

Wyomissing Square

Wyomissing Square is an award-winning \$80 million mixed-use Brownfield redevelopment project in the heart of Wyomissing Borough—an affluent suburb of Reading, PA. This adaptive reuse project has transformed a formerly underutilized 13-acre Brownfield infill site into a thriving mixed-use community featuring 250 luxury apartments, 135-room Courtyard Hotel, 60,000 SF office building, and an existing 13,000 SF Euro-Mediterranean Restaurant.

The luxury apartment community 100 Park at Wyomissing Square has been extremely well received by the local market place as is evidenced by it's 96% occupancy rate. The high quality luxury rental apartments offer a new housing option for local residents; which was previously unavailable in the local marketplace. The apartments have been particularly popular with the young professionals demographic that is not quite ready to settle down and buy a house yet but still want a nice place to live. Rental apartments are also appealing to baby boomers who are beginning to downsize and are going through a new life transition.

The newest addition to Wyomissing Square will be a 33,000 SF specialty retail center called The Promenade at Wyomissing Square which will be located at Hill Ave & Park Rd in Wyomissing, PA just a block north of Penn Avenue across from the VF Outlet Village. The project is currently under development and is scheduled to open in Fall 2013. Available space ranges from 800SF – 12,000 SF with a base module of 1,860 SF and 20ft of frontage.

The Promenade at Wyomissing Square offers an elegant public gathering space, high quality design & building materials, and a central town location. The retail shops and restaurants will be organized along an 11,000 SF outdoor “promenade” that will be the defining element of the project. The Promenade is designed to be the ceremonial “front door” of Wyomissing Square, creating the perfect context for what will be Berks County's most upscale shopping & dining destination. The Promenade is conveniently located at the doorstep of Berks County's largest employment hub and its most affluent residential neighborhoods. This is the first new retail center developed in such a prime location since the 1970s.

With the economic recovery in full swing and the first three phases of the Wyomissing Square project fully developed and stabilized, Promenade Square LLC is launching an aggressive leasing campaign to develop the

retail component and fill The Promenade with a targeted tenant mix that will consist of local, regional and national brands. It will be anchored by high quality food & beverage venues. A new 5,300 SF fine dining establishment with outdoor seating for 48 will join the existing restaurant anchor Viva Bistro & Tapas Lounge to bookend the site. The tenant lineup will likely include tenants in the following retail categories: *gym/fitness center, massage/spa, coffee /bakery/café, specialty grocer, frozen yogurt, fast casual dining.*

John Connors, Master Developer of Wyomissing Square and Principal of Promenade Square LLC explains, "It is our aspiration to bring an exceptional retail experience to this landmark development and create a town center-like environment with an elegant public gathering space that allows for the integration of the people, the place, and the larger community."

Wyomissing Square Mixed-Use Center was designed to be a 24-hour *Live-Work-Stay-Play* community. Its high density, compact urban style building form has allowed us to accommodate a variety of uses on this small infill site. This once vacant Brownfield has now become pulse node of activity that has enhanced an already vibrant community with a mixed-use center that offers the kind of walkable urban lifestyle that has become increasingly popular among today's renters & workers both you young and old. Wyomissing Square boasts a WalkScore of 80 indicating that the neighborhood is "very walkable and most errands can be carried out on foot" – a rarity in the suburbs.

Bills Khakis Features Reading Landmarks in Fall Fashion Catalog

Bill Thomas found a connection in a pair of original World War II khakis found at an Army surplus store while in college. They were remarkably comfortable with deep pockets and put together to withstand just about anything. They were unlike any khakis currently being made and caused Thomas to ask, "We could put a man on the moon, but can't make khakis like we did 50 years ago?" Thus was the start of Bills Khakis.

Today, thanks to the hard work of 20 devoted employees, and many others, Bills Khakis can be found throughout the United States at over 500 select men's specialty stores. All products, including pants, shorts, jeans, shirts and jackets are produced in the United States. The company has been named to Inc. Magazine's Inner City 100 five times, as one of America's 100 fastest growing inner city businesses.

Bills Khakis makes its home in downtown Reading, Pennsylvania in a renovated warehouse building that was once home to the Reading Hardware Company and now appears on the National Historic Register. Now, the company uses Reading area landmarks and neighbors as backdrops for its upcoming fall catalog—a move that is right in line with the company's brand.

"Greater Reading has a long history of manufacturing excellence," said Jon Scott, Greater Reading Economic Partnership, President and CEO. "Today, it is innovative companies like Bills Khakis that serve as prime examples of forward-thinking business leaders found here in our community."

Hot Project: Cambridge-Lee

When copper tube manufacturer Cambridge-Lee Industries decided to expand operations, they chose to build a new plant in Greater Reading. More than just an affordable, strategic location in southeastern Pennsylvania, Greater Reading gave them access to a skilled workforce, a choice of excellent properties, and a well-connected business community that streamlined the approval process—so they could break ground months ahead of schedule.

Cambridge-Lee's CEO & Treasurer, Andi Funk sat down with Greater Reading Economic Partnership to explain why they chose to build their newest plant in Reading, PA and to talk about how Greater Reading helped them to get the project started efficiently and effectively. Cambridge-Lee Industries has 3 plants located in Reading, Pennsylvania and is currently moving a fourth plant to the area. Building this 200,000 square foot facility will cost them about 60 million dollars and will create 250 jobs in Berks County. Cambridge-Lee's parent company had originally purchased land in Laredo, Texas with the intention of building the new plant there. Upon starting this project, they ran into many difficulties which involved delays, obtaining utilities, and bureaucratic issues. When the pitch was made to move the plant to Reading, their parent company was very concerned about running into those same issues again. However, through Greater Reading they were able to streamline the approval

process and break ground very quickly. “What Greater Reading did is, they were able to make the connections; without that it would have taken us months to break ground,” said Funk.

“There’s good economies of scale here, a lot of nice properties available, labor force; there are a lot of people who are looking to work, it’s a relatively low labor cost and we were able to have the local communities pull together to get the approvals done quickly,” said Funk. She explained that Cambridge-Lee has a family type of work environment and they have never had trouble hiring people in the Reading area with the skill set they are seeking. Funk said that what is nice about Reading is that there is access to lots of different areas and residents are able to have nice affordable housing which helps keep employees happy. Funk also shared that she thinks what makes doing business in Reading so much easier is that everyone is accessible. “And then there’s organizations like Greater Reading who helps to connect those dots and helps to get quick solutions to any problems that you have.”

Cambridge-Lee Industries entered the copper tube industry in 1955 as a small distributor serving the U.S. plumbing market. Over the years, the company has evolved into one of the world’s largest distributors of copper with sales offices in every corner of the globe.

Greater Reading Company Wins ImPAct Award

Greater Reading Economic Partnership proudly congratulates three GREP Investors and Greater Reading companies who have been nominated and selected as finalists for awards!

The Governor, the Department of Community and Economic Development, and Team PA have partnered to create the Governor’s ImPAct Awards. These are new awards designed to celebrate the companies and individuals who are investing in Pennsylvania and creating jobs.

Governor Tom Corbett recognized Pennsylvania companies and entrepreneurs that are creating jobs and making positive contributions to the state's economy at the inaugural Governor's ImPAct Awards. At the event, Governor Corbett thanked the audience of nearly 700 for helping to move Pennsylvania forward. "Each of you in some way is why we have added more than 125,000 private sector jobs to Pennsylvania's economy since I took office," Corbett said. "Thank you for investing in Pennsylvania and for joining with my administration in proving that Pennsylvania is open for business."

The Governor's ImPAct Awards recognized 50 companies from throughout the state in five categories: Jobs First, Community Impact, Small Business Impact, Entrepreneurial Impact and Export Impact.

Community Impact Award Finalist: **Rentokil North America/J.C. Ehrlich**

Export Impact Award Finalist: **GK Elite Sportswear**

Jobs First Award Finalist: **East Penn Manufacturing Co., Inc**

Nominations for each award were provided by the state's regional economic development partners – the Partnerships for Regional Economic Performance (PREP) network. Each of the 10 PREP regions was eligible to submit up to five nominations per category.