



# Stunning Downtown Lakefront Commercial Lot

187 Lake Morton Drive, Lakeland, Florida 33801

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## PROPERTY SUMMARY



### Offering Summary

Sale Price:	\$1,299,000
Lot Size:	.56 Acres
Zoning:	O-1, City of Lakeland
Road Frontage:	105 ± FT
Parcel ID:	24-28-19-235000-000060
Property Taxes (2025):	\$5,621.00
Traffic - AADT:	25,000 on South Florida Ave

### Property Overview

We are pleased to present this truly exceptional commercial lot, one of the last of its kind, situated directly on Lake Morton in vibrant downtown Lakeland.

This property has 105 feet of frontage on the lake and is zoned O-1 (City of Lakeland), positioning it as prime real estate for new development. The O-1 classification allows for a variety of uses, including professional office, personal service establishments, and parking.

With precedent established in the immediate area, the potential for rezoning to multifamily use makes this an even more versatile and highly desirable investment.

The lot is within easy walking distance of downtown Lakeland's core, the charming Dixieland neighborhood, both with their wide array of restaurants and retail, and also the scenic Lake Hollingsworth.

Don't miss this rare opportunity to develop on a premier lakefront commercial site.

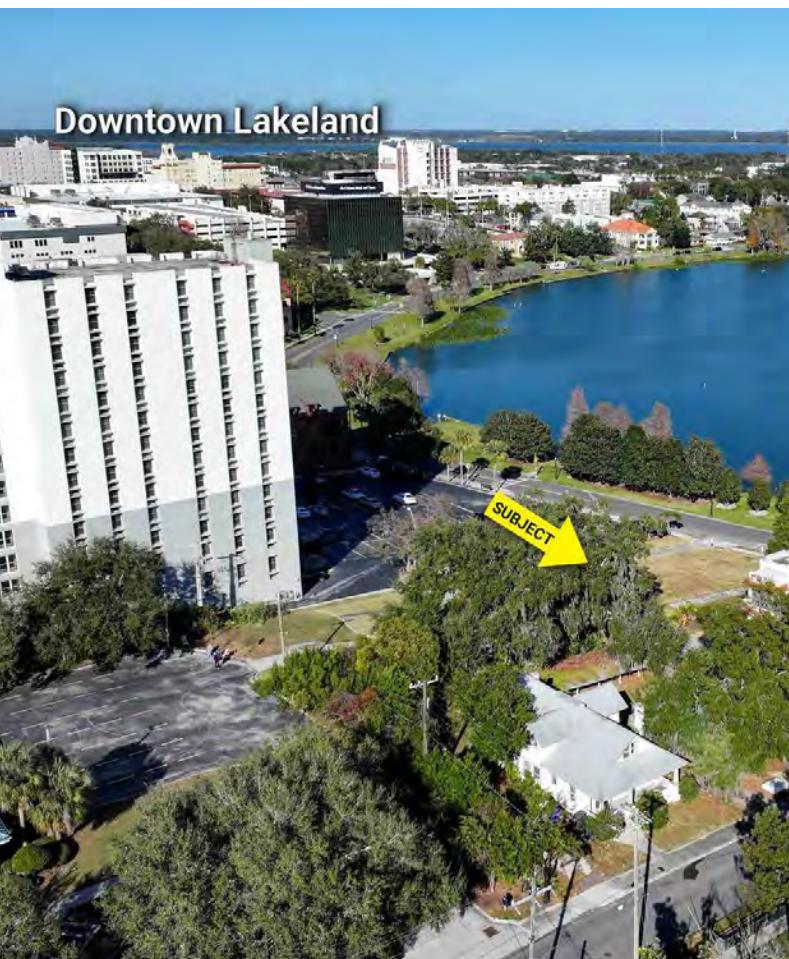
\*The iconic Wilsonian Building and the adjoining duplex to the west are also for sale, please refer to the "Additional Properties" page. Contact listing agents for more information.

## COMPLETE HIGHLIGHTS

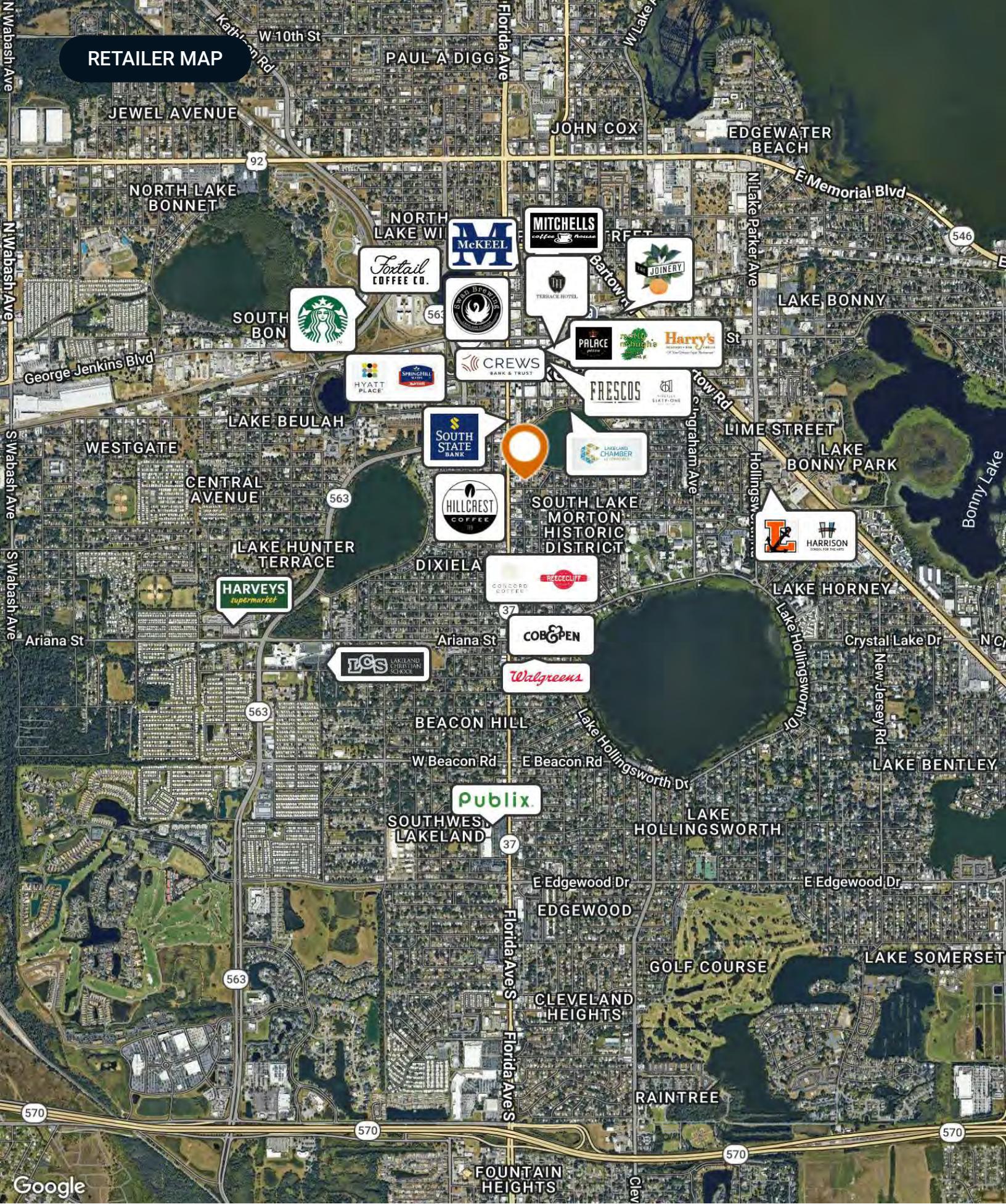


## Property Highlights

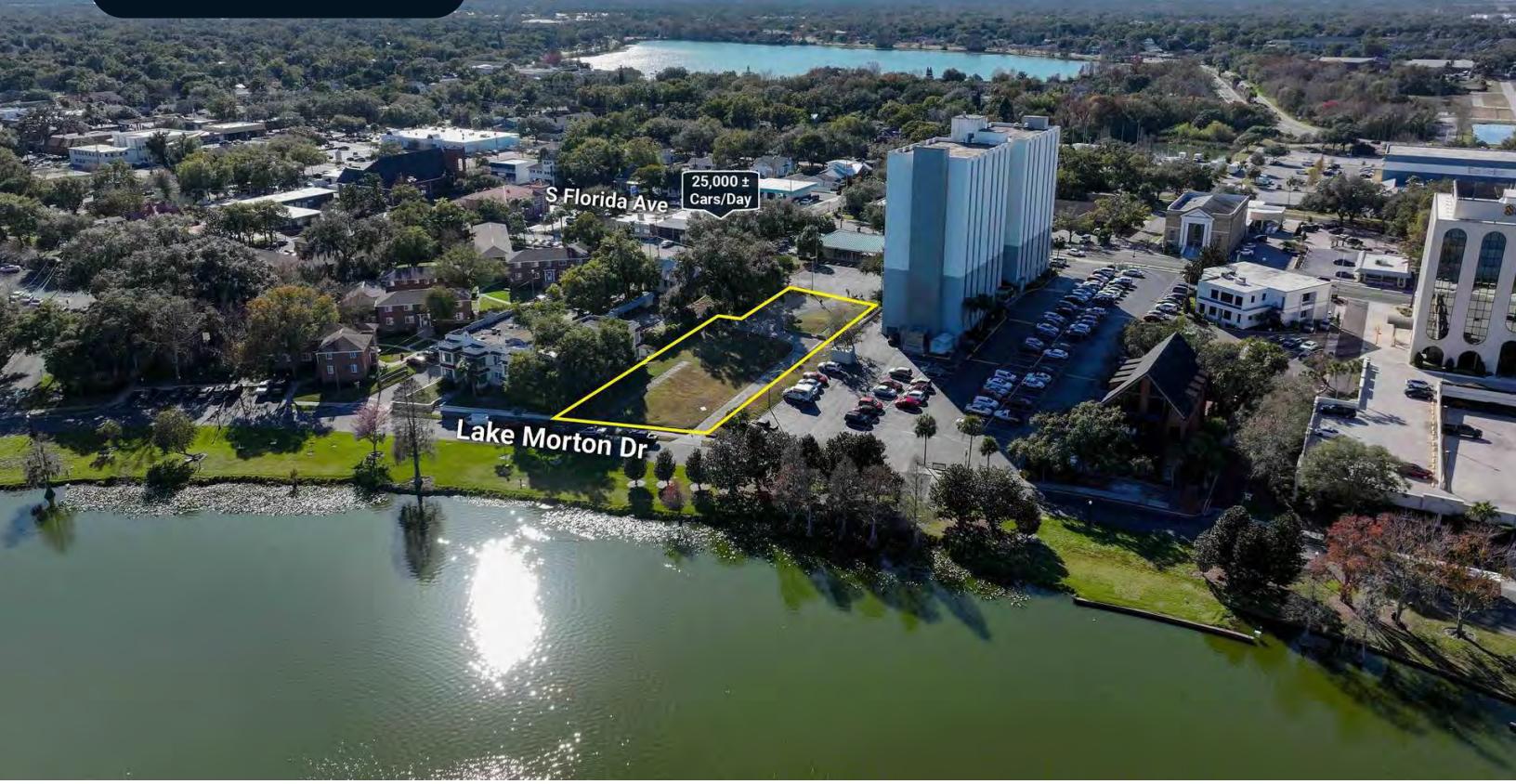
- .56 AC commercial lakefront lot in downtown Lakeland
- 105 feet of frontage along Lake Morton Drive
- Zoned O-1, City of Lakeland. Uses include professional office, personal service establishments, and parking.
- Formerly a two story law office, but now vacant and ready for new development
- The pursuit of a multifamily rezone is plausible as the immediate neighborhood is a mix of office and residential
- 25,000 vehicles per day on South Florida Ave
- Lake Morton is one of Lakeland's most prestigious lakes, home to natural bird wildlife, including its famous Swans and the annual Mayfaire on the Lake Art Show held every May
- City of Lakeland water, wastewater and electricity
- Walking distance to downtown, Dixieland and Lake Hollingsworth
- Survey and Phase 1 Environmental Report available
- \*\* NOTE- there is an ingress/egress access easement, as well as a utility easement to South Florida Ave. Book 05108 Page 1285. More details available.



## RETAILER MAP

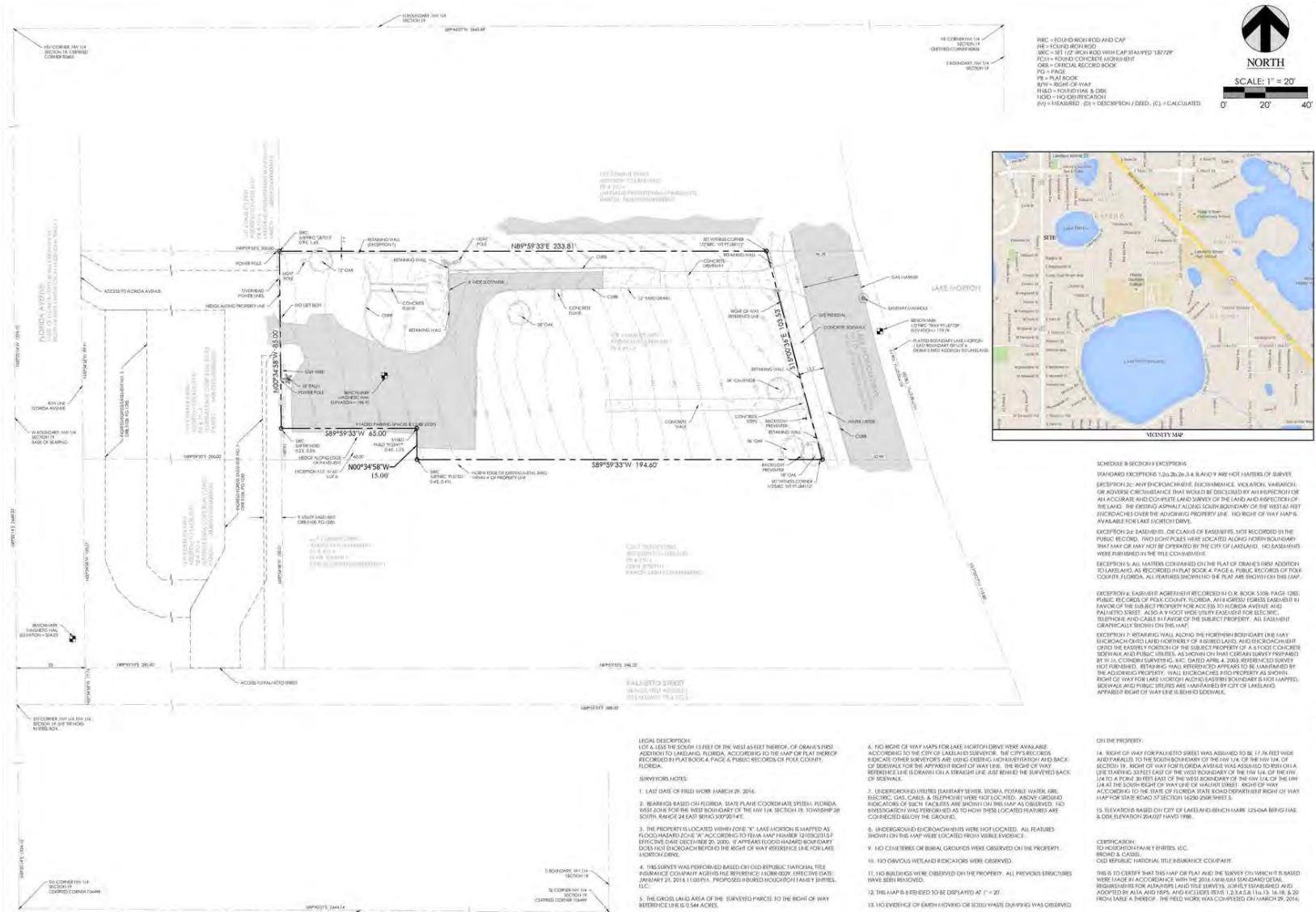


## ADDITIONAL PHOTOS



ADDITIONAL PROPERTIES (15,796 SF)



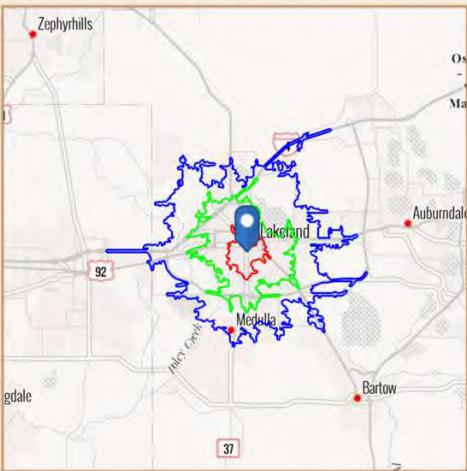


## BENCHMARK DEMOGRAPHICS

### BENCHMARK DEMOGRAPHICS

187 Lake Morton Dr, Lakeland, Florida, 33801

Drive time of 5 mins, 10 mins, & 15 mins



Based on ideas by Gary M.Ralston, CCIM, SIOR, CPM, CRE, CLS, CDP, CRX, FRICS

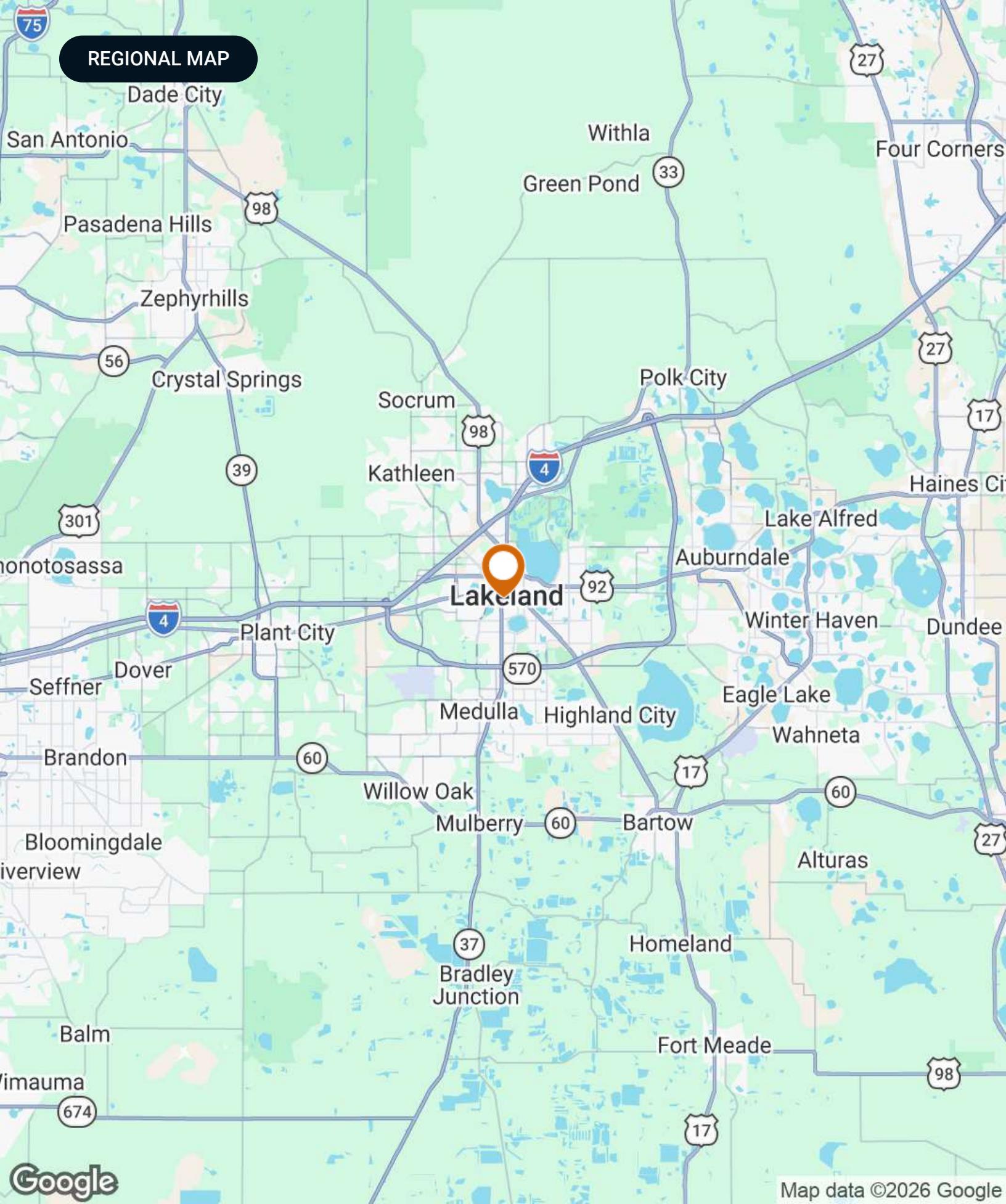
Source: This infographic contains data provided by Esri (2025, 2030), Esri-Data Axle (2025)

THE CCIM INSTITUTE



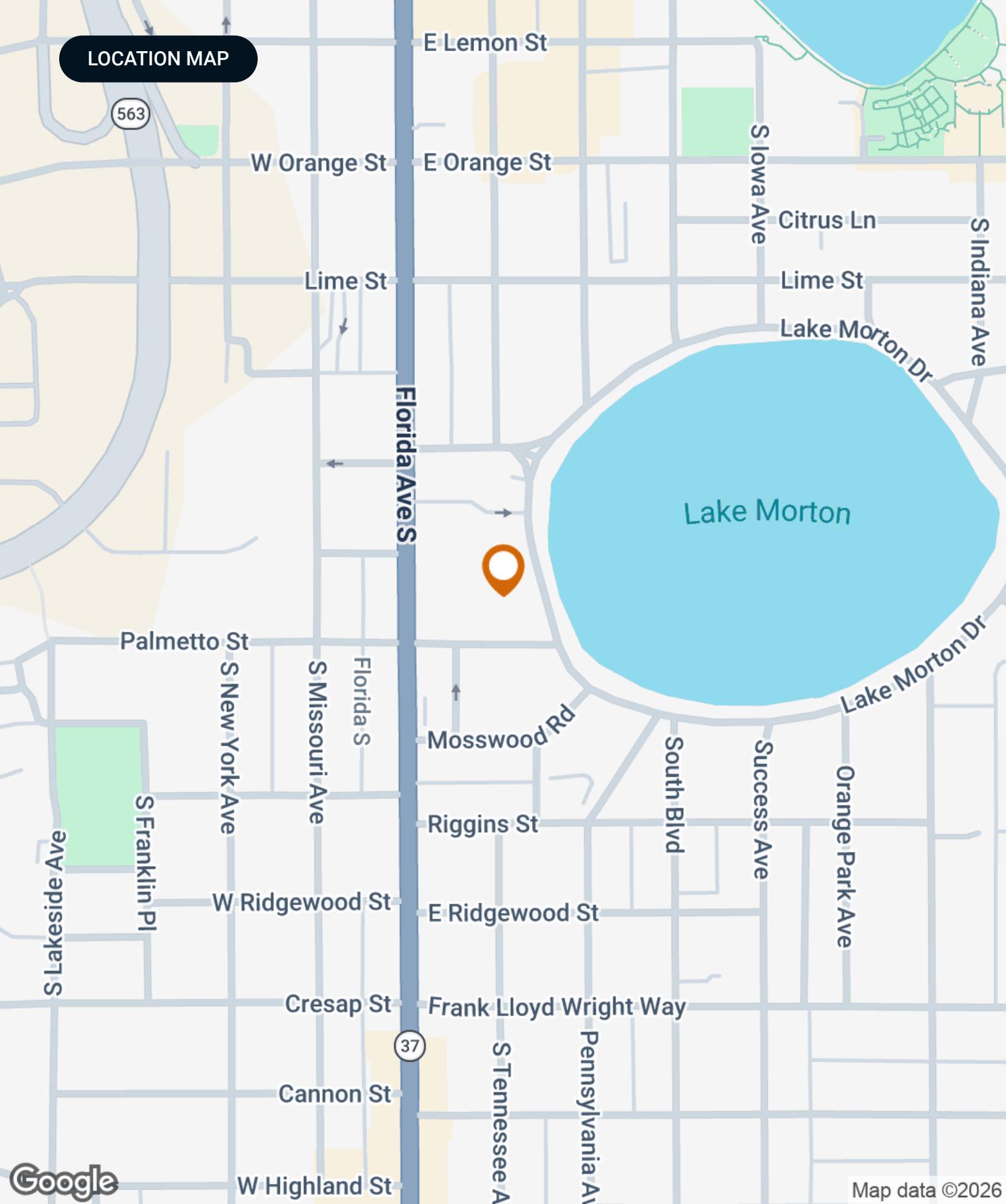
AGE SEGMENTS	DRIVE TIME			GEOGRAPHY		States	USA
	5 mins	10 mins	15 mins	Counties	CBSAs		
	Polk County	Lakeland-Winter Haven, FL Metropolitan Statistical Area	Florida	USA			
0 - 4	4.26%	5.44%	5.44%	5.30%	5.30%	4.69%	5.39%
5 - 9	4.04%	5.39%	5.56%	5.61%	5.61%	5.03%	5.75%
10 - 14	3.81%	5.62%	5.76%	6.00%	6.00%	5.34%	5.98%
15 - 19	6.48%	7.19%	6.65%	6.26%	6.26%	5.84%	6.47%
20 - 34	32.60%	23.48%	21.41%	18.85%	18.85%	18.43%	20.33%
35 - 54	20.07%	21.96%	22.84%	24.12%	24.12%	24.41%	25.20%
55 - 74	19.48%	21.82%	22.40%	23.96%	23.96%	25.55%	22.82%
75+	9.33%	9.13%	9.93%	9.91%	9.91%	10.74%	8.05%
HOUSEHOLD INCOME							
<\$15,000	14.2%	12.3%	9.9%	7.4%	7.4%	8.0%	8.3%
\$15,000-\$24,999	8.7%	8.5%	7.4%	6.1%	6.1%	5.8%	5.9%
\$25,000-\$34,999	8.4%	9.1%	8.5%	7.2%	7.2%	6.7%	6.3%
\$35,000-\$49,999	10.1%	12.9%	12.7%	12.0%	12.0%	10.5%	9.8%
\$50,000-\$74,999	18.3%	20.2%	20.5%	19.8%	19.8%	16.9%	15.6%
\$75,000-\$99,999	12.4%	12.6%	13.2%	14.6%	14.6%	12.9%	12.5%
\$100,000-\$149,999	16.0%	15.1%	16.7%	18.1%	18.1%	18.4%	17.8%
\$150,000-\$199,999	6.8%	4.8%	6.0%	8.1%	8.1%	8.7%	9.8%
\$200,000+	5.1%	4.5%	5.2%	6.6%	6.6%	12.1%	14.0%
KEY FACTS							
Population	18,926	81,319	153,851	822,142	822,142	23,027,836	339,887,819
Daytime Population	30,740	107,204	182,199	782,956	782,956	22,846,618	338,218,372
Employees	6,851	31,079	62,196	334,740	334,740	10,832,721	167,630,539
Households	7,124	32,029	61,439	313,012	313,012	9,263,074	132,422,916
Average HH Size	2.06	2.33	2.38	2.57	2.57	2.43	2.50
Median Age	34.2	37.3	39.1	41.3	41.3	43.6	39.6
HOUSING FACTS							
Median Home Value	333,231	236,438	272,527	319,676	319,676	416,969	370,578
Owner Occupied %	40.6%	53.1%	57.3%	71.8%	71.8%	67.2%	64.2%
Renter Occupied %	59.4%	46.9%	42.7%	28.2%	28.2%	32.8%	35.8%
Total Housing Units	7,951	35,783	68,111	361,112	361,112	10,635,372	146,800,552
INCOME FACTS							
Median HH Income	\$58,859	\$57,797	\$63,016	\$70,958	\$70,958	\$78,205	\$81,624
Per Capita Income	\$31,261	\$30,919	\$33,681	\$34,967	\$34,967	\$44,891	\$45,360
Median Net Worth	\$57,905	\$88,486	\$123,053	\$224,923	\$224,923	\$253,219	\$228,144

## REGIONAL MAP



Map data ©2026 Google

## LOCATION MAP





## Lakeland POLK COUNTY

Founded	1885
Population	117,606 (2023)
Area	74.4 sq mi
Website	<a href="http://lakelandgov.net">lakelandgov.net</a>
Major Employers	Publix Supermarkets Saddle Creek Logistics Geico Insurance Amazon Rooms to Go Welldyne Advance Auto Parts

Conveniently located along the I-4 corridor, Lakeland is a vibrant community offering great access to both Tampa and Orlando. With a population of just over 120,000, the city limits cover an impressive 74.4 square miles. At the core of its community, Lakeland is also home to an abundance of lakes that provide scenic views as well as ample recreational opportunities for its residents. Much of Lakeland's culture and iconic neighborhoods are built around the 38 named lakes found within the city.

Just as vital to the community, Downtown Lakeland is a lively and enjoyable scene for residents and visitors alike. Dubbed "Lakeland's living room", Downtown Lakeland truly embodies the city's community spirit. This dynamic community boasts quaint shops, casual restaurants, pubs, craft breweries, and fine-dining experiences in and around the historic brick buildings surrounding the historic Munn Park town square.

Embracing the City of Lakeland's rich history, tree-lined brick streets can be found winding through various historic neighborhoods of the community. The city is also home to several educational institutions, including Southeastern University, Florida Polytechnic University, Polk State College, and Florida Southern College, which hosts Frank Lloyd Wright's most extensive on-site collection of architecture.



## Polk County FLORIDA



Founded	1861	Density	386.5 (2019)
County Seat	Bartow	Population	775,084 (2023)
Area	1,875 sq. mi.	Website	<a href="http://polk-county.net">polk-county.net</a>

In Florida, Polk County is a leading contributor to the state's economy and politics. Concerning the local economy, industries like citrus, cattle, agriculture, and phosphate have all played extremely vital roles in Polk County. An increase in tourist revenue has also significantly contributed to the county's economic growth in recent years. As the heart of Central Florida, Polk County's location between the Tampa and Orlando Metropolitan Areas has aided in the development and growth of the area. Residents and visitors alike are drawn to the unique character of the county's numerous heritage sites, cultural venues, stunning natural landscapes, and plentiful outdoor activities.



### Craig Morby

Senior Advisor

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## Professional Background

Craig Morby is a Senior Advisor at Saunders Real Estate.

He has been licensed in real estate since 2006 and has been handling commercial real estate for the past 17 years. Craig's core belief is that anything can be accomplished with distinct customer service. It is this principle that drives him as he seeks to affirm loyalty and trust in his customer base.

Considered a generalist, Craig has handled every asset class of commercial real estate including multi-family, office, retail, industrial, land, and leasing. He is responsible for millions of dollars in sales, representing both buyers and sellers.

Craig has been very involved in the Lakeland community over the years, serving on the Board of Directors for the Lakeland Chamber of Commerce, the Lakeland Association of Realtors and the Parent Advisory Board for Harrison School for the Arts. He is also a graduate of Leadership Lakeland Class 37.

Craig Morby was born in London, England, raised in Toronto, Canada, and has been a Lakeland resident since 1995. His previous experience as a National Account Manager at American Express, Toronto and as a small business owner in Lakeland, FL has given Craig a unique range of experience. He resides in Lakeland with his wife Vicki, their two dogs, and two cats. His daughter, Sabrina lives in Jacksonville Beach, Florida.



### Eric Ammon, CCIM

Senior Advisor

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## Professional Background

Eric Ammon, CCIM is a Senior Advisor at Saunders Real Estate.

Eric has worked in commercial real estate for over 30 years and is a licensed real estate broker in Florida. In his career he has managed, acquired and sold in excess of \$1.2 Billion worth of investment grade real estate across all asset classes including multi-family, hospitality, marina, high-rise office, industrial, retail, parking garages, and land in all of its forms.

He has directly completed in excess of \$170M in multi-family acquisitions, \$335M in overall dispositions, brokered the sale of over \$195M in apartment sales throughout Florida, and managed and leased all types and classes of properties across the United States. Eric obtained a Bachelor of Arts degree in Political Science from the University of Cincinnati. He also holds the Certified Commercial Investment Member (CCIM) designation. Eric resides in Lakeland, FL with his wife, Patty and their two children.

Eric specializes in:

- General Commercial Real Estate

## Memberships

Certified Commercial Investment Member



## Serving the Southeast

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