

Longview on Broadway

2309 LONGVIEW AVENUE SW | ROANOKE, VA 24014



No longer an eyesore, a new apartment complex in South Roanoke is now completely renovated and fully leased. Longview on Broadway offers affordable rents and fun outdoor activities for tenants. The developer worked with Virginia Community Capital and Virginia Housing to transform the aging structure into a modern apartment building.

Local developer invests in community; renovates vacant apartment building.

ABOUT THE PROPERTY

REHAB

- 2 Stories
- Parking Lot

9 TOTAL UNITS

- 2 Income-restricted
- 7 Market-rate

PROPERTY FINANCING

REACH Virginia:

Strategic - \$1,170,000

Total Virginia Housing:

\$1,170,000

Owner Equity:

\$198,000

Total Development Cost:

\$1,368,000

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MORE ABOUT THE PROPERTY

A two-story concrete apartment complex in South Roanoke sat dilapidated for a decade. Slowly, its roof began to deteriorate, and water seeped in, making it even more uninhabitable.

Despite its flaws, developer Dale Wilkinson saw its potential.

“The building was located in a nice neighborhood, and it stuck out like a sore thumb,” said Wilkinson. “It’s like it was saying, ‘Come and help me.’”

Given the apartment building’s great location near downtown Roanoke and the interstate, Wilkinson knew it would be a big draw for those looking for an affordable place to rent near where they work.

“My goal was to put together a community project that gave people in the low- or middle- income group a great apartment in a nice neighborhood,” he said. “So, I bought it, gutted it and started over.”

The two-story renovated building is now called Longview on Broadway and features eight two-bedroom apartments and one one-bedroom apartment. Every apartment is leased. The modern-looking apartment complex also features several outdoor amenities, including a greenhouse, patio, fire pits and cornhole.

Rachel Higginbotham was the first tenant to rent an apartment when the renovation was complete in 2019. She remembered when the building was just an eyesore — and now, she’s living there.

“They really did a great job with the apartments,” she said. “I love how convenient it is to everything.”