

210 SOUTH FRANKLIN STREET

HOLBROOK, MA 02343

COMMERCIAL PROPERTY FOR SALE OR LEASE



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210

SOUTH FRANKLIN STREET



Executive Summary

We are pleased to present a high-visibility commercial property opportunity at 210 South Franklin Street, Holbrook, MA. This offering features a $\pm 4,244$ SF free-standing, single-story brick building situated on a $\pm 16,770$ SF parcel with Business (TCOD) zoning, prominently located along Route 37 in the heart of Holbrook's commercial corridor. Originally constructed in 1960 and recently updated with new roofing, windows, furnace, and LED lighting, the property offers a flexible layout ideal for retail, office, or flex users.

Currently vacant and available for sale or lease, the building includes a combination of open floor space and private offices, three bathrooms, and two rear loading bay doors, supporting a range of commercial uses. Additional features include a clear ceiling height of 11 feet, municipal water and sewer service, and oil heat with full air conditioning throughout. The site also benefits from generous off-street parking in both the front and rear of the building. Strategically positioned across from the new Holbrook High School and within 1.4 miles of Braintree and 2.5 miles of Brockton, the property enjoys strong traffic exposure and walkability (Walk Score®: 57). It is easily accessible via MBTA bus lines and lies just 1.5 miles from the Holbrook commuter rail station and 4 miles from the Braintree T station, offering convenient regional access.

Represented exclusively, this well-located, flexible-use asset presents a rare opportunity for owner-users seeking a high-visibility headquarters or investors aiming to reposition the building in a high-demand suburban market.

PROPERTY OVERVIEW

The property consists of a ±16,770 SF commercial parcel located on South Franklin Street (Route 37) in Holbrook, Massachusetts, improved with a ±4,244 SF, single-story, free-standing brick building. Originally built in 1960 and well maintained with recent upgrades to the roof, windows, furnace, and lighting, the property is currently vacant, providing immediate potential for occupancy or redevelopment.

The building features a flexible open floor plan with private offices, three bathrooms, and two rear loading bay doors, making it well suited for retail operations, office use, light industrial, or flex-space applications. A clear ceiling height of 11 feet supports diverse tenant needs, while municipal water and sewer, oil heat, and full HVAC ensure operational efficiency and comfort.

The site includes ample off-street parking at the front and rear, supporting convenience for customers, staff, and deliveries. With high visibility along a well-trafficked corridor directly across from the new Holbrook High School, the location benefits from excellent exposure and steady foot and vehicle traffic. Business zoning (TCOD) allows for a broad range of commercial uses, adding to the property's appeal for both owner-occupants and investors.

Its strategic location—1.4 miles from Braintree, 2.5 miles from Brockton, and close to both MBTA bus lines and commuter rail stations—further enhances its connectivity and market potential within the South Shore region.

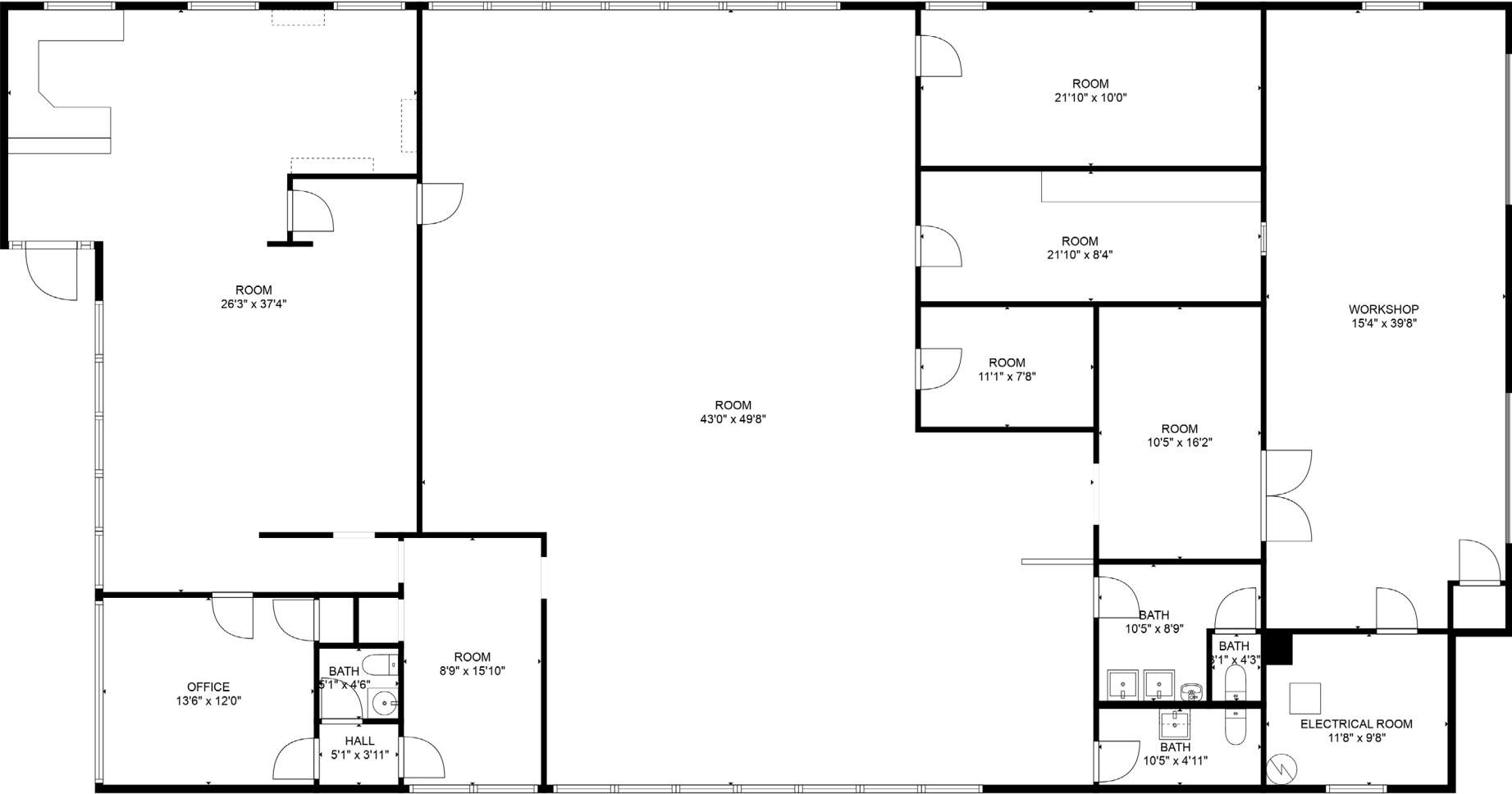


PROPERTY DETAILS

Address	210 South Franklin Street, Holbrook, MA 02343
Property Type	Retail / Flex / Office
Subtype	Storefront Retail / Office
Zoning	B1 – TCOD (Business I – Commercial Use)
Lot Size	±16,770 SF (0.39 Acres)
Building Size	±4,244 SF
Stories	1
Typical Floor Size	±4,244 SF
Building Class	C
Year Built	1960 (with recent upgrades)
FAR (Floor Area Ratio)	0.25
Tenancy	Single
Occupancy	Vacant
Parking	Off-Street Parking (Front & Rear) – ±5.27 spaces per 1,000 SF
Amenities	Three Bathrooms, Two Rear Loading Doors, New LED Lighting, Municipal Water & Sewer, HVAC
Broker Co-Op	Yes



FLOOR PLAN



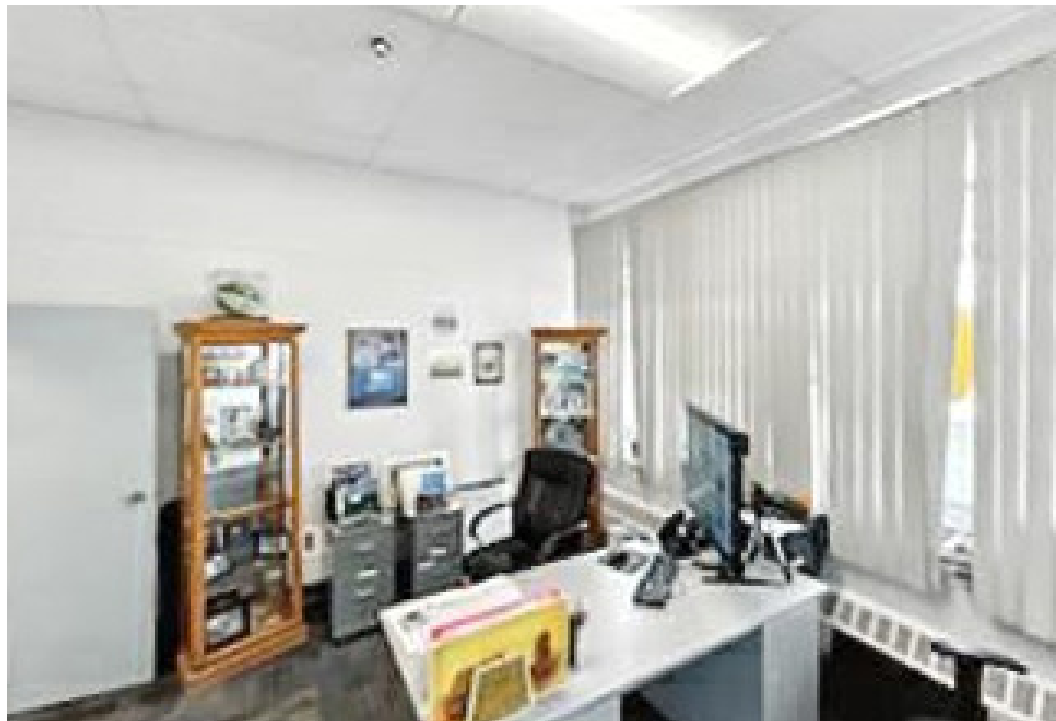
INVESTMENT HIGHLIGHTS

- Prime corner location with excellent visibility along South Franklin Street (Route 37), directly across from the new Holbrook High School and exposed to high daily traffic in a growing South Shore submarket.
- ±4,244 SF free-standing commercial building situated on a ±16,770 SF lot, featuring an open and flexible floor plan ideal for retail, office, or flex use.
- Vacant and available for immediate occupancy, presenting a unique opportunity for owner-users or investors in a supply-constrained small commercial asset market.
- Business-zoned (B1 – TCOD) site allowing for a wide range of commercial, retail, and office-related uses in a walkable and transit-served suburban environment.
- Functional improvements include three bathrooms, two rear loading doors, full HVAC, and 11-foot ceiling height, supporting operational versatility.
- Recent capital upgrades such as new LED lighting, roof, windows, and furnace ensure modern standards and long-term usability.
- On-site front and rear parking with a 5.27/1,000 SF parking ratio, offering convenient access for customers, staff, and deliveries.
- Accessible via MBTA bus service and located just 1.5 miles from the Holbrook commuter rail station and 4 miles from the Braintree T station.
- Strategically located 1.4 miles from Braintree and 2.5 miles from Brockton, with direct access to key regional corridors and employment hubs.
- Rare opportunity to secure a high-visibility asset with flexible redevelopment or lease-up potential in an evolving suburban market.

PROPERTY PHOTOS



PROPERTY PHOTOS



MARKET OVERVIEW

Holbrook, Massachusetts is a well-positioned and evolving suburban community located in Norfolk County, within the Greater Boston metropolitan area. Strategically situated along Route 37 and just minutes from Route 24 and Interstate 93, Holbrook offers exceptional regional accessibility and a compelling location for commercial real estate investment. Its proximity to Braintree, Brockton, and Boston, combined with a growing demand for suburban commercial space, positions Holbrook as a rising player in the South Shore real estate market.

Demographic and Economic Growth

Holbrook benefits from its position between two major commercial hubs—Braintree and Brockton—while maintaining a quieter, community-oriented atmosphere. The town is increasingly attractive to professionals, families, and small businesses seeking affordable alternatives to inner-core Boston suburbs. The surrounding area continues to experience steady population growth, and Holbrook's access to public transportation—via MBTA bus routes and the Holbrook/Randolph commuter rail station—supports a mobile, working-class demographic.

Commercial Real Estate Sectors

Office and Flex Space: Holbrook's commercial market appeals to local entrepreneurs and service providers looking for affordable, functional office or flex space. Free-standing buildings like 210 South Franklin Street are ideal for medical users, contractors, retailers, or professional firms seeking a presence in a visible, transit-connected location.

Retail Activity: The retail sector in Holbrook benefits from proximity to larger retail corridors in Braintree and Brockton while still capturing strong local traffic. Route 37 serves as a key connector, delivering high daily visibility and access for small-format retailers, food services, and consumer-facing businesses. The opening of the new Holbrook High School across the street from 210 South Franklin has also increased foot traffic and overall area activity.

Light Industrial and Mixed-Use: With low vacancy rates and rising demand for distribution and light manufacturing space throughout the South Shore, Holbrook's inventory of adaptable buildings presents an opportunity for repositioning into mixed-use, industrial-flex, or e-commerce related facilities. The area's transportation access further supports these uses.

Land and Redevelopment Potential: Holbrook's commercial parcels with flexible zoning, municipal utilities, and access to major highways present viable opportunities for redevelopment or adaptive reuse. Properties like 210 South Franklin Street stand out for their visibility, existing infrastructure, and ability to accommodate a range of business needs.

Key Commercial Corridors

Holbrook's commercial activity is concentrated along Route 37 and nearby Route 139, both of which provide strong traffic counts, visibility, and regional connectivity. These corridors serve as vital links between Quincy/Braintree, Brockton, and Randolph, supporting a mix of retail, office, and light industrial uses. With increasing interest from small to mid-sized commercial tenants, Holbrook remains a strategic node in the Greater Boston suburban market with untapped potential for continued investment and revitalization.

LOCATION OVERVIEW

The property at 210 South Franklin Street, Holbrook, MA 02343 is prominently located within one of Norfolk County's most accessible and visible suburban corridors. Situated directly on Route 37 and just minutes from Route 24 and I-93, this location offers high daily traffic counts, strong visibility, and convenient access to major regional destinations, making it ideal for retail, office, or flex users seeking strategic South Shore placement.

Accessibility and Transportation

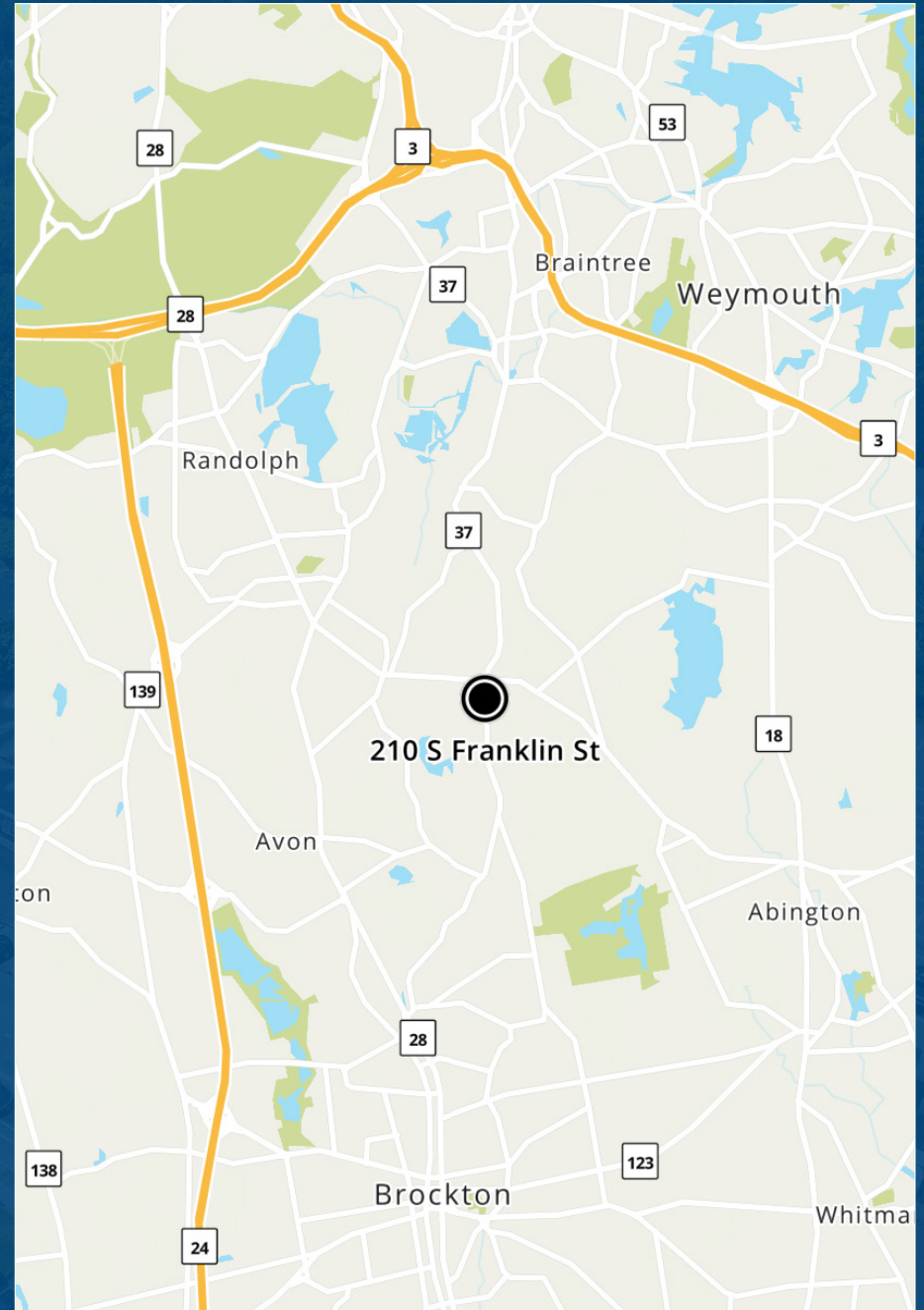
South Franklin Street (Route 37) is a key north-south arterial road connecting Holbrook with nearby Braintree, Brockton, and Randolph. The property benefits from corner frontage, strong vehicular exposure, and excellent access via multiple transportation options, including MBTA bus service and the Holbrook/Randolph commuter rail station located just 1.5 miles away. Additionally, the Braintree MBTA Red Line station is just 4 miles north, providing quick access to downtown Boston. On-site parking in both the front and rear of the building supports easy ingress and egress for staff, customers, and service vehicles.

Surrounding Amenities

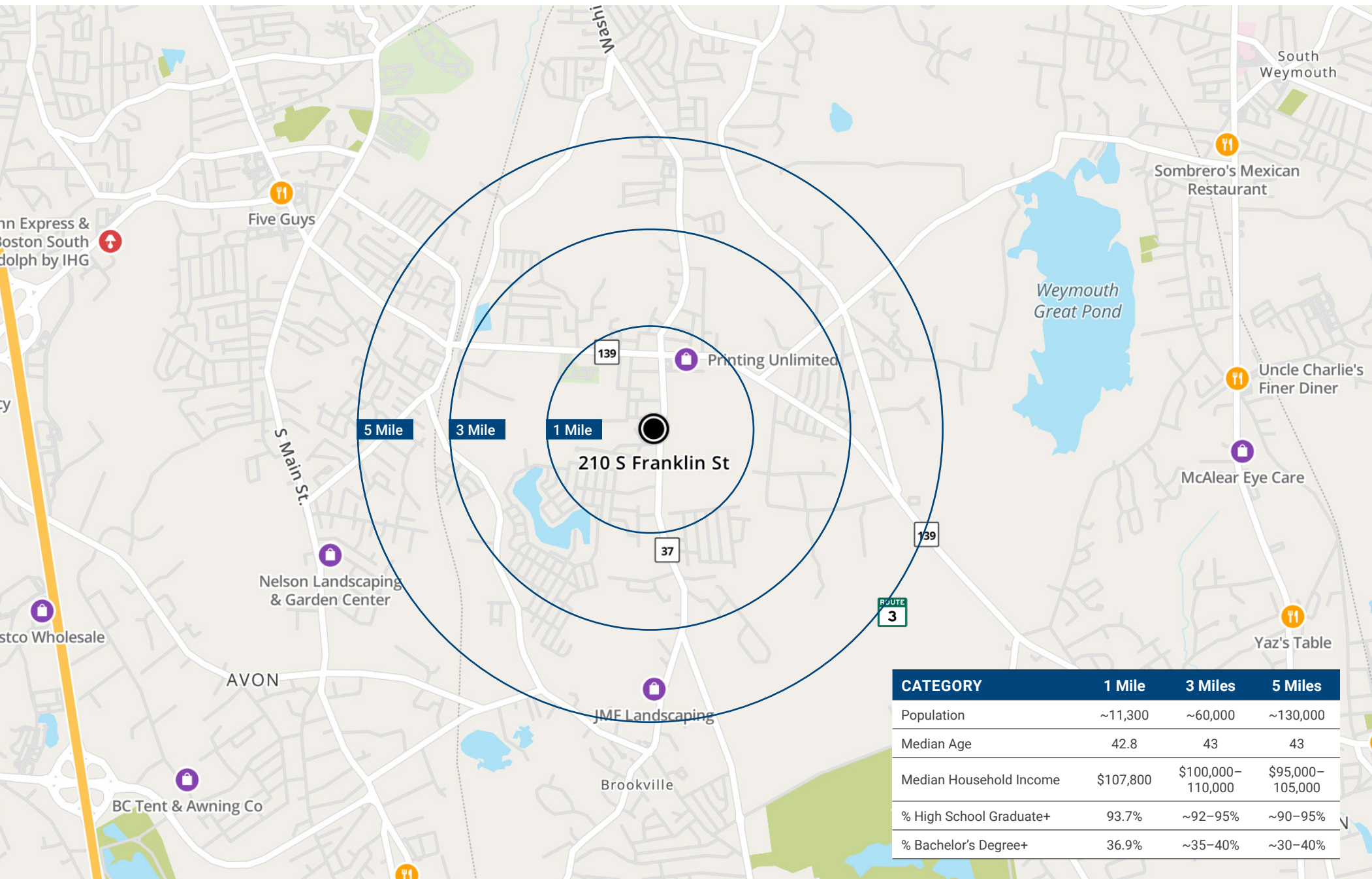
210 South Franklin is located directly across from the new Holbrook Middle-High School, adding daily foot and vehicle traffic to the area. The surrounding neighborhood offers a balanced mix of residential developments and supporting commercial uses, including restaurants, convenience retail, banks, and professional services. The nearby towns of Braintree and Brockton offer access to regional shopping centers, medical facilities, and national retail chains, contributing to the area's growing commercial demand.

Economic and Demographic Context

Holbrook is part of the Greater Boston metro area and benefits from the region's robust economic base and shifting migration trends favoring suburban locations. As families and small businesses continue to seek affordable alternatives to inner-core suburbs, towns like Holbrook—with good transit access, reasonable real estate costs, and expanding public infrastructure—are gaining attention. The area's stable demographics, combined with its location within commuting distance of Boston, make it an increasingly attractive destination for owner-occupants and commercial investors alike.



DEMOGRAPHICS





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Sean Kenealy is president and owner of Key Realty, a family-run commercial real estate company celebrating 50 years in business. The Quincy-based company offers commercial real estate sales, leasing, and consulting services on the South Shore and in greater Boston. As a sixteen-time CoStar Power Broker Award winner, Sean consistently ranks among the top local brokers for sales and leasing. Born in Boston and raised on the South Shore, Sean also has been actively involved in the Quincy Center redevelopment project since its inception.