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Motel project under way near hospital; summer opening expected

By Mike Grizzard
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Site work is under way and construction will begin soon for a Microtel Inn & Suites at University Medical Park North at the intersection of West Fifth Street and Moye Boulevard.

The hotel, scheduled to open this summer, is owned by Greenville Hospitality Investments and is being developed by its parent company, RAVA Hospitality in Kitty Hawk.

RAVA also is developing Microtel hotels in Rocky Mount and Norfolk, Va.

"Microtel is consistently ranked highest among economy hotel chains, and we are excited to bring this quality and affordable hotel option to the Greenville community," Raju Uppalapati, chairman and chief executive officer of RAVA Hospitality Management, said in a news release.

Burr Ault, vice president of acquisitions and leasing for RAVA Group, said Greenville's diversified economy driven by East Carolina University and the Brody School of Medicine created a climate that is attractive Microtel.

"We just think Greenville is a great economy, a great place to do business, very stable and growing," Ault said in a telephone interview. "We saw a need to provide a very high-quality, value-oriented lodging facility that can cater to the needs of the hospital — patients and their relatives and also the doctors and staff and the nursing school and upcoming dental school. We also saw the need to support the growing industrial economy and also to support East Carolina University with all their families visiting and sports events and things like that."

The three-story Microtel Inn & Suites will have 90 rooms — single, double and suite accommodations — and amenities including free local and long-distance phone calls, wireless high-speed Internet access in all rooms, expanded cable television and a complimentary continental breakfast. Meeting facilities for conferences and a fitness center also will be on site.

Ault said a 3,000-square-foot outparcel will be built in front of the hotel.

"We're looking for cafes, restaurants, delis that would service the hotel and also the immediate community," he said.

Terracon relocates

Terracon Consultants Inc. has relocated its local operations, including 22 employees, from Wintergreen