



**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 10.3 million visits in 2024

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

Some of these include:

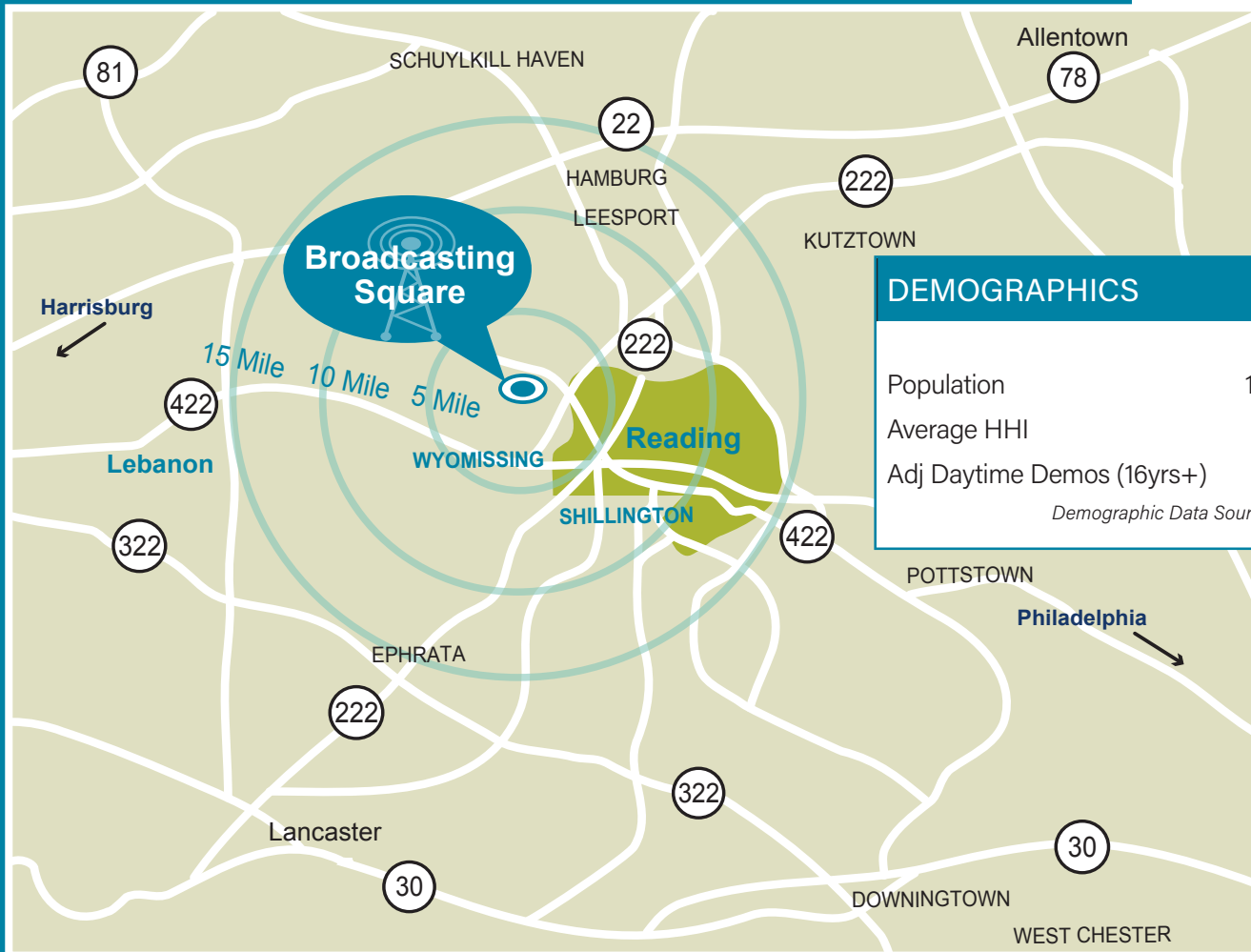
- Target
- Weis
- Dick's
- Macy's
- Marshall's
- Barnes & Noble
- Ross
- Michaels
- Bob's Discount Furniture
- Ulta

	2024	2023	2022
CUSTOMER VISITS	10.3M	9.9M	9.3M

*Data provided by Placer Labs Inc. (www.w.placer.ai)*



## 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	
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
	1 - Men's Wearhouse	6,600
X	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:

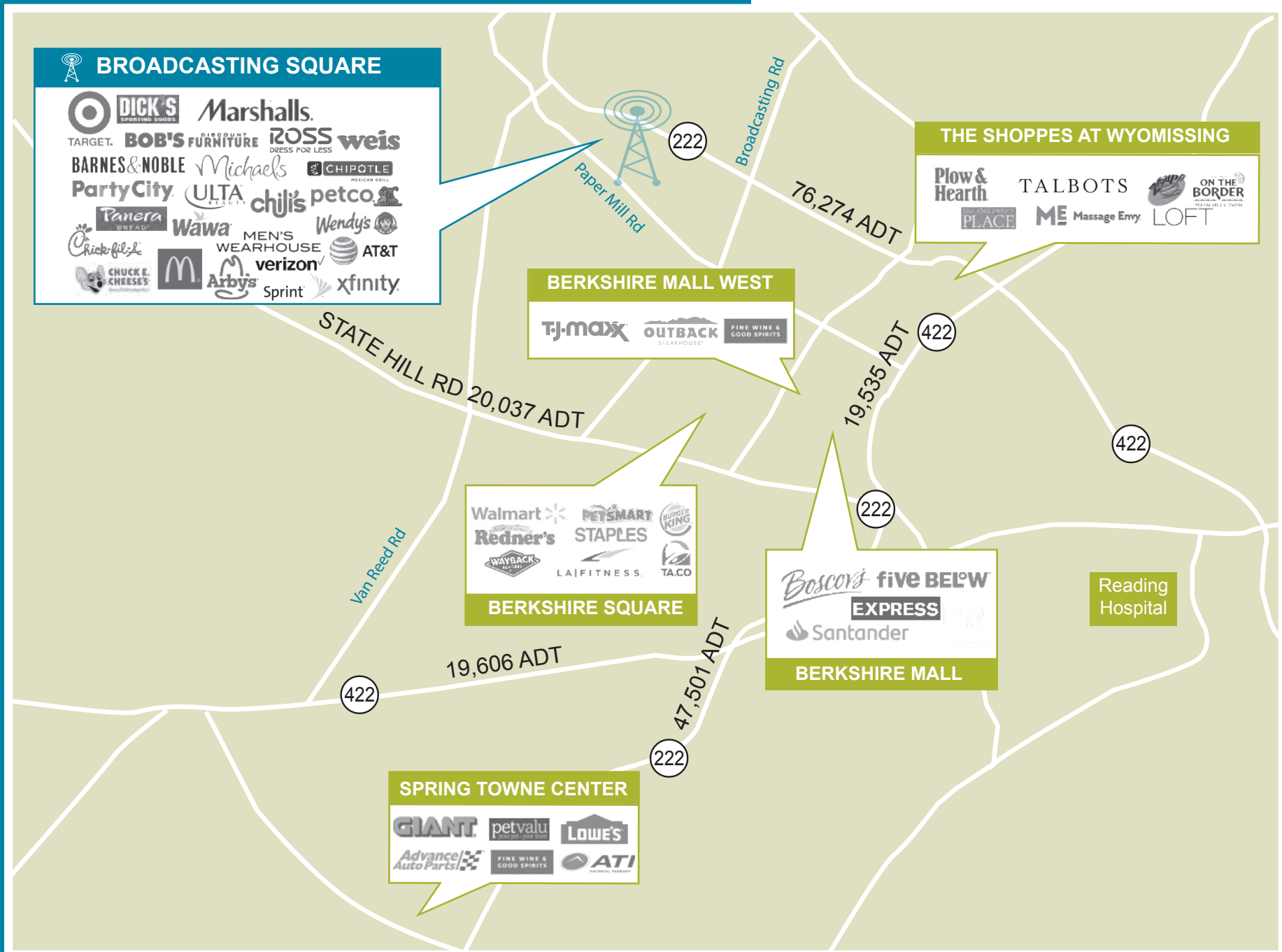
- Outback Steakhouse
- Anthony's Coal Fired Pizza
- Smokey Bones
- Masa Sushi
- Coastal Grill
- Chipotle Mexican Grill
- Chili's
- McDonald's
- Panera Bread
- Wendy's
- Chick-fil-A
- Arby's
- IHOP

## RECENT ADDITIONS

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

- Macy's
- Outback Steakhouse
- Honeygrow

# 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



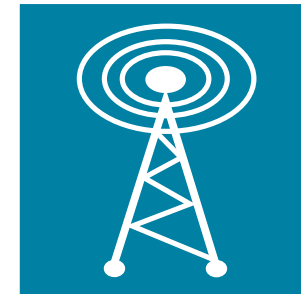
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## **BROADCASTING SQUARE**

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

