



**BROADCASTING
SQUARE**

Broadcasting Square is #1!





The # 1 Most Visited Shopping Center in Pennsylvania

Broadcasting Square has more customer visits than any other open air shopping center in Pennsylvania with **over 10,500,000 customer visits in 2025**

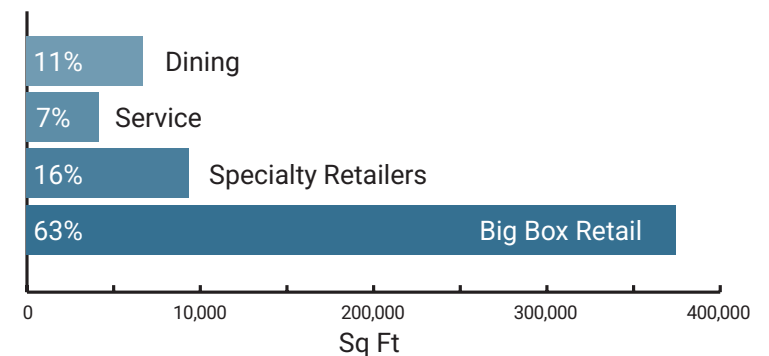
Retailers thrive at Broadcasting Square with over **\$300 Million in annual sales**

Broadcasting Square's retailers have many of the **highest sales volumes in the entire state**, with some ranking #1:

- Dicks Sporting Goods #1
- Ulta Cosmetics #1
- Bob's Discount Furniture #1
- Marshalls #2
- Target #3

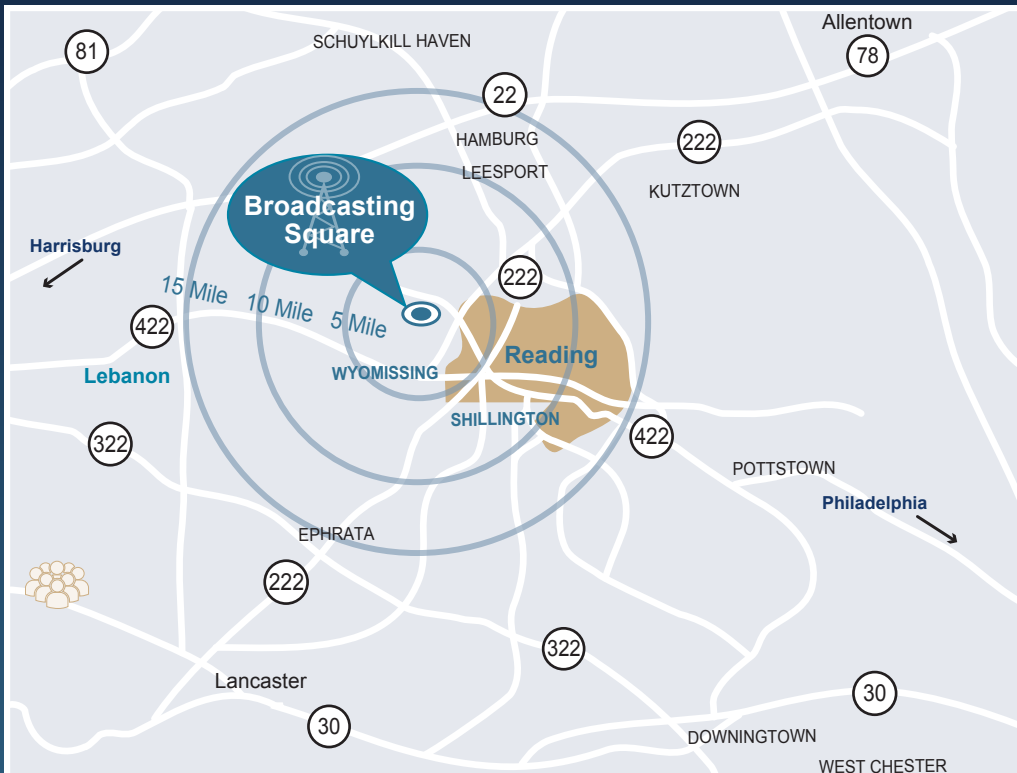


Broadcasting Square totals **over 600,000 Sq Ft**



REGIONAL OVERVIEW

 Customer Visits	 Trade Area Population	 Households	 Average HH Income	 Daytime Population
10.5 Million	426,326	159,185	\$109,431	202,441



DEMOGRAPHICS	Trade Area		
	5 Mile	10 Miles	15 Miles
Population	204,585	313,951	426,326
Households	75,298	117,892	159,185
Average HHI	\$95,852	\$106,069	\$109,437
Adj Daytime Demos (16yrs+)	146,314	202,441	267,953

Demographic Data Source: Applied Geographic Solutions, 5/2024

Broadcasting Square
draws from over 15 miles
with a trade area of over
426,000 people

Ideal regional access is provided from the heavily trafficked Route 422 (82,900 ADT) and Route 222 (60,475 ADT)

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

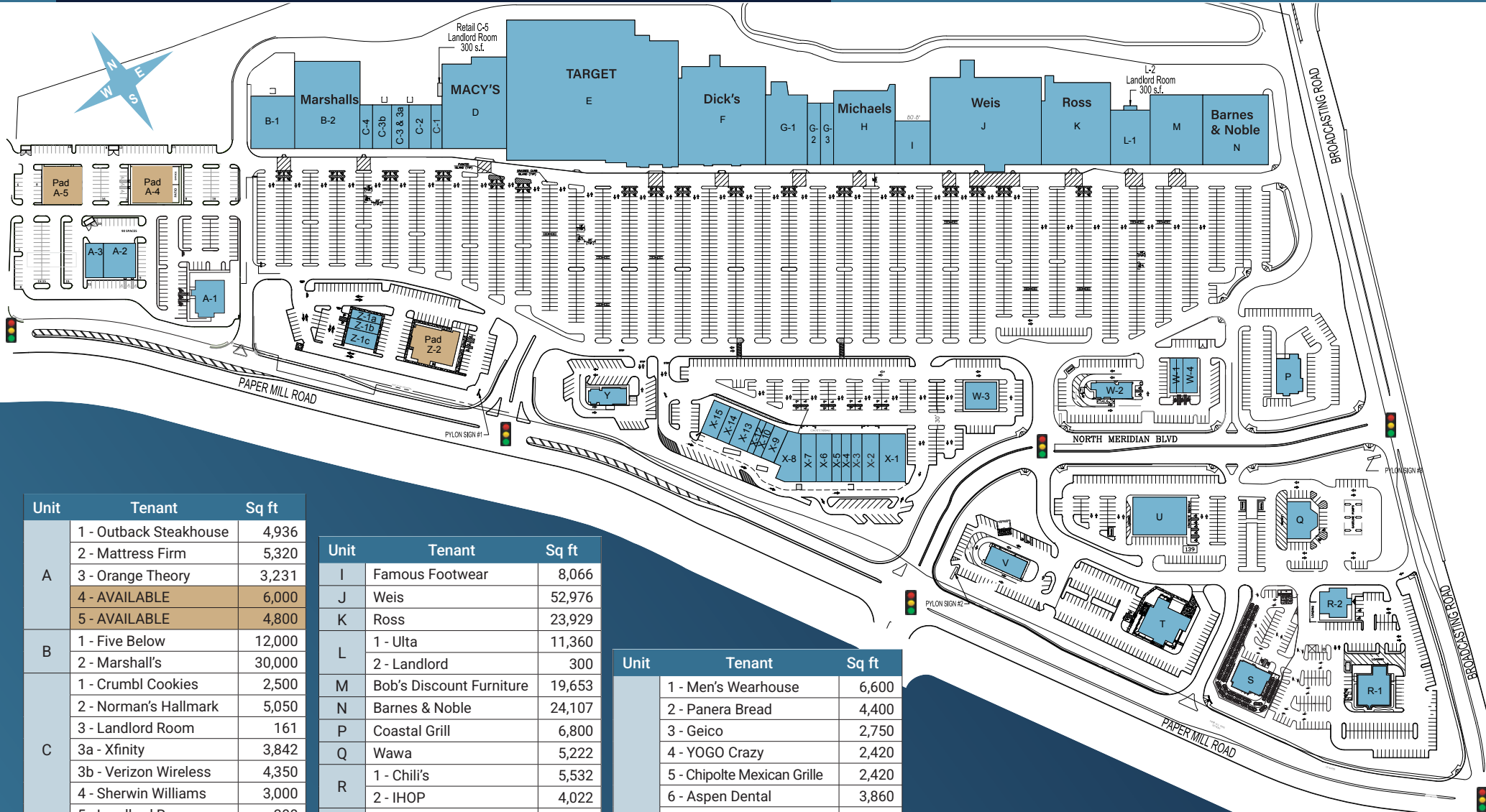
With a vibrant surrounding office market, Broadcasting Square benefits from a **high daytime population**



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	6,000
	5 - AVAILABLE	4,800
B	1 - Five Below	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
	4 - Sherwin Williams	3,000
D	5 - Landlord Room	300
	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	4,000
H	Michaels	23,929

Unit	Tenant	Sq ft
I	Famous Footwear	8,066
J	Weis	52,976
K	Ross	23,929
L	1 - Ulta	11,360
M	2 - Landlord	300
N	Bob's Discount Furniture	19,653
P	Barnes & Noble	24,107
Q	Coastal Grill	6,800
R	Wawa	5,222
S	1 - Chili's	5,532
	2 - IHOP	4,022
T	Chick-fil-A	3,928
U	Smokey Bones	6,887
V	Fine Wine & Spirits	10,600
W	McDonald's	2,890
	1 - Honeygrow	3,148
	2 - Wendy's	2,890
	3 - Vitamin Shoppe	4,464
	4 - MOD Pizza	2,640

Unit	Tenant	Sq ft
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
	13 - AT&T	3,600
	14 - Kay Jewelers	2,400
	15 - Vision Works	3,200

Unit	Tenant	Sq ft
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	592,467

AVAILABLE

RESTAURANTS

Broadcasting Square restaurants report many of the highest sales volumes in the entire state, with some ranking #1, including:

- **Chick Fil-A #1**
- **Smokey Bones #1**
- **Outback Steakhouse #3**
- **Anthony's Coal Fired Pizza #3**
- **Mod Pizza #3**
- **Honey Grow #4**

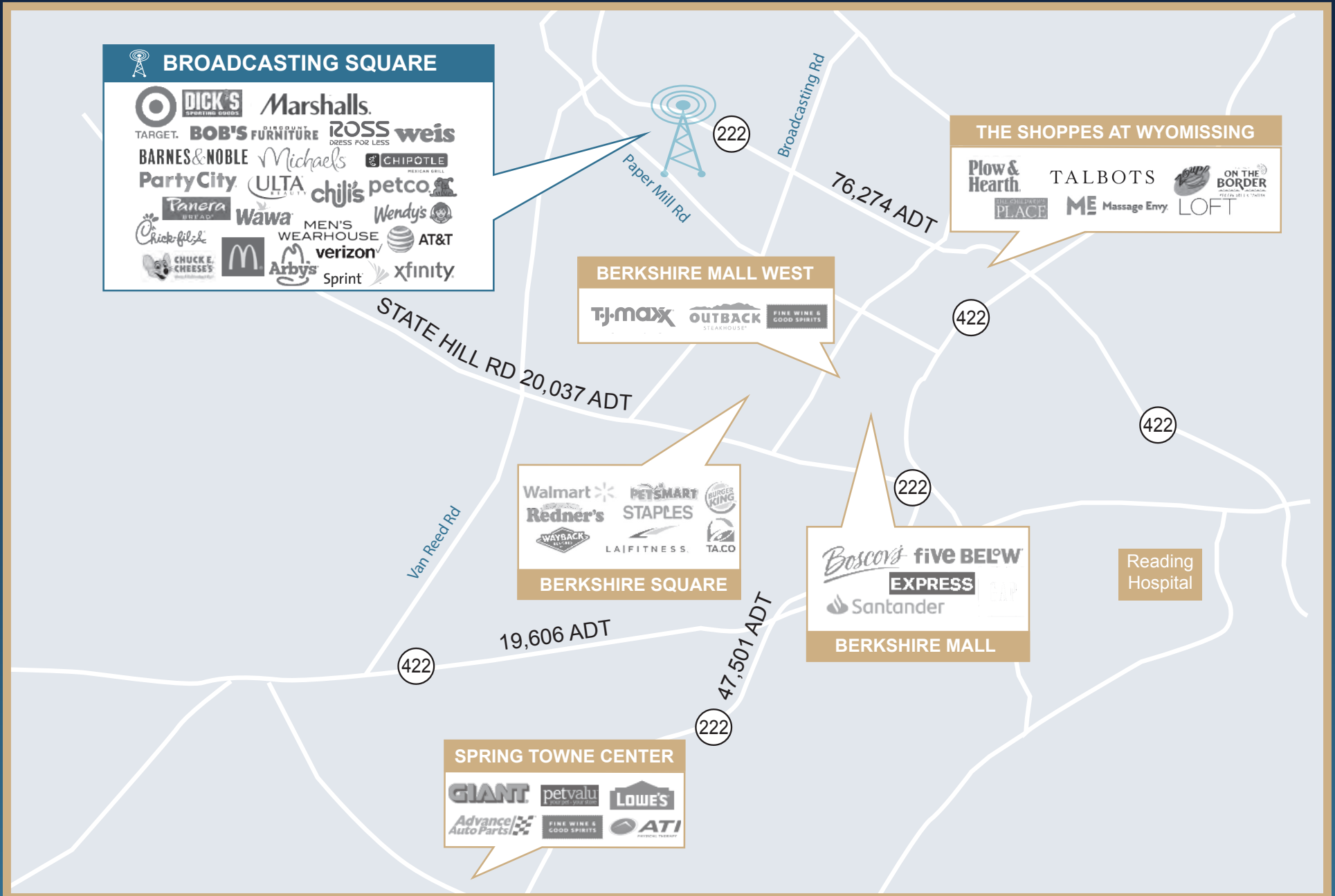
NEW TENANTS

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

- **Five Below**
- **Fine Wine & Spirits**



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

DRIVE TIME DEMOGRAPHICS



	5 Min	10 Min	15 Min	20 Min
Population	17,534	99,497	232,093	291,154
Average HHI	\$115,754	\$97,308	\$98,726	\$103,947
Adj Daytime Demos (16yrs+)	26,940	94,630	163,268	193,466

Demographic Data Source: Applied Geographic Solutions, 5/2025





For more leasing information, please contact:
 Rose Urban
 roseurban@comcast.net
 609.231.4055

EQUITY CRE

Plymouth Meeting, PA | Philadelphia, PA
 T: 610.645.7700 | equitycre.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

broadcastingsquare.com