



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

Contact: Kelvin Perry, Assistant Director
O. 434.793.1753

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City of Danville celebrates groundbreaking ceremony for Hyatt Studios Riverfront

The City of Danville, in partnership with 1st & Main Development and Lansing Melbourne Group (LMG), celebrated the groundbreaking of the new Hyatt Studios Riverfront on Tuesday, May 5, 2026. The event marks a major milestone in the continued growth of the River District and the city's expanding hospitality landscape.

Local officials and community partners delivered remarks, including representatives from Locus, the River District Association, the Industrial Development Authority, project developers, and Danville Mayor Alonzo Jones.

Located on River Street, the new Hyatt Studios will feature 122 extended-stay rooms and approximately 55,000 square feet of lodging space. The project is designed to meet rising demand for long-term accommodations driven by regional healthcare needs, workforce-related travel, business activity, and the Accelerated Training in Defense Manufacturing (ATDM) program.

The total project investment is \$35 million, supported by \$28.75 million in New Market Tax Credit allocations from the Danville Virginia Community Development Entity (CDE) and Locus Impact Fund CDE. The hotel is being developed through a partnership between Lansing Melbourne Group (LMG) and 1st & Main Development. Construction is expected to take 16–18 months once underway.

“This is a good example of how our community is continuing to grow in the right way,” Danville Mayor Alonzo Jones said. “Projects like this are really about meeting the needs of our community, whether it’s families visiting loved ones, people coming here for work or training, or visitors getting to experience everything our city has to offer. It’s great to see partners coming together to invest in Danville, and this is another sign that we’re continuing to move in the right direction.”

Kelvin Perry, DOEDT Assistant Director, highlights the strategic use of the Dan River in the upcoming development, “This project takes full advantage of one of Danville’s greatest natural

assets: our riverfront. By bringing new investment and activity to the water's edge, we're strengthening the River District and creating a destination that will serve residents, visitors, and businesses for years to come."

Peter Flotz, LMG CEO and Founder, and Rory Dowling, Owner of 1st and Main Development, celebrate the milestone occasion, "LMG and 1st & Main are proud to be part of the team delivering this much-needed extended stay product to the Danville market. We believe this investment will have a transformational impact on the North Main community and increase visitor traffic in the River District."

"This groundbreaking marks another exciting chapter in the transformation of the River District," said Tina Leone, Executive Director of the River District Association. "The Hyatt Studios Riverfront sits at the perfect crossroads of the River District and North Main District, giving visitors a gateway to explore our amazing businesses, the Riverwalk Trail, our iconic LOVEworks sign and the new Riverfront Park. The River District Association applauds all partners involved for their commitment to driving economic growth throughout our region."

To learn more about this project and other redevelopment initiatives, visit www.discoverdanville.com.

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About the Danville Office of Economic Development & Tourism

The Danville Office of Economic Development & Tourism drives the city's growth by recruiting and retaining businesses, supporting small business development, and fostering a dynamic environment for investment. The office also promotes Danville as a vibrant destination, showcasing the region's unique attractions, events, and visitor experiences. The DOEDT works to strengthen the local economy and enhance quality of life for residents, businesses, and visitors alike. Learn more at www.discoverdanville.com.