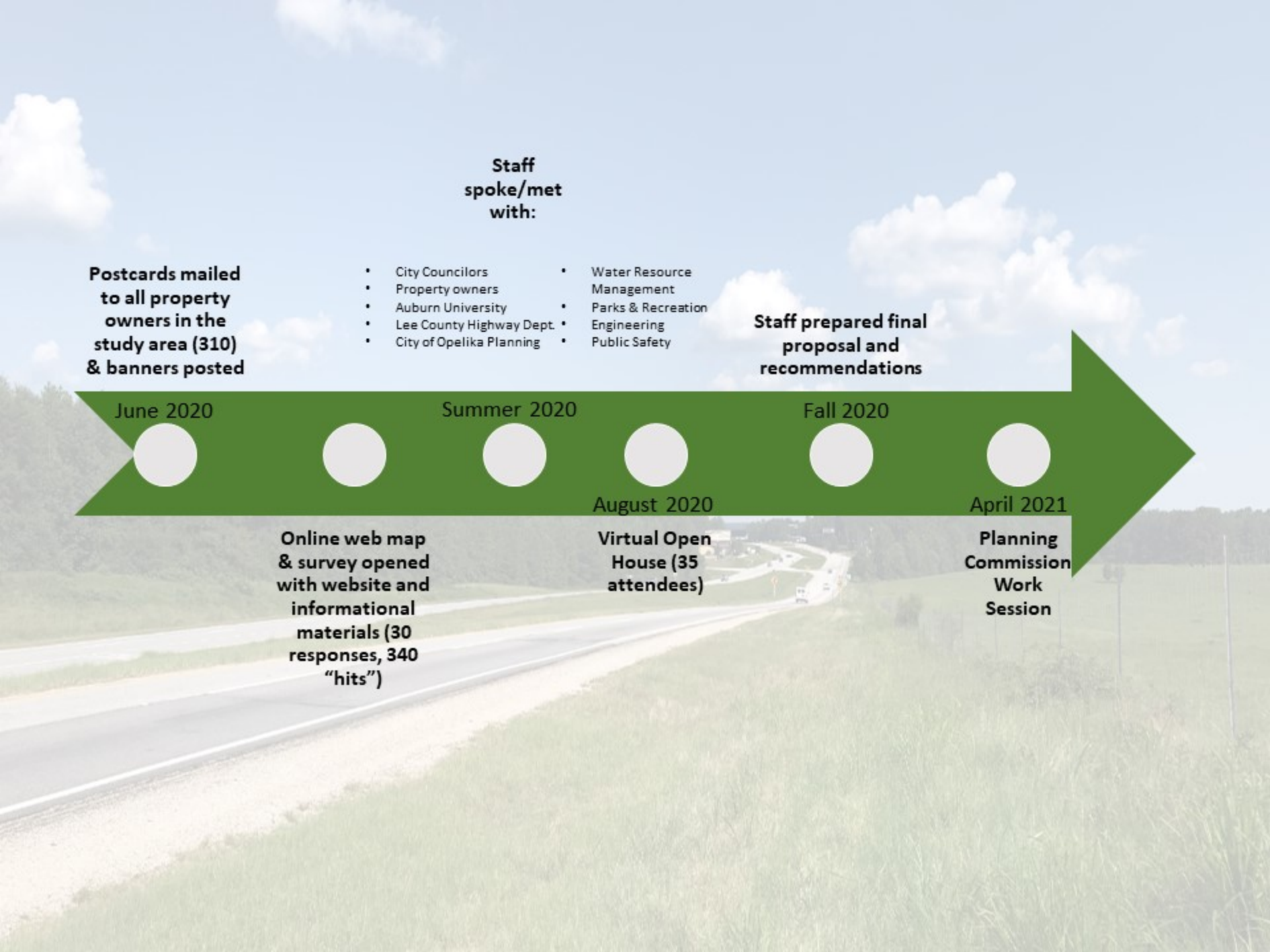




# U.S. Highway 280 Focus Area Study



**Staff spoke/met with:**

- City Councilors
- Property owners
- Auburn University
- Lee County Highway Dept.
- City of Opelika Planning
- Water Resource Management
- Parks & Recreation
- Engineering
- Public Safety

**Postcards mailed to all property owners in the study area (310) & banners posted**

**Staff prepared final proposal and recommendations**

June 2020

Summer 2020

Fall 2020

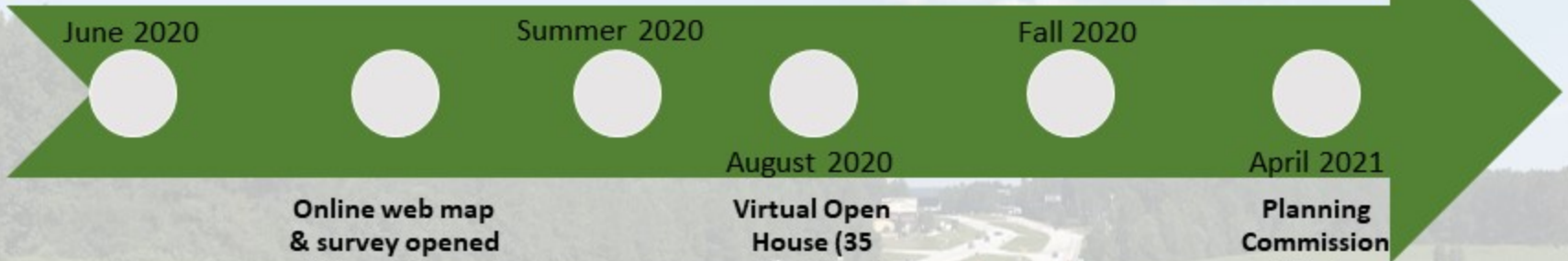
August 2020

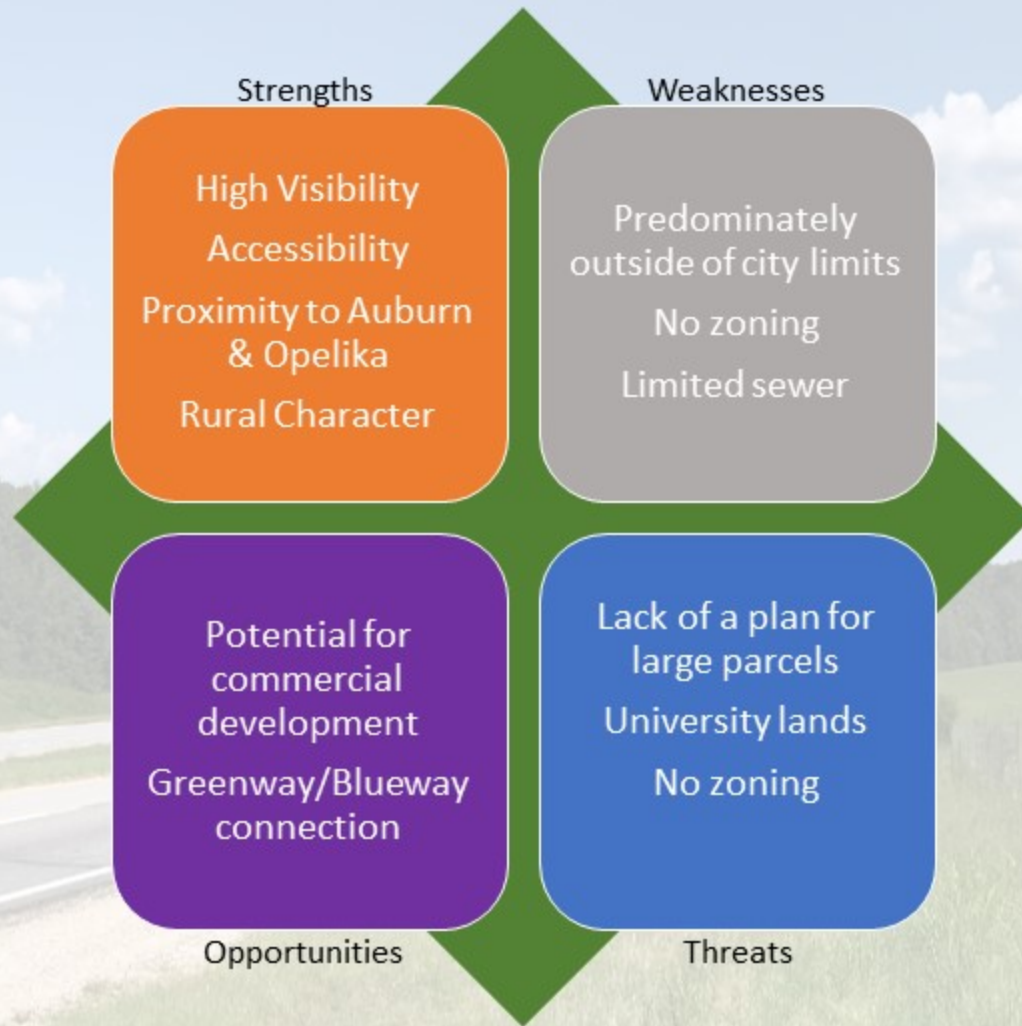
April 2021

**Online web map & survey opened with website and informational materials (30 responses, 340 "hits")**

**Virtual Open House (35 attendees)**

**Planning Commission Work Session**







To Birmingham

ALDOT

Plainsman Hills

Auburn University

The Bottle

Tuscany Hills

Farmville Lakes (future development)

Asheton Lakes

City of Opelika

To US 85

PEAR TREE RD / LEE RD 84

AL HWY 280

HEATH RD / LEE RD 92

LEE RD 92

STONEWALL RD

LEE RD 90

AL HWY 280

LEE RD 90

OLD FIRE TOWER RD

N COLLEGE ST

AL HWY 280

W FARMVILLE RD

LEE RD 72

E FARMVILLE RD

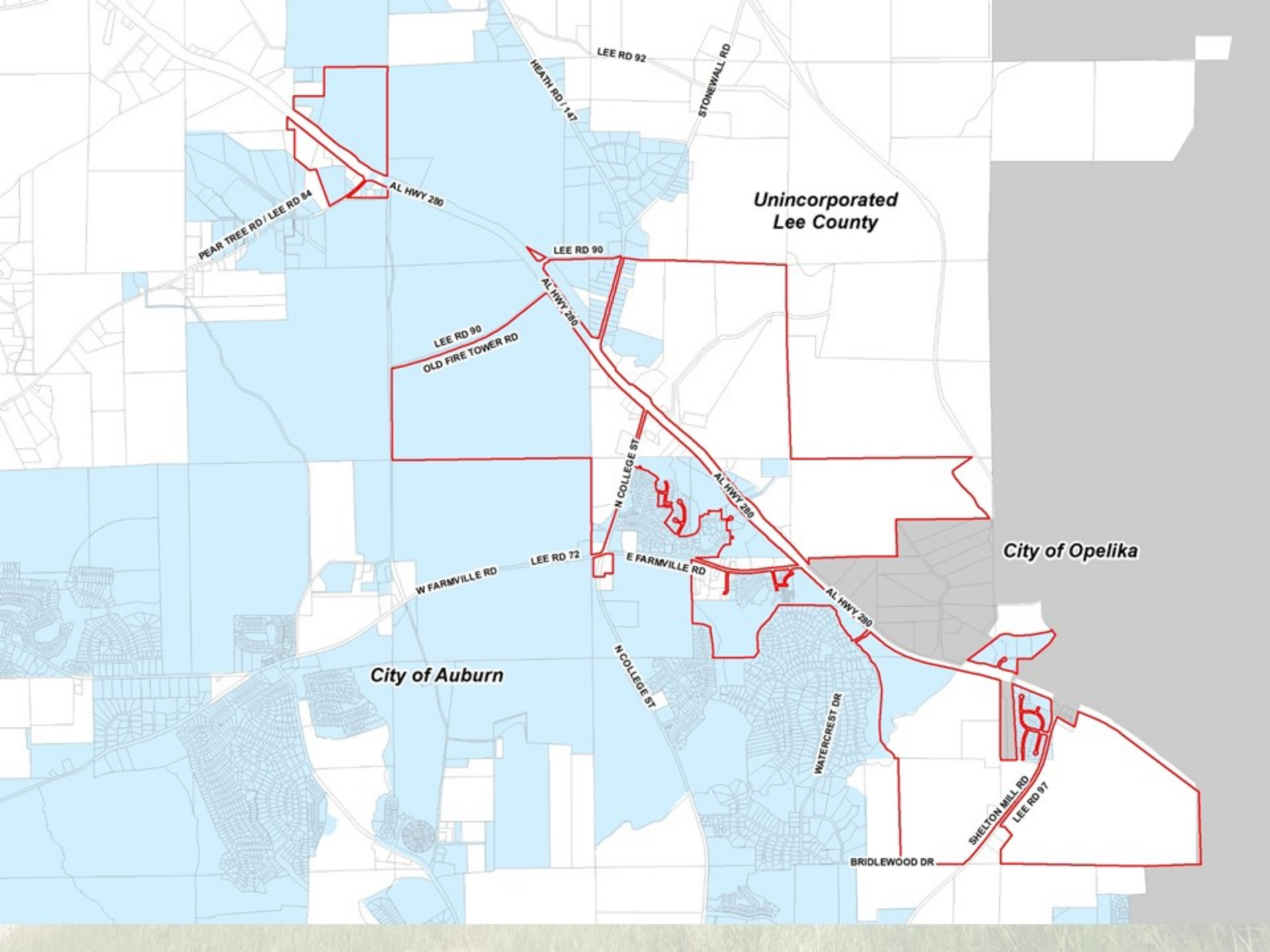
AL HWY 280

N COLLEGE ST

WATERCRESS LANE

BRIDLEWOOD DR

SHELTON MILL RD / LEE RD 97



**Unincorporated  
Lee County**

**City of Opelika**

**City of Auburn**

PEAR TREE RD / LEE RD 84

AL HWY 280

HEATH RD / 147

LEE RD 92

STONEMAN RD

LEE RD 90

LEE RD 90  
OLD FIRE TOWER RD

AL HWY 280

N COLLEGE ST

AL HWY 280

W FARMVILLE RD

LEE RD 72

E FARMVILLE RD

AL HWY 280

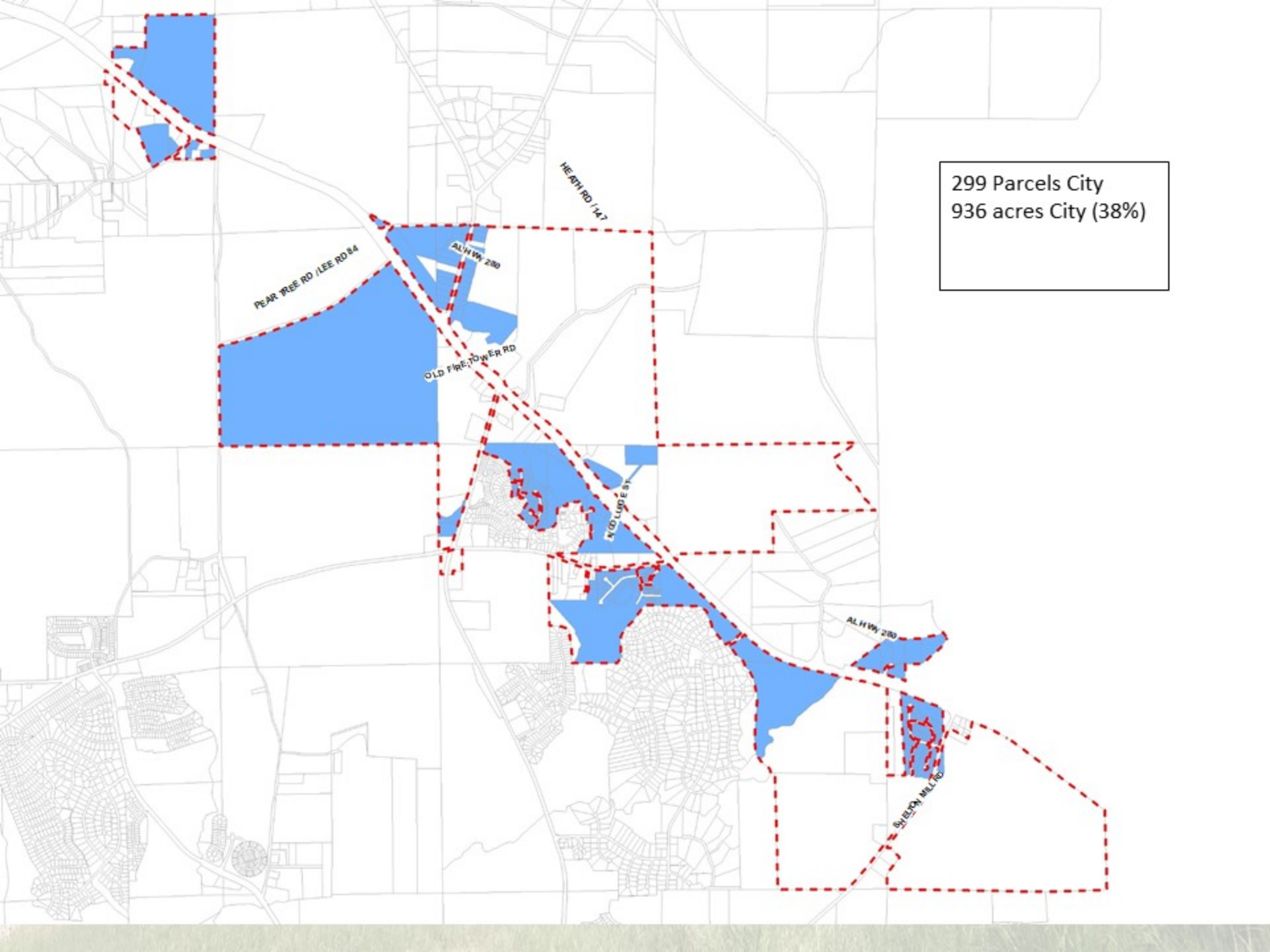
N COLLEGE ST

WATERCREST DR

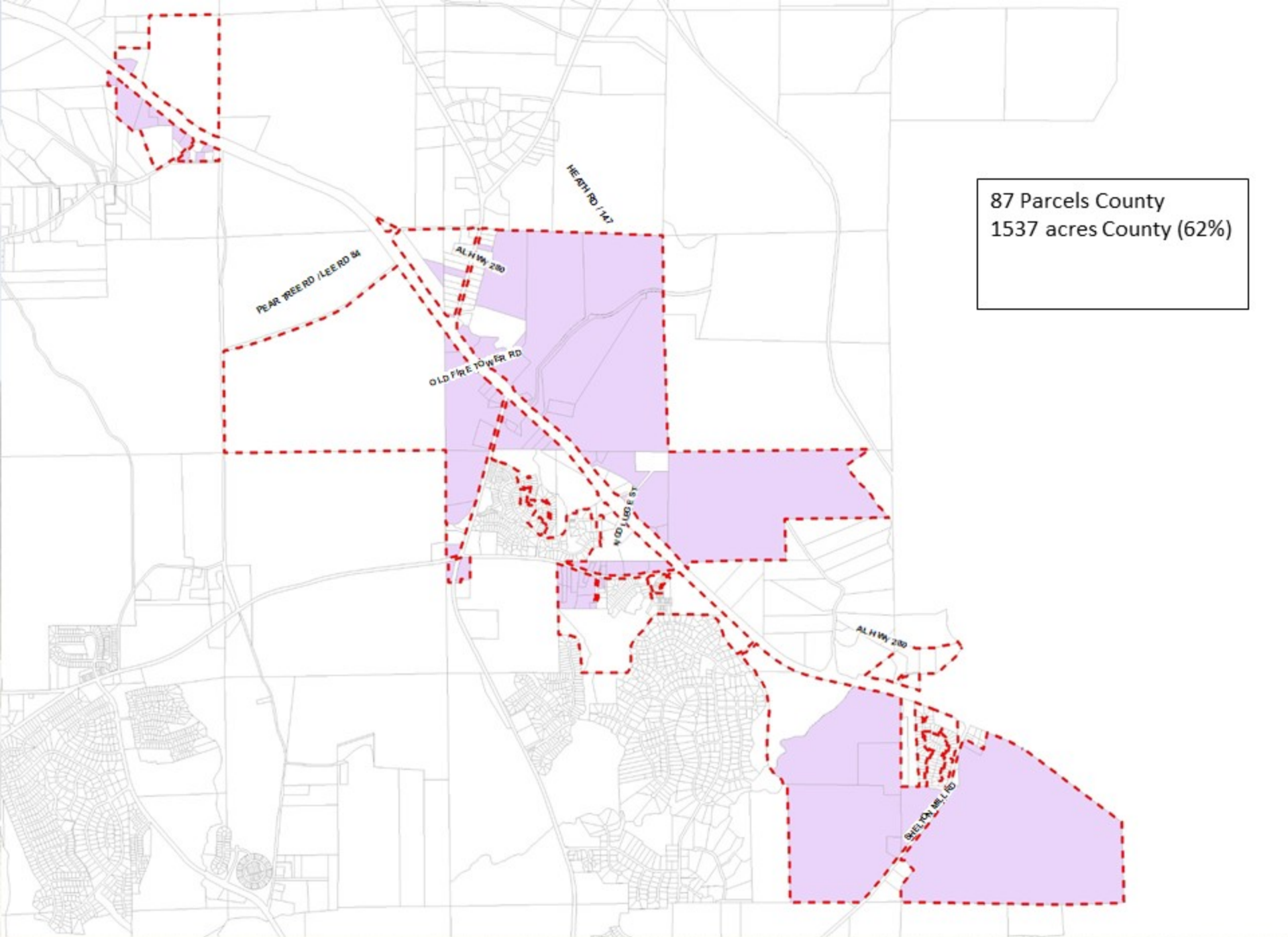
BRIDLEWOOD DR

SHELTON MILL RD

LEE RD 91



299 Parcels City  
936 acres City (38%)



386 Parcels  
299 City  
87 County

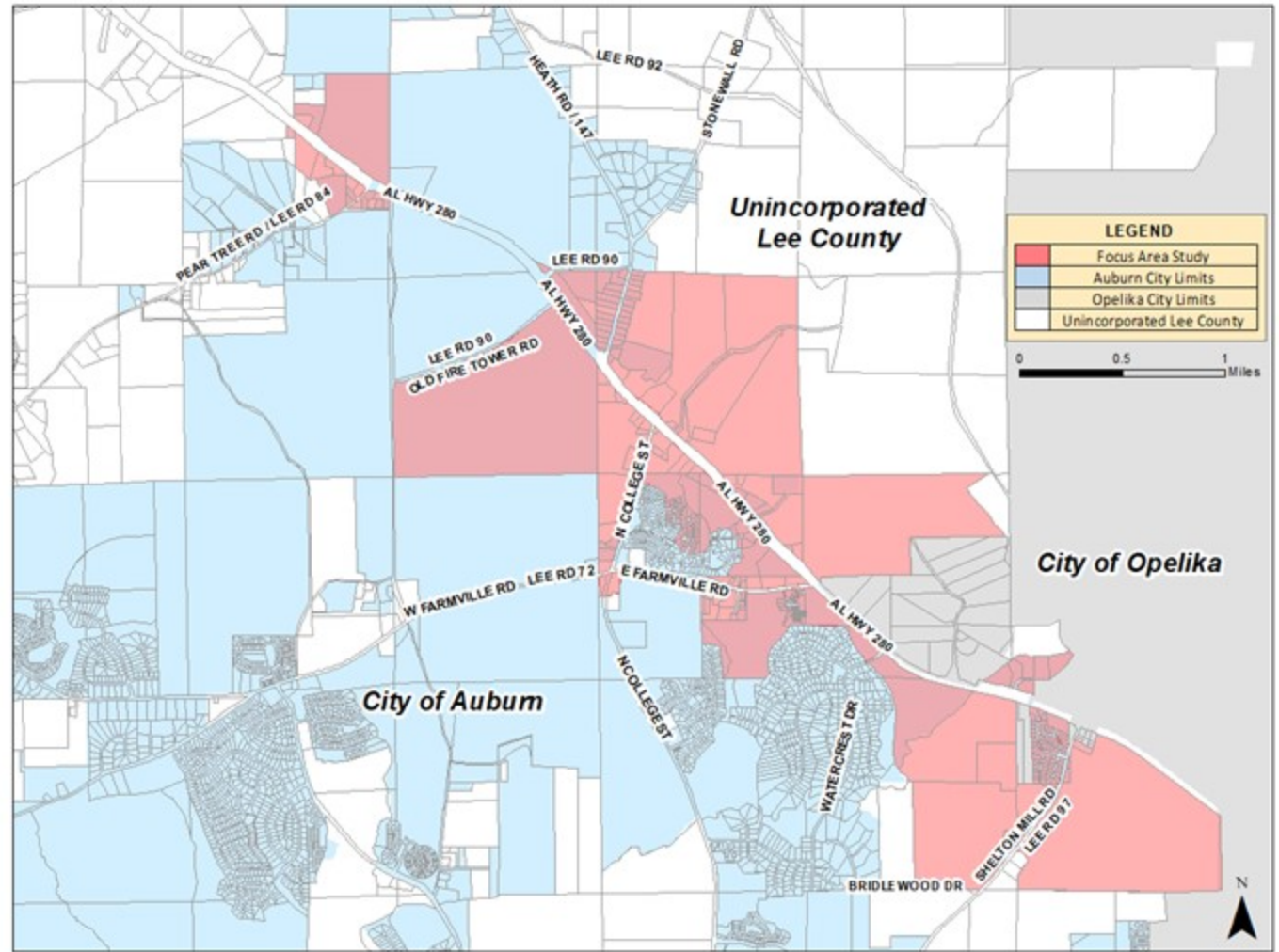
2,473 acres  
936 acres City (38%)  
1537 acres County (62%)

Est. Pop: 294  
Est. Households: 100  
78.5% Family Households

Median HH Income: \$108,064  
Median Home Value:  
\$300,000

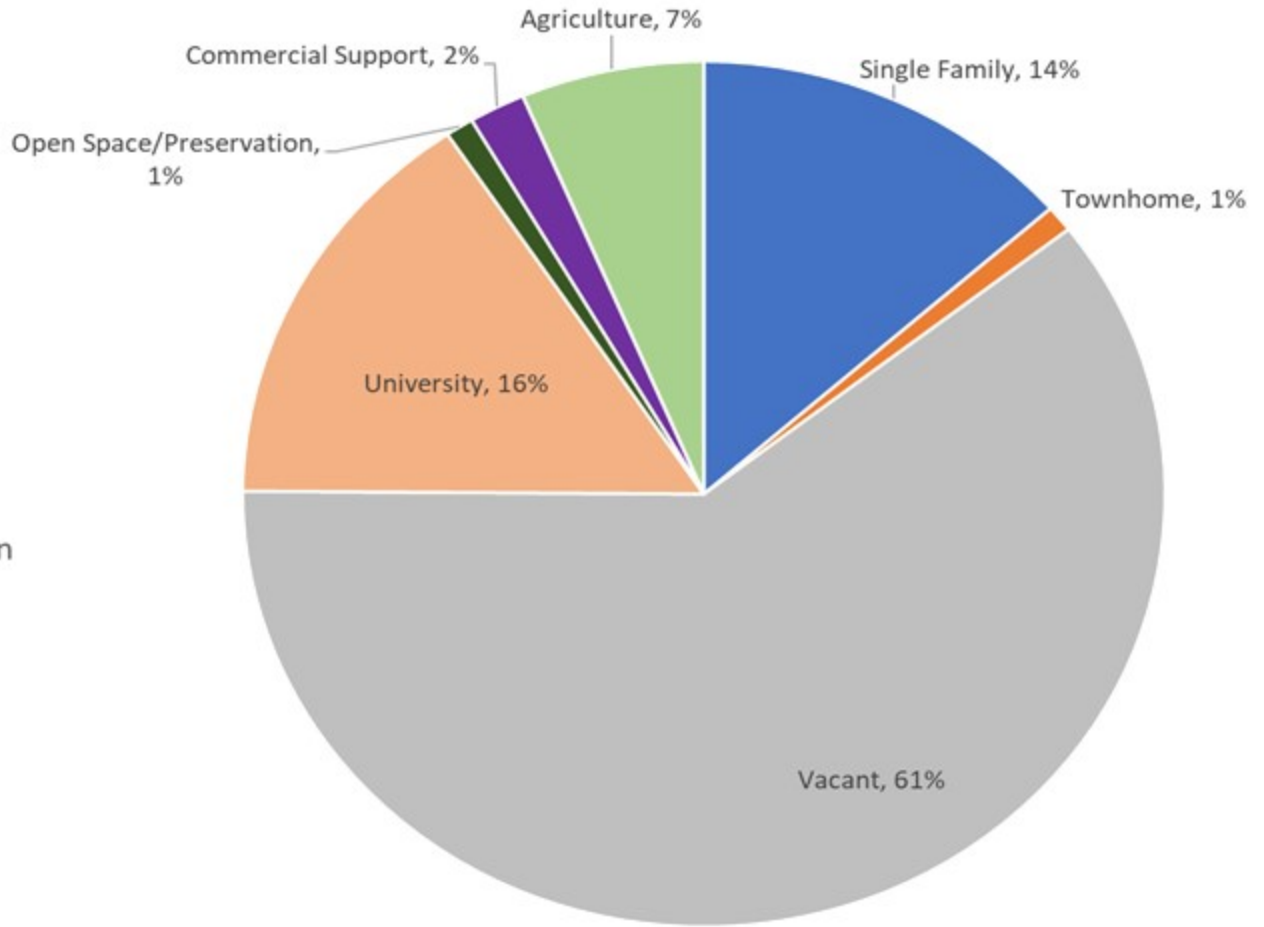
84.8% Owner Occupied  
15.2% Renter Occupied

Source:  
2014-2018 ACS Housing Summary  
ESRI 2020 Forecast

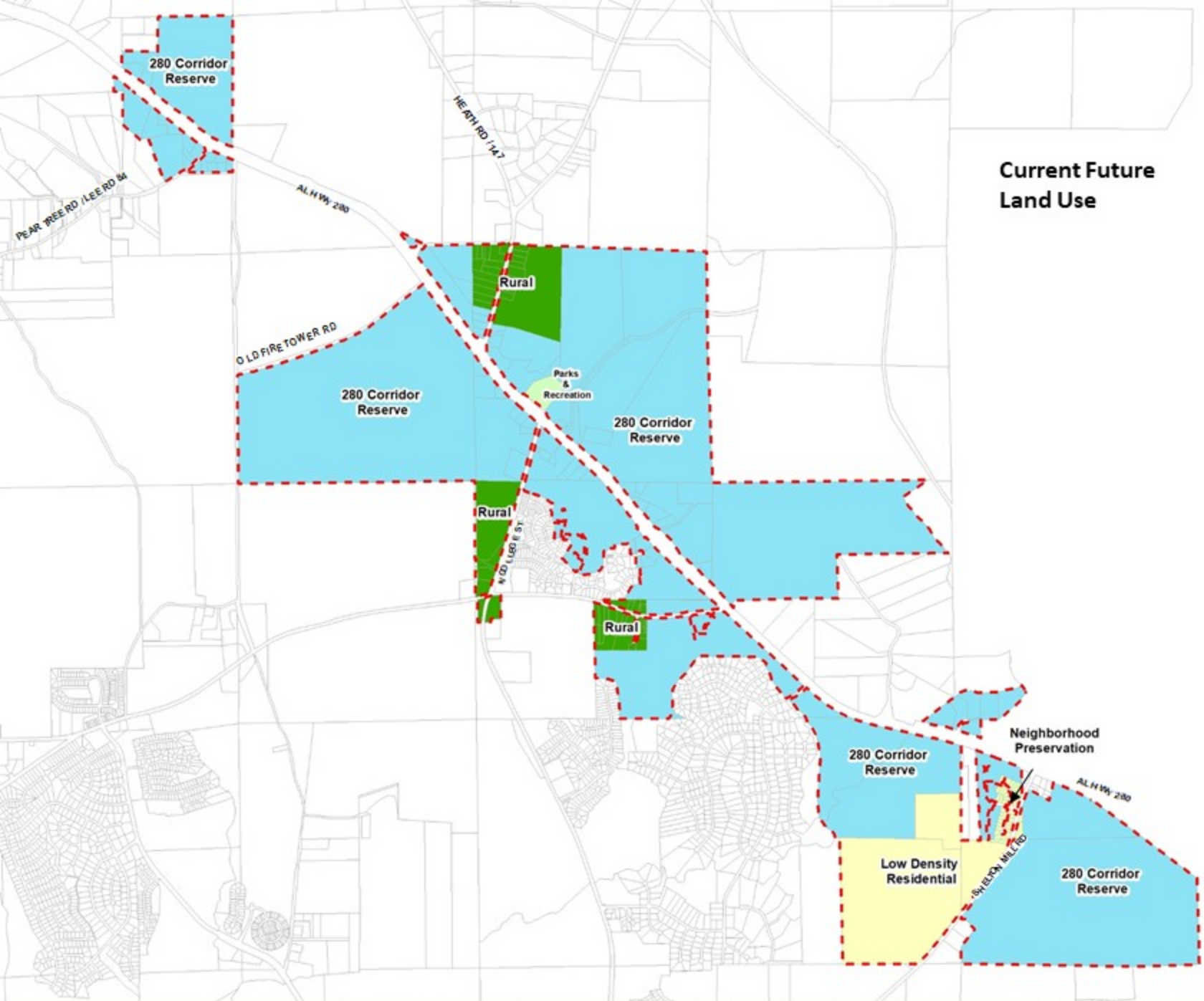




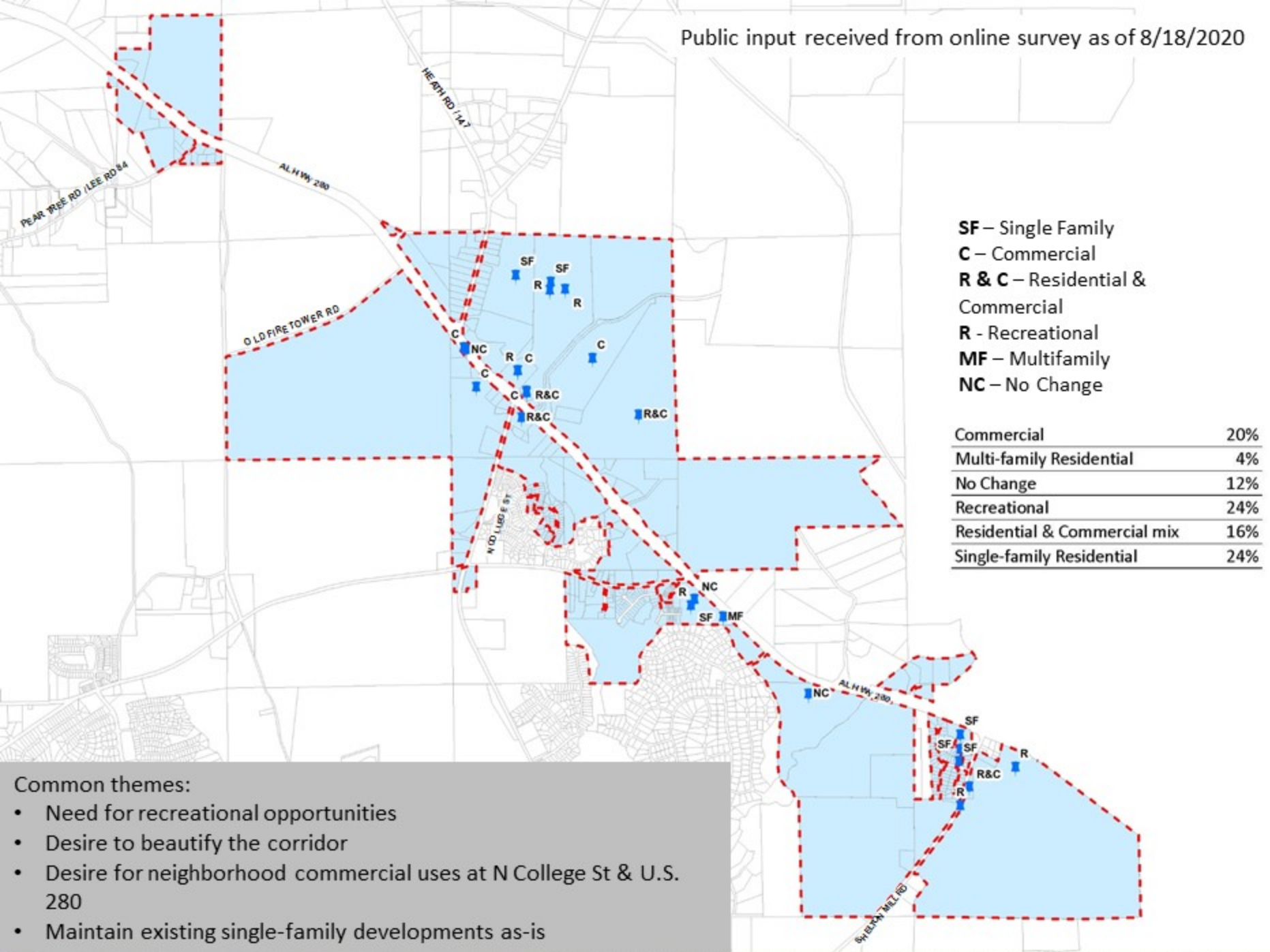
## Current Land Use (Land Area)



- Single Family
- Townhome
- Vacant
- University
- Open Space/Preservation
- Commercial Support
- Agriculture



### Current Future Land Use



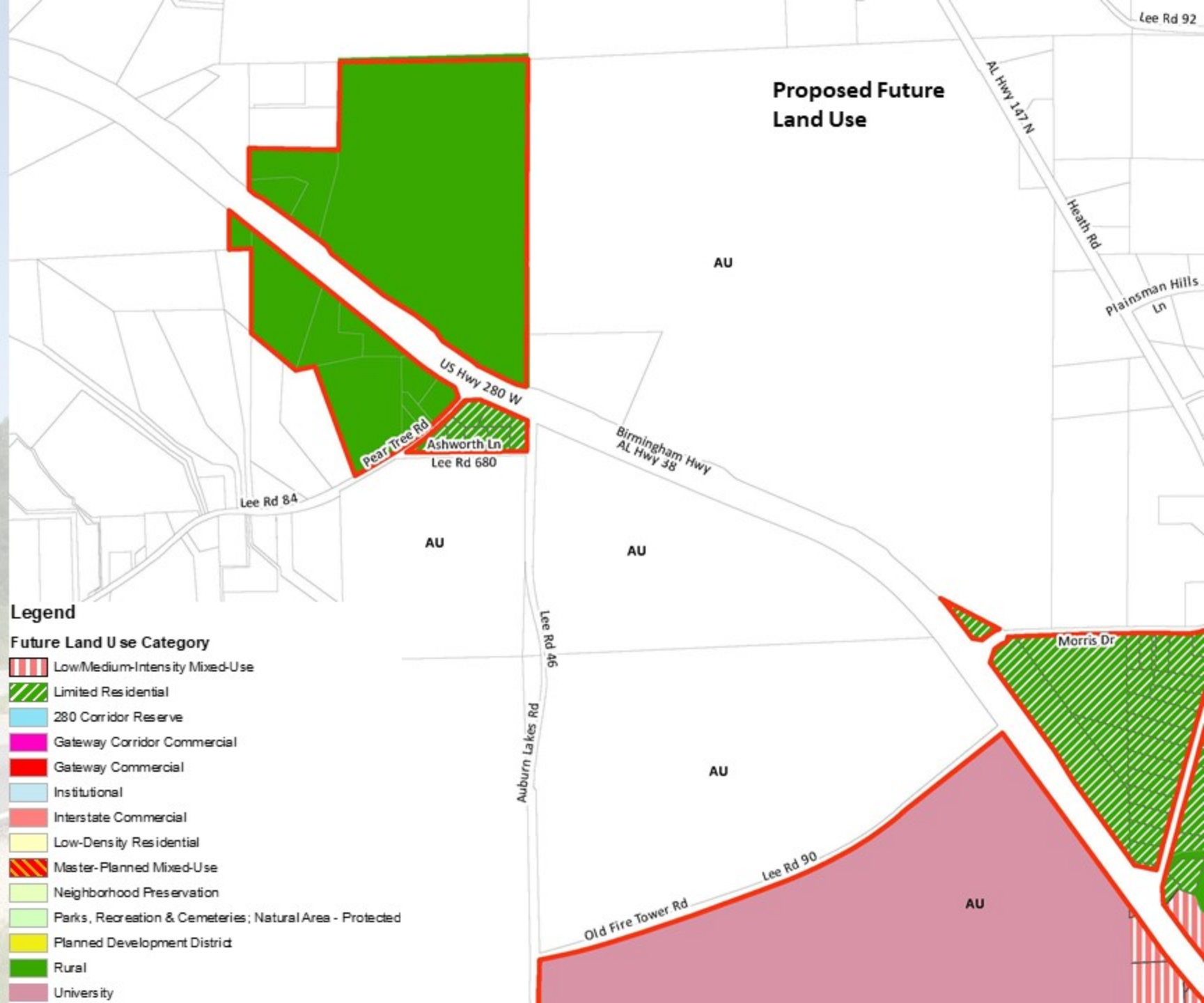
**SF** – Single Family  
**C** – Commercial  
**R & C** – Residential & Commercial  
**R** – Recreational  
**MF** – Multifamily  
**NC** – No Change

Commercial	20%
Multi-family Residential	4%
No Change	12%
Recreational	24%
Residential & Commercial mix	16%
Single-family Residential	24%

- Common themes:
- Need for recreational opportunities
  - Desire to beautify the corridor
  - Desire for neighborhood commercial uses at N College St & U.S. 280
  - Maintain existing single-family developments as-is



### Proposed Future Land Use



### Legend

#### Future Land Use Category

- Low/Medium-Intensity Mixed-Use
- Limited Residential
- 280 Corridor Reserve
- Gateway Corridor Commercial
- Gateway Commercial
- Institutional
- Interstate Commercial
- Low-Density Residential
- Master-Planned Mixed-Use
- Neighborhood Preservation
- Parks, Recreation & Cemeteries; Natural Area - Protected
- Planned Development District
- Rural
- University

AU

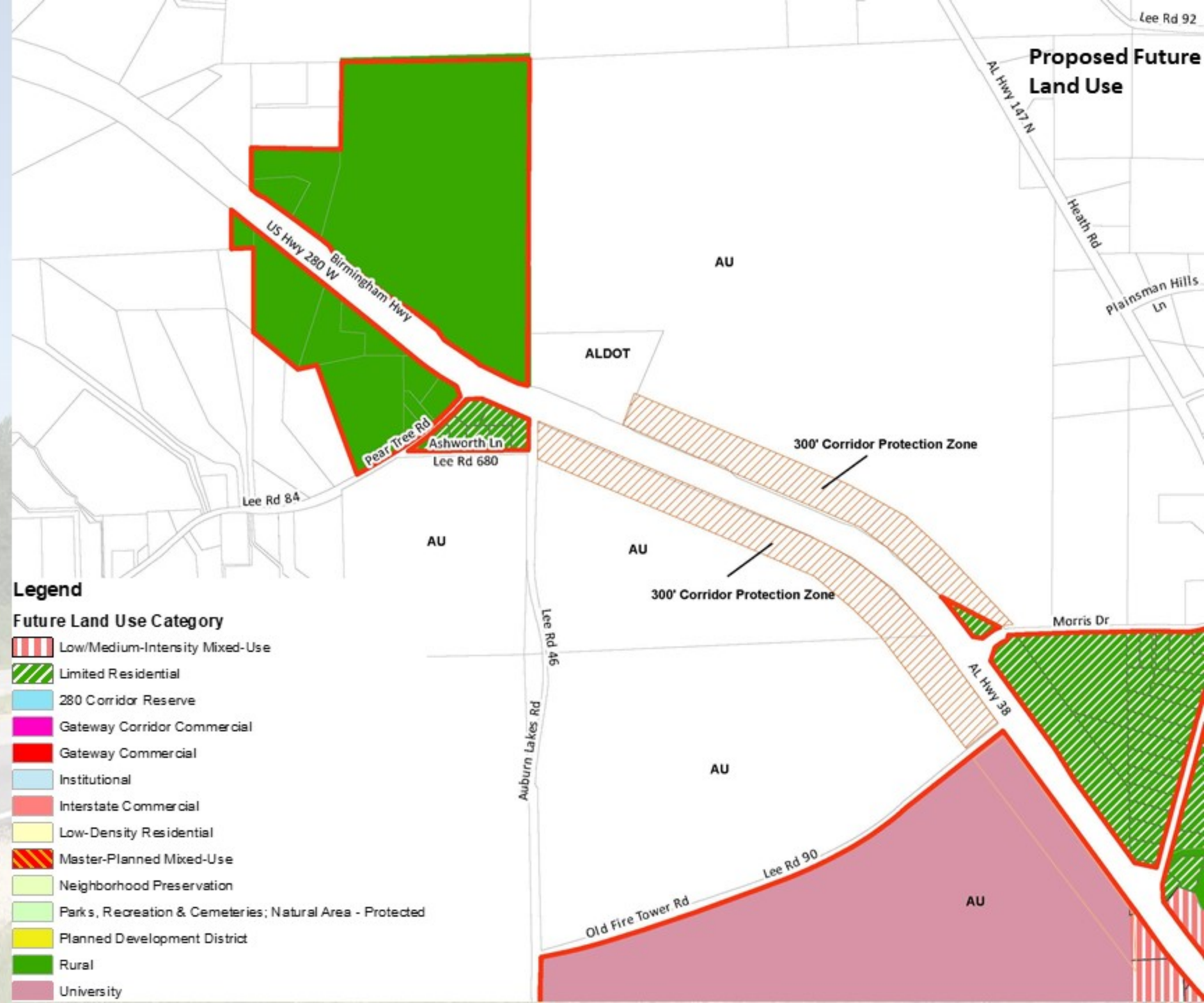
AU

AU

AU

AU

# Proposed Future Land Use



## Legend

### Future Land Use Category

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-  Gateway Commercial
-  Institutional
-  Interstate Commercial
-  Low-Density Residential
-  Master-Planned Mixed-Use
-  Neighborhood Preservation
-  Parks, Recreation & Cemeteries; Natural Area - Protected
-  Planned Development District
-  Rural
-  University

**Proposed Future Land Use**



**Legend**

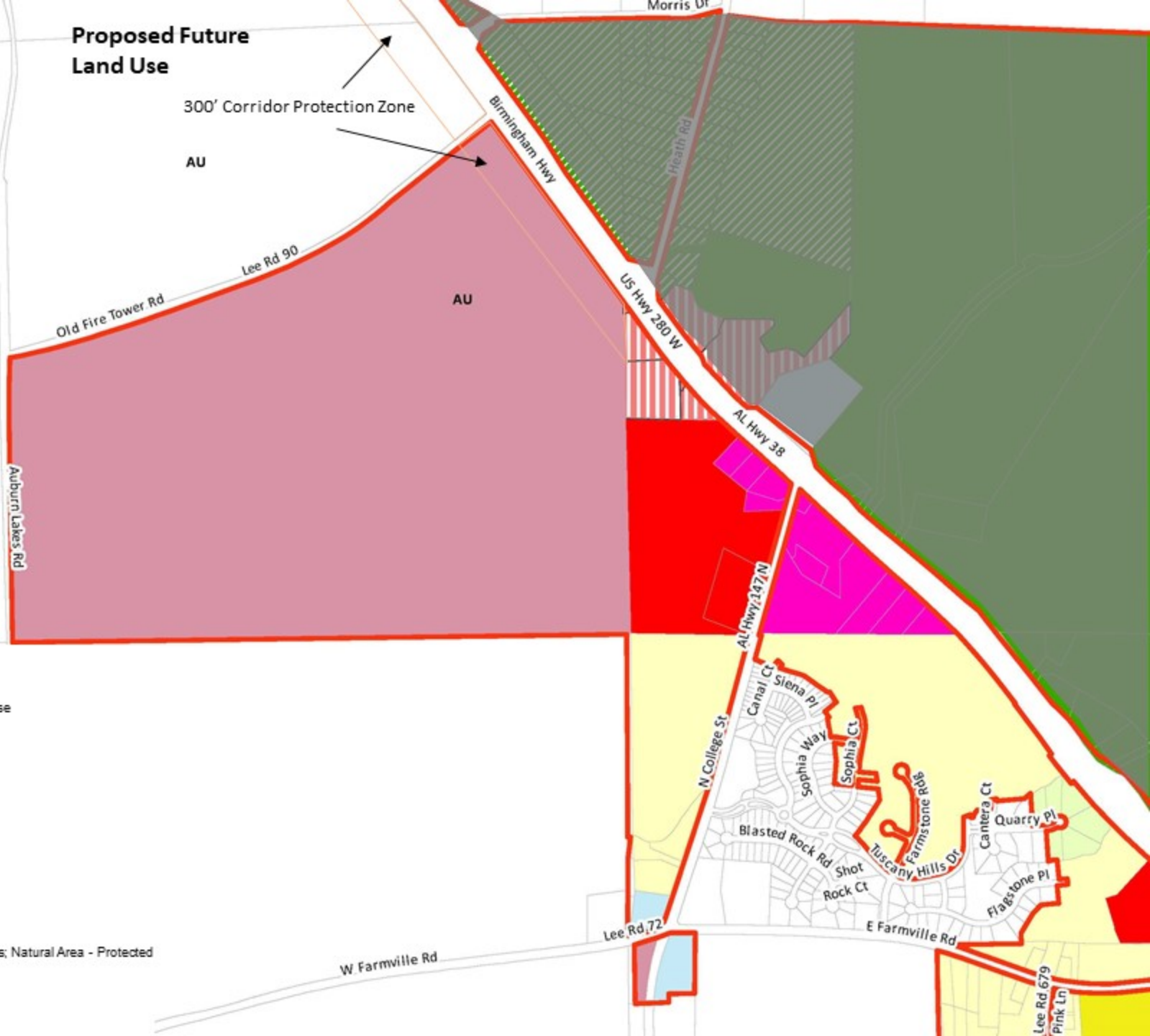
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  - Neighborhood Preservation
  - Parks, Recreation & Cemeteries; Natural Area - Protected
  - Planned Development District
  - Rural
  - University

# Proposed Future Land Use

300' Corridor Protection Zone

AU

AU



## Legend

### Future Land Use Category

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- Interstate Commercial
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- Master-Planned Mixed-Use
- Neighborhood Preservation
- Parks, Recreation & Cemeteries; Natural Area - Protected
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- University

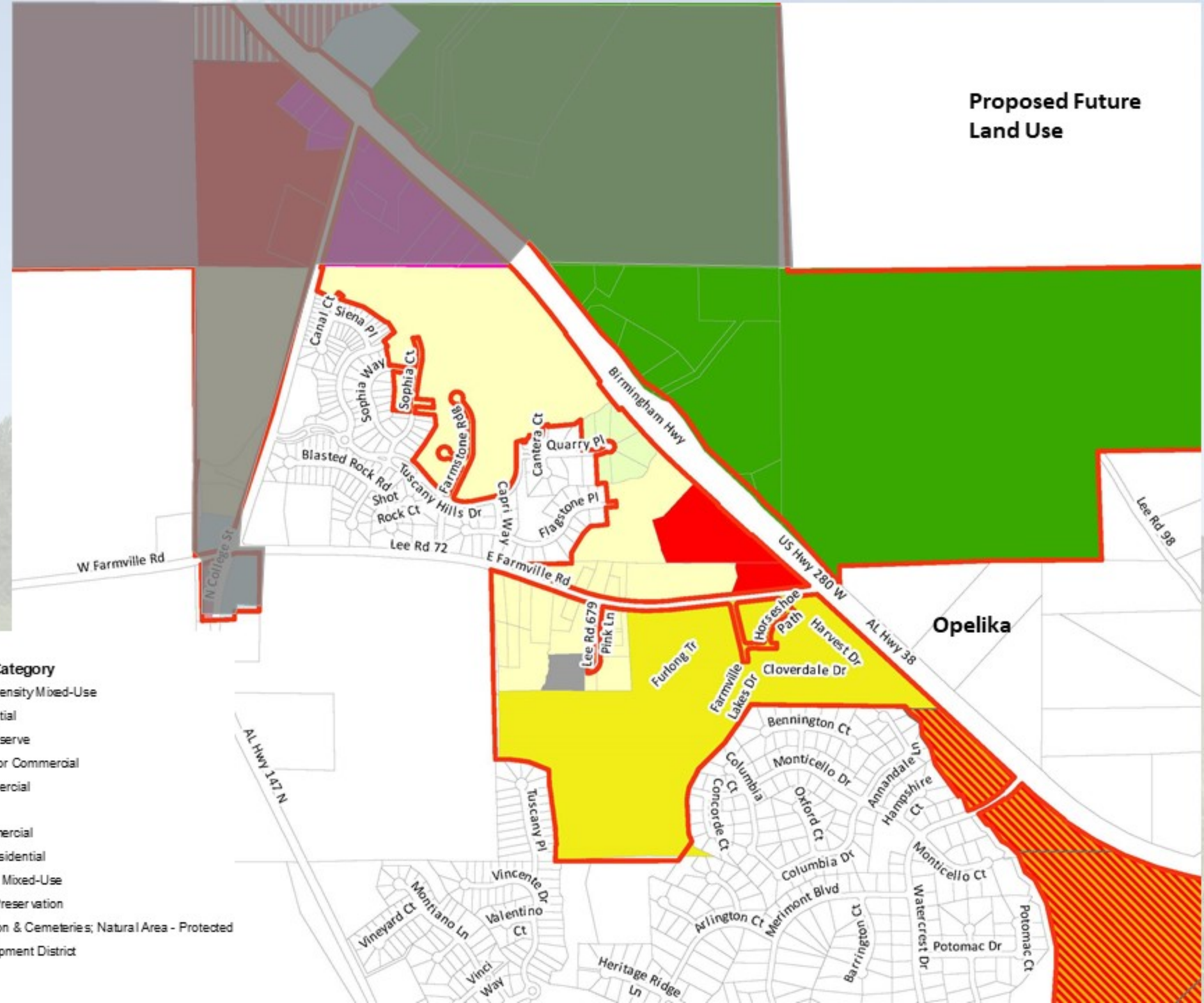


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Opelika

# Proposed Future Land Use



## Legend

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