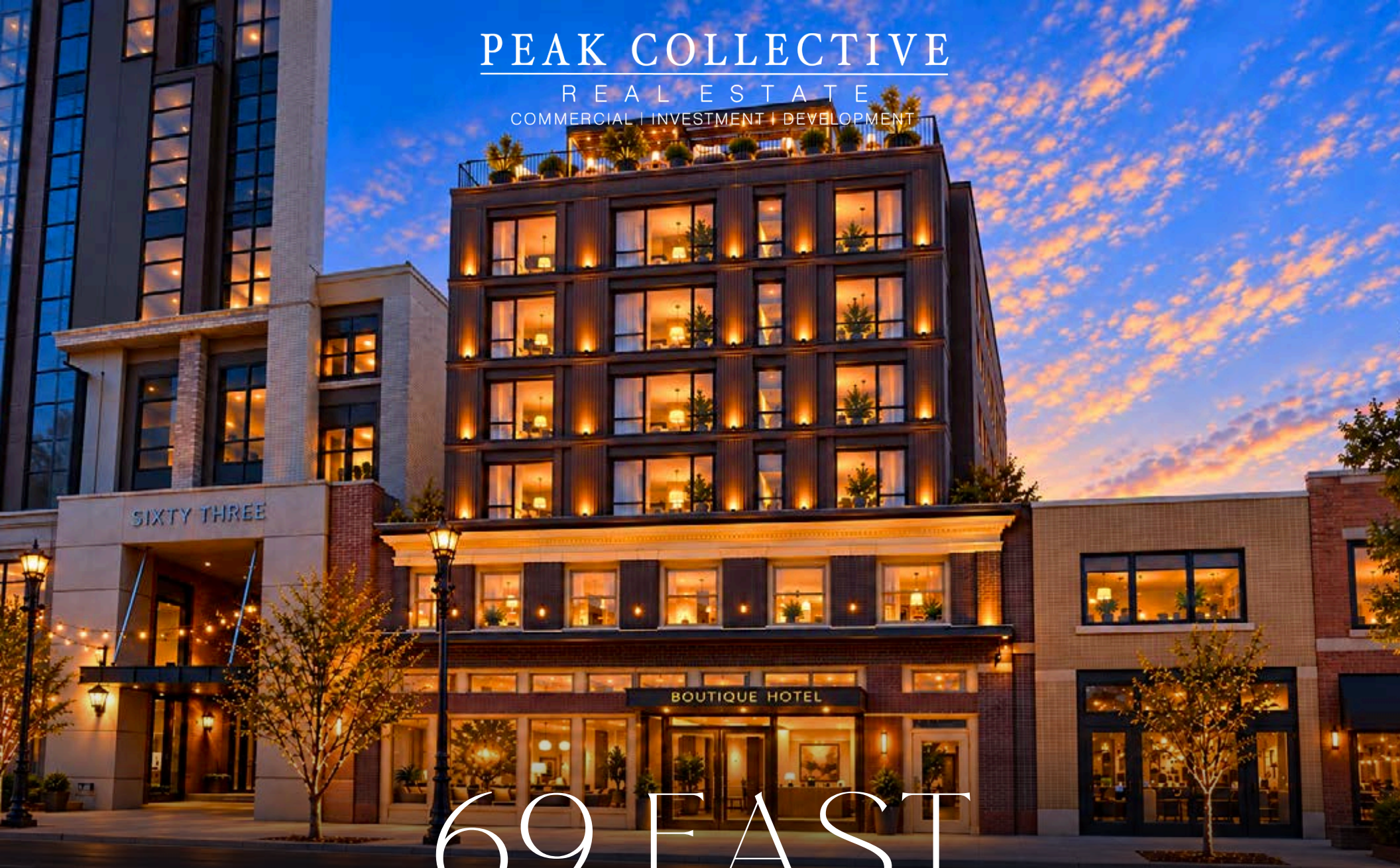
PEAK COLLECTIVE

REAL ESTATE

COMMERCIAL | INVESTMENT | DEVELOPMENT



Illustrative rendering of proposed building

69 EAST

CENTER ST

PROVO, UT

MULTIFAMILY/HOSPITALITY/RETAIL DEVELOPMENT OPPORTUNITY

EXECUTIVE **SUMMARY**

ADDRESS	**69 E. Center ST, Provo, UT**
TOTAL SF	**23,150 SF**
TOTAL AC	**0.11 AC**
LISTING PRICE	**$1,200,000**

ZONING	**DT1**
YEAR BUILT	**TBD**
PARCEL NUMBER	**05:028:0002**

Prime mixed-use development opportunity in the heart of downtown Provo, offering exceptional flexibility for multifamily, boutique hotel, or retail development.

With incredible Provo Temple views and walkable access to restaurants, shopping, parks, entertainment, and cultural attractions, the location is ideally suited for residential living, boutique hospitality, or a vibrant commercial destination. Its central downtown setting, nearby attractions, and public parking structure directly behind the property create strong potential for visitor traffic, business exposure, and convenient guest or resident access.

This property offers investors and developers a rare opportunity to capitalize on downtown Provo's appeal. Move forward with the approved multifamily plans or explore a boutique hotel, commercial, or alternative mixed-use concept, subject to city approvals.

MULTIPLE OPPORTUNITES | ONE PRIME LOCATION

Multifamily or Hospitality

Ideally positioned in the heart of downtown Provo, this property offers exceptional potential for multifamily residences or a boutique hotel.

Its walkable location near restaurants, shopping, entertainment, and cultural attractions creates an appealing lifestyle for residents and a convenient destination for hotel guests.

Stunning Provo Temple views, rooftop amenity potential, and nearby public parking further enhance its appeal.

With fully approved plans for residential units, proximity to BYU, and a prime downtown setting, the site offers developers a unique opportunity to capitalize on demand for urban living and distinctive hospitality experiences.

Retail or Office

Located in the heart of downtown Provo, this property presents an exciting opportunity for retail, dining, office, or mixed-use commercial development.

Surrounded by established businesses, restaurants, entertainment venues, and cultural attractions, the site benefits from a vibrant, walkable environment that draws residents, students, and visitors alike.

Its central location offers excellent visibility, convenient access, and a public parking structure directly behind the property, ideal for attracting customers and supporting business activity.

With flexible development potential and a location in a tax-advantaged Opportunity Zone, this site offers an exceptional opportunity to create a thriving commercial destination in downtown Provo.

PARKING
OVERVIEW

Off-Site Structured Parking Secured

- 30 parking stalls secured within the Provo University Plaza Parking Facility:
  - 15 reserved stalls
  - 15 unreserved stall

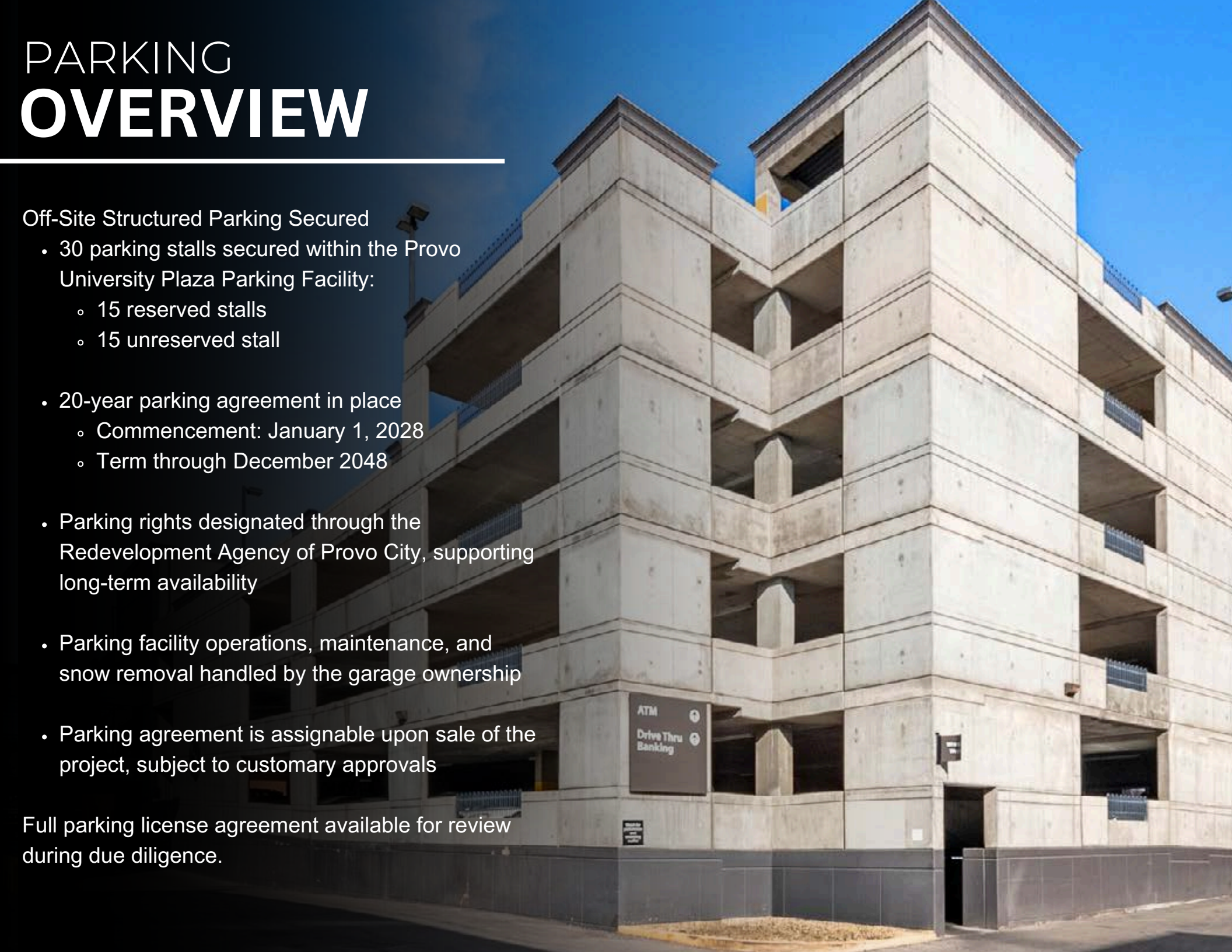
- 20-year parking agreement in place
  - Commencement: January 1, 2028
  - Term through December 2048

- Parking rights designated through the Redevelopment Agency of Provo City, supporting long-term availability

- Parking facility operations, maintenance, and snow removal handled by the garage ownership

- Parking agreement is assignable upon sale of the project, subject to customary approvals

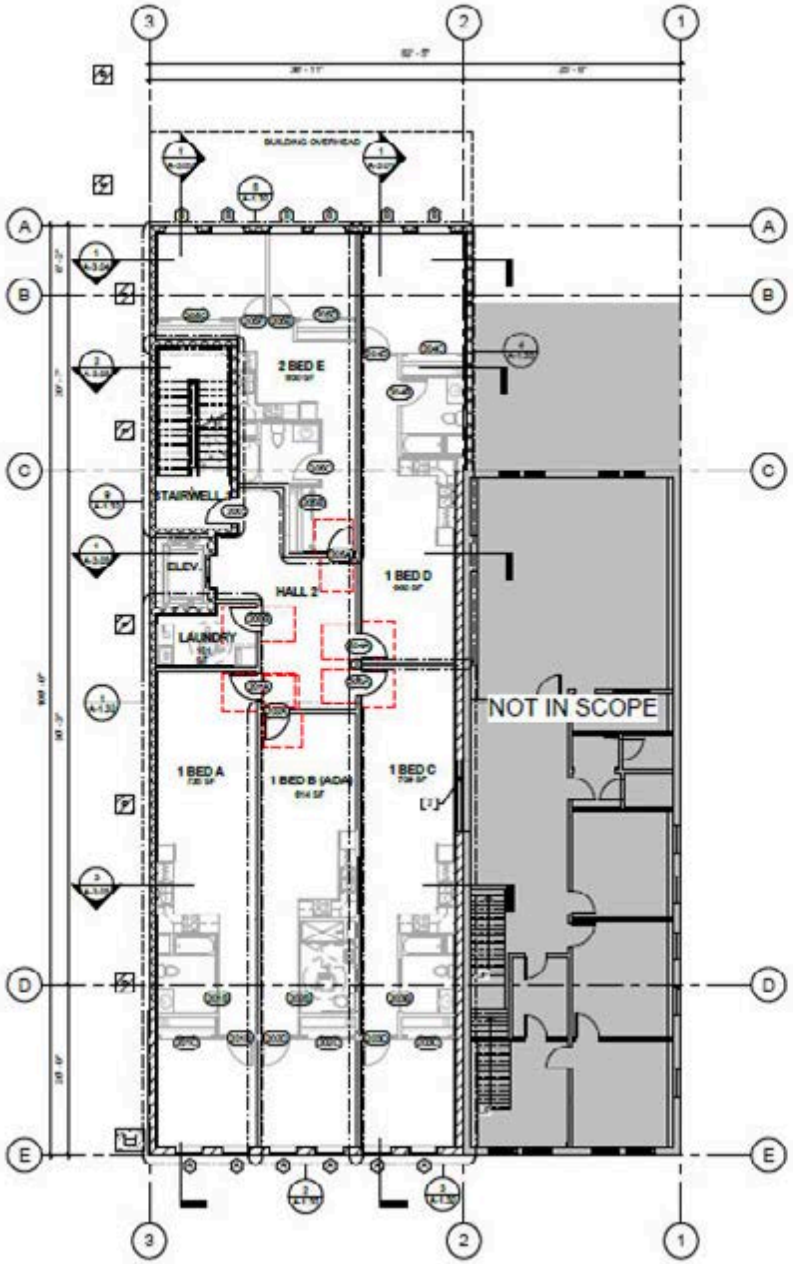
Full parking license agreement available for review during due diligence.

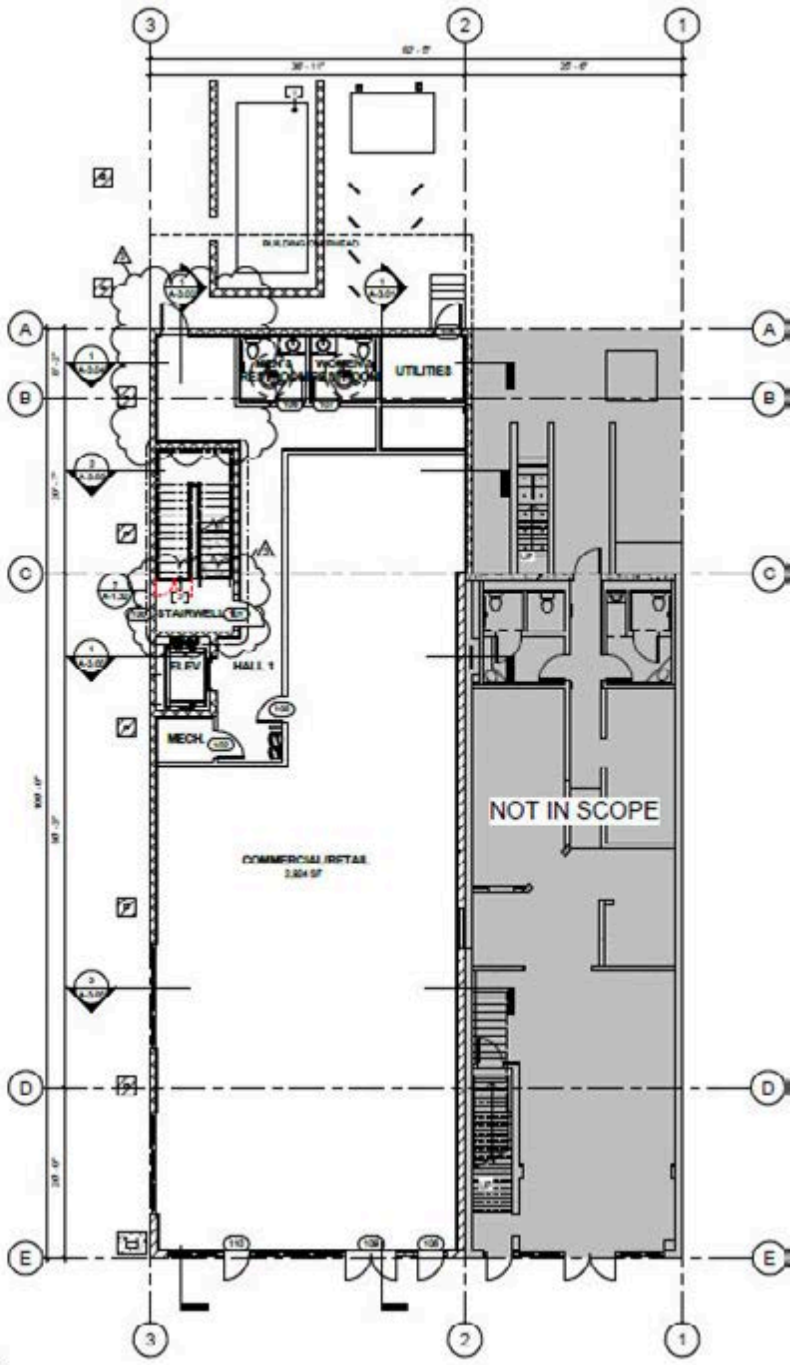


69 EAST
CENTER ST
OFF-SITE PARKING
0.11 AC
PROVO MAIN STREET

PROPOSED LAYOUT

FIRST AND SECOND FLOORS COMMERCIAL AND 1-2 BEDROOM, 1 BATH SPACES

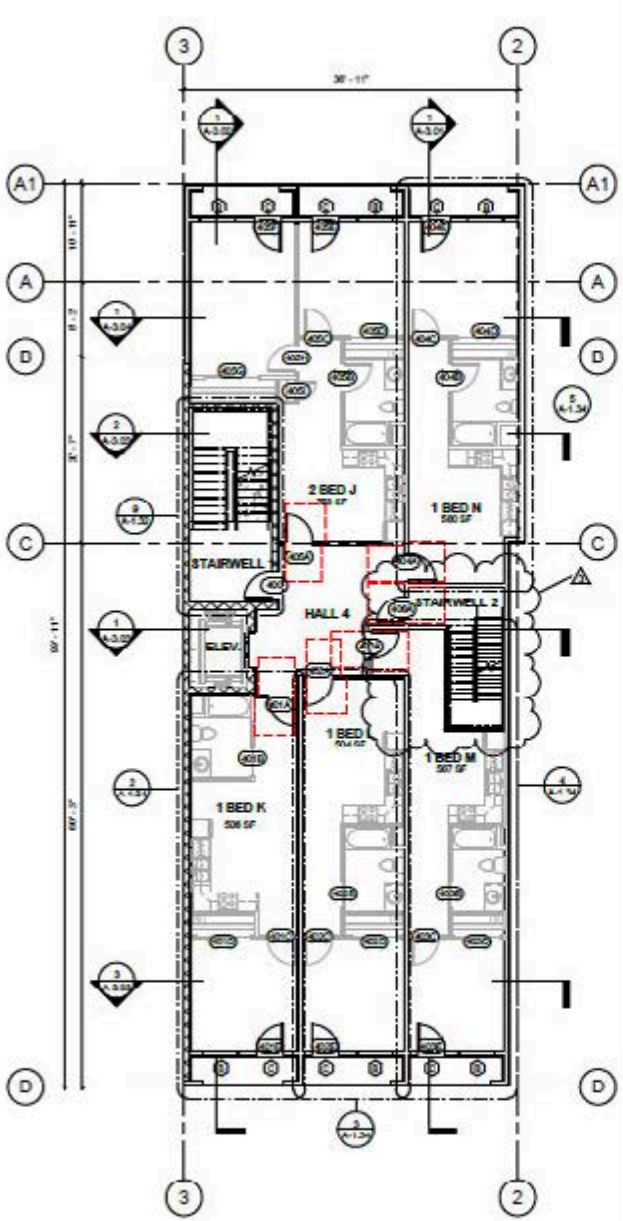


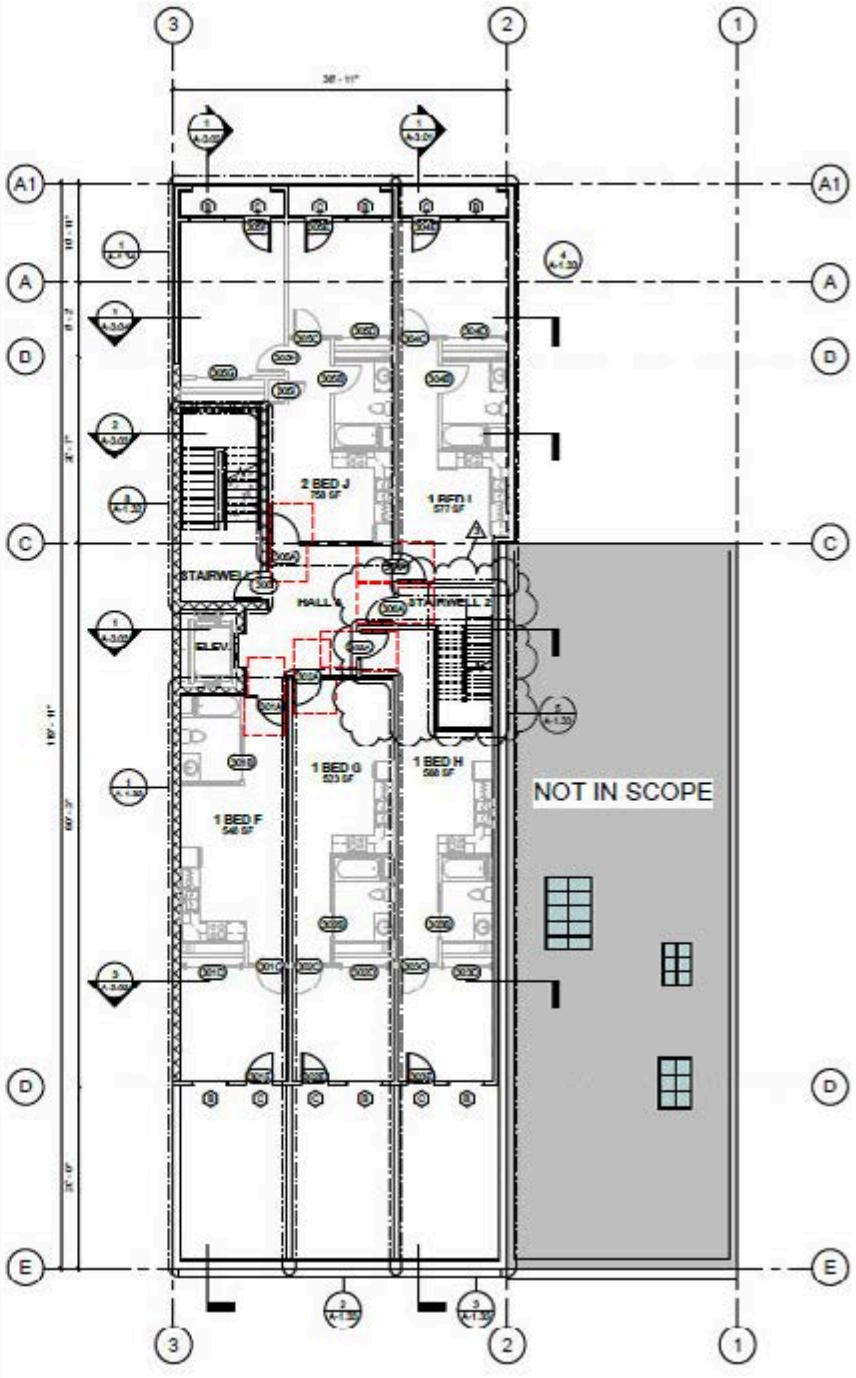


PROPOSED LAYOUT

THIRD AND FOURTH FLOOR LIVING SPACE WITH 1-2 BEDROOM, 1 BATH SPACES

For the complete architectural plans Click Here to sign the NDA.





DT1 General Downtown Zoning

Permitted Uses

- Antiques and secondhand merchandise
- Apartments/Condos
- Apparel and accessories
- Assisted living facility
- Banks, insurance, and real estate
- Bed and breakfast
- Billiards and pool halls
- Books, stationery, art, and hobby supplies
- Bowling alleys
- Breweries
- Coin-operated amusements
- Communications
- Cultural activities
- Department stores
- Discount department stores
- Drug stores
- Educational services
- Electrical supplies
- Furniture Store
- Garden supplies
- Grocery store
- Gunsmiths
- Hardware
- Hotels
- Jewelry
- Locksmiths
- Miniature golf
- Misc retail stores
- Motels
- Other amusements
- Paint, glass, and wallpaper
- Parcel delivery service
- Personal services
- Postal services
- Professional services
- Public assembly
- Religious activities
- Religious quarters
- Repair services
- Restaurant
- Saw, knife, and tool sharpening
- Sporting goods, bicycles, and toys
- Theatres
- Travel agencies
- Variety stores
- Video rental shops

PROPERTY PHOTOS

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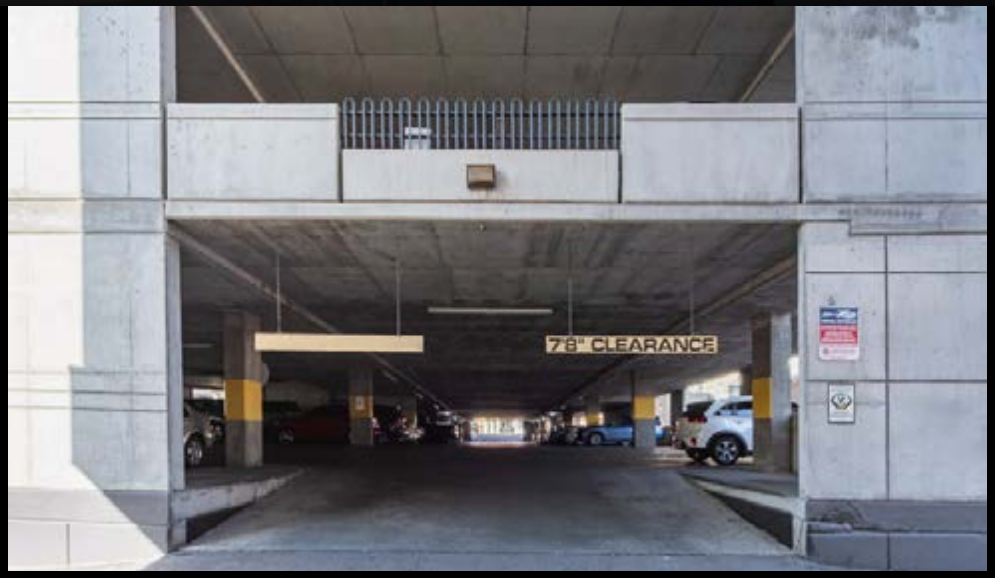

PROPERTY PHOTOS

MARKET **DEMOGRAPHICS**

Provo continues to stand out as one of the Wasatch Front's most resilient markets for both housing and commercial growth, powered by a strong job base, steady in-migration, and the long-term anchor of Brigham Young University. On the residential side, limited land supply and consistent demand have supported solid absorption and helped keep values comparatively stable, with buyers drawn to Provo's walkable neighborhoods, amenities, and proximity to major employers throughout Utah Valley.

Commercially, the area benefits from an active small-business ecosystem and expanding office, retail, and industrial demand tied to tech, education, healthcare, and regional logistics. With ongoing reinvestment in the urban core, continued population growth, and a deep pool of talent, Provo offers an attractive backdrop for developers, owner-users, and investors looking for durable fundamentals and long-term upside.

SUMMARY	2 Mile Radius	5 Mile Radius	10 Mile Radius
2024 Population	85,927	175,565	358,633
2929 Polulation Projection	100,257	205,087	418,891
Total Households	27,365	54,270	107,438
Avg Household Income	$68,705	$85,973	$97,592
Median Age	25.8	26.7	27.4
Total Consumer Spending	$815M	$1.8B	$4B

PROVO, UT

Provo, Utah sits at the base of the Wasatch Mountains in Utah Valley, about 45 minutes south of Salt Lake City, and feels like a classic mountain town blended with a lively college-city vibe.

It's home to Brigham Young University, so there's a steady energy downtown with local restaurants, coffee shops, and year-round events, while nearby neighborhoods range from historic tree-lined streets to newer hillside communities with big views.

Outdoors is a huge part of daily life—hiking and biking trails, Provo Canyon, and world-class skiing and lakes are all close—so it's easy to go from work to the mountains in minutes.

Overall, Provo is clean, scenic, and family-friendly, with a strong community feel and a backdrop of dramatic peaks that makes even a quick drive around town memorable.

kw SOUTH VALLEY
KELLERWILLIAMS. REAL ESTATE

Tori Tarver

Commercial Real Estate Broker

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COMMERCIAL | INVESTMENT | DEVELOPMENT

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