

FOR SALE - C-3 LAND

1891 AVENUE P S.W., WINTER HAVEN, FL 33880



43,615

Housholds

.67

ACRES

17,700

DAILY TRAFFIC

\$318.1K

Median Home Value

Highlights

- Commercial development opportunity
- C-3 (Commercial Highway) zoning
- Wide variety of permitted commercial uses
- Excellent location in growing Winter Haven market
- Easy access to Recker Highway, US 17, SR 540, and the Polk Parkway
- Ideal for retail, office, medical, restaurant, hospitality, automotive, service, and mixed commercial development
- Minutes from downtown Winter Haven and LEGOLAND® Florida Resort
- Centrally located between Tampa and Orlando
- Positioned in one of Central Florida's fastest-growing commercial markets

Jack Strollo, CCIM, CPM is a Licensed Real Estate Broker in the State of Florida & Wisconsin



Jack Strollo, CCIM, CPM, Vice President, Broker

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100 S. Kentucky Avenue, Suite 290, Lakeland, FL 33801

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Property: This exceptional commercial development opportunity is located at 1891 Avenue P SW in Winter Haven, Florida. The property is zoned C-3 (Commercial Highway), offering a wide range of permitted commercial uses designed to accommodate retail, service, office, and business-oriented development. Its flexible zoning and strategic location make it an ideal site for businesses seeking excellent accessibility and visibility within one of Central Florida's fastest-growing markets.

The C-3 Commercial Highway zoning district allows higher-intensity commercial uses that serve local residents and regional traffic. Typical permitted uses include retail stores, professional and medical offices, restaurants, financial institutions, automotive businesses, personal service establishments, hotels, convenience stores, commercial recreation, and other business-related uses. Additional uses may be allowed through the City's approval process, making the property an attractive opportunity for developers and owner-users.

Positioned within Winter Haven's expanding commercial corridor, the property benefits from convenient access to major transportation routes, established residential neighborhoods, and a growing consumer base. With continued residential and commercial growth throughout the area, this site offers outstanding potential for future development or long-term investment.

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Location: Located on Avenue P SW in Winter Haven, the property offers excellent connectivity to the area's primary transportation corridors, including Recker Highway (SR 655), US Highway 17, Cypress Gardens Boulevard (SR 540), and the Polk Parkway. The location provides convenient access throughout Polk County and the Central Florida region, placing Tampa and Orlando within an easy drive. Surrounded by established neighborhoods, retail centers, schools, healthcare providers, and commercial businesses, the site is well positioned to serve local residents and the area's growing population.

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Property Highlights:

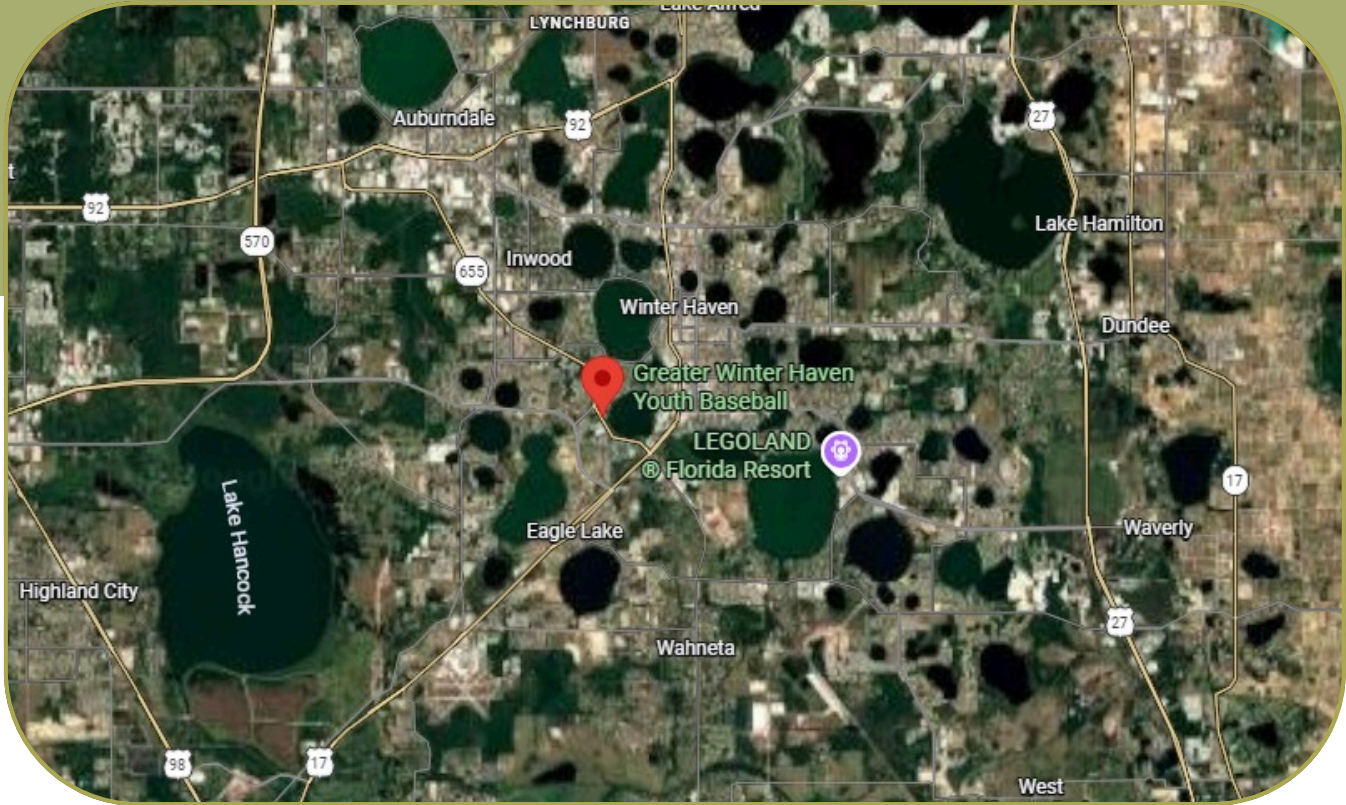
- **Commercial development opportunity**
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SALES PRICE: \$299,000



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Area Information: Winter Haven is one of Central Florida's most dynamic and rapidly growing communities. Known as the "Chain of Lakes City," Winter Haven features more than 50 interconnected lakes, creating an exceptional quality of life while supporting tourism, recreation, and economic development.

Situated between Tampa and Orlando, Winter Haven has become a preferred destination for businesses due to its strategic location, skilled workforce, business-friendly environment, and continued population growth. The city is home to LEGOLAND® Florida Resort, one of the region's premier tourist destinations, attracting visitors from around the world and contributing significantly to the local economy.

The area's economy is supported by healthcare, logistics, distribution, manufacturing, retail, education, and professional services. Winter Haven also benefits from its proximity to the Central Florida I-4 corridor, providing businesses with access to millions of consumers and one of the nation's fastest-growing markets. |

Residents and businesses enjoy an outstanding quality of life, excellent educational institutions, expanding infrastructure, numerous parks and recreational amenities, and a thriving downtown district filled with restaurants, shopping, entertainment, and community events. Winter Haven continues to attract new investment, making it an excellent location for commercial development and business expansion.



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Utility Providers



Utility Providers

Utility	Providers	Status
Electric	Tampa Electric (TECO)	Confirmed service provider for this area
Water	City of Winter Haven	Municipal water provider
Sewer	City of Winter Haven	Municipal sewer provider
Trash	Winter Haven Solid Waste Division or Private commercial hauler	Commercial properties may use municipal or private collection depending on account.
Internet/fiber	Spectrum Business, Frontier Communications	Both providers serve Winter Haven area.



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PHOTOS



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Zoning: Commerical-3

Permitted Uses

Multi-unit Residential Building
Special needs facility
Child care facility
Adult day care center
Assisted living facility
Foster care facility
Group home facility
Hospice residential unit
Bed and breakfast
Hotel/motel
Business office
Clubs, community/fraternal
Funeral home/mortuary
Medical/Health-care/Dental Office
Personal Services
Professional Office
Antique shops
Bake shop
Convenience store
Convenience store, with gas
Dry cleaning drop-off site
Gas station
Laundromat—Self Service
Medical Marijuana Dispensing Facility
Minor repair shop
Pet services, no outdoor activities
Pharmacy
Recreation, indoor, commercial
Restaurant—Conventional Sit-down
Cafeterias
Delicatessens
Restaurant—Short-order; min. seating for 20
Restaurant—Drive-in, drive-thru or walk-up; and short-order with seating for less than 20
Retail sales
Retail shops
Repair shop for small appliances
Shopping center less than 20,000 s.f.
Shopping center small, 20,000—50,000 s.f.
Shopping center large, more than 50,000 s.f.
Boat and water craft sales, service and light repair
Mobile Food Vending
Nursery with outdoor displays /storage
Parking lot - Stand alone
Pet services: indoor/outdoor
Private club: indoor/outdoor
Recreation, outdoor, commercial
Recreational vehicle sales and accessory servicing
Rental of motor scooters, motorcycles, automobiles or any other self-propelled conveyance
Retail sales, outdoor activities
Retail services, outdoor activities

Permitted Uses

Vehicle dealership, except RVs
Vehicle sales, used
Radio and television studios and offices
Package Stores
Research and development facilities
Public buildings and grounds/public facilities
Power substation/utility buildings
Cemetery Church/religious meeting place
Golf course Hospital Private school(Preschool—12)
Park/open space Public school (K—12) Recreation, indoor, public
Recreation, outdoor, public
Social centers/museums Vocational/technical school
University/college, small scale
University/college, largescale

Conditional Use

Artisan production, small-scale
Artisan production, largescale
Personal Storage Units
Small Scale Drinking Establishment (See Sec. 21-96(f)1.i.a.)
Small Scale Drinking Establishment (See Sec. 21-96(f)1.i.b.)
Large Scale Drinking Establishment/Nightclub(See Sec. 21-96(f)2.i.a.)
Bottle Clubs and Banquet Halls (See Sec. 21-96(f)3.i.a.)
Bottle Clubs and Banquet Halls (See Sec. 21-96(f)3.i.b.)
Communication towers
Antennas



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33880Business Key Facts

1062 US Highway 92 W, Auburndale, Florida, 33823 |Rings: 1, 3, 5 mile radii

Key Statistics

2,372

Total Business

52.4K

Total Employeeess

5.06B

Total Sales

5.3%

Unemployment Rate



5.4

Avg Number of
Employees



55

Total Businesses Per
Square Mile

Daytime Population



111,744

Total Population



148,730

Total Daytime Population

Ratio of daytime to total
population:

1.33

Largest Businesses in Area



25 *

100 or More Employees



25 *

\$10M+ Annual Sales Vol

Most Employees

**Winter Haven Hospital
Rehabilitation Services**

25.0K

Highest sales volume

**Winter Haven
Hospital Rehabilitation Services**

\$1.23B



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Business Key Facts

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About the Workforce



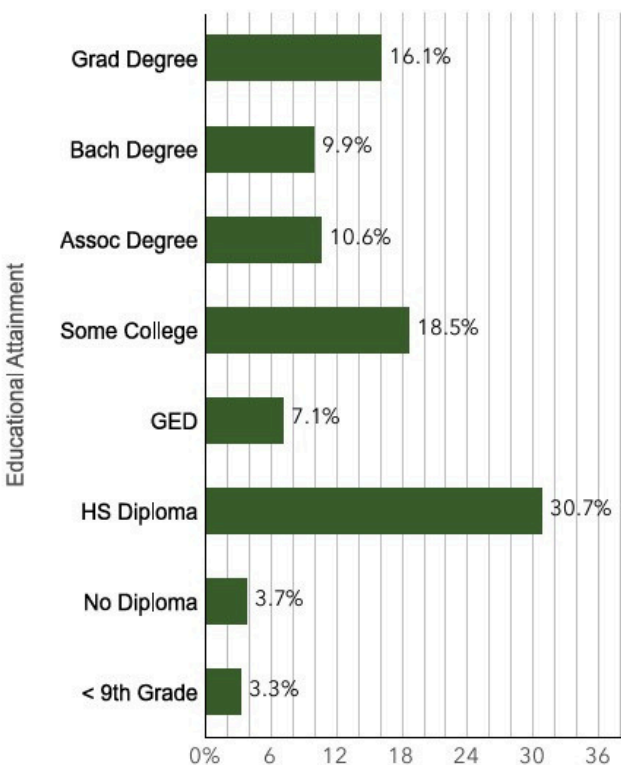
21.8%
Services



26.5%
Blue Collar



51.7%
White Collar



Tapestry

Top 3 segments by household count



K3 Loyal Locals >	5,078 11.6%
E5 Rural Versatility >	5,037 11.5%
I6 Southern Satellites >	4,733 10.9%
Other	28.8K 66.0%

About the Community

About the Community



2.4% ↑

Pop Growth Rate is
326.3% higher than
United States



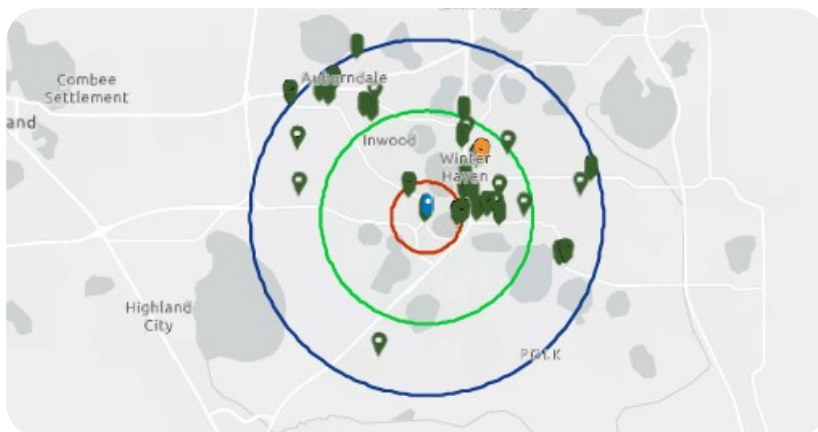
68

Wealth Index
Below 100 = low Above
100 = high



2.5% ↑

Housing Units Growth
Rate is 160% higher than
United States.



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Business Key Facts

1891 Avenue P SW, Winter Haven, Florida, 33881 |Rings: 1, 3, 5 mile radii

Businesses Per 1,000 Population

Business Categories	1 mile	3 miles	5 miles	ZIP Codes 33881 (Winter Haven)	States Florida	United States of America United States
Restaurants	1.28	2.99	2.36	2.46	2.48	2.42
Health Care & Social Assistance	0.81	5.80	3.65	3.56	3.92	3.69
Retail	2.90	5.55	4.35	4.44	5.18	4.51
Manufacturing	1.51	1.33	1.10	1.36	1.19	1.29
Finance & Insurance	0.58	2.45	.161	1.83	2.07	1.77
Professional & Tech Services	1.04	3.96	2.83	2.87	4.80	3.56

SOURCE: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Note: business sales volumes and employee counts are estimates provided by Data Axle. * Indicates the number of locations has reached the maximum.



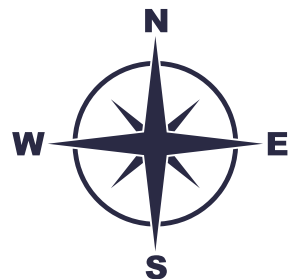
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MAP



Location of Property





Winter Haven Community

More than 70,000 people call Winter Haven home, 39,500 of which live inside the City limits, taking advantage of its year-round recreation climate and central location. The City stretches over 40 square miles, eight of which take the form of sparkling, fun-filled lakes. Winter Haven is known as the Chain of Lakes City with two chains connected by a renovated canal. With 50 lakes inside the City limits, 22 boat ramps, 14 public docks and 30 waterfront parks, there is a multitude of fresh-water opportunities for both residents and visitors.

Winter Haven continues to experience steady, quality growth as it transforms into a distinctively unique City, embracing the values and needs of its residents. Partnerships and a cooperative spirit make Winter Haven an attractive City for new businesses and entrepreneurs.

Winter Haven Is a place where there's a concert on every corner and family excitement in every park. It's that classic small town that chooses to differentiate itself with an understated cool vibe. Arts and culture, playful fun, music fusion, affordable homes, a craft brewery and local eateries are just a sampling of daily life. And let's not forget about Winter Haven's hometown connection to family-friendly LEGOLAND Florida Resort just down the block from the City core.