



**BROADCASTING
SQUARE**



The **Dominant Voice** of Retail in Berks County





	2024	2023	2022
CUSTOMER VISITS	10.3	9.9M	9.3M

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

Let your retail voice be heard from Eastern PA's most dominant power center, **Broadcasting Square**

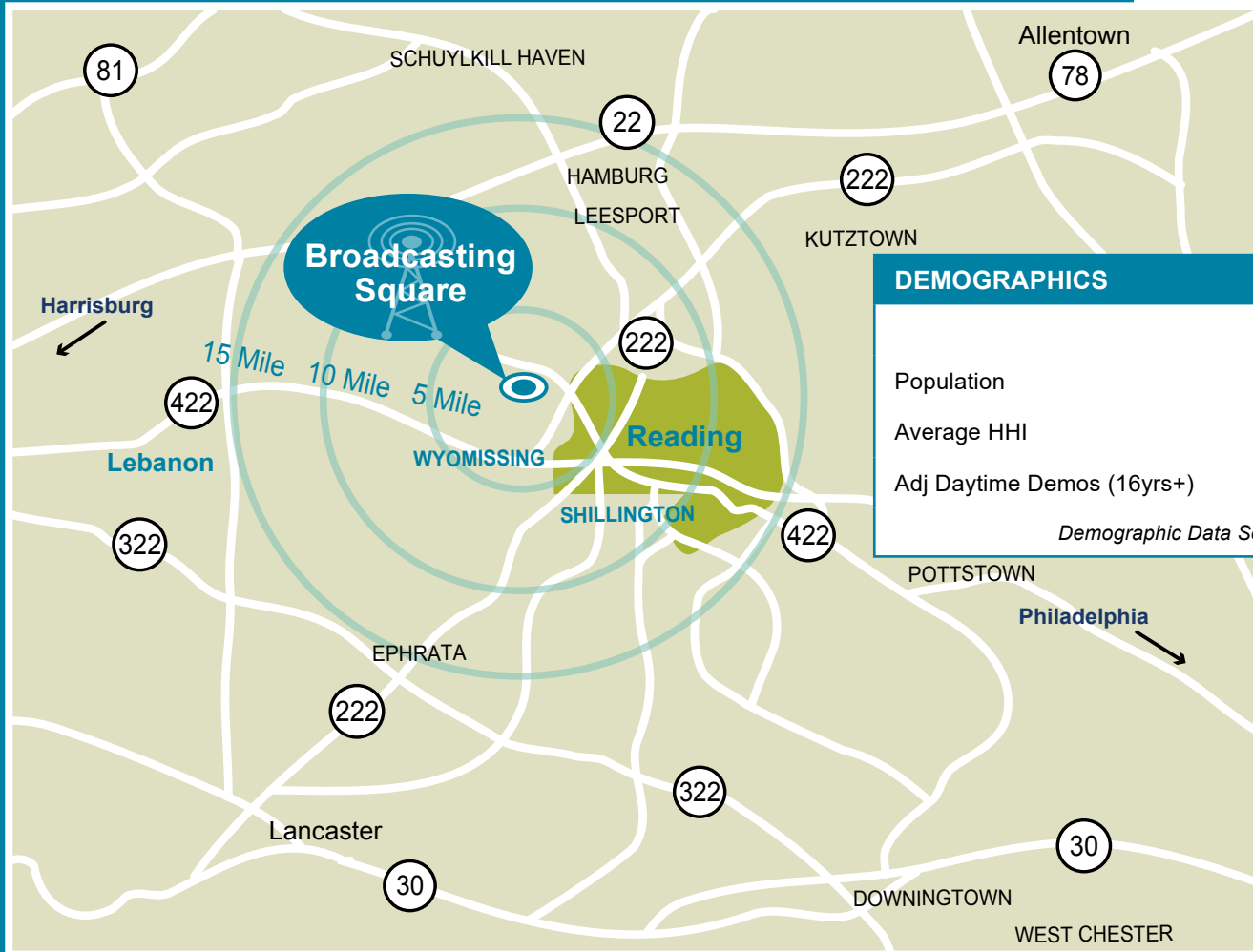
Broadcasting Square had more **customer visits** than any other open air shopping center in Eastern PA with over 10.3 million visits in 2024

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

REGIONAL OVERVIEW



DEMOGRAPHICS			
	5 MILE	10 MILES	15 MILES
Population	201,931	309,366	420,338
Average HHI	\$93,654	\$103,737	\$106,995
Adj Daytime Demos (16yrs+)	144,260	198,846	261,218

Demographic Data Source: Applied Geographic Solutions, 5/2024

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 (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	2,800
	4a - AVAILABLE	3,200
B	1 - Party City	12,000
	2 - Marshalls	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
	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
S	2 - IHOP	4,022
	Chick-fil-A	3,928
T	Smokey Bones	6,887
U	LEASE PENDING	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 - Geico	2,750
	4 - YOGO Crazy	2,420
	5 - Chipolte Mexican Grill	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
	11 - SuperCuts	1,200
	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
Z	2 - Buca di Beppo	8,281 on 1.2 AC
	TOTAL	592,467

- AVAILABLE
- LEASE PENDING
- PLANNED CONSTRUCTION

RESTAURANTS



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

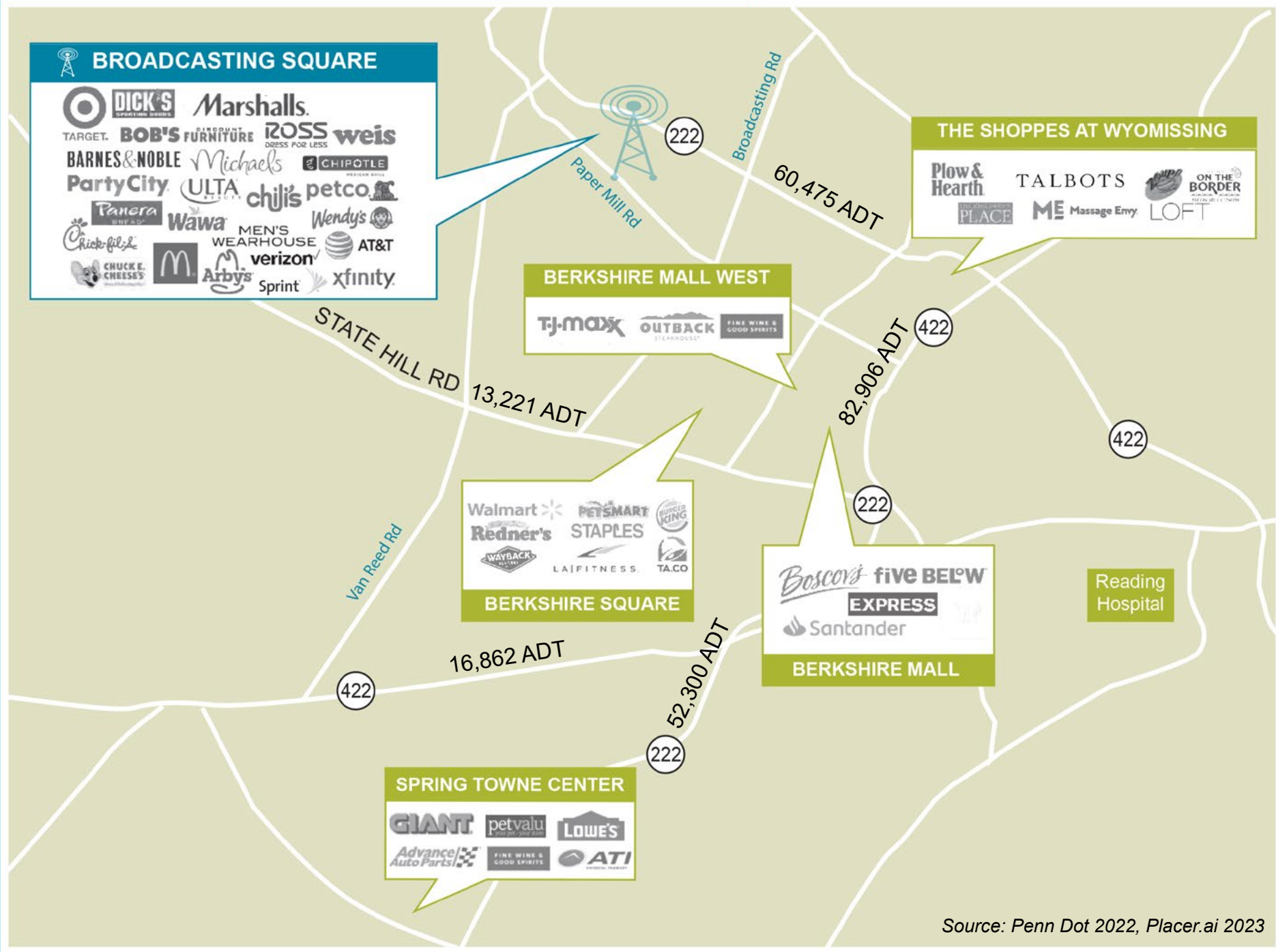
Included among these are:

- 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:

- Macy's
- Outback Steakhouse
- honeygrow



Source: Penn Dot 2022, Placer.ai 2023

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



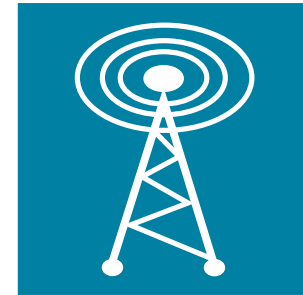
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BROADCASTING SQUARE

Papermill Road &
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