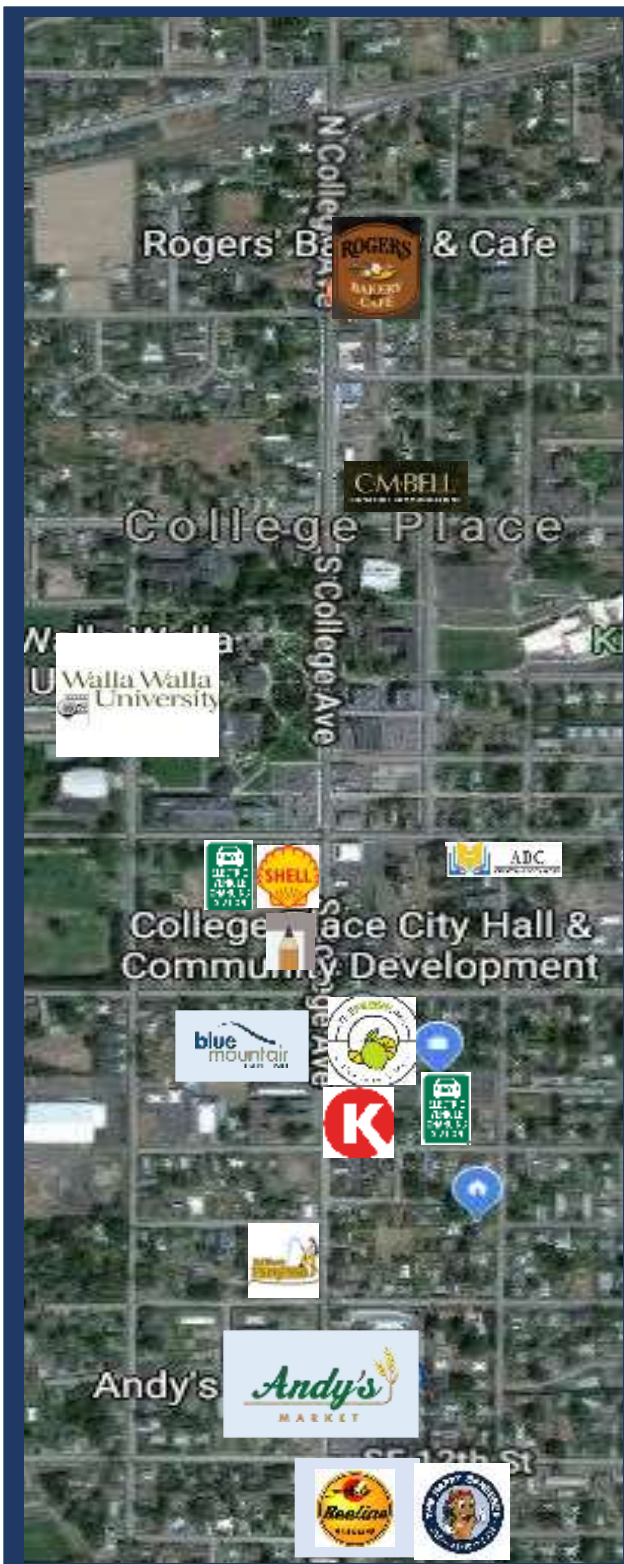




# College Avenue

**Downtown College Place (4<sup>th</sup> to 13<sup>th</sup> Streets)  
 Walla Walla University Campus (4<sup>th</sup> to Whitman)  
 North College Ave Business District (Whitman Drive to Rose Street)**

College Avenue serves as the Main Street of the community. The corridor recently underwent a \$15 million reconstruction which includes pedestrian lighting, sidewalks and traffic signals. The corridor consists of a mix of small businesses, offices, and residential. Walla Walla University is at the center of the corridor. It has Bachelor and Graduate Degree Programs and has a student population of 2,000. The long term vision of this corridor is spelled out in the recently adopted College Avenue Design Standards. Community goals for the corridor is to create “small town” atmosphere, be a setting for a “slow pace of life,” and make sure that buildings and storefront are the dominant features. Various properties are available for sale or lease.



## Data Points

Statistic	10 Minute Drive Time	30 Minute Drive Time	45 Minute Drive Time
2023 Population	37,871	69,383	76,754
2028 Population	38,316	69,775	77,098
2023 Daytime Population	42,321	68,659	74,974
2023 Median Household Income	\$56,632	\$62,282	\$63,104
2028 Median Household Income	\$66,288	\$74,309	\$75,260
2023 Median Home Value	\$297,328	\$308,547	\$304,667
2028 Median Home Value	\$436,975	\$430,269	\$417,337
2023 Median Age	38.6	38.8	39.5
2028 Median Age	39.9	39.7	40.4

## Consumer Spending (45 Minute Drive Time)

Type	2023 Spending
Apparel and Services	\$53,057,656
Electronics	\$6,160,588
Entertainment	\$95,742,851
Food At Home/Groceries	\$169,293,396
Restaurants	\$90,386,418
Furniture	\$20,408,771
Appliances	\$13,360,843
Lawn & Garden	\$17,416,762
Personal Care Products	\$13,548,673
Housekeeping Supplies	\$23,508,030
Gasoline & Convenience Centers	\$64,336,188

Source: ESRI Business Analyst Online, Retail Demand Outlook Reports Jan 2024.