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ROK Builders renovating Sheraton Harborside Hotel

March 20, 2014 - Construction Design & Engineering

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 Builders 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 2014.

ROK Bldrs. 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 Bldrs. 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."

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540