



**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**

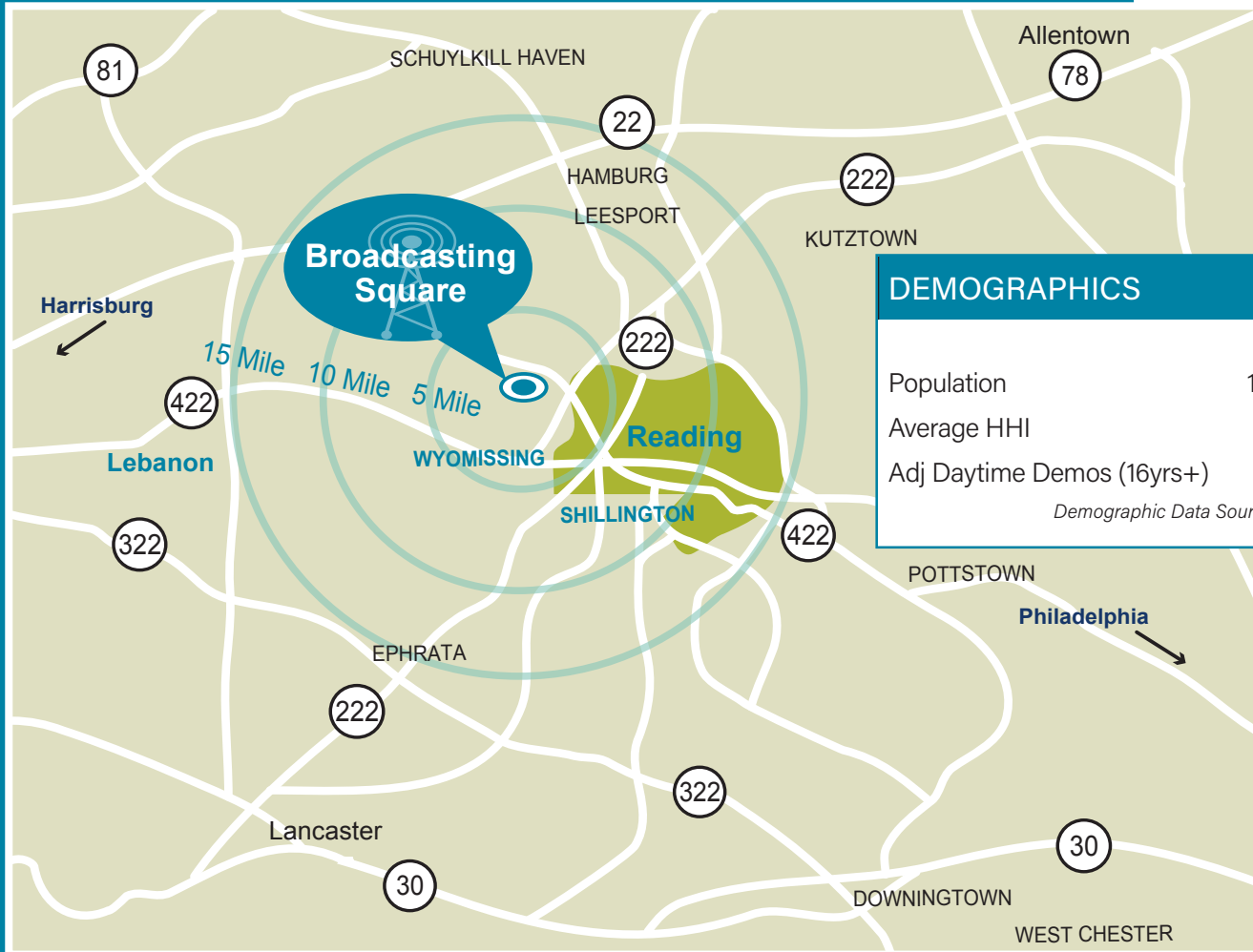
Broadcasting Square **had more customer visits** than any other open air shopping center in Eastern PA with over 8.4 million visits in 2019

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

Some of these include:

- Target
- Weis
- Dick's
- Bed Bath & Beyond
- 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	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**



## RESTAURANTS



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

Included among these are:

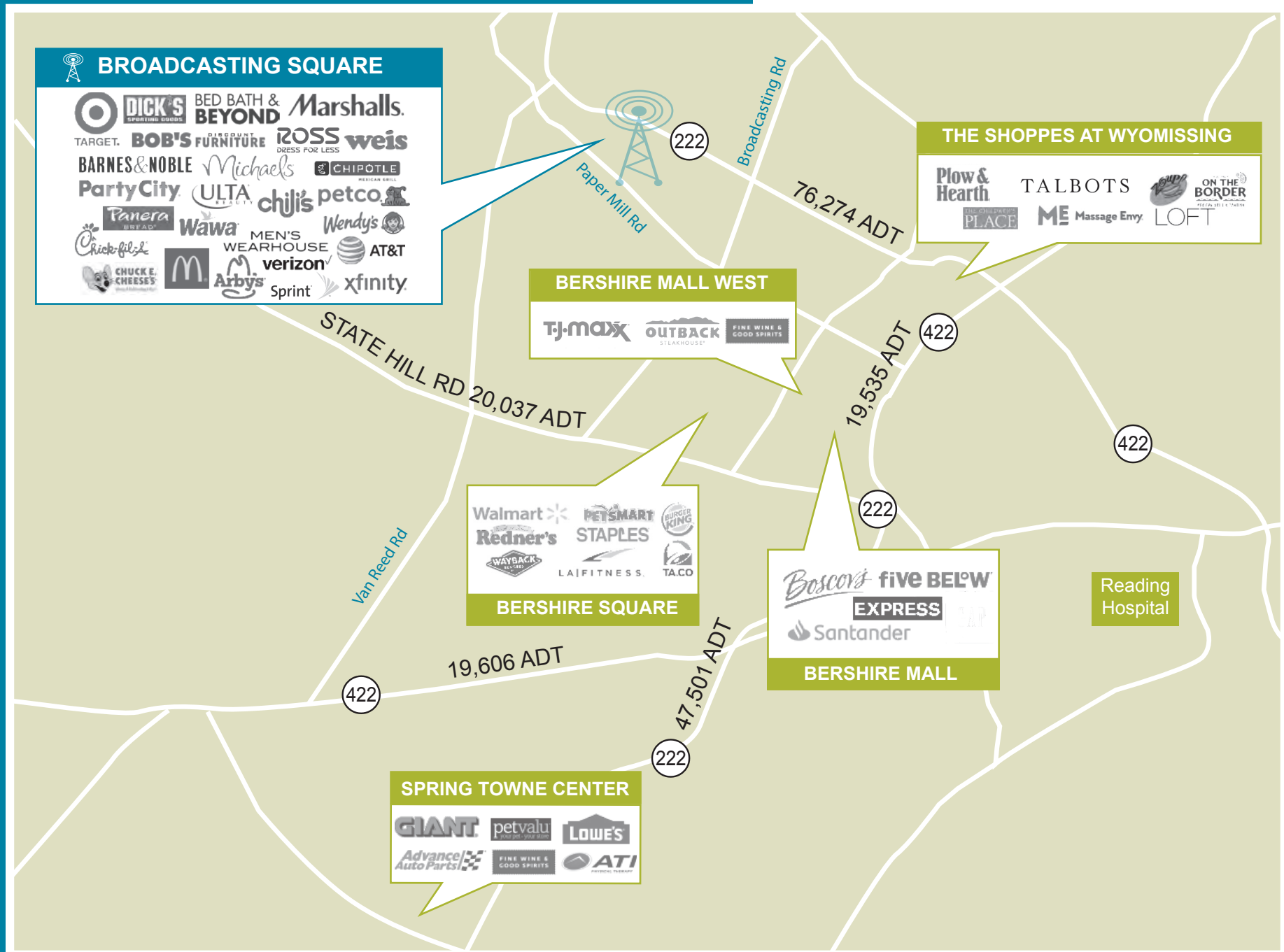
- Buca di Beppo
- Anthony's Coal Fired Pizza
- Smokey Bones
- Masa Sushi
- Coastal Grill
- Chipotle Mexican Grill
- Chili's
- McDonald's
- Panera Bread
- Wendy's
- Chick-fil-A
- Arby's
- IHOP

## RECENT ADDITIONS

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

- Norman's Hallmark
- NovaCare
- Geico

# 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

