

# Hard Corner .42 Acres C-2 / Zoned

**FOR SALE**



1215 & 1217 W. Memorial Blvd., Lakeland, Florida 33815

## Property Highlights

- Excellent location
- .42 Acres
- 29,000 AADT
- Zoned C-2
- Great location for Auto Sales, Service Center, Retail



1215 & 1217 W. Memorial Blvd. Lakeland, Florida 33815



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**Property:** Corner Lot within the C-2 (Midtown CRA) land use. Permitted uses include, Auto Sales, general office and retail use, gas station, kennels, laundry establishment, service and repair, restaurant, bar and lounge, liquor store. Please see the attached Permitted Uses Chart attached for additional information. This site is ready for development. Electric, Water, Wastewater, Solid waste, recycling and stormwater is provided by The City of Lakeland.

**Location:** This site is located just 1.9 miles to I-4 in a heavily populated residential area with 73,800 people within a 10-minute drive time. Site is located at hard corner of Atlantic Road and Memorial Blvd. within the Midtown CRA with 29,000 VPD.

**Sale Price:** \$200,000



Jack Strollo, CCIM, CPM Vice President, Broker 863-683-3425 [jstrollo@resbroadway.com](mailto:jstrollo@resbroadway.com)  
100 S. Kentucky Avenue Suite 290, Lakeland, FL 33801

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**Area Information:** Lakeland is located approximately 35 miles east of Tampa and 55 miles southwest of Orlando along Interstate I-4. The city is home to Florida Southern College, Florida Polytechnic University, Southeastern University, Polk Community College, and Publix. Lakeland is showing positive job growth and offers a lower cost of living than area other areas along the I-4 corridor. There are over 10,000,000 people within a 100-mile radius of Lakeland; a fact that is causing exponential growth in the area.



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## Permitted Uses

- Rooming Houses & Hostels, Level I
- Office Uses, Medical
- Office Uses, Non-Medical
- Office-Type R & D
- Bed & Breakfast
- Hotel
- Motel
- Drive-Through/Drive-In Facilities
- Motor Vehicle Fuel Sales, Minor
- Motor Vehicle Rental
- Motor Vehicle Sales, New
- Motor Vehicle Service & Repair, Minor
- Off-Street Parking, Surface
- Off-Street Parking, Structure
- Barber Shops, Hair Salons & Day Spas
- Exercise, Fitness & Martial Arts Studios
- Funeral Homes & Crematoriums
- Kennels
- Music & Dance Studios
- Pet Grooming & Pet Day Care
- Repair-Oriented Services
- Tax Preparation Services, Retail
- Veterinary Clinics & Animal Hospitals
- Artisan-Oriented Retail
- Convenience Stores
- Dollar Stores & Variety Stores
- Drug Stores & Pharmacies
- Grocery Stores
- Liquor Stores
- Office Support Retail & Services Uses
- Pawn Shops
- Plant Nurseries & Greenhouses
- Rent-To-Own Stores
- Thrift & Secondhand Stores
- Tobacco & Vape Shops
- Commercial Recreation, Indoors

### Restaurant Uses

- Carry Out/Delivery
- Food Trucks
- Restaurants, Low Turn-Over
- Restaurants, High Turn-Over
- Restaurants, Very High Turn-Over

### Industrial-Type Service Uses

- Catering Establishments
- Recycling Collection Centers
- Mini-Warehousing & Storage

### Communities Facilities

- Churches, Synagogues and Other Houses of Worship
- Colleges, Junior Colleges, Universities & Seminaries
- Day Care Center Accessory to a House of Worship
- Day Care Centers/Adult
- Day Care Centers/Child
- Vocational Training for Activities

Permitted in the District where Located

### Healthcare & Social Services

- Blood Banks & Plasma Collection Facilities

### Infrastructure & Transportation

- Broadcast & Transmission Towers
- Communication Studios
- Ground-Mounted Personal Wireless Service Facilities
- Utility & Essential Service Facilities, Level I
- Motor Vehicle Parts & Accessory Stores
- Banks, Credit Unions and Savings & Loan Associations
- All Other Personal Services Uses, Not Specified, Indoors
- Laundry & Cleaning Establishments, Retail
- Tattoo Parlors & Body Art Establishments
- Antique Shops & Consignment Boutiques
- Building Materials Sales, Retail, Level I
- Firearms Sales & Indoor Gun Ranges
- Outdoor Sales, New & Used, as a Principal Use
- All Other Retail Sales Uses, Not Specified, Indoors
- Bars, Lounges and Related Entertainment Uses

# LOCATION MAP

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# Executive Summary

1215 W Memorial Blvd, Lakeland, Florida, 33815  
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri  
Latitude: 28.05494  
Longitude: -81.97454

	0 - 1 mile	1 - 3 mile	3 - 5 mile
<b>Population</b>			
2010 Population	9,477	48,096	65,429
2020 Population	9,478	55,280	72,816
2022 Population	9,315	56,199	73,233
2027 Population	9,486	58,668	76,001
2010-2020 Annual Rate	0.00%	1.40%	1.08%
2020-2022 Annual Rate	-0.77%	0.74%	0.25%
2022-2027 Annual Rate	0.36%	0.86%	0.74%
2022 Male Population	48.4%	47.8%	48.1%
2022 Female Population	51.6%	52.2%	51.9%
2022 Median Age	35.5	37.8	40.3

In the identified area, the current year population is 73,233. In 2020, the Census count in the area was 72,816. The rate of change since 2020 was 0.25% annually. The five-year projection for the population in the area is 76,001 representing a change of 0.74% annually from 2022 to 2027. Currently, the population is 48.1% male and 51.9% female.

### Median Age

The median age in this area is 40.3, compared to U.S. median age of 38.9.

### Race and Ethnicity

2022 White Alone	22.3%	53.3%	64.6%
2022 Black Alone	55.2%	21.6%	12.4%
2022 American Indian/Alaska Native Alone	0.7%	0.7%	0.4%
2022 Asian Alone	0.5%	1.6%	2.2%
2022 Pacific Islander Alone	0.1%	0.1%	0.1%
2022 Other Race	10.1%	10.0%	7.4%
2022 Two or More Races	11.0%	12.6%	12.8%
2022 Hispanic Origin (Any Race)	24.3%	25.4%	21.4%

Persons of Hispanic origin represent 21.4% of the population in the identified area compared to 19.0% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 69.8 in the identified area, compared to 71.6 for the U.S. as a whole.

### Households

2022 Wealth Index	24	49	65
2010 Households	3,276	19,467	26,728
2020 Households	3,471	21,385	29,460
2022 Households	3,458	21,788	29,730
2027 Households	3,522	22,870	30,860
2010-2020 Annual Rate	0.58%	0.94%	0.98%
2020-2022 Annual Rate	-0.17%	0.83%	0.41%
2022-2027 Annual Rate	0.37%	0.97%	0.75%
2022 Average Household Size	2.66	2.37	2.39

The household count in this area has changed from 29,460 in 2020 to 29,730 in the current year, a change of 0.41% annually. The five-year projection of households is 30,860, a change of 0.75% annually from the current year total. Average household size is currently 2.39, compared to 2.40 in the year 2020. The number of families in the current year is 18,454 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



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<b>Mortgage Income</b>			
2022 Percent of Income for Mortgage	13.0%	19.0%	20.3%
<b>Median Household Income</b>			
2022 Median Household Income	\$28,412	\$43,647	\$56,272
2027 Median Household Income	\$31,741	\$53,428	\$64,076
2022-2027 Annual Rate	2.24%	4.13%	2.63%
<b>Average Household Income</b>			
2022 Average Household Income	\$39,399	\$62,830	\$77,955
2027 Average Household Income	\$46,436	\$74,226	\$90,939
2022-2027 Annual Rate	3.34%	3.39%	3.13%
<b>Per Capita Income</b>			
2022 Per Capita Income	\$15,418	\$24,708	\$31,482
2027 Per Capita Income	\$18,184	\$29,259	\$36,718
2022-2027 Annual Rate	3.36%	3.44%	3.12%

Current median household income is \$56,272 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$64,076 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$77,955 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$90,939 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$31,482 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$36,718 in five years, compared to \$47,064 for all U.S. households

<b>Housing</b>			
2022 Housing Affordability Index	200	131	121
2010 Total Housing Units	4,047	23,562	30,830
2010 Owner Occupied Housing Units	1,528	10,428	16,069
2010 Renter Occupied Housing Units	1,748	9,040	10,661
2010 Vacant Housing Units	771	4,095	4,102
2020 Total Housing Units	3,885	24,451	32,226
2020 Vacant Housing Units	414	3,066	2,766
2022 Total Housing Units	3,870	25,048	32,491
2022 Owner Occupied Housing Units	1,682	11,468	17,508
2022 Renter Occupied Housing Units	1,776	10,320	12,223
2022 Vacant Housing Units	412	3,260	2,761
2027 Total Housing Units	3,963	26,383	33,889
2027 Owner Occupied Housing Units	1,753	12,151	18,523
2027 Renter Occupied Housing Units	1,769	10,719	12,338
2027 Vacant Housing Units	441	3,513	3,029

Currently, 53.9% of the 32,491 housing units in the area are owner occupied; 37.6%, renter occupied; and 8.5% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 32,226 housing units in the area and 8.6% vacant housing units. The annual rate of change in housing units since 2020 is 0.36%. Median home value in the area is \$216,926, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 3.44% annually to \$256,933.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



## **Community**

Located on the I-4 Corridor of Central Florida between Tampa and Orlando, Lakeland is quickly transforming into a global economic hub. In proximity are two international airports, two interstate highways, passenger, and freight rails, and a deep water port.

With access to skilled employees from our world-class education facilities such as Florida Southern College, Southeastern University, and Florida Polytechnic, Lakeland has become the headquarters or regional hub for major corporations like Publix Supermarkets, SaddleCreek, GEICO, Lockheed Martin, and FedEx.

Join these strategic companies as a shareholder in Lakeland's highly favorable business and real estate market. With multiple economic development councils, entrepreneurship incubators, and competitive tax rates, there is no better time to make an investment in Lakeland.

## **LAKELAND RANKINGS**

- **#1 Cities to buy a home (Business Insider)**
- **#1 Fastest growing city (Bloomberg)**
- **#1 most philanthropic city (Philanthropy)**
- **#6 safest places to live**
- **#6 mid-sized metro job growth (Business facilities)**
- **#17 best cities for new graduates (Good Call)**
- **#7 Best Places to move (US News & World Report)**

## **LAKELAND BENEFITS**

- **North & South Highways: I-75, I-95, Hwy 27**
- **East & West Highways: I-4, Hwy 60, Hwy 92**
- **32 Miles from Tampa, 54 Miles from Orlando**
- **CSX Rail Access**
- **2 Major Airports less than 1 hour away**
- **Over 10 Million People within 100 Miles**
- **Largest Municipality in Polk County**
- **City of Lakeland population: 107,552**
- **Average annual wages: \$56,376**
- **Unemployment rate: 3.4%**
- **Florida's 4th Best City in business tax climate index**