

INVESTORS REAL ESTATE PARTNERS PRESENTS

THE AURORA

110 Campbell Ave SW • Downtown Roanoke, Virginia

THE OFFERING

The Aurora · 110 Campbell Ave SW, Roanoke, VA 24011



A Landmark Reimagined for Downtown Roanoke

Since 1910, **The Aurora** has stood at the center of downtown Roanoke's business district. Originally built as a Montgomery Ward Department Store, the building underwent a **full renovation in 2015**, with new plumbing, HVAC, and electrical throughout, and was reintroduced as a stabilized, income-producing mixed-use asset.

Today, **28 loft-style apartments** and **12 ground-floor commercial spaces** share a single address, connected by a dramatic three-story atrium capped with a **75-foot skylight**.

PRICE	\$3,900,000
BUILDING SIZE	37,227 SF
UNITS	40 (28 Residential / 12 Commercial)
LOT SIZE	0.243 Acres

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THE SIGNATURE FEATURE

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THE SIGNATURE FEATURE

One Skylight. Three Stories. A Single Address.

A 75-foot skylight runs the length of the building's central atrium, flooding every corridor, storefront, and residence with natural light. It's a rare architectural signature in downtown Roanoke's building stock.

75-FT SKYLIGHT · 3-STORY ATRIUM

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THE INVESTMENT

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BUILT FOR BOTH

One Roof, Two Income Streams



RESIDENTIAL

28 Loft-Style Apartments

- Stainless steel appliances
- In-unit laundry
- Central HVAC
- Greenguard-certified solid surface countertops
- Secure building access & elevator service



COMMERCIAL

12 Ground-Floor Commercial Suites

- Storefront suites open directly onto the atrium corridor
- Current tenant mix includes creative studio and wellness uses
- Individual, well-appointed spaces with easy tenant access
- Multiple shared common areas throughout the ground floor

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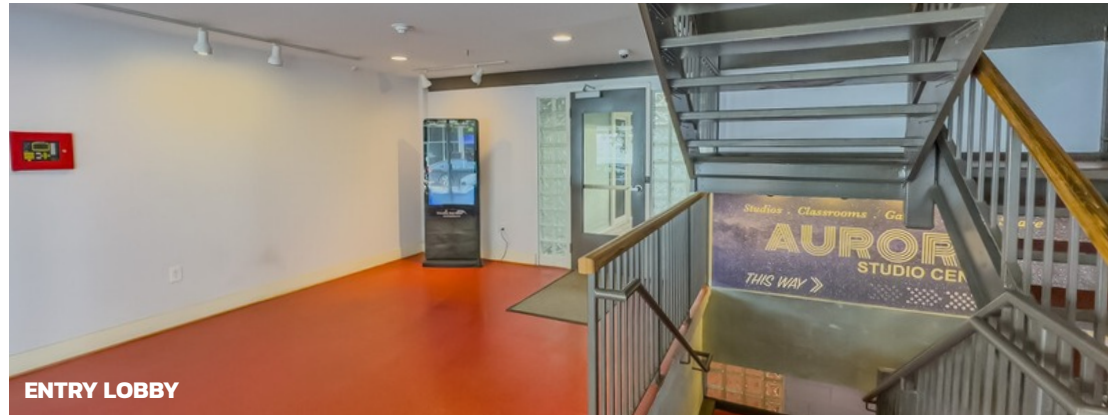
INSIDE THE AURORA

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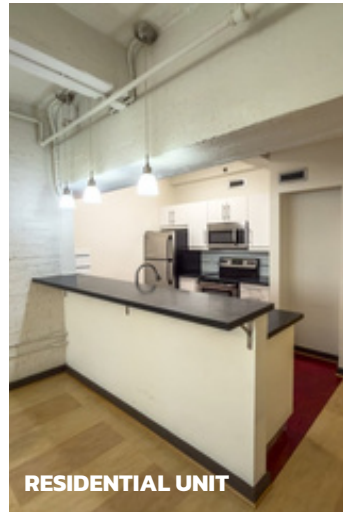
INSIDE THE AURORA A Building With Daily Energy



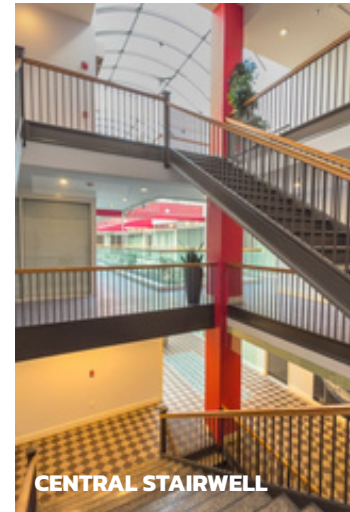
BUILDING ENTRANCE



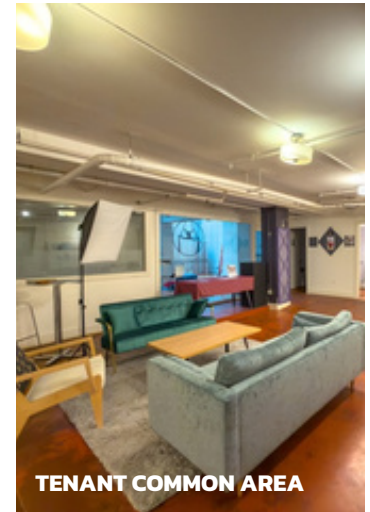
ENTRY LOBBY



RESIDENTIAL UNIT



CENTRAL STAIRWELL



TENANT COMMON AREA

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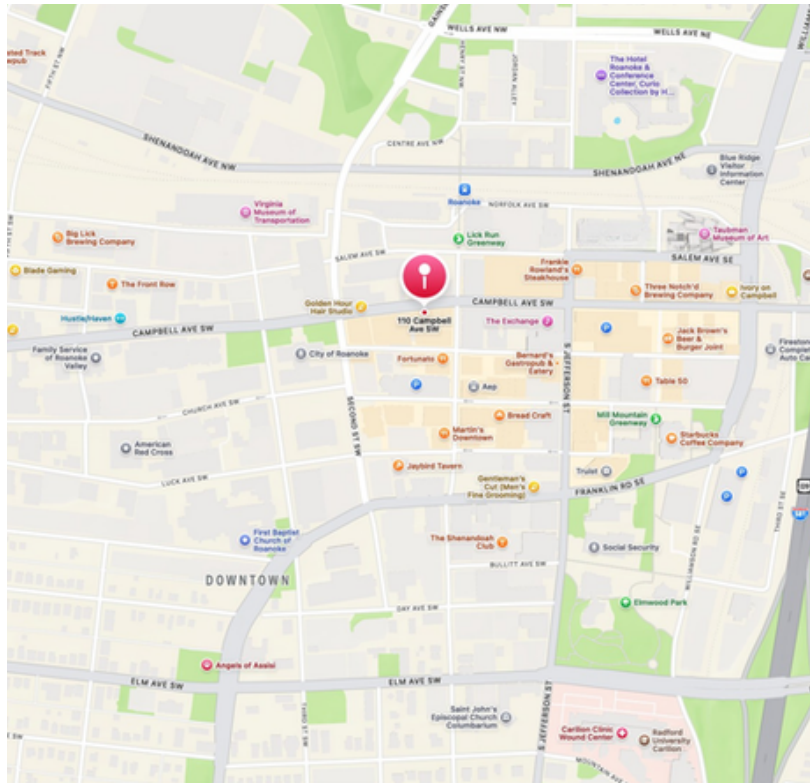
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THE LOCATION

The Aurora · 110 Campbell Ave SW, Roanoke, VA 24011



LOCATION

The Core of Downtown Roanoke

110 Campbell Ave SW sits at the heart of downtown Roanoke, directly between the Taubman Museum of Art and Carilion Roanoke Community Hospital, with South Jefferson Street's dining and retail corridor just beyond. The address places residents and commercial tenants alike in the middle of the city's cultural, medical, and business activity.

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MARKET SNAPSHOT

Downtown Roanoke, By the Numbers

1 Mile

5 Miles

10 Miles

POPULATION

Total Population	12,394	147,888	229,097
Average Age	39	42	43

HOUSEHOLDS & INCOME

Total Households	6,020	65,469	97,607
Average HH Income	\$60,043	\$78,474	\$89,920
Average House Value	\$336,375	\$265,005	\$300,873

Demographics data derived from AlphaMap.

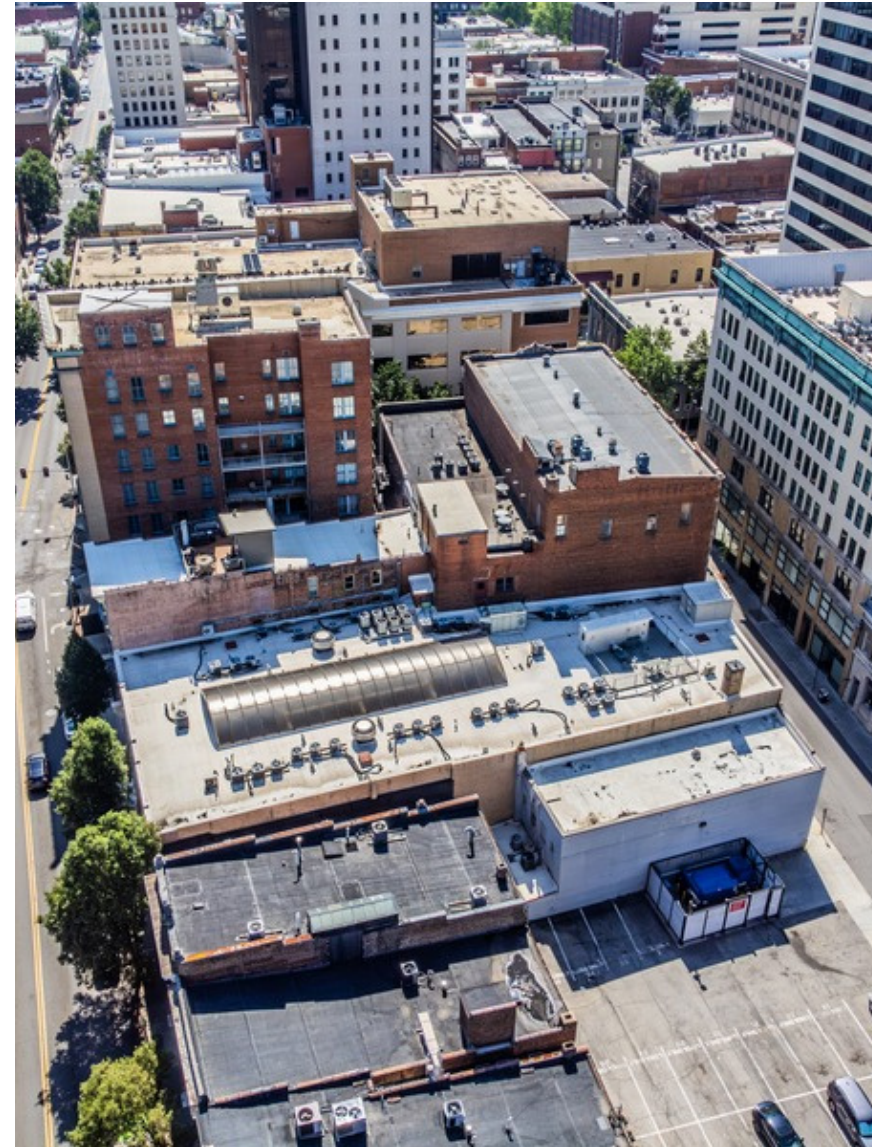
BUILDING AMENITIES

The Aurora · 110 Campbell Ave SW, Roanoke, VA 24011



Everything a Tenant Expects, In One Building

- Secure building access
- Rooftop deck & outdoor kitchen
- Community recycling program
- In-unit laundry, residential units
- Stainless steel kitchen appliances
- Elevator service
- Individual storage rooms
- Central HVAC throughout
- 75-ft atrium skylight
- Ground-floor storefront visibility



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ABOVE IT ALL

A Rooftop Deck, Reserved for The Aurora

Grill, dine, and take in downtown Roanoke and the Blue Ridge skyline from a private rooftop deck built for residents and their guests.

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OFFERING SUMMARY

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OFFERING SUMMARY

The Aurora, By the Numbers

A stabilized, mixed-use redevelopment in the core of downtown Roanoke's business district — full offering details available upon request.

PRICE	\$3,900,000
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ADDRESS	110 Campbell Ave SW Roanoke, VA 24011
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BUILDING SIZE	37,227 SF
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UNITS	40 (28 Residential / 12 Commercial)
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LOT SIZE	0.243 Acres
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YEAR BUILT / RENOVATED	1910 / 2015
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THE LISTING TEAM

Meet the Team Behind The Aurora



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