



EXCLUSIVE OFFERING MEMORANDUM



**CHEVRON-BRANDED GAS  
STATION & RETAIL INVESTMENT**  
SERVING WINTER HAVEN'S  
RECKER HIGHWAY CORRIDOR

**FOR SALE**  
2590 Recker Hwy  
Winter Haven, FL 33880

## EXCLUSIVELY LISTED BY

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# 01 ASSET OVERVIEW

Executive Summary

Investment Highlights

Gallery

Zoning Summary



# EXECUTIVE SUMMARY

## THE OFFERING

**Fausto Commercial** is pleased to present an exclusive Chevron-branded gas station and retail investment opportunity at 2590 Recker Hwy in Winter Haven, Florida. The property features a fully operational fueling facility on a 59,585 SF (1.37± acre) site along one of Winter Haven's busiest commercial corridors, offering excellent visibility and convenient access.

The site is improved with three fuel pumps and six fueling positions and includes a 6,720 SF convenience store currently operating as a Chevron-branded location. The fuel supply agreement expires in less than three years, providing a future owner with the flexibility to negotiate new fuel terms, rebrand, or operate independently.

In addition to fuel and convenience store operations, the property generates supplemental rental income from an established donut shop and cell phone store, creating diversified revenue streams and enhancing the investment's overall cash flow.

Positioned along Recker Highway with approximately 25,000 vehicles passing daily, the property offers exceptional exposure to local commuters and regional traffic — ideal for owner-users, operators, or investors seeking a well-positioned fuel and convenience asset in one of Central Florida's fastest-growing markets. infrastructure.



**\$4,450,000**

ASKING PRICE

**CAC**

(County Activity Center)

**3 PUMPS | 6 STATIONS**

WITH CONVENIENCE STORE

**25K TRAFFIC / DAY**

AADT

# INVESTMENT HIGHLIGHTS

## Chevron-Branded Gas Station & Retail Investment Opportunity



## CONNECTIVITY

- Direct frontage along Recker Highway, one of Winter Haven's primary commercial corridors
- Convenient access to Downtown Winter Haven and major regional connectors
- Positioned near US-17 and US-92, connecting to the broader Central Florida road network
- Strong ingress and egress supporting high-volume throughput

## VISIBILITY

- ~25,000 vehicles per day (AADT) providing strong daily consumer exposure
- High-profile positioning along a busy commercial corridor
- Clear visibility from both travel directions on Recker Highway
- Surrounded by established retail, service, and residential uses

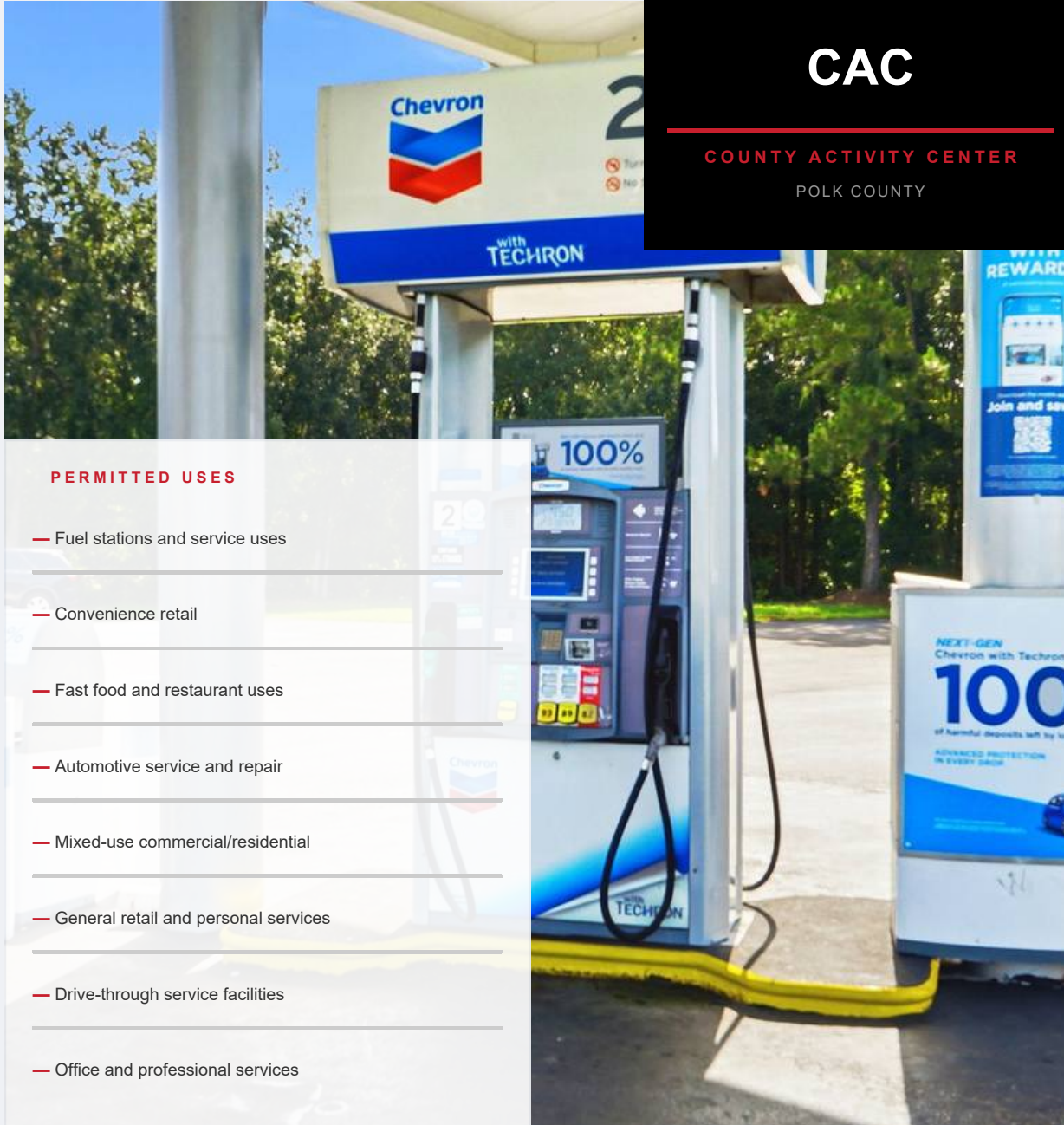
## OPERATIONAL HIGHLIGHTS

- Fully operational Chevron-branded gas station with convenience store
- 3 fuel pumps and 6 fueling positions
- 59,585 SF (1.37± acre) site with operational flexibility and redevelopment optionality
- CAC (County Activity Center) zoning supporting gas stations, retail, restaurants, office, and automotive commercial uses

# GALLERY



# ZONING SUMMARY



**CAC**

**COUNTY ACTIVITY CENTER**

POLK COUNTY

**PERMITTED USES**

- Fuel stations and service uses
- Convenience retail
- Fast food and restaurant uses
- Automotive service and repair
- Mixed-use commercial/residential
- General retail and personal services
- Drive-through service facilities
- Office and professional services

## CURRENT USE CONFORMANCE

The existing gas station and convenience store is a conforming use under Polk County's CAC (County Activity Center) zoning. No use variance or conditional approval is required to operate the fueling facility and convenience retail component as currently configured.

## CTIVITY CENTER FRAMEWORK

Polk County's CAC designation is applied to high-traffic nodes along major corridors to concentrate commercial activity and support mixed-use development. Recker Highway is identified as a key activity corridor within the County's Comprehensive Plan, providing a supportive policy environment for commercial investment and long-term intensification.

## REDEVELOPMENT FLEXIBILITY

The CAC designation provides broad flexibility for commercial redevelopment. The 59,585 SF (1.37± acre) site can support a range of future configurations including retail, food and beverage, automotive service, drive-through facilities, or expanded convenience retail formats as market conditions evolve.

## DEVELOPMENT STANDARDS

Properties within the CAC district must adhere to Polk County's activity center development standards, including site design, access management, and landscaping requirements. The designation encourages compatible commercial uses that serve the surrounding community while supporting corridor-level traffic and demand.



## 02 LOCATION & DEMAND DRIVERS

Visibility & Connectivity  
Location Context  
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# VISIBILITY & CONNECTIVITY

Property fronts **Recker Highway in Winter Haven, Florida**. Positioned along one of Polk County's busiest commercial corridors with approximately 25,000 vehicles per day and convenient access to major retail, employment, and residential demand generators throughout Central Florida.

## Recker Highway (CR 540)

~25,000 vehicles per day (AADT). Primary east-west corridor connecting Winter Haven's major commercial nodes, residential communities, and regional traffic flowing from US-17 and US-92.

## Regional Access

Convenient access to Downtown Winter Haven, regional employment centers, and major intersecting arterials serving Polk County's fastest-growing communities.

## Commercial Density

Established retail and service corridor with consistent stop-through demand from commuters, residents, and visitors. High daytime population supported by nearby retail, medical, and educational facilities along Recker Highway.



# CORRIDOR REDEVELOPMENT PROFILE

## RECKER HIGHWAY

## POLK COUNTY'S COMMERCIAL GROWTH CORRIDOR

Recker Highway (CR 540) is one of Winter Haven's primary commercial arterials, connecting major residential communities, retail nodes, and employment centers throughout central Polk County. With Polk County ranking among Florida's fastest-growing counties and Winter Haven's population expanding steadily, the Recker Highway corridor continues to attract new commercial investment and benefit from rising consumer demand.

| ACTIVE CITY-LED PLANNING                                                                                         | DEVELOPMENT MOMENTUM                                                                             | ASSET POSITIONING                                                                           |
|------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| Polk County's CAC designation applied to the Recker Highway corridor to concentrate and direct commercial growth | Polk County among Florida's fastest-growing counties, adding thousands of new residents annually | CAC zoning supports current use and broad range of future redevelopment configurations      |
| County Activity Center framework supports neighborhood- and community-scale commercial development               | Winter Haven among the fastest-growing cities within Polk County                                 | Fuel supply agreement expiration provides near-term optionality for rebrand or new operator |
| Development standards encourage compatible uses that serve an expanding residential base                         | New retail and service operators entering the market as population and household formation rise  | Supplemental income from donut shop and cell phone store enhances cash flow stability       |
| Corridor positioned within one of Polk County's designated commercial activity nodes                             | Rising housing permits and residential density driving sustained fuel and convenience demand     | Growing corridor density will continue to drive long-term fuel and convenience demand       |

2590 Recker Highway benefits from strong corridor demand, Polk County's sustained population growth, and positioning within one of Central Florida's fastest-growing commercial markets.

# DEMOGRAPHICS

## 1-Mile and 3-Mile Radius

Growing suburban trade area with consistent demand for fuel, convenience retail, and service-oriented uses, supported by residential expansion and proximity to Winter Haven's commercial and employment centers.

### POPULATION

- 1-Mile: Approximately 7,700 residents
- 3-Mile: Approximately 53,900 residents
- Growing residential base driven by Polk County's strong in-migration and new housing development

### HOUSEHOLDS

- Suburban household base with strong recurring daily demand for fuel and convenience retail
- Diverse consumer profile spanning residential, workforce, and commuter segments

### INCOME

- 1-Mile median household income: ~\$61,000
- 3-Mile median household income: ~\$63,000
- Stable middle-income consumer base supporting consistent fuel volume and convenience retail spending

### EMPLOYMENT

- Proximity to healthcare, retail, and light industrial employment nodes along the Recker Highway corridor
- Consistent weekday traffic driven by commuter patterns connecting residential communities to regional employment centers

**7,700+**

POPULATION  
(1-MILE)

**53,900**

POPULATION  
(3-MILE)

**\$65,000**

AVG HH INCOME  
(3-MILE)

**25K**

AADT

# LOCAL MARKET PROFILE

## NEIGHBORHOOD

2590 Recker Highway benefits from Polk County's sustained population growth, consistent commuter traffic, and proximity to Winter Haven's expanding commercial and residential base — one of Central Florida's fastest-growing suburban markets.



### BAYCARE WINTER HAVEN HOSPITAL

**3,000**  
EMPLOYEES

BayCare Winter Haven Hospital is the 4th largest private sector employer in Polk County, with 527 licensed beds and approximately 3,000+ employees. Located within the Winter Haven market, it generates consistent daily commuter and visitor traffic throughout the surrounding commercial corridor.

## CULTURE & RECREATION

The Recker Highway corridor is situated within Winter Haven's primary commercial district, serving established residential communities throughout central Polk County. The area supports a growing, diverse consumer base with consistent daily demand for fuel and convenience retail services.

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Consistent traffic from daily commuters traveling through a major east-west arterial serving Polk County

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Proximity to AdventHealth Winter Haven, one of the region's largest healthcare employers and traffic generators

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Growing residential base with approximately 53,900 residents within 3 miles

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Corridor serves as a key fuel and service stop for residents and through traffic on Recker Highway (CR 540)

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**Strong corridor demand driven by Polk County's sustained population growth and a growing consumer base creating an improving operating environment.**

**8K+**  
RESIDENTS  
(1-MILE)

**55K+**  
RESIDENTS  
(3-MILE)

**\$63K+**  
AVG HOUSEHOLD  
INCOME (3-MILE)

Source: CCIM Institute / Esri Business Analyst (2025)



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