



18,244 SF on Main St Historic Mixed Use Building

104 E Main St, Lakeland, Florida 33801

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PROPERTY SUMMARY



Offering Summary

Sale Price:	\$1,300,000
Zoning	C-7, City of Lakeland
Lot Size:	.26 AC
Building Size:	18,244 SF
Property Taxes (Current):	\$7,209
Property Tax ID:	24-28-18-201000-013080

Property Overview

Seize the future with this architectural icon. The Hartsell Building has graced the city's skyline since its original construction in 1915. The beautiful front facade is a testament to a rich and captivating history, awaiting its next chapter.

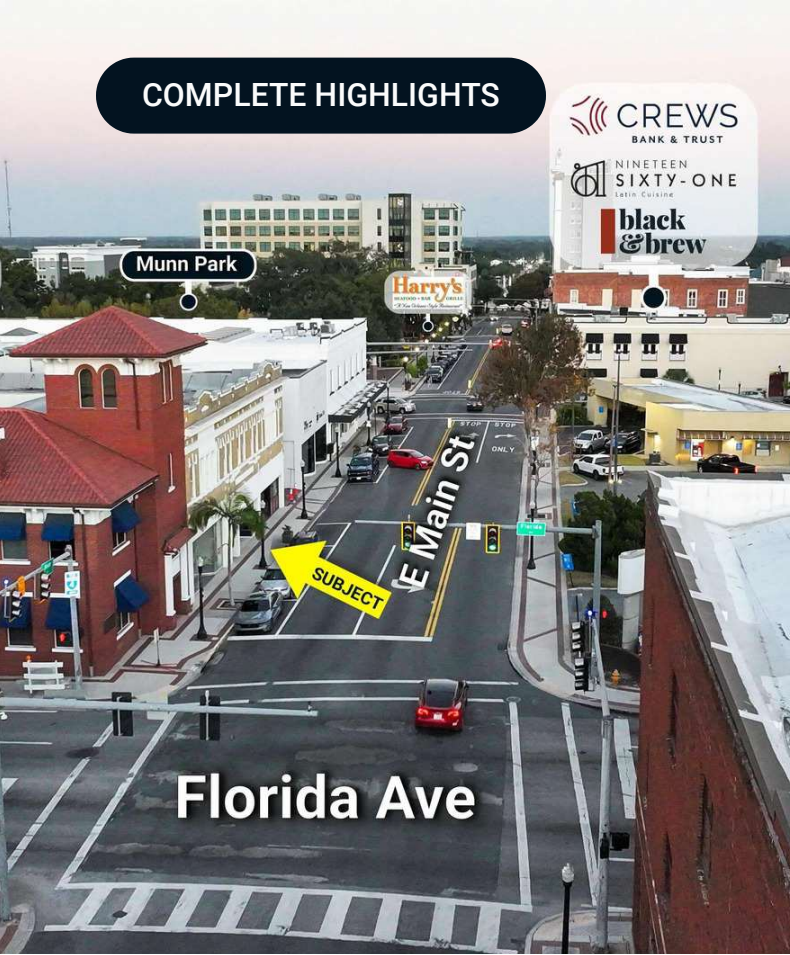
Zoned C-7, City of Lakeland, this property is a canvas for limitless potential, welcoming a broad spectrum of ventures, including retail, dining, professional offices, and possibly multifamily.

The 18,244 SF structure is poised for transformation. The 10,004 SF ground floor is currently configured into three distinct units, each with its own address and entrance, offering immediate flexibility or an opportunity to be combined into a single space.

The 8,240 SF upper level currently has its own separate entrance, where a unique, crescent-shaped layout hints at the possibility of a courtyard space.

The building is currently in basic shell mode, and will require extensive work to refinish, but this isn't just a property; it's a legacy awaiting its revival.

COMPLETE HIGHLIGHTS



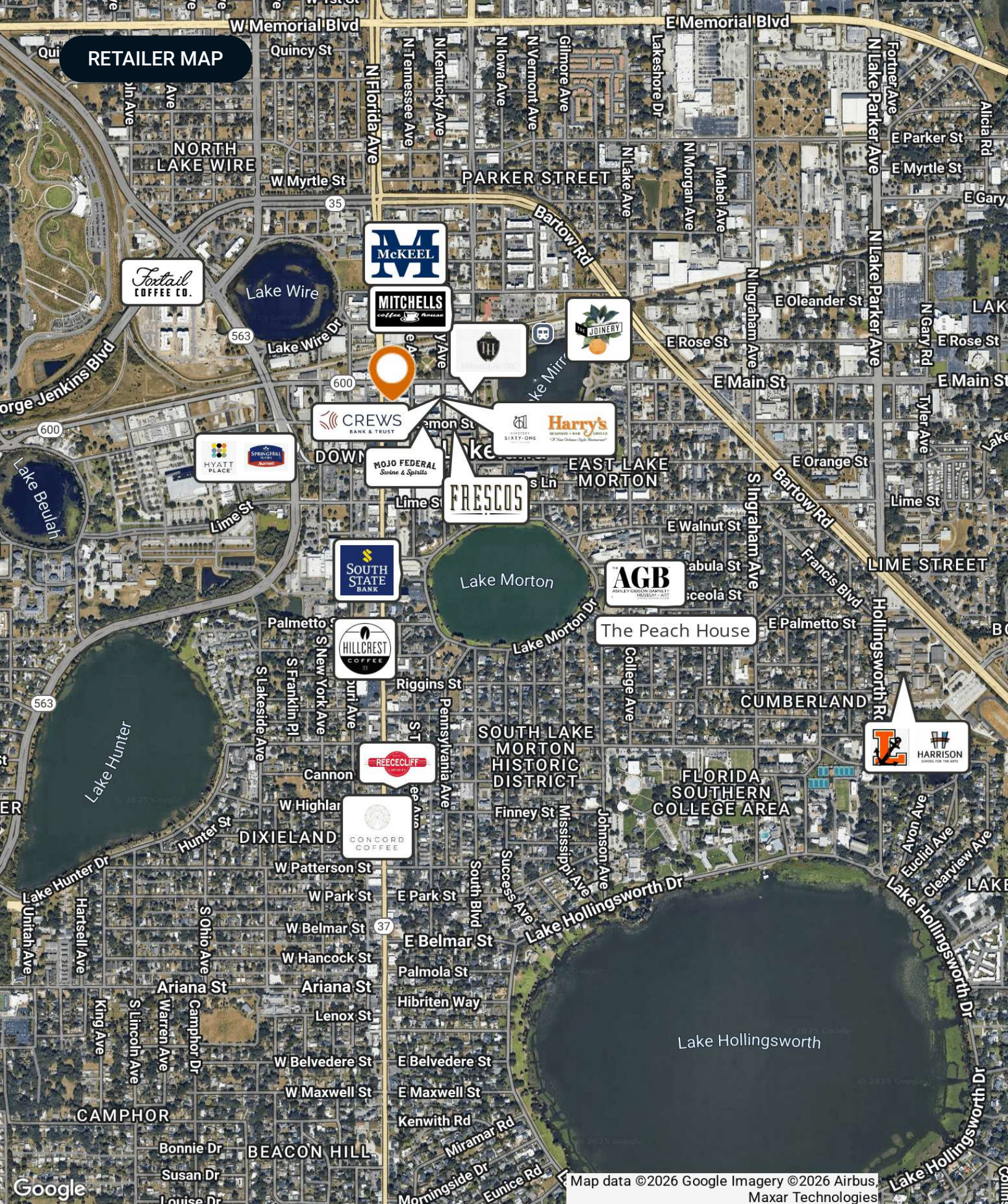
Property Highlights

- 18,244 SF historic building in downtown Lakeland
- Zoned C-7, City of Lakeland. Uses include retail, multifamily, office, restaurant and more
- Located within the Downtown CRA (Community Redevelopment Agency), the property may qualify for incentives
- 10,004 SF on the ground floor with 3 entrances, easily combined
- There is 8,240 SF on the second floor, crescent shaped with potential courtyard
- Property is on City water, sewer and electric
- Superb location in downtown Lakeland. The amenities in the general area abound, including Munn Park, City Hall, Lake Mirror, restaurants and retail all within walking distance
- At the corner of Main St and Florida Ave - Interstate 4 within 10 minutes on Florida Ave. Excellent proximity to other points of interest within the City, north and south, including hotels, Lakeside Village to the south, and Lakeland Square Mall to the north
- The property is currently in shell condition and will require extensive buildout
- The property has code enforcement issues. Brokers can provide specific details





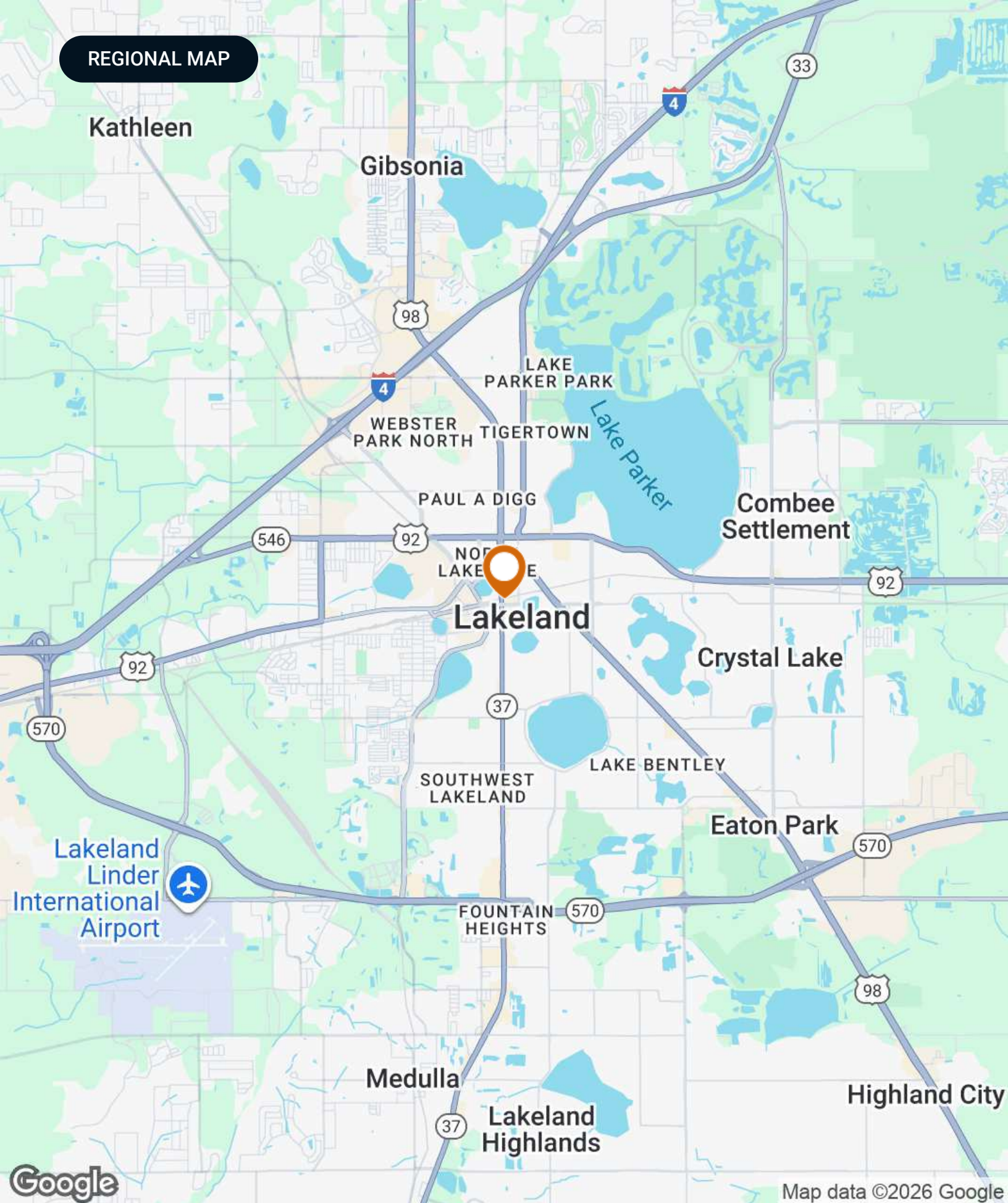
RETAILER MAP



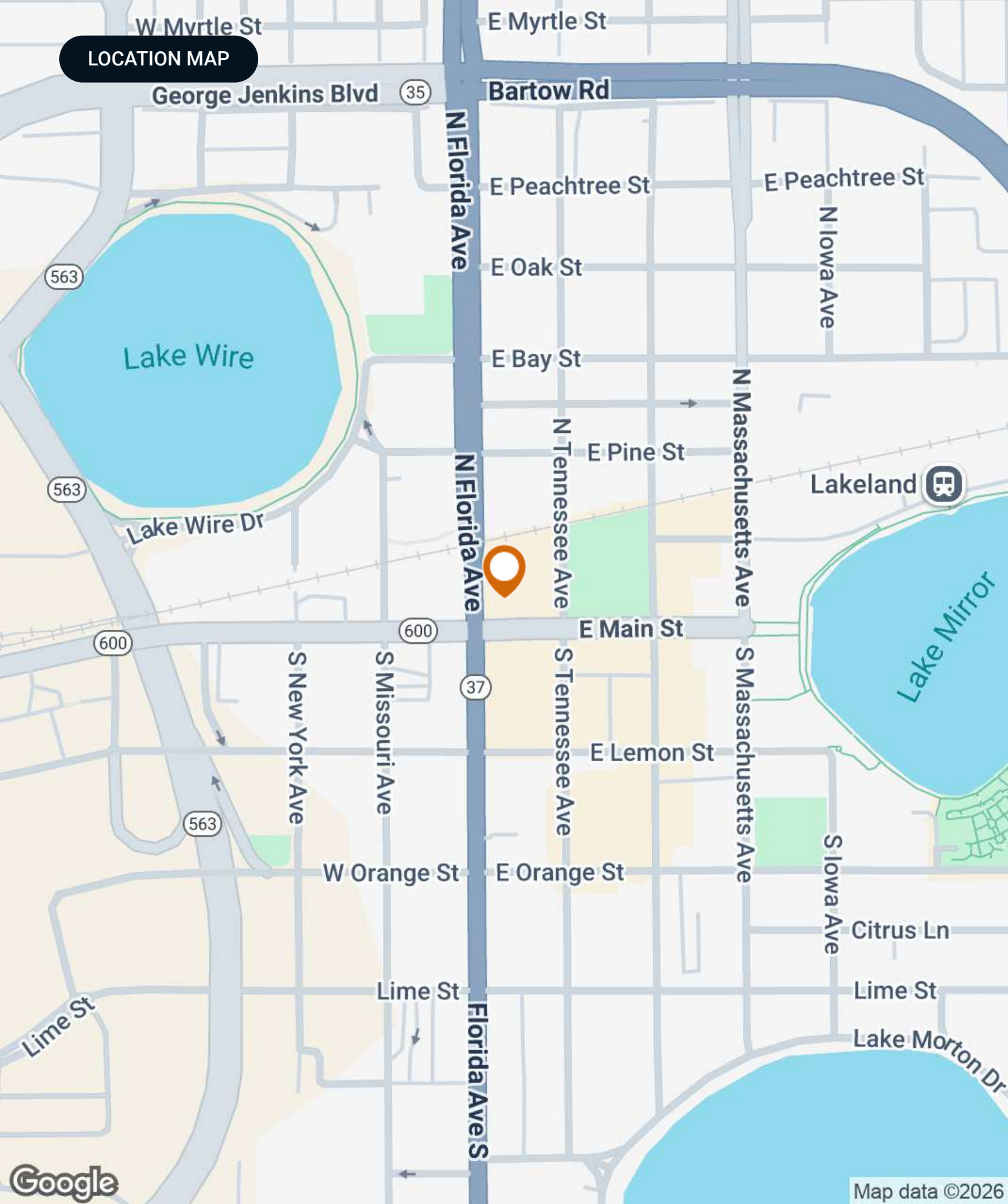
ADDITIONAL PHOTOS



REGIONAL MAP



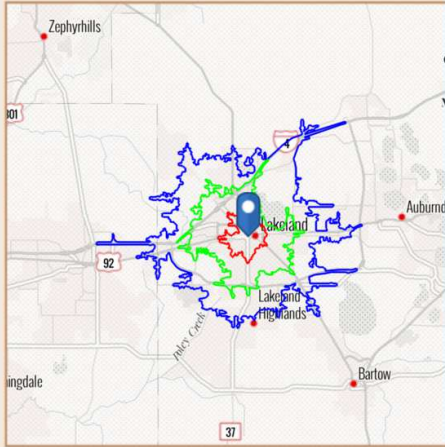
LOCATION MAP



BENCHMARK DEMOGRAPHICS

104 E Main St, Lakeland, Florida, 33801

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



AGE SEGMENTS	DRIVE TIME			GEOGRAPHY			
	5 mins	10 mins	15 mins	Counties Polk County	CBSAs Lakeland-Winter Haven, FL Metropolitan Statistical Area	States Florida	USA
0 - 4	5.47%	5.51%	5.39%	5.30%	5.30%	4.69%	5.39%
5 - 9	5.13%	5.47%	5.52%	5.61%	5.61%	5.03%	5.75%
10 - 14	5.12%	5.69%	5.69%	6.00%	6.00%	5.34%	5.98%
15 - 19	5.90%	7.12%	6.53%	6.26%	6.26%	5.84%	6.47%
20 - 34	23.86%	23.41%	21.15%	18.85%	18.85%	18.43%	20.33%
35 - 54	22.54%	21.91%	22.79%	24.12%	24.12%	24.41%	25.20%
55 - 74	21.89%	21.81%	22.69%	23.96%	23.96%	25.55%	22.82%
75+	10.07%	9.09%	10.24%	9.91%	9.91%	10.74%	8.05%
HOUSEHOLD INCOME							
<\$15,000	17.5%	12.2%	9.5%	7.4%	7.4%	8.0%	8.3%
\$15,000-\$24,999	10.1%	8.5%	7.2%	6.1%	6.1%	5.8%	5.9%
\$25,000-\$34,999	9.7%	9.2%	8.4%	7.2%	7.2%	6.7%	6.3%
\$35,000-\$49,999	12.3%	12.9%	12.7%	12.0%	12.0%	10.5%	9.8%
\$50,000-\$74,999	15.8%	20.4%	20.7%	19.8%	19.8%	16.9%	15.6%
\$75,000-\$99,999	11.1%	12.7%	13.2%	14.6%	14.6%	12.9%	12.5%
\$100,000-\$149,999	14.8%	15.1%	16.7%	18.1%	18.1%	18.4%	17.8%
\$150,000-\$199,999	5.8%	4.6%	6.4%	8.1%	8.1%	8.7%	9.8%
\$200,000+	2.9%	4.4%	5.3%	6.6%	6.6%	12.1%	14.0%
KEY FACTS							
Population	17,955	86,521	164,251	822,142	822,142	23,027,836	339,887,819
Daytime Population	33,677	111,513	190,500	782,956	782,956	22,846,618	338,218,372
Employees	6,778	33,168	66,746	334,740	334,740	10,832,721	167,630,539
Households	7,813	34,279	65,866	313,012	313,012	9,263,074	132,422,916
Average HH Size	2.08	2.33	2.38	2.57	2.57	2.43	2.50
Median Age	38.4	37.2	39.5	41.3	41.3	43.6	39.6
HOUSING FACTS							
Median Home Value	249,724	225,348	278,014	319,676	319,676	416,969	370,578
Owner Occupied %	36.2%	52.5%	58.3%	71.8%	71.8%	67.2%	64.2%
Renter Occupied %	63.8%	47.5%	41.7%	28.2%	28.2%	32.8%	35.8%
Total Housing Units	8,710	38,329	72,952	361,112	361,112	10,635,372	146,800,552
INCOME FACTS							
Median HH Income	\$50,481	\$57,797	\$63,754	\$70,958	\$70,958	\$78,205	\$81,624
Per Capita Income	\$29,208	\$30,704	\$34,023	\$34,967	\$34,967	\$44,891	\$45,360
Median Net Worth	\$27,424	\$85,670	\$132,907	\$224,923	\$224,923	\$253,219	\$228,144



Lakeland

POLK COUNTY

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 over 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.

Founded 1885

Population 117,606 (2023)

Area 74.4 sq mi

Website lakelandgov.net

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.

Major Employers

- Publix
- Supermarkets
- Saddle Creek
- Logistics
- Geico Insurance
- Amazon
- Rooms to Go
- Welldyne
- Advance Auto
- Parts

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.



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.



Craig Morby

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Professional Background

Craig Morby is a Senior Advisor at Saunders Real Estate.

He has been licensed in real estate since 2006 and has been handling commercial real estate for the past 17 years. Craig's core belief is that anything can be accomplished with distinct customer service. It is this principle that drives him as he seeks to affirm loyalty and trust in his customer base.

Considered a generalist, Craig has handled every asset class of commercial real estate including multi-family, office, retail, industrial, land, and leasing. He is responsible for millions of dollars in sales, representing both buyers and sellers.

Craig has been very involved in the Lakeland community over the years, serving on the Board of Directors for the Lakeland Chamber of Commerce, the Lakeland Association of Realtors and the Parent Advisory Board for Harrison School for the Arts. He is also a graduate of Leadership Lakeland Class 37.

Craig Morby was born in London, England, raised in Toronto, Canada, and has been a Lakeland resident since 1995. His previous experience as a National Account Manager at American Express, Toronto and as a small business owner in Lakeland, FL has given Craig a unique range of experience. He resides in Lakeland with his wife Vicki, their two dogs, and two cats. His daughter, Sabrina lives in Jacksonville Beach, Florida.

ADVISOR BIOGRAPHY



Eric Ammon, CCIM

Senior Advisor

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Professional Background

Eric Ammon, CCIM is a Senior Advisor at Saunders Real Estate.

Eric has worked in commercial real estate for over 30 years and is a licensed real estate broker in Florida. In his career he has managed, acquired and sold in excess of \$1.2 Billion worth of investment grade real estate across all asset classes including multi-family, hospitality, marina, high-rise office, industrial, retail, parking garages, and land in all of its forms.

He has directly completed in excess of \$170M in multi-family acquisitions, \$335M in overall dispositions, brokered the sale of over \$195M in apartment sales throughout Florida, and managed and leased all types and classes of properties across the United States. Eric obtained a Bachelor of Arts degree in Political Science from the University of Cincinnati. He also holds the Certified Commercial Investment Member (CCIM) designation. Eric resides in Lakeland, FL with his wife, Patty and their two children.

Eric specializes in:

- General Commercial Real Estate

Memberships

Certified Commercial Investment Member



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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