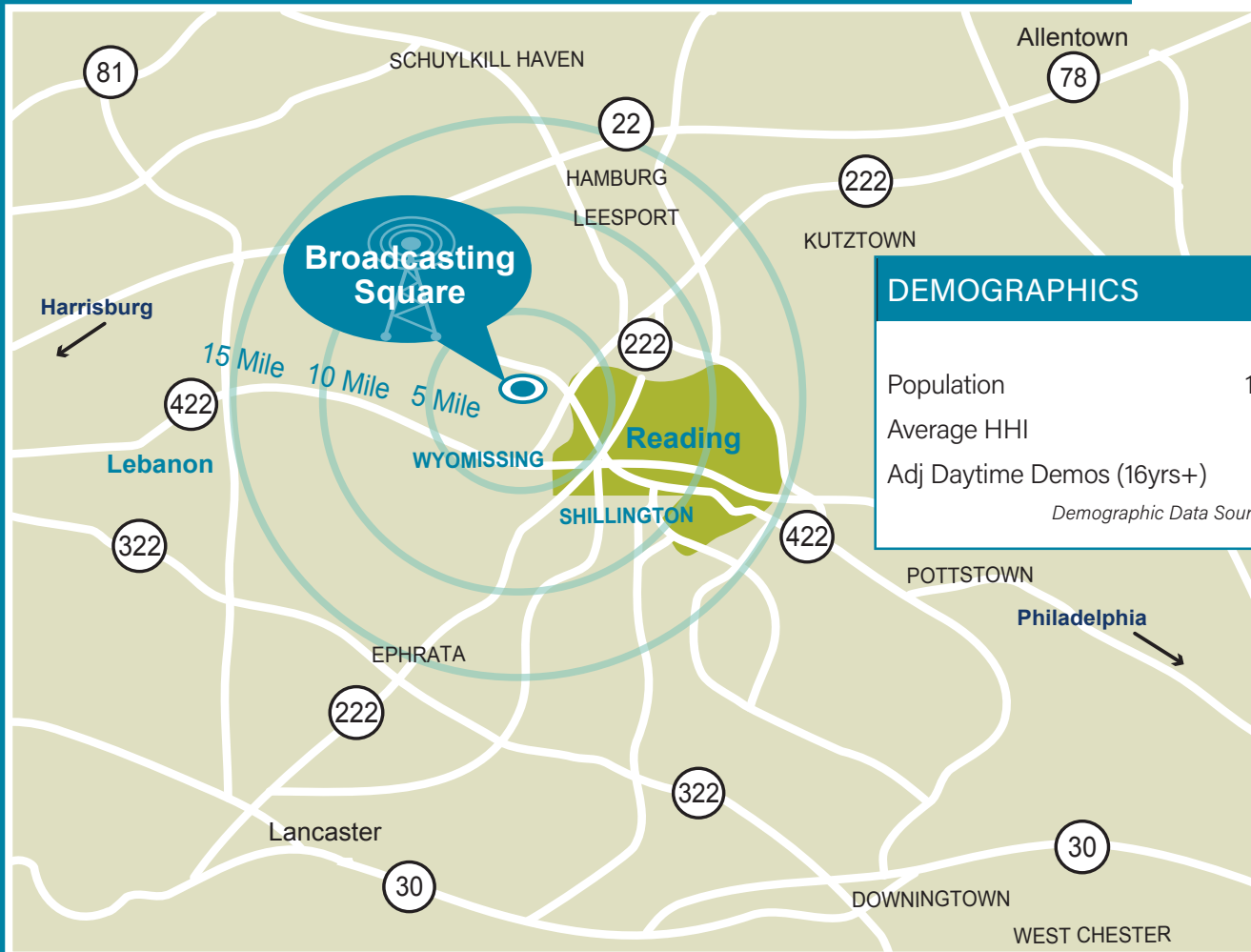
Retailers thrive at Broadcasting Square with over **\$250 Million in annual sales**

Some of these include:

- Target
- Weis
- Dick's
- Marshall's
- Barnes & Noble
- Ross
- Michaels
- Bob's Discount Furniture
- Ulta



## REGIONAL OVERVIEW



Broadcasting Square is currently the  
**#1 most visited open-air shopping center**  
in Eastern Pennsylvania

**Ideal regional access** is provided from the heavily trafficked Route 422 and Route 222 (75,000 ADT)

**Strategically located** along the major transportation route from Central to Eastern PA

With a vibrant surrounding office market, Broadcasting Square benefits from a **high daytime population**



# BROADCASTING SQUARE

Papermill Road & Broadcasting Road, Berks County

## LEASING PLAN



## RESTAURANTS



Broadcasting Square restaurants report the **highest store volumes** for Berks and the surrounding counties

Included among these are:

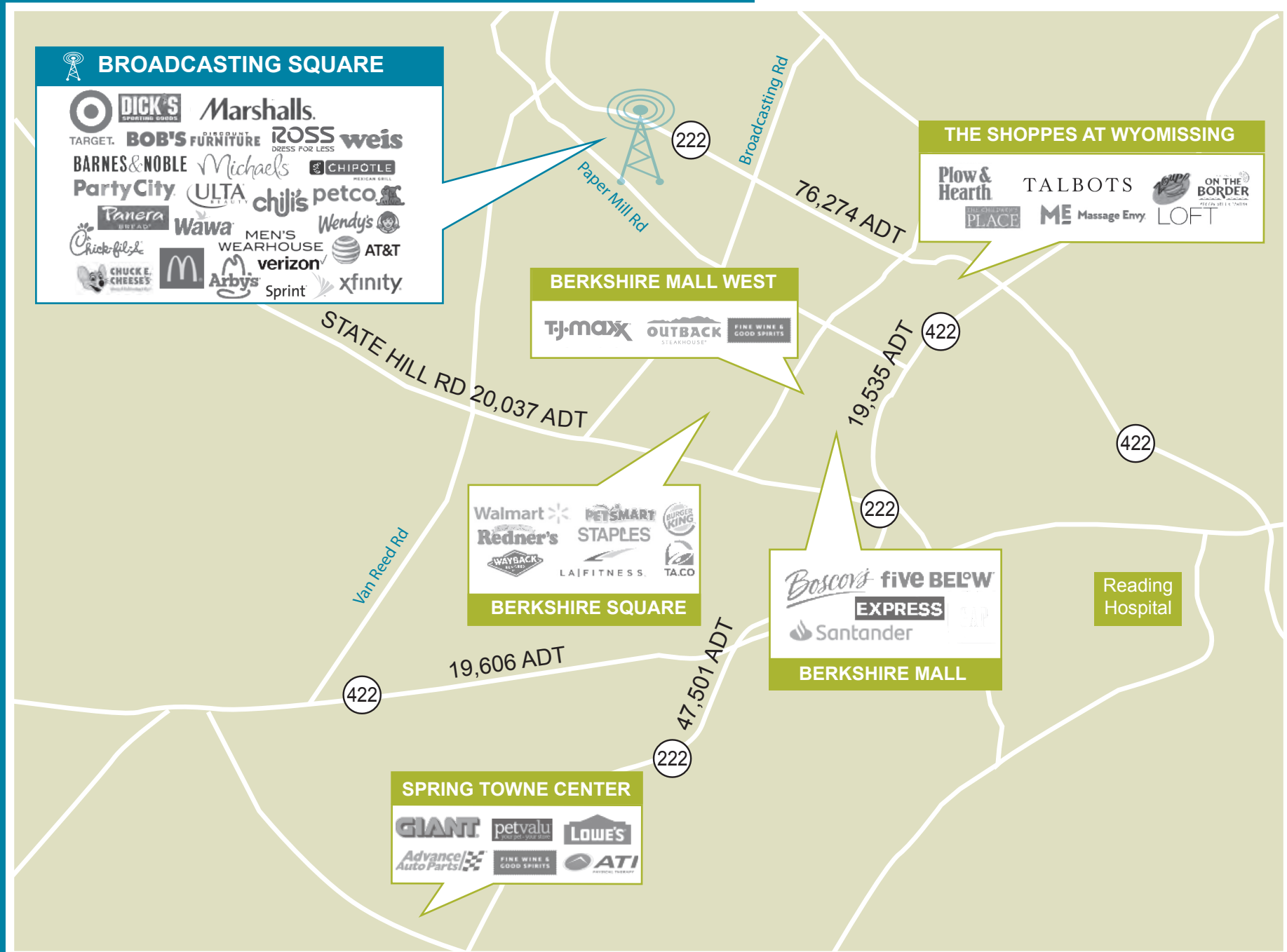
- Buca di Beppo
- Anthony's Coal Fired Pizza
- Smokey Bones
- Masa Sushi
- Coastal Grill
- Chipotle Mexican Grill
- Chili's
- McDonald's
- Panera Bread
- Wendy's
- Chick-fil-A
- Arby's
- IHOP

## RECENT ADDITIONS

These **retailers** are among the new additions that will be amplifying their retail voice from Broadcasting Square:

- Norman's Hallmark
- Crumbl Cookies
- Bath & Body Works

# RETAIL MARKET OVERVIEW





## AREA FACTS



Situated in a thriving commercial office and retail center, Wyomissing has **outpaced the rest of the region in job growth**

Reading is the **5th Most Populous** city in the State of Pennsylvania

**4 major colleges and universities** are in the area, including Penn State Berks Campus directly across the road

**Nearby Reading Hospital** is part of Tower Health, a network of care centers with more than 11,000 team members and 2,000 physicians



*For more leasing information, please contact:*

Rose Urban

roseurban@comcast.net

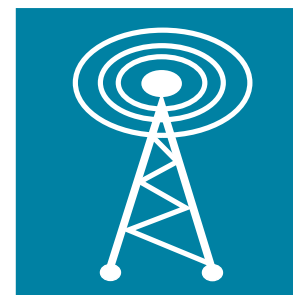
609.231.4055

EQUITY RETAIL BROKERS

531 W. Germantown Pike, Ste 103 | Plymouth Meeting, PA 19462

T: 610.645.7700 | [www.equityretailbrokers.com](http://www.equityretailbrokers.com)

Information concerning this offering is from sources deemed reliable but no warranty is made to the accuracy thereof and it is submitted subject to errors, omissions, changes of price or other conditions, prior to sale or lease or withdrawal without notice. Equity Retail Brokers is licensed in PA, NJ, & DE. Rose Urban is a licensed salesperson in PA, NJ & DE.



**BROADCASTING  
SQUARE**

Papermill Road &  
Broadcasting Road

Wyomissing,  
Berks County, PA 19610

