

New Retail Development Park Place Center Wyomissing (Reading) PA 19610



Demographics

2009 Population:	1 Miles	3 Miles	5 Miles
Total:	10,982	128,757	193,015
Male:	48.1 %	48.5 %	48.5 %
Female:	51.9 %	51.5 %	51.5 %
2009 Income:			
Median Income:	\$53,943	\$50,142	\$50,764
Average Income:	\$69,588	\$61,326	\$62,805
#Households	4610	55,145	81,894

Project Overview

- Retail Development
- 10 Acre site
- Across from VF Outlets
- Adjacent to \$75 Million Brookstone Development consisting of 248 Apartments and a new Courtyard Marriott
- Progress Electric and Panda Heaven Restaurant currently on site.
- Community Retail Center
- Great Location in heart of Berks County's wealthiest subdivision

NAI Keystone Commercial & Industrial, LLC

Commercial Real Estate Services, Worldwide.

The information contained herein has been given to us by the owner of the property or other sources we deem reliable. We have no reason to doubt its accuracy, but we do not guarantee it. All information should be verified prior to purchase or lease.

Contact information:

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www.naikeystone.com www.Bryan-Cole.com

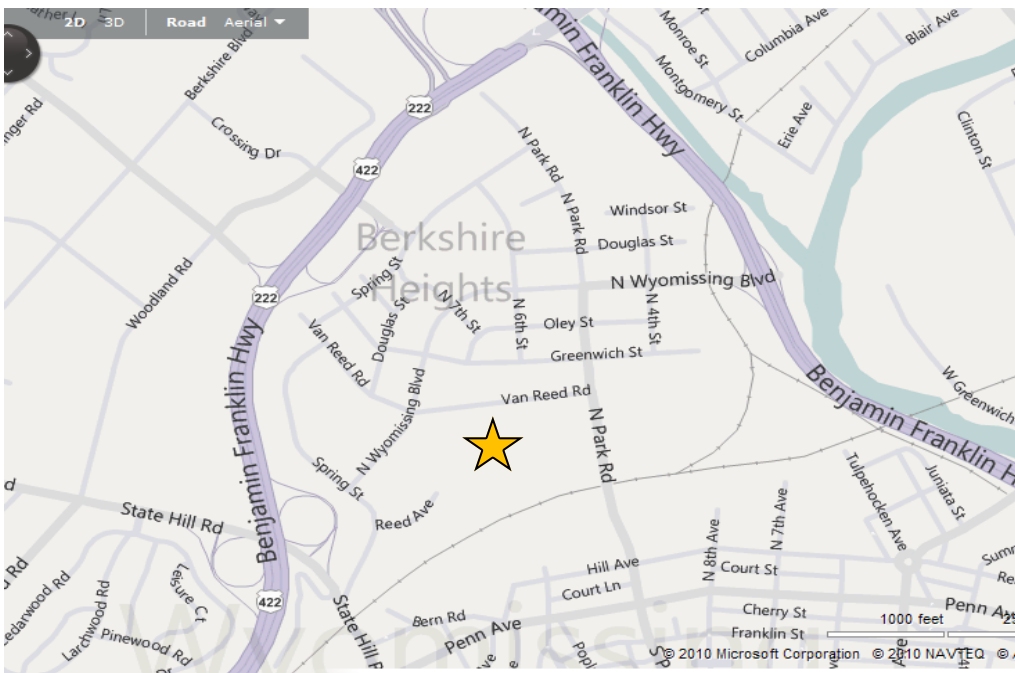
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Maps
&
Locations



Developer will remove existing buildings to accommodate new retail style center at a lighted intersection. Proposed 50,000 SF - 70,000 SF in-line retail box with 2 additional pad sites

Adjacent to **Wyomissing Square**, the new \$75 million Bozzuto/Brickstone Development project, featuring 248 apartments, 135 room **Courtyard Marriot** and 30,000 SF of retail space. Across from the established **VF Outlet** complex the area is prime for development.



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MARKET INFO

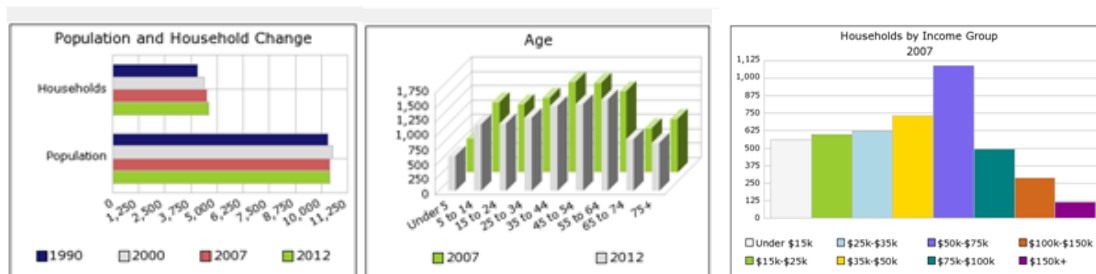
Berks County competes for business in the NJ, NY and MD markets. Food, Plastics, Specialty Metals and Battery Mfg. are all well established. Medical and financial services are key drivers in the office sector with technology based businesses quickly emerging. Private/Public partnerships are effectively linking the Penn Corridor from Reading to Wyomissing

The office market shows mixed results with Class A rates and vacancy only slightly down, Class B vacancy is down 10% and rates remain flat. Vacancy in the C sector is up with over 1.1 million SF of properties vacant. This all spells opportunity for tenants or buyers of Class B and C Office. Approx. 300,000 SF of office were absorbed in 2009. A total of 450,000+/- SF is proposed for 2010.

Industrial inventory levels have risen sharply with 6.1 million SF currently available. Approx. 826,000 SF of new product was added in the year. The market had a negative absorption of 1,072,100 SF of industrial product comparing with a positive of 243,000 SF in the prior year. Lease rates are down slightly with landlord concessions increasingly more common. Leasing activity is up as many users cannot obtain financing to purchase. This creates opportunities for sale-leaseback Gross sale of Industrial product was up \$23 mil over prior year to \$179 million total. Sale prices were down 12% with a range of \$51 to \$29 per foot for Class A to C respectively.

Residential new construction is down 47% with developers sitting on projects with over 2,000 approved, but unimproved lots ready. Notable retail projects include the 500,000 SF Exeter Commons and the 253,000 SF Target anchored center in Temple. The \$75 million Wyomissing Square development is complete w/ 248 apartments and a 135 room Marriot Courtyard. A 215 room Doubletree is proposed with completion scheduled for 2010.

Watch for a Technology Park to be developed at the Reading/Berks Airport and the emergence of Bryne Eyre, a 3,000 Acre PRD at the I-176 and PA Turnpike interchange. The BOSS 2020 program will enhance traffic flow and boost development of Sinking Spring and its vicinity.



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**BROKER
RESUME**

Bryan Cole

Bryan E. Cole

Location: Reading, Pennsylvania

Contact Information: Exeter Ridge Corporate Center
3970 Perkiomen Avenue
Suite 200
610.779.1400 x 8502
610.779.1985 fax
Bcole@naikeystone.com

Specialties: Office & Medical Leasing and Sales
Tenant & Buyer Representation

Scope of Experience:

Bryan joined NAI Keystone in July of 2004, but before joining NAI, Bryan Cole spent 4 year's active duty in the U.S. Marine Corp, including a 6 month deployment in Afghanistan, a 4 month deployment in Kuwait/Iraq, and a 7 month deployment in Japan. Prior to joining the military Bryan was involved in the construction of commercial and multi-unit properties in the Philadelphia suburbs. Bryan has experience working with a diverse group of individuals in numerous countries throughout the world. During Bryan's time at NAI, he has sold in the excess of \$120 Million Dollars worth of Commercial Real Estate, and leased hundreds of thousands of square feet of industrial and office space. Because of this, Bryan earned NAI gold club status his first year in the business which is presented to approximately 75 - 100 brokers within the NAI Global network, which is comprised of over 8,000 Brokers. Bryan is currently working on earning both his CCIM designation and SIOR designation. Bryan has been NAI Keystone's Top Performer for 2006, 2007, 2008 and 2009.

Account Experience: Associated Wholesalers, Inc., Weidenhammer Systems Inc., All-State Insurance, Greater Berks Development Fund, Reading Eagle, Kinsley Construction, Lavipour & Company.

Partial Client List:

Prologis	Fleetwood Fixtures	Weidenhammer Systems Inc.	Quest Diagnostics
Greater Berks Dev Fund	Miller Brothers	Lavipour & Company	Metropolitan Dev. Group
Opus East	Associated Wholesalers	Goodwill Industries	United Realty
First Industrial	Kinsley Construction	Velocity Inc.	Super Shoe Stores
Reading Eagle	Advanced H20, llc	KFC Corporate	Endurance Real Estate
Reading Hospital	Custom Processing	U.S. Franchises	All-State

Personal Memberships:

NAI (New America International)	Veterans of Foreign Wars	PA Assoc. of Realtors	
NAI Office Council	CoreNet Global	National Assoc. of Realtors	
NAI Retail Council	Young Professionals Network	Commercial Industrial Council of Berks	
CIC Board Member (2007)	NAIOP Member	Berks Chamber of Commerce	
NAI Gold Club	ICSC Member	NAI Corporate Services Council	CCIM Can-
didate	SIOR Candidate	WERC	
TriState Board or Realtors	Council of Supply Chain Management	President of Reading Chapter NMCBN	

Greater Reading Chamber of Commerce Rising Star Nominee
NAI Keystone Commercial & Industrial, LLC Top Performer 2006, 2007, 2008, 2009

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**John
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Location: Reading, Pennsylvania

Contact Information: Exeter Ridge Corporate Center
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Suite 200
610.779.1400 x 8508
610.779.1985 fax
Jbuccinno@naikeystone.com

Specialties: Corporate Leasing and Sales
Investment analysis
Commercial & Industrial Development.

Scope of Experience:

John started his professional career working with Booz, Allen & Hamilton in the early 1990's but soon opened his own finance and real estate firm in 1992 which grew to a 45 person operation with 3 locations and \$15 million a year gross revenues. He sold his business in 2005 and joined NAI Keystone Commercial & Industrial, LLC in 2006 to build and further develop his consulting and management skills in the field of commercial real estate. John is currently working on his CCIM designation and is a licensed broker in Pennsylvania and Michigan.

Education:

BA at the University of Michigan, Ann Arbor
Executive MBA from Michigan State University

Partial Client List:

MBC Development, LLC
BPG Properties, LTD
Directlink Technologies, Inc
Anderson Group, Inc
1st HAS, Inc
Corporate Environment Svcs
Visit Bank
UGI

MJC Properties, Inc
Lightstone Group
Lee Miles Transmission
Regency Development
Domain Technology, Inc
SAPA
Quest Diagnostic
Goodwill Industries

Berks Products, Inc
Park Avenue Funding
Aurora Bank
AFLAC
Stickler Products
Jewish Federation of Reading
Evans Transportation
Alvernia University

Personal Memberships:

NAI (New America International)
NAI Office Council
NAI Retail Council
Berks Chamber of Commerce
CCIM Candidate
Berks Economic Partnership (BEP)
NAR- National Association of Realtors

PAR- Pennsylvania Association of Realtors
CoreNet Global
CIC
ICSC- International Council of Shopping Centers
TriState Board of Realtors
Greater Reading Young Professionals
Corenet

National Assoc. of Realtors
Commercial Industrial Council of Berks
NAIOP Member
NAI Corporate Services Council
MI Board of Realtors
Certified Commercial Investment Manager