



THE WATERFRONT  
PITTSBURGH



CBRE

# Premier Shopping & Entertainment Destination

149 WEST  
BRIDGE ST

HOMESTEAD  
PENNSYLVANIA

THE WATERFRONT

INORFR1E1AW EHL

THE WATERFRONT

INORFR1E1AW EHL

THE WATERFRONT



# Retail Power. Lifestyle Energy.

The Waterfront is one of Pittsburgh's most vibrant retail destinations—an open air mix of powerhouse national and local brands, entertainment, and walkable lifestyle experiences all set along the Monongahela River. Spanning three lively boroughs and just minutes from Downtown, it draws a steady flow of visitors from some of the region's most thriving neighborhoods, making it an ideal stage for retailers ready to stand out and tap into an energized customer base.

**227.78**

Acres

**98.15%**

Occupancy

**±235**

Residential units onsite

**±435,000 SF**

Office Space

**756,405 SF**

Retail Space

**±5,335**

Parking Spaces

**±223**

Residential units under construction

**280 Rooms**

Across 3 hotels

**17,203 AADT**

On the adjacent Homestead Grays Bridge



Where Foot  
Traffic Never  
Slows Down

# A Dominant Regional Center

Demographics in 2025:

	Population	Daytime Population	Median Age	Average Household Income	Gen X, Millennial & Gen Z Population
Within 1-mile walk:	3,511	7,555	42.4	\$63,862	61.6%
Within 5-mile radius:	343,896	438,167	35.8	\$93,657	69.0%

**±10.5M**  
Annual customer visits

**±1.4M**  
Unique annual visitors



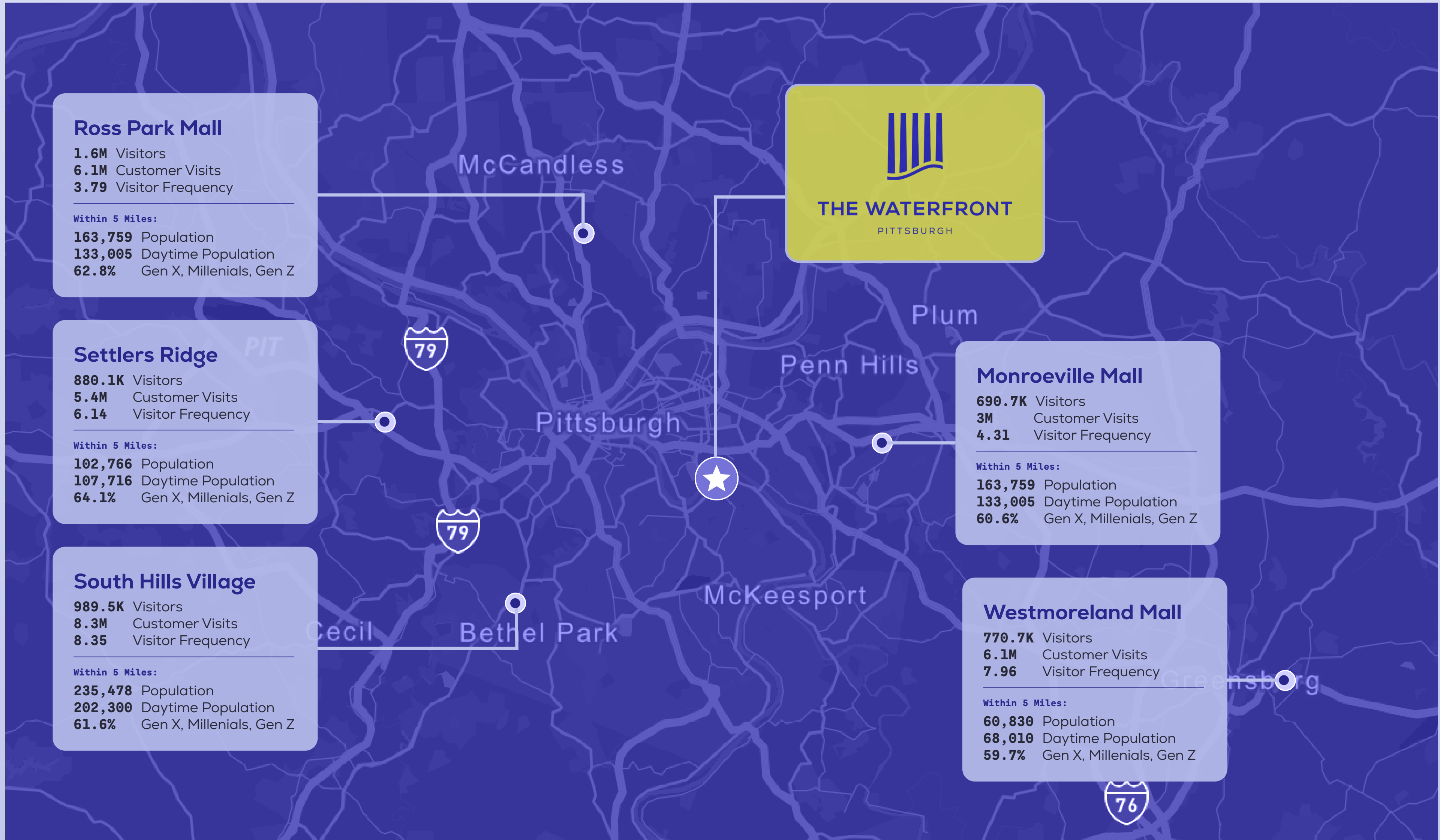
# A Dominant Regional Center

The Waterfront boasts:

Most densely populated trade area

Largest Daytime Population

Largest Concentration on Gen X, Millennials, and Gen Z



**1.4M**  
Visitors

**10.5M**  
Customer Visits

**7.65**  
Visitor Frequency

Within 5 mile radius:

**343,896**  
Population

**438,167**  
Daytime Population

**69%**  
Gen X, Millennials, Gen Z



Waterfront Market

Waterfront Market Amity

Waterfront Amity Square

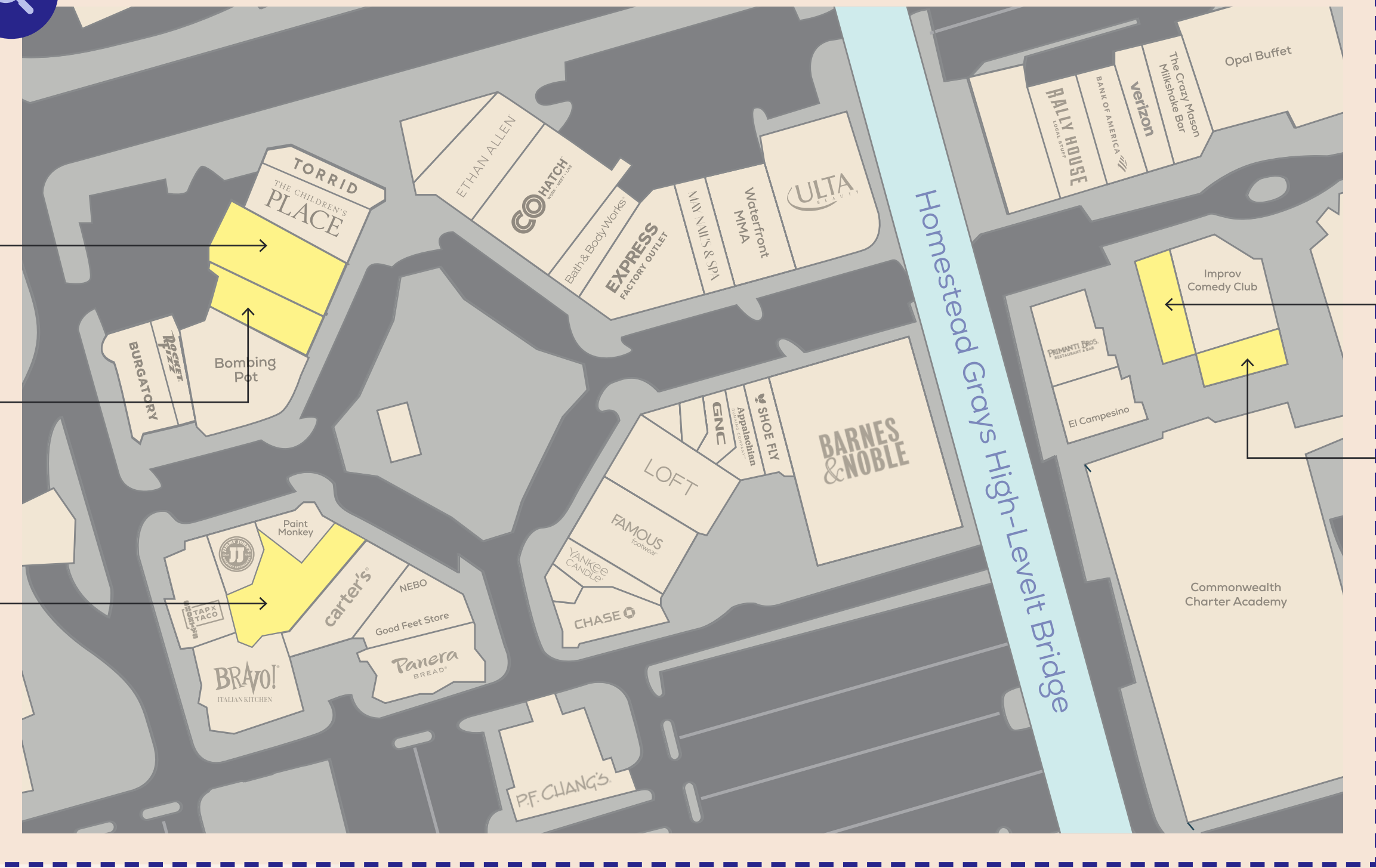
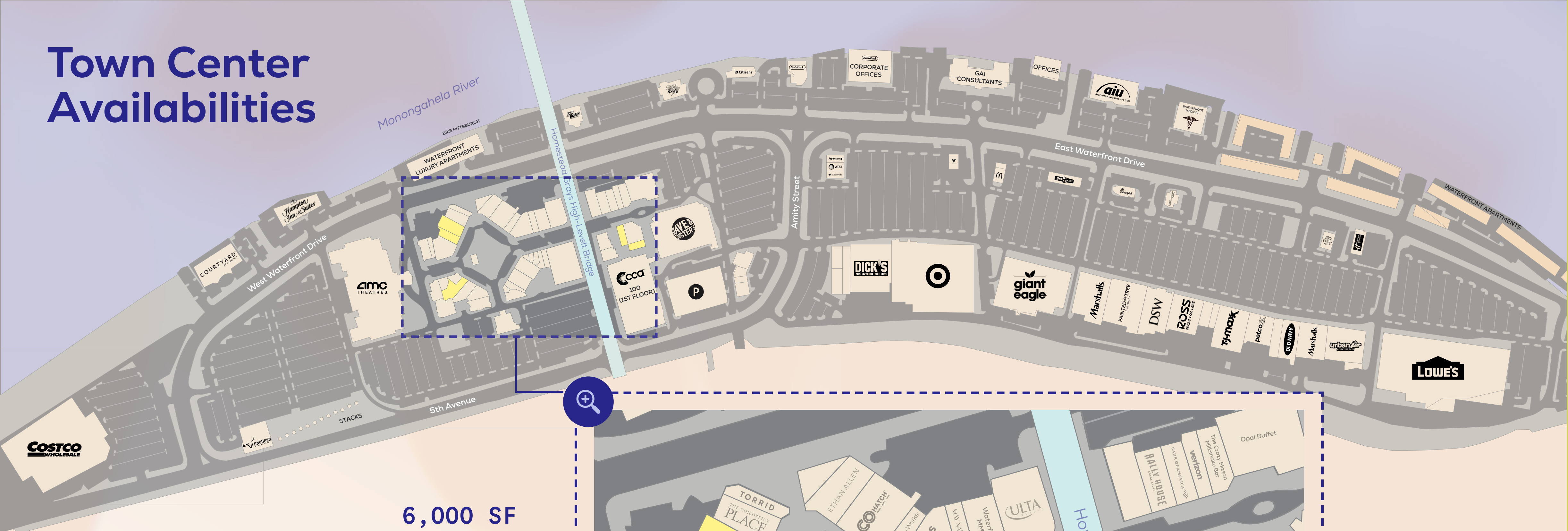
Waterfront Town Center

Homestead Grays  
High-Level Bridge

Monongahela River

# The Company You'll Keep


# Town Center Availabilities



**6,000 SF**

6 | Vacant

**3,529 SF**

5 | Vacant

**3,859 SF**

31B | Vacant

**1,631 SF**

36A | Vacant

**2,711 SF**

66 | Vacant



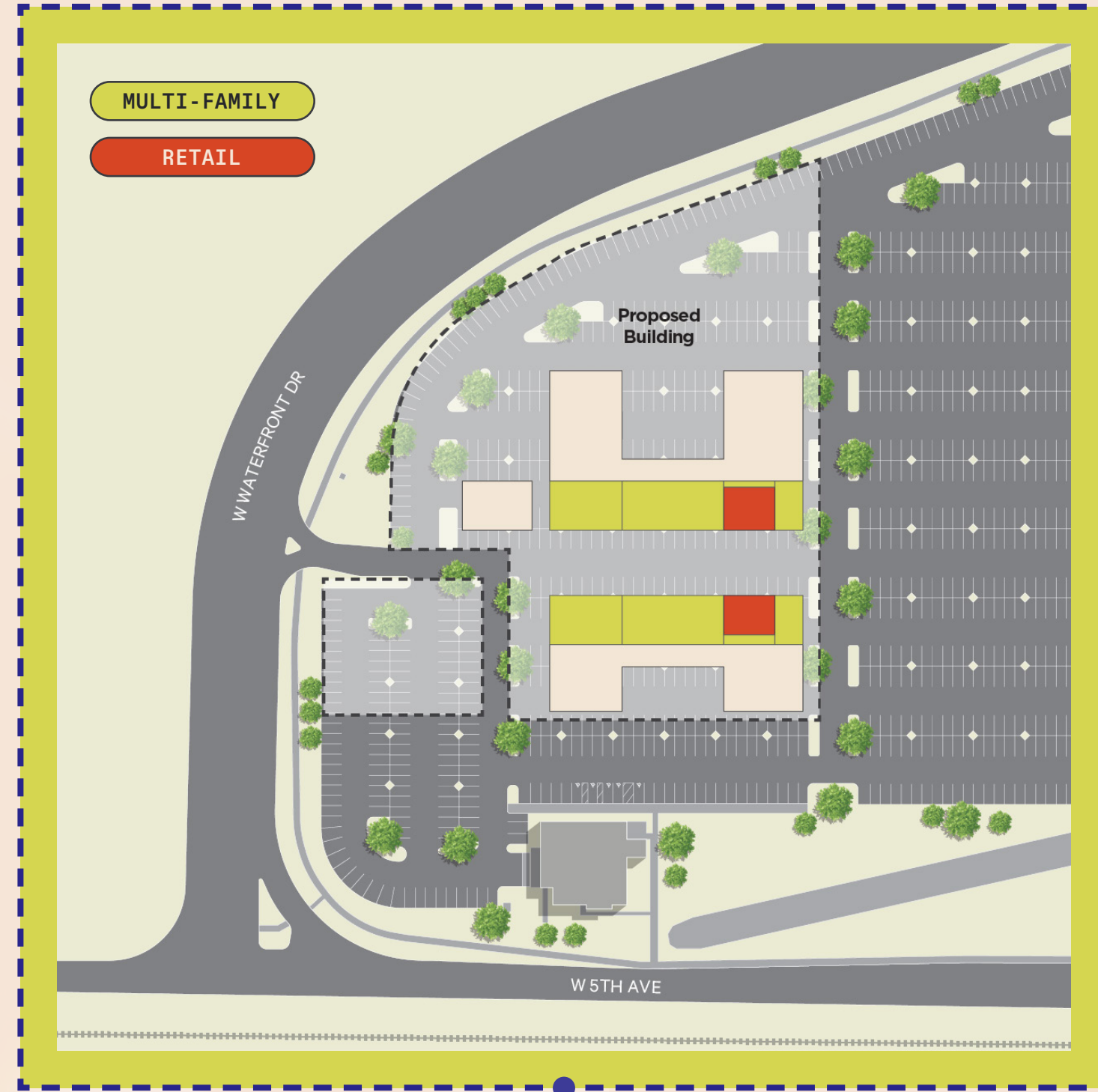
**THE WATERFRONT**  
PITTSBURGH

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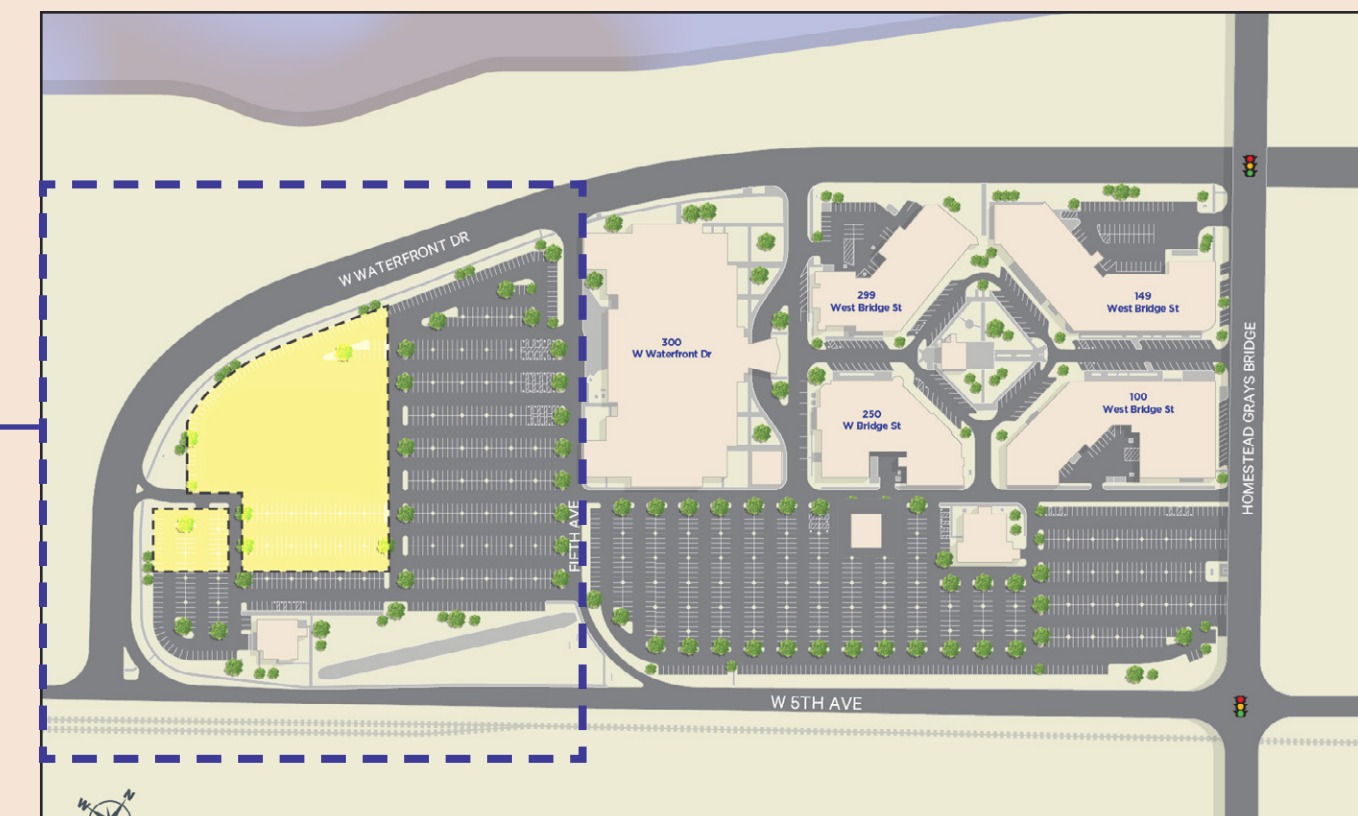
# Restaurant Pads



# Multi-Family



# Eatertainment



# Outparcel Development Opportunities

# 468,000 SF

Anchor retailers

# 75%+

Have been at  
The Waterfront  
since 1999

## Anchored For Success

The Waterfront's anchor lineup blends long standing destination tenants with a wave of dynamic new arrivals, creating an environment buzzing with activity and brand energy. Recent additions like Urban Air, Painted Tree Boutiques, and UFC Gym bring fresh experiential draw, adding even more vibrancy to an already-powerful mix. Complemented by major entertainment fixtures like Dave & Buster's, AMC Theatres, and The Improv, the center continues to evolve as a magnetic, high traffic destination where retailers thrive alongside proven performers.



### AMC

#1 Busiest Theater in Pennsylvania  
±872,800 annual customer visits

Top 13% of all AMCs in the US  
\$8.5M location – 34% above chain avg.



### Dave & Busters

\$12.9M location – 24% above chain avg.  
#1 Dave & Busters in the Commonwealth

±411,600 annual customer visits



### GIANT EAGLE

±1.1M annual customer visits



### TARGET

±1.49M annual customer visits



### COSTCO

±1.87M annual customer visits

1 of only 2 Costco's in Pittsburgh MSA



### LOWE'S

±838,000 annual customer visits



# The Region's Entertainment Destination

The Waterfront is positioned as an integral element of the surrounding communities, providing a lively destination full of entertainment, culture, history, and events throughout the year.

**OUTDOOR YOGA & ZUMBA**

**THE PEACH TRUCK TOUR**

**PITTSBURGH VINTAGE GRAND PRIX**  
 ±6,600 Attendees  
 ±600 Cars on Display

**GIRLS ON THE RUN**  
 ±3,500 Runners  
 ±6,500 Attendees  
 UPMC Hospital

**FALL FEST & THE GREAT PUP-KIN RACE**  
 ±1,900 Attendees  
 ±73 Pups Registered to Race

**VIBES UNDER THE BRIDGE**  
 ±1,800 Attendees  
 Live Food Music & Drinks

**WATERFRONT BEER MARKET**  
 ±1,000 Visitors

**ROSÉ ALL DAY**  
 ±700 Attendees

**THE WATERFRONT KIDS CLUB**  
 ± 5,500 Free Photos with the Easter Bunny  
 ±600 Obstacle Course Race Attendees  
 ±600 Attendees Reptile Experience Attendees

**LET IT GLOW CHRISTMAS CELEBRATION**  
 ±3,500 Attendees  
 ±1,732 Santa Photos  
 Santa Breakfast, Live Music,  
 Train Rides, Tree Lighting  
 Live Food Music & Drinks



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