



**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 11,000,000 customer visits annually**

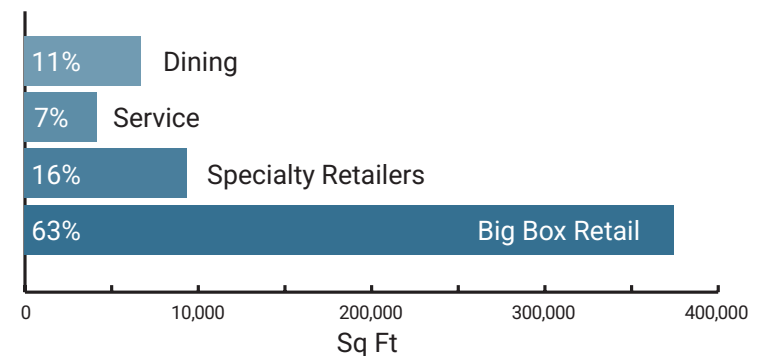
Retailers thrive at Broadcasting Square with over **\$300 Million in annual sales**

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
11 Million	426,326	159,185	\$109,431	202,441



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

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*

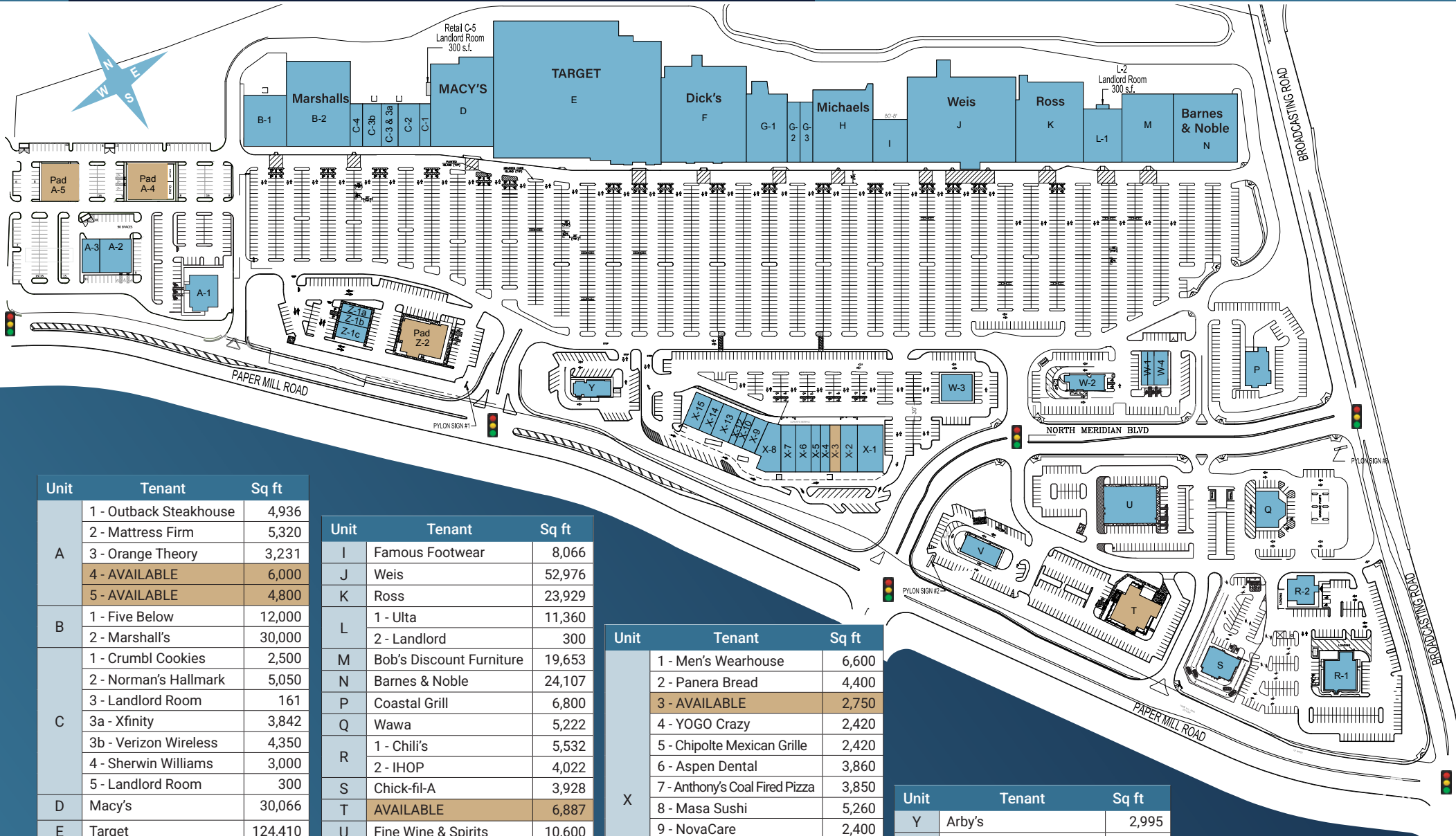
With a vibrant surrounding office market, Broadcasting Square benefits from a **high daytime population**



# 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
	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	AVAILABLE	6,887
U	Fine Wine & Spirits	10,600
V	McDonald's	2,890
W	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 - AVAILABLE	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 - T-Mobile	2,520
	2 - AVAILABLE	8,281
	<b>TOTAL</b>	<b>592,467</b>

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**

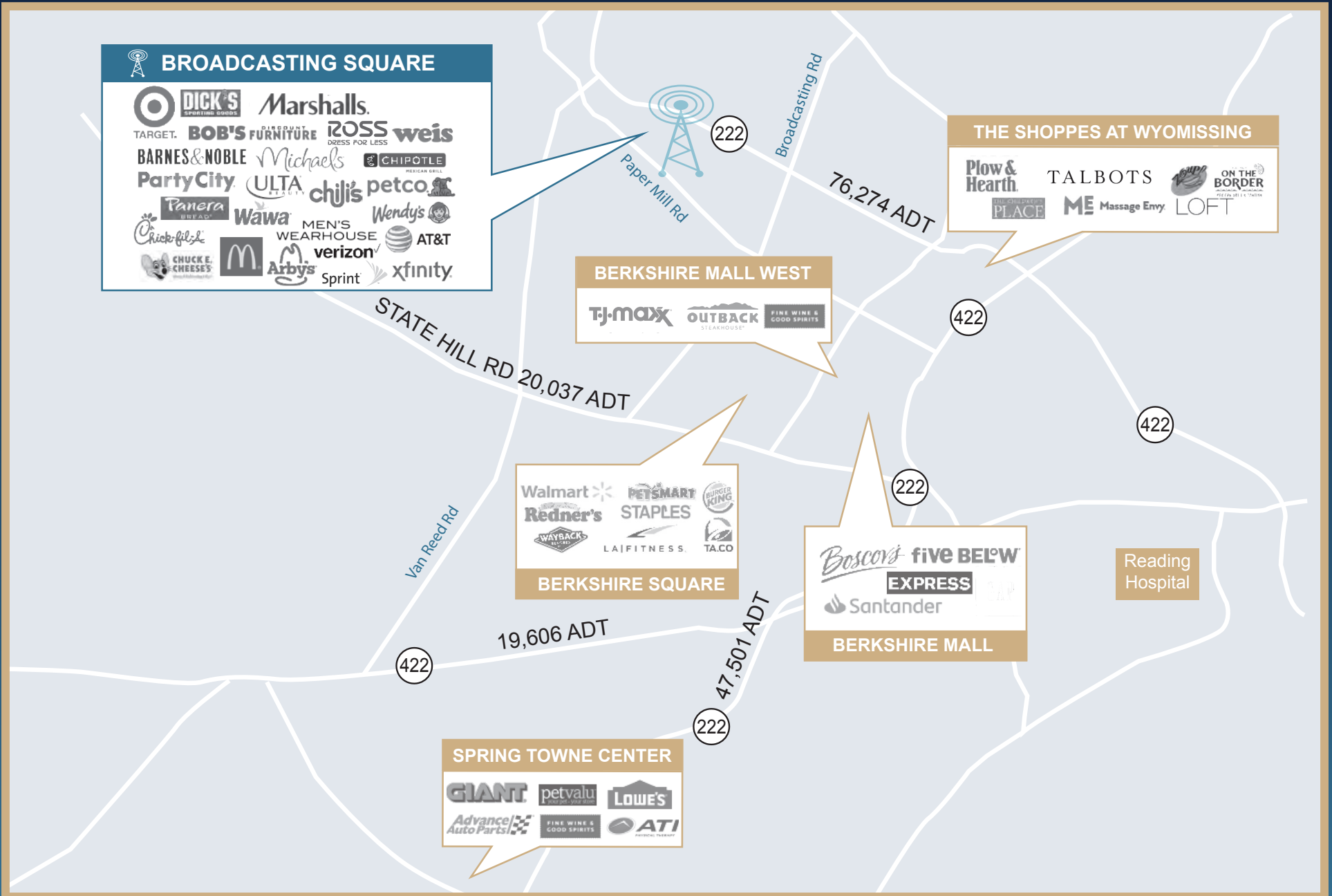


## NEW TENANTS

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*





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