



[www.eastpeoria2010.com](http://www.eastpeoria2010.com)

## Overview

East Peoria/Downtown 2010 is a development in progress that creates a vibrant new mixed-use center for East Peoria incorporating the fundamentals of New Urbanism, all in a way that brings together the three driving forces in the City's life – Community, Commerce and Technology. It is another phase in an over 400-acre transformation that has seen the likes of Wal-Mart Supercenter, Lowe's, a half-dozen restaurants and other businesses neighboring a John Q. Hammons Embassy Suites and adjacent Conference Center all open – and with great success. East Peoria/Downtown 2010 itself encompasses over 86 acres that will include over 500,000 sq. ft. of retail space, more than 220,000 sq. ft. of office space, Live/Work units and Civic buildings, making prime retail locations available for the first time in this highly visible, easily accessible dynamic trade area located in the heart of the Central Illinois market. At the center of what will become the city's "new downtown" will be a civic plaza anchored by a state-of-the-art Fondulac District Library that will draw in excess of 130,000 visitors a year.

Less than 1/2 mile from downtown Peoria and the Peoria Civic Center, this area has seen tremendous retail growth over the past few years. The city of East Peoria just announced that Bass Pro will be locating a new store along the Illinois River – minutes from East Peoria/Downtown 2010. More recent additions include Buffalo Wild Wings, Panera Bread, TGI Friday's, Logan's Roadhouse, Granite City Food & Brewery, PetSmart and the 60,000-square-foot, 226-room Embassy Suites and Conference Center—all within walking distance of East Peoria/Downtown 2010.

## Demographic Summary

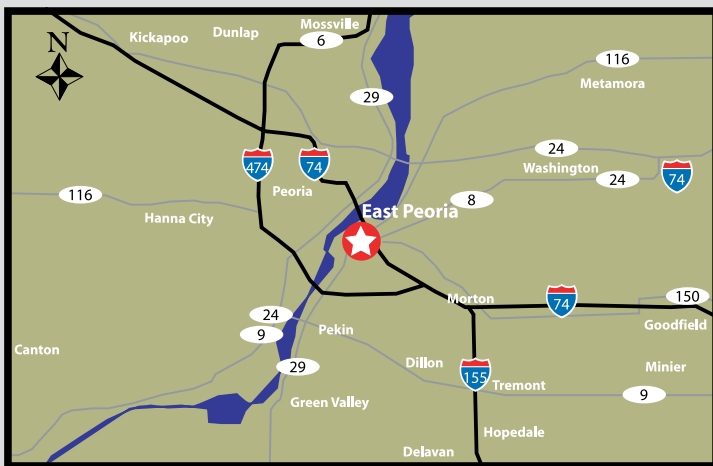
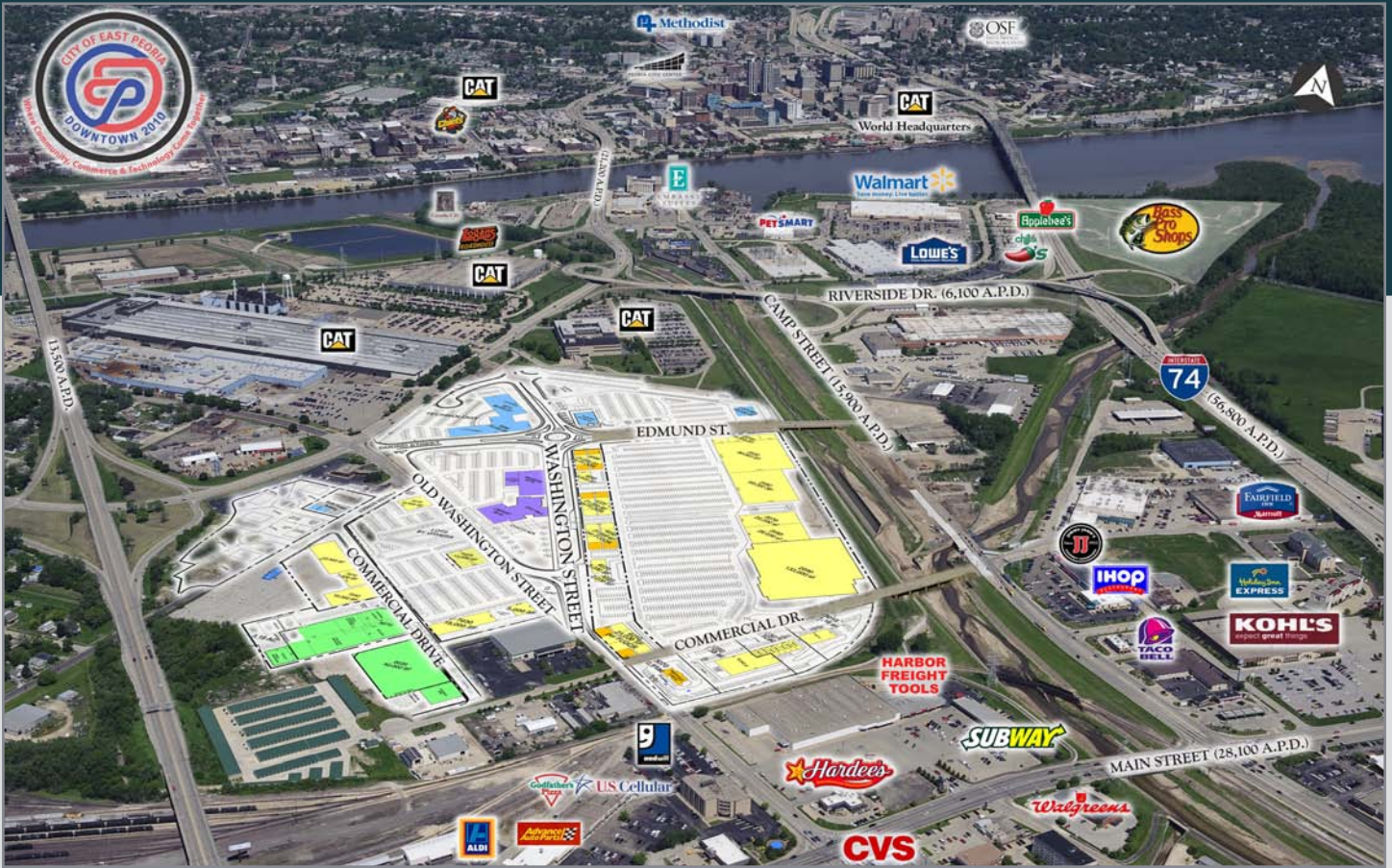
(2009)	Population	Avg. HHI
5-mile	113,397	\$51,959
10-mile	264,169	\$63,558
15-mile	301,472	\$65,126

Source: ESRI



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# East Peoria/Downtown 2010 East Peoria, IL



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