



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](http://www.placer.ai))

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

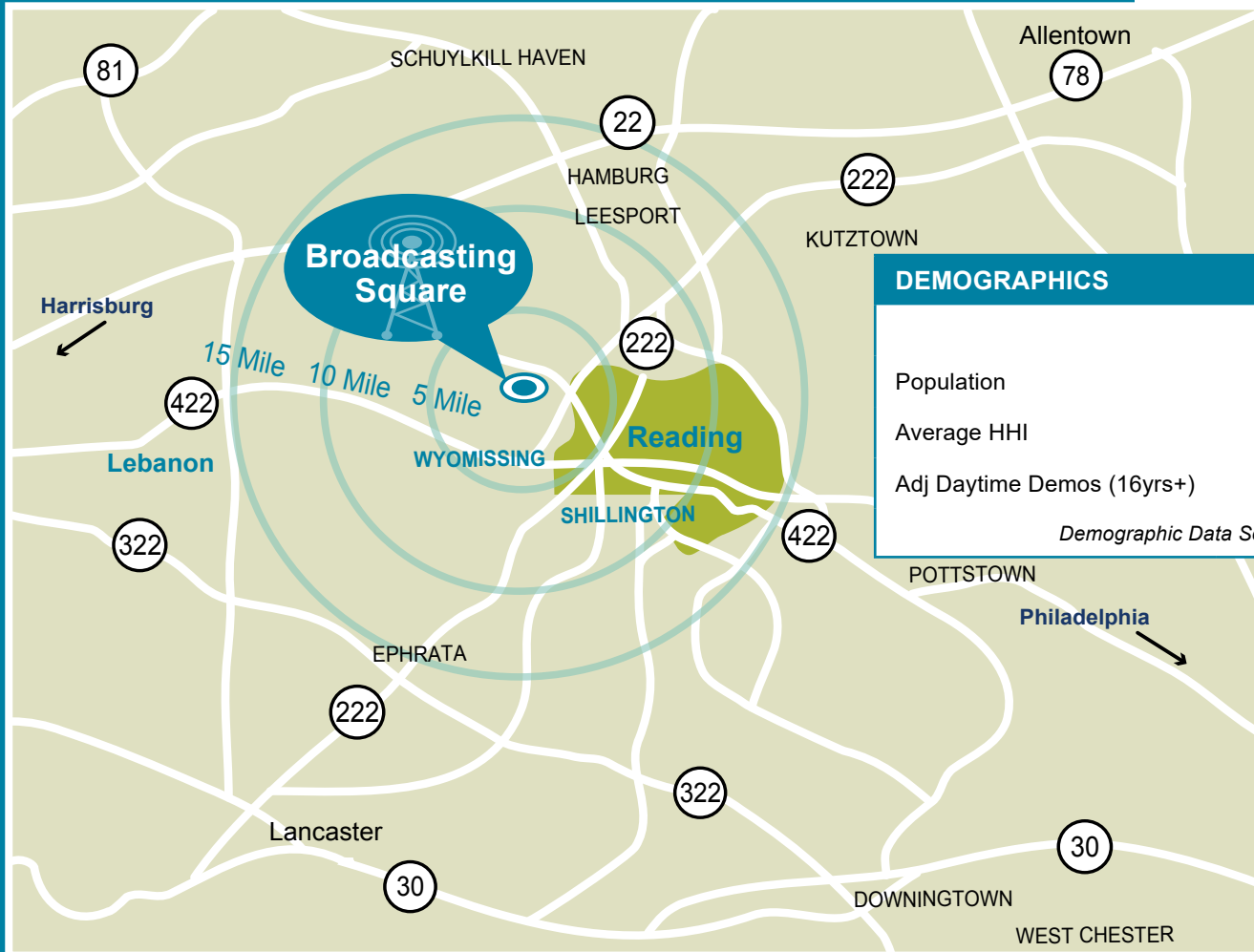
Broadcasting Square **had more customer visits** than any other open air shopping center in Eastern PA with over 10.3 million visits in 2024

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



Broadcasting Square is currently the  
**#1 most visited open-air shopping center**  
in Eastern Pennsylvania

### 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*

**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 - Lease Pending	12,000
	2 - Marshalls	30,000
	1 - Crumbl Cookies	2,500
C	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
	Target	124,410
	Dick's	45,101
	1 - Petco	16,510
G	2 - Bath & Body Works	4,000
	3 - LA Nails	4,000
	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	Smokey Bones	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 - Geico	2,750
	4 - YOGO Crazy	2,420
	5 - Chipotle 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
	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 Ground Lease or B-T-S	Proposed 6,250 SF Bldg. (Divisible)
TOTAL		592,467

AVAILABLE  
LEASE PENDING

## RESTAURANTS

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

Included among these are:

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

## 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





*For more leasing information, please contact:*

Rose Urban

[roseurban@comcast.net](mailto:roseurban@comcast.net)

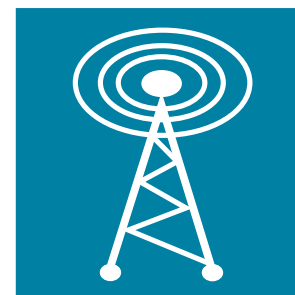
609.231.4055



Plymouth Meeting, PA | Philadelphia, PA

T: 610.645.7700 | [equitycre.com](http://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 CRE 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

