

Four Seasons Jacksonville spa to feature 11,000 square feet and 10 treatment rooms



Four Seasons

IGUANA INVESTMENTS



By Leah Foreman – Reporter, Jacksonville Business Journal
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Editor's note: This story is part of the Business Journal's special report on the business of leisure and wellness, examining how hospitality, health care, recreation and technology companies are responding to rising demand for experiences that help people recover, recharge, stay active and live better.

With a design informed by the four classical elements of nature, earth, air, fire and water, The Four Seasons Jacksonville has been designed to be a destination for the senses.

Ali Mikkawi, executive vice president of development for Shanna Collective, told the *Business Journal* that the 11,000-square-foot spa itself has been planned to be "a full experience from the minute you enter."

Symbolism of the elements, he said, will appear in the design of the property, like accents hand-picked by Shanna Khan, the founder and CEO of the real estate and development firm Shanna Collective.

The creation of an oasis-like feeling and references to the St. Johns River throughout the design tie into the element of water.



Image: Shanna Collective and Iguana Investments

From a functionality standpoint, water has been considered through water filtration, water mineralization, water softening and eco-conscious practices will be standard throughout the property.

"It is not just about amenities, it's also about systems –water filtration, reduction of use of plastics," Mikkawi said. "It's not just our wellness that we're concerned about, it's also the environment and, and how our footprint affects our communities, and ultimately our planet."

Other sensory spa experiences available at the spa will include regenerative facials, bodywork, aroma steam rooms, experiential showers and dedicated relaxation spaces.

Mikkawi said the four elements have also come through in integrating cryotherapy and other elemental options into the spa.

"We opted to bring in a season that does not exist in Jacksonville," he said. Mikkawi teased that an element found in Canada, like at the Khans' Four Seasons Hotel Toronto, could be present in the design of the Jacksonville property.

Mikkawi previously spent seven years working for Four Seasons Hotels and Resorts and said that Shanna Khan's vision for the property and its spa offering take it to another level.

"I have a unique position to say that the spa offering, in particular, at the Jacksonville property is the most top-notch, cutting-edge spa design that Four Seasons has ever endeavored on," Mikkawi said.

Not only will it push boundaries in offerings, the spa will be large for its level of luxe, with 11,000 square feet of space and ten treatment rooms. The spa was originally slated to have about seven treatment rooms.

"Shanna particularly pushed for having a bigger offering in terms of size, but also in terms of offering different types of treatments," Mikkawi said. He said that this push for more offerings includes elements that "do not exist."

The experience of the property, he noted, will be more than just a day at the pool or a singular spa treatment: it will encompass wellness-based programming.

"It's really a programming effort to elevate the whole idea of belonging and living and working in a community," he said.

The spa program will be holistic, yet tailored to the community, who, Mikkawi said, is ready for this level of luxury experience in Jacksonville.

"The market is ready for it," he said. "People are yearning."



Image: Shanna Collective and Iguana Investments

A rendering of the fitness center at the Four Seasons Hotel & Residences in Jacksonville.

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