



Polk Parkway Extension  
(Under Construction)



Winter Lake Rd



35,000 ±  
Cars/Day

# Winter Lake Road Development Site

NWC Winter Lake Road and Thornhill Road, Winter Haven, Florida 33880

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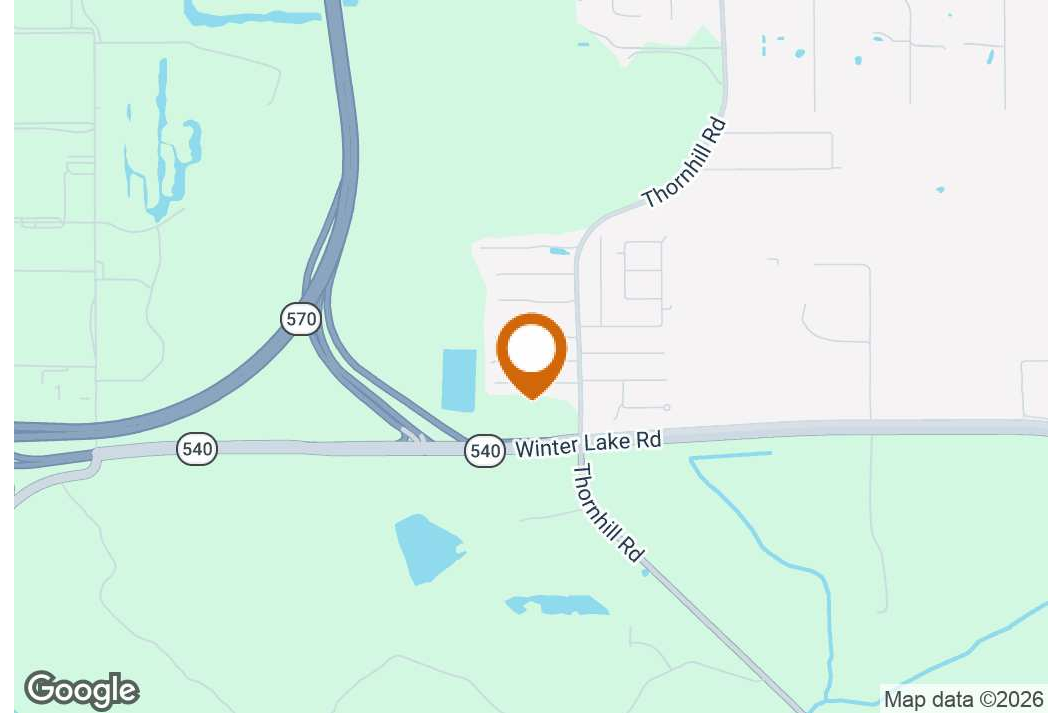
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## PROPERTY SUMMARY

### Offering Summary

<b>Sale Price:</b>	Contact For Pricing
<b>Lot Size:</b>	11.62 Acres
<b>PIN:</b>	25-28-28-000000-044010
<b>Zoning:</b>	RL-4 & NAC
<b>City:</b>	Winter Haven
<b>County:</b>	Polk
<b>State:</b>	Florida
<b>Traffic Count:</b>	35,000 ± Cars/Day (Winter Lake Rd) 7,800 ± Cars/Day (Thornhill Rd)
<b>Road Frontage:</b>	715 ± FT (Winter Lake Rd)
<b>Uplands/Wetlands:</b>	100% Uplands
<b>Property Type:</b>	Development Land

### Property Overview

This generous 11.62-acre land parcel at the northwest corner of Winter Lake Road (SR-540) and Thornhill Road offers a commanding development platform for investors seeking a prominent presence within Winter Haven, FL. The tract delivers a clean slate with clear boundaries and immediate access to major thoroughfares, including close proximity to the Polk Parkway, which is currently undergoing expansion. The property is also adjacent to a RaceTrac, further supporting its visibility and commercial positioning.

The prominent 715 ± FT frontage along State Road 540 possesses physical and logistical attributes highly favorable for future commercial land-use amendments or a comprehensive mixed-use commercial rezoning, subject to municipal approvals. Strong road exposure, a functional configuration, and existing site improvements further enhance circulation, build-to-suit potential, and long-term development flexibility.

Current traffic volume along State Road 540 is approximately 35,000 vehicles per day, reflecting a strong historical baseline that is projected to expand dramatically with the Central Polk Parkway expansion. The tolled S.R. 570B interchange is currently under construction and targeting a 2027 opening.

Dedicated utilities and site improvements allow for more efficient entitlement and construction timelines, positioning this property for residential, retail, or mixed-use development concepts that demand visibility and connectivity in an evolving market. Completed as-built surveys for the adjacent RaceTrac site (covering Potable Water, Fire Lines, Stormwater, and Sanitary Sewer) between late 2024 and mid-2025 are available, so a future developer can anticipate an expedited utility entitlement/tie-in timeline due to this proximal infrastructure.



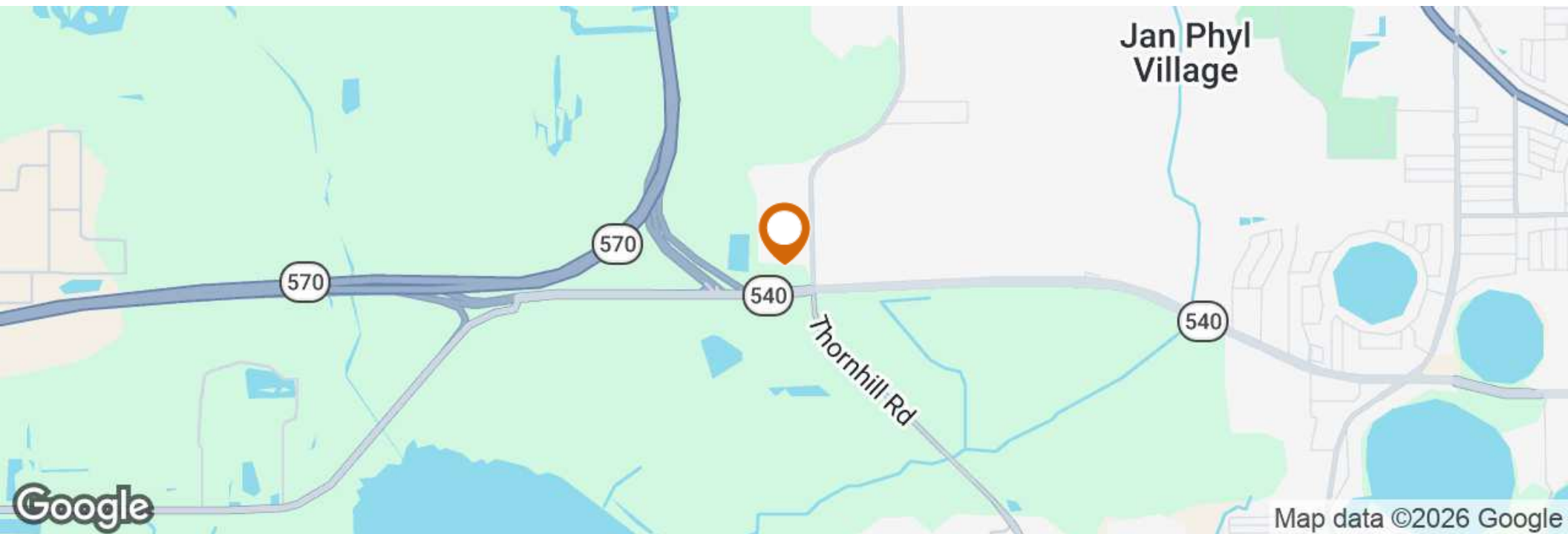
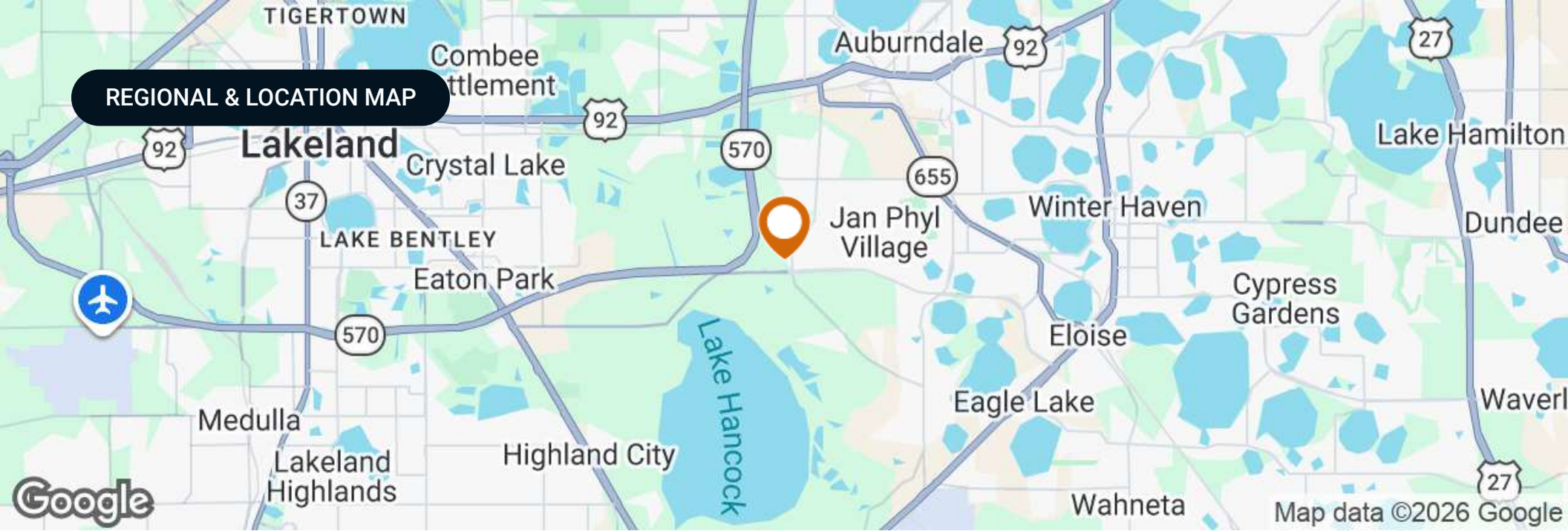
## LOCATION & HIGHLIGHTS

### Location Description

Northwest corner of Winter Lake Road and Thornhill Road in Winter Haven, Florida. Its position between Lakeland and Winter Haven provides strong connectivity across Polk County, supporting access to nearby residential, commercial, and employment centers. It enjoys key regional corridors, including US Highway 17, US Highway 92, and the Polk Parkway.

### Property Highlights

- Corner parcel at Winter Lake Road and Thornhill Road
- Excellent frontage along two prominent intersecting corridors
- Well-defined lot ready for build-to-suit execution
- Strategic orientation lends itself to multiple-use scenarios
- Utilities available to support expedited development
- Desirable visibility for retail and residential components
- Ample acreage supports flexible site planning
- Opportunity for long-term land value appreciation



# OUTLINE MAP



## NWC Winter Lake Rd and Thornhill Rd

Polygon



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NEIGHBORHOOD MAP



Polk County Sheriff's Office

All Saints Academy

SUBJECT

RaceTrac

Hungry Howies  
FLAVORED CRUST PIZZA

MIDFLORIDA

Publix

McDonald's

CVS

JONES CORNER

Jan Phyl Village

Eagle Lake

# MARKET AREA MAP

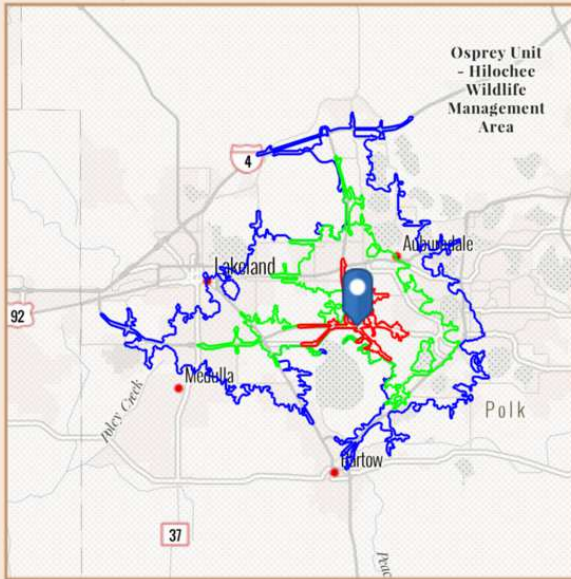


Map data ©2026 Imagery ©2026 Airbus, Landsat / Copernicus, member Rd  
Maxar Technologies

## BENCHMARK DEMOGRAPHICS

5585 Highway 540 W, Winter Haven, Florida, 33880

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



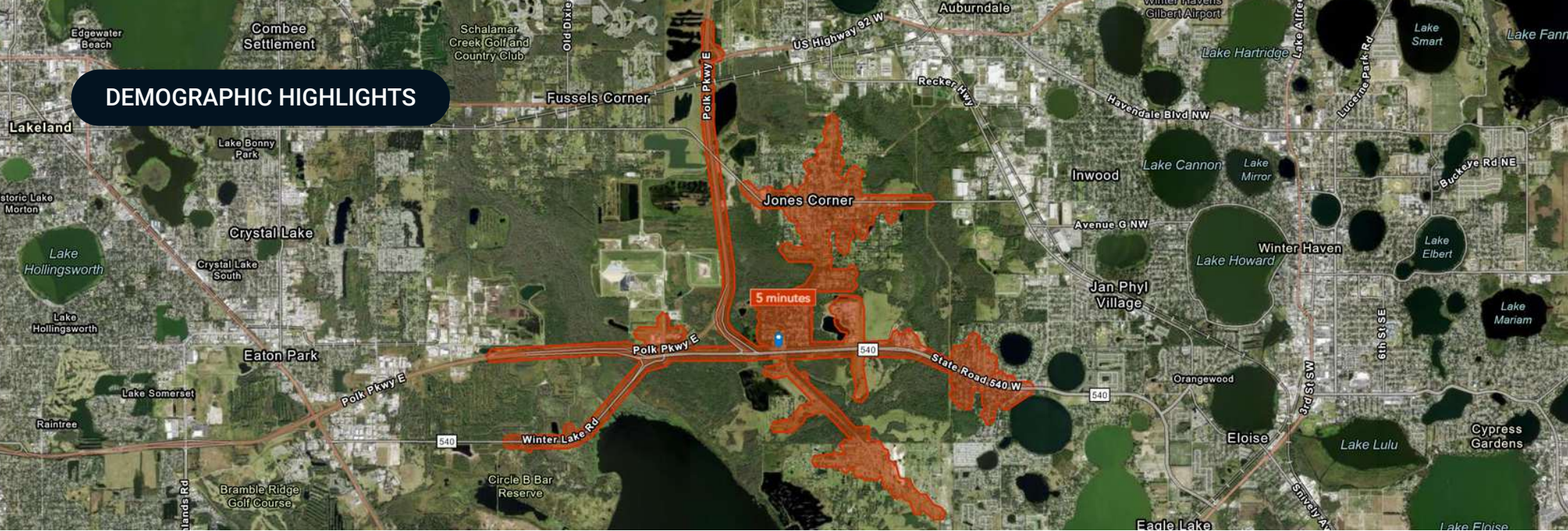
Based on ideas by Gary M. Ralston, CCIM, SIOR, CPM, CRE, CLS, CDP, CRX, FRICS

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

THE CCIM INSTITUTE



	DRIVE TIME			GEOGRAPHY				
	5 mins	10 mins	15 mins	Counties Polk County	CBSAs Lakeland-Winter Haven, FL Metropolitan Statistical Area	States Florida	USA	
<b>AGE SEGMENTS</b>								
0 - 4	5.69%	5.82%	5.45%	5.30%	5.30%	4.69%	5.39%	
5 - 9	6.29%	6.14%	5.70%	5.61%	5.61%	5.03%	5.75%	
10 - 14	5.81%	6.26%	5.98%	6.00%	6.00%	5.34%	5.98%	
15 - 19	5.75%	6.22%	6.63%	6.26%	6.26%	5.84%	6.47%	
20 - 34	18.87%	18.08%	20.59%	18.85%	18.85%	18.43%	20.33%	
35 - 54	23.12%	23.62%	23.76%	24.12%	24.12%	24.41%	25.20%	
55 - 74	27.08%	24.55%	23.16%	23.96%	23.96%	25.55%	22.82%	
75+	7.41%	9.33%	8.70%	9.91%	9.91%	10.74%	8.05%	
<b>HOUSEHOLD INCOME</b>								
<\$15,000	8.2%	10.3%	8.8%	7.4%	7.4%	8.0%	8.3%	
\$15,000-\$24,999	4.3%	8.5%	6.8%	6.1%	6.1%	5.8%	5.9%	
\$25,000-\$34,999	5.5%	7.6%	7.3%	7.2%	7.2%	6.7%	6.3%	
\$35,000-\$49,999	12.5%	12.0%	11.8%	12.0%	12.0%	10.5%	9.8%	
\$50,000-\$74,999	20.0%	18.7%	20.0%	19.8%	19.8%	16.9%	15.6%	
\$75,000-\$99,999	10.0%	14.6%	14.2%	14.6%	14.6%	12.9%	12.5%	
\$100,000-\$149,999	21.8%	15.9%	17.5%	18.1%	18.1%	18.4%	17.8%	
\$150,000-\$199,999	9.5%	6.5%	6.9%	8.1%	8.1%	8.7%	9.8%	
\$200,000+	8.0%	6.0%	6.7%	6.6%	6.6%	12.1%	14.0%	
<b>KEY FACTS</b>								
Population	1,656	39,695	157,700	822,142	822,142	23,027,836	339,887,819	
Daytime Population	1,005	36,914	162,811	782,956	782,956	22,846,618	338,218,372	
Employees	790	16,843	66,454	334,740	334,740	10,832,721	167,630,539	
Households	560	15,487	61,182	313,012	313,012	9,263,074	132,422,916	
Average HH Size	2.96	2.56	2.50	2.57	2.57	2.43	2.50	
Median Age	41.6	41.0	39.4	41.3	41.3	43.6	39.6	
<b>HOUSING FACTS</b>								
Median Home Value	308,537	258,638	292,381	319,676	319,676	416,969	370,578	
Owner Occupied %	77.1%	71.0%	66.4%	71.8%	71.8%	67.2%	64.2%	
Renter Occupied %	22.9%	29.0%	33.6%	28.2%	28.2%	32.8%	35.8%	
Total Housing Units	605	17,073	67,365	361,112	361,112	10,635,372	146,800,552	
<b>INCOME FACTS</b>								
Median HH Income	\$73,365	\$63,640	\$67,978	\$70,958	\$70,958	\$78,205	\$81,624	
Per Capita Income	\$37,890	\$32,492	\$34,926	\$34,967	\$34,967	\$44,891	\$45,360	
Median Net Worth	\$268,754	\$177,418	\$178,320	\$224,923	\$224,923	\$253,219	\$228,144	



## Highlights

- **Median Household Income (5-Min Radius):** \$73,365 (Outperforming the 10 and 15-minute regional averages).
- **Median Net Worth (5-Min Radius):** \$268,754.
- **Owner-Occupied Housing Rate (5-Min Radius):** 77.1% (Signaling exceptional neighborhood stability for premium retail anchors or residential builders).



## ADVISOR BIOGRAPHY



### Lauren Ralston Smith, CCIM, CPM

Senior Advisor

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FL #BK3235233

## Professional Background

Lauren Ralston Smith, CCIM, CPM is a Senior Advisor at Saunders Real Estate.

Lauren brings over 20 years of experience in the real estate industry, specializing in helping clients build and protect their legacies through strategic real estate investment portfolios. As a Licensed Real Estate Broker, she takes a client-focused approach, meticulously evaluating each property's strengths and weaknesses to maximize efficiency, profitability, and long-term value.

Throughout her career, Lauren has excelled in key areas such as sales, leasing, property management, and development. She is a Certified Property Manager (CPM) through the Institute of Real Estate Management (IREM) and a member of the International Council of Shopping Centers (ICSC). In 2021, she further distinguished herself by earning the prestigious Certified Commercial Investment Member (CCIM) designation, a hallmark of expertise in commercial real estate.

Lauren's professional background extends beyond real estate, with significant experience in business development. She has successfully guided small businesses in accounting, marketing, human resources, and operations. Her academic foundation includes a Bachelor's degree in Business Administration with a concentration in Marketing from Florida Southern College.

With a focus on delivering exceptional results, Lauren is committed to empowering clients to grow and safeguard their wealth through real estate investments. Using her expertise in sales, leasing, property management, and development, she is able to tailor strategies to achieve both immediate goals and enduring financial success.

Lauren specializes in:

- Sales
- Leasing (Landlord & Tenant Representation)
- Site Selection
- Property Management
- Development

## ADVISOR BIOGRAPHY



### Carly Powell

Advisor

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FL #SL3404321

## Professional Background

Carly Powell is an Advisor at Saunders Real Estate.

Carly is a 4th generation Floridian and has a deep love of the history and culture found in Central Florida. She grew up in Winter Haven and spent countless hours enjoying water sports on the Chain of Lakes and watching the ski show at Cypress Gardens.

While attending Florida Southern College, she grew to love Lakeland and knew it was a very special community in which to live and work. With a B.A. in Mass Communications specializing in advertising and public relations, Carly worked as a corporate communications manager in the vacation ownership industry for more than 10 years.

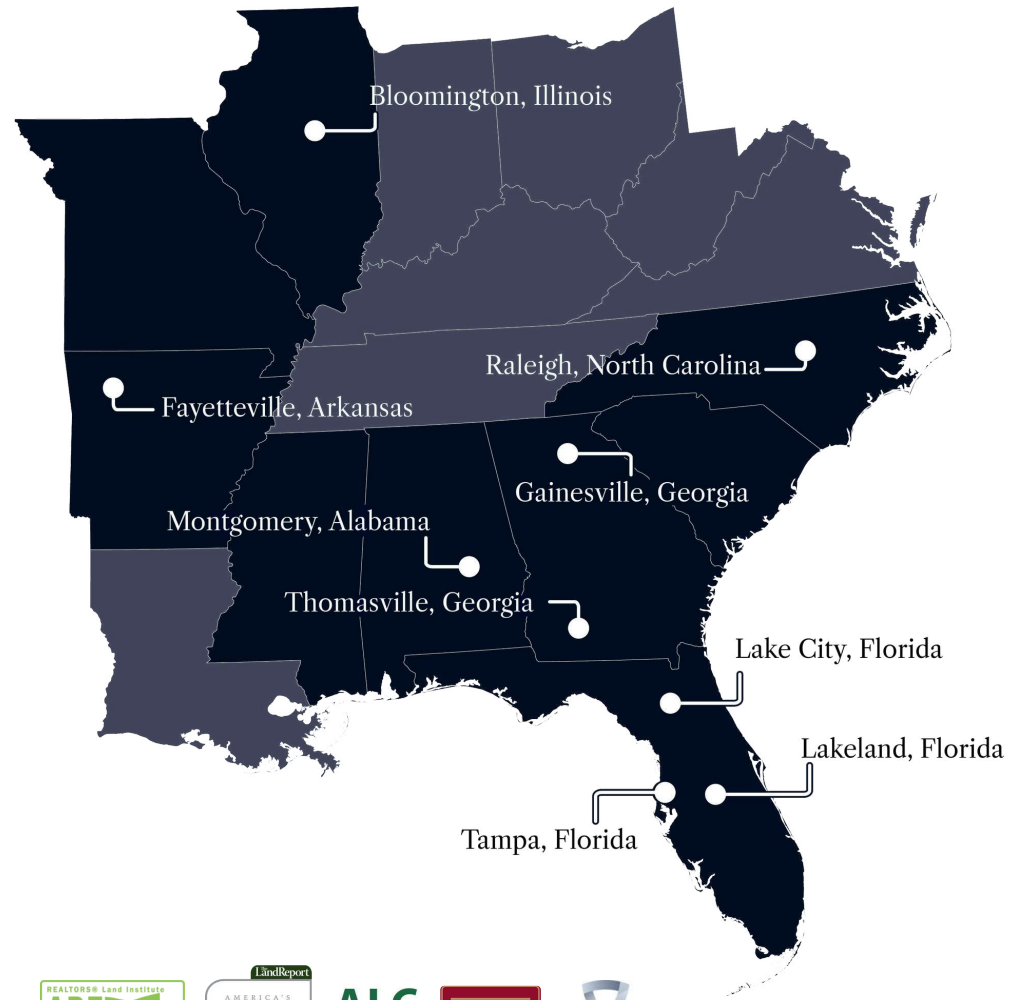
In 2013, Carly began a marketing company of her own, providing communications, marketing, and operational services to small local businesses. She then discovered a need for those businesses to have access to real estate services, which led her to enter the real estate industry as a Realtor® in 2018. Carly now specializes in commercial real estate sales and leasing, as well as high-end residential sales. She is currently a Certified Commercial Investment Member (CCIM) candidate working to obtain a CCIM designation.

Carly specializes in:

- Sales
- Leasing
- Development



At Saunders Real Estate, we deliver full-service real estate solutions, built on more than 30 years of trusted experience. Our dedicated teams 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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