

Lake Rochelle



Old Lucerne Park Rd

Lucerne Park Rd

544

17,500 ±
Cars/Day

Winter Haven Development Land

3200 Old Lucerne Park Rd, Winter Haven, Florida 33881

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PROPERTY OVERVIEW



Sale Price

\$3,500,000

Offering Summary

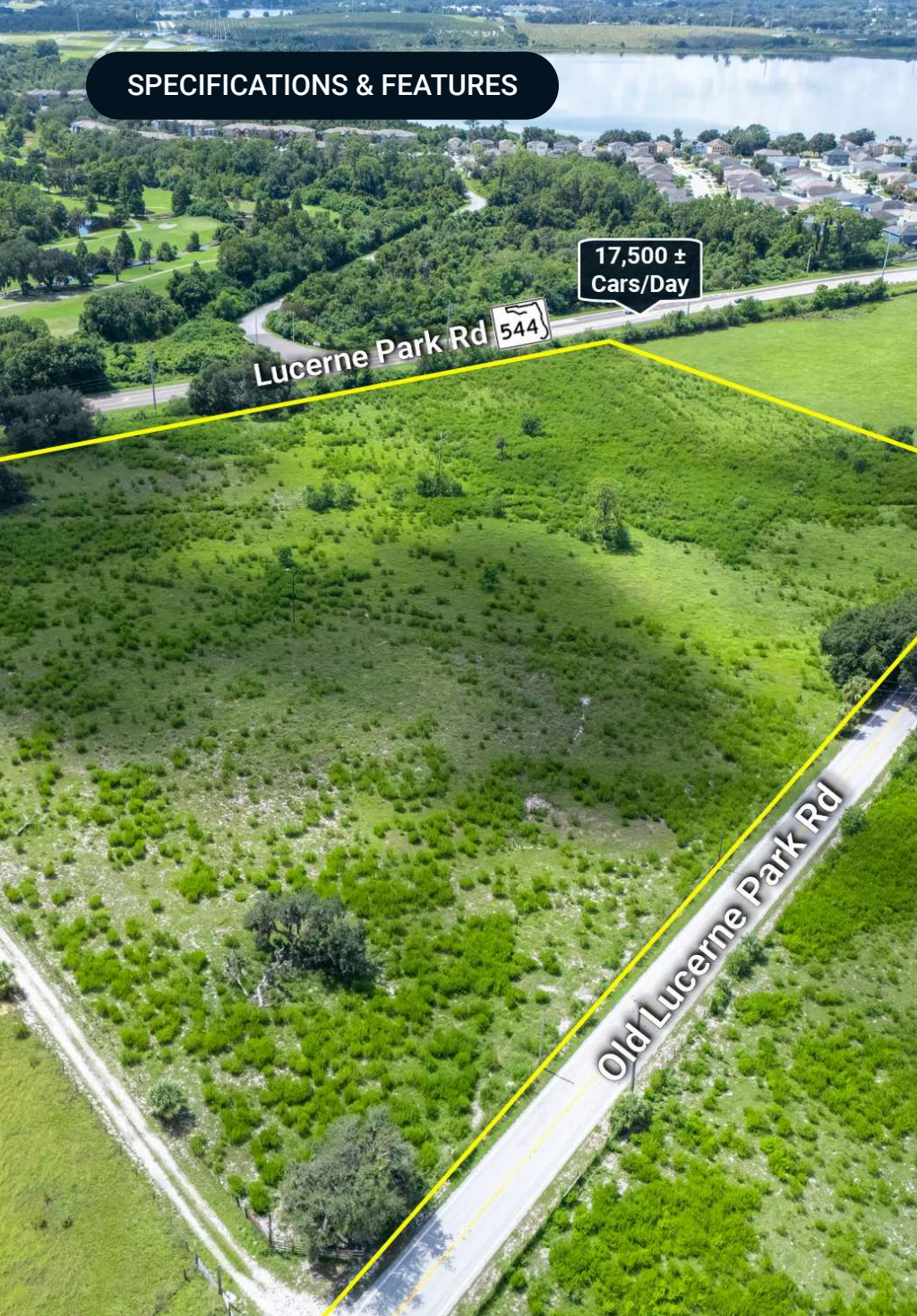
Acreage:	20 Acres
Price / Acre:	\$175,000
State:	Florida
City:	Winter Haven
County:	Polk
Property Type:	Commerical Development Land

Property Overview

Introducing an exceptional investment opportunity in Winter Haven, FL! This historic property at 3200 Old Lucerne Park Rd (SR-544) offers a prime location with great road frontage on and is zoned PUD (commercial). Located in the sought-after Winter Haven area, this property presents immense potential for a savvy land or residential investor seeking a thriving market. Don't miss the chance to own a piece of history in a strategic location that promises a lucrative return on investment.

Under the current PUD the allowed uses are: Retail sales and services, Restaurants, Offices, Personal Storage (mini warehouses), Convenience stores with or without fuel sales, Personal services, and Hotel/ Motels.

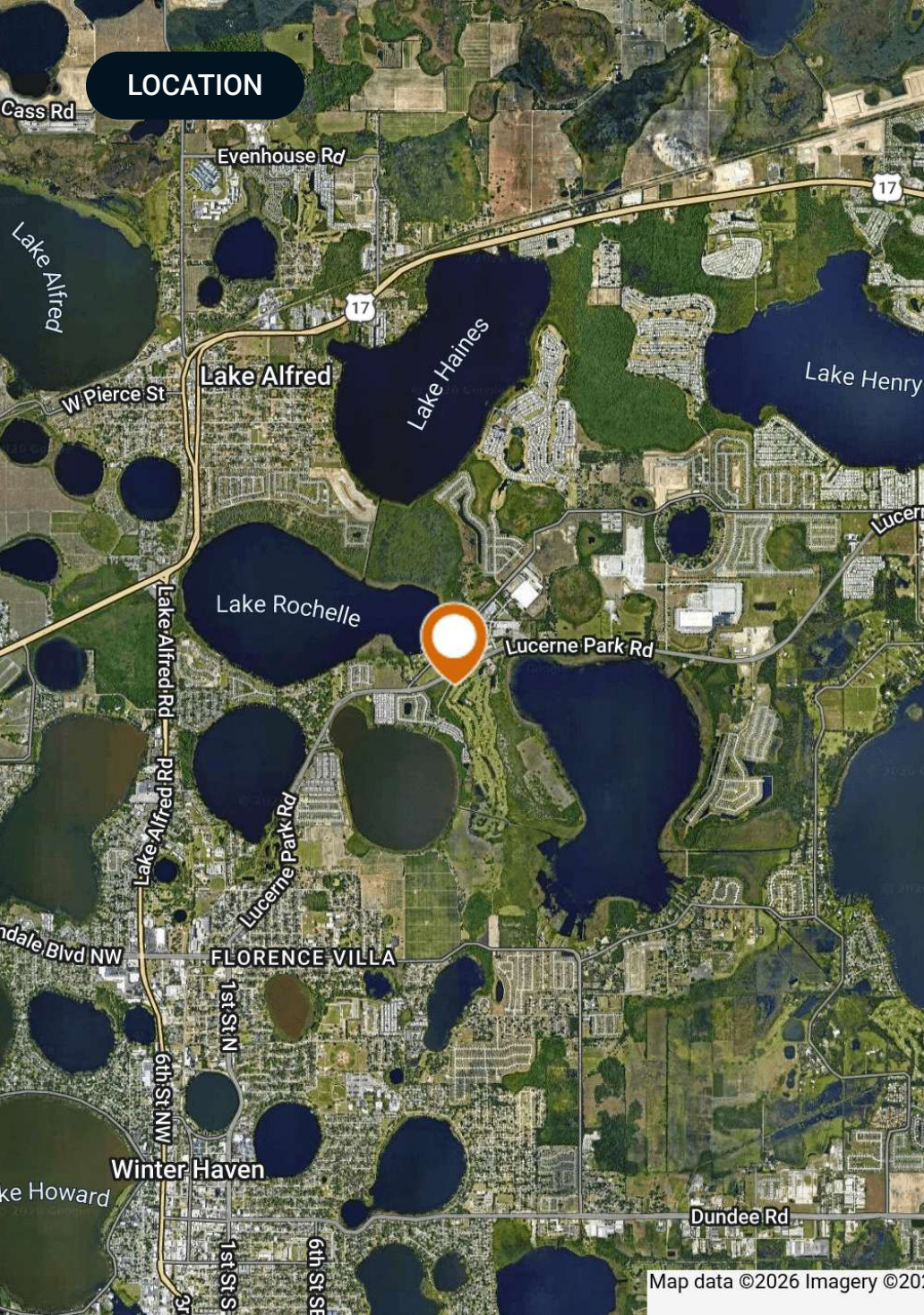
SPECIFICATIONS & FEATURES



Specifications & Features

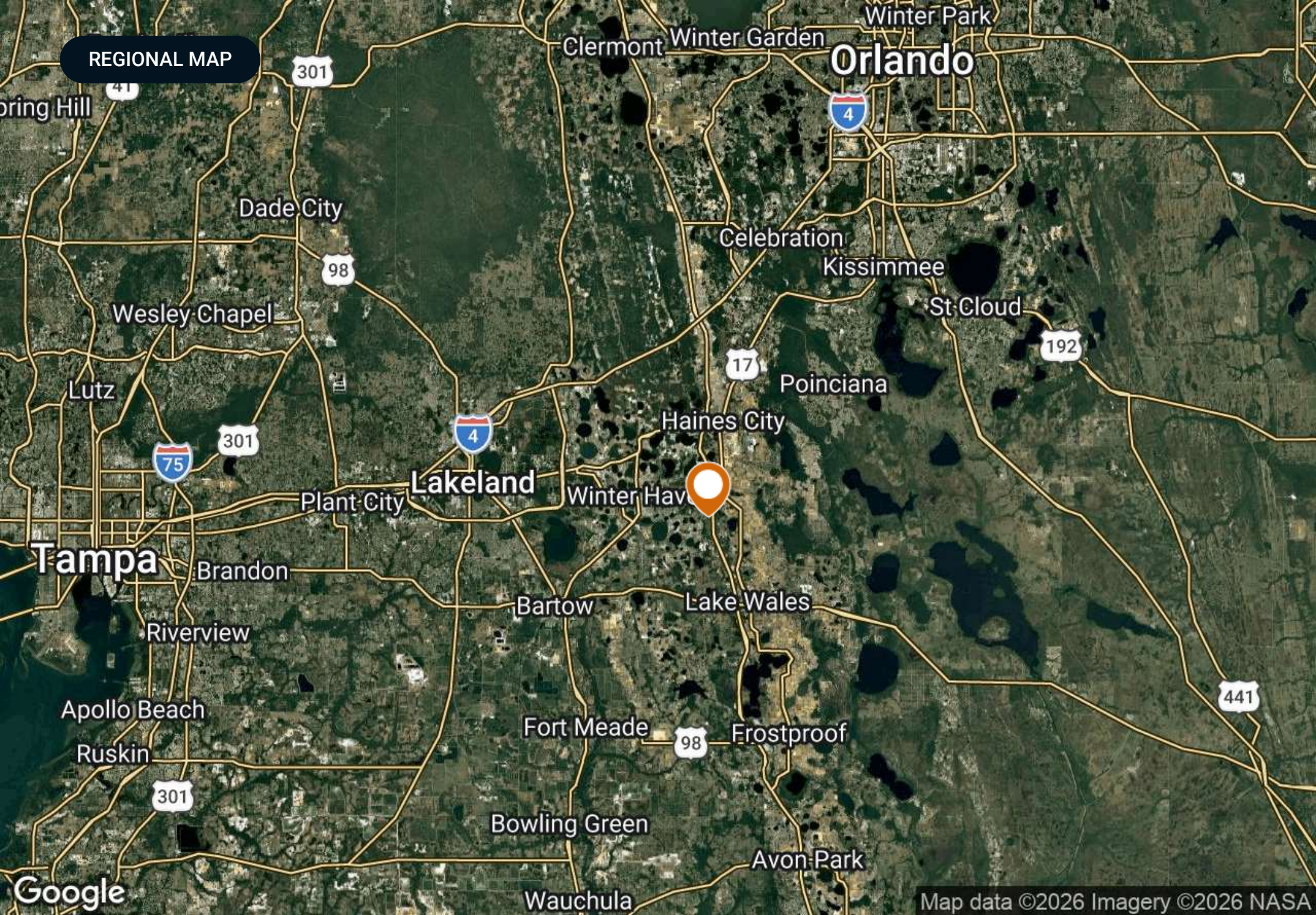
Uplands / Wetlands:	18.5/1.66
Zoning / FLU:	PUD(Planned Unit Development) /NAC (Neighborhood Activity Center)
Water Source & Utilities:	Water and Sewer will be provided by the city of Winter Haven. They are on Lucerne Park Rd.
Road Frontage:	1100 Ft of frontage on Lucerne Park Rd and 1400 Ft of frontage on Old Lucerne Park Rd Willowbrook Golf Course: 500 Ft Sherwin Williams Distribution Center: 1700 Ft Walmart Distribution Center: 1.3 Miles Jewett Middle School: 1.75 Miles Home Depot: 2.2 Miles Winter Haven Hospital: 3 Miles Downtown Winter Haven: 3.4 Miles Lego Land: 5.2 Miles
Nearest Point of Interest:	
Current Use:	Vacant Land
Potential Recreational / Alt Uses:	The city has indicated that staff would be open to amending the current PUD to allow for some type of multifamily residential or mixed use.

LOCATION



Location & Driving Directions

Parcel:	262810530500002601 262810530500002602 262803522500002453
GPS:	28.0697186, -81.7057007
Driving Directions:	• From Downtown Winter Haven head north on 1st Street S / 1st Street N (FL-544 N) toward Avenue A NW • Continue straight as 1st Street N transitions into Lucerne Park Road (FL-544 E) • Follow Lucerne Park Road north for approximately 4 miles • The property will be on the left hand side of the Rd
Showing Instructions:	Contact Agent. Do not enter the property without an agent present.



REGIONAL MAP

OUTLINE MAP



Winter Haven Development
Land

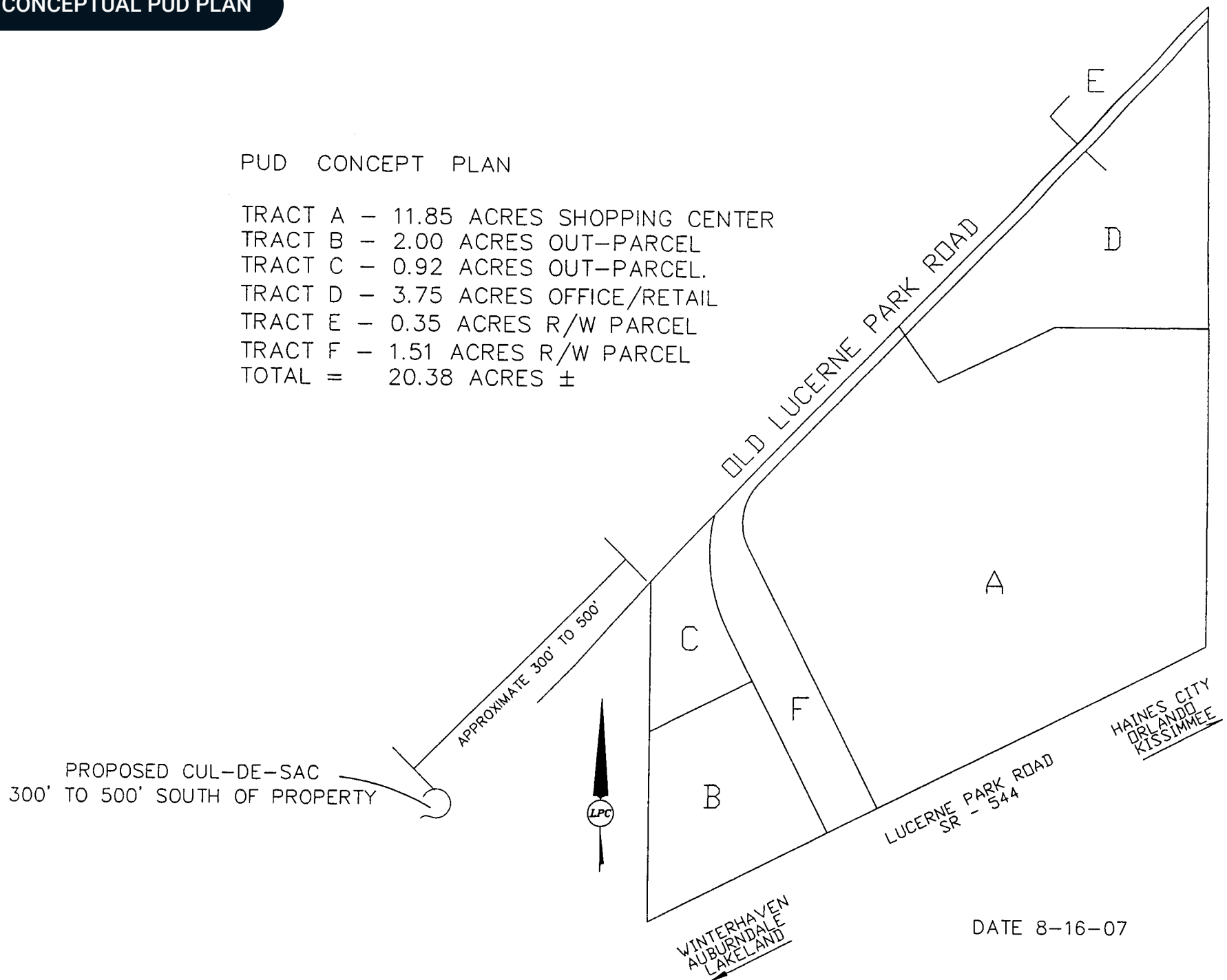
Polygon



CONCEPTUAL PUD PLAN

PUD CONCEPT PLAN

TRACT A - 11.85 ACRES SHOPPING CENTER
TRACT B - 2.00 ACRES OUT-PARCEL
TRACT C - 0.92 ACRES OUT-PARCEL
TRACT D - 3.75 ACRES OFFICE/RETAIL
TRACT E - 0.35 ACRES R/W PARCEL
TRACT F - 1.51 ACRES R/W PARCEL
TOTAL = 20.38 ACRES ±

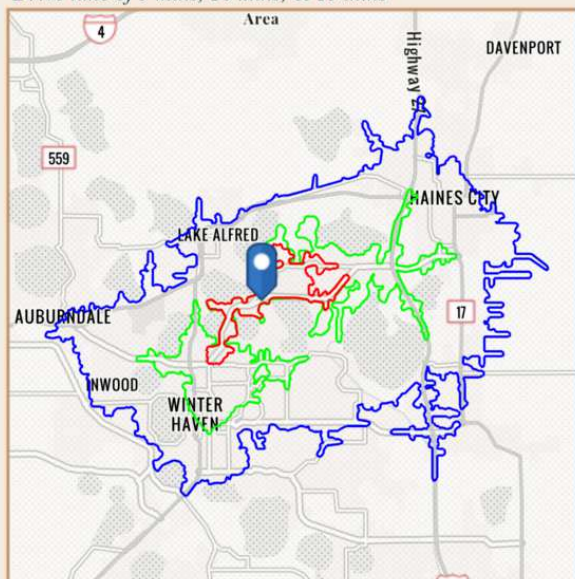




BENCHMARK DEMOGRAPHICS

3200 Old Lucerne Park Rd, Winter Haven, Florida, 33881

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

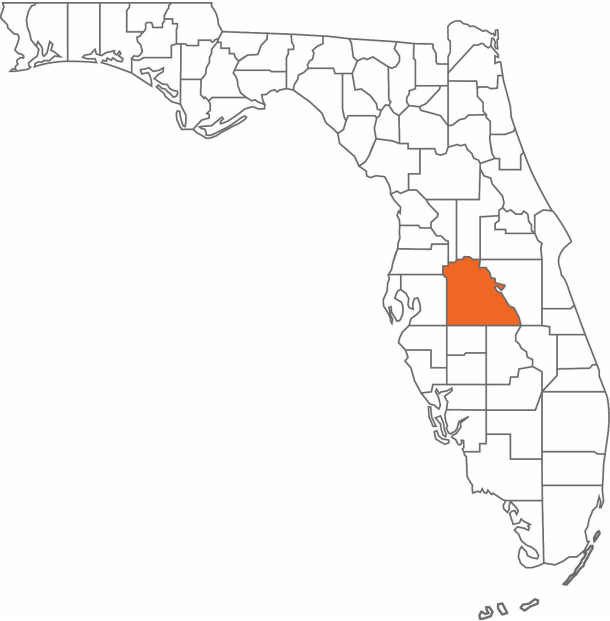


	DRIVE TIME			GEOGRAPHY			
	5 mins	10 mins	15 mins	Counties	CBSAs	States	USA
				Polk County	Lakeland-Winter Haven, FL	Florida	
AGE SEGMENTS							
0 - 4	5.05%	4.88%	5.24%	5.33%	5.33%	4.68%	5.39%
5 - 9	6.19%	5.41%	5.52%	5.56%	5.56%	4.97%	5.68%
10 - 14	5.14%	5.42%	5.82%	5.95%	5.95%	5.32%	5.93%
15 - 19	6.01%	5.80%	5.98%	6.23%	6.23%	5.81%	6.43%
20 - 34	13.96%	15.15%	17.03%	18.90%	18.90%	18.48%	20.35%
35 - 54	19.76%	21.19%	22.71%	24.18%	24.18%	24.37%	25.21%
55 - 74	25.71%	25.86%	25.12%	23.83%	23.83%	25.43%	22.77%
75+	18.09%	16.34%	12.60%	9.99%	9.99%	10.91%	8.23%
HOUSEHOLD INCOME							
<\$15,000	9.3%	12.6%	11.2%	8.0%	8.0%	7.7%	8.0%
\$15,000-\$24,999	12.4%	9.8%	8.2%	5.8%	5.8%	5.6%	5.5%
\$25,000-\$34,999	5.7%	6.7%	7.8%	6.5%	6.5%	6.1%	5.8%
\$35,000-\$49,999	5.5%	11.7%	12.4%	12.0%	12.0%	9.9%	9.3%
\$50,000-\$74,999	30.4%	23.6%	21.4%	19.3%	19.3%	16.0%	15.1%
\$75,000-\$99,999	18.3%	12.7%	13.1%	13.6%	13.6%	12.8%	12.4%
\$100,000-\$149,999	13.0%	12.6%	14.0%	18.9%	18.9%	18.8%	18.0%
\$150,000-\$199,999	0.9%	4.6%	5.6%	7.7%	7.7%	9.6%	10.4%
\$200,000+	4.5%	5.9%	6.4%	8.1%	8.1%	13.5%	15.4%
KEY FACTS							
Population	3,567	24,383	85,287	870,943	870,943	23,597,813	343,528,394
Daytime Population	3,031	61,513	129,882	826,969	826,969	23,413,280	341,846,552
Employees	1,206	8,923	33,739	368,123	368,123	11,049,242	168,700,572
Households	1,479	10,216	34,170	331,547	331,547	9,529,651	134,397,562
Average HH Size	2.41	2.36	2.47	2.58	2.58	2.43	2.49
Median Age	48.5	47.2	43.8	41.3	41.3	43.6	39.6
HOUSING FACTS							
Median Home Value	112,500	201,481	266,697	324,746	324,746	421,319	376,272
Owner Occupied %	71.6%	67.5%	67.6%	71.5%	71.5%	66.6%	64.0%
Renter Occupied %	28.4%	32.5%	32.4%	28.4%	28.4%	33.4%	36.0%
Total Housing Units	1,631	11,973	39,447	380,937	380,937	10,955,223	149,274,959
INCOME FACTS							
Median HH Income	\$62,830	\$59,449	\$61,502	\$72,392	\$72,392	\$82,707	\$85,893
Per Capita Income	\$30,993	\$31,943	\$32,591	\$36,199	\$36,199	\$47,873	\$48,241
Median Net Worth	\$212,393	\$207,070	\$194,749	\$261,761	\$261,761	\$292,996	\$276,821



COUNTY

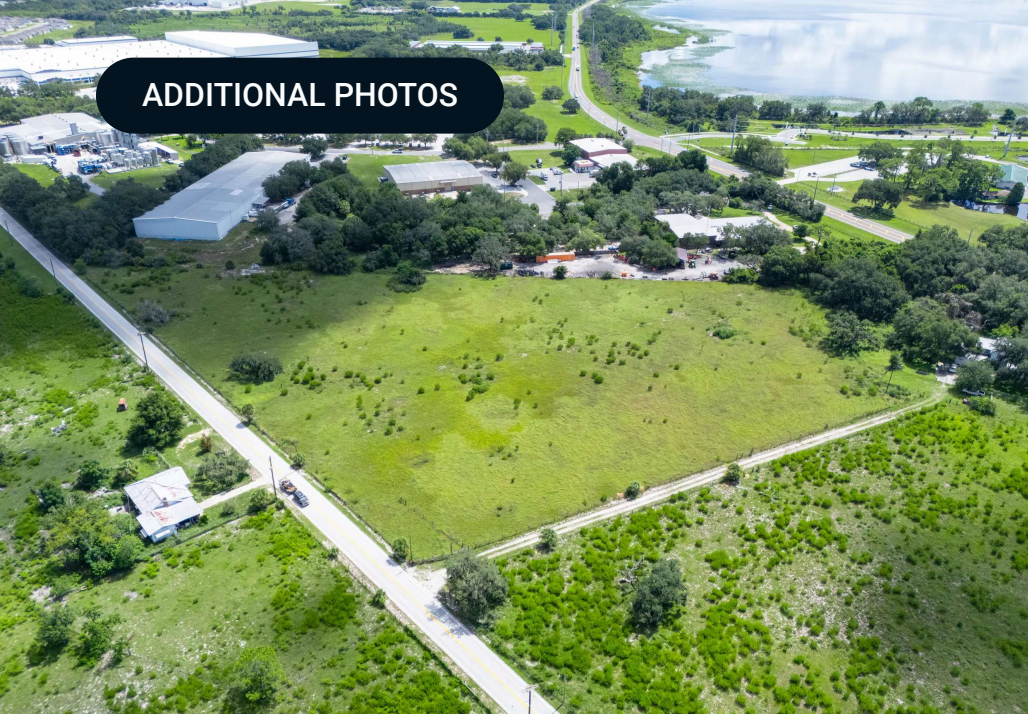
Polk County FLORIDA



Founded	1861	Density	386.5 (2019)
County Seat	Bartow	Population	775,084 (2023)
Area	1,875 sq. mi.	Website	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.

ADDITIONAL PHOTOS

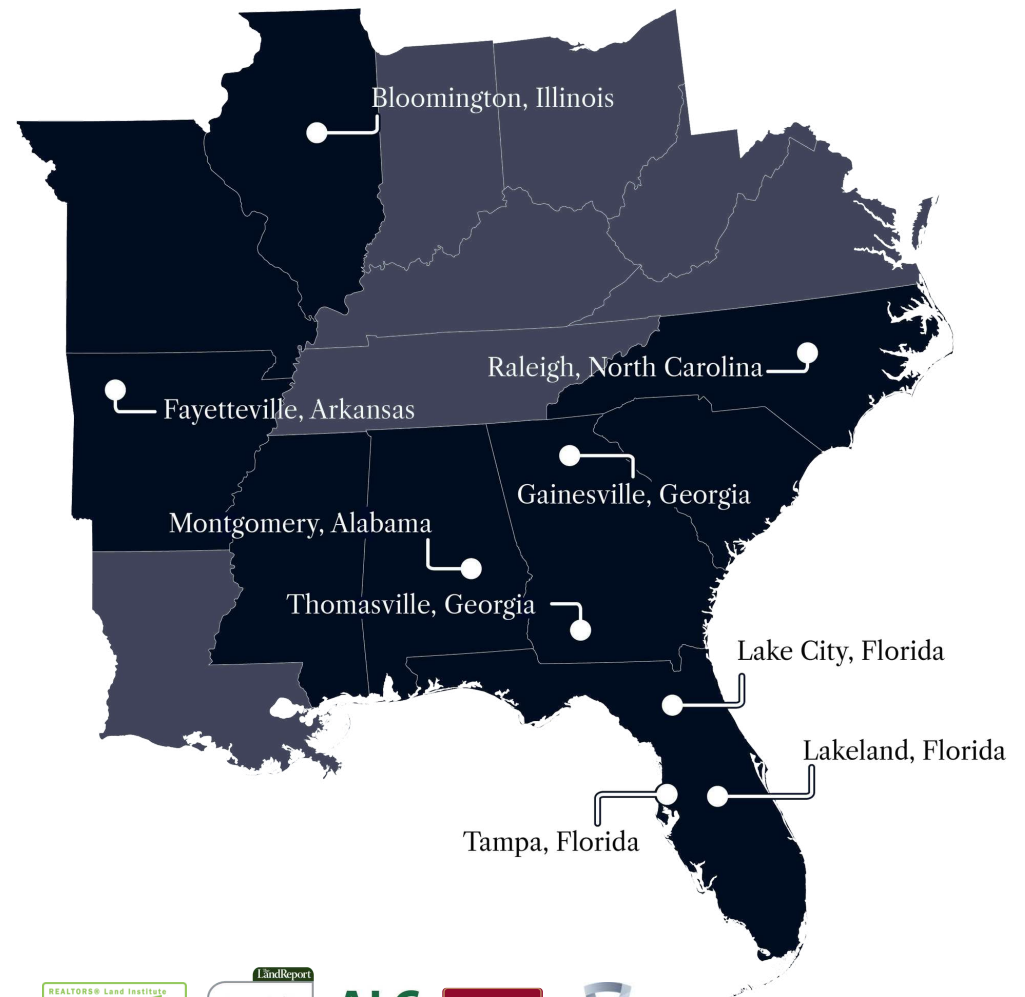




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