

# US Hwy 540 W. Winter Haven, FL 33880

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# Disclosures & Legal Notices

It is important to verify all enclosed information, including easements and topography, with your own survey. Sears Lake frontage – the lake parcel is a separate parcel from this land parcel. Ownership is different, and thus it is not included in this land sale.

This information package has been prepared solely for the purpose of evaluating the property located on US Highway 540 West, Winter Haven, Florida. All information contained herein is believed to be accurate and reliable, but is not guaranteed.

Prospective buyers and their representatives are encouraged to independently verify all facts, figures, zoning classifications, development potential, and site conditions prior to making any investment decisions. This material should not be relied upon as the sole basis for purchasing or developing the property.

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# Section 1: Property Information



Property Location



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# Property Overview



## PROPERTY SPECS

**Lot Dimensions** 185' x 560' x 593' x 168'

**High-Visibility  
Front Footage** 185 ft +

**Lake Footage** 593.41 ft

**Low Acres** 1.26

**Flood X  
Buildable Acres** Approx 1.12 Acres

**Flood Zone** X & AE

**Municipality** Unincorporated Polk County

**Wetlands Issues** None Found

**Elevation Issues** None Found

**Location Growth** Strong

## OFFERING SUMMARY

**Sale Price** \$1,250,000

**Lot Size** 2.38 acres / 103,677 sq/ft

**Price/ Acre:** \$524,990

**Property Use Code** Vacant Commercial (code: 1000)

**Zone** Commercial / Industrial & NAC/TSDA

**Taxes** \$2,382.29

**Site Video & Website** <https://alanjayephoto.hd.pics/US->

**Stellar MLS** TB8402112

**Crexi** [https://www.crexi.com/properties/2011316/  
florida-238-commercial-lakefront-land](https://www.crexi.com/properties/2011316/florida-238-commercial-lakefront-land)



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# Location



## LOCATED AT:

- **Address:** US Hwy 540 W, Winter Haven, FL 33880
- **Parcel ID:** 25-28-36-000000-034020
- **GPS Coordinates:** 28 00'19.2"N. 8146'32.3"W.
- **Legal Description:** Partial SW1/4 of NW1/4, Polk County, FL.
- **Cross Streets:** Located approximately 1/8 mile east of the intersection of US Hwy 540 W and Spirit Lake Rd in Winter Haven, Florida.

## LOCATED NEAR

- **Nearby:** Adjacent to Spirit Lake Crossing Retail Center.
- **Close Proximity** to Residential Communities, Legoland, and other Retailers
- **Quick Access** to Bartow, Lakeland, and Auburdale.
- Approximately 2 miles from **Polk Parkway**, providing accessibility to Orlando and Tampa

# Site Information

In 2007, Alpha Engineering & Surveying, Inc. created a Master Site Plan for the property, which included a 7,600 sq. ft. retail, office, and gym complex on approximately 2.7 acres. The health club facility comprised 30% of the proposed building. The remaining 70% was split equally between office space and retail use. The plan allotted for landscaping and 37 parking spaces.

These plans were approved by Polk County Land Development, Polk County Utility Division, Southwest Florida Water Management District, and Florida DOT.

The approval process went smoothly; however, the project was abandoned for personal reasons.

These plans, the original survey, and other testing documents can be viewed on the property website.



# Utilities & Infrastructure



## AVAILABLE UTILITIES

The following infrastructure does not yet exist but is available for this property.

- Cable
- Electric
- Gas
- Phone
- Sewer
- Water

## UTILITY PROVIDERS IN PROJECT AREA

### **Cable Provider**

Spectrum  
855-975-0951  
WWW.SPECTRUM.COM

### **Electric Provider**

TECO  
702 N. Franklin Street  
Tampa Florida 33880  
813-228-4111

### **Gas Provider**

TECO  
702 N. Franklin Street  
Tampa Florida 33880  
813-228-4111

### **Phone Service Provider**

Verizon  
800-922-0204

### **Sanitary Sewer Provider**

Polk County Utilities Division  
1011 Jim Keene Blvd., SR 540  
Winter Haven, FL. 33830  
863-298-4100

### **Portable Water Provider**

Polk County Utilities Division  
1011 Jim Keene Blvd., SR 540  
Winter Haven, FL. 33830  
863-298-4100



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# Zoning & Land Use



## LAND DESIGNATION

**Land Description:** Commercial / Industrial 1

**Property Use Code (DOR):** Vacant Commercial (Code: 1000)

**Zoning:** C1-C4 with future land use designations.

**Future Land Use:** NAC (Neighborhood Activity Center) & TSDA (Targeted Sector Development Area)

1. Polk County Property Appraiser Records.

## ALLOWANCES & SETBACK RULES\*

**Max Structure Height** 50 ft  
**ISR** 0.70

### **Min. Setbacks**

**Interior Side** 15/15  
**Interior Rear** 15/15  
**FAR** 0.25-.70\*

**Min. Residential Lot** 4,000

\*[https://library.municode.com/fl/polk\\_county/codes/land\\_development\\_code?nodeId=CH2LAUSDIRE\\_S201RECOPL](https://library.municode.com/fl/polk_county/codes/land_development_code?nodeId=CH2LAUSDIRE_S201RECOPL)



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# NAC & TSDA Zoning



## NAC: NEIGHBORHOOD ACTIVITY CENTER

- NAC Zoning focuses on intended use, scale, and location context.
- The purpose of the NAC district is to provide for the daily shopping needs of residents within neighborhoods surrounding the center.
- The NAC district includes non-residential uses such as offices, grocery stores, drug stores, banks, and community facilities, and much more. It also includes all items listed as C1, C2, C3, C4 & P on the Section 205 chart found on the Polk County Website at

[https://library.municode.com/fl/polk\\_county/codes/land\\_development\\_code?nodeId=CH2LAUSDIRE\\_S205USTASTLAUSDIRE511RD18-025](https://library.municode.com/fl/polk_county/codes/land_development_code?nodeId=CH2LAUSDIRE_S205USTASTLAUSDIRE511RD18-025)

## TSDA: TARGETED SECTOR DEVELOPMENT AREA

The purpose of TSDA is to serve as a foundation from which a future urban pattern is established, and to provide areas for development at urban densities and intensities.

TSDAs are where there exists the availability of infrastructure and other community facilities and services, including, but not limited to, mass transit and other transportation alternatives, utilities, public safety, recreational and educational services.

The TSDA also promotes and supports the location of higher density and intensity that requires compact and mixed-use development.

# Future Land Use

- Restaurant (Fast Food / Café / Dining)
- Professional Offices & Medical Clinics
- Retail / Shopping
- Multifamily
- Indoor Recreation / Fitness / Community Center
- Child Care Centers
- Educational Services
- Nurseries & Green Houses
- Bars, Lounges, and Taverns
- Car Wash, Incidental



# Future Land Use

- Vehicle Services, Mechanical
- Recreational Retail, Boating & Auto Supplies
- Leisure & Special Interest
- Financial Institutions
- General Farming
- Cemetery
- Coffee Shops
- Donut & Bagel Drive Through
- Medical Marijuana Dispensaries
- Self-Storage Facility
- + More



# Demographics & Growth Patterns



## GROWTH

### **Total Population**

44,430

Source-2024 Age: 1 Year Increments (Esri)

### **% Increase Since Last Census**

+7.01%

Source-2024 Age: 1 Year Increments (Esri)

### **Projected Population Growth for 2029**

8.13%

Source-2024 Age: 1 Year Increments (Esri)

## TRAFFIC

### **Daytime Population**

45,060

Source- U.S. Census American Community Survey, Esri 2024

### **Daytime Population Density\***

958.4

Source- U.S. Census American Community Survey, Esri 2024

122.8% Higher than Polk County

127.5% Higher than the state of Florida.

### **Daily Traffic Counts (Estimate)**

24,828

Source-AADT



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# Demographics & Growth Patterns



## AREA INCOME

### Average Household Income

\$79,492

Source- 2024/2029 Income (Esri)

### Average Disposable Income

\$64,711

Suggest strong Consumer Spending Power

Source- 2024/2029 Income (Esri)

### Ownership

Home Ownership

65.8%

versus 34.2% renters, showing robust residential investment

### Vehicle

Own 1 or 2 vehicles, likely a truck

Source-2024 Tapestry Market Segmentation (Households)



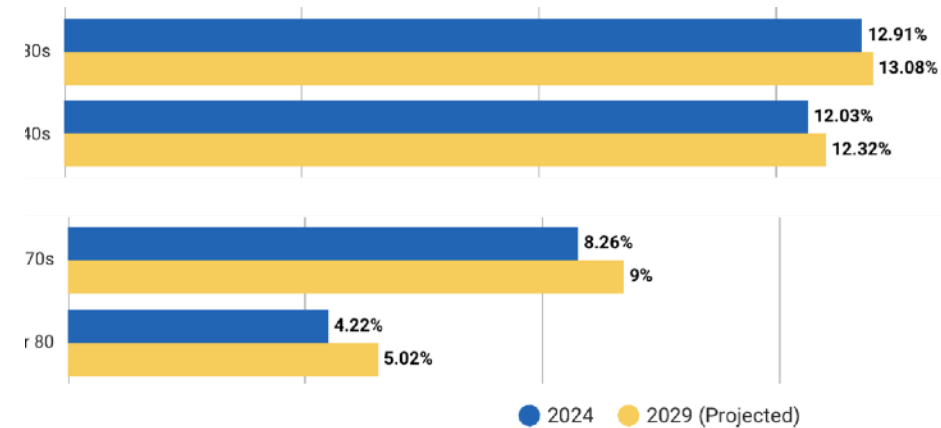
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## AGES & GROWTH AREA

### Median Age

38.8

Source-2024/2029 Age: 5 Year Increments (Esri)



● 2024 ● 2029 (Projected)

### Projected Growth Areas

Source U.S. Census American County Survey via Esri, 2024

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# Demographics & Growth Patterns



## DRIVING HABITS

**88.11%**  
Drive to Work Alone

**9.2%**  
Carpool to Work

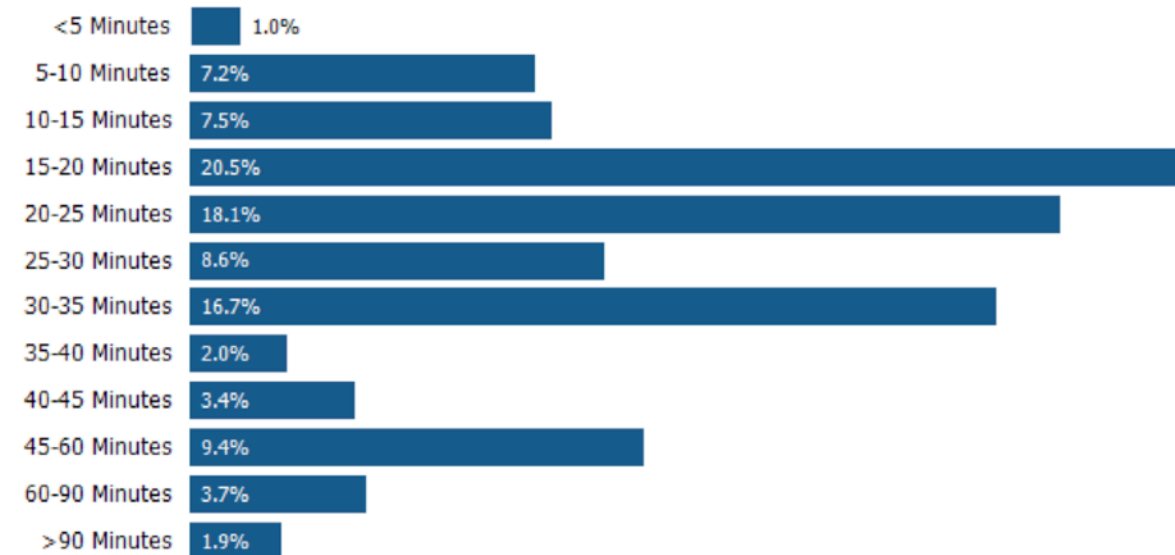
**7.07%**  
Work from Home

Source: Public



## COMMUTE TIMES

### Average Commute Times



Source: U.S. Census American Community Survey Via Esri, 2024

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# Demographics & Growth Patterns



## CONSUMER PREFERENCES

- Popular activities include boating, hunting and fishing, indicating a lifestyle-oriented market.
- Potential for retail and recreational developments catering to these interests

## MARKET STRENGTH

- Strong demographic fit for stable long-term investment returns
- Economic indicators suggest a resilient market capable of withstanding broader economic fluctuations

# Traffic, Access & Visibility

## Daily Traffic Counts

**24,828**

Winter Lake Road at Bradbury Rd.

**24,140**

Winter Lake Road and Thomas Wood Dr.

AADT (2024)

**1,998**

AADT Truck

Winter Lake Road and Spirit Road

AADT (2024)



# Spirit Lake Crossing Businesses

- Publix Grocery Store & Pharmacy
- Evergreen Chinese Restaurant
- H & R Block
- Subway
- Spirit Liquor & Tobacco
- Golden Nails
- H & R Block
- Top Hat Cleaners



# Visitor Estimates



<b><u>BUSINESS</u></b>	<b><u>DISTANCE FROM LOCATION (Miles)</u></b>	<b><u>MONTHLY VISTORS</u></b>
<b>Spirit Lake Crossing</b>	0-.1 m	93.7 K
<b>Publix</b>	0-.1 m	77.4 K
<b>Subway</b>	0-.1 m	9.8 K
<b>Circle K</b>	.1 mi	33.5 K
<b>CVS</b>	.3 m	10 K
<b>McDonalds</b>	.3 m	27 K
<b>Mid Florida Credit Union</b>	0.4	12.7 K



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# Businesses Looking to Locate Near Publix



## SERVICES

- Tires Plus
- Dentistry Offices
- Bay Care, Urgent Care
- FL Hearing, MRI Centers, Chiropractic Care
- Cost Cutters / Great Clips / Fantastic Sam's
- Barber Shops & Tattoo Parlors
- Gyms & Fitness

## RETAIL & RESTAURANTS

- Car & Marine Supply Stores
- Mobile Phone Companies
  - Sprint, T-Mobile, Verizon, etc.
- Insurance & Investment Shops
  - Edward Jones, State Farm, etc.
- Restaurants Eat in & Take Out
- Pizza, Dairy Queen, Sushi Bento
- Coffee: Starbucks, Dunkin' Donuts

# Potential Development

- Undervalued assessed tax base vs market value
- Growth corridor between key population and commuter routes
- Flexibility for retail, flex, medical, or mixed-use development
- Concept Expansion with Conditional Use Permit (CUP)
- EV-Friendly Opportunity
  - Winter Haven, part of fast-growing Polk County, is seeing an increase in EV demand
  - This site is ideal for including Level 2 charging stations or shaded EV spots



# Engineering Report & Site Survey Plans

The current owner had engineers complete a full survey and plans. For personal reasons, the owner did not move forward with the project.

Plans are available upon request.



# Resource List

**Polk County Land Development**

863-534-6792

**Southwest Florida Water Management District (SWFWMD)**

<https://www.swfwmd.state.fl.us>

[WMISHelpDesk@watermatters.org](mailto:WMISHelpDesk@watermatters.org)

352-754-3456 or 800-423-1476 ext 5678

**Polk County Records Department**

[HTTPS://WWW.POLK-COUNTY.NET/](https://www.polk-county.net/)

(863) 534-6006

**Polk County Building's Division**

Address: 330 W Church St. Bartow, FL 33831

Phone: (863) 534-6080



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# Executive Summary

## US Hwy 540 Commercial Land | Winter Haven, FL

MLS#: TB8402112 | 2.38 Acres | Offered at \$1,250,000

### Property Overview

This 2.38-acre lake-adjacent commercial parcel is strategically located along US Hwy 540 West in Winter Haven, FL—directly beside a high-traffic Publix and the Spirit Lake Crossing retail plaza. Situated within one of Polk County's fastest-growing corridors, the site offers immediate visibility, access, and development readiness.

- **Lot Size:** 2.38 acres (103,677 SF)
- **Zoning:** NAC (Neighborhood Activity Center) & TSDA (Targeted Sector Development Area)
- **Price:** \$1,250,000
- **Price per Acre:** ~\$524,000
- **Frontage:** 185 ft on US Hwy 540
- **Lake Frontage:** 593 ft on Sears Lake
- **Flood Zone:** X & AE | Approx. 1.12 acres buildable

### Top Development Use Cases

1. **Quick-Service or Sit-Down Restaurant**
2. **Medical or Professional Office Suites**
3. **Retail/Flex Commercial with Parking + Visibility**

Previously approved for a 7,600 SF flex-use building, including retail, office, and fitness—plans available to qualified buyers.

### High Visibility & Access

- **Daily Traffic Volume:** 24,828 AADT (US Hwy 540)
- **Nearby Tenants:** Publix, CVS, Circle K, McDonald's, Subway, Evergreen Chinese Restaurant
- **Accessibility:** 2 miles from Polk Parkway; easy drive to Lakeland, Bartow, Orlando, and Tampa

### Demographics & Demand

- **Population (5-mi radius):** 44,430
- **Projected Growth (5 years):** +8.13%
- **Avg. Household Income:** \$79,492
- **Ownership Rate:** 65.8% homeowners

### Why This Site?

- **Zoning Flexibility:** Supports retail, medical, office, multifamily, childcare, and more
- **Utilities Available:** Sewer, water, electric, phone, gas
- **Shovel-Ready Potential:** Previous site plans and engineering work completed
- **Adjacent Anchor:** Publix + other national tenants create stable traffic and brand synergy

 Property Website: <https://alanjayephoto.hd.pics/US-Hwy-540-West>



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Let's Connect: Jennea LeDuc | [jennealeduc@gmail.com](mailto:jennealeduc@gmail.com) | 727-404-2497 | RE/MAX Experts | The Signature Group

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# Next Steps Investor Actions



## NEXT STEPS FOR INVESTORS

- Schedule a site visit and request full survey documents.
- Offers should be submitted to [jennealeduc@gmail.com](mailto:jennealeduc@gmail.com)
- Offers should be sure to include:
  - Inspection Periods
  - Hard Money Timeline
  - Explanations for Requested Timelines
  - Commission Offering



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## About the Advisor: Jennea LeDuc

Specializing in commercial land, investment properties, and real estate assets with long-term upside. With an entrepreneurial background spanning business operations, legal teams, and construction, I bring a sharp eye to value, risk, and opportunity—ensuring that every deal is both viable and vision-aligned.