

FOR SALE



2710/2712 17th Street

Racine, Wisconsin 53405

Mixed Use | 2,600 SF | 3 Units | Built 1920

All brick mixed use building with two glass front retail spaces and a 2 bedroom, 1 bath upper apartment. All three units are vacant, so the next owner can run a business on the main level and lease the rest, or lease all three for income.

3

Units, all vacant
2 retail + 1 apartment

2025

Units semi updated

3

Furnaces and A/C units
1 furnace new in 2026

Highlights

- ✓ All brick construction with big glass storefront windows
- ✓ Every unit vacant and ready for an owner user or new leases
- ✓ Separate furnace and central air for each of the three units
- ✓ Full height basement with storage and laundry hookups
- ✓ White TPO roof installed in 2013 per the seller
- ✓ Shared rear kitchen and restroom serve both retail spaces

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The Property

2710/2712 17th Street is a two story, all brick mixed use building on Racine's west side. The ground floor holds two retail storefronts behind large glass display windows, and the second floor holds a 2 bedroom, 1 bath apartment. All three units were semi updated in 2025 and every unit is vacant, which gives the next owner full control of the building from day one.

Property type	Retail, mixed use	Construction	Brick
Sub type	Storefront	Roof	White TPO, 2013 per seller
Building size	2,600 SF per seller	Heating	3 gas forced air furnaces, 1 new in 2026
Units	3 (2 retail, 1 residential)	Cooling	3 central air units
Class	B	Gas and electric	Separately metered
Year built	1920	Water	Single meter
Updated	Semi updated 2025	Basement	Full, full height, undivided
Lot size	0.04 acres	Laundry	Hookups in basement
Ceiling heights	8 to 10 ft and 11 to 15 ft	Off street parking	None
Occupancy	All three units vacant	Zoning	R-3 per seller

Unit Mix

Unit	Use	Details
Retail 1	Retail storefront	Open floor plan, glass storefront
Retail 2	Retail storefront	Open floor plan, glass storefront
Upper	Residential apartment	2 bedrooms, 1 bath, semi updated 2025

Retail Level

Both retail spaces offer open floor plans that can flex to fit a range of uses. A shared kitchen and restroom sit at the rear of the main level and serve both storefronts, which keeps the front square footage open for selling space.

Upper Apartment

The upper apartment has 2 bedrooms and 1 full bath and was semi updated in 2025 along with the retail units. Laundry hookups are in the basement.

Basement and Systems

The full height basement runs under the building with block and brick walls, is undivided, and offers storage. Each of the three units has its own furnace and central air unit, and one furnace was replaced new in 2026.

Location and Area

The building sits mid block on 17th Street on Racine's west side, minutes from Highway 20, West Boulevard, downtown Racine, and SC Johnson's global headquarters. Nearby Washington Avenue carries roughly 15,900 to 20,200 vehicles per day per 2025 estimates, and the zip code holds a daytime population of about 17,000.

Area Snapshot

	1 Mile	3 Miles	5 Miles
2024 population	39,650	108,949	157,654
Median household income	\$62,679	\$65,890	\$69,909
Renter households	4,797	16,042	21,546
Owner households	11,158	29,583	42,715

Market Snapshot, ZIP 53405

Metric	Value
Median rent, all rentals	\$1,200 per month
Average 2 bedroom rent	\$1,310 per month
Median home value	\$240,000, up 5.3% year over year
Top employment sectors	Health care, manufacturing, retail trade

Sources: Crexi market data (2024), Prop:Metrics and Rentcast (2025), RPR and Esri (2025), traffic estimates via RPR.

Zoning and Use

The property is zoned R-3 per the seller and has a history of retail occupancy. Buyers should verify zoning and intended use with the City of Racine before writing an offer.

The Opportunity

With every unit vacant, the building fits an owner who wants to run a business on the main level and offset costs with the other two units. It also works for an investor who wants to lease all three units and set rents at today's market.

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