

Reading by the Numbers

123-131 N. Third Street, Reading, Pennsylvania -- across the street from GoggleWorks

A decade of growth, 2010 to 2020

Reading counted **95,112 residents in the 2020 Census, up 8.0 percent from 88,082 in 2010**. That was the fastest growth of Pennsylvania's ten largest cities and made Reading **the state's fourth-largest city**. Pennsylvania as a whole grew 2.4 percent.

City	2010	2020	Change
Reading	88,082	95,112	+8.0%
Allentown	118,032	125,845	+6.6%
Philadelphia	1,526,006	1,603,797	+5.1%
York	43,718	44,800	+2.5%
Harrisburg	49,528	50,099	+1.2%
Bethlehem	74,982	75,781	+1.1%
Scranton	76,089	76,328	+0.3%
Pittsburgh	305,704	302,971	-0.9%
Lancaster	59,322	58,039	-2.2%
Erie	101,786	94,831	-6.8%

A rising market, 2014 to 2024

City of Reading	2014	2024	Change
Median household income	\$26,867	\$44,091	+64% (+24% after inflation)
Median home value	\$67,500	\$121,300	+80%
Housing units standing vacant	13.7%	8.0%	down 5.7 points

A large draw around it

- **Berks County: 439,117 residents in 2024**, up from 411,442 in 2010. County median household income: \$79,777 (ACS 2024).
- **About 141,000 people within five miles** live in neighborhoods with a median household income of \$60,000 or more.
- **GoggleWorks Center for the Arts**, directly across the street, draws over 250,000 visitors and participants a year.

Where the plans point

- The Berks County Comprehensive Plan (2030 Update) places 123 N. Third in its Existing Development area, where the plan calls for reinvestment, revitalization and compatible infill.
- The City of Reading's 2021 Downtown Strategic Plan names catalyst projects within a few blocks, including the Reading Eagle site redevelopment (about 720 feet away, measured by the seller from county parcel data) and a Washington Street connector linking GoggleWorks to the riverfront.

The property: three adjoining parcels offered together at \$665,000. Seller: Urban Spaces LLC. Contact: David Telstar, 610-721-9310, dtelstar@comcast.net. Listing: crexi.com/properties/2637896

Sources: US Census Bureau (2010 and 2020 Census, 2024 estimates, ACS 2014 and 2024; five-mile figure our tract calculation); GoggleWorks 2024 Impact Report; Berks County Comprehensive Plan 2030; Reading Downtown Strategic Plan 2021.