

CITY OF
Auburn
The Alabama you need to know.
COMMERCIAL PROFILE
2024



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, with high family incomes. Auburn’s economy continues to be resilient, continuing to add jobs and investment across all sectors.

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 is the top ranked college in the state and a Top 40 Public University in the nation. Home to over 33,000 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.

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.



NATIONAL RECOGNITION

U-HAUL®

2022 “5th U.S. Growth City”

Southern Living

2022 “The South’s 3rd Best College Town”

SiTE
SELECTION

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

Southern Living

2021 “How Auburn, Alabama, Is Creating a Winning Food Scene”

MILKEN INSTITUTE
BEST-PERFORMING CITIES

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

LIVABILITY

2020 “Top 100 Best Small to Mid-Sized Cities to

BF BUSINESS
FACILITIES

2019 “5th Best City for Economic Growth Potential

Forbes

2019 “13th Best Small Place for Business and in the U.S.”

Southern Living

2019 “The South’s 3rd Best Retirement Town”

Money

2019 “Top 100 Places to Live in the U.S.”



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.

DEMOGRAPHICS

Auburn has nearly doubled in population since 2000 and is regularly one of the fastest growing cities in Alabama, growing by 48% between 2010 and 2022. It serves as a hub of population, education and commercial activity in the region. With this growth, Auburn has continued to see ever increasing income levels and educational attainment.

POPULATION (2022):

City of Auburn	80,008
Auburn-Opelika MSA (Lee County)	180,773

HISTORICAL POPULATION - CITY OF AUBURN:

1970	22,767
1980	28,471
1990	33,830
2000	41,987
2010	53,802
2020	76,143

AGE & GENDER - CITY OF AUBURN:

Male	48.9%
Female	51.1%
Median Age	24.7
Under 18 Years	18.5%
18-64 Years	73.3%
65 Years +	8.2%

INCOME:

Family incomes in Auburn outpace both the state and nation. Auburn University students also present significant purchasing power, though they do not have 'high incomes' by standard metrics. Family incomes of Auburn University students are higher, in many cases significantly, than those of peer universities. [**Learn more about how Auburn benchmarks to other peer college towns.**](#)

Auburn Family Income (2022 Avg.)	\$135,349
Auburn University Student Family Income* (Avg.)	\$237,184
Alabama (2022 Avg.)	\$100,785

* Harvard University, 2017 Inflation-Adjusted

RACE - CITY OF AUBURN:

White	68.8%	Native Hawaiian & Other Pacific Islander	0.1%
Black or African American	16.1%	Some Other Race	5.2%
American Indian	1.1%	Two or More Races	4.9%
Asian	11.1%	Hispanic	5.0%

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

As the home of Auburn University, it is no surprise that 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	98.4%
Bachelor's Degree	31.9%
Graduate or Professional Degree	32.1%
Bachelor's Degree or Higher	64.1%

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. The north and northwest areas of the City have seen significant residential growth and will continue to, with over 3,200 single-family lots approved since 2020. **See more about this fast-growing area of Auburn.**

SINGLE FAMILY HOUSING

Single-Family Home Building Permits Issued in 2023 (City of Auburn)	327
Average Home Sale Price (Q4 2023)	\$451,789



MULTI-FAMILY AND STUDENT HOUSING



New Student Housing (Units since 2015)	2,516
New Student Housing (Bedrooms since 2015)	7,642
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 8,600 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

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.



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:

Undergraduate	26,874
Graduate	6,141
Total (Fall 2023)	33,015

HISTORICAL ENROLLMENT (1960-2010):

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

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, Auburn grows from a city of 80,000 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 get a ticket inside 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, and gymnastics 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 mixed-use student housing developments have been constructed downtown in recent years, increasing foot traffic in downtown and surrounding areas. Notable downtown projects completed in 2022 include a Publix grocery store, Auburn Bank headquarters, and Auburn University's Tony & Libba Rane Culinary Science Center. New projects under construction include an urban format Target, Graduate Hotel, and AC Hotel. **[Learn more about recent downtown projects.](#)**



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. Auburn recently welcomed Home Goods on the Opelika Road corridor and a Buc-ee's travel center to I-85 Exit 50.

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 41 commercial development projects accounting for over \$162,000,000 of private capital investment.



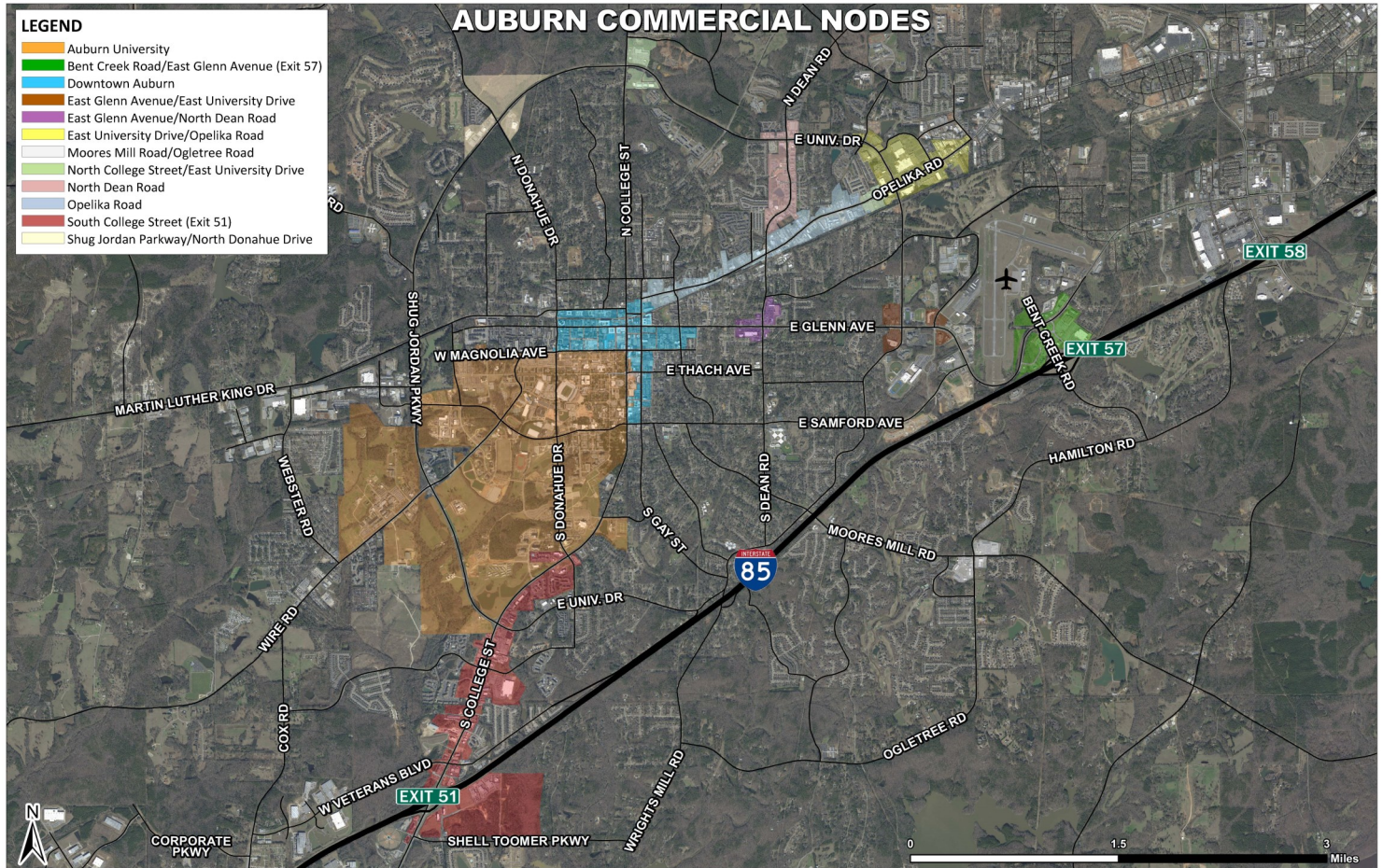
The City of Auburn maintains an **Available Commercial Properties webpage**. This page serves to connect businesses with available property listings throughout the city. Contact us if you would like to list your commercial space available for sale or lease on our webpage.

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. In 2021 the city opened a the 350 space Wright Street Parking Deck , helping to provide over 1,300 public parking spaces throughout downtown Auburn.



COMMERCIAL DEVELOPMENT



Additional Maps and Data

[Auburn-Opelika Retail Trade Area](#)

[Residential Growth Map and Data](#)

[Recent Downtown Developments](#)

[College Town Comparison](#)

[Alabama City Comparison](#)

[Auburn Commercial Corridors and Nodes](#)

[Available Properties](#)



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