2026 CITY OF AUBURN

Commercial Profile







AUBURN
ALABAMA

Easy to love, HARD TO LEAVE.

Welcome to Auburn.



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**."

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,



Auburn University Photographic Services

Auburn University is the top ranked university in the state and a Top 50 Public University in the nation. Home to over 34,000 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 Parkway/Cox Road), Exit 51 (U.S. Hwy 29/South College Street), Exit 57 (Bent Creek Road)

U.S. HIGHWAY 29 (U.S. HWY 29 NORTH/SOUTH)
Provides access to Auburn from the south via South College Street.

U.S. HIGHWAY 280 (280 EAST/WEST)
Provides access to Auburn via North College Street, Shelton Mill Road, and Opelika Road.

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 about 100 miles.



National Recognition

Southern Living — ***2026*** *The South's 9th Best College Town*

MILKEN INSTITUTE — ***2026*** *Milken Institute 10th Best-Performing Small Cities in the U.S.*

U-HAUL — ***2025*** *17th U.S. Growth City*

LIVABILITY — ***2025*** *Top 100 Best Small to Mid-Sized Cities to Live in the U.S.*

SITESELECTION — ***2025*** *4th Best-Performing Small City in the U.S.*

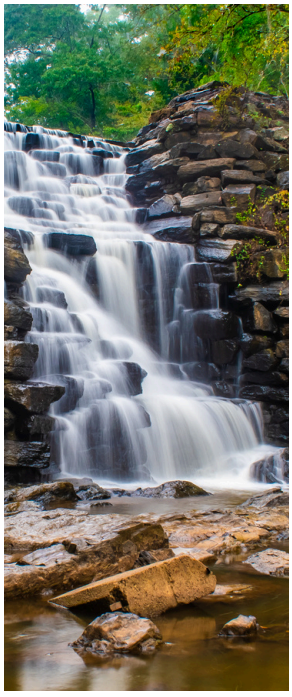
USA TODAY — ***2024*** *5th Best City to Move to in the South*

SITESELECTION — ***2024*** *2nd Best Small Metro for Attracting Business in the U.S.*

Southern Living — ***2021*** *How Auburn, Alabama, is Creating a Winning Food Scene*

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

Parks, Arts & Recreation



So many things contribute to Auburn's **great quality of life**.

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 **doubled in population since 2000** and is regularly one of the fastest growing cities in Alabama, growing by 55% between 2010 and 2025. 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

City of Auburn	85,108
Auburn-Opelika Metro	208,013

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	50.5%
Female	49.5%
Median Age	28.2
Under 18 Years	15.4%
18 Years +	84.6%
65 Years +	11.7%

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 Average Income	$157,404
Auburn University Student Family Average Income	$251,372
Alabama Family Average Income	$114,704

RACE

City of Auburn

White	67.8%	**Native Hawaiian & Other Pacific Islander**	0.1%
Black or African American	19.2%	**Some Other Race**	4.7%
American Indian	0.8%	**Two or More Races**	2.1%
Asian	11.6%	**Hispanic**	5.1%

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	96.4%
Bachelor's Degree	40.0%
Graduate or Professional Degree	30.2%
Bachelor's Degree or Higher	70.2%

Housing

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 4,000 single-family lots approved since 2020. *See more about this fast-growing area of Auburn.*

Single-Family Housing

City of Auburn

Single-Family Home Building Permits Issued (FY 2026)	790
Average Home Sale Price (Q2 2026)	$528,696







Multifamily & Student Housing

City of Auburn

New Student Housing Units Since 2015	2,936
New Student Housing Bedrooms Since 2015	8,372
New Market Rate Multifamily Units Since 2015	1,550
New Market Rate Multifamily Bedrooms Since 2015	2,727



Auburn University

Established in 1856, Auburn University is a comprehensive **land, space and sea grant research institution** blending arts and applied sciences.



Auburn University Photographic Services

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.

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

Student Enrollment

Undergraduate	29,693
Graduate	6,040
Total (Fall 2026)	35,733

Historical Enrollment

1990	21,537
2000	21,860
2010	25,078
2020	30,737



Auburn University Research Park

The Auburn University Research Park opened in 2008 adjacent to the south portion of Auburn University'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"



Auburn University Athletics

Auburn University Photographic Services

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.



Auburn University Photographic Services

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 87,000-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.



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 recently completed include a urban format Target, Publix grocery store, Auburn Bank headquarters, and Auburn University's Tony & Libba Rane Culinary Science Center. New projects under construction the 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 substantial 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 over 40 commercial development projects accounting for over $160,000,000 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.

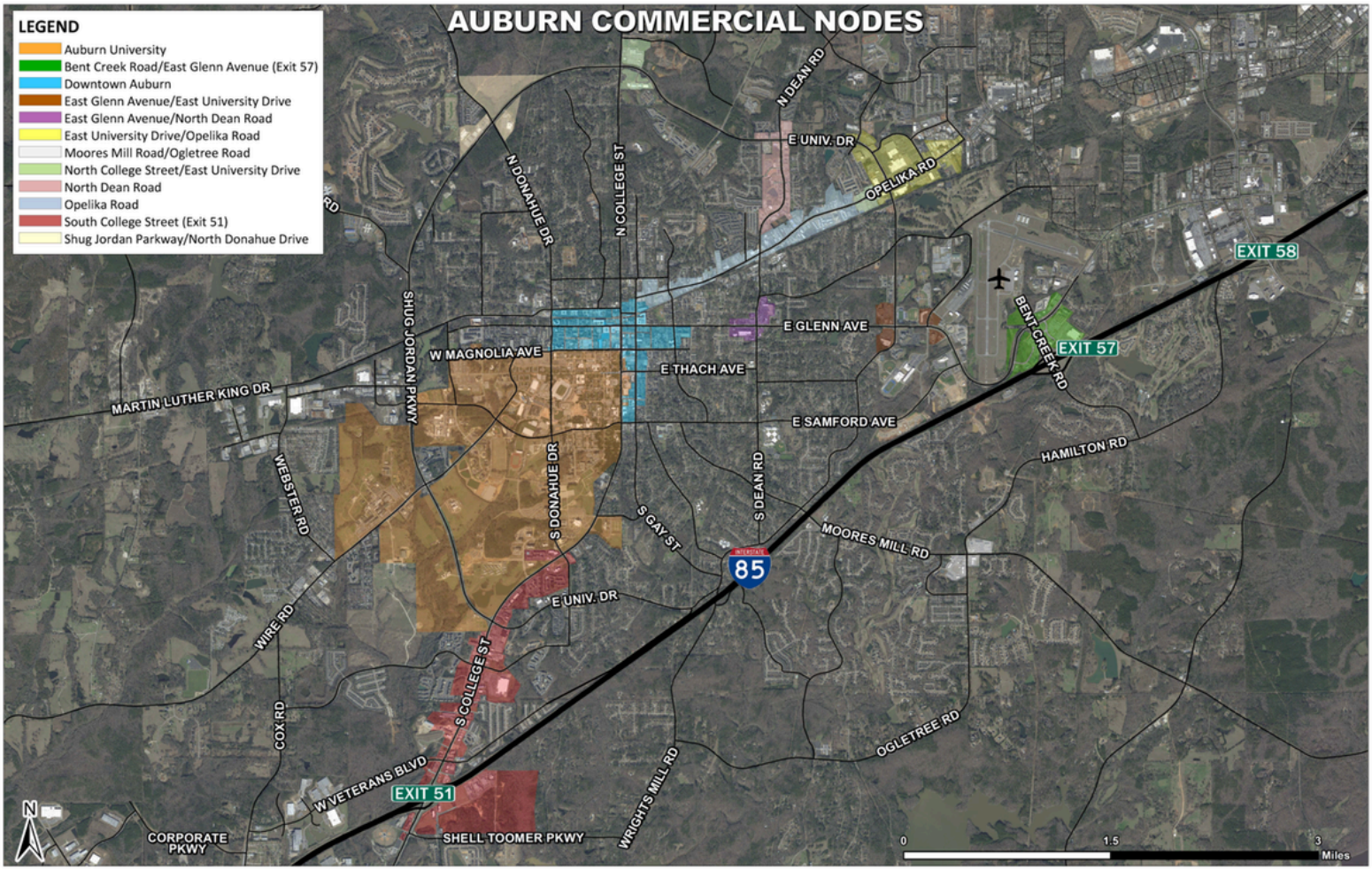
Loans to commercial businesses are offered by the City of Auburn through the CDBG Section 108 program which provides small business loan opportunities for local entrepreneurs. These loans exist for growth and increase capacity, and business owners are required to create permanent jobs principally for 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 Nodes



Additional Maps & Data

[Auburn-Opelika Retail Trade Area]

[Recent Downtown Developments]

[Alabama City Comparison]

[Available Properties]

[Residential Growth Map and Data]

[College Town Comparison]

[Auburn Commercial Corridors and Nodes]



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