

Downtown Development

PEORIA
is the PLACE



About Downtown Peoria

The City of Peoria is offering the limited opportunity for potential developers to partner on city owned parcels in its historic downtown. A longtime council priority, the city has kick-started the downtown revitalization by directly leading projects like Caldwell County BBQ and Jefferson House. The area features special zoning – Downtown/Commercial Mixed-Use (D/CM) – a designation which allows for retail and service businesses mixed with residential, cultural, educational, community, recreational, entertainment uses.

Architecturally enhanced parking structure, street level office, business, or community uses that create a pedestrian friendly environment are strongly encouraged.

Highlights

Flexible Financing • Unique design parameters • 60' Building Height

Downtown Demographics

Miles	1	3	5	10
Average HH Income	\$81,359	\$93,627	\$91,435	\$99,616
Population	20,179	125,033	350,682	1,339,893
Daytime Population	17,375	112,084	334,097	1,222,332
Households	6,872	49,370	134,731	477,427
Businesses	392	2,873	8,307	28,414
Median Age	35	40.7	39.9	36.3
Median Net Worth	\$146,613	\$206,727	\$194,091	\$190,132

2030 Projected

Average HH Income	\$96,093	\$105,378	\$103,361	\$112,787
Population	23,516	130,665	364,726	1,373,159
Households	8,074	51,692	140,730	493,349



Caldwell County BBQ rendering



Jefferson House (gathering area) rendering



Jefferson House (front) rendering

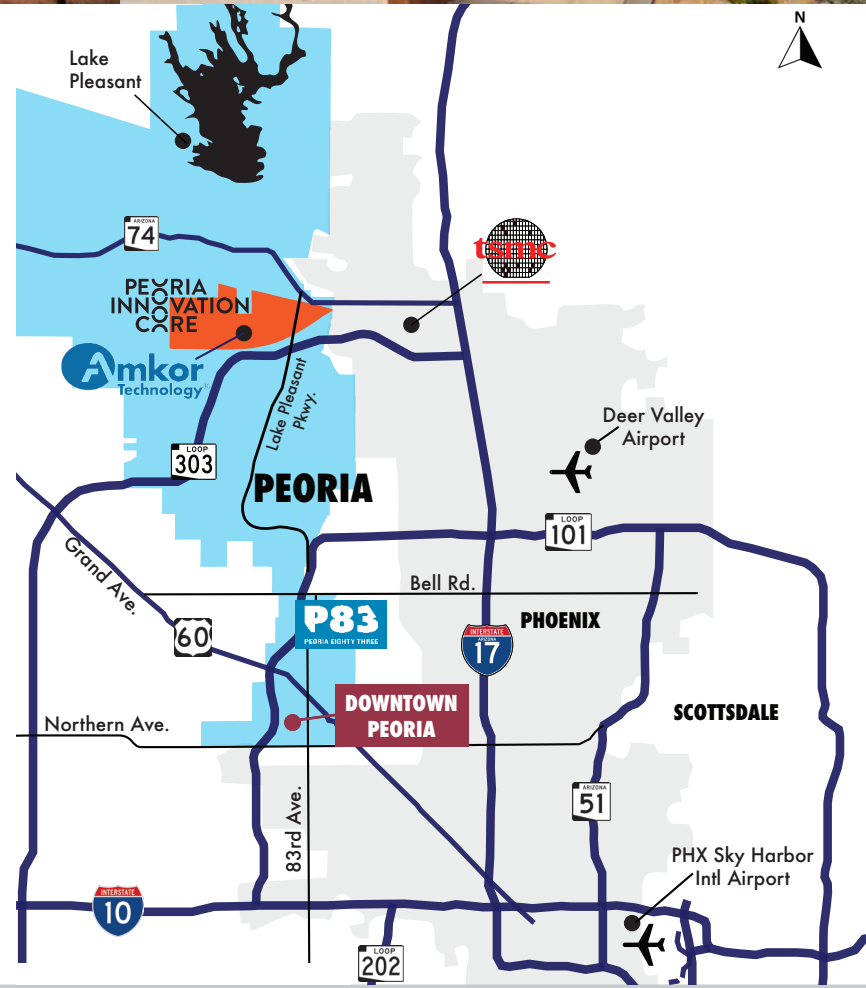




City-Owned Parcels Available for Development



Downtown Parcel sizes range from .09 – .66 acres.
 As of July 11, 2025, the appraised value of the property
 in Clusters 1-5 ranged between \$19.95 and \$22.95 / SF.



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