



OFFERING MEMORANDUM

PULLMAN-MOSCOW HIGHWAY LAND

For Sale, Lease, or Build-To-Suit
Pullman, WA

Marcus & Millichap

PULLMAN-MOSCOW HIGHWAY LAND

PROPERTY SUMMARY



OFFERING SUMMARY

Sale Price:	\$825,000
Lot Size:	187,718 SF (4.31 Acres)
Parcel Number:	200004615314792
Zoning:	South Pullman-Moscow Corridor District (S-PMC)

HIGHLIGHTS

- For sale, lease, or build-to-suit. Contact agent for details
- High visibility with direct access from the Pullman-Moscow Highway (14,000 ADT)
- Flexible zoning provides for a variety of conditional commercial uses
- 1.25 miles from the Washington/Idaho border, Moscow city limit





Pullman-Moscow Highway (14,000 ADT)

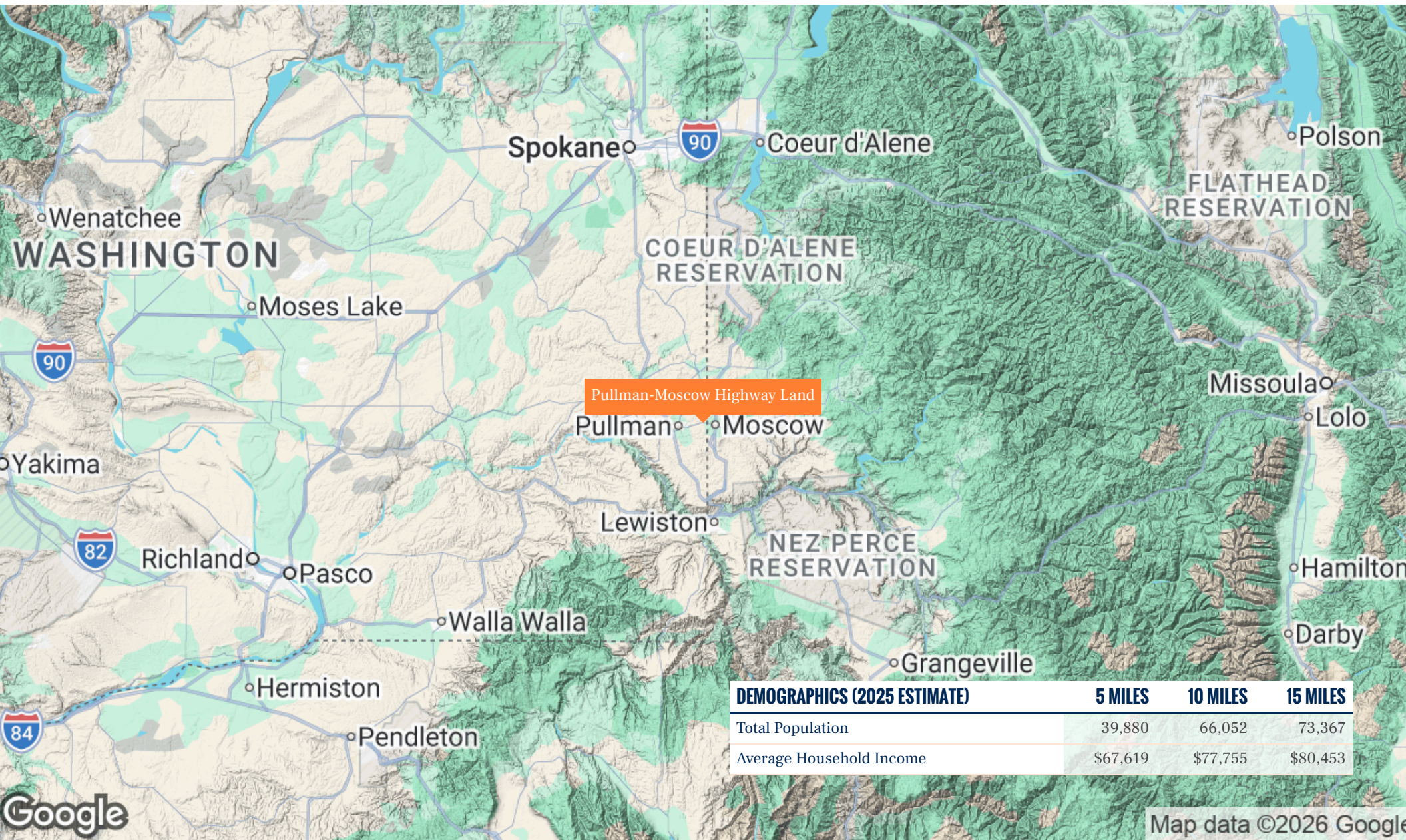
Spectrum



TOYOTA
OF PULLMAN
Toyota Made Easy

PULLMAN-MOSCOW HIGHWAY LAND

REGIONAL MAP



PULLMAN-MOSCOW HIGHWAY LAND

MARKET OVERVIEW

PULLMAN-MOSCOW

Located in the hilly Palouse region of the Pacific Northwest, the Pullman-Moscow metro encompasses Whitman County in Washington and Latah County in Idaho. The metro and surrounding areas feature prime agricultural land where wheat, barley, peas, and lentils are grown. The region's natural landscape also creates opportunities for outdoor adventure. Exploring the Palouse Scenic Byway is a great way to enjoy the area's beauty. The metro is home to Washington State University and the University of Idaho, both of which have a significant impact on the local economy and demographics.

ECONOMY

- A prolific farming region, the Palouse is a major producer of wheat, barley, chickpeas, and lentils.
- Educational institutions have a significant impact on the metro's economy. The Washington State University Pullman campus and the University of Idaho typically draw a combined 4,500 freshmen per year and employ more than 2,500 faculty and staff.
- Technology is an increasingly prominent presence in the metro. Schweitzer Engineering Laboratories is the biggest tech firm, headquartered in Pullman since 1982. METER Group, Inc. and Amplicon Express are other companies in this sector.

QUICK FACTS



POPULATION

90K

Growth 2025-2029*
2.0%



HOUSEHOLDS

36K

Growth 2025-2029*
2.5%



MEDIAN AGE

33.0

U.S. Median:
40.0

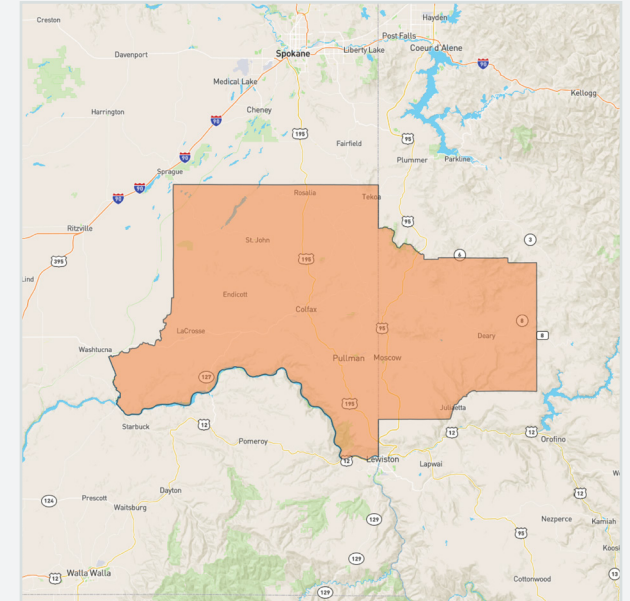


MEDIAN HOUSEHOLD INCOME

\$63,800

U.S. Median:
\$78,200

* Forecast



METRO HIGHLIGHTS



HIGHER EDUCATION

The metro is home to Washington State University and the University of Idaho, which are located less than 10 miles apart and enroll over 39,000 students combined.



AGRICULTURAL HUB

The Palouse region ranks as a leading producer of many crops, including wheat and lentils. Whitman County is one of the top wheat-producing counties in the United States.



TOURISM AND RECREATION

The Snake River runs through the region, providing opportunities for fishing, boating, hiking, and wildlife viewing. Kamiak Butte County Park, Moscow Mountain, and Steptoe Butte State Park are among the many scenic areas that draw outdoor enthusiasts.

Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau

PULLMAN-MOSCOW HIGHWAY LAND

DEMOGRAPHICS

POPULATION	5 Miles	10 Miles	15 Miles
2030 Projection			
Total Population	40,829	67,725	75,099
2025 Estimate			
Total Population	39,880	66,052	73,367
2020 Census			
Total Population	38,385	64,301	71,421
2010 Census			
Total Population	36,145	59,490	66,243
Daytime Population			
2025 Estimate	65,213	95,848	101,037
HOUSEHOLDS	5 Miles	10 Miles	15 Miles
2030 Projection			
Total Households	16,273	27,317	30,274
2025 Estimate			
Total Households	15,819	26,526	29,452
Average (Mean) Household Size	2.1	2.2	2.2
2020 Census			
Total Households	14,945	25,004	27,871
2010 Census			
Total Households	13,525	22,654	25,406

HOUSEHOLDS BY INCOME	5 Miles	10 Miles	15 Miles
2025 Estimate			
\$250,000 or More	3.1%	4.0%	4.2%
\$200,000-\$249,999	2.3%	3.1%	3.1%
\$150,000-\$199,999	5.1%	7.3%	7.5%
\$125,000-\$149,999	4.5%	5.5%	5.8%
\$100,000-\$124,999	8.0%	8.2%	8.6%
\$75,000-\$99,999	11.0%	11.8%	12.7%
\$50,000-\$74,999	14.8%	14.5%	14.9%
\$35,000-\$49,999	10.8%	9.6%	9.6%
\$25,000-\$34,999	9.0%	7.8%	7.5%
\$15,000-\$24,999	12.8%	10.7%	10.1%
Under \$15,000	18.8%	17.6%	16.2%
Average Household Income	\$67,619	\$77,755	\$80,453
Median Household Income	\$50,714	\$59,577	\$62,316
Per Capita Income	\$30,467	\$34,612	\$35,342

PULLMAN-MOSCOW HIGHWAY LAND

DEMOGRAPHICS

POPULATION PROFILE	5 Miles	10 Miles	15 Miles
Population By Age			
2025 Estimate	39,880	66,052	73,367
0 to 4 Years	4.3%	4.4%	4.5%
5 to 14 Years	7.7%	8.7%	9.2%
15 to 17 Years	2.1%	2.3%	2.4%
18 to 19 Years	12.6%	10.1%	9.3%
20 to 24 Years	28.2%	25.4%	23.2%
25 to 29 Years	9.3%	8.9%	8.4%
30 to 34 Years	6.4%	6.8%	6.8%
35 to 39 Years	4.7%	5.3%	5.3%
40 to 49 Years	7.2%	8.3%	8.8%
50 to 59 Years	5.7%	6.5%	7.2%
60 to 64 Years	3.0%	3.5%	3.9%
65 to 69 Years	2.8%	3.3%	3.7%
70 to 74 Years	2.4%	2.6%	2.9%
75 to 79 Years	1.6%	1.8%	2.0%
80 to 84 Years	1.0%	1.1%	1.2%
Age 85+	1.0%	1.1%	1.1%
Median Age	27.0	29.0	31.0

POPULATION PROFILE	5 Miles	10 Miles	15 Miles
Population 25+ by Education Level			
2025 Estimate Population Age 25+	17,954	32,465	37,664
Elementary (0-8)	0.7%	1.0%	0.9%
Some High School (9-11)	1.9%	1.6%	1.7%
High School Graduate (12)	13.8%	12.8%	14.2%
Some College (13-15)	20.4%	19.4%	20.4%
Associate Degree Only	8.0%	8.1%	8.2%
Bachelor's Degree Only	29.4%	30.4%	29.9%
Graduate Degree	25.8%	26.7%	24.6%
HOUSING UNITS			
Occupied Units			
2030 Projection	17,788	29,800	33,006
2025 Estimate	17,289	28,943	32,115
Owner Occupied	5,207	10,337	12,771
Renter Occupied	10,585	16,189	16,677
Vacant	1,470	2,416	2,663
Persons in Units			
2025 Estimate Total Occupied Units	15,819	26,526	29,452
1 Person Units	37.8%	37.4%	36.1%
2 Person Units	36.1%	35.7%	36.2%
3 Person Units	12.8%	12.4%	12.5%
4 Person Units	8.4%	9.0%	9.4%
5 Person Units	3.1%	3.5%	3.6%
6+ Person Units	1.9%	2.0%	2.2%

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Marcus & Millichap

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marcusmillichap.com

PULLMAN-MOSCOW HIGHWAY LAND

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