

# Vistas Multifamily Land

5010 New Tampa Hwy, Lakeland, Florida 33815

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**New Tampa Highway**

SECTION 1

# Property Information



## PROPERTY OVERVIEW



### Offering Summary

<b>Sale Price:</b>	<b>\$1,050,000</b>
<b>Acreage:</b>	7.06 ± Acres
<b>Price / Acre:</b>	\$148,725
<b># of Proposed Units:</b>	105 Units
<b>Price per Unit:</b>	\$10,000
<b>Proposed SF:</b>	105,768 ± SF
<b>Parking:</b>	212 Spaces
<b>FLU:</b>	RL-4 & LCC (Polk County)
<b>Utilities:</b>	Water - At Site Sewer - 2,500 ± FT to the East
<b>County:</b>	Polk
<b>PIN:</b>	232820000000012180 (+4)

### Property Overview

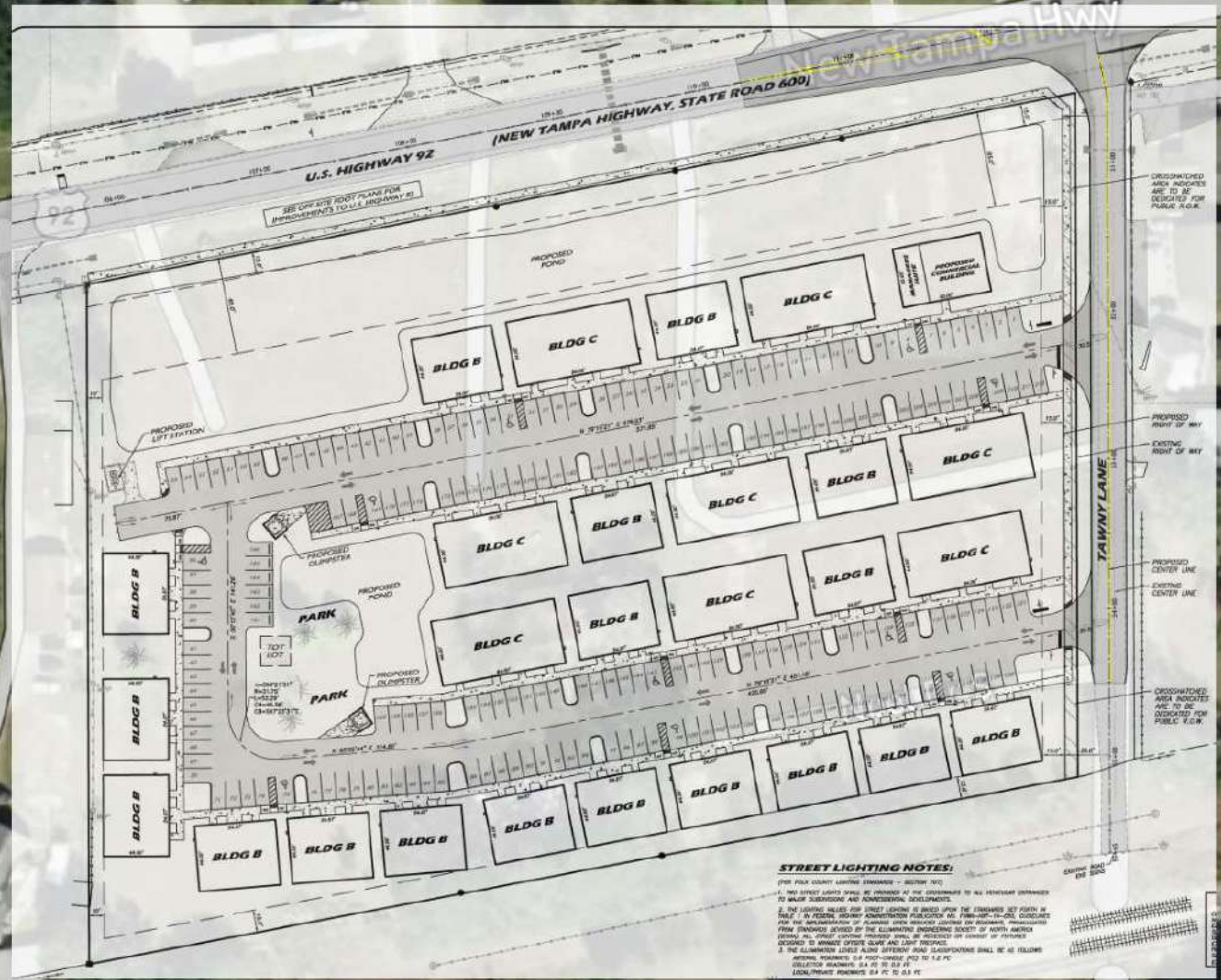
This 7.06-acre multifamily development site offers a significant head start with advanced plans already in place for a 105-unit project, including architectural and MEP sets. Boasting substantial frontage on Old Tampa Highway, the property is perfectly positioned for high visibility and seamless connectivity to the region's critical transit arteries, including Galloway/Airport Road, the Polk Parkway, and I-4, placing both Tampa and Orlando within easy reach.

The site is strategically located in a high-demand employment pocket, offering future residents a short commute to major regional hubs such as Southern Glazer's Wine & Spirits, Rooms To Go, and the Amazon Fulfillment Center. With its proximity to the industrial and logistics corridor near the airport, this project is ideally suited to capture the area's growing workforce.



# CONCEPT SITE PLAN

New Tampa Hwy



## PROJECT UNITS

	Units	RSF	Total RSF
3Bed/2Bath Unit B (1st fl.)	36 Units	1,004 RSF	36,144 RSF
3Bed/2Bath Unit B (1st fl.)	36 Units	1,143 RSF	41,148 RSF
3Bed/2Bath Unit C	24 Units	913 RSF	21,912 RSF
1Bed/1Bath Unit C1	8 Units	532 RSF	4,256 RSF
1Bed-1Bath Commercial Unit	1 Unit	570 RSF	570 RSF
Commercial Space	1 Unit	1,738 RSF	1,738 RSF
<b>Total</b>	<b>106 Units</b>	<b>998 RSF</b>	<b>105,768 RSF</b>

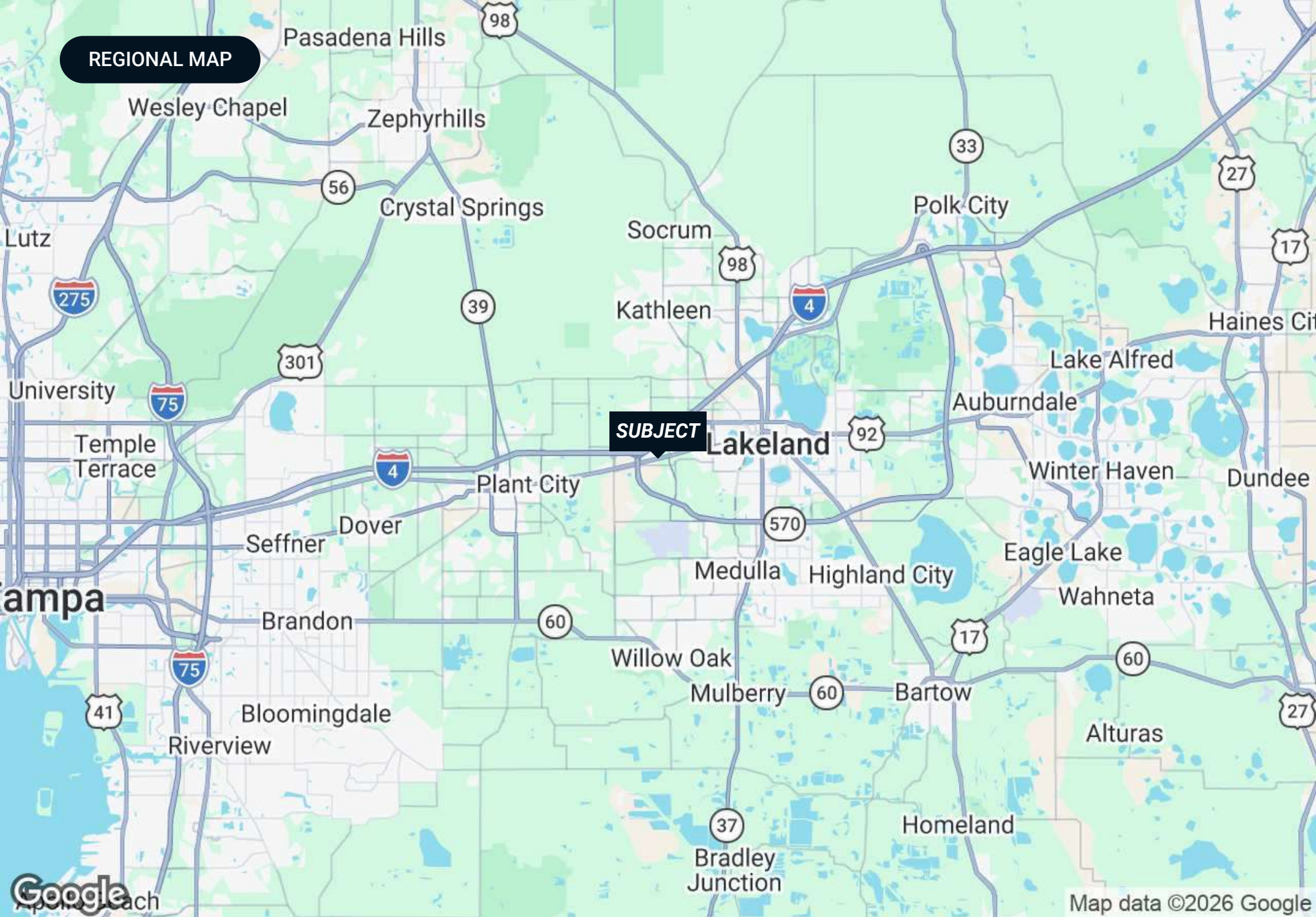




SECTION 2

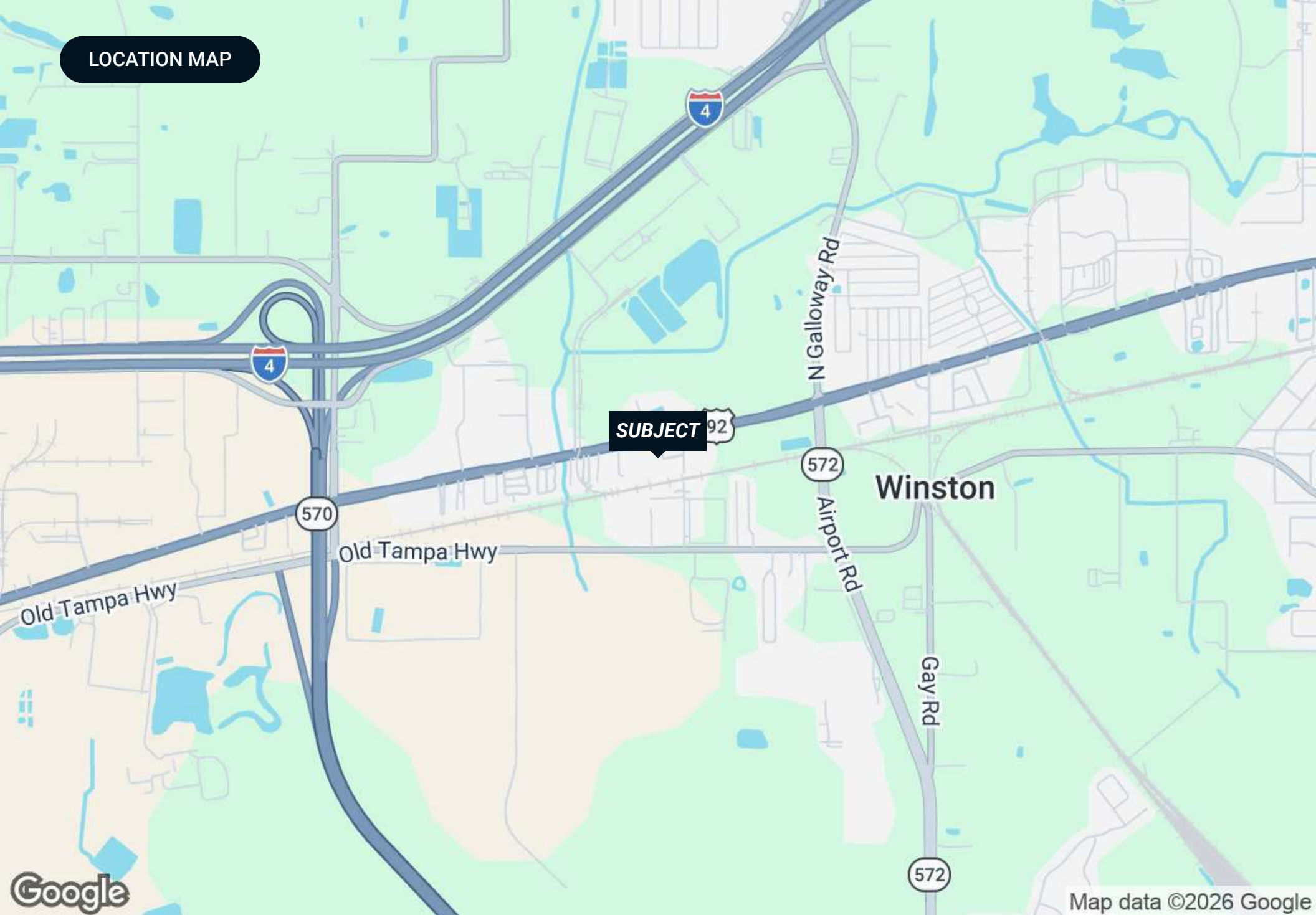
# Location Information





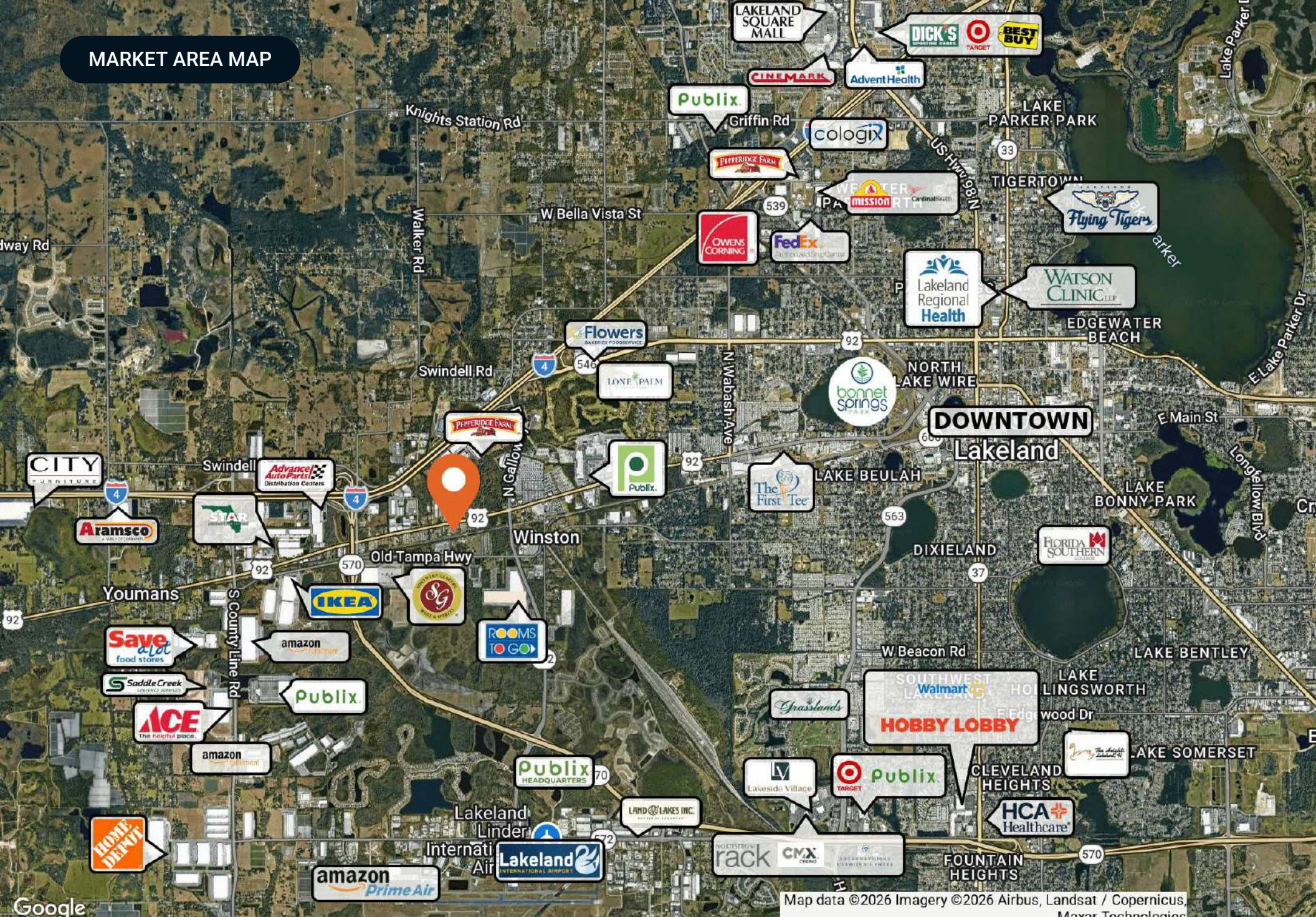


LOCATION MAP



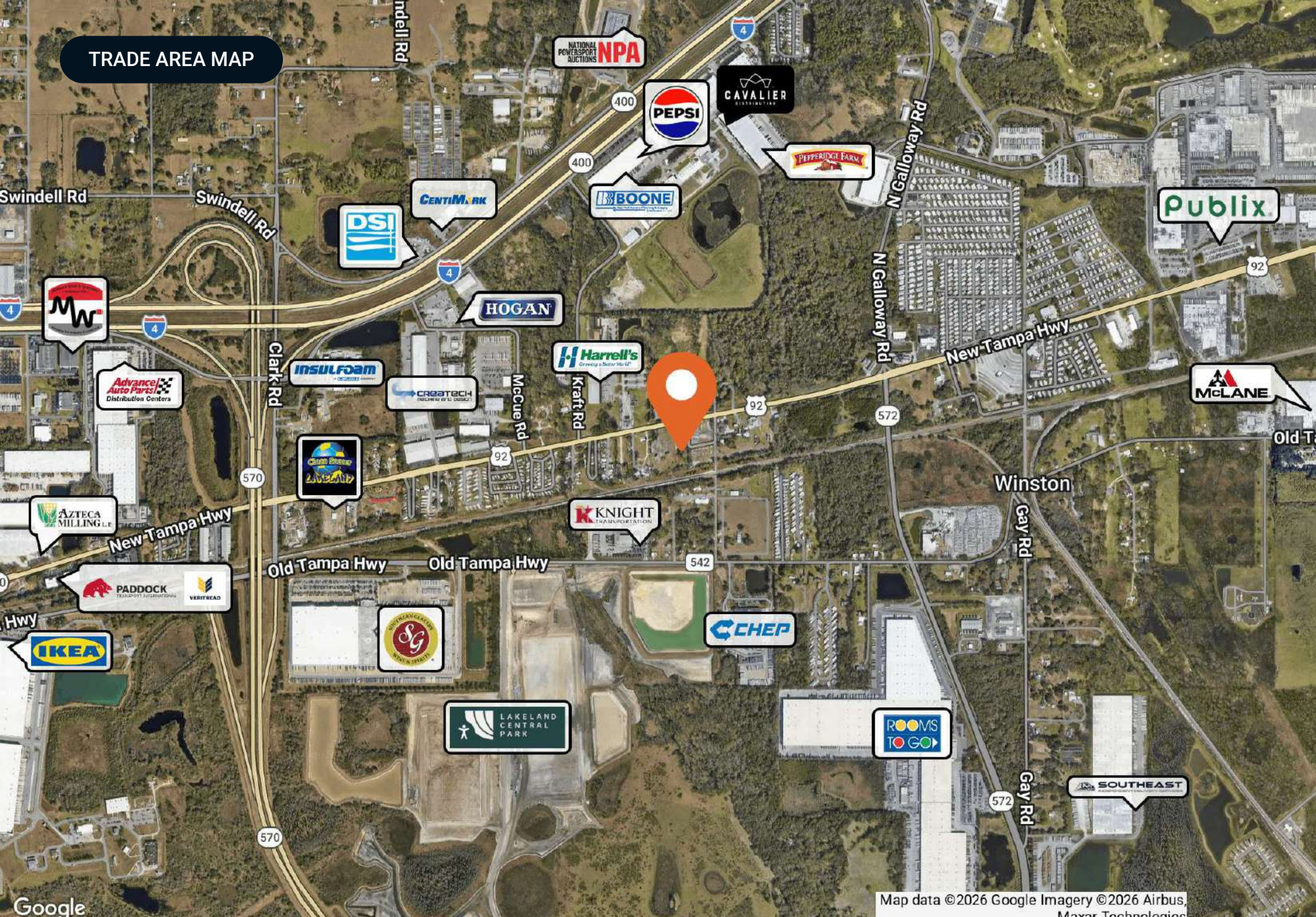


## MARKET AREA MAP





## TRADE AREA MAP













## BENCHMARK DEMOGRAPHICS

	1 Mile	3 Miles	5 Miles	5 Mins	10 Mins	15 Mins	Polk	FL	US
Population	2,822	24,092	98,825	6,430	44,366	186,463	822,142	23,027,836	339,887,819
Households	1,283	9,585	38,939	2,725	17,229	72,799	313,012	9,263,074	132,422,916
Families	706	6,059	24,204	1,578	10,993	46,403	215,849	6,004,732	84,464,295
Average Household Size	2.20	2.51	2.42	2.36	2.54	2.47	2.57	2.43	2.50
Owner Occupied Housing Units	761	6,447	24,139	1,714	10,747	45,771	224,755	6,222,143	85,052,805
Renter Occupied Housing Units	522	3,138	14,800	413	6,482	27,028	88,257	3,040,931	47,370,111
Median Age	43.9	41.1	39.5	42.5	39.5	39.6	41.3	43.6	39.6
<b>Income</b>									
Median Household Income	\$61,897	\$62,474	\$65,837	\$57,987	\$61,302	\$67,556	\$70,958	\$78,205	\$81,624
Average Household Income	\$83,241	\$81,252	\$85,831	\$76,395	\$77,834	\$88,304	\$91,650	\$111,382	\$116,179
Per Capita Income	\$36,202	\$32,336	\$34,067	\$32,282	\$30,418	\$34,698	\$34,967	\$44,891	\$45,360
<b>Trends: 2021 - 2026 Annual Growth Rate</b>									
Population	2.15%	2.36%	2.72%	1.73%	2.32%	2.09%	2.36%	1.08%	0.42%
Households	2.09%	2.47%	2.96%	1.80%	2.55%	2.31%	2.57%	1.28%	0.64%
Families	2.25%	2.45%	3.02%	1.75%	2.48%	2.33%	2.55%	1.30%	0.54%
Owner HHs	1.90%	3.36%	3.80%	2.34%	3.06%	3.11%	3.08%	1.83%	0.91%
Median Household Income	1.36%	2.03%	2.54%	1.83%	2.21%	2.44%	2.34%	2.85%	2.53%



## BENCHMARK DEMOGRAPHICS

1 Mile 3 Miles 5 Miles 5 Mins 10 Mins 15 Mins Polk FL US

### Households by Income

<\$15,000	10.2%	9.3%	10.1%	10.1%	11.7%	9.1%	7.4%	8.0%	8.3%
\$15,000 - \$24,999	7.9%	8.7%	7.5%	10.6%	8.6%	6.9%	6.1%	5.8%	5.9%
\$25,000 - \$34,999	9.4%	10.2%	7.9%	10.4%	9.7%	7.8%	7.2%	6.7%	6.3%
\$35,000 - \$49,999	10.0%	13.1%	11.3%	12.6%	12.3%	11.7%	12.0%	10.5%	9.8%
\$50,000 - \$74,999	27.0%	18.8%	19.9%	21.8%	18.2%	19.8%	19.8%	16.9%	15.6%
\$75,000 - \$99,999	9.8%	12.3%	12.9%	10.2%	12.9%	13.3%	14.6%	12.9%	12.5%
\$100,000 - \$149,999	15.0%	17.5%	18.0%	15.1%	17.2%	18.5%	18.1%	18.4%	17.8%
\$150,000 - \$199,999	4.8%	4.9%	6.9%	4.8%	5.1%	7.2%	8.1%	8.7%	9.8%
\$200,000+	6.0%	5.3%	5.5%	4.4%	4.3%	5.8%	6.6%	12.1%	14.0%

### Population by Age

0 - 4	6.1%	6.2%	5.6%	6.0%	6.3%	5.5%	5.3%	4.7%	5.4%
5 - 9	6.7%	6.4%	5.7%	6.4%	6.5%	5.7%	5.6%	5.0%	5.8%
10 - 14	5.6%	6.6%	5.9%	5.8%	6.6%	6.0%	6.0%	5.3%	6.0%
15 - 19	4.5%	6.3%	6.3%	5.3%	6.6%	6.3%	6.3%	5.8%	6.5%
20 - 24	4.6%	5.5%	7.9%	5.0%	5.9%	7.3%	6.2%	6.0%	6.7%
25 - 34	12.3%	11.8%	12.9%	12.0%	12.4%	13.2%	12.6%	12.4%	13.6%
35 - 44	11.2%	11.7%	12.1%	11.1%	12.2%	12.4%	12.6%	12.4%	13.2%
45 - 54	10.2%	10.6%	10.8%	10.0%	10.8%	11.0%	11.5%	11.9%	12.0%
55 - 64	14.9%	12.9%	11.6%	14.6%	12.0%	11.6%	12.1%	13.1%	12.1%
65 - 74	14.1%	12.7%	11.2%	13.8%	11.7%	11.1%	11.9%	12.4%	10.7%
75 - 84	7.6%	7.3%	7.3%	7.6%	6.9%	7.3%	7.7%	8.1%	6.1%
85+	2.2%	2.1%	2.6%	2.4%	2.2%	2.6%	2.2%	2.7%	2.0%

### Race and Ethnicity

White Alone	54.4%	52.1%	54.7%	52.7%	48.5%	56.8%	56.0%	56.3%	60.0%
Black Alone	12.6%	17.4%	19.7%	17.6%	23.4%	16.6%	15.3%	14.9%	12.5%
American Indian Alone	1.0%	1.1%	0.7%	1.0%	0.9%	0.6%	0.6%	0.5%	1.1%
Asian Alone	0.9%	0.9%	1.8%	0.9%	1.0%	1.9%	2.1%	3.3%	6.4%
Pacific Islander Alone Some	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%
Other Race Alone	13.3%	12.5%	9.4%	12.2%	11.3%	9.6%	10.9%	7.6%	8.8%
Two or More Races	17.9%	15.9%	13.6%	15.5%	14.8%	14.4%	15.0%	17.4%	10.8%
Hispanic Origin (Any Race)	35.2%	34.6%	26.2%	33.1%	31.2%	27.2%	30.6%	27.7%	19.7%





## Polk County

### FLORIDA



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

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.





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 under 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.





## SECTION 3

# Agent And Company Info



## ADVISOR BIO



### David Hungerford, CCIM, SIOR

Senior Advisor

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## Professional Background

David Hungerford, MBA, CCIM, SIOR is a Senior Advisor at Saunders Real Estate.

The firm serves as the premier commercial services provider of Central Florida. Throughout his career, David has closed on more than \$250 million across nearly all types of commercial properties and development land. David is a mapping and GIS specialist within the firm and formerly served as the firm's Director of Research. He prides himself on solving complex problems for his clients and stakeholders.

David graduated Cum Laude from Florida State University in Tallahassee, FL. He obtained a Bachelor of Science degree in real estate, a Bachelor of Science degree in finance, and a minor in Italian studies/language. While at FSU, he was an active member of the Florida State University Real Estate Society. David would later graduate with his Master's in Business Administration from Florida Southern College in Lakeland, FL where he was admitted into Beta Gamma Sigma and admitted as an adjunct real estate instructor.

David is an SIOR (Society of Industrial and Office Realtors) and a CCIM (Certified Commercial Investment Member) designee and has served in numerous leadership roles for the CCIM Florida West Coast District, including as President in 2024. He has experience as an expert witness in all subjects of property valuation and leasing.

David is a member of the Lakeland Association of Realtors® and has served on its Board of Directors and finance committee. He is also an active member of The International Council of Shopping Centers (ICSC). David is married and lives with his wife Aimee and children Eliana, Ezra, and Shepherd on a small farm in Lakeland, FL. They are proud members of Access Church.

David specializes in:

- Development Properties
- Industrial Properties
- Commercial Properties
- Real Estate Analytics



## ADVISOR BIO



### Richard Dempsey, ALC, CIPS

Senior Advisor

[richard@saundersrealestate.com](mailto:richard@saundersrealestate.com)

Direct: **877-518-5263 x302** | Cell: **863-581-1903**

## Professional Background

Richard Dempsey, ALC, CIPS is a Senior Advisor at Saunders Real Estate.

Richard's real estate career began in 1984 as an appraiser for the Polk County Property Appraiser's Office. Later, he was a state certified general appraiser with an agricultural lender for thirteen years, appraising a wide variety of properties.

His experience includes a wide variety of property types from small residential tracts to up to 25,000-acre groves as well as various types of commercial properties all over the state. Having sales and appraisal experience throughout Florida. Richard is knowledgeable about the diverse aspects of today's real estate market.

Richard has served as the President of Lakeland Realtors® (LR) in 2010 and 2020. He served as the 2012 Florida Realtors® District 10 Vice President and served in that role again in 2021. Richard was inducted into the Florida Realtors® Honor Society in 2013 and he will serve as the National Association of Realtors® (NAR) liaison Federal Political Coordinator for U.S. Congressman Scott Franklin. He previously served in that role for U.S. Congressman Dennis Ross.

He was voted the Commercial Realtor® of the Year in 2017 and Realtor® of the Year in 2011 by Lakeland Realtors®. Richard has also served on numerous LR committees. In 2017, he served as the Vice-Chair of the Building Committee, helping to oversee the construction of the award-winning, state-of-the art new location of Lakeland Realtors®.

In addition to his service to Lakeland Realtors® and Florida Realtors®, he has served on the corporate Coldwell Banker Commercial technology council. Richard is proud to be a Lakeland native.

Richard specializes in:

- Agricultural Land
- Ranchland
- Citrus Groves
- Large-Acreage Tracts
- Hunting/Recreational Tracts
- Commercial/Development Land



## ADVISOR BIO



### Joey Hungerford, MiCP

Advisor

joey@saundersrealestate.com

Direct: **877-518-5263 x348** | Cell: **863-660-3511**

## Professional Background

Joey Hungerford, MiCP is an Advisor at Saunders Real Estate.

Joey has a background in communications and political affairs, having served in various roles within the U.S. government. His prior posts include serving as the Communications Director for a Congresswoman in the United States House of Representatives, as Communications Advisor and Digital Director to the Chairman of the House Judiciary Committee, and as a personal travel videographer for the President of the United States of America.

Prior to relocating to Washington, D.C., Joey was born and raised in Lakeland, where he earned a Bachelor of Science degree in Communications, with an emphasis in Broadcasting, and a minor in Theology, from Southeastern University. During his academic tenure, Joey was an active student leader on campus and concurrently began his professional career at Saunders Real Estate within the marketing department.

Joey is an active member of Lakeland REALTORS®, where he earned the 2025 Commercial Realtor of the Year award. He also serves as Co-Chair of the Public Policy Committee and is a graduate of the association's Leadership Academy. In addition, Joey is a member of the International Council of Shopping Centers (ICSC), Emerge Lakeland, and the CCIM Florida West Coast District, where he serves on the Membership Committee. He is currently a CCIM Candidate working toward his designation.

With his unique career experience and unmatched work ethic, Joey takes pride in his ability to build meaningful relationships while delivering exceptional service to his clients.

Joey and his wife, Hope, are proud parents of two boys, Levi and Hudson. They are members of Together Church in Lakeland, where Joey leads a connect group.

Joey specializes in:

- Industrial
- Commercial Leasing
- Office
- Site Identification





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## Serving the Southeast

At Saunders Real Estate, we deliver full-service real estate solutions across the Southeast, built on more than 30 years of trusted experience. Our dedicated teams—experts in both land and commercial real estate—offer tailored guidance backed by deep regional insight and a proven track record. We believe that successful outcomes start with strong relationships built on trust and a shared commitment to your goals.



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