

4.76 + ACRES PRIME DEVELOPMENT LAND

6320 US Highway 98 South, Bartow, Florida 33830



Utmost visibility and dual access make this property a rare development opportunity in a fast growing area. Preliminary site plans show potential for 23,000 SF-50,000 SF of mixed-use development (restaurants, retail/offices) depending on the lay-out. Property is currently under EPA controlled environmental clean-up program.

SALE PRICE: \$2,025,000.00 (\$425,000.00/ACRE).



**4.76 ± ACRES PRIME DEVELOPMENT LAND
US HIGHWAY 98 SOUTH, BARTOW, FLORIDA**

Property Address: 6320 US Highway 98 South, Bartow, Florida 33830

Property Location: On US Highway 98 South, just South of CR 540A intersection, with additional ingress and frontage on EF Griffin Road. Site is approx. 2 miles North of Bartow and Bay Care Hospital, adjacent to Bartow Elementary School and across Hancock Crossings a-92 homes \$400,000.00 + new development. Polk Parkway (SR 570) is located approx. 2.5 miles North of the site.

Type Property: Vacant land, with slight slope towards EF Griffin Road (West).

Size Property: Approximately 4.76 ± acres (207,345 SF).

Frontage: 614.32' frontage on US Highway 98 South x 411.65' on E.F. Griffin Road

Land Use/Zoning: Mixed Use Commercial - PD Commercial – City of Bartow

Utilities: Municipal Electric - Polk County Water - Sewer connection possible at the SW corner of property EF Griffin.

Ad Valorem taxes: \$1,028.63 (Year 2025). Subject to increase after sale and development.

Property Folio: 24-29-24-288500-000061, Polk County.

Comments: Utmost visibility and dual access make this property a rare development opportunity in a fast growing area. Preliminary site plans show potential for 23,000 SF-50,000 SF of mixed-use development (restaurant, drive-thru, retail or offices) depending on the lay-out. Property is currently under EPA controlled environmental clean-up program.

Sale price: \$2,025,000.00 (\$425,000.00/acre).



The Mahoney Group, Inc. – 3825 S. Florida Avenue, Suite 5, Lakeland, FL 33813
PHONE: 863 619-6740 – FAX: 863 619-6750 – www.mahoneygroupinc.com

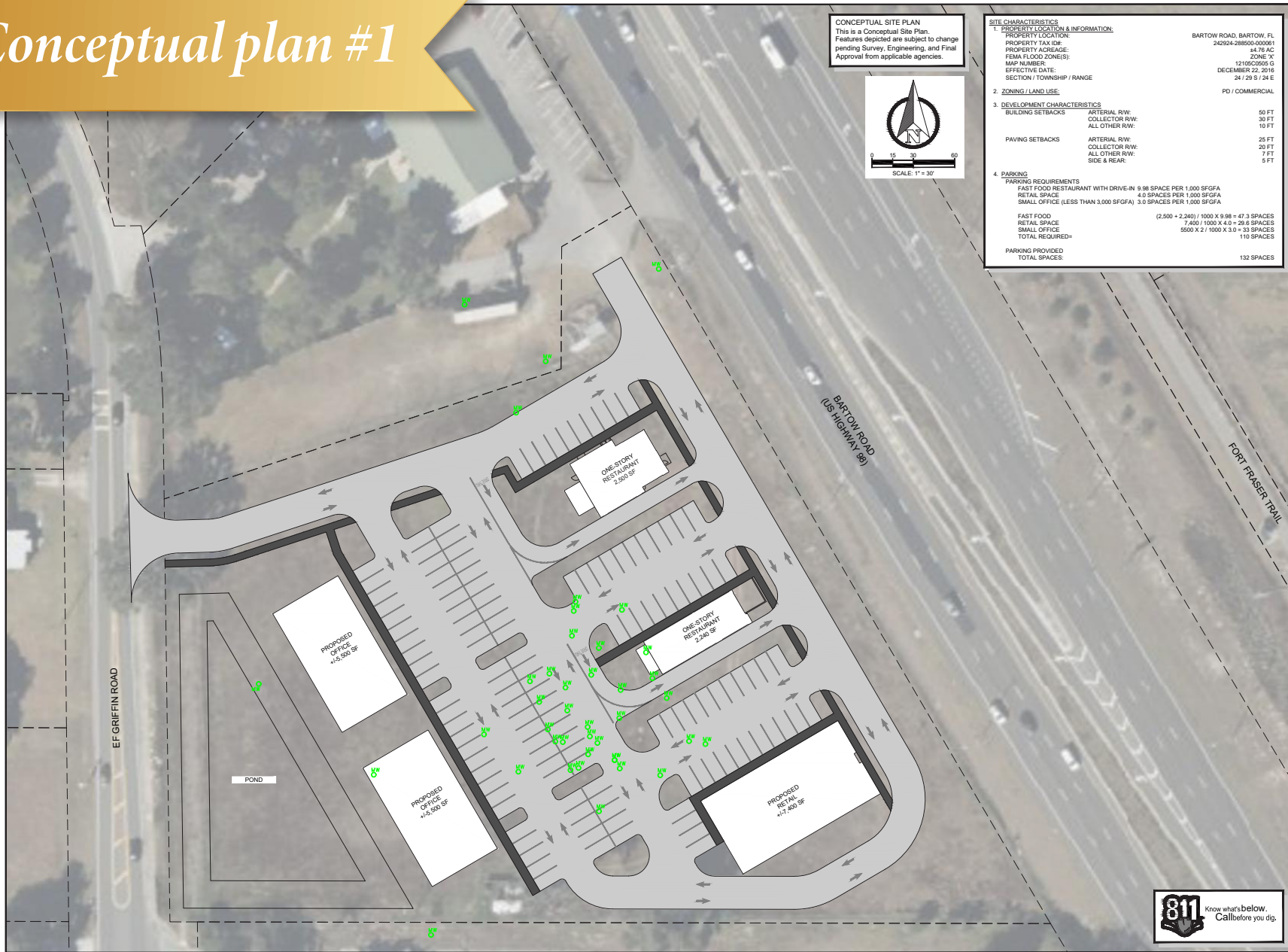
PROPERTY IMAGES



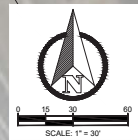
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Conceptual plan #1



CONCEPTUAL SITE PLAN
 This is a Conceptual Site Plan. Features depicted are subject to change pending Survey, Engineering, and Final Approval from applicable agencies.



SITE CHARACTERISTICS

1. PROPERTY LOCATION & INFORMATION:

PROPERTY LOCATION:	BARTOW ROAD, BARTOW, FL
PROPERTY TAX ID#:	242924-28850-000001
PROPERTY ACREAGE:	44.78 AC
FEMA FLOOD ZONE(S):	ZONE 'X'
MAP NUMBER:	112000000 G
EFFECTIVE DATE:	DECEMBER 22, 2016
SECTION / TOWNSHIP / RANGE:	24 / 29 S / 24 E

2. ZONING / LAND USE: PD / COMMERCIAL

3. DEVELOPMENT CHARACTERISTICS

BUILDING SETBACKS:	ARTERIAL RW: 50 FT
	COLLECTOR RW: 30 FT
	ALL OTHER RW: 10 FT
PAVING SETBACKS:	ARTERIAL RW: 25 FT
	COLLECTOR RW: 20 FT
	ALL OTHER RW: 7 FT
	SIDE & REAR: 5 FT

4. PARKING REQUIREMENTS

FAST FOOD RESTAURANT WITH DRIVE-IN:	9.99 SPACES PER 1,000 SFGFA
RETAIL SPACE:	4.0 SPACES PER 1,000 SFGFA
SMALL OFFICE (LESS THAN 3,000 SFGFA):	3.0 SPACES PER 1,000 SFGFA

FAST FOOD (2,500 + 2,240) / 1000 X 9.98 = 47.3 SPACES
 RETAIL SPACE 7,400 / 1000 X 4.0 = 29.6 SPACES
 SMALL OFFICE 5500 X 2 / 1000 X 3.0 = 33 SPACES
 TOTAL REQUIRED = 110 SPACES

PARKING PROVIDED TOTAL SPACES: 132 SPACES

REVISIONS

DRAWN: RLS
 DESIGNED: RLS
 CHECKED: RS
 PROJECT # 1038.04

GADD & ASSOCIATES
 ENGINEERS ARCHITECTS
 485 E. COUNTY ROAD 204A
 PALM BEACH, FL 33409
 PHONE: (561) 840-9779
 Certificate of Authorization #00194
 WWW.GADD51.COM

BAKER - US 98

BARTOW ROAD
 BARTOW, FL 33830

ISSUED FOR

PERMIT	
PERMIT (W/)	
PERMIT (CITY/COUNTY)	
PERMIT (FDP)	
BD	
CONSTRUCTION	

NOT FOR CONSTRUCTION
 FOR REVIEW ONLY

DATE



CONCEPTUAL
 SITE PLAN
 CSP1.00

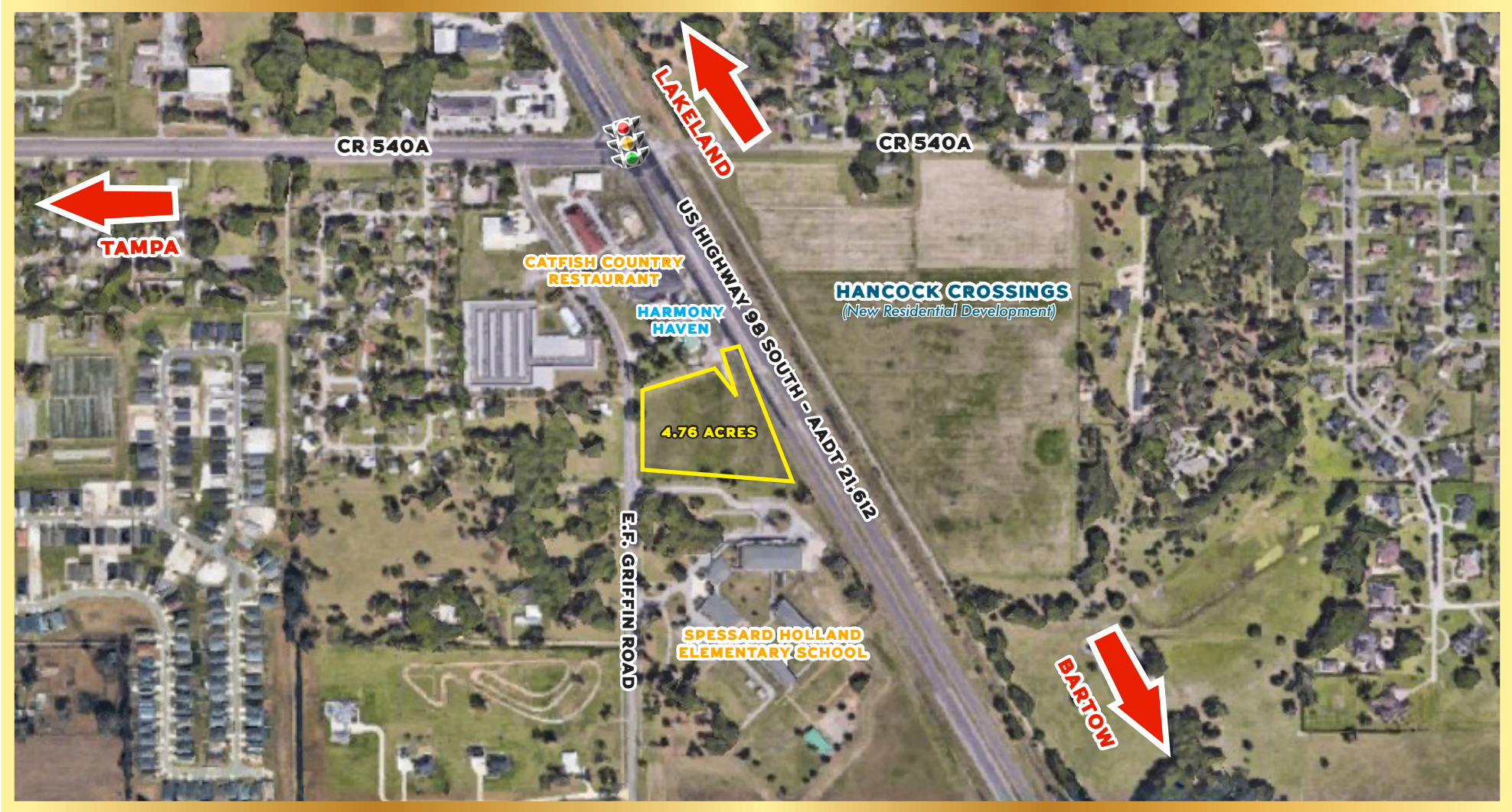


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LOCATION MAP

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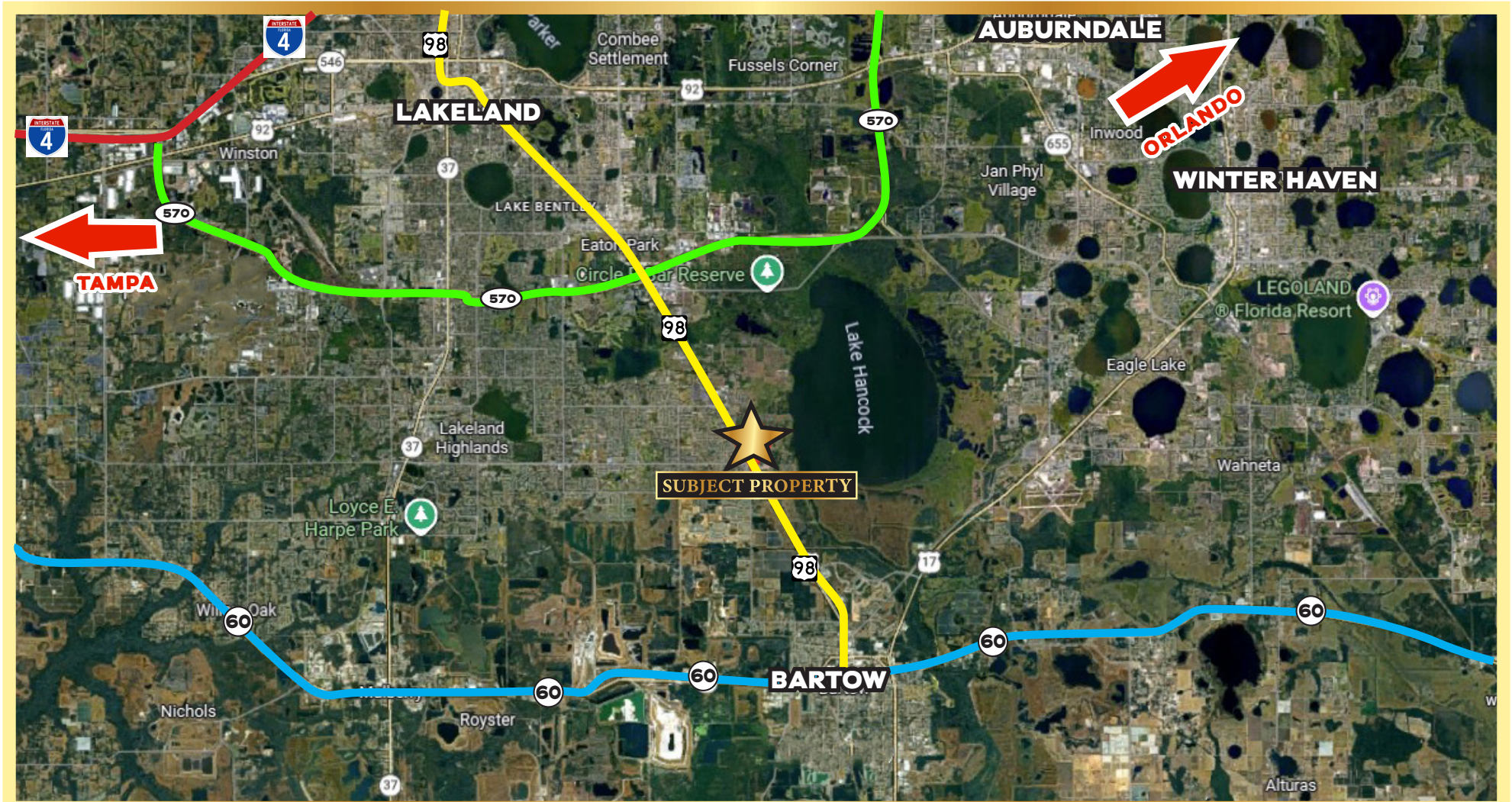


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FLORIDA MAP

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KEY FACTS:

6320 US Highway 98 South Bartow, Florida 33830

1. Strategic Highway Positioning with Regional Connectivity

The property benefits from 614+ feet of frontage on US Highway 98 South, a primary north-south arterial connecting Bartow to Lakeland and Fort Meade. This corridor supports consistent commuter and commercial traffic, enhancing visibility and long-term tenant demand. Proximity to Polk Parkway (SR 570) (~2.5 miles north) further strengthens regional access to I-4, a critical logistics and employment corridor. Proximity to SR 60 – it is the prime Polk County East/West connector from Vero Beach to Tampa/St.Petersburg.

2. Dual Access Significantly Enhances Site Functionality

Ingress/egress from both US 98 and E.F. Griffin Road improves traffic circulation, delivery logistics, and site planning flexibility. Dual frontage parcels typically command a premium due to reduced congestion risk and improved tenant accessibility, particularly for multi-tenant retail or quick-service restaurant (QSR) users.

3. Strong Residential Growth Driving Retail Demand

The site sits directly across from Hancock Crossings (new 92-home development priced at \$400K+), indicating above-average household income demographics entering the immediate trade area. This type of housing typically correlates with increased demand for:

- Neighborhood retail
- Dining options
- Service-oriented businesses

This supports feasibility for strip retail, medical office, or mixed-use commercial.

4. Adjacency to Institutional Uses Provides Daily Traffic Base

The property is adjacent to Spessard Holland Elementary School and at the convergence of BayCare Hospital, the new Orlando Health Center and Lakeland Regional Health Center, creating consistent weekday traffic generators. This is particularly valuable for:

- Coffee/QSR concepts
- Medical office or urgent care
- Convenience retail

These uses benefit from predictable traffic patterns rather than purely destination-based visits.



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5. Flexible Mixed-Use Zoning (PD Commercial)

The Planned Development (PD) Commercial zoning allows for tailored site planning and a broader range of uses than conventional zoning.

This flexibility supports:

- Retail centers
- Office or medical space
- Restaurant clusters
- Potential live-work or mixed-use concepts

PD zoning also provides an opportunity to negotiate density and layout efficiencies with the municipality.

6. Scalable Development Potential (23,000–50,000 SF)

The 2 site plans included are Conceptual Site Plan – final approval by the City of Bartow is needed Preliminary site plans indicate a development yield of 23,000–50,000 SF, depending on configuration. This range allows:

- Phased development strategy (reducing upfront capital exposure)
- Multi-tenant diversification (risk mitigation)
- Ability to target both local and regional tenants

This scale aligns well with neighborhood retail centers or mixed-use village concepts.

7. Competitive Basis with Upside Through Expansion

At \$425,000 per acre, the pricing is competitive relative to high-visibility highway commercial land in growth corridors creates:

- Economies of scale
- Expanded tenant mix potential
- Increased exit valuation through larger stabilized asset

8. Utility Availability Supports Near-Term Development

Access to:

Municipal electric

Polk County water

Sewer connection (at SW corner)

reduces infrastructure barriers and accelerates timeline to vertical development. Sewer proximity is especially important for restaurant and higher-density commercial uses. These uses benefit from predictable traffic patterns rather than purely destination-based visits.



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