



# Downtown revitalization strategies and creating a sense of place

June 25, 2025



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**Andy Coleman**  
**Parks & Recreation Director**

Walla Walla population: 34,580

## Topics

- Heritage Square
- Walawála Plaza
- Streateries
- Other downtown responsibilities/amenities

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# Heritage Square - 2018 Park Master Plan Project



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## Design Concept Approved by City Council December of 2018

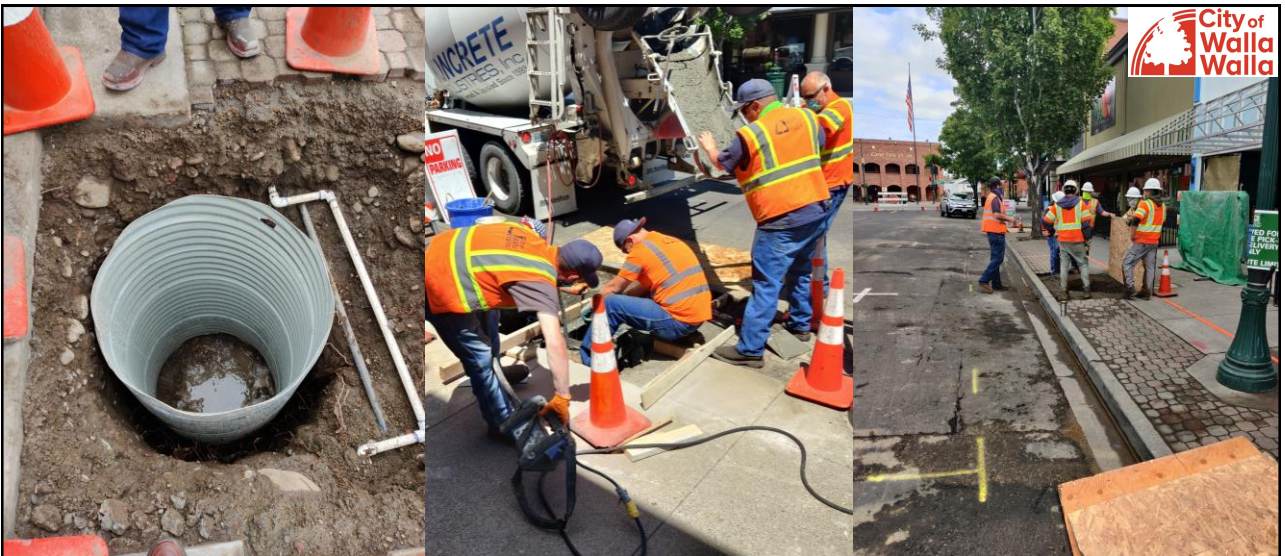


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# Pandemic hit – March 2020



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June 2020

Began construction of temporary 1<sup>st</sup> Avenue Plaza

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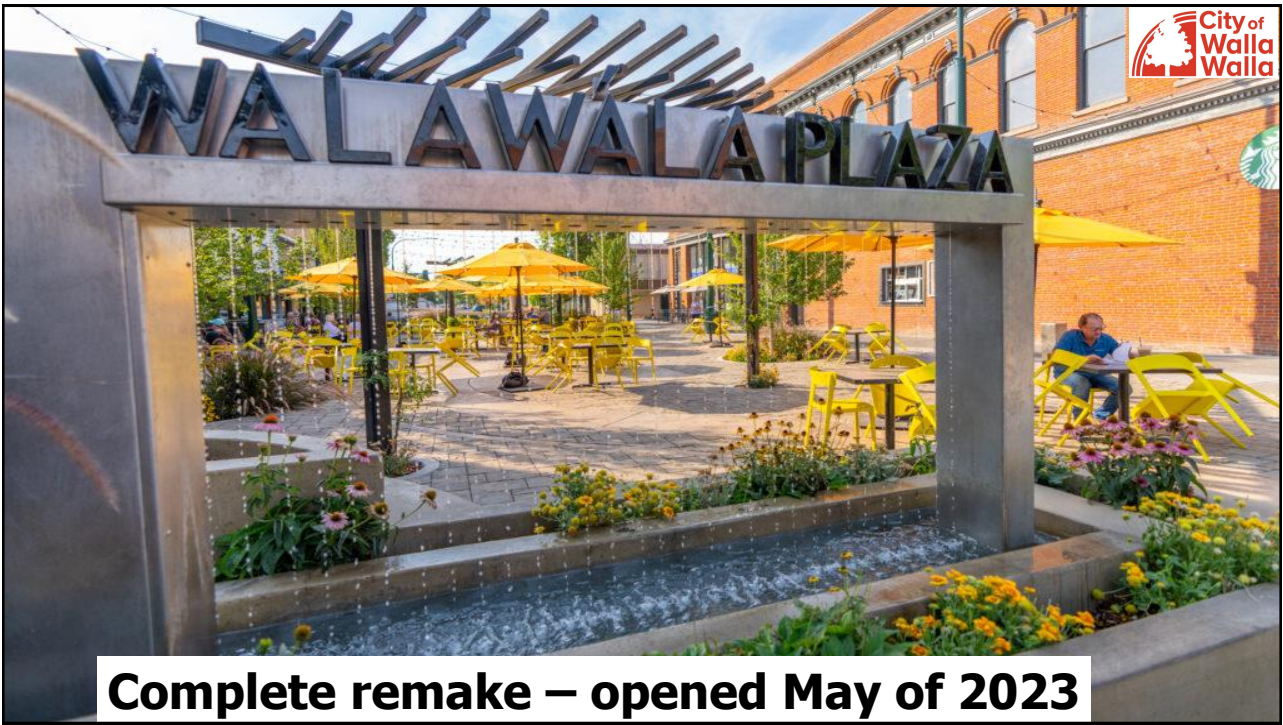
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**\$3.9 million**



Funding Sources

- \$1,700,000 ARPA
- \$600,000 RCO/LWCF
- \$200,000 Port of WW Grant
- \$1,400,000 Misc (GF, REET, etc)

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# Streeteries



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Flower Baskets

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# Holiday Decorations



# Downtown Ambassadors

- Interact with visitors
- Pick up litter
- Empty trash cans
- Clean tables & chairs
- Event support
- General park maintenance
- Leaf blow sidewalks (fall)



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**Light pole banners - Tree lights - Flowers (in addition to baskets)**

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