

# VF OUTLET CENTER / Reading, PA

## Property

Retail Area 358,000 Square Feet  
 Stores 52  
 Opening Date 1970  
 Parking 5:1

## Market Population Centers

Philadelphia 52 miles southeast  
 Harrisburg 55 miles west  
 Allentown 35 miles northwest

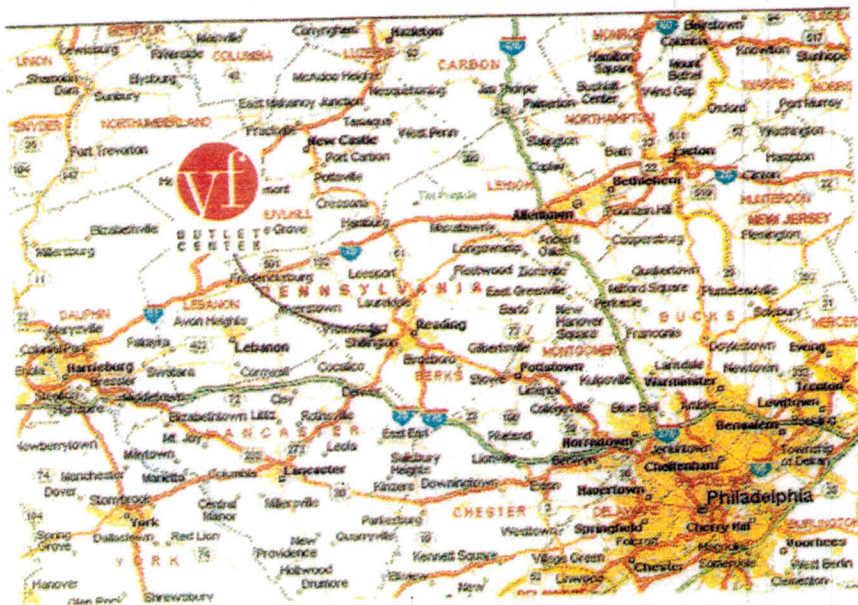
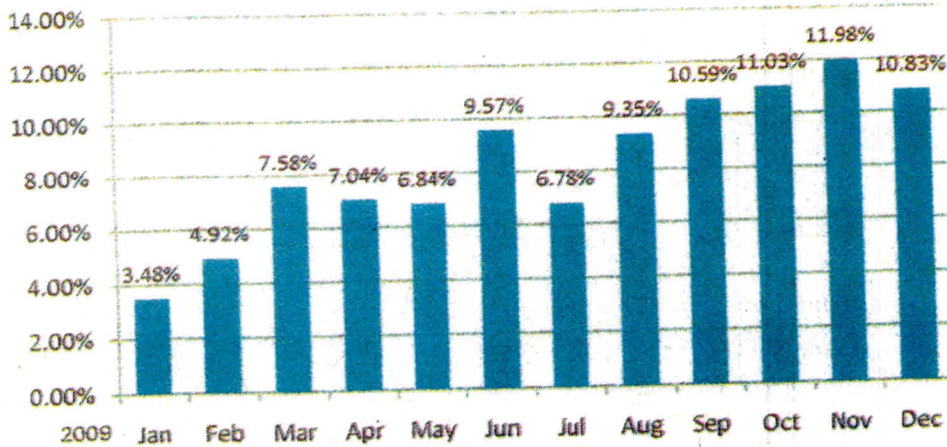
## Select Tenants

VF Outlet, Van Heusen, Bass, Carter's, Osh  
 Kosh, Dooney & Bourke, Reading China &  
 Glass, Reebok, Totes, Jones NY, Rue 21,  
 Rawlings, Famous Brand Shoes

## Population / Ave HH Income

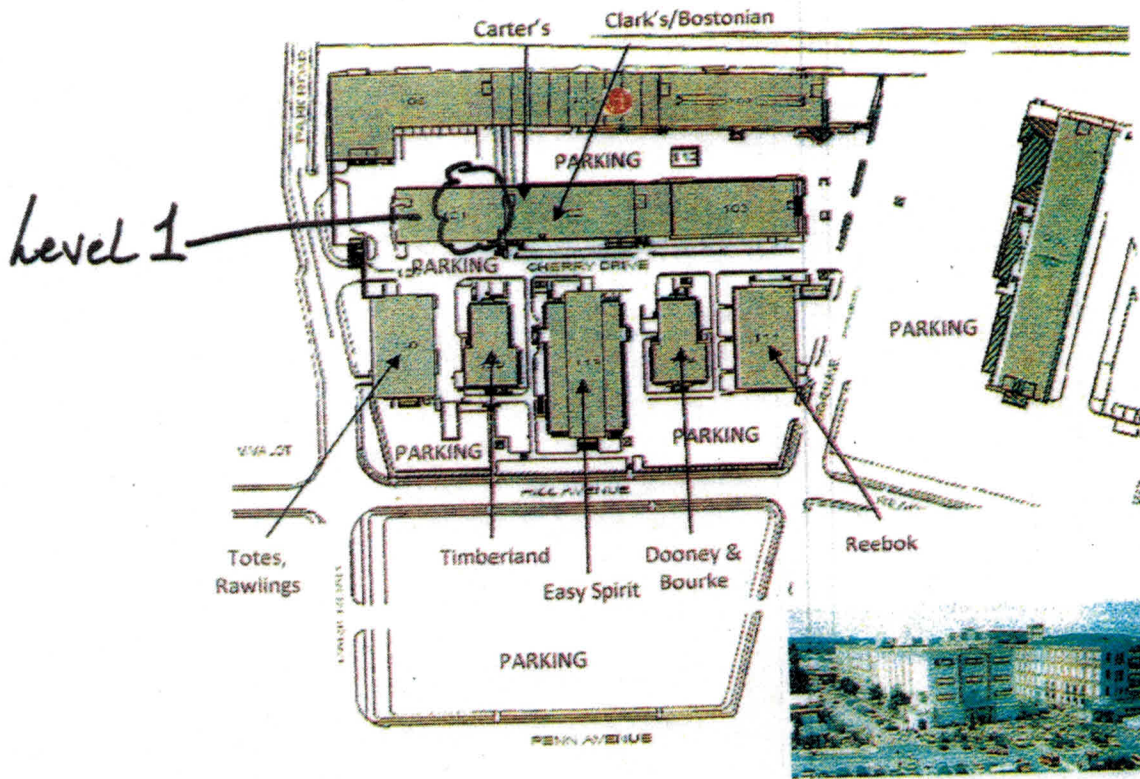
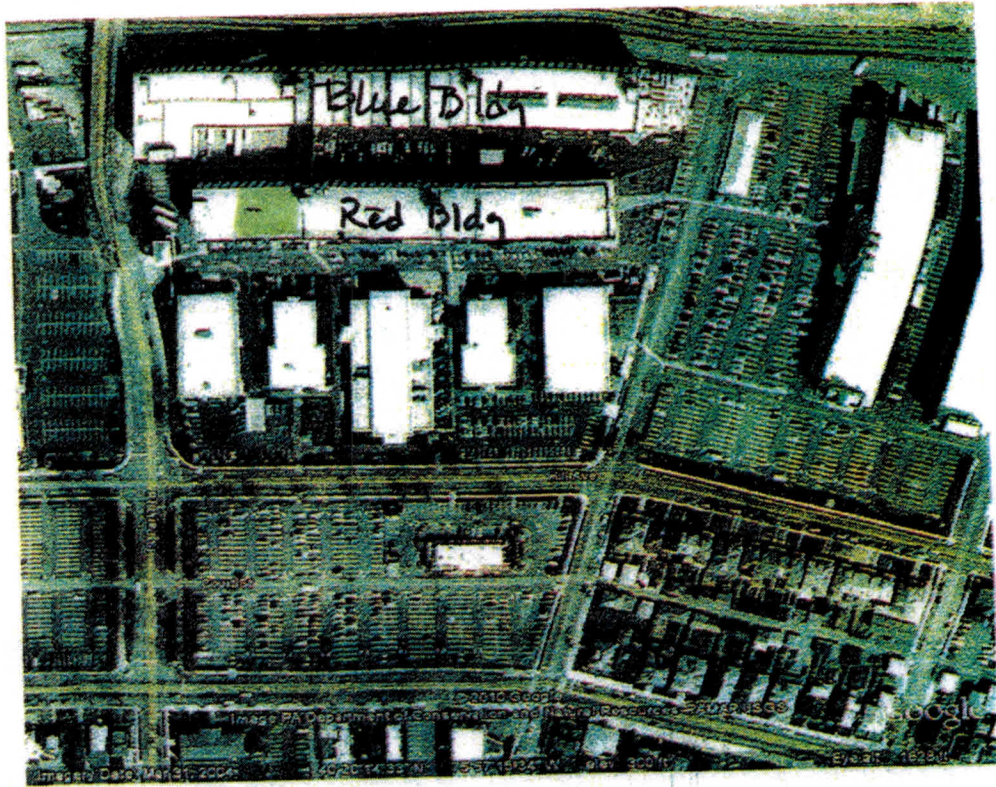
Distance	Population	Ave HH Income
10 miles	282,947	\$62,241
20 miles	595,013	\$65,134
30 miles	1,488,046	\$71,975
60 miles	8,347,167	\$70,737

## Sales Curve



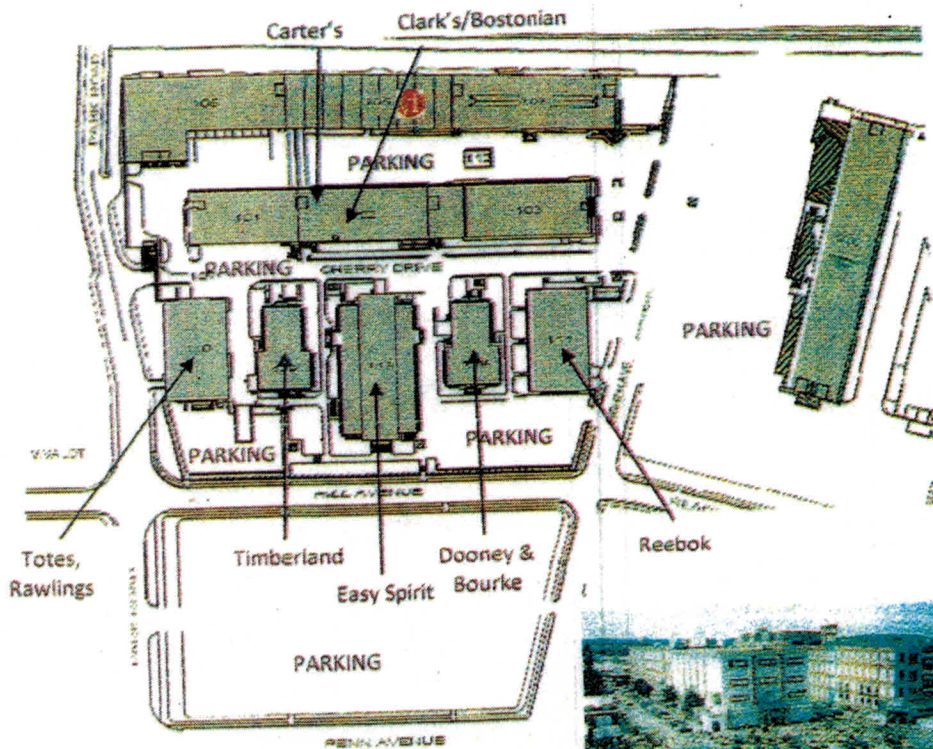
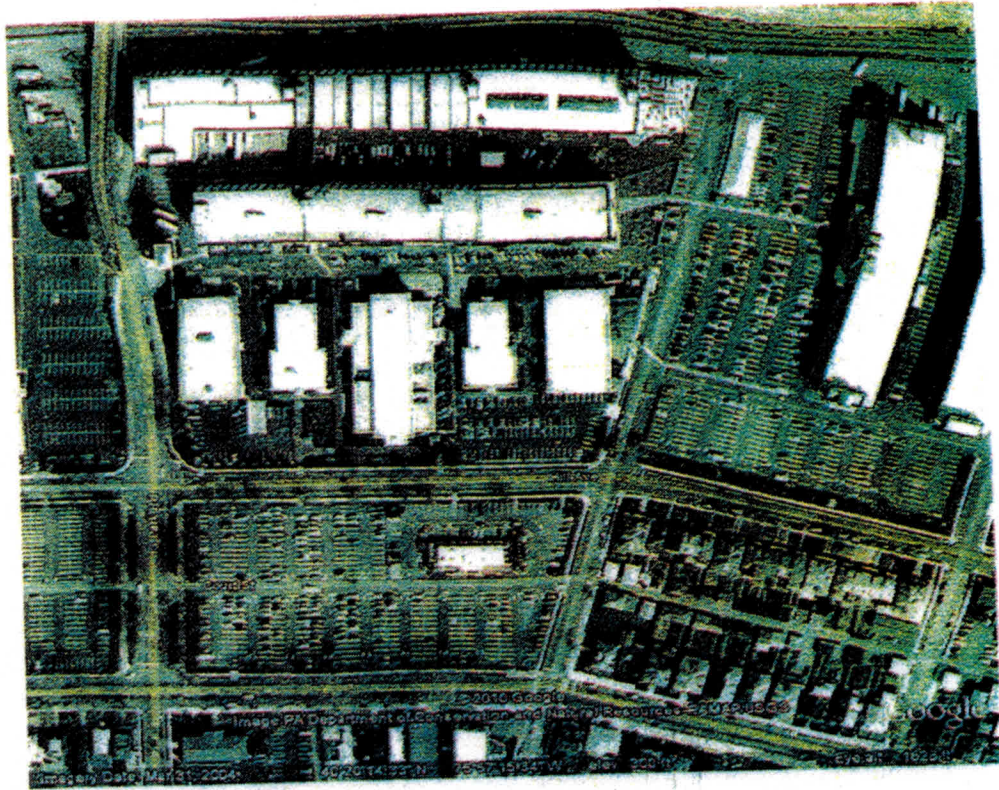


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## Other Retail

### Regional Malls - Reading, PA Market

**Fairgrounds Square Mall**  
3050N Fifth Street Highway  
Reading PA 19605

Distance from VF Outlet Center: 4.6 miles

**Berkshire Mall**  
Route 422 & State Hill Road  
Wyomissing PA 19610

Distance from VF Outlet Center: 2.3 miles

**Anchors**  
Boscov's  
JC Penny Outlet Store  
Burlington Coat Factory

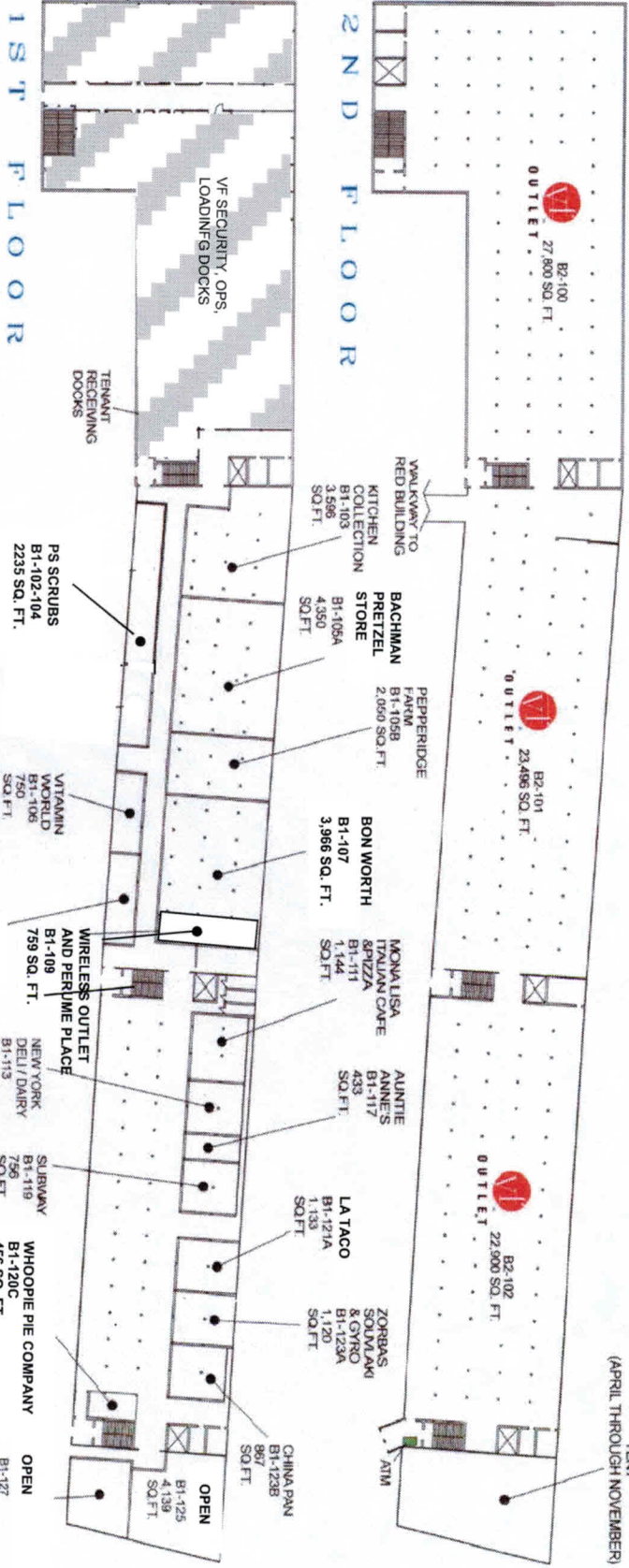
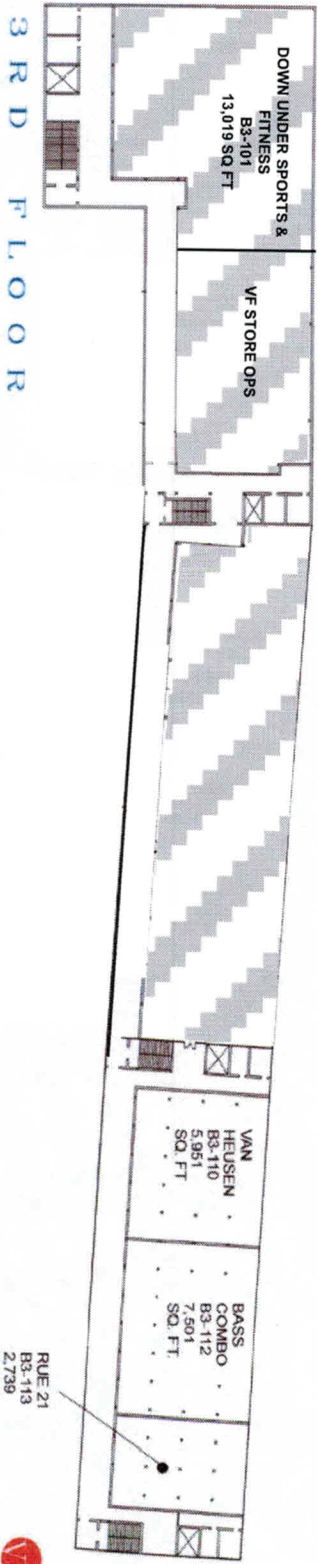
**Anchors**  
Boscov's  
Sears  
The Bon-Ton

### Factory Outlet Malls - Eastern PA Market

<u>Market</u>	<u>Approx. Drive Time</u>	<u>Distance (miles)</u>
Franklin Mills	1 hr, 21 mins	73.3 (multiple roads, indirect)
Hershey Outlets	1 hr, 4 mins	49.5 (multiple roads, indirect)
Lancaster Outlets	39 mins	34.1 (two-three roads, indirect)
The Crossings Premium	1 hr, 30 mins	82.6 (multiple roads, indirect)
Philadelphia Premium	35 mins	29.2 (two-three roads, indirect)



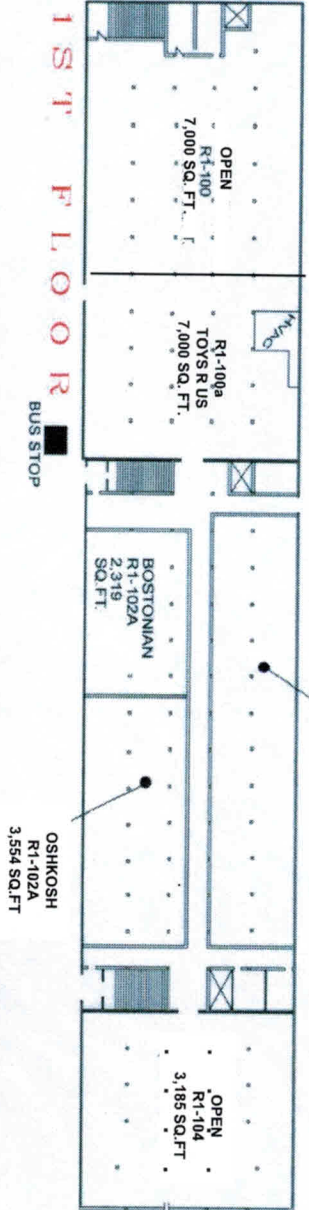
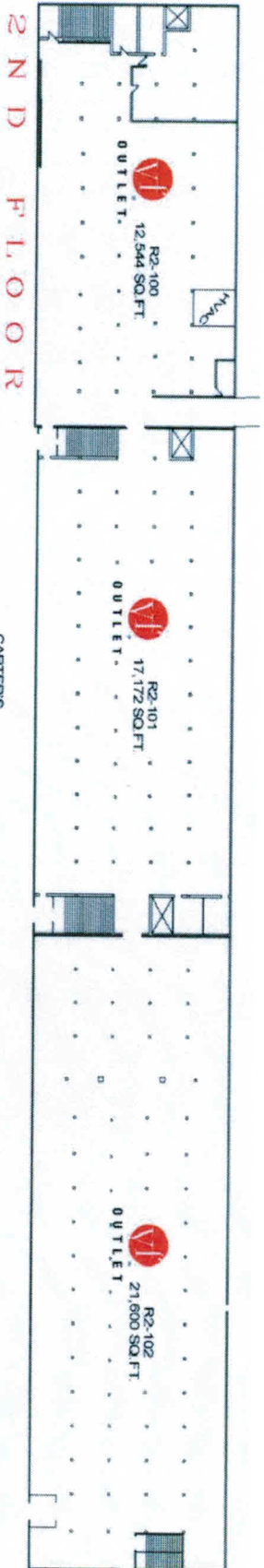
# BLUE BUILDING



**1ST FLOOR**

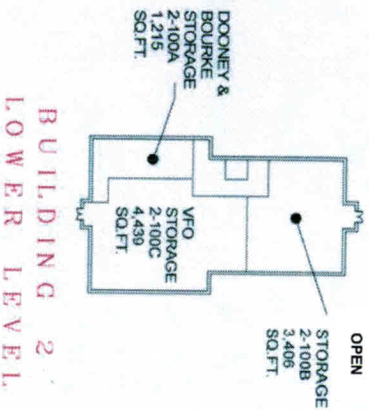
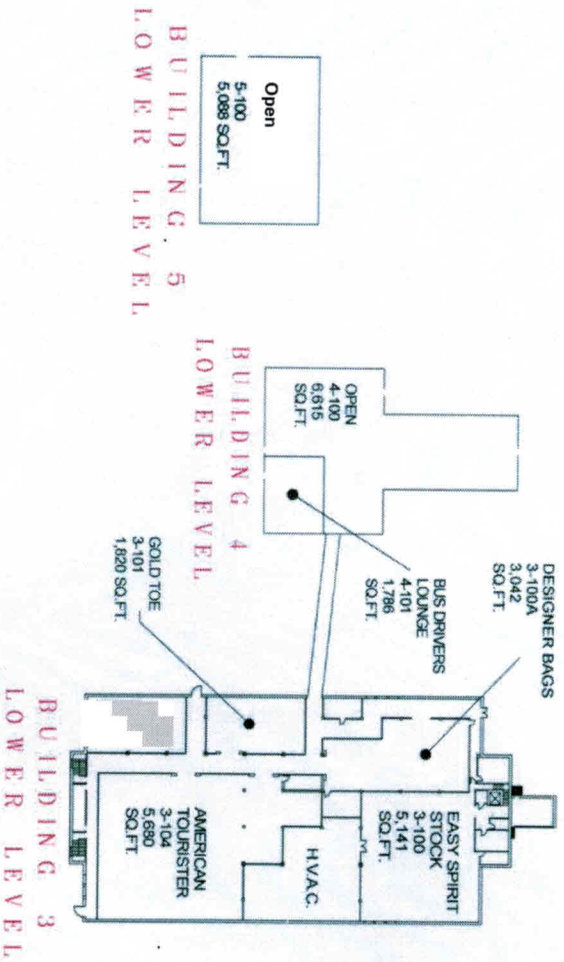
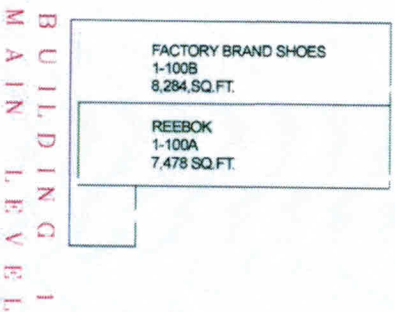
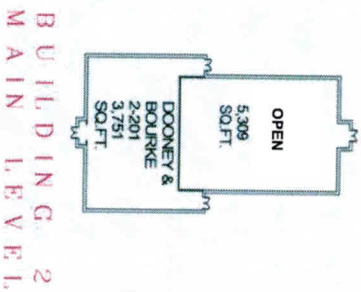
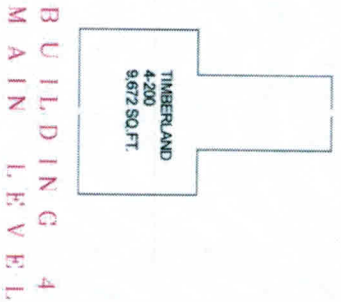
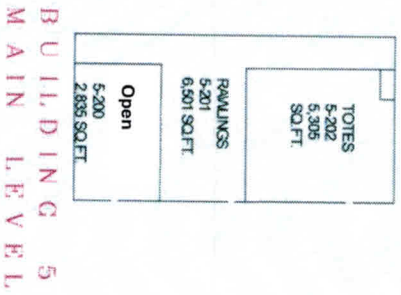
Revised 5/1/12

# RED BUILDING



Revised : 5/1/12

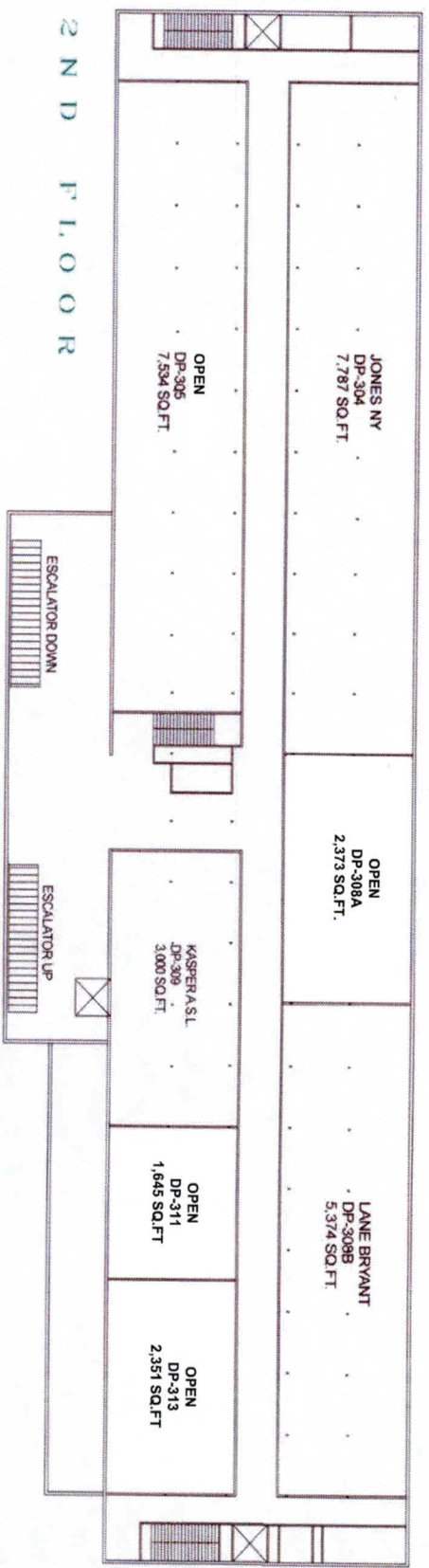
# ANNEX BUILDINGS



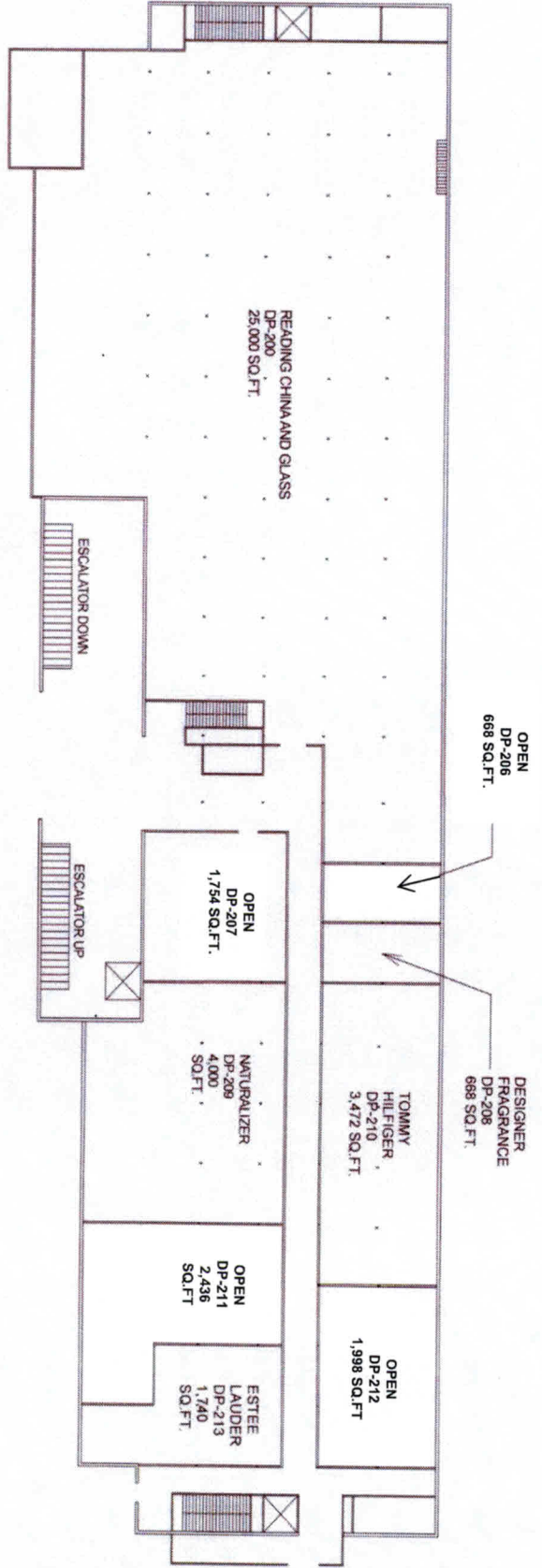


# DESIGNERS PLACE

## 2ND FLOOR



## 1ST FLOOR



Revised : 5/1/12



# VF OUTLET CENTER / Reading , PA

## Demographic Information

VF OUTLET CENTER				
Account	801 Hill Avenue			
Address	Reading			
City	PA			
State	19610			
Postal	40.3372			
Latitude	-75.9538			
Longitude				
Radius Size	10	20	30	60
Population	282,947	595,013	1,488,046	8,347,167
Female Pop %	51.11	50.85	50.88	51.54
Male Pop %	48.89	49.15	49.12	48.46
Households	108,113	222,245	560,483	3,206,191
Avg Effective Buying Income	\$42,543	\$44,748	\$48,569	\$46,879
Median Effective Buying Income	\$42,543	\$44,748	\$48,569	\$46,879
Median Home Value	\$132,272	\$155,963	\$182,394	\$195,726
Avg Household Income	\$62,241	\$65,134	\$71,975	\$70,737
Median Household Income	\$51,980	\$54,909	\$60,229	\$58,219
Percapita Income	\$24,184	\$24,684	\$27,513	\$27,575
Speak English	85.20	88.48	89.62	88.94
Speak Spanish	10.24	5.68	4.54	4.61
White %	74.69	84.48	85.68	73.96
Hispanic %	17.68	9.52	7.13	6.66
Black %	4.78	3.60	4.06	14.51
Asian %	1.42	1.11	1.79	3.17
Pacific Islander %	0.04	0.05	0.04	0.04
Native American %	0.13	0.12	0.12	0.15
2 Or More %	1.17	1.05	1.10	1.40
Other %	0.10	0.08	0.09	0.11
Urban	0.00	0.00	0.33	21.97
Suburban	40.50	19.69	19.87	32.05
Second City	40.50	19.69	19.87	32.05
Rural	36.51	60.86	60.05	33.25

Source: PRIZM<sub>NE</sub> 2007