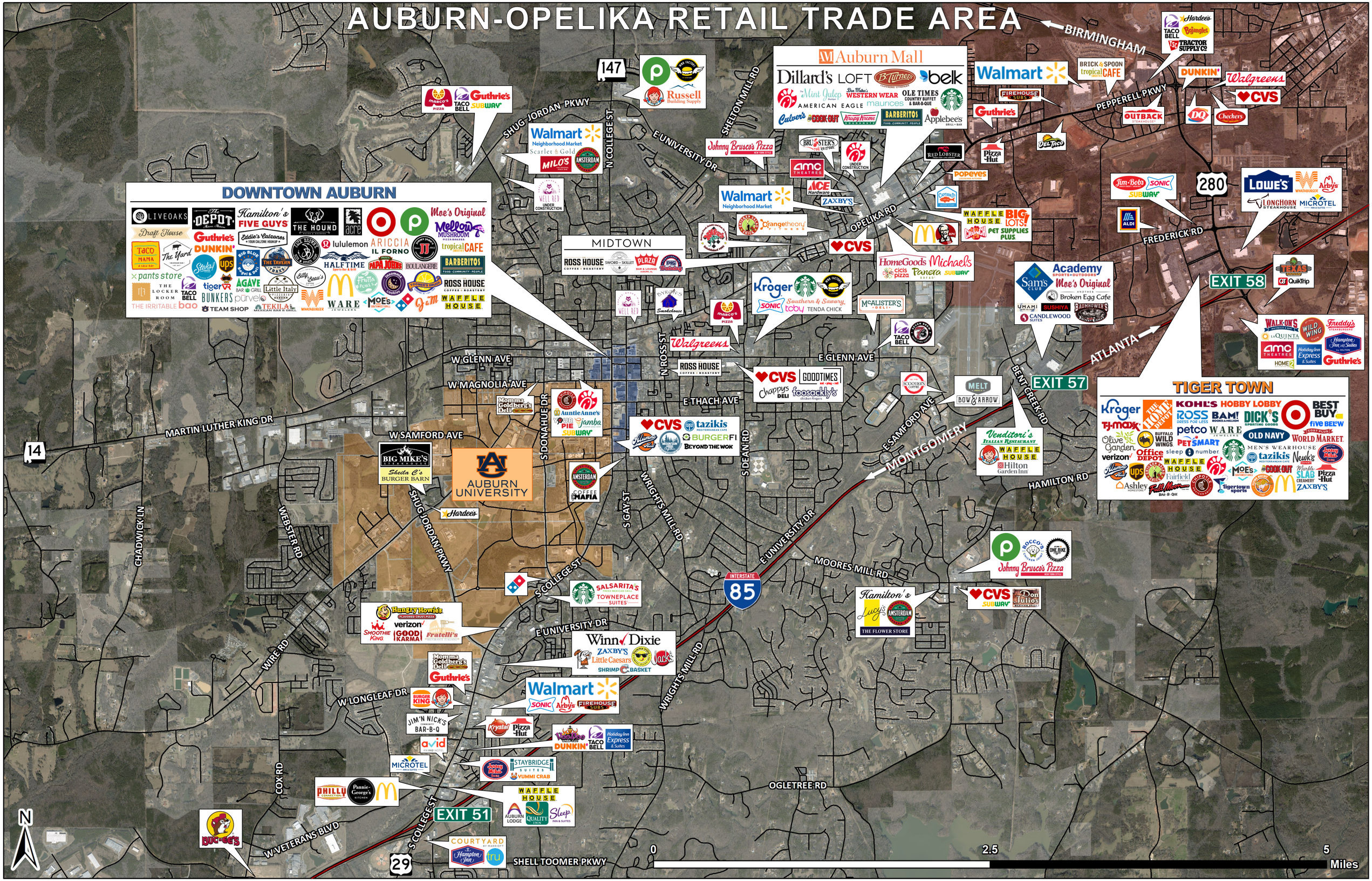AUBURN-OPELIKA RETAIL TRADE AREA