CITY OF Auburn

The *Alabama* you need to know.

COMMERCIAL PROFILE

2021

City of Auburn

WELCOME

The City of Auburn, home to Auburn University, offers many benefits and amenities of a larger city while staying true to its identity as 'The Loveliest Village'.

The City of Auburn was founded in 1836 and has become known as one of the more progressive cities in the south. Home to Auburn University, the City of Auburn offers many benefits and amenities of a larger city while staying true to its identity as 'The Loveliest Village'. Growth in Auburn has come in many forms, from families to university students and retirees. Community amenities and attractions such as outdoor recreation and fitness, dining, golf, arts & culture, and shopping make Auburn a great place for residents and visitors alike.

High quality education opportunities from nationally ranked Auburn City Schools public school system makes the city an attractive place for families. Auburn's population is well educated, with two thirds of residents having a bachelor's degree or higher and with high family incomes. Despite the challenges of 2020, Auburn's economy was resilient, adding jobs throughout the year, and Auburn based industries announced over 600 additional jobs with more than $200M of capital investment.

Downtown is the heart of Auburn and also serves as the front door to Auburn University. In the past several years, downtown Auburn has seen increasing levels of development and has continued to grow its footprint. It is lively with thriving retail that includes unique shops, fine and casual dining, quaint coffee shops, bookstores, banks, and nightlife.

Auburn University Photographic Services

Auburn University is the top ranked college in the state and a Top 40 Public University in the nation. Home to over 30,000 students and 1,400 full-time faculty, the university serves as a hub of activity and employment in the city. The unique town and gown dynamic makes for both an educated and vibrant city.

PARKS, ARTS, AND RECREATION

A number of factors contribute to the immense quality of life in Auburn. A number of recreation opportunities, from renowned golf courses to state parks, make for a high quality of life which has also led to Auburn becoming a growing destination for all. Several city parks, Auburn University, and a state park offer green space, ballfields, walking paths, an arboretum, and biking and hiking trails. There are outstanding golf courses in the area, including the acclaimed Robert Trent Jones Golf Trail. Auburn has also been named a Bicycle-Friendly Community by the League of American Bicyclists. Nearby Lake Martin also offers boating, fishing, and other watersports activities.

Auburn is also home to facilities for the performing arts and fine arts. Proximate to downtown Auburn are the Jay and Susie Gogue Performing Arts Center and Jule Collins Smith Museum of Fine Arts at Auburn University. The Gogue Center offers Broadway productions, opera, dance, musical, and theatrical performance in its indoor and outdoor facilities. The Museum of Fine Art offers ever-changing exhibition galleries and visual arts.

NATIONAL RECOGNITION

2021 "6th Best Metro for Attracting Business in the U.S."

2021 "17th Best Performing Small City for Economic Growth in the U.S."

2020 "Top 100 Best Small to Mid-Sized Cities to Live in the U.S."

2019 "5th Best City for Economic Growth Potential in the U.S."

2019 "The South's 3rd Best Retirement Town"

2019 "13th Best Small Place for Business and Careers in the U.S."

2019 "Top 100 Places to Live in the U.S."

2018 "The South's 2nd Best College Town"

2017 "16th Best City for Job Creation in the U.S."

2016 "10th Best Small City for Jobs in the U.S."

2016 "Top 25 Cities People are Moving to."

LOCATION

The City of Auburn is conveniently located along Interstate 85 between Atlanta, Georgia, and Montgomery, Alabama. Its transportation network allows easy access from across the southeast.

TRANSPORTATION

INTERSTATE 85 (I-85 NORTH/SOUTH)

Provides access to Auburn via Exit 50 (Auburn Technology Pkwy/Cox Road), Exit 51 (U.S. Hwy 29/S. College Street), and Exit 57 (Bent Creek Road).

U.S. HIGHWAY 280 (280 EAST/WEST)

Provides access to Auburn via N. College Street, Shelton Mill Road, and Opelika Road.

U.S. HIGHWAY 29 (U.S. HWY 29 NORTH/SOUTH)

Provides access to Auburn from the south via South College Street.

HARTSFIELD-JACKSON INTERNATIONAL AIRPORT (ATLANTA)

The world's busiest airport is less than a 90 minute drive along I-85. Four other airports are within approximately 100 miles.

DEMOGRAPHICS

Auburn has more than doubled in population since 1990 and is regularly one of the fastest growing cities in Alabama, growing by 43% between 2010 and 2020. It serves as a hub of population, education and commercial activity in the region.

POPULATION:

City of Auburn	76,143
Auburn-Opelika MSA (Lee County)	174,241

HISTORICAL POPULATION - CITY OF AUBURN:

1960	16,221
1970	22,767
1980	28,471
1990	33,830
2000	41,987
2010	53,802

AGE & GENDER - CITY OF AUBURN:

Male	50.7%
Female	49.2%
Median Age	25.2
Under 18 Yrs	19.4%
20-64 Years	55.4%
65 Years & +	7.9%

INCOME:

Mean family incomes in Auburn outpace both the state and nation. While they do not generally have high income levels, Auburn University students present significant purchasing power. The average family incomes for students are in the 80th percentile, higher than those of peer institutions. Auburn surpasses its peer university towns in nearly all income metrics for both city and student populations.

Source: U.S. Census Bureau, New York Times

Auburn Family Income (Mean)		$120,712
Family Income of Auburn University Students (Median)		$143,000
Share of students from top	5% incomes	28%
	10% incomes	45%
	20% incomes	65%

RACE - CITY OF AUBURN:

White	67.7%	Native Hawaiian & Other Pacific Islander	0.1%
Black or African American	19.4%	Some Other Race	2.2%
American Indian	0.3%	Two or More Races	5.2%
Asian	10.3%	Hispanic	4.8%

EDUCATIONAL ATTAINMENT - CITY OF AUBURN (POPULATION 25 YEARS & OLDER):

As the home of Auburn University, it is no surprise than Auburn has a highly educated population. Auburn's percentage of residents with a bachelor's degree or higher are greater than peer university towns and twice the national average.

High School Graduate or Higher	97.3%
Bachelor's Degree	34.2%
Graduate or Professional Degree	32.5%
Bachelor's Degree or Higher	66.7%

ADDITIONAL DEMOGRAPHIC INFORMATION

Auburn Market Profile

Auburn-Opelika MSA (Lee County) Market Profile

DEMOGRAPHICS

Auburn's growth has resulted in significant new housing development to accommodate a growing population. Auburn has a wide range of housing choices due to a diverse population that includes families, students, professionals and retirees. Recent years have seen significant new housing starts across all types of product from single-family to multi-family and student housing.

SINGLE FAMILY HOUSING

Average Home Sale Price Source: Lee County Association of Realtors	$306,153
Average Home Sales Price New Construction Source: Lee County Association of Realtors	$339,671
Single-Family Home Building Permits Issued in 2020 (City of Auburn)	500

MULTI-FAMILY AND STUDENT HOUSING

New Student Housing (Units since 2015)	1,978
New Student Housing (Bedrooms since 2015)	6,040
New Market Rate Multi-Family (Units since 2015)	1,550
New Market Rate Multi-Family (Bedrooms since 2015)	2,727

AUBURN UNIVERSITY

Auburn University (AU), established in 1856, is a comprehensive land, space and sea grant research institution blending arts and applied sciences. Auburn University offers studies in 14 schools and colleges, with more than 140 majors at the undergraduate, graduate, and professional levels. The University is the city's largest employer with approximately 7,100 employees. Located adjacent to downtown Auburn, the main campus covers more than 400 buildings on 1,800 acres.

AU SCHOOLS & COLLEGES:

College of Agriculture
College of Architecture, Design/Construction
College of Business
College of Education
College of Engineering
School of Forestry & Wildlife Sciences
College of Human Sciences

Graduate School
College of Liberal Arts
Honors College
School of Nursing
School of Pharmacy
College of Veterinary Medicine
College of Sciences & Mathematics

Auburn University Photographic Services

Forbes

"Top 30% nationally and recognized as the best public university in Alabama."

U.S. News & World Report **"Top 50 Public University"**

Money **"Top Ranked University in Alabama"**

STUDENT ENROLLMENT:

In-State-Students	16,679
Out-of-State Students	14,058
Total (Fall 2020)	**30,737**

HISTORICAL ENROLLMENT (1960-2010):

1960	8,829
1970	14,229
1980	18,603
1990	21,537
2000	21,860
2010	**25,078**

AUBURN RESEARCH PARK

The AU Research Park opened in 2008 adjacent to the south portion of AU's main campus. The Park consists of more than 170 acres and serves as an entrepreneurial ecosystem which combines business, research, and fosters creativity and innovation, while embracing collaboration and promoting partnership.

AUBURN UNIVERSITY ATHLETICS

Auburn University is well known for its success in collegiate athletics. Recent highlights include trips to the Final Four, College World Series, and the college football National Championship.

On football gamedays, the Auburn can grow from a city of 65,000 to over 150,000 as fans of the Auburn Tigers flock from around the state and southeast to support their team. While all of these fans can't fit inside the 87,451 seat Jordan Hare Stadium, they patronize shops, bars and restaurants to enjoy the game. Nowhere is this more apparent than the 'rolling' of Toomers Corner in downtown Auburn after a Tigers victory.

Auburn University Photographic Services

While football season provides the largest crowds, spectators visit the campus for other sporting events throughout the year. Other widely attended athletic events include men's and women's basketball, baseball and softball amongst others.

Auburn University Photographic Services

Auburn University Photographic Services

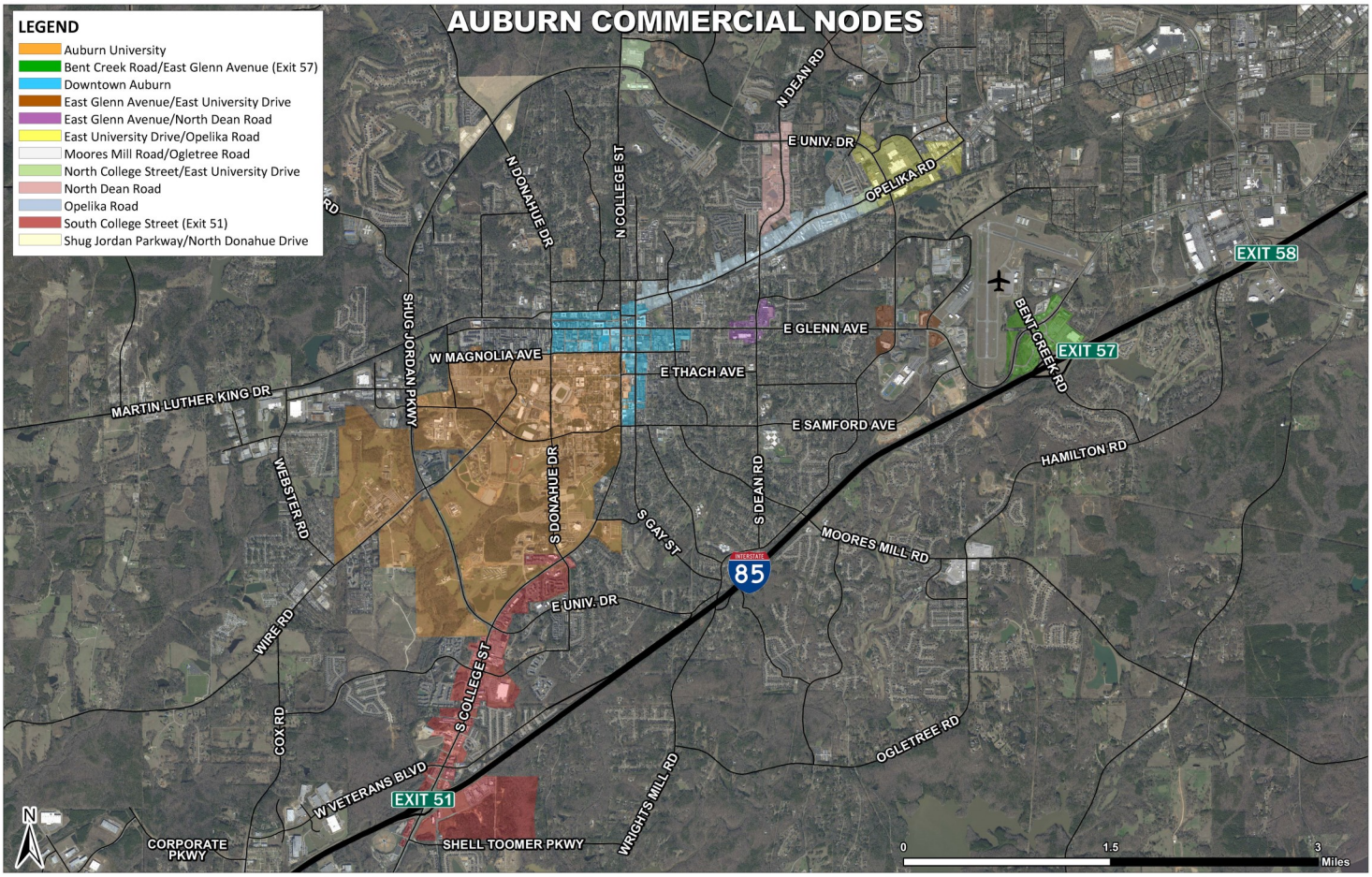
COMMERCIAL DEVELOPMENT

Auburn offers a variety of locations and types of commercial development, including a traditional downtown, neighborhood commercial nodes, commercial corridors and regional commercial centers. It is the largest city in the MSA and serves as the commercial hub of the region.

Downtown Auburn has continued its significant growth in recent years, attracting local, regional and national retailers, award-winning restaurants, and new office space. Several student housing developments have been constructed downtown in recent years, increasing foot traffic in downtown and surrounding areas. Significant downtown projects under construction include a new Publix supermarket, Auburn Bank headquarters, and Auburn University's Tony & Libba Rane Culinary Science Center. The city recently completed construction of a 350 space parking deck to serve and support future downtown development.

Outside of downtown, commercial corridors and neighborhood nodes have seen continued development and investment. These nodes serve Auburn's neighborhoods, students, and travelers on Interstate 85. Shopping centers anchored by grocery stores Publix, Kroger and Walmart Neighborhood Market have opened or seen reinvestment within the last five years. These developments also include adjacent retailers and restaurants.

COMMERCIAL DEVELOPMENT



Additional Maps

Auburn Aerial

Auburn-Opelika Retail Trade Area

Auburn University Campus & Downtown

Downtown Auburn

Downtown Developments

COMMERCIAL INCENTIVES

Auburn has made it a priority to promote and facilitate the reinvestment and development of commercial properties throughout the city by partnering with commercial businesses and developers.

Sales and use tax abatements through the Commercial Development Incentive Program are available for new commercial projects on vacant property, the redevelopment of existing commercial space to recruit new business, and the revitalization of existing retail space that would contribute to larger City initiatives. Since its inception in 2011, this program has partnered on 36 commercial development projects accounting for over $150,000,000 of private capital investment.

Loans to commercial businesses are offered by the City of Auburn through the CDBG Section 108 program which provides small business loan opportunities for local entrepreneurs. These loans exist for growth and increase capacity**,** and business owners are required to create permanent jobs principally for low and moderate-income citizens. Available loans include the Section 108 Commercial Loan Program and Section 108 Microloan Program.

Public investments have been made in infrastructure throughout Auburn to promote quality commercial development. Downtown has seen ongoing streetscape improvements, including a major overhaul of the famous Toomer's Corner. Several phases of the Renew Opelika Road streetscape enhancements and road improvements have been implemented. The city recently opened a 350 space parking deck located on Wright Street. This deck will serve and support future commercial development in downtown Auburn.

The City of Auburn also maintains an Available Commercial Properties webpage. This page serves to connect businesses with available property listings throughout the city. Contact us if you would like to list your commercial space available for sale or lease on our webpage.

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For more information, please contact the Commercial Development Department:

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