



# College Avenue

Downtown College Place (4<sup>th</sup> to 13<sup>th</sup> Streets)

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	20 Minute Drive Time	40 Minute Drive Time
2020 Population	29,753	63,795	71,637
2025 Population	30,747	65,370	73,345
2020 Daytime Population	32,059	63,007	70,088
2020 Median Household Income	\$46,255	\$50,221	\$51,462
2025 Median Household Income	\$50,250	\$53,399	\$55,044
2020 Median Home Value	\$261,071	\$268,276	\$265,941
2025 Median Home Value	\$332,515	\$333,878	\$328,589
2020 Median Age	38.1	37.5	38.2
2025 Median Age	39.7	38.6	39.3

## Retail Leakage Gap (40 Minute Drive Time)

Type	Gap	Factor
Other General Merchandise Stores	\$44,104,159	80.2
Jewelry, Luggage, and Leather Goods	\$6,736,504	65.4
Clothing Stores	\$20,482,125	61.0
Nonstore Retailers	\$8,517,506	59.3
Clothing & Clothing Accessories	\$29,181,946	56.5
Other Motor Vehicle Dealers	\$16,259,810	53.5
Furniture Stores	\$8,714,639	48.1
Other Miscellaneous Store Retailers	\$11,051,629	33.8
Office Supplies, Stationary, and Gifts	\$2,981,312	31.5
Miscellaneous Store Retailers	\$15,874,458	30.1
Electronic and Appliance Stores	\$11,369,781	27.4

Source: ESRI Business Analyst Online, Market & Retail Marketplace Profile Reports Jan 2021.