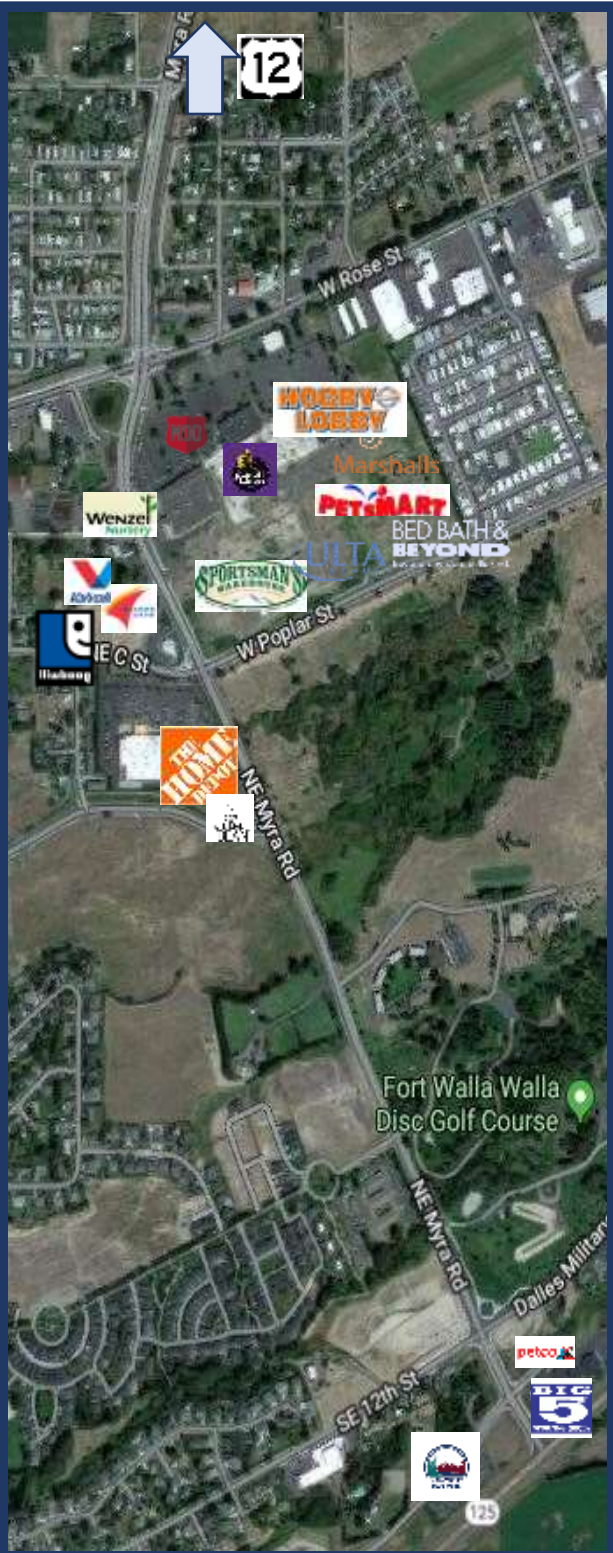




Myra Rd Commercial Corridor



Myra Rd is a two mile long Commercial Corridor that connects US Highway 12 with State Route 125. It also acts as the boundary between City of College Place to the west and the City of Walla Walla to the east. Several commercial establishments already call the Myra Rd Corridor home ranging from Home Depot, Banner Bank, and the new Walla Walla Town Center which comprises several retailers such as Hobby Lobby, Marshalls, Ulta, Famous Footwear, and more. Fort Walla Walla Park and Museum is also located along this corridor. Several pieces of land zoned Commercial ranging from one to over thirty acres is available for lease or purchase in the City of College Place along this corridor. Ideal uses for this corridor include big box retail, restaurants, and office space.

Data Points

Statistic	10 Minute Drive Time	30 Minute Drive Time	45 Minute Drive Time
2023 Population	45,664	69,742	75,816
2028 Population	46,120	70,134	76,181
2023 Daytime Population	48,927	68,888	74,176
2023 Median Household Income	\$59,154	\$62,376	\$63,132
2028 Median Household Income	\$70,310	\$74,474	\$75,283
2023 Median Home Value	\$303,917	\$308,632	\$305,336
2028 Median Home Value	\$448,201	\$430,466	\$419,253
2023 Median Age	38.5	38.9	39.5
2028 Median Age	39.6	39.8	40.4

Consumer Spending (45 Minute Drive Time)

Type	2023 Spending
Apparel and Services	\$52,477,818
Computers & Electronics	\$6,092,371
Entertainment	\$94,650,140
Food At Home / Groceries	\$167,433,728
Restaurants	\$89,389,057
Furniture	\$20,181,762
Appliances	\$13,204,930
Lawn & Garden	\$17,214,653
Personal Care	\$13,399,225
Housekeeping Supplies	\$23,246,653
Gasoline & Convenience Stores	\$63,635,723

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