

1.7+ Ac. COMMERCIAL DEVELOPMENT SITE



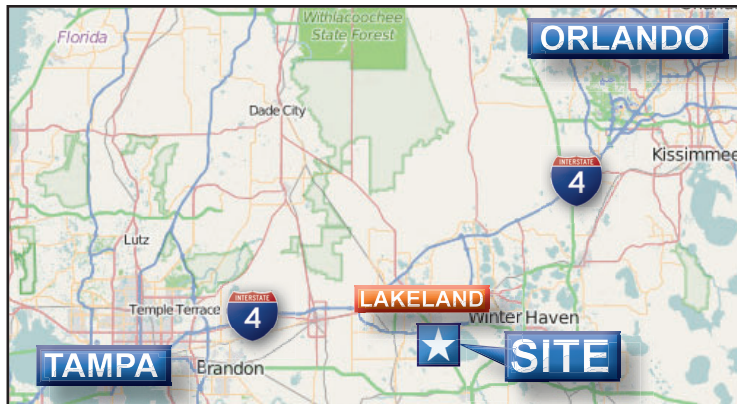
Outparcel: Retail/Hotel/Medical/Office

Growth Market: US 98 South & Clubhouse Rd.

Lakeland, Florida

1.7+ Acre Outparcel - Entitled

**RETAIL, MEDICAL, HOTEL
& OFFICE OPPORTUNITIES**



PROPERTY HIGHLIGHTS

- Fully Entitled:
Retail/Hotel/Office/Medical
- 1.7+ Acre Lot
- Signalized Intersection
- Utilities/Off-Site Master Retention
- Internal Service Road
- Population:
327,228 within 10 miles
- Easy Access to two hospitals & VA Clinic

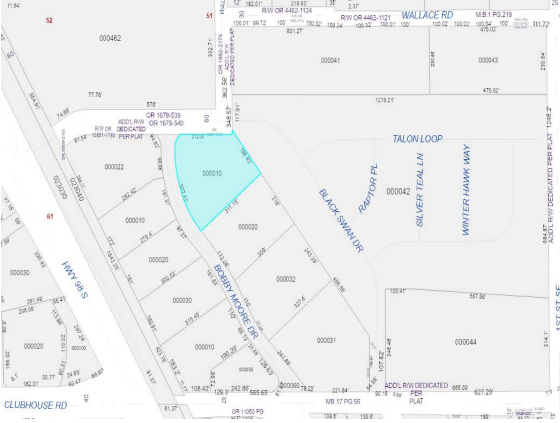
LISA PARKS ABERGER, SIOR, AICP
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1.7 ± Acre Commercial Development Site

Retail/Hotel/Medical/Office Outparcel Available

1.7± Acre Outparcel Lot - Entitled

PROPERTY OVERVIEW

Identification:	Mixed-Use Master Development (44+ Acres)	
Tax ID:	Polk County Parcel #: 24-29-11-281019-000010	
Location:	US Hwy. 98 South at Clubhouse Rd./CR 540 Greater Lakeland, Polk County, Florida	
Size:	Mixed Use Master Development 1.7 ± Acre	
Frontage: Total Mixed Use Site	• US Highway 98 S: ±950 linear feet of frontage • Clubhouse Road/CR 540: ±1,560 linear feet of frontage • Wallace Road: ±2,400 linear feet of frontage • First Street: ±1,300 linear feet of frontage	
Parcel Frontage:	±357 linear feet along Bobby Moore Drive; ±212 linear feet along Wallace Road	
Zoning:	Town Center (Mixed-Use): Polk County U.S. 98 Selected Area Plan / Not site plan specific Entitled for: Retail, Hotel, Medical and Office Outparcels (verify for specific uses)	
Traffic Count:	58,500 on US Highway 98 South (2025) 13,600 on Clubhouse Road (2025)	
Access:	Property is Accessible From: US Hwy 98 S at Clubhouse Road/CR 540 • 6 Lane Connector Road • Signalized Intersection/Full Movement US Hwy 98 S at Wallace Road • Left in; Right-in Right-Out	

Property Overview continued on next page.

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PROPERTY OVERVIEW

Utility Service Providers:

- City of Lakeland Water and Sewer
- Central Florida Natural Gas
- Lakeland Electric

Infrastructure:

Off-Master Retention in place; Internal Service Road; **All Utilities in the Road**

Area Employers:

Within 5 Miles of the Site:

- **Lakeland VA Clinic** (±4 miles)
- **Orlando Health Lakeland Highlands Hospital** (±4 miles)
- **Polk State College Campus** (±1.5 miles)
- **Polk County School Board** (adjacent)
- **Lakeland Regional Health** (Future project on 100 acre site) (±2 miles)
- **Polk County Administration** (County Seat) (±5 miles)

Population: (2026)

- 82,277 within 5 miles
- 327,228 within 10 miles

Comments:

Zoned “**Town Center**” within the growth market of the **Lakeland Highlands** and the **Lakeland/Bartow Corridor**, the site provides a unique opportunity for mixed-use development. The front and center acreage is planned for retail, hotel, medical and office development, with the eastern acreage completed for **multi-family development** (Lakeland Grand Apartments). The site is across from a **Publix-anchored shopping center** and at the signalized intersection of **US 98** (designated an Intra-State Highway segment) and **Clubhouse Rd. (CR 540)**. The property is strategically between the south Lakeland and Bartow markets, accessible by the Winter Haven and Plant City markets, and within **2.5 miles** of the **Polk Parkway** (loop road connecting to I-4) to the north and less than **5 miles** to **SR 60** (major cross-state highway) to the south. The new **Orlando Health Lakeland Highlands Hospital** and the new **Lakeland VA Clinic** are located off Lakeland Highlands Road, adjacent to the Polk Parkway and within **4 miles** of the site. **Lakeland Regional Health** (parent company to Lakeland Regional Medical Center) will be developing a **100 acre** campus within 2 miles of the site; **Polk State College** campus is within 1.5 miles; **Bartow Regional Medical Center** is within 4 miles; and the **County Seat/Administrative Offices** is within 5 miles.

Available Parcel Price:

Call For Pricing

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DISTANCE AERIAL



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I-4 CORRIDOR MAP



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EXECUTIVE SUMMARY

Population	3 mile	5 mile	10 mile
2020 Population	26,312	74,079	295,108
2020 Male Population	48.7%	48.4%	48.0%
2020 Female Population	51.3%	51.6%	52.0%
2026 Population	32,485	82,277	327,228
2026 Male Population	49.3%	49.0%	48.7%
2026 Female Population	50.7%	51.0%	51.3%
2031 Population	35,491	88,900	358,662
2031 Male Population	49.1%	48.9%	48.6%
2031 Female Population	50.9%	51.1%	51.4%
2010-2020 Annual Rate	1.54%	1.26%	1.03%
2020-2026 Annual Rate	3.43%	1.69%	1.67%
2026-2031 Annual Rate	1.79%	1.56%	1.85%

In the identified area, the current year population is 327,228. In 2020, the Census count in the area was 295,108. The rate of change since 2020 was 1.67% annually. The five-year projection for the population in the area is 358,662 representing a change of 1.85% annually from 2026 to 2031. Currently, the population is 48.7% male and 51.3% female.

Median Age

2026 Median Age	40.1	40.4	39.6
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The median age in this area is 39.6, compared to U.S. median age of 39.6.

Race and Ethnicity

2026 White Alone	64.0%	63.4%	57.7%
2026 Black Alone	10.3%	12.1%	16.6%
2026 American Indian Alone	0.3%	0.4%	0.7%
2026 Asian Alone	6.4%	4.2%	2.2%
2026 Pacific Islander Alone	0.0%	0.1%	0.1%
2026 Some Other Race Alone	5.2%	5.9%	9.1%
2026 Two or More Races	13.7%	13.9%	13.7%
2026 Hispanic Origin	19.8%	20.7%	26.3%
2026 Diversity Index	69.6	70.4	76.3

Persons of Hispanic origin represent 26.3% of the population in the identified area compared to 19.9% 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 76.3 in the identified area, compared to 73.0 for the U.S. as a whole.



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EXECUTIVE SUMMARY

Households	3 mile	5 mile	10 mile
2026 Wealth Index	117	111	76
2010 Total Households	7,861	24,002	100,667
2020 Total Households	9,242	27,002	111,761
2026 Total Households	11,734	30,599	126,609
2031 Total Households	12,940	33,389	140,132
2010-2020 Annual Rate	1.63%	1.18%	1.05%
2020-2026 Annual Rate	3.89%	2.02%	2.02%
2026-2031 Annual Rate	1.98%	1.76%	2.05%
2026 Average Household Size	2.76	2.65	2.52

The household count in this area has changed from **111,761** in 2020 to **126,609** in the current year, a change of **2.02%** annually. The five-year projection of households is **140,132**, a change of **2.05%** annually from the current year total. Average household size is currently **2.52**, compared to **2.57** in the year 2020. The number of families in the current year is **83,468** in the specified area.

Mortgage Income

2026 Percent of Income for Mortgage	21.4%	23.3%	26.2%
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Median Household Income

2026 Median Household Income	\$106,920	\$93,462	\$70,761
2031 Median Household Income	\$120,837	\$106,817	\$81,689
2026-2031 Annual Rate	2.48%	2.71%	2.91%

Average Household Income

2026 Average Household Income	\$133,232	\$125,016	\$95,461
2031 Average Household Income	\$154,087	\$143,968	\$109,519
2026-2031 Annual Rate	2.95%	2.86%	2.79%

Per Capita Income

2026 Per Capita Income	\$48,326	\$46,963	\$37,152
2031 Per Capita Income	\$56,404	\$54,595	\$42,991
2026-2031 Annual Rate	3.14%	3.06%	2.96%

Income Equality

2026 Gini Index	41.0	44.9	45.2
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Households by Income

Current median household income is **\$70,761** in the area, compared to **\$85,893** for all U.S. households. Median household income is projected to be **\$81,689** in five years, compared to **\$100,053** all U.S. households.

Current average household income is **\$95,461** in this area, compared to **\$122,692** for all U.S. households. Average household income is projected to be **\$109,519** in five years, compared to **\$138,579** for all U.S. households.

Current per capita income is **\$37,152** in the area, compared to the U.S. per capita income of **\$48,241**. The per capita income is projected to be **\$42,991** in five years, compared to **\$55,073** for all U.S. households.

Housing Unit Summary	3 mile	5 mile	10 mile
2026 Housing Affordability Index	108	97	86
2010 Total Housing Units	8,604	26,623	116,045
2010 Owner Occupied	6,259	18,019	66,733
2010 Renter Occupied	1,602	5,983	33,934
2010 Vacant	743	2,621	15,378
2020 Housing Units	9,981	29,169	123,474
2020 Owner Occupied	7,170	19,778	71,407
2020 Renter Occupied	2,072	7,224	40,354
2020 Vacant	758	2,170	11,799
2026 Housing Units	12,455	32,615	138,124
2026 Owner Occupied	9,215	23,032	84,555
2026 Renter Occupied	2,519	7,567	42,054
2026 Vacant	721	2,016	11,515
2031 Total Housing Units	13,797	35,818	153,663
2031 Owner Occupied	10,345	25,694	96,355
2031 Renter Occupied	2,595	7,695	43,776
2031 Vacant	857	2,429	13,531

Socioeconomic Status

2026 Socioeconomic Status Index	56.4	51.9	45.2
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Currently, **74.0%** of the **138,124** housing units in the area are owner occupied; **20.2%** renter occupied; and **5.8%** are vacant. Currently, in the U.S., **57.6%** of the housing units are owner occupied; **32.4%** are renter occupied; and **10.0%** are vacant. In 2020, there were **123,474** housing units in the area and **758** vacant housing units. The annual rate of change in housing units since 2020 is **1.81%**. Median home value in the area is **\$314,699**, compared to a median home value of **\$376,272** for the U.S. In five years, median home value is projected to change by **4.18%** annually to **\$476,919**.

 **Source:** This infographic contains data provided by U.S. Census (2010, 2020), Esri (2026, 2031). U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

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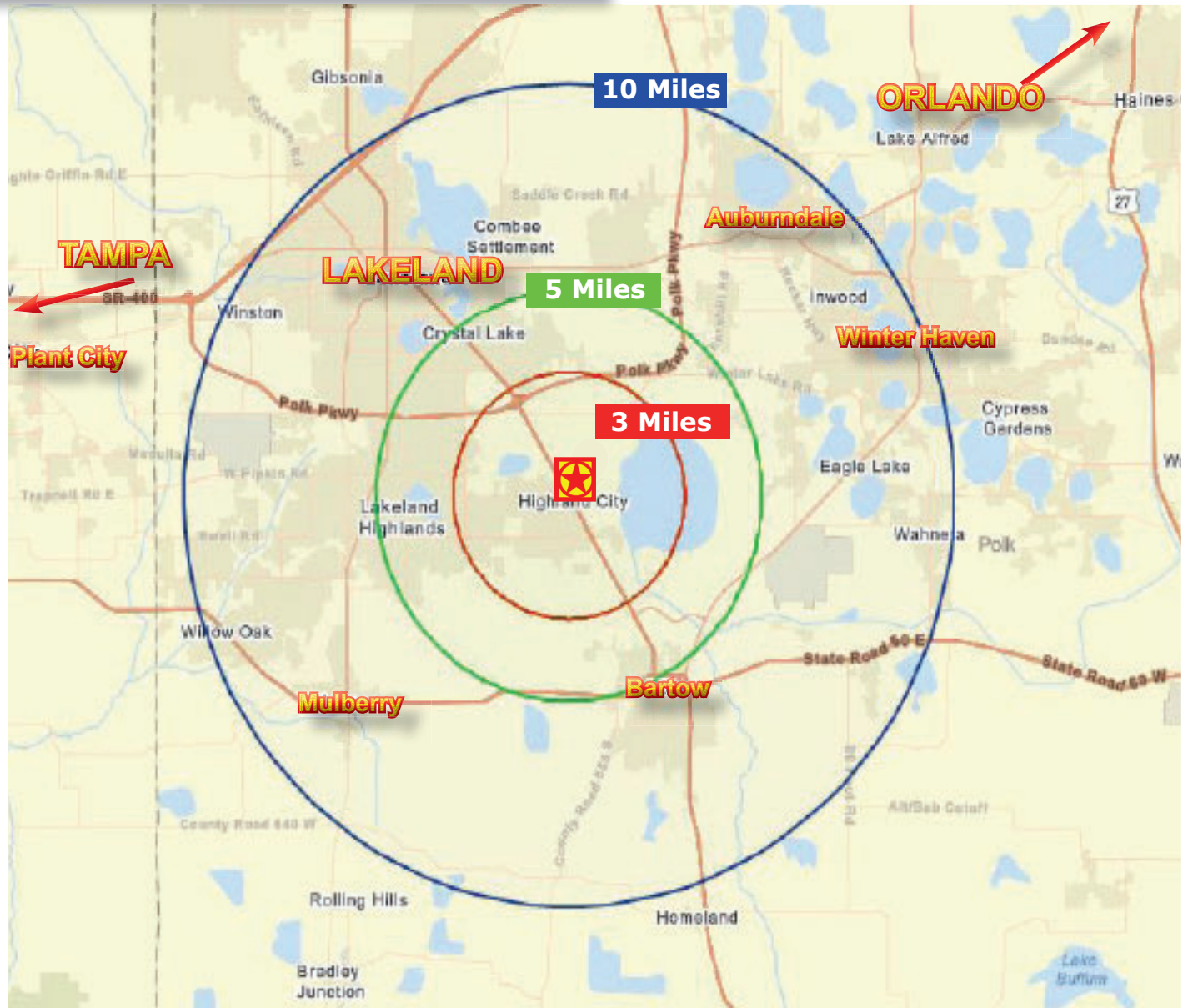
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SITE MAP



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