



**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

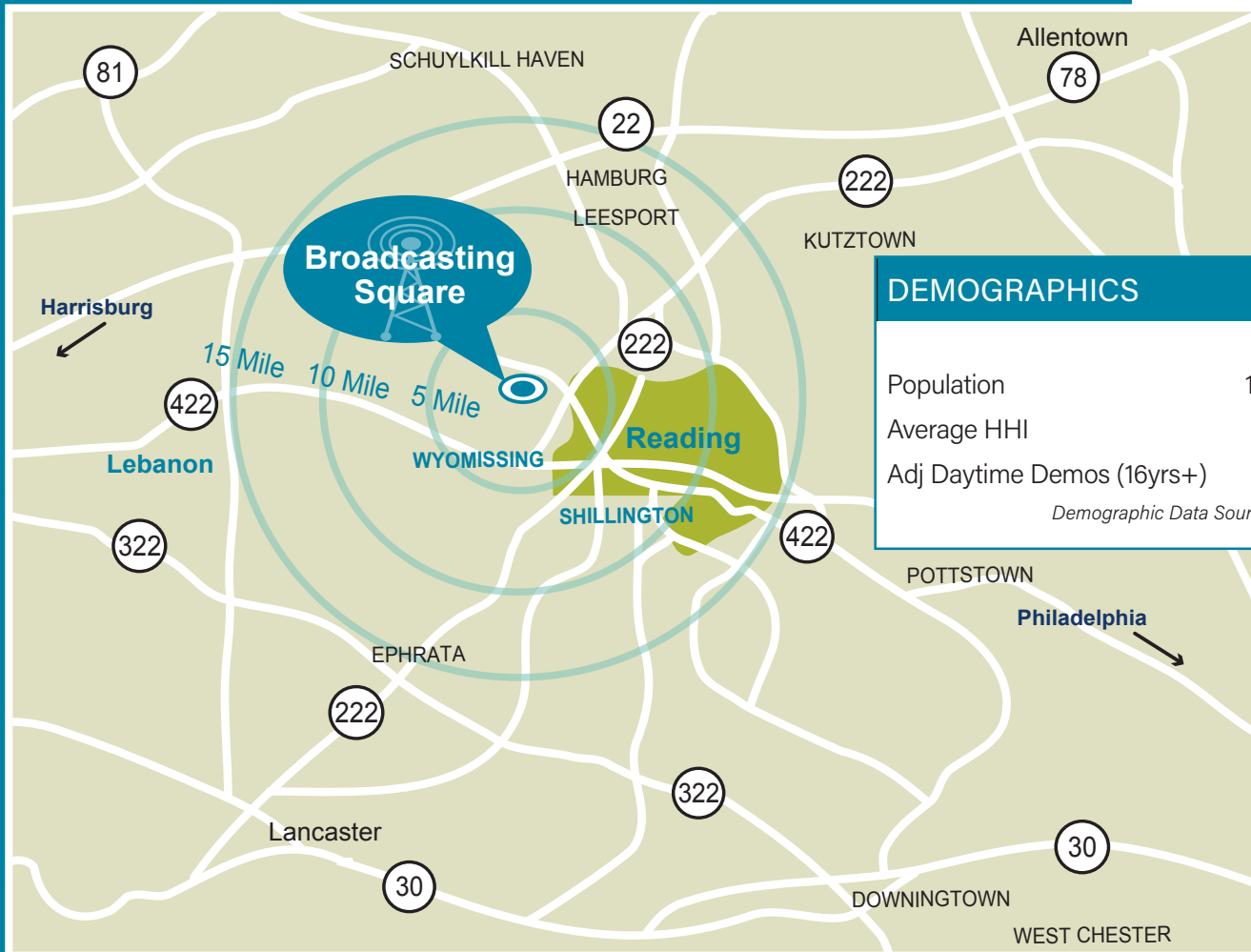
Broadcasting Square **had more customer visits** than any other open air shopping center in Eastern PA with over 8.6 million visits in 2022

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



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

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



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	
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	30,066
	E	Target	124,410
	F	Dick's	45,101
G	1 - Petco	16,510	
	2 - Bath & Body Works	4,000	
	3 - LA Nails	4,010	

Unit	Tenant	Sq ft
H	Michaels	23,929
I	Famous Footwear	8,066
J	Weis	52,976
K	Ross	29,828
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	4,989
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
2 - Panera Bread		4,400
3 - Geico		2,750
4 - YOGO Crazy		2,420
5 - Chipotle Mexican Grille		2,420
6 - Aspen Dental		3,960
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 - AVAILABLE	8,281
TOTAL		591,326

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
- 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



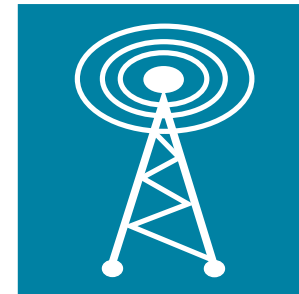
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Papermill Road &
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