The City of Auburn Hills is a proud and dynamic community with a population of approximately 23,000 people. It is well known for being financially strong, full of vibrant neighborhoods, and home to numerous world-class businesses.

Since its incorporation into a City in 1983, the 17.5 square mile community has carved out its niche as a high-tech center. The City’s proximity to I-75, M-55, Oakland University, and Oakland Community College; the natural spread of development north from Detroit; the availability of large tracts of open land; and a progressive tax abatement policy have helped spur rapid growth and development.

The City of Auburn Hills is home to over 80 international corporations from 18 different countries, including most of the City’s largest employers: Fiat Chrysler Automobiles, which contributes over 26% of the community’s tax base. The City hosts Great Lakes Crossing Outlets, which is the second largest regional shopping center in Michigan, and home to Bass Pro Shops, Outdoor World, Sea Life Michigan Aquarium and LEGOLAND Discovery Center Michigan.

It should be noted that with the influx of growth and development, City leaders have historically worked hard to protect the community’s residential neighborhoods from the encroachment of non-residential development. Our neighborhoods are the building blocks of our City. Healthy, safe, attractive, and diverse neighborhoods are essential to supporting a strong residential base in the community. Protecting and investing in these areas is a core value in Auburn Hills.

Tax records show that Auburn Hills currently consists of about 83% non-residential taxpayers and 17% residential, which is the reverse of most municipalities. The additional tax revenue raised has allowed Auburn Hills to invest monies into its roads and infrastructure, municipal facilities, and neighborhoods. Further, the City’s property tax structure has allowed the City Council to maintain one of the lowest property tax rates in Oakland County without compromising the quantity and quality of City services provided.

In summary, we believe Auburn Hills is master-planned to be a complete and balanced city, which is fiscally prepared for years to come.

EXISTING LAND USE PATTERNS

The predominant land use patterns in Auburn Hills are well-established and have been reinforced over the last thirty-five years. Although modest changes and refinement have occurred, and some new issues have arisen, the basic land use patterns in the City have not changed significantly since the adoption of the 1986 Generalized Long Range Master Land Use Plan. The following key characteristics describe the existing land use patterns in the City:

- Auburn Hills is nearly fully developed, with only 11.6% vacant land area. Depending on market conditions, remaining vacant land is projected to be built-out by 2035. The majority of the City’s vacant parcels can be found in the northern part of the community.
- Residential parcels in the central and southern parts of the City are nearly built-out, while opportunities for new residential development remain in the northern part of the community.
- High technology, industrial, commercial service, and public/institutional centers are located throughout the City along key transportation corridors. This provides convenient goods and services and employment opportunities for City residents and areas beyond. These uses constitute 44% of the City’s existing land use, which is why the City has a daytime population of nearly 100,000 people.

FUTURE LAND USE PLAN

The City of Auburn Hills Master Land Use Plan strives to build a coherent vision of the City’s future from the visions of a diverse population. It integrates the aspirations of the City’s residents, businesses, neighborhoods, and officials into a clear strategy for managing future growth. The enclosped plan was created jointly by the Auburn Hills Planning Commission and City Council under the authority of the Municipal Planning Enabling Act, Public Act 33 of 2008, to serve as the primary tool for guiding the physical development of our community.