

# 2.69 acres commercial, signalized intersection

# \$470,000



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# Executive Summary

<b>Site Address:</b>	3841 WARING RD LAKELAND, FL 33811
<b>County:</b>	POLK
<b>PIN (Property Identification Number):</b>	232903000000031050
<b>Land Size:</b>	2.69 +/- acres – will subdivide
<b>Property Use:</b>	Vacant (agricultural tax exemption)
<b>Property Taxes:</b>	\$69.64 (2016)
<b>Zoning:</b>	BPC-1; Business Park Center-1 (Polk County)
<b>Traffic Count:</b>	14,700 cars/day on Drane Field Rd. 10,000 cars/day on Waring Rd.
<b>Price:</b>	<b>\$470,000</b>

# Analysis

## Location

- Proximity to the Polk Parkway and Interstate 4 expand the 10 minute drive time dramatically to nearly 75,000 people
- The Lakeland Airport is less than a mile away, and Tampa and Orlando are both within 45 minutes
- Proximity to major employers like Publix, GEICO, Amazon and Rooms to GO
- Median Household Income is \$47,000 within a 10 minute drive time, nearly 10% higher than Polk County
- Median Household Income is \$54,000 within a 2 mile radius, 22% higher than Polk County and 11% higher than Florida

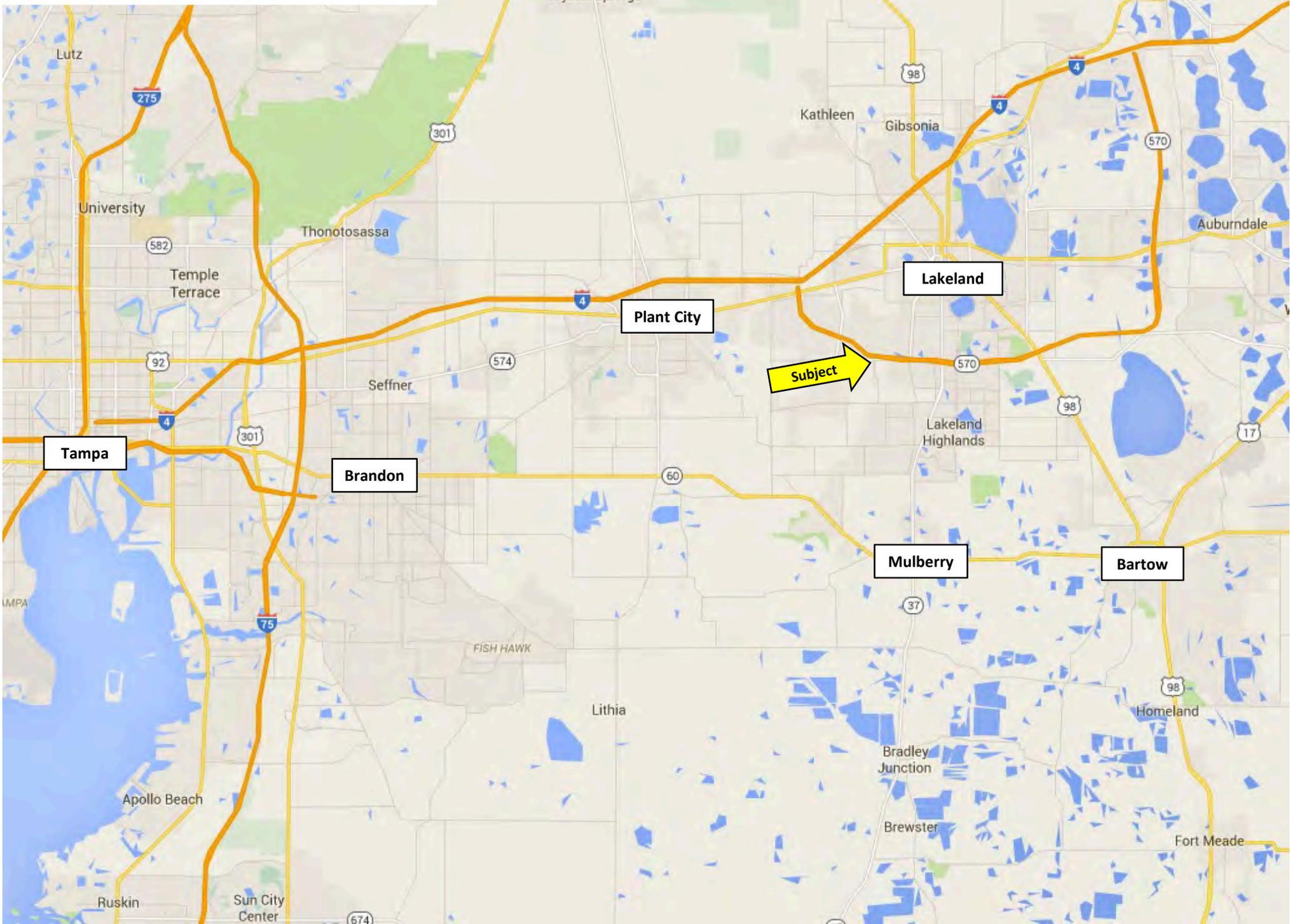
## Site

- Located at a signalized intersection
- Full access to the Polk Parkway only 700 feet away
- Full utilities are across the street

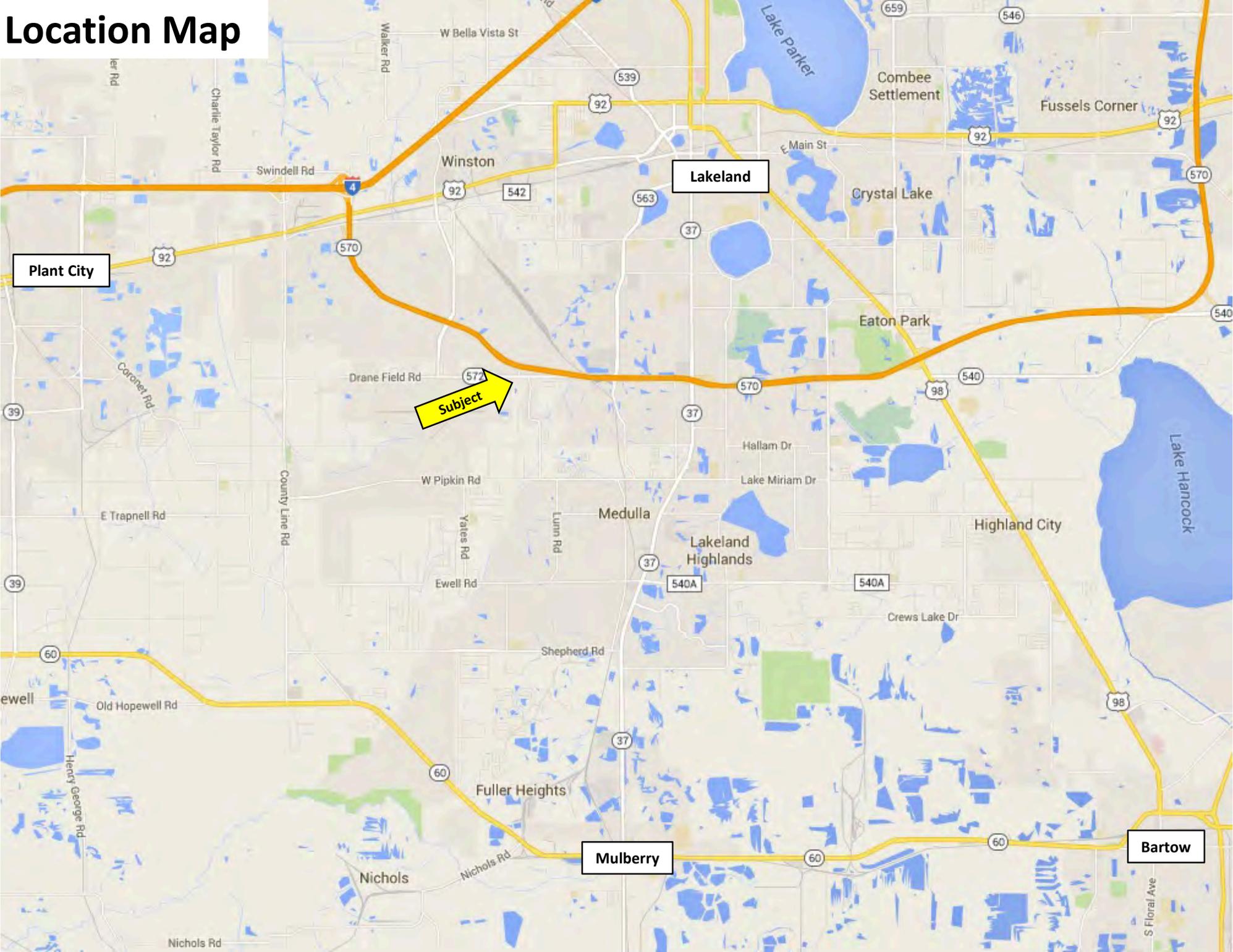
## Zoning

- Permitted uses include office and warehouse... conditional uses include gas station, convenience store, retail, hotel, and manufacturing

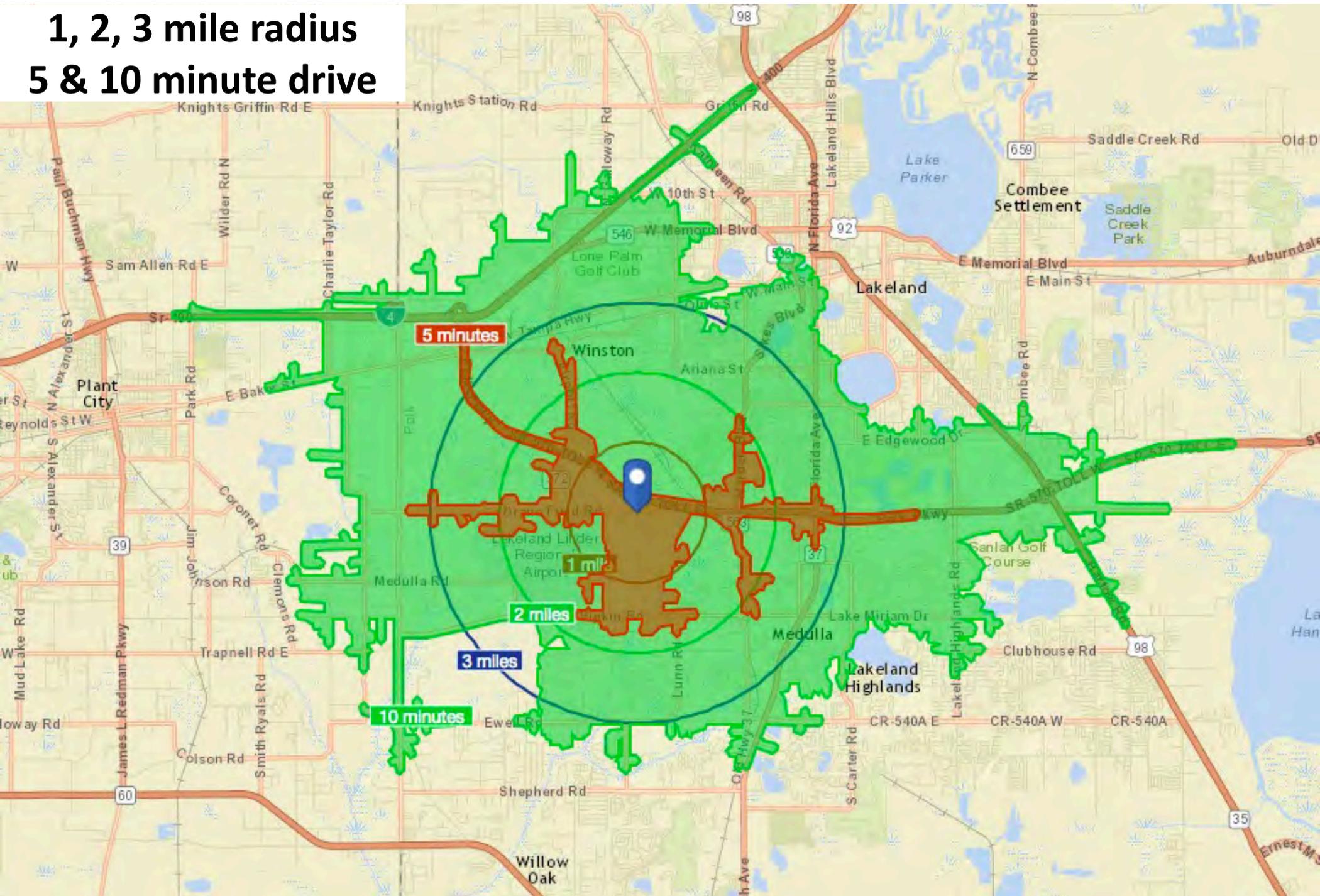
# Regional Location Map



# Location Map



**1, 2, 3 mile radius  
5 & 10 minute drive**



<b><u>Benchmark Demographics</u></b>	<b><u>1 mile</u></b>	<b><u>2 miles</u></b>	<b><u>3 miles</u></b>	<b><u>5 minutes</u></b>	<b><u>10 minutes</u></b>	<b><u>Polk</u></b>	<b><u>FL</u></b>	<b><u>US</u></b>
Population	1,085	11,964	38,004	2,951	74,833	642,909	20,108,440	323,580,626
Households	371	5,190	15,901	1,178	30,387	240,058	7,858,449	121,786,233
Families	255	3,325	10,067	788	19,605	166,952	5,083,223	80,307,260
Average Household Size	2.92	2.29	2.38	2.48	2.45	2.63	2.50	2.59
Owner Occupied Housing Units	275	3,476	10,006	767	18,796	158,596	4,936,146	76,427,142
Renter Occupied Housing Units	96	1,714	5,895	411	11,591	81,462	2,922,303	45,359,091
Median Age	41.7	46.3	43.2	42.1	41.8	41.0	41.9	38.0
<b><i>Trends: 2015 - 2020 Annual Rate</i></b>								
Population	0.65%	1.83%	1.41%	2.10%	1.14%	1.18%	1.29%	0.84%
Households	0.53%	1.75%	1.28%	2.02%	1.01%	1.07%	1.21%	0.79%
Families	0.47%	1.66%	1.25%	2.05%	0.94%	1.00%	1.13%	0.72%
Owner HHs	0.36%	1.73%	1.28%	2.00%	0.88%	0.97%	1.09%	0.73%
Median Household Income	1.44%	2.45%	3.19%	2.15%	2.44%	2.79%	2.52%	1.89%
<b><i>Households by Income</i></b>								
<\$15,000	8.89%	7.42%	12.26%	8.57%	12.25%	13.93%	13.40%	12.50%
\$15,000 - \$24,999	13.48%	11.68%	14.06%	11.12%	12.64%	12.75%	11.60%	10.09%
\$25,000 - \$34,999	14.02%	12.87%	14.02%	11.12%	12.78%	12.54%	11.54%	10.06%
\$35,000 - \$49,999	15.90%	13.89%	14.76%	16.04%	14.65%	16.14%	14.66%	13.31%
\$50,000 - \$74,999	21.83%	20.35%	20.29%	19.86%	19.74%	19.78%	18.49%	17.68%
\$75,000 - \$99,999	12.94%	12.02%	10.03%	11.54%	10.70%	11.33%	10.95%	12.28%
\$100,000 - \$149,999	7.01%	12.64%	9.58%	14.01%	10.77%	8.98%	11.29%	13.44%
\$150,000 - \$199,999	2.96%	3.97%	2.36%	3.06%	3.36%	2.40%	3.99%	5.29%
\$200,000+	2.96%	5.14%	2.64%	4.58%	3.10%	2.16%	4.08%	5.36%
Median Household Income	\$47,175	\$53,535	\$43,685	\$52,670	\$46,940	\$43,856	\$48,377	\$54,149
Average Household Income	\$63,225	\$76,363	\$60,866	\$73,501	\$64,952	\$59,091	\$69,330	\$77,008
Per Capita Income	\$24,434	\$33,141	\$25,579	\$29,085	\$26,555	\$22,615	\$27,618	\$29,472
<b><i>Population by Age</i></b>								
0 - 4	5.54%	5.03%	5.90%	5.56%	5.87%	6.12%	5.40%	6.19%
5 - 9	5.81%	5.01%	5.72%	5.77%	5.85%	6.11%	5.53%	6.33%
10 - 14	5.81%	5.22%	5.79%	6.07%	6.07%	6.23%	5.69%	6.46%
15 - 19	5.63%	4.95%	5.39%	5.56%	5.67%	6.09%	5.85%	6.55%
20 - 24	5.81%	5.12%	5.63%	5.56%	5.97%	6.17%	6.56%	7.09%
25 - 34	13.10%	11.89%	12.34%	13.13%	12.78%	12.37%	12.83%	13.64%
35 - 44	12.45%	11.26%	11.27%	11.94%	11.47%	11.56%	11.93%	12.62%
45 - 54	13.28%	11.87%	11.93%	13.30%	12.34%	12.23%	13.34%	13.27%
55 - 64	12.82%	14.43%	13.23%	13.57%	13.34%	13.00%	13.37%	12.82%
65 - 74	9.96%	13.19%	12.25%	10.45%	11.43%	11.61%	10.90%	8.76%
75 - 84	6.73%	7.96%	7.16%	6.31%	6.36%	6.21%	6.03%	4.35%
85+	3.04%	4.08%	3.40%	2.78%	2.84%	2.30%	2.59%	1.92%
<b><i>Race and Ethnicity</i></b>								
White Alone	82.86%	84.34%	79.17%	83.18%	78.67%	72.91%	73.36%	70.52%
Black Alone	5.99%	7.03%	10.78%	6.31%	11.46%	15.39%	16.38%	12.79%
American Indian Alone	0.74%	0.40%	0.48%	0.54%	0.44%	0.46%	0.40%	0.97%
Asian Alone	1.66%	2.15%	1.59%	2.20%	1.71%	1.84%	2.77%	5.46%
Pacific Islander Alone	0.00%	0.04%	0.06%	0.03%	0.05%	0.07%	0.07%	0.19%
Some Other Race Alone	6.45%	3.45%	4.88%	5.19%	4.80%	6.46%	4.12%	6.76%
Two or More Races	2.30%	2.59%	3.04%	2.54%	2.87%	2.88%	2.90%	3.32%
Hispanic Origin (Any Race)	16.96%	14.16%	18.24%	17.05%	17.43%	21.08%	25.07%	17.92%

# Market Area



# Trade Area



# **Publix** Corporate Headquarters

3300 Publix Corporate Parkway, Lakeland, FL 33811



- **320,000 SF headquarters office building**
  - **Over 2,000 employees**

## **Departments include:**

- **Benefits**
- **Corporate Purchasing**
- **Facilities**
- **Finance**
- **Human Resources**
- **Information Technology**
- **Legal & Risk Management**
- **Loss Prevention**
- **Marketing**
- **Public Affairs**
- **Real Estate**
- **Strategy Support**

# Fly Lakeland

Lakeland Linder Regional Airport



**Situated in the heart of Florida along the I-4 corridor Lakeland Linder Airport is midway between Tampa and Orlando, with easy access to I-4 via the Polk Parkway. The Lakeland Airport is owned and operated by the City of Lakeland.**

- 1,700 Acres
- 1 Million square feet of facilities
- 8,500 foot runway
- More than 100,000 Aircraft Operations a year
- Sun 'n Fun Fly-In [www.sun-n-fun.org](http://www.sun-n-fun.org)
- Central Florida Aerospace Academy and Polk State College Aerospace
- FAA Part 139 Certificated Airport
- Aircraft Rescue Firefighting (ARFF) Index B Services, Index C Services available on Request
  
- Recent addition! NOAA's Hurricane Hunters have relocated to the Lakeland Airport, occupying 106,800 SF and bringing 100 new jobs to Lakeland





## The Lakes at Laurel Highlands

- Now under construction
- 600+ homes as well as townhomes
- Starting at \$184,000
- Entrance is 2 miles to the northwest of the subject property





# New Warehouses



The Ruthvens have recently completed two warehouses across the street from the subject totaling nearly 200,000 SF of new space.

# Neighborhood Aerial



New 100,000 SF Warehouse

New 97,890 SF Warehouse

29,000 cars/day

14,700 cars/day

7,250 cars/day

10,000 cars/day

Oglesby Machinery

sunshine interiors



VOGEL



AMERICAN DIRECTIONS  
BY STANLEY H. GEORGE

SYKES



Risse Brothers  
SCHOOL UNIFORMS

CIVILSURV  
A Division of Structural Engineering

Compassionate Care  
Hospice



COLOGISTICS

# Polk Parkway Full Interchange



Full access – east and west to Polk Parkway

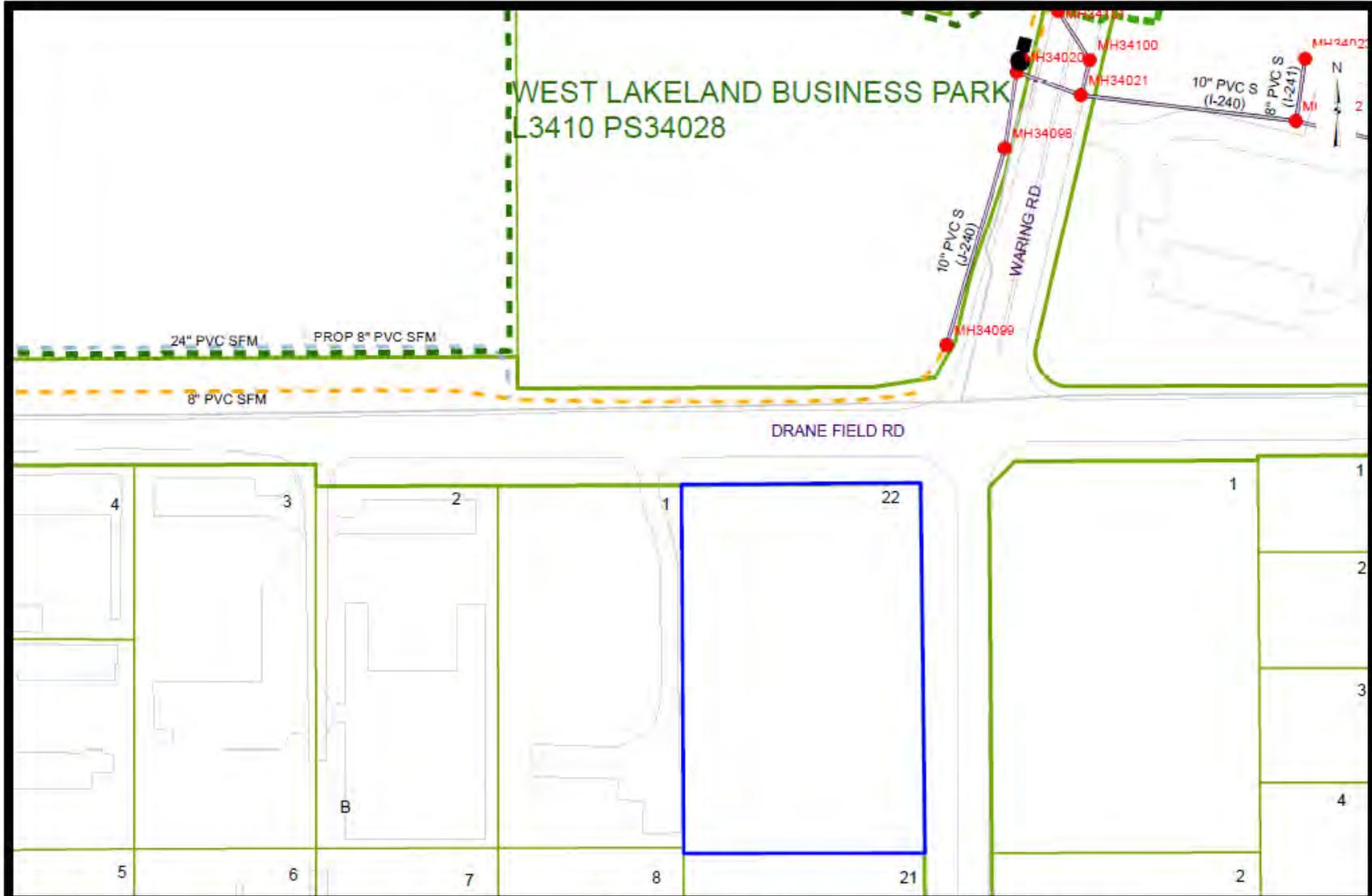
# Site Aerial



# Proposed Site Plan



# Utilities



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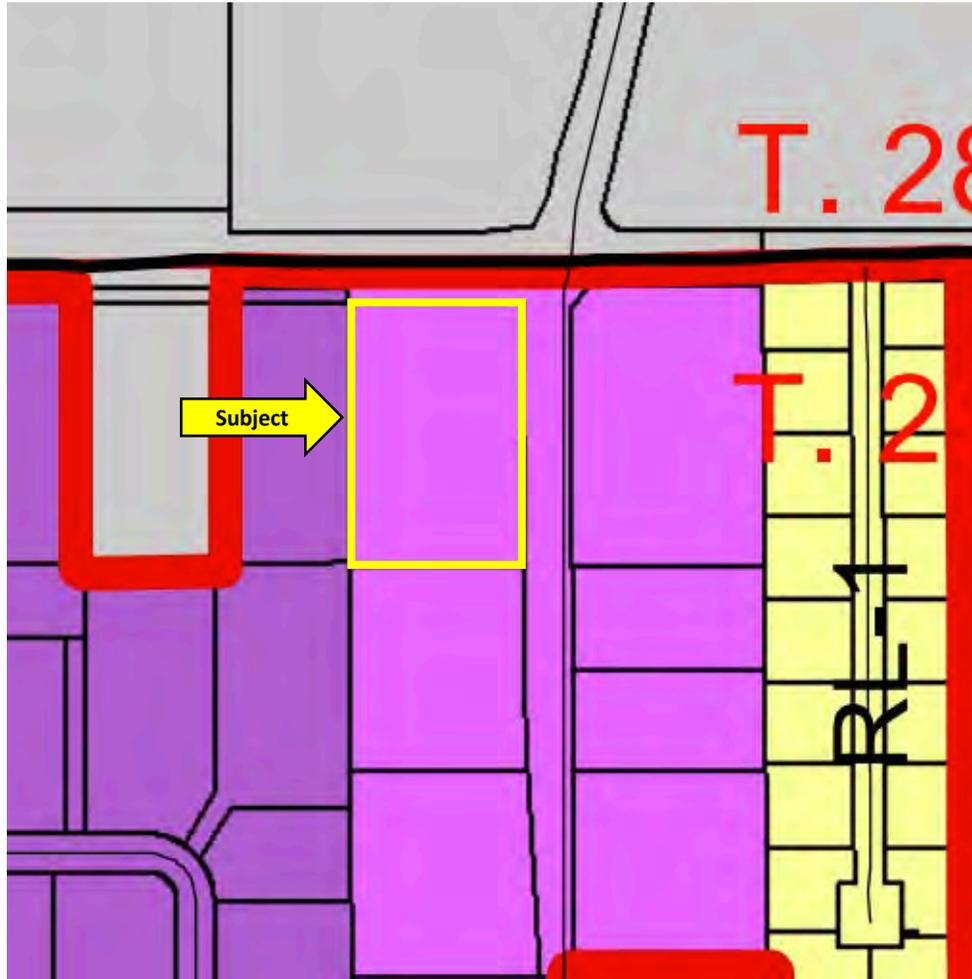
CITY OF LAKELAND WATER / WASTEWATER FACILITIES  
NOT TO SCALE - NOT FOR DESIGN PURPOSES

TECH: C. HART  
DATE: 12/26/12  
COL: 2012-12-0351  
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# Zoning



## LAND USE LEGEND

- CC - Convenience Center
- NAC - Neighborhood Activity Center
- CAC - Community Activity Center
- TC - Town Center
- RAC - Regional Activity Center
- HIC - High-Impact Commercial Center
- TCC - Tourism Commercial Center
- LCC - Linear Commercial Corridor
- CE - Commercial Enclave
- OC - Office Center
- EC - Employment Center
- BPC-1 - Business Park Center-1**
- BPC-2 - Business Park Center-2
- IND - Industrial
- PM - Phosphate Mining
- LR - Leisure Recreation
- PI - Professional Institutional
- INST-1 - Institutional-1
- INST-2 - Institutional-2
- IAC - Interchange Activity Center
- ROS - Recreation and Open Space
- PRESV - Preservation
- CORE - Conservation Core
- MU - Mixed Use
- RCC - Rural Cluster Center (Non-Residential)
- RCC-R - RCC - Rural Cluster Center (Residential)
- RS - Residential-Suburban
- RL-1 - Residential Low-1
- RL-2 - Residential Low-2
- RL-3 - Residential Low-3
- RL-4 - Residential Low-4
- RM - Residential Medium
- RH - Residential High
- A/RR - Agriculture/Residential-Rural
- PRE-DRI & DRI - Development of Regional Impact
- SAP - Selected Area Plan
- Southeast SAP Village Center Core
- Southeast SAP Village Center

**Business Park Center-1 (BPC-1):** The purpose of the BPC-1 district is to provide areas for office and business park development. The BPC-1 district permits office, research and development parks, distribution centers and wholesaling activities. Some retail uses are also permitted to support the businesses and activities within the Business Park Center.