



CUSHMAN &  
WAKEFIELD

THALHIMER



# VARSITY PARK

ROANOKE, VA

Better never settles

## LOCATION

Roanoke, VA

## REAL ESTATE TYPE

Office

## SQUARE FOOTAGE

90,000 SF

## PROJECT OVERVIEW

Varsity Park is a newly redeveloped multitenant facility with a mix of modern office and multiple shared conference rooms. The building's highly visible location along the Franklin Road corridor just outside of Downtown Roanoke helped make the case for converting the former industrial facility to office space. The Roanoke Regional Chamber of Commerce recently leased more than 4,000 SF in Varsity Park with plans to relocate their downtown offices due in part to the building's flexible layout and accessible location.

Boyd Johnson handled the sale of the property to the current ownership and is currently the exclusive leasing agent, handling the marketing and lease negotiations.

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## SOLUTIONS

- Industrial Conversion Guidance
- Space Programming Guidance
- Property Marketing
- Lease Negotiations



# VARSITY PARK





# VARSITY PARK

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# VARSITY PARK

1948 FRANKLIN ROAD | ROANOKE, VA



## CLIENT

The Virginia Varsity Companies

## LOCATION

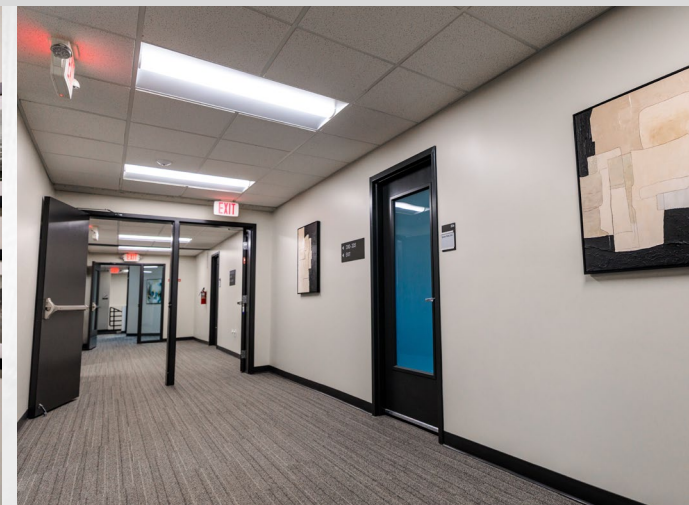
Roanoke, VA

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# VARSITY PARK

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VARSITY PARK  
Business Center

VARSITY PARK  
Business Center  
PRIVATE PARKING  
No Trespassing

## CLIENT

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## LEASING AGENT



Boyd Johnson

Vice President

## TENANT PERSPECTIVE: ROANOKE REGIONAL CHAMBER

*"Moving to Varsity Park represents an exciting new chapter for the Chamber as we continue to enhance our ability to serve our members and the regional business community. We look forward to welcoming the regional business community into our new space to propel our Chamber mission forward."*

Eric Sichau, President & CEO  
The Roanoke Regional Chamber of Commerce