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ROK Builders continue renovations to Sheraton Harborside Hotel

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ROK Builders, LLC, the hotel construction affiliate of Roedel Companies, LLC, has been retained by Harborside Associates, LP to remodel the front desk area and complete the final phase of guestroom renovations at the Harborside Hotel. The organization is installing new millwork, countertops and lighting at the front desk. On the second floor of the hotel, ROK is updating 59 rooms and bathrooms with new fixtures, furniture and finishes. Public corridors on the floor will also be upgraded to better serve guests. The project will be completed in May.

ROK is continuing to incorporate Sheraton Hotels and Resorts' new brand standards into the Sheraton Harborside Hotel. In 2012, the organization managed a complete makeover of the Hotel's lobby and public bathrooms. The design scheme mixes classical ideals with modern contexts to appeal universally to travelers of every age and cultural background. The updates also meet the needs of all guests whether the nature of their visit is business or leisure.

"Located in the heart of downtown Portsmouth, the Sheraton Harborside Hotel is a popular choice for guests throughout the year," said Fred Roedel III, president of ROK and partner of Roedel Cos. "This phase of renovations will highlight Sheraton's iconic heritage and incorporate modern amenities that today's traveler has come to expect from a Sheraton hotel. Upon completion, the remodeled guest rooms and bathrooms will round out the overall guest experience and offer a contemporary yet comfortable atmosphere."

ROK Builders, the hotel construction affiliate of Roedel Companies, LLC constructs and renovates hotels for its own account and third parties. The organization's new hotels and hotel renovation projects are designed to maximize revenue, control costs and ultimately deliver optimal free cash flow to owners and investors. ROK Builders' expertise in the hotel construction business has earned a reputation for delivering well-designed and cost-efficient projects on time and on budget.

Roedel Companies owns and operates nationally branded hotels primarily in the select service segments throughout the Eastern United States. The properties include the Hilton Garden Inn Manchester, La Quinta Inn & Suites Manchester, Holiday Inn Express and Suites Merrimack, and Courtyard by Marriott in Nashua. In addition, Roedel Companies owns and operates a growing portfolio of nationally branded and independent hotels including other Hilton Garden Inns, Hampton Inn & Suites, Homewood Suites, Holiday Inns, Holiday Inn Express & Suites, La Quinta Inns & Suites and the Hotel Saranac.