

Lake Henry



14,542 ±
Cars/Day

Winter Haven Mixed Use 13.77 Acres

0 Old Lucerne Park Rd, Winter Haven, Florida 33881

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Downtown Winter Haven
(15 ± Minutes)



14,542 ±
Cars/Day

Lucerne Park Rd



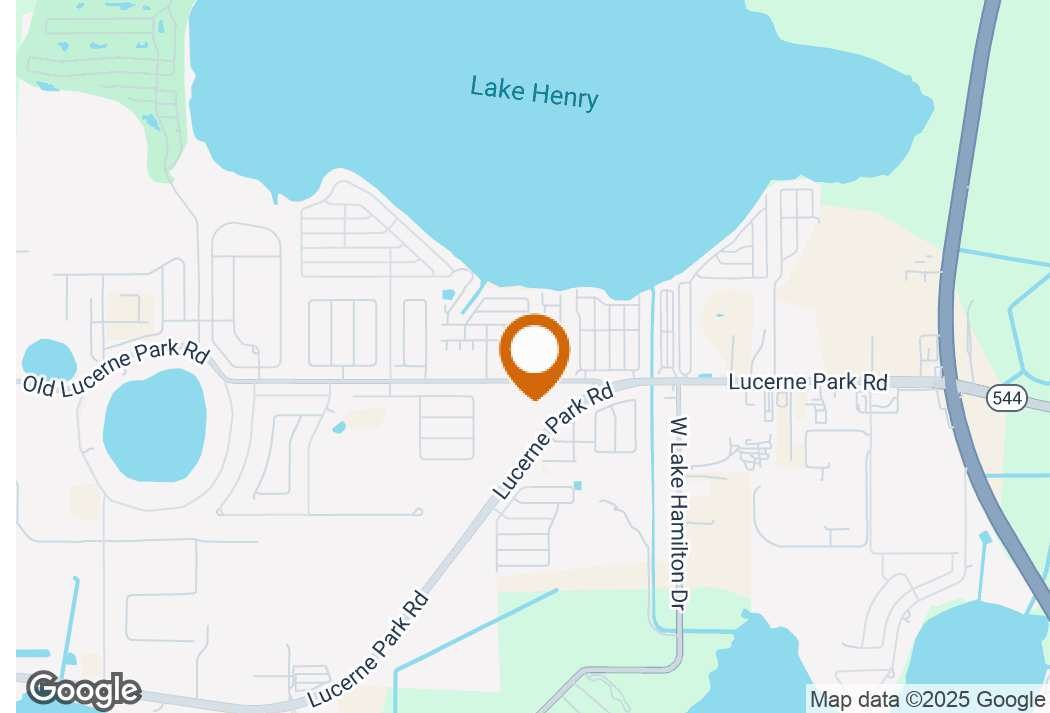
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PROPERTY SUMMARY



Offering Summary

Sale Price:	\$4,500,000
Lot Size:	13.77 Acres
Price/Acre:	\$326,797
Zoning:	C-3/NAC City of Winter Haven PUD ordinance # 0-21-68
PIN:	26-28-01-521000-182001, 26-28-01-521000-183000, & 26-28-01-521000-203001
State:	Florida
County:	Polk
City:	Winter Haven
Property Type:	Development Land

Property Overview

Positioned for strategic growth, this 13.77± acre property benefits from dual access points via State Road 544 and Old Lucerne Park Road in Winter Haven, Florida. With FDOT-approved entrances, the site offers excellent connectivity for both residential and commercial traffic. Anticipated infrastructure improvements will soon expand State Road 544 into a four-lane roadway by 2026, substantially increasing traffic volume and enhancing site exposure and accessibility.

Zoned C-3, the site supports a flexible mix of commercial uses. It is further designated as a Neighborhood Activity Center under Section 21-45, allowing vertical development up to six stories (65 feet).

Property Highlights

- City of Winter Haven PUD allowing for mixed use development
- Future four laning of SR 544 (Lucerne Park Road)
- Quick, easy access to US 27 and major employment centers

LOCATION DESCRIPTION

Haines City
(15 ± Minutes)



Excellent Frontage Along SR-544

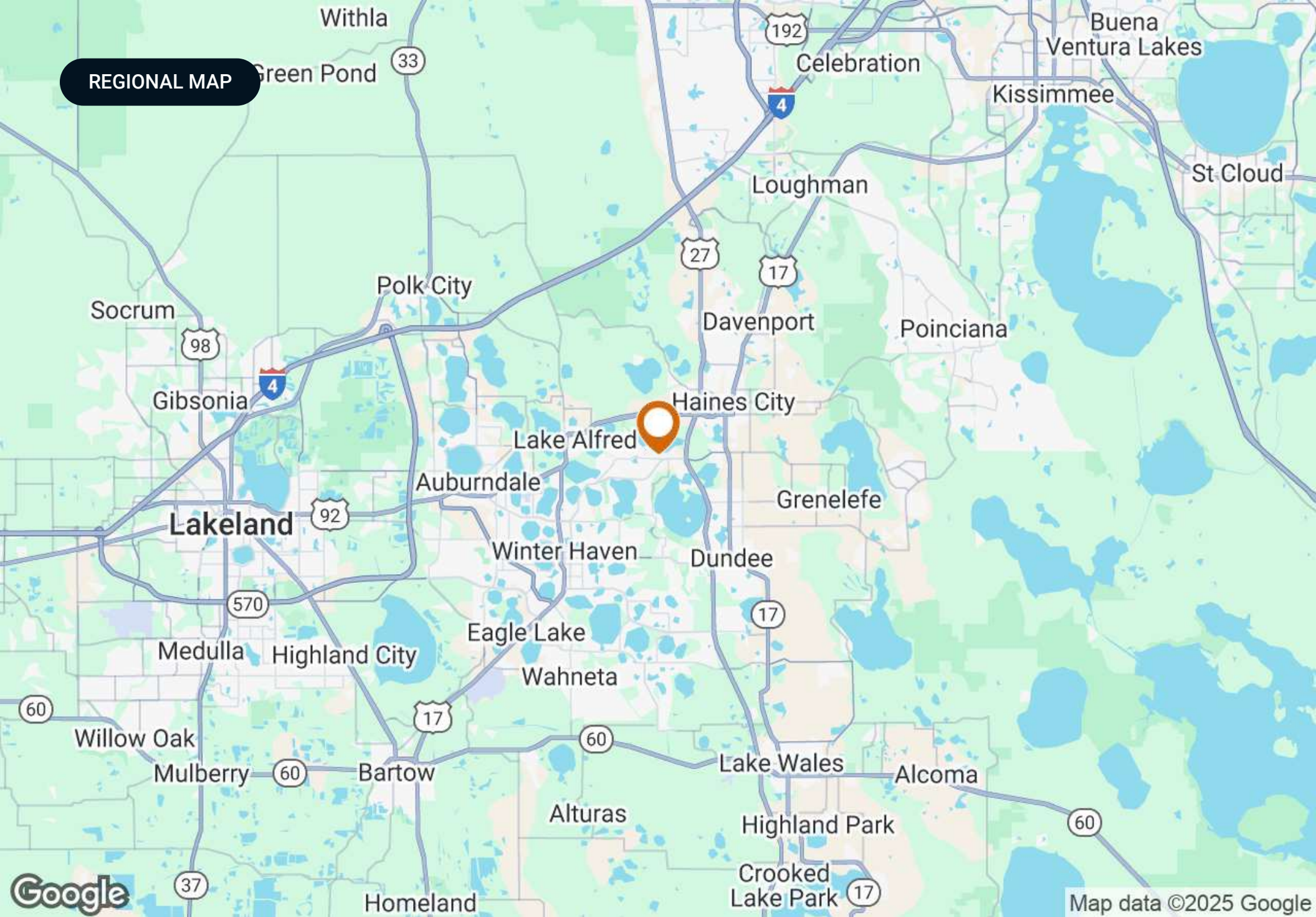
This property is positioned along Old Lucerne Park Road and State Road 544, a key east-west corridor that connects Auburndale, Winter Haven, and Haines City. The property benefits from excellent transportation access, with Interstate 4 and U.S. Highway 27 just a short drive away, as well as local transit routes that link to nearby communities. Surrounding the property is a mix of commercial and retail activity just a short drive away. Nearby retailers include Publix, Family Dollar, Marathon, McDonald's, and many more.

The area is part of the fast-growing Lakeland–Winter Haven metro, with strong population growth driving demand for commercial and service-related uses. This combination of roadway connectivity, nearby amenities, and expanding demographics makes the location well-suited for a variety of opportunities.

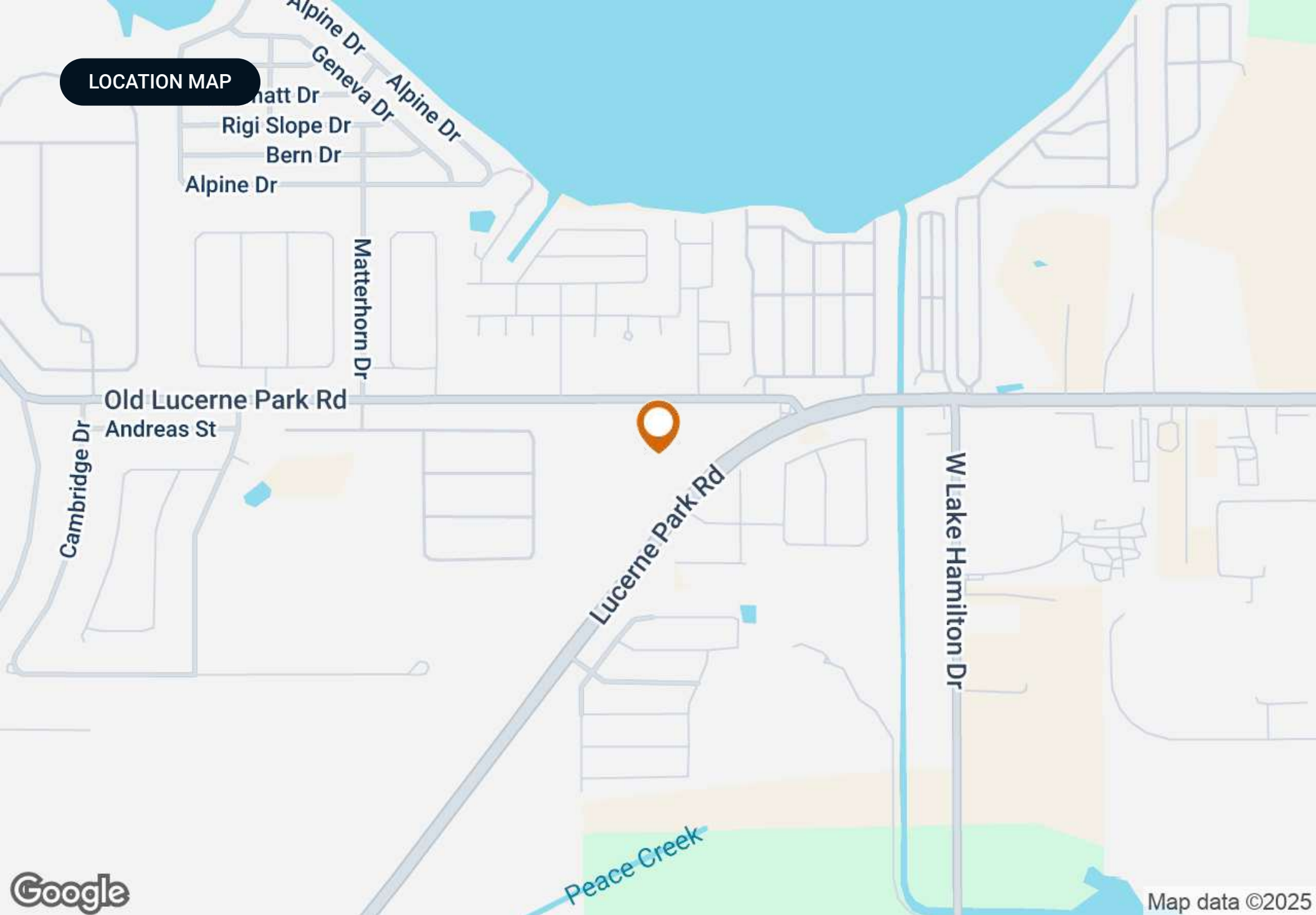
LOT DIMENSIONS



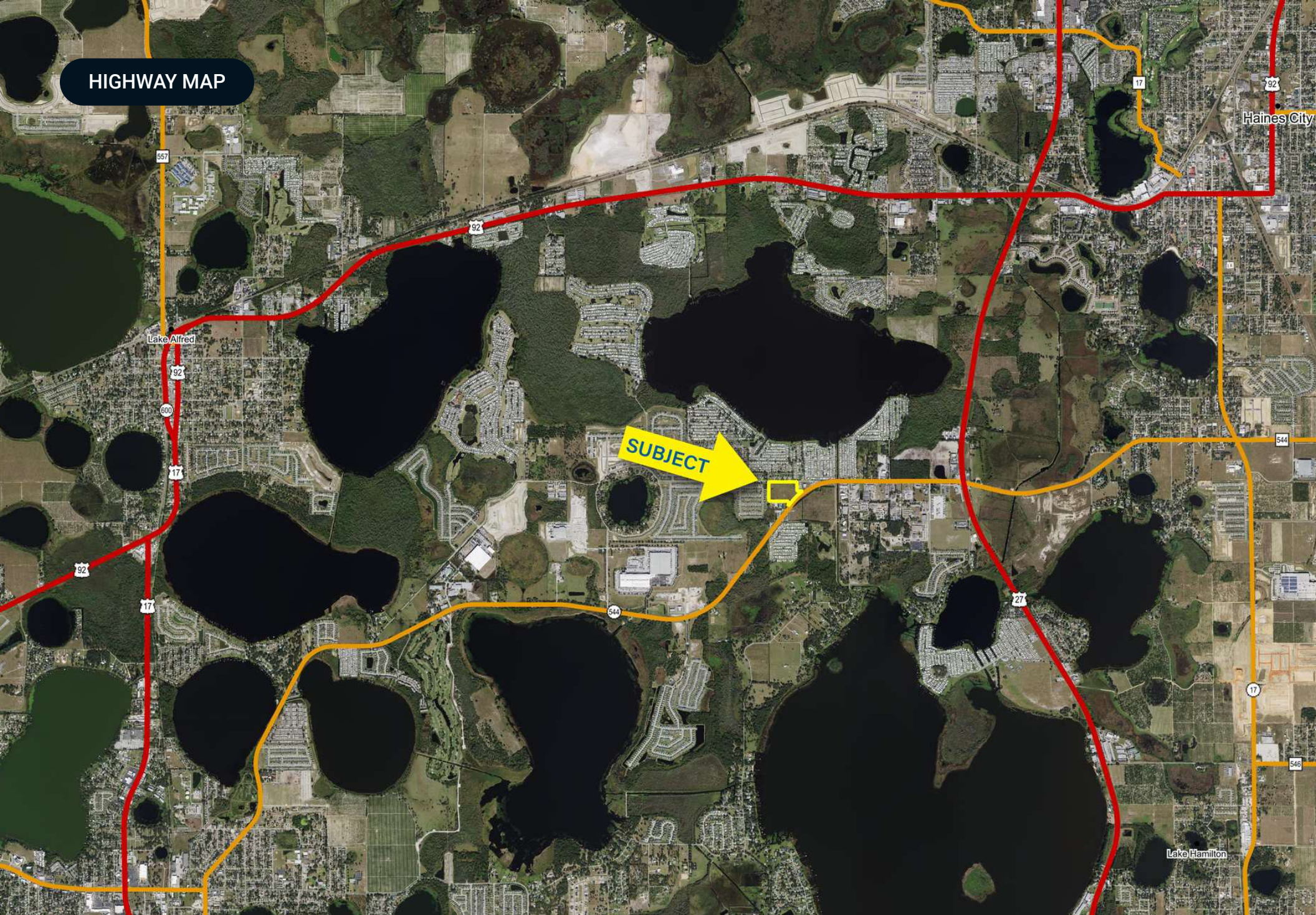
REGIONAL MAP

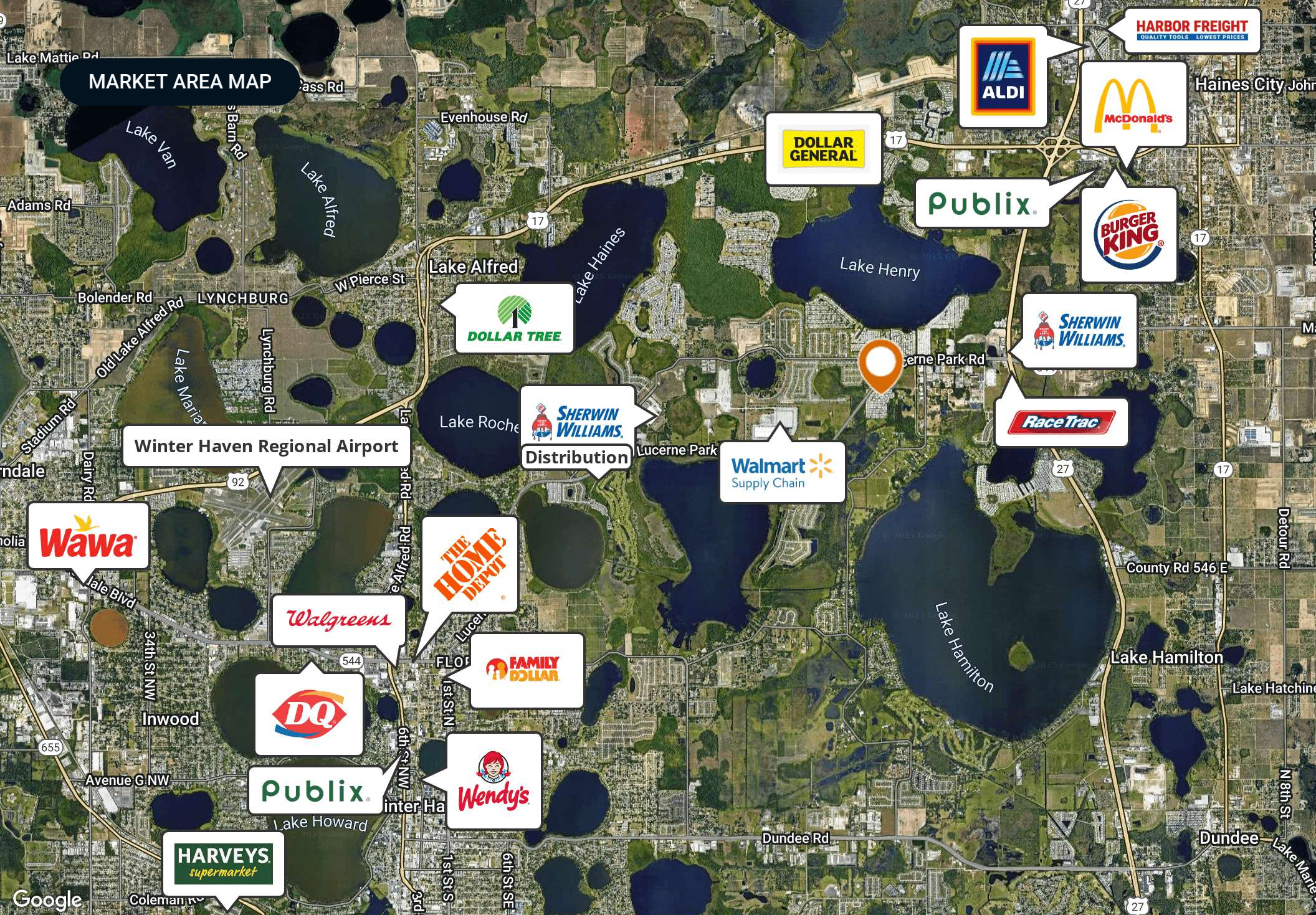


LOCATION MAP



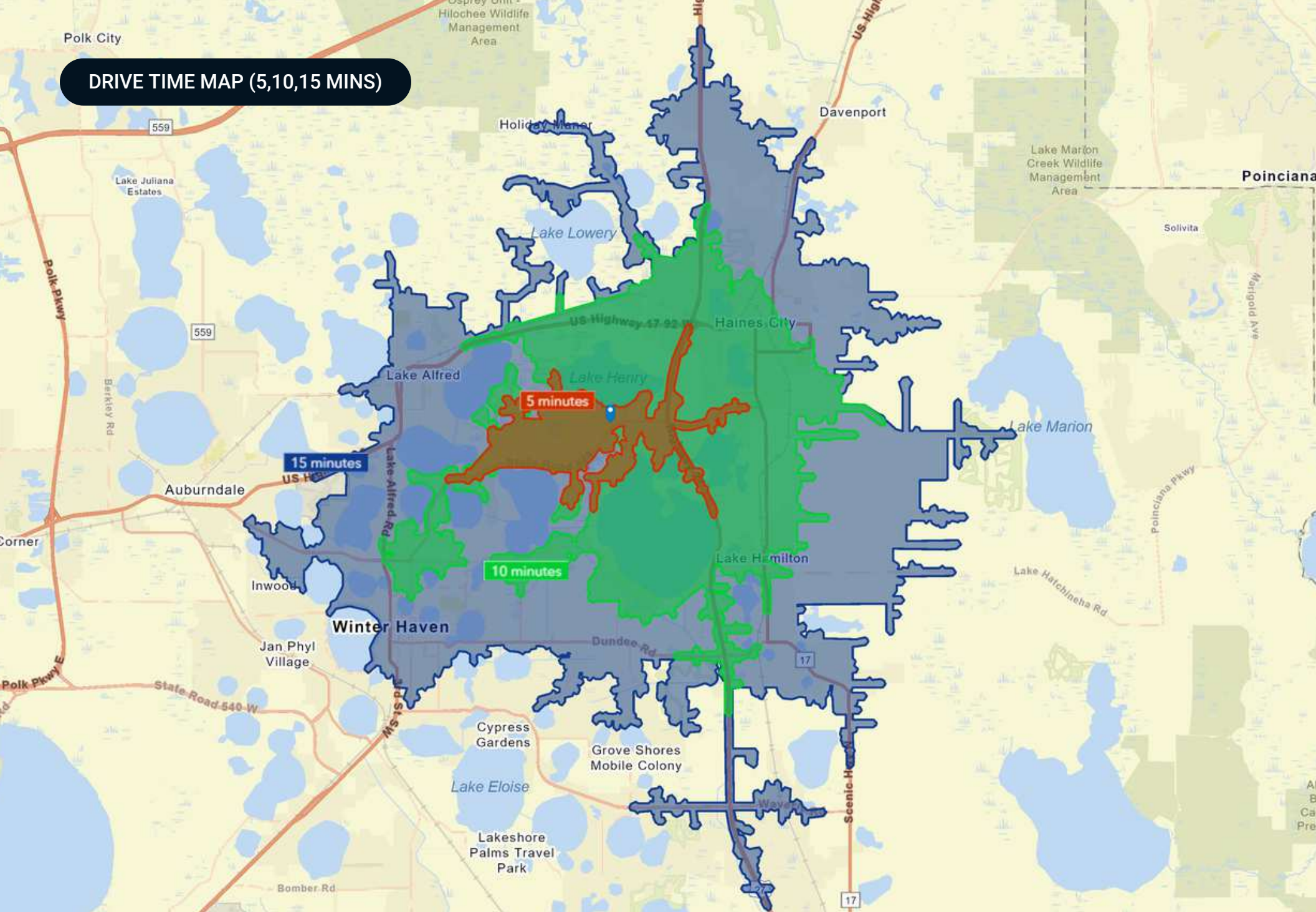
HIGHWAY MAP





Polk City

DRIVE TIME MAP (5,10,15 MINS)



BENCHMARK DEMOGRAPHICS

	1 MILE	2 MILES	3 MILES	5 MINS	10 MINS	15 MINS	WINTER HAVEN	POLK COUNTY	FL	US
Population	5,139	12,648	27,226	7,162	36,988	108,957	56,603	822,142	23,027,836	339,887,819
Households	2,054	5,633	10,999	2,759	14,465	41,588	22,727	313,012	9,263,074	132,422,916
Families	1,362	3,697	7,531	1,884	9,885	28,470	14,830	215,849	6,004,732	84,464,295
Average Household Size	2.50	2.25	2.47	2.60	2.54	2.60	2.46	2.57	2.43	2.50
Owner Occupied Housing Units	1,829	5,001	9,275	2,450	11,099	30,750	15,049	224,755	6,222,143	85,052,805
Renter Occupied Housing Units	225	632	1,724	309	3,366	10,838	7,678	88,257	3,040,931	47,370,111
Median Age	50.3	58.0	49.2	48.9	45.7	42.6	44.0	41.3	43.6	39.6
INCOME										
Median Household Income	\$63,473	\$62,516	\$64,394	\$65,191	\$61,346	\$64,454	\$64,077	\$70,958	\$78,205	\$81,624
Average Household Income	\$81,295	\$78,440	\$86,226	\$84,950	\$79,321	\$82,469	\$84,479	\$91,650	\$111,382	\$116,179
Per Capita Income	\$31,897	\$33,874	\$34,884	\$33,262	\$31,314	\$31,646	\$33,955	\$34,967	\$44,891	\$45,360
TRENDS: 2025 - 2030 ANNUAL GROWTH RATE										
Population	2.97%	2.62%	2.72%	2.90%	2.72%	2.59%	2.29%	2.36%	1.08%	0.42%
Households	2.96%	2.61%	2.71%	2.91%	2.80%	2.70%	2.44%	2.57%	1.28%	0.64%
Families	2.90%	2.56%	2.71%	2.85%	2.79%	2.70%	1.96%	2.55%	1.30%	0.54%
Owner HHs	3.06%	2.83%	3.11%	3.03%	3.40%	3.33%	3.27%	3.08%	1.83%	0.91%
Median Household Income	1.63%	1.59%	2.11%	1.90%	1.79%	2.20%	2.19%	2.34%	2.85%	2.53%

BENCHMARK DEMOGRAPHICS

	1 MILE	2 MILES	3 MILES	5 MINS	10 MINS	15 MINS	WINTER HAVEN	POLK COUNTY	FL	US
HOUSEHOLDS BY INCOME										
<\$15,000	6.40%	7.80%	6.40%	7.10%	8.70%	8.90%	9.70%	7.40%	8.00%	8.30%
\$15,000 - \$24,999	5.00%	6.50%	8.40%	5.70%	6.90%	7.80%	8.10%	6.10%	5.80%	5.90%
\$25,000 - \$34,999	10.70%	9.60%	12.40%	9.30%	8.50%	6.90%	6.80%	7.20%	6.70%	6.30%
\$35,000 - \$49,999	14.80%	13.40%	22.80%	13.30%	13.20%	12.40%	13.10%	12.00%	10.50%	9.80%
\$50,000 - \$74,999	23.50%	23.60%	14.00%	22.60%	24.70%	22.50%	20.60%	19.80%	16.90%	15.60%
\$75,000 - \$99,999	10.70%	15.30%	14.80%	12.30%	14.40%	14.60%	14.20%	14.60%	12.90%	12.50%
\$100,000 - \$149,999	15.30%	14.40%	6.00%	16.50%	12.60%	14.70%	15.10%	18.10%	18.40%	17.80%
\$150,000 - \$199,999	9.70%	5.40%	6.90%	8.10%	5.50%	7.00%	7.10%	8.10%	8.70%	9.80%
\$200,000+	3.90%	4.00%	0.00%	5.10%	5.40%	5.20%	5.40%	6.60%	12.10%	14.00%
POPULATION BY AGE										
0 - 4	4.10%	3.70%	4.70%	4.30%	5.10%	5.20%	5.10%	5.30%	4.70%	5.40%
5 - 9	5.20%	4.30%	5.10%	5.30%	5.60%	5.60%	5.60%	5.60%	5.00%	5.80%
10 - 14	5.60%	4.60%	5.40%	5.70%	5.70%	6.20%	5.90%	6.00%	5.30%	6.00%
15 - 19	5.80%	4.80%	5.60%	5.90%	6.20%	6.30%	6.00%	6.30%	5.80%	6.50%
20 - 24	4.50%	4.20%	5.00%	4.80%	5.40%	5.70%	5.30%	6.20%	6.00%	6.70%
25 - 34	8.80%	7.70%	9.30%	9.00%	10.00%	11.50%	11.50%	12.60%	12.40%	13.60%
35 - 44	11.30%	9.20%	10.80%	11.40%	11.20%	12.50%	12.00%	12.60%	12.40%	13.20%
45 - 54	8.50%	8.20%	9.70%	9.00%	10.20%	11.20%	11.10%	11.50%	11.90%	12.00%
55 - 64	11.40%	12.00%	12.30%	11.30%	12.10%	11.90%	12.00%	12.10%	13.10%	12.10%
65 - 74	17.00%	18.30%	15.20%	16.20%	13.90%	12.50%	13.50%	11.90%	12.40%	10.70%
75 - 84	13.70%	17.30%	12.90%	13.20%	11.10%	8.60%	9.20%	7.70%	8.10%	6.10%
85+	3.90%	5.50%	4.00%	3.90%	3.40%	2.80%	3.00%	2.20%	2.70%	2.00%
RACE AND ETHNICITY										
White Alone	53.30%	58.60%	53.10%	52.50%	44.70%	46.00%	51.40%	56.00%	56.30%	60.00%
Black Alone	16.40%	14.80%	15.70%	16.60%	23.00%	21.80%	24.00%	15.30%	14.90%	12.50%
American Indian Alone	0.20%	0.30%	0.50%	0.30%	0.70%	0.70%	0.50%	0.60%	0.50%	1.10%
Asian Alone	1.40%	1.10%	1.50%	1.30%	1.30%	1.70%	2.40%	2.10%	3.30%	6.40%
Pacific Islander Alone	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.20%
Some Other Race Alone	14.40%	12.50%	14.70%	14.70%	15.00%	13.70%	9.50%	10.90%	7.60%	8.80%
Two or More Races	14.20%	12.60%	14.40%	14.60%	15.30%	16.10%	12.20%	15.00%	17.40%	10.80%
Hispanic Origin (Any Race)	39.20%	33.00%	37.50%	39.50%	38.40%	37.00%	25.70%	30.60%	27.70%	19.70%

ADDITIONAL PHOTOS



ADVISOR BIOGRAPHY



R. Todd Dantzler, CCIM

Managing Director, Senior Advisor

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Professional Background

R. Todd Dantzler, CCIM is a Managing Director and Senior Advisor at Saunders Real Estate.

Todd is a well-known authority on commercial properties and land use in the Lakeland-Winter Haven metro and surrounding areas. He specializes in property types such as commercial, industrial, and investment properties, as well as commercial leasing and land development.

Todd has been active in Polk County real estate for over 42 years and is a second-generation real estate leader - his father served as a member and Chairman of the Florida Real Estate Commission (FREC) in the early '80s.

Todd was recognized as the 2012 Florida Realtor® of the Year, and in 2000, he was elected president of the Florida Realtors®. This would make him the youngest president in the history of Florida Realtors® until 2022. He is a current member of the board of directors, past Treasurer, and past Chairman of the Legislative Committee and Affordable Housing Task Force of the Florida Realtors®. He is also a past president of the East Polk County Association of Realtors®.

In 2010, Todd was elected to the Polk County Board of County Commissioners and served as the Chairman of the Commission in 2014 and 2018. As a sitting County Commissioner, he also served on the Finance Committee, the Community Relations Advisory Council, and the Polk Transportation Planning Organization. Todd was the Commission liaison to the Central Florida Development Council (CFDC), the economic development arm of the county, and past chairman of the CFDC.

In addition, Todd is the immediate past Chairman of the Winter Haven Hospital/BayCare Board of Trustees. The Winter Haven Hospital is a 529-bed major medical center serving the east Polk and Highlands counties and is the largest private employer in East Polk County.

Todd received a Bachelor of Science degree in Business Administration with a major in Marketing from the University of Florida and is a member of the Florida Blue Key at UF. He was the president of his fraternity, Alpha Tau Omega, where he won the Morton Wolfson Award for the Best Fraternity President at UF in 1981 and the Harry L. Bird Award for best Public Relations Officer.

In addition to real estate, Todd serves as a Senior Consultant with Two Blue Aces, an executive leadership and management development company led by six retired United States Air Force (USAF) General Officers. Todd advises on political and real estate land use issues. He is also the host of a bi-monthly podcast titled "Todd's Podcast," which can be found on ToddDantzler.com.



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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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