

Commercial Real Estate

## New Jax Beach hotel project getting underway

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Rendering of the SpringHill Suites at Jax Beach.

KEY INTERNATIONAL



By Brent Godwin - Real Estate Reporter, Jacksonville Business Journal  
Dec 13, 2021 Updated an hour ago

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Published on December 13, 2021 at 10:00 AM

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Developers broke ground on a new hotel in Jacksonville Beach.

Miami-based Key International is developing the SpringHill Suites by Marriott Jacksonville at 465 First Street North in Jacksonville Beach.

The property, with 136 suites, is slated to open in the spring of 2023.

“We’re excited to be moving forward on such a valuable development for the Jacksonville Beach community,” said Colin Gorsuch, vice president of development. “This project marks a great addition to our hospitality development portfolio and reinforces our commitment to delivering projects that enhance people's lives, the local economy and destination overall.”

The new hotel will have an outdoor pool, fitness center and unobstructed ocean views, according to information from Key International. The company previously developed the Embassy Suites in St. Augustine Beach.

Shaner Hotel Group has been tapped to manage the hotel.

“The SpringHill Suites by Marriott Jacksonville marks our 22nd hotel in Florida, a market we have grown to know intimately,” said Shaner Hotel Group President Plato Ghinos. “This allows us to employ shared best practices and economies of scale that will benefit the hotel immediately. Following its initial ramp-up period, we expect the hotel to quickly take its place as the rightful market and segment leader.”

The project joins several other hotels under construction throughout the metro area.

Experts have previously said leisure travel has [helped boost hotel performance in the Jacksonville area](#).