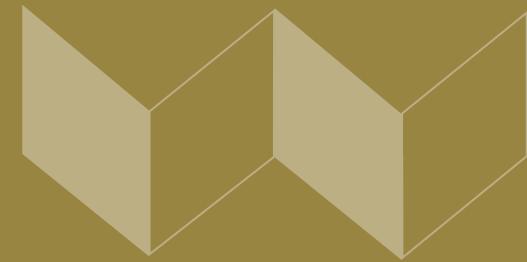


PROPERTY SUMMARY



PROPERTY DESCRIPTION

Situated along a main thoroughfare and walkable to all downtown amenities, 110 Campbell has been a fixture of Roanoke since 1910 and offers investors the opportunity to acquire a stabilized redevelopment project anchored in the core of Roanoke's business district. Originally constructed as a Montgomery Ward Department store, this iconic building went under full renovation in 2015 to include all new plumbing, HVAC, and electrical systems at which point it was reintroduced to the community as "The Aurora". Upon street level entry the mix of 28 loft style apartments and 12 commercial spaces span out from the grand three-story central atrium that is positioned under a dramatic 75-foot skylight which provides an open modern feel and an abundance of natural light. The ground floor of the building offers commercial tenants easily accessible, well-appointed individual spaces and multiple common areas. All residential apartments units feature stainless steel appliances, in-unit laundry, central HVAC, and Greenguard certified solid surface countertops. Other highlights include secure building access, elevator, rooftop deck, storage rooms, and community recycling program.

PROPERTY HIGHLIGHTS

- 28 loft style apartments with 12 commercial spaces.
- Fully renovated in 2015 including plumbing, HVAC, and electrical.
- 75-foot skylight providing natural light throughout.
- Secure building access, rooftop deck, storage rooms, and community recycling program.

OFFERING SUMMARY

Sale Price:	\$4,275,000
Number of Units:	40
Lot Size:	0.243 Acres
Building Size:	37,227 SF

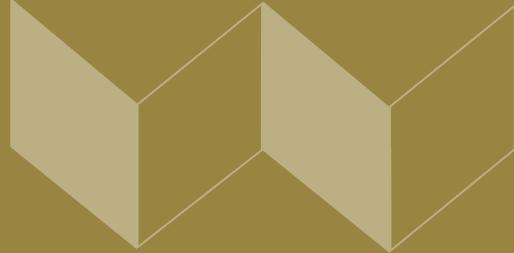
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PHOTOS



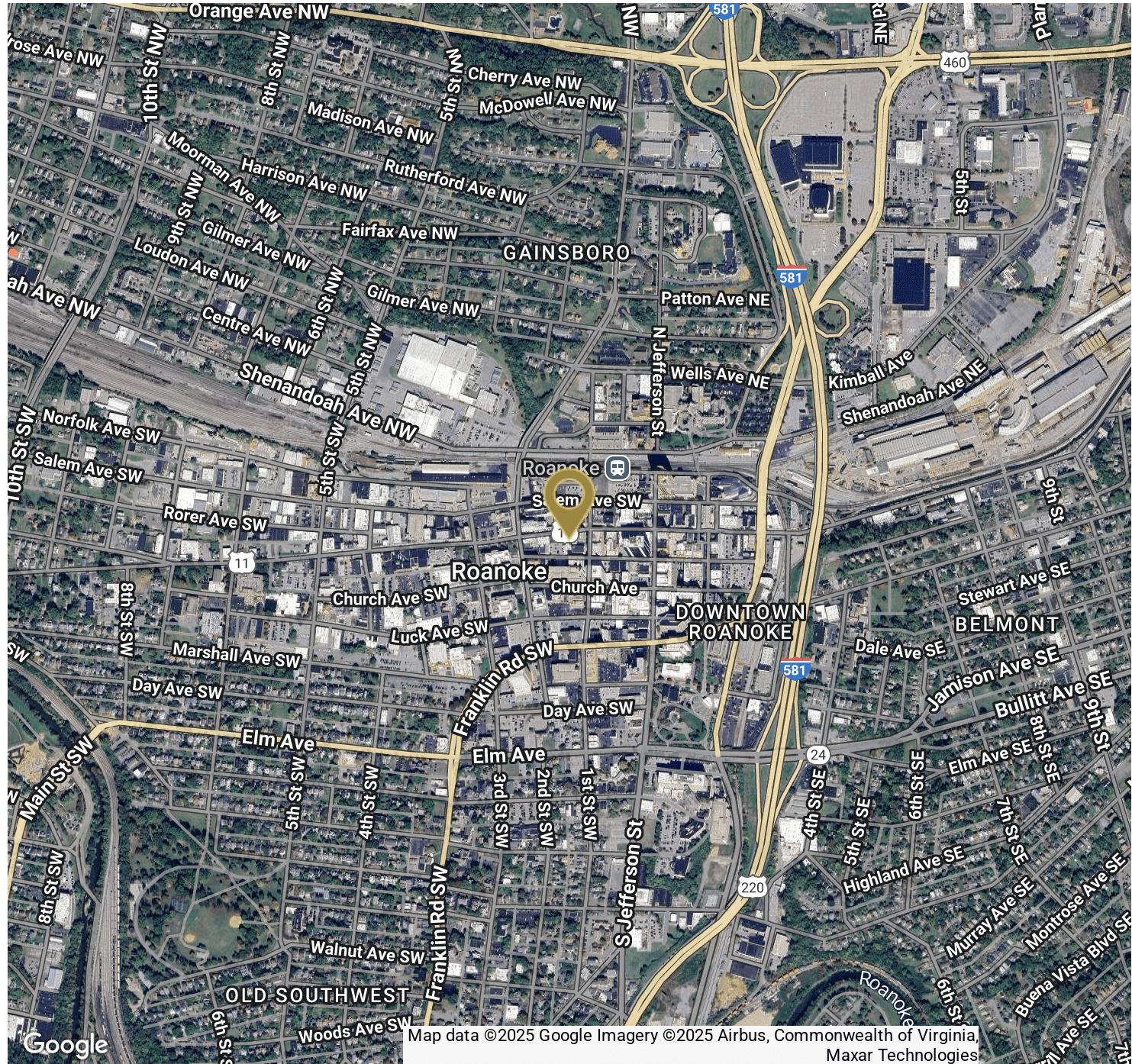
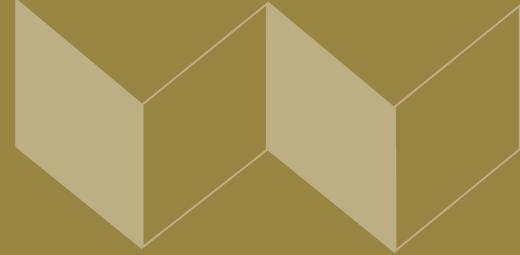
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LOCATION



Map data ©2025 Google Imagery ©2025 Airbus, Commonwealth of Virginia, Maxar Technologies

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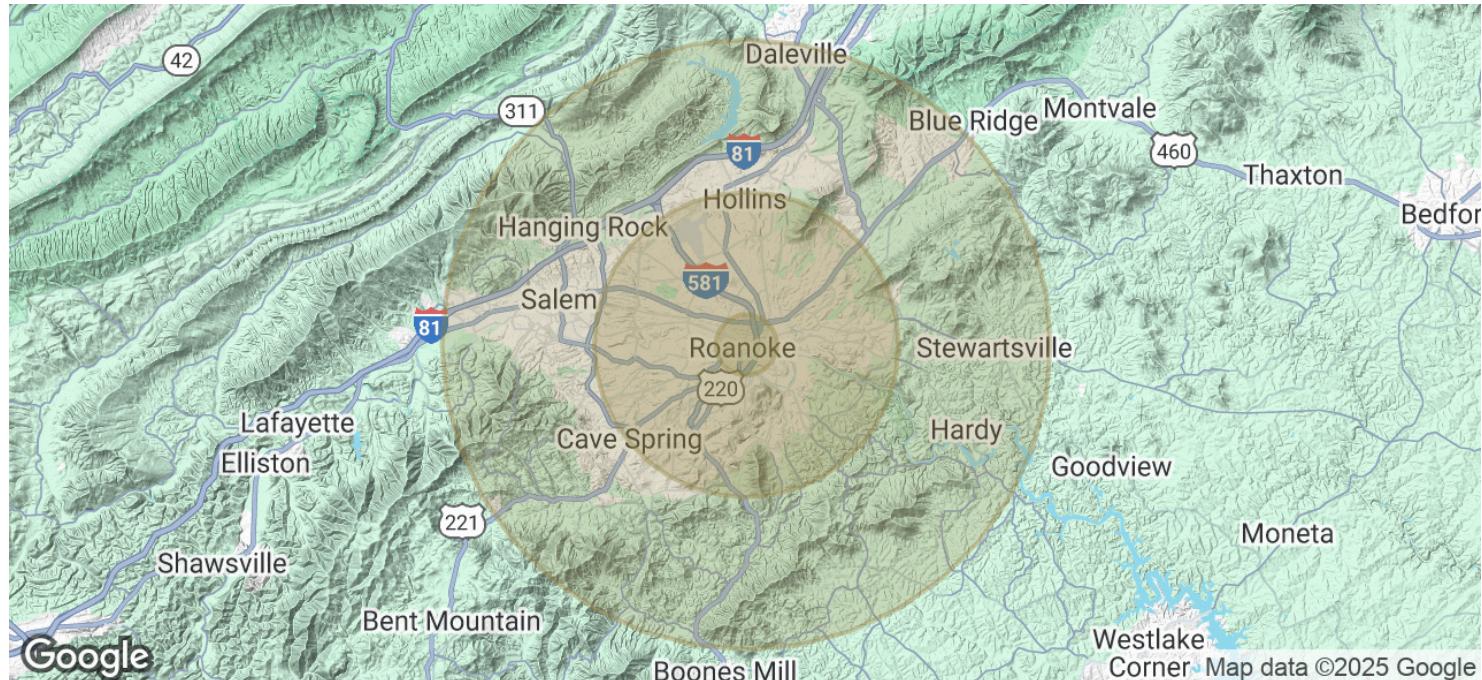
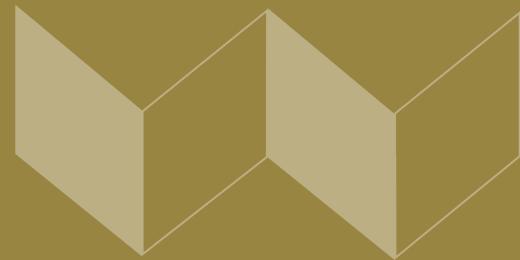
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DEMOGRAPHICS



POPULATION	1 MILE	5 MILES	10 MILES
Total Population	12,394	147,888	229,097
Average Age	39	42	43
Average Age (Male)	38	41	41
Average Age (Female)	39	43	44

HOUSEHOLDS & INCOME	1 MILE	5 MILES	10 MILES
Total Households	6,020	65,469	97,607
# of Persons per HH	2.1	2.3	2.3
Average HH Income	\$60,043	\$78,474	\$89,920
Average House Value	\$336,375	\$265,005	\$300,873

Demographics data derived from AlphaMap