



**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

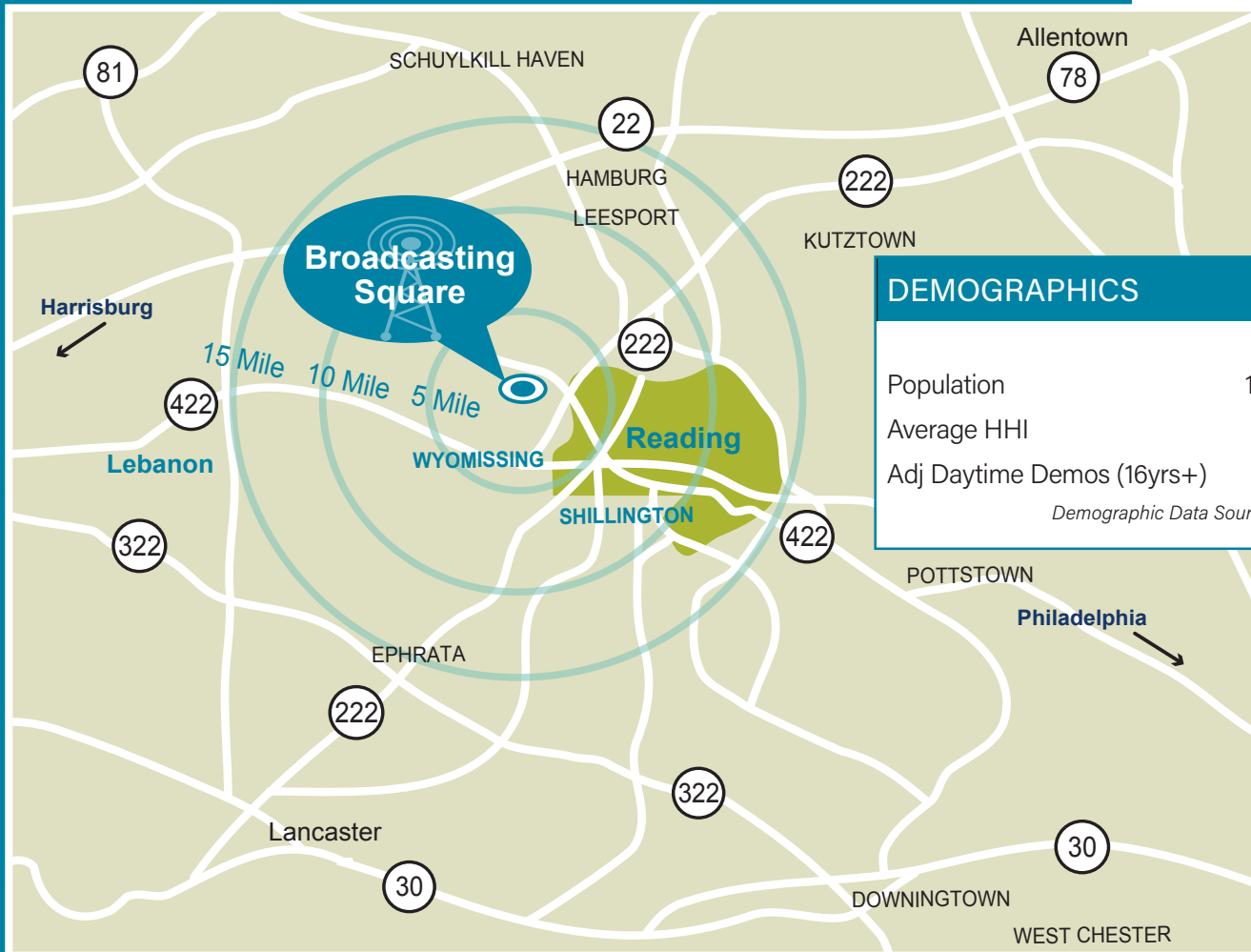
Broadcasting Square **had more customer visits** than any other open air shopping center in Eastern PA with over 8.6 million visits in 2022

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

DEMOGRAPHICS

	5 Mile	10 Miles	15 Miles
Population	185,3952	295,666	407,209
Average HHI	\$71,655	\$81,639	\$83,816
Adj Daytime Demos (16yrs+)	157,979	225,172	290,904

Demographic Data Source: Applied Geographic Solutions, 10/2019

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



Unit	Tenant	Sq ft
A	1 - Outback Steakhouse	4,936
	2 - Mattress Firm	5,320
	3 - Orange Theory	3,231
	4 - AVAILABLE	2,800
	4a - AVAILABLE	3,200
5 - AVAILABLE	4,800	
B	1 - Party City	12,000
	2 - Marshall's	30,000
C	1 - Crumbl Cookies	2,500
	2 - Norman's Hallmark	5,050
	3 - Landlord Room	161
	3a - Xfinity	3,842
	3b - Verizon Wireless	4,350
D	4 - Sherwin Williams	3,000
	5 - Landlord Room	300
D	Macy's (Coming Spring 2024)	30,000
E	Target	124,410
F	Dick's	45,101
G	1 - Petco	16,510
	2 - Bath & Body Works	4,000
	3 - LA Nails	4,000

Unit	Tenant	Sq ft
H	Michaels	23,929
I	Famous Footwear	8,066
J	Weis	52,976
K	Ross	23,929
L	1 - Ulta	11,360
	2 - Landlord	300
M	Bob's Discount Furniture	19,653
N	Barnes & Noble	24,107
P	Coastal Grill	6,800
Q	Wawa	5,222
R	1 - Chili's	5,532
	2 - IHOP	4,022
S	Chick-fil-A	3,928
T	Smokey Bones	6,887
U	Chuck E. Cheese	10,648
V	McDonald's	2,890

Unit	Tenant	Sq ft
W	1 - Honeygrow	2,400
	2 - Wendy's	2,890
	3 - Vitamin Shoppe	4,464
	4 - MOD Pizza	2,640
X	1 - Men's Wearhouse	6,600
	2 - Panera Bread	4,400
	3 - Geico	2,750
	4 - YOGO Crazy	2,420
	5 - Chipotle Mexican Grille	2,420
	6 - Aspen Dental	3,860
	7 - Anthony's Coal Fired Pizza	3,850
	8 - Masa Sushi	5,260
9 - NovaCare	2,400	
10 - Jersey Mike's	1,600	
12 - SuperCuts	1,200	

Unit	Tenant	Sq ft
X	13 - AT&T	3,600
	14 - Kay Jewelers	2,400
	15 - Vision Works	3,200
Y	Arby's	2,995
Z	1a - Cold Stone Creamery	1,400
	1b - Red Wing Shoes	1,680
	1c - Sprint	2,520
	2 - Buca Di Beppo	8,281
TOTAL		592,467

PLANNED CONSTRUCTION

RESTAURANTS



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

Included among these are:

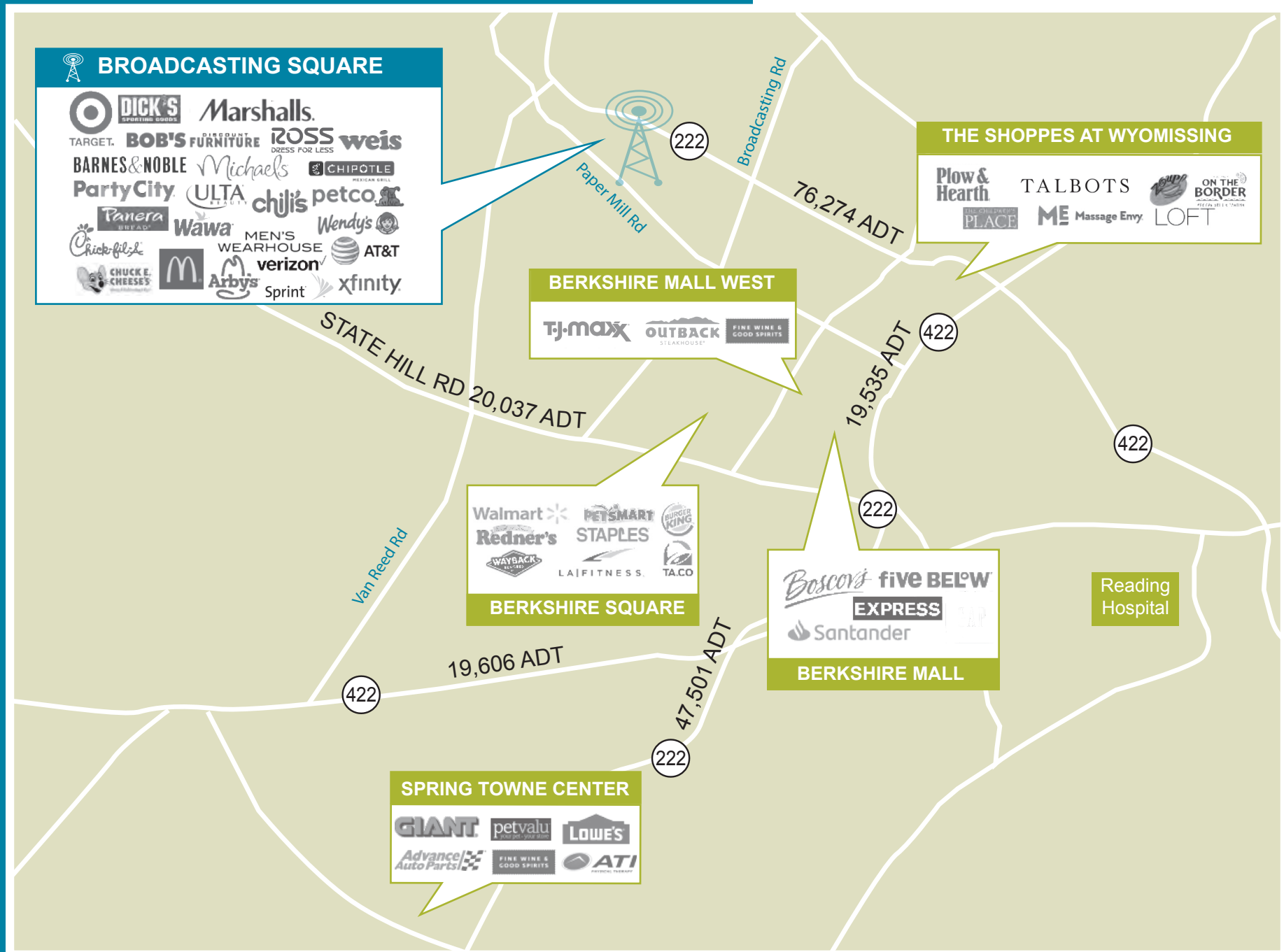
- Buca di Beppo
- Anthony's Coal Fired Pizza
- Smokey Bones
- Masa Sushi
- Coastal Grill
- Chipolte Mexican Grill
- Chili's
- McDonald's
- Panera Bread
- Wendy's
- Chick-fil-A
- Arby's
- IHOP

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



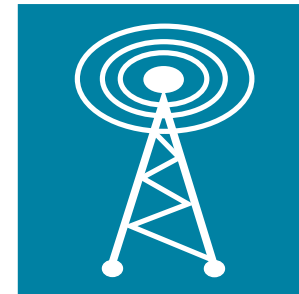
For more leasing information, please contact:

Rose Urban
roseurban@comcast.net
609.231.4055



531 W. Germantown Pike, Ste 103 | Plymouth Meeting, PA 19462
T: 610.645.7700 | www.equityretailbrokers.com

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Papermill Road &
Broadcasting Road
Wyomissing,
Berks County, PA 19610

