

2000 SF Street-Level Retail on Main St

141 W Main St, Whitewater, WI 53190

Bright, open 2000 SF street-level retail space in downtown Whitewater featuring large display windows and a flexible floor plan ideal for a boutique, café, office, or specialty shop. Excellent foot-traffic visibility and easy street access, steps from restaurants, shops and UW-Whitewater.

FOR LEASE

AVAILABLE AUG 1

COMMERCIAL ZONING



Property at a Glance

This well-positioned street-level space offers the visibility, flexibility, and character that today's retail and service operators demand. Below are the essential quick facts every prospective tenant needs to know before scheduling a showing.

Zoning

Commercial-General Business

Est. Year Built

1950

Availability

August 1

Property Highlights

From its prominent Main Street frontage to its full basement storage, every feature of this space is designed to support a thriving retail or service business. Here is what makes 141 W Main St stand apart in the Whitewater market.



Large Display Windows

Floor-to-ceiling storefront glazing maximizes street visibility and creates compelling product display opportunities on one of downtown's busiest pedestrian corridors.



Flexible Open Floor Plan

Approximately 2,000 SF total with no load-bearing interior walls obstructing your layout – configure it as you need it, from day one.



Brick & Stone Exterior

A distinguished historic façade that communicates permanence and quality, perfectly aligned with the character of Whitewater's downtown business district.



Central Air & Forced Air

Full climate control throughout the space ensures a comfortable environment for customers and staff across every Wisconsin season.



Municipal Water & Sewer

City-connected utilities reduce operational complexity and cost, supporting food service, personal care, and other water-dependent business types.



Full Basement

A complete lower-level basement provides substantial storage capacity, freeing the main retail floor for customer-facing use and clean merchandising.

Ideal Uses for This Space

The combination of open layout, prominent display windows, and downtown foot traffic makes 141 W Main St exceptionally well-suited for a wide range of retail, service, and experiential business concepts. Whether you are launching a new concept or relocating an established brand, this space adapts to your vision.



Boutique Retail

Fashion, gifts, home goods, or specialty merchandise — the large windows and open floor plan create a natural retail stage.



Café or Coffee Shop

Municipal water and sewer connections, plus street-level visibility, make this an ideal spot for a café, juice bar, or light-fare eatery.



Specialty Shop

Books, wellness products, art supplies, cycling gear — the flexible footprint supports focused, curated retail concepts of all kinds.



Professional Office

Real estate, insurance, law, financial services — a street-facing office location builds walk-in client traffic and community presence.



Studio or Creative Space

Yoga, photography, art, music, fitness — the open plan and natural light create an inspiring environment for experiential and creative operators.

Photos



Open Layout



Natural Lighting



High Ceilings

The Neighborhood

141 W Main St sits in the heart of Whitewater's downtown business district — the commercial and social core of a thriving small city that punches well above its weight in terms of consumer activity and daytime population. The surrounding block features an established mix of restaurants, specialty retailers, and professional service businesses that collectively generate consistent daily foot traffic throughout the week.

The proximity to UW–Whitewater — one of the University of Wisconsin System's fastest-growing campuses, with over 12,000 students and several thousand faculty and staff — creates a uniquely captive and diverse consumer base just blocks from the front door. Student foot traffic, faculty spending, and university-driven events translate directly into sustained retail sales and service demand, particularly during the academic year and summer programs.

Whitewater's strong local customer loyalty and active downtown advocacy community mean that new businesses receive genuine grassroots support from day one. The city's business improvement programs, local events calendar, and engaged merchant associations provide a built-in promotional ecosystem that independent operators rarely find in larger markets. This is a neighborhood where showing up on Main Street still means something — and where the right tenant will quickly become a community institution.

Location Advantages

Downtown Business District

Positioned at the center of Whitewater's most active commercial corridor, surrounded by established retail neighbors and high daily pedestrian counts on a primary town and city road.

Near UW–Whitewater

Steps from a major university campus, delivering a built-in audience of students, faculty, and staff seeking convenient dining, retail, and service options throughout the year.

Restaurant & Retail Corridor

Located within the city's premier dining and shopping corridor, benefiting from cross-traffic generated by neighboring restaurants, cafés, and specialty shops on and around Main Street.

Strong Local Customer Base

Whitewater's engaged, loyal community of residents actively supports downtown businesses — creating reliable repeat-visit traffic that sustains local operators year-round.

High Visibility Frontage

Direct frontage on a town/city road ensures maximum drive-by and walk-by exposure, making the space easy to find for first-time visitors and regulars alike.

Why This Opportunity Stands Out

A Rare Downtown Opening

Street-level Main Street vacancies in Whitewater's downtown core are genuinely uncommon. The combination of size, visibility, and address makes this one of the most compelling retail leasing opportunities the market has seen in recent years.

With an August 1 availability date, qualified tenants have a realistic runway to plan buildout, complete permitting, and open in time for the fall back-to-school rush — one of the highest-traffic periods in Whitewater's retail calendar, driven heavily by UW–Whitewater's returning student population.


Built for Business from Day One

The space is move-in ready for a wide range of uses, with essential utilities already in place: central air and forced air climate control, municipal water and sewer, and a full basement for operational support. The open floor plan means no costly demolition or reconfiguration is required to establish your layout.

The brick and stone exterior delivers the kind of authentic, lasting brand backdrop that no amount of interior renovation can replicate — a visual identity rooted in Main Street character that resonates with today's experience-seeking consumers.

Leasing Terms & Showings

This property is available **for lease**, with terms to be discussed directly with the listing agent. The listing agent is prepared to work with qualified tenants on a range of lease structures appropriate to the size and nature of the proposed use. All inquiries regarding pricing, term length, tenant improvement allowances, and lease conditions should be directed to Juan C Martinez at Compass Wisconsin—Lake Geneva.

 All showings are conducted exclusively through the listing agent. Please do not visit the property unannounced. Contact Juan directly to schedule your private tour at a time that works for you.

Listing Agent

Juan C Martinez

Compass Wisconsin—Lake Geneva

(262) 203-6239

Property Address

141 W Main St

Whitewater, WI 53190

Lease Type

For Lease

Terms upon request

Availability

August 1

Move-in ready