

# ROCKWELL PARK



**AN INNOVATION DISTRICT A CENTURY IN THE MAKING**



# ROCKWELL PARK

Pittsburgh's North Point Breeze Neighborhood was home to Rockwell, Edison, Westinghouse, Heinz, and Carnegie; some of the most transformative business leaders in history.

Now, one century later, the site that housed Rockwell International's Research & Development Center is being reinvigorated to cultivate the passion and creativity of a new generation of innovators.

The former factory buildings now house 800,000 rentable square feet of prime commercial space, offering unlimited opportunities to any type of business.

Our eclectic tenancy is a unique strength of our ecosystem; ranging from independent artists and University-based technology startups, to Fortune 500 companies. This diversity is enhanced by the unparalleled historic character, high-tech comfort, and world class amenities of Rockwell Park.

**ROCKWELL PARK IS A DISTRICT FOR ALL.**



ROCKWELL PARK

3M

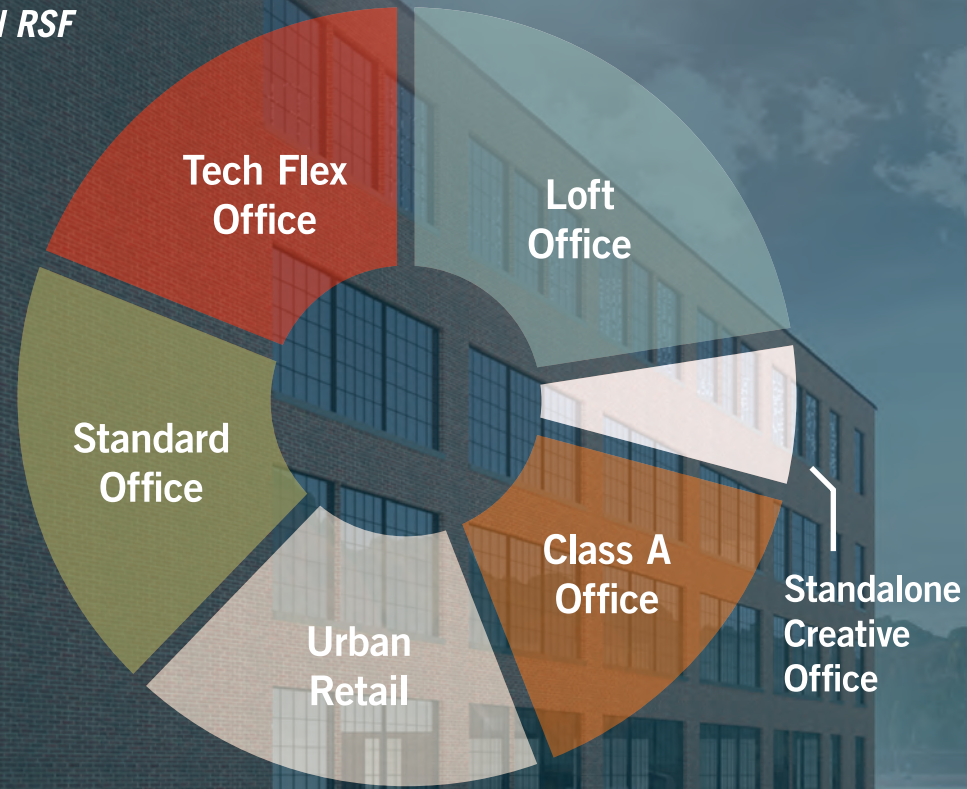
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ROCKWELL  
PARK

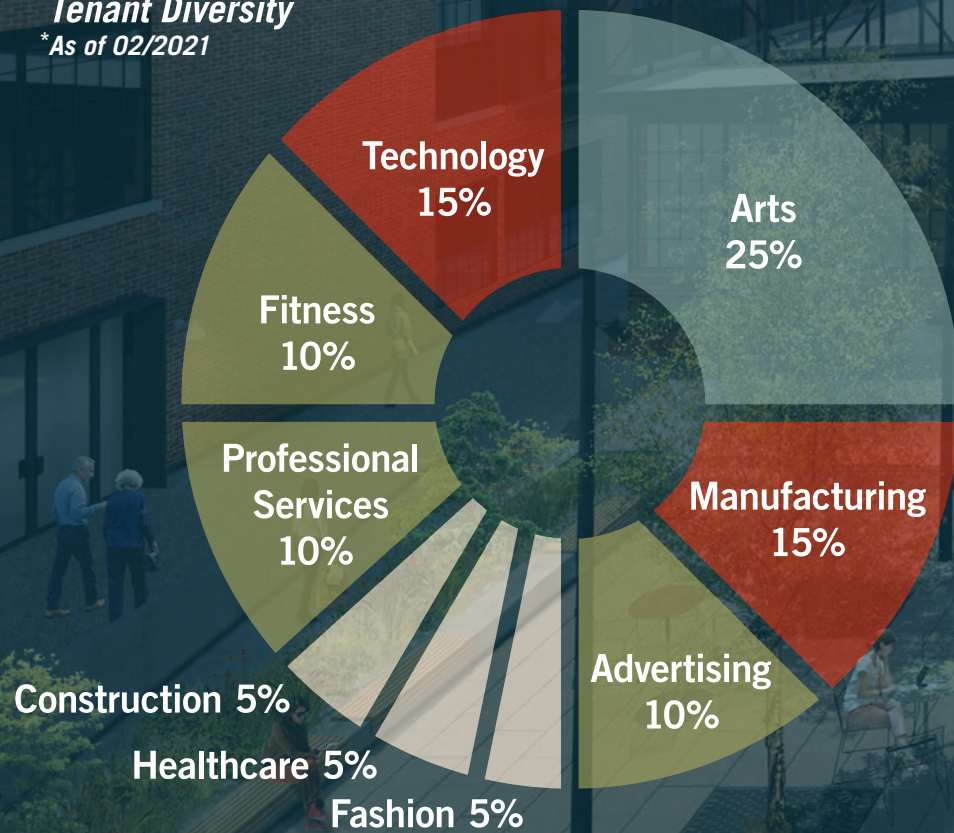


**SPACES, SIZES AND PRICE POINTS FOR ALL**

*Total RSF*



*Tenant Diversity  
\*As of 02/2021*



Rockwell Park will deliver 800,000 rentable square feet of uniquely flexible mixed-use space across 8 commercial buildings and 24 acres, creating a dynamic synergy of business, commerce, tech, R&D, and experiential retail.

**TENANT AND RETAIL AMENITIES**

- |   |                                    |
|---|------------------------------------|
| Tenant Business Lounge                        | Food & Beverage Trucks             |
| Fitness Center                                | Climbing Wall                      |
| Conference Space                              | Yoga & Fitness                     |
| Outdoor Plazas                                | Weight Training                    |
| Community Programming                         | Childcare                          |
| Recreational Roof                             | Flexible High-Bay Space            |
| Coffee Shops                                  | Private and Shared Loading Docks   |
| Multiple Event Spaces                         | Freight Elevators                  |
| Mail Center Bike Storage w/ Showers & Lockers | Sustainable Landscaping            |
| 900+ New Parking Spaces                       | Oversized High Performance Windows |
| Green Roofs                                   | Energy Efficient HVAC and Lighting |
| EV Charging Stations                          | Tenant Business Lounge             |
| Concierge                                     | Covered Outdoor Space              |
| Community Internet                            | Meeting Space                      |
| Restaurants                                   | 50,000 SF of Outdoor Plaza Space   |
| Canteen Kitchen                               |                                    |
| Organic Grocery                               |                                    |
| Food Market                                   |                                    |

**ROCKWELL  
PARK**



ROCKWELL  
PARK  
BUILDINGS

THE EDISON

Built in 1920  
210 N Braddock Ave  
200,000 RSF

THE FACTORY

Built in 1935  
7501 Penn Ave  
60,000 RSF



THE EDWIN

Built in 1920  
7514 Thomas Blvd  
125,000 RSF

THE PAVILION

Built in 1920  
7520 Thomas Blvd  
15,000 RSF



THE *Rockwell*

Built in 1914  
400 N Lexington St Building 1  
325,000 RSF

THE GEORGE

Built in 1914  
400 N Lexington St Building 2  
45,000 RSF



THE CAFE

Built in 1920  
7526 Thomas Blvd  
5,000 RSF

THE APOLLO

Built in 1906  
7511 Thomas Blvd  
40,000 RSF

ROCKWELL PARK

## CHOOSE ROCKWELL PARK AND PITTSBURGH

Rockwell Park is located only 6 miles from Downtown Pittsburgh, the second most populous city in Pennsylvania having over 300,000 residents. The city is conveniently located just 2 hours from Cleveland & Erie, while only 3 hours from Columbus & Buffalo.

Building upon its industrial past, Pittsburgh has transformed into an invigorated hub for the health care, education, and technology industries. 3M, Google, Apple Inc., Bosch, Facebook, Uber, Aurora, Nokia, Autodesk, Amazon, Microsoft, and IBM are among 1,600 technology firms generating \$20.7 billion in annual Pittsburgh payrolls.

Pittsburgh is home to Carnegie Mellon University, University of Pittsburgh, Carlow University and Chatham University; some of the best private and public universities in the United States.

Pittsburgh is continuously listed among the most livable cities in the United States. Low cost of living, high-quality homes, an extraordinary culture and arts community and a vibrant restaurant scene are some of the reasons that people in all industries choose to make Pittsburgh their home.

**NORTH POINT BREEZE IS AN EXCELLENT AREA TO BUY A HOUSE, START A CAREER AND LAUNCH A BUSINESS.**

### MOST LIVABLE CITY 6 TIMES SINCE 2000

*The Economist*

### #1 CITY FOR YOUNG PEOPLE (MILLENNIALS)

Based on Jobs, affordability & livability *Apartment List*

### #1 CITY FOR MOST AFFORDABLE RENT

*Zillow*

### 2,000 ACRES OF CITY PARKS

### 800 ACRES OF RIVERFRONT PARKS

### #3 METRO AREA FOR STEM PROFESSIONAL

*Wallethub 2019*

### 79% HIGHTECH WORKFORCE GROWTH

### \$3B INVESTED IN THE PITTSBURGH TECH COMPANIES IN 2019

*NEXT Pittsburgh*

### \$10B IN UNIVERSITY RESEARCH FUNDING

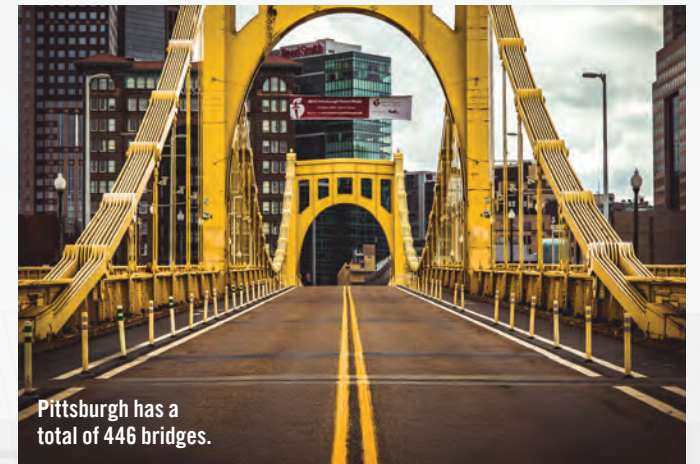
*EY & Innovation Works 2017*

### \$250M TO CMU TO LAUNCH 2<sup>ND</sup> ROBOTICS INSTITUTE

*CMU*



University of Pittsburgh



Pittsburgh has a total of 446 bridges.



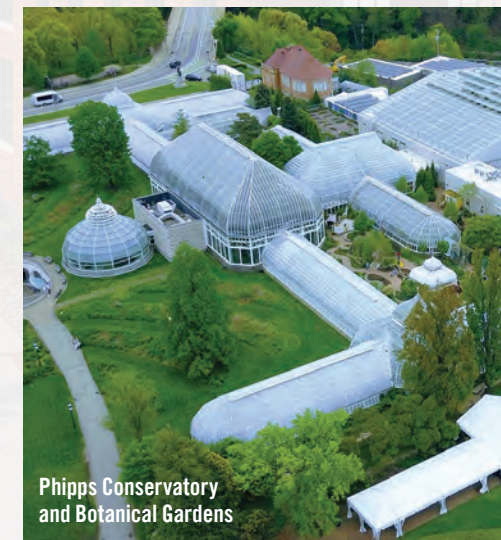
Pittsburgh Zoo & PPG Aquarium



PNC Park voted Best Ballpark. *BallPark Digest 2019/2020*



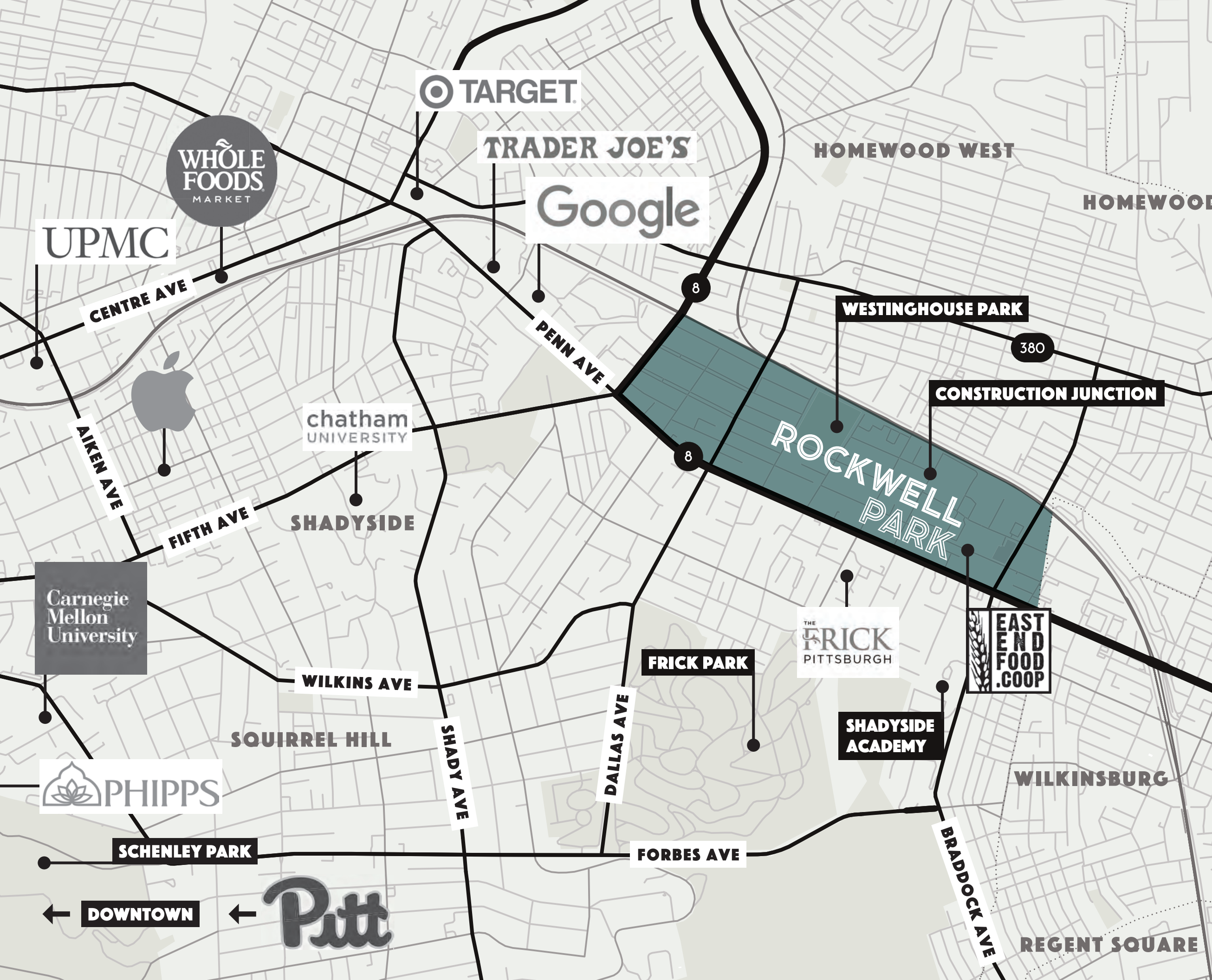
Monongahela Incline



Phipps Conservatory and Botanical Gardens



Pittsburgh's National Aviary is the country's largest aviary. *Wikipedia*



# CHOOSE NORTH POINT BREEZE

Long recognized as one of Pittsburgh's most historic and diverse neighborhoods, Point Breeze offers an ideal live-work-play community that thrives across demographics, interests and backgrounds. With Rockwell Park serving as a confluence, North Point Breeze – together with its surrounding communities, including Shadyside, Squirrel Hill, Oakland, and East Liberty – comprise a vibrant mix of tree-lined residential streets, abundant green spaces, cafes, boutiques, restaurants, grocers, day care and schooling, museums, community-based retail, entertainment, technology, and office; all of which are collaboratively enjoyed by residents and visitors alike.

In addition, the nearby neighborhoods of Homewood South and Wilkinsburg are experiencing a generational revitalization, and continue to attract a diverse group of residents due to their strong local community and affordable home ownership opportunities.

“Breezers” as Point Breeze’s residents are affectionately known, have an incomparable pride in their people, their places, and their history. Rockwell Park aspires to stay true to this authenticity, and to showcase how an industrial past can be mindfully and elegantly repurposed into a holistic, mixed-use environment; one that weaves state-of-the-art infrastructure, forward-thinking amenities, and community-based retail into the enduring fabric of its surrounds.

# ROCKWELL PARK



North Braddock and Meade Street; September 16th, 1937

**"IF IT MOVES,  
WE PROBABLY MADE  
SOMETHING ON IT."**

-Willard Rockwell

## HISTORY

Pittsburgh's North Point Breeze Neighborhood has been attracting the country's greatest minds for more than a century.

After MSA broke ground on the initial development in 1920, Rockwell International expanded the district in 1941 to house Willard Rockwell's growing business. This expansion was a catalyst that lit the fire of innovation, which continues today.

The site is home to countless inventions and patents, including MSA's first battery powered headlamp, Chromalox's inventions of the first electric iron and stove, and Rockwell's technological advancements that helped the Apollo Mission reach the moon in 1969.

**"IF SOMEDAY THEY SAY  
OF ME THAT IN MY WORK  
I HAVE CONTRIBUTED  
SOMETHING TO THE WELFARE  
AND HAPPINESS OF  
MY FELLOW MAN,  
I SHALL BE SATISFIED."**

-George Westinghouse



Electric League Meeting, William Penn Hotel;  
October 16th, 1947

## OUR FOUNDERS INCLUDE

### EDWIN WIEGAND

Founder of Chromalox, and inventor of electric heating elements.

### WILLARD ROCKWELL

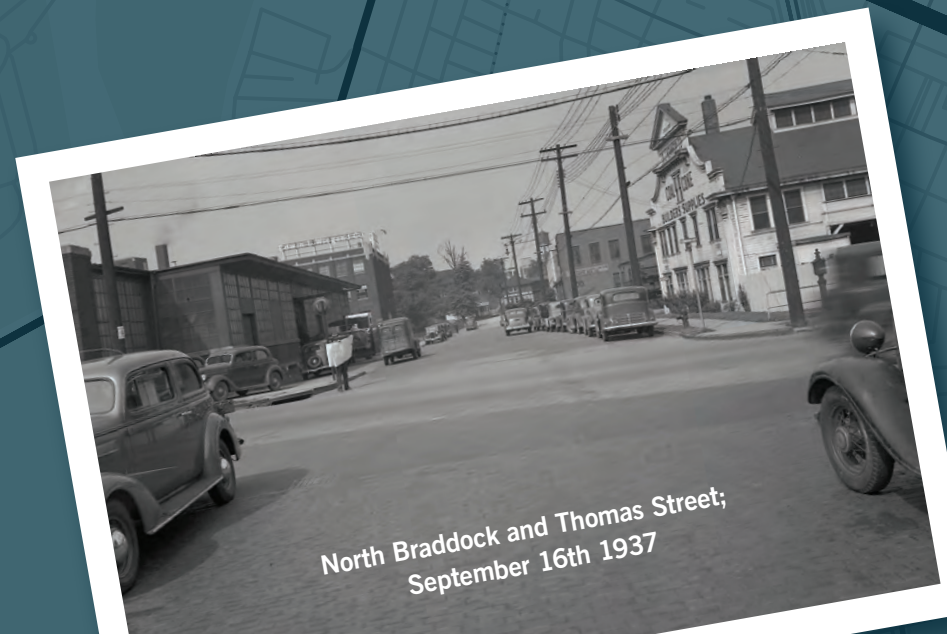
Founder of Rockwell International, inventor of Auto and Aviation products.

### GEORGE WESTINGHOUSE

Co-founder of Rockwell International, and founder of Westinghouse, prolific inventor.

### THOMAS EDISON

Consultant to Rockwell International and MSA, Prolific Inventor.



North Braddock and Thomas Street;  
September 16th 1937

**"OUR GREATEST  
WEAKNESS LIES  
IN GIVING UP.  
THE MOST CERTAIN  
WAY TO SUCCEED IS  
ALWAYS TO TRY JUST  
ONE MORE TIME."**

-Thomas Edison



ROCKWELL  
PARK