

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>