

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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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

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

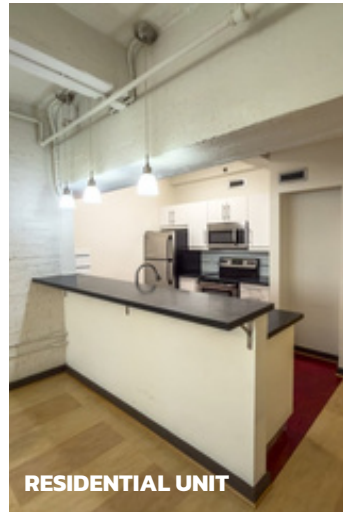
INSIDE THE AURORA A Building With Daily Energy



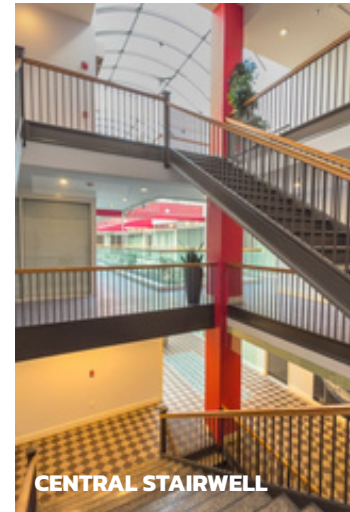
BUILDING ENTRANCE



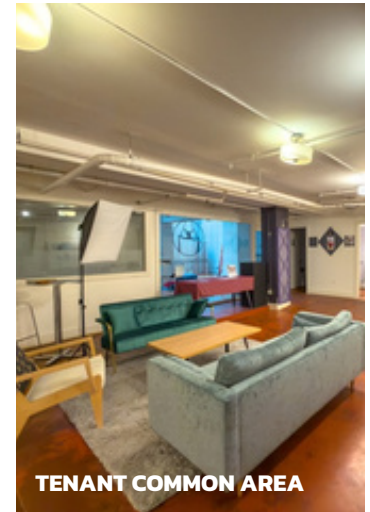
ENTRY LOBBY



RESIDENTIAL UNIT



CENTRAL STAIRWELL



TENANT COMMON AREA

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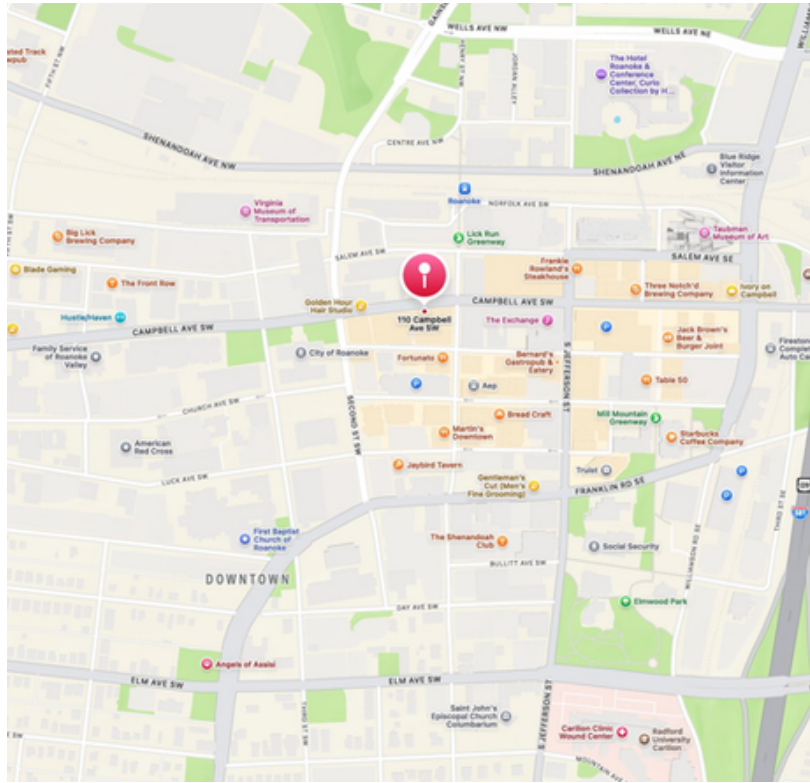
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THE LOCATION

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

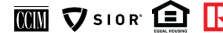
\$336,375

\$265,005

\$300,873

Demographics data derived from AlphaMap.

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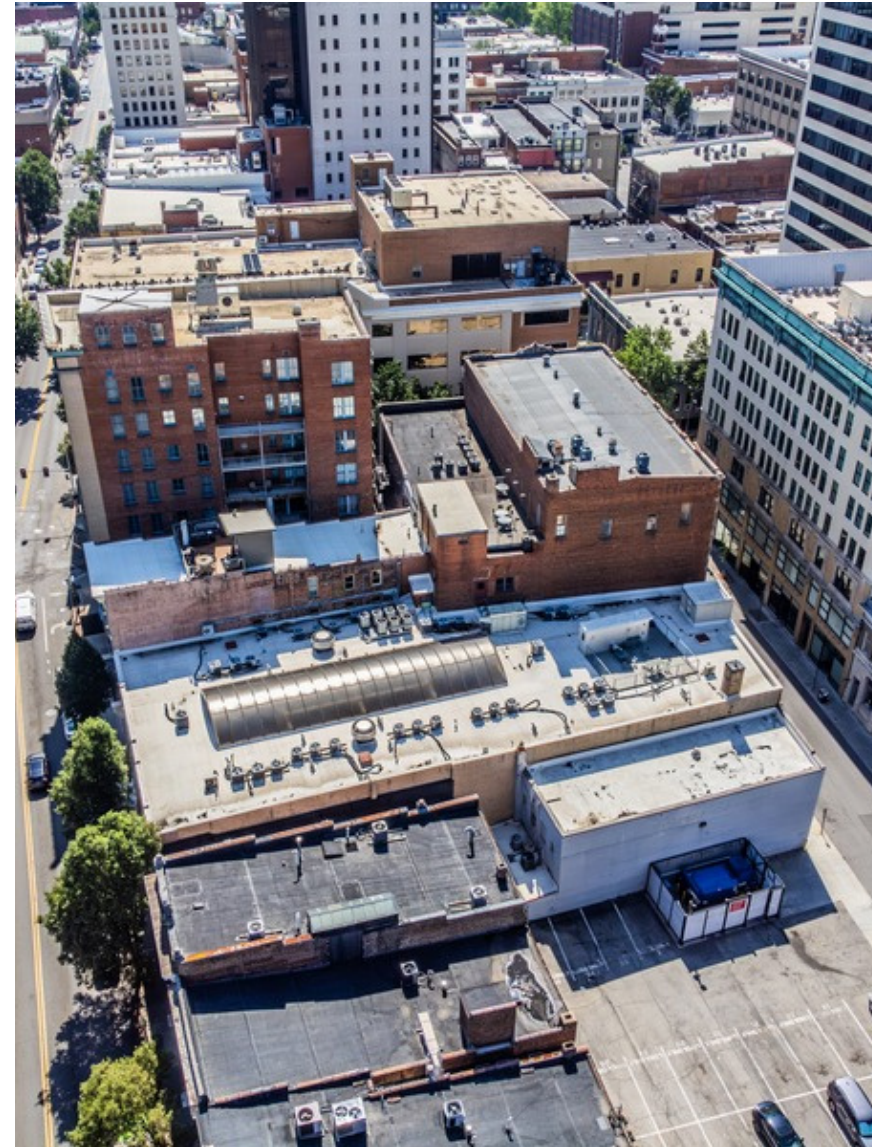
BUILDING AMENITIES

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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RENT ROLL

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RESIDENTIAL (28 UNITS)

UNIT	BD/BA	STATUS	SF	MARKET RENT	CURRENT RENT
101	1/1	Current	640	\$1,050.00	\$975.00
102	1/1	Current	640	\$1,050.00	\$1,008.00
103	2/1	Current	900	\$1,350.00	\$1,175.00
105	1/1	Current	784	\$1,200.00	\$1,150.00
107	1/1	Vacant	705	\$1,050.00	—
108	1/1	Current	640	\$1,050.00	\$945.00
109	1/1	Vacant	640	\$1,050.00	—
110	1/1	Current	640	\$1,050.00	\$853.05
201	2/1	Current	1,032	\$1,450.00	\$1,414.75
202	0/1	Current	480	\$850.00	\$757.95
203	1/1	Current	780	\$1,200.00	\$1,045.00
204	2/1	Current	950	\$1,450.00	\$1,354.00
205	1/1	Current	800	\$1,250.00	\$1,125.00
206	1/1	Current	750	\$1,200.00	\$1,125.00
207	1/1	Notice	645	\$1,050.00	\$975.00
208	1/1	Current	480	\$850.00	\$697.50
209	0/1	Current	480	\$850.00	\$725.00
210	2/1	Current	940	\$1,450.00	\$1,274.63
301	2/1	Current	1,032	\$1,500.00	\$1,375.00
302	0/1	Current	480	\$895.00	\$835.00
303	1/1	Current	780	\$1,250.00	\$1,125.00
304	2/1	Current	950	\$1,450.00	\$1,300.50
305	1/1	Current	800	\$1,295.00	\$950.00
306	1/1	Current	750	\$1,250.00	\$1,030.00
307	1/1	Vacant	645	\$1,150.00	—
308	1/1	Current	480	\$895.00	\$895.00
309	0/1	Current	480	\$895.00	\$784.09
310	2/1	Vacant	940	\$1,500.00	—
28 Units		85.7%	20,263	\$32,530.00	\$24,894.47

COMMERCIAL (12 UNITS)

UNIT	BATH	STATUS	SF	MARKET RENT	CURRENT RENT
001	—	Vacant	576	\$550.00	—
002	1.00	Current	519	\$595.00	\$535.50
003	0.50	Vacant	600	\$650.00	—
004	—	Current	600	\$595.00	\$578.60
005	1.00	Current	354	\$395.00	\$395.00
006	—	Current	546	\$495.00	\$570.74
007	1.00	Current	520	\$595.00	\$625.00
008	—	Current	600	\$595.00	\$481.16
009	1.00	Current	600	\$595.00	\$595.00
010A	—	Current	696	\$750.00	\$750.00
100	1.00	Current	400	\$895.00	\$750.00
111	1.00	Current	432	\$895.00	\$800.00
12 Units		83.3%	6,443	\$7,605.00	\$6,081.00

Rent roll reflects in-place leases and market rents as of 09/01/2026, provided by ownership. Vacant units are shown at market rent with no current rent applied.

40 UNITS TOTAL · 85% OCCUPIED

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THE LISTING TEAM

Meet the Team Behind The Aurora



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