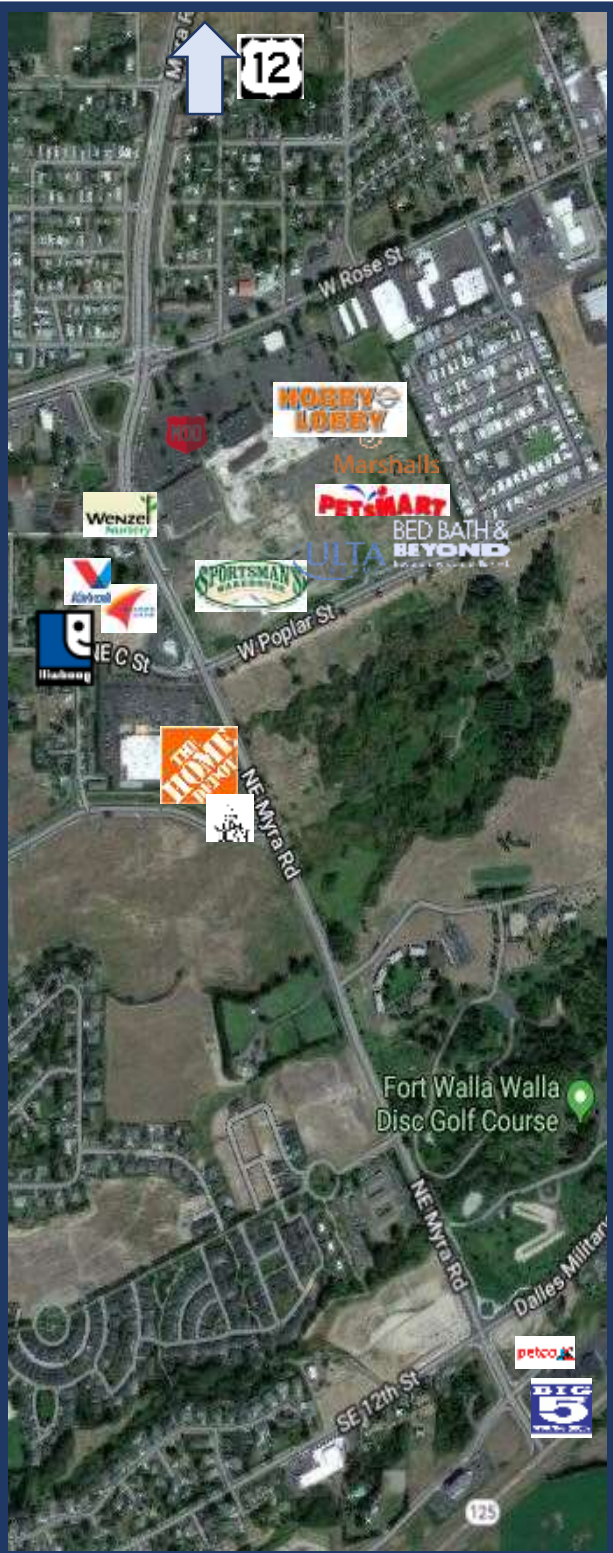




Myra Rd Commercial Corridor



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	20 Minute Drive Time	40 Minute Drive Time
2020 Population	42,608	61,568	71,740
2025 Population	43,784	63,154	73,448
2020 Daytime Population	45,793	63,208	70,360
2020 Median Household Income	\$46,847	\$50,255	\$51,411
2025 Median Household Income	\$50,641	\$53,439	\$54,981
2020 Median Home Value	\$264,519	\$268,843	\$266,052
2025 Median Home Value	\$340,810	\$334,656	\$329,126
2020 Median Age	37.3	37.9	38.2
2025 Median Age	38.7	39.0	39.3

Retail Leakage Gap (40 Minute Drive Time)

Type	Gap	Factor
Other General Merchandise Stores	\$44,235,517	80.2
Jewelry, Luggage, and Leather Goods	\$6,757,862	65.4
Clothing Stores	\$20,542,773	61.0
Nonstore Retailers	\$8,509,068	59.1
Clothing & Clothing Accessories	\$29,265,745	56.5
Other Motor Vehicle Dealers	\$16,311,442	53.6
Furniture Stores	\$8,679,475	47.7
Other Miscellaneous Store Retailers	\$11,035,222	33.7
Office Supplies, Stationary, and Gifts	\$2,963,287	31.2
Electronic & Appliance Stores	\$11,432,448	27.5
Shoe Stores	\$1,965,110	25.3

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