

# Redevelopment Opportunity

## 2020 Gateway Dr

Opelika (Auburn), AL 36801

### Exclusively Listed By

**Grant Morgan**

Associate

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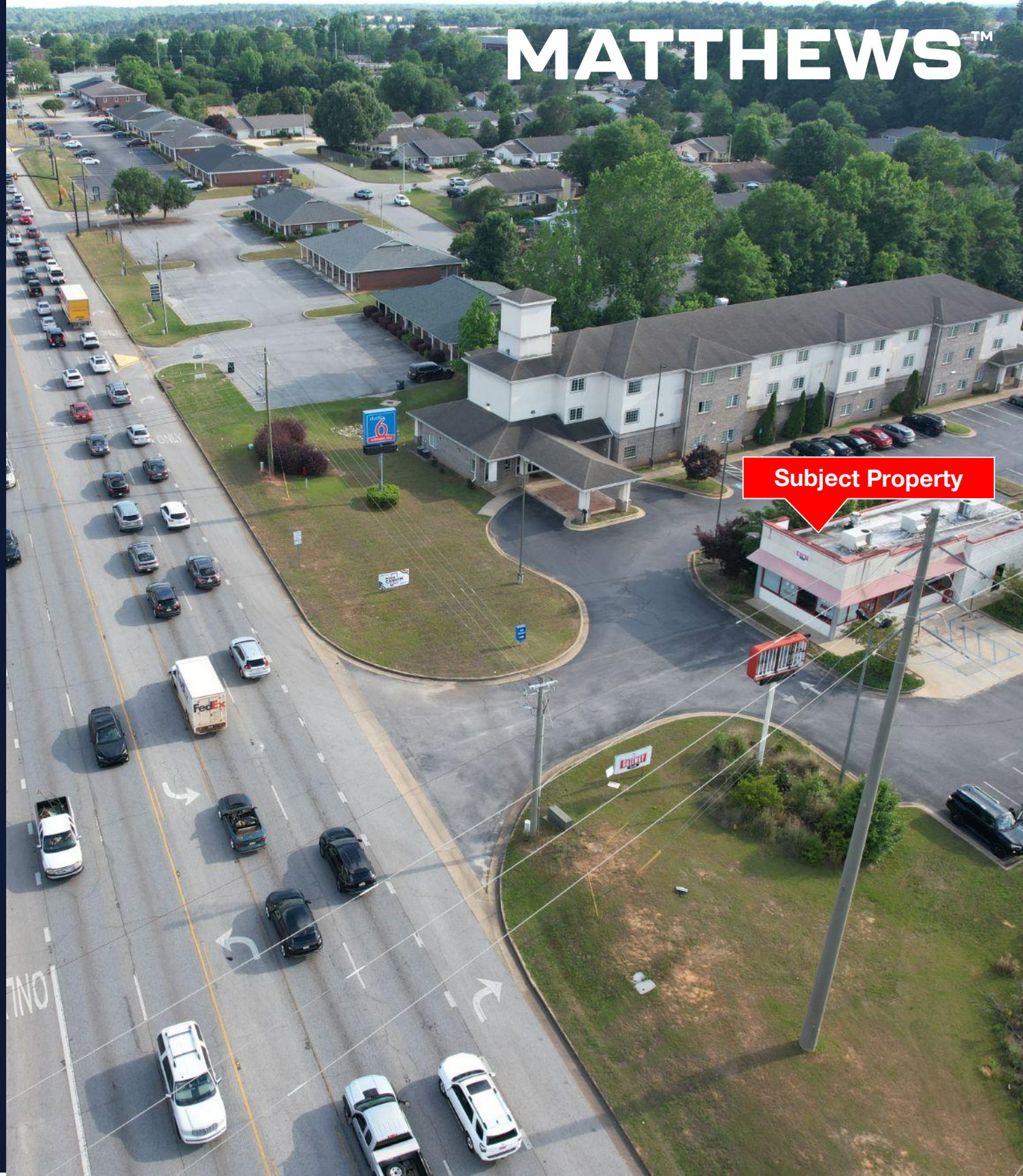
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# MATTHEWS<sup>TM</sup>



# Executive Summary

**GRANT MORGAN**

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**2020 Gateway Dr**  
Opelika, AL 36801

**\$1,000,000**  
Price

**Contact Agent**  
Leasing rate

**Redevelopment**  
Opportunity

## The Opportunity

Matthews™ is pleased to present 2020 Gateway Drive, a premier second-generation restaurant opportunity strategically positioned along one of Opelika's most active retail corridors. Situated on approximately 0.74 acres, the ±1,775 SF freestanding building offers an ideal opportunity for an owner-user, investor, or restaurant operator seeking immediate presence in the rapidly growing Auburn-Opelika market. The property features an existing restaurant buildout, allowing for reduced startup costs and accelerated opening timelines compared to new construction.

Strategically located less than a quarter mile from TigerTown, the region's dominant retail destination, the site benefits from exceptional visibility and accessibility along Gateway Drive, which sees approximately 33,800 vehicles per day. The property features full-access ingress and egress with a dedicated deceleration lane, creating seamless customer access from the corridor. Surrounding national retailers, restaurants, healthcare providers, and expanding residential developments continue to drive strong daytime and consumer traffic to the immediate trade area.

The Auburn-Opelika market continues to experience substantial population and economic growth fueled by Auburn University, advanced manufacturing expansion, and continued retail development throughout East Alabama. Positioned within one of Alabama's fastest-growing commercial corridors, 2020 Gateway Drive presents a compelling opportunity to capitalize on long-term market growth, strong surrounding demographics, and immediate operational functionality.



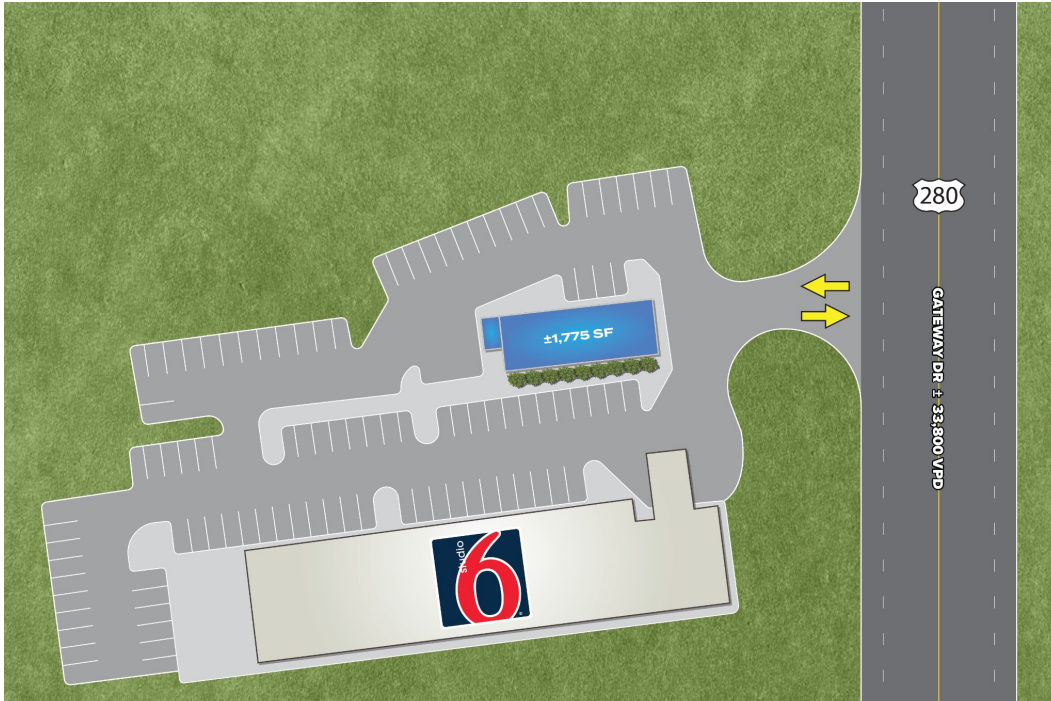


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**OPELIKA, AL 36801**



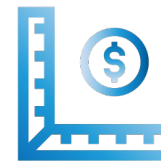
## Opportunity Overview

- Second generation, fast-casual opportunity
- Excellent visibility and access along Gateway Drive
- Located along a main retail corridor, less than ±0.25 miles north of TigerTown
- Full access with decel lane into site

## Nearby Retailers



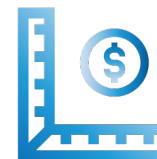
## Property Details



**±0.74 AC**  
**AVAILABLE ACREAGE**



**±33,800 VPD**  
**GATEWAY DRIVE**



**±1,775 SF**  
**AVAILABLE SPACE**

# Investment Highlights

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## Strong Real Estate Fundamentals

- Strategically positioned at the Gateway Drive interchange off I-85 Exit 58, the property sits within the primary retail corridor serving the Opelika/Auburn market and the dominant retail node of East Alabama
- Rare second-generation restaurant opportunity with existing kitchen infrastructure, dining area, drive access, and utility improvements already in place, allowing an operator to significantly reduce startup costs and accelerate opening timeline
- Flexible value-add opportunity ideal for an owner-user, franchise operator, investor, or redevelopment play seeking frontage within the TigerTown trade corridor
- Located less than a quarter mile north of TigerTown, a ±1M SF regional retail destination anchored by national tenants including Target, Home Depot, Kohl's, Best Buy, Kroger, Dick's Sporting Goods, TJ Maxx, Ross, Old Navy, Chick-fil-A, and Starbucks
- Positioned directly along Gateway Drive with full access and deceleration lane ingress, benefiting from approximately ±33,800 VPD and direct connectivity to both I-85 and US-280
- Surrounded by a dense concentration of hotels, retail, restaurants, and service-oriented users that create consistent daytime traffic and strong consumer draw throughout the week
- Located within one of the fastest-growing corridors in the Auburn-Opelika MSA, with nearby residential, industrial, and mixed-use development continuing to expand along Gateway Drive and Wyndham Industrial corridors
- Strong demographic profile supported by Auburn University, regional employers, and continued in-migration:
  - Population: 28,684 (3-mile) | 74,432 (5-mile)
  - Average Household Income: \$84,091 (3-mile) | \$92,825 (5-mile)
  - Population growth of 11.84% within the 3-mile radius since 2020
- Immediate access to Auburn University and Auburn's expanding student, faculty, and alumni population, which drives year-round restaurant and retail demand throughout the corridor
- Centrally located between Atlanta, Montgomery, and Birmingham along the I-85 growth corridor, positioning the site to benefit from both local and regional consumer traffic patterns
- Strong underlying real estate fundamentals make the property well suited for continued restaurant use, quick-service conversion, medical retail, automotive service, coffee concept, or long-term redevelopment str



# Investment Highlights

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## Value-Add / Redevelopment Opportunity

- Former Huddle House and current Gateway Grille location presents a rare opportunity to capitalize on existing restaurant improvements or reposition the site for a new concept
- Suitable for QSR, fast casual, medical retail, automotive, coffee user, or service-oriented redevelopment
- Strong underlying real estate fundamentals support long-term residual land value regardless of tenancy strategy
- Existing site layout and infrastructure create an efficient path toward re-tenanting or adaptive reuse

## Opelika / Auburn MSA Advantage

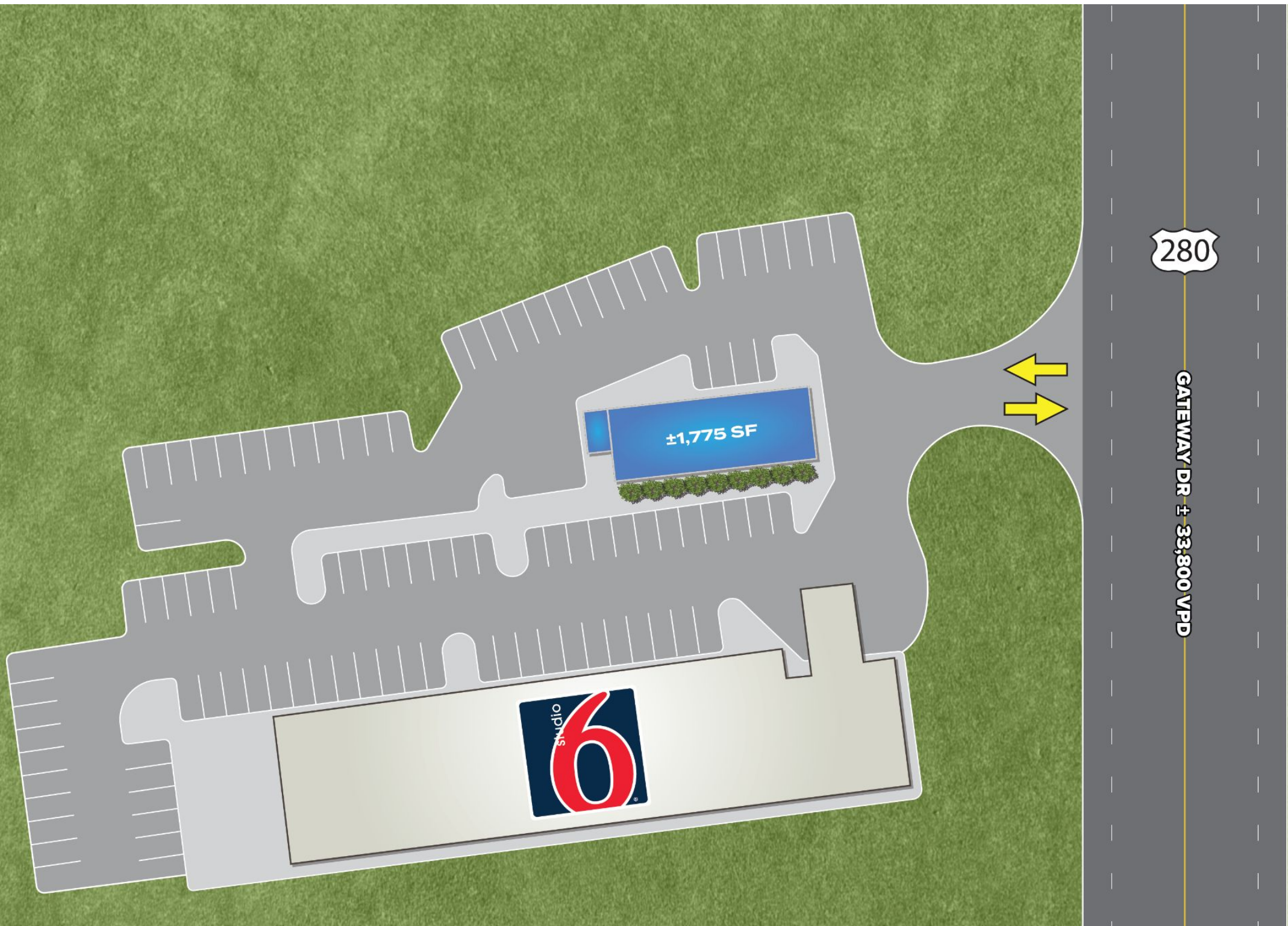
- Auburn-Opelika MSA remains one of the fastest-growing markets in Alabama, driven by university expansion, manufacturing growth, and population migration
- Home to Auburn University, one of the largest universities in the Southeast with 30,000+ students and significant economic impact
- Major regional employers include Auburn University, East Alabama Health, Kia Georgia, Briggs & Stratton, and multiple advanced manufacturing operations
- Strong tourism and sports-driven economy fueled by SEC athletics and year-round university-related events
- Continued residential and commercial development throughout Opelika and Auburn has strengthened retail demand and investor interest across the market
- Centrally positioned between Atlanta, Birmingham, and Montgomery, benefiting from regional traffic and economic connectivity



# Property Photos

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# Opelika, AL

Located in the heart of East Alabama along the I-85 corridor, Opelika has emerged as one of the region's fastest-growing and most dynamic communities, conveniently positioned adjacent to Auburn and approximately 60 miles northeast of Montgomery. Home to approximately 37,000 residents, Opelika is recognized for its strong economic growth, charming historic downtown, and exceptional quality of life, making it an ideal place to live, work, and invest. The city offers a unique blend of Southern character and modern development, highlighted by revitalized retail corridors, locally owned restaurants and breweries, and attractions such as the Robert Trent Jones Golf Trail at Grand National and Opelika Sportsplex & Aquatics Center.

## Education

Auburn University, located just minutes from Opelika in neighboring Auburn, is one of the Southeast's premier public research institutions and serves as a major economic and cultural driver for the region. Auburn University has:

- over 34,000 students enrolled
- 150+ undergraduate, master's, doctoral degree & certificate programs
- a nationally recognized SEC athletic program with multiple conference and national championships
- Carnegie R1 designation as a top-tier doctoral research university with very high research activity

**Ranked Among the Largest Universities in the Southeast**  
- Auburn, 2025

**\$6.3b+ In Annual Economic Impact**  
- Auburn University Economic Study, 2024

## Economy

Opelika's economic development strategy is centered around continued smart growth, downtown revitalization, and strengthening connectivity to the Auburn-Opelika economic corridor. The city has become a hub for advanced manufacturing, healthcare, education, and retail development, while maintaining its historic character and strong sense of community. Through strategic investment, infrastructure improvements, and business-friendly initiatives, Opelika continues to enhance its appeal as a destination to live, work, and visit across East Alabama.



| POPULATION                    | 1-MILE   | 3-MILE   | 5-MILE   |
|-------------------------------|----------|----------|----------|
| Five-Year Projection          | 3,835    | 30,863   | 78,487   |
| Current Year Estimate         | 3,403    | 28,684   | 74,432   |
| 2020 Census                   | 2,678    | 25,648   | 67,819   |
| Growth Current Year-Five-Year | 12.69%   | 7.60%    | 5.45%    |
| Growth 2020-Current Year      | 27.05%   | 11.84%   | 9.75%    |
| HOUSEHOLDS                    | 1-MILE   | 3-MILE   | 5-MILE   |
| Five-Year Projection          | 1,655    | 13,713   | 35,638   |
| Current Year Estimate         | 1,410    | 12,283   | 32,681   |
| 2020 Census                   | 1,034    | 10,483   | 28,483   |
| Growth Current Year-Five-Year | 17.33%   | 11.65%   | 9.05%    |
| Growth 2020-Current Year      | 36.44%   | 17.17%   | 14.74%   |
| INCOME                        | 1-MILE   | 3-MILE   | 5-MILE   |
| Average Household Income      | \$58,288 | \$84,091 | \$92,825 |

## CONFIDENTIALITY & DISCLAIMER STATEMENT

This Leasing Package contains select information pertaining to the business and affairs of **2020 Gateway Dr, Opelika, AL 36801** ("Property"). It has been prepared by Matthews Real Estate Investment Services.™ This Leasing Package may not be all-inclusive or contain all of the information a prospective lessee may desire. The information contained in this Leasing Package is confidential and furnished solely for the purpose of a review by a prospective lessee of the Property. The material is based in part upon information supplied by the Owner. Owner, nor their officers, employees, or agents makes any representation or warranty, express or implied, as to the accuracy or completeness of this Leasing Package or any of its contents and no legal liability is assumed or shall be implied with respect thereto. Prospective lessees should make their own projections and form their own conclusions without reliance upon the material contained herein and conduct their own due diligence.

Owner and Matthews Real Estate Investment Services™ expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to lease the Property and to terminate discussions with any person or entity reviewing this Leasing Package or making an offer to lease the Property unless and until a lease has been fully executed and delivered.

In no event shall a prospective lessee have any other claims against Owner or Matthews Real Estate Investment Services™ or any of their affiliates or any of their respective officers, Directors, shareholders, owners, employees, or agents for any damages, liability, or causes of action relating to this solicitation process or the marketing of the Property.

This Leasing Package shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the date this Leasing Package.

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