



The City of Roanoke is excited to announce that visible construction activity will begin on Monday, August 24, 2026, at the future hotel and convention center site located at 600 South Oak Street, marking an important step forward for the highly anticipated downtown development.

Brasfield & Gorrie, the project's general contractor, will begin mobilizing on site, installing construction fencing, removing existing sidewalks, and beginning initial site work. Residents and visitors traveling through the area should expect to see increased construction activity as crews prepare the property for the next phase of development.

While work is beginning on site, the City's official groundbreaking ceremony is planned for late September, when the City and its development partner, Garfield Public/Private LLC, also anticipate announcing the hotel's brand and official name. Additional details, including the date and time of the ceremony, will be announced soon.

The full-service boutique hotel and City-owned convention center represent a significant investment in the future of Downtown Roanoke. Featuring 205 guest rooms, the development will create new opportunities to host meetings, conferences, celebrations, and special events, while attracting additional visitors, supporting downtown businesses, and further strengthening Roanoke's position as a destination.

As construction progresses, Brasfield & Gorrie will provide regular project updates to keep residents, businesses, and visitors informed. The contractor will take precautions to minimize disturbances and provide advance notice as work progresses.

Scan the QR code below for construction updates and additional project information.

Questions or concerns related to construction may also be directed to: RoanokeHotel@BrasfieldGorrie.com

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