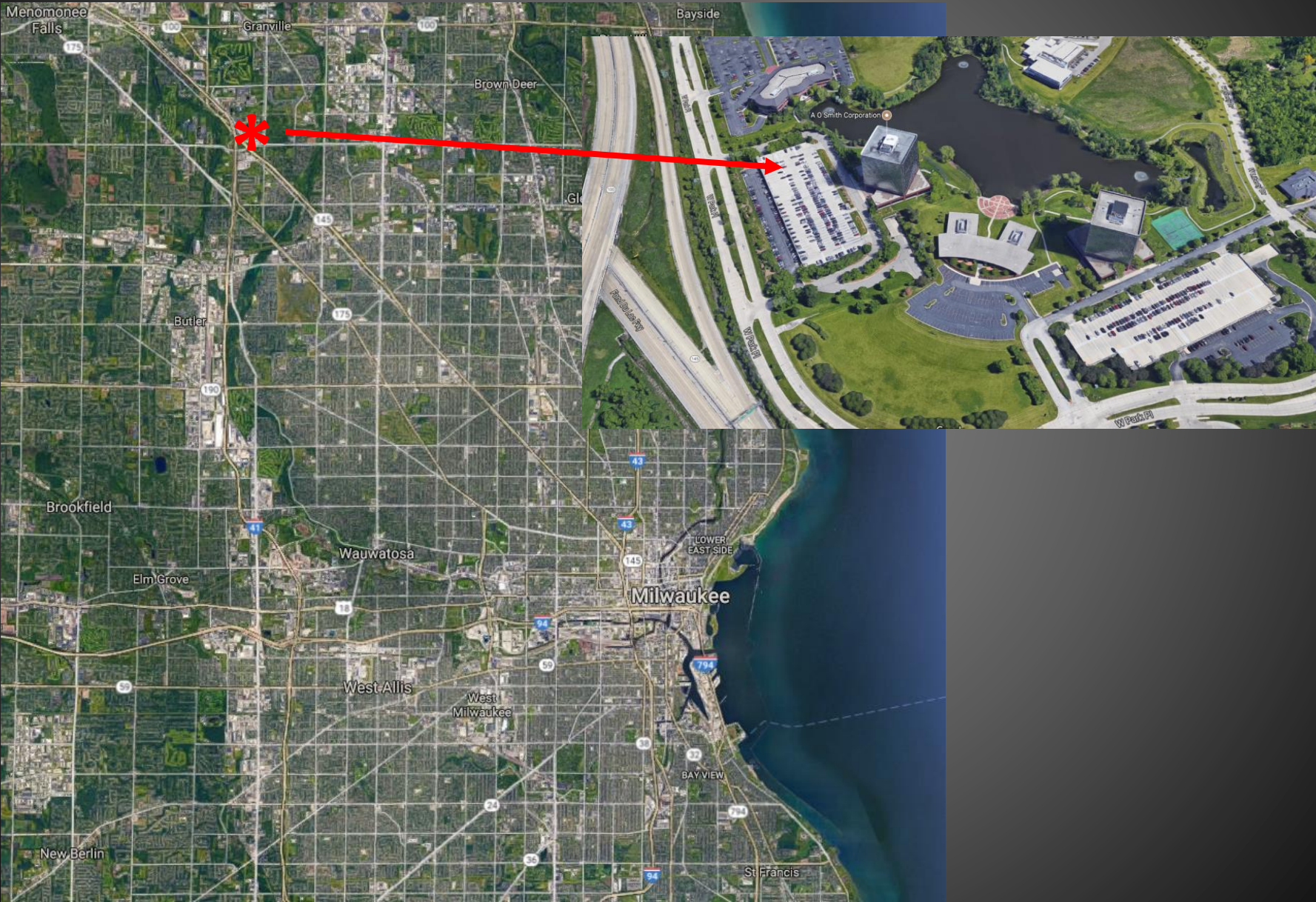


# TID 91 (Park Place)



# Park Place

The Park Place TID No. 91 was created in 2017 through Common Council Resolution 170504 to address rising office and retail vacancies at the Park Place Office Park on the City's northwest side.

Of the funds created for the TID, a \$300,000 business attraction/retention fund was created .

Broken Egg Family Restaurant Opened in 2019 activating 4,990 square feet of retail space in the former Ruby Tuesday restaurant at 10843 West Park Place.

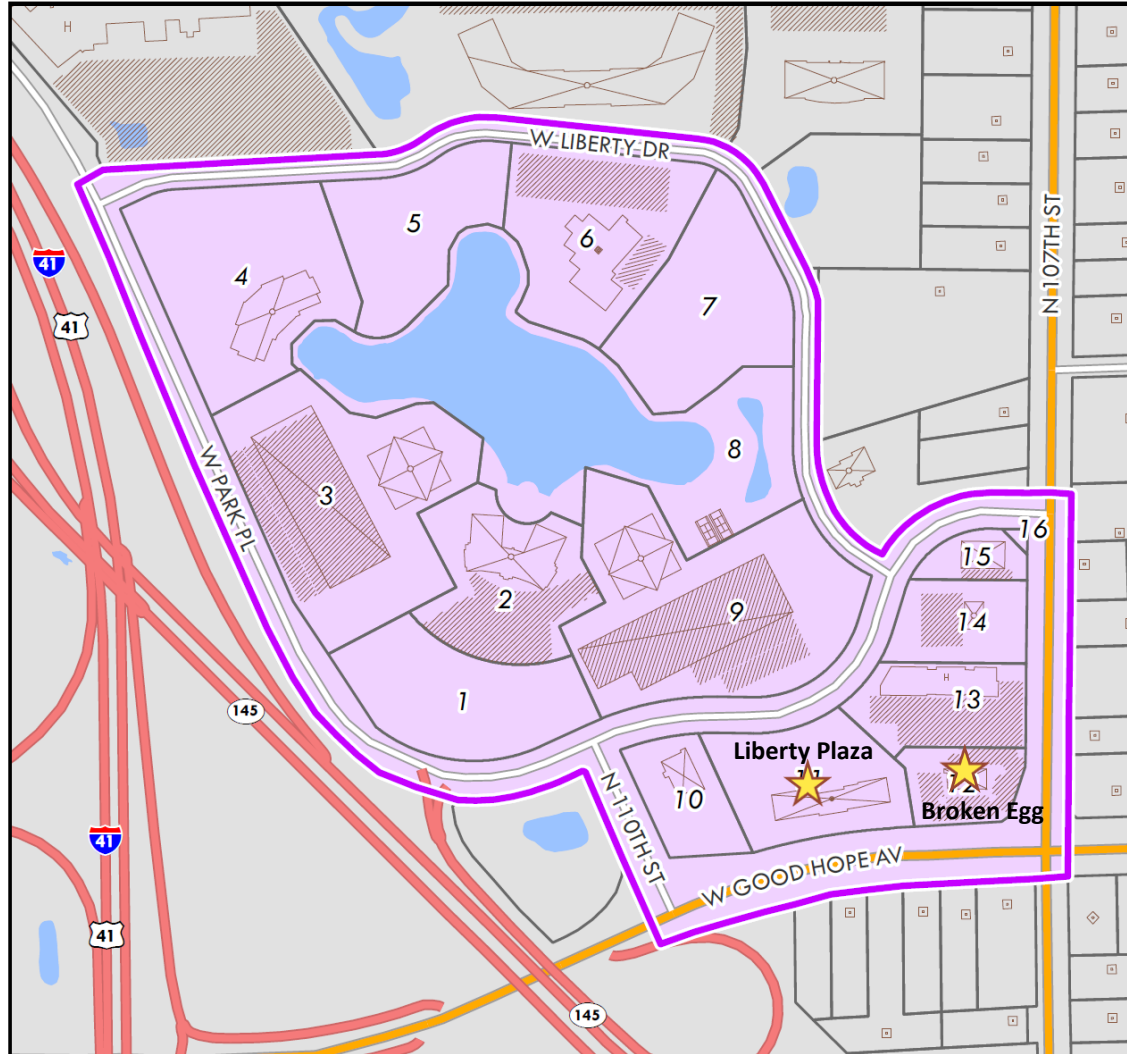
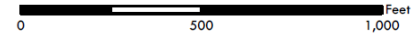
Liberty Plaza is a 21,600 square foot retail shopping center in the Park Place Business Park located at 10855 West Park Place. It was built in 2001 and is currently the only shopping center in the business park.



# TID 91: Park Place

## TID 91: PARK PLACE, MAP 1 BOUNDARY AND EXISTING LAND USE

Prepared by the Department of City Development Planning Division, 6/2/2017  
Source: City of Milwaukee Information Technology Management Division



### PROPERTY LIST

No.	Taxkey	Property Address
1	111-0132-000	11000 W PARK PL
2	111-0131-000	11002 W PARK PL
3	111-0021-000	11200 W PARK PL
4	111-0111-000	11414 W PARK PL
5	111-0171-000	11225 W LIBERTY DR
6	111-0161-000	11111 W LIBERTY DR
7	111-0172-000	10915 W LIBERTY DR
8	111-0173-000	10811 W LIBERTY DR
9	111-0031-000	10820 W PARK PL
10	111-0123-000	10950 W GOOD HOPE RD
11	111-0122-000	10855 W PARK PL
12	111-0141-000	10843 W PARK PL
13	111-0142-000	10831 W PARK PL
14	111-0071-000	10811 W PARK PL
15	111-0051-000	10715 W PARK PL
16	111-0053-000	10701 W PARK PL

### MAP LEGEND

TID 91 Boundary

Parcel Boundary

- SINGLE FAMILY RESIDENTIAL
- TWO FAMILY RESIDENTIAL
- MULTI-FAMILY RESIDENTIAL
- CONDOMINIUM
- DORMITORY
- ROOMING HOUSE
- HOTEL / MOTEL
- COMMERCIAL WITH RESIDENCE
- COMMERCIAL
- MIXED COMMERCIAL
- OFFICE OR PROFESSIONAL SERVICES
- MANUFACTURING AND WAREHOUSING
- UTILITY COMPANY
- STORAGE TANK
- ACCESSORY BUILDING
- HOSPITAL
- SKILLED CARE FACILITY / GROUP HOME
- PLACE OF WORSHIP
- NON - PUBLIC EDUCATION
- GOVERNMENTAL OR QUASI-PUBLIC BUILDING
- POLICE STATION
- FIRE STATION
- PUBLIC SCHOOL
- PLAYGROUND
- PARK
- CEMETERY
- PARKING
- BASKETBALL COURT
- TENNIS COURT
- FENCE
- ELECTRICAL LINE TRANSMISSION TOWER
- ELECTRICAL LINE
- UNDER CONSTRUCTION

# TID 91: Park Place

<b>Fund/Grant</b>	<b>Amount</b>
TID 91 – Park Place Business Attraction and Retention Fund	\$300,000.00
Broken Egg Signage Grant	(\$2,010.00)
Broken Egg Façade Grant (Proposed)	(\$2,265.00)
Liberty Plaza Signage Grant (Proposed)	(\$10,000.00)
<b>Total Funds Remaining if Approved</b>	<b>\$285,725.00</b>

# 10843 W. Park Place (Façade)

Property owner: GREEN PARTNERSHIP LLC ,  
Business: Broken Egg LLC (Applicant)

**\*\*\*Update on signage\*\*\***



**Before**



**After**

**Final expenses: \$4,021.60**  
**Final reimbursement : \$2,010.80**

**RACM: 10783**  
**Common Council Resolution: 190551**



# 10843 W. Park Place (Façade)

5<sup>th</sup> District – Ald. Dodd  
TID No 91 (Park Place)  
Zoning: PD

Property owner: GREEN PARTNERSHIP LLC ,  
Business: Broken Egg LLC (Applicant)



Project Details	Lowest Bid	Contractor
Paint body of building, paint all trim on building, fill holes in stucco, cover awnings during work, tarp area of work, clean up daily.	\$4,530.00	Landmark Painting
<b>TOTAL</b>	<b>\$4,530.00</b>	

Grant calculation:

50% of project costs      \$2,265.00

Maximum grant allowed:    \$2,265.00

**Grant Calculation: \$2,265.00**

# 10843 W. Park Place (Façade)

5<sup>th</sup> District – Ald. Dodd  
TID No 91 (Park Place)  
Zoning: PD

Property owner: GREEN PARTNERSHIP LLC ,  
Business: Broken Egg LLC (Applicant)



Proposed to paint stucco  
portion with the following  
color:





# 10855 W. Park Place (Signage)

5<sup>th</sup> District – Ald. Dodd  
 TID No 91 (Park Place)  
 Zoning: PD

Property owner: LIBERTY PLAZA LLC

Businesses: Dior's, Making Changez, Shae Shoebox, Kidtown Learning Center



Work	Low Bid	Contractor
Signage expenses	\$23,294.53	Signarama
<b>Total</b>	<b>\$ 23,294.53</b>	

Grant calculation:

50% of project costs                      \$11,647.26

Maximum Grant Per Business: \$2,500.00

4 businesses x Maximum:                \$10,000.00

**Grant Calculation: \$10,000.00**



North facing view of project  
Park Place



South facing view of project  
Good Hope Road



**Menomonee Falls  
Signarama**

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Name:		Company:	
Phone:	Fax:	E-mail:	
Z:\Oppenmeyer, Rory\liberty at park place		Date:	9/19/2019
File: master sign grant.fs		Time:	2:33:59 PM

N84W15787 Menomonee Ave, Ste 1., Menomonee Falls, WI 53051 (262)251-4300    [Rodd@SignsWithImpact.com](mailto:Rodd@SignsWithImpact.com)    Fax: (262)251-4301



# 10855 W. Park Place (Signage)

5<sup>th</sup> District – Ald. Dodd  
 TID No 91 (Park Place)  
 Zoning: PD

Property owner: LIBERTY PLAZA LLC

Businesses: Dior's, Making Changez, Shae Shoebox, Kidtown Learning Center

Project Details (Signage )	Lowest Bid	Contractor
<b>MAKING CHANGEZ</b> -Individually mounted Channel Letter signs: 19”tallx 123”wide (16 sq ft) (1) on the North Facing side of the building. (1) on the South facing side of the building. Internally illuminated LED lighted signs (low energy usage) including installation onsite north facing facades	\$5,430	Sign-A-Rama
<b>Shae Shoebox</b> - Individually mounted Channel Letter signs: 15’ tall x 132” wide (14sqft) (1) on the North facing of side building (1) on the South facing side of building.	\$5,378.00	
<b>Doirs</b> - Individually mounted Channel Letter signs: 22” tall x91 “ wide (14sqft) (1) on the North Facing side of the building. (1) on the South facing side of building.	\$5,196.00	
<b>Kidtown Learning Center</b> Individually Channel Letter signs:12” tall x 156 “ wide(13sq ft) 1) on the North Facing side of the building. (1) on the South facing side of building.	\$5,964.00	
Taxes	\$1,326.53	
<b>Total</b>	<b>\$ 23,294.53</b>	

Grant calculation:

50% of project costs                      \$11,647.26  
 Maximum Grant Per Business: \$2,500.00  
 4 businesses x Maximum:                \$10,000.00

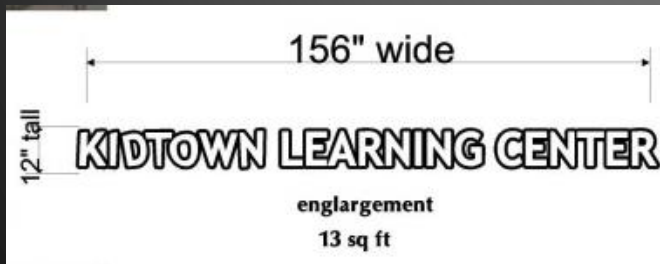
**Grant Calculation: \$10,000.00**

# 10855 W. Park Place (Signage)

5<sup>th</sup> District – Ald. Dodd  
TID No 91 (Park Place)  
Zoning: PD

Property owner: LIBERTY PLAZA LLC

Businesses: Dior's, Making Changez, Shae Shoebox, Kidtown Learning Center



Dior's is a clothing retailer

Makin Changez is a Hair Salon

# 10855 W. Park Place (Signage)

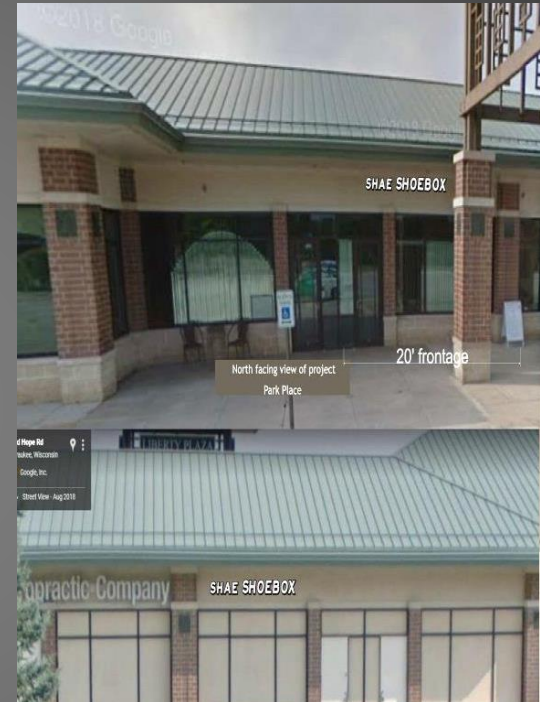
5<sup>th</sup> District – Ald. Dodd  
TID No 91 (Park Place)  
Zoning: PD

Property owner: LIBERTY PLAZA LLC

Businesses: Dior's, Making Changez, Shae Shoebox, Kidtown Learning Center



Dior's is a clothing retailer



Shae Shoebox is a clothing retailer



# 10855 W. Park Place (Signage)

5<sup>th</sup> District — Ald. Dodd  
TID No 91 (Park Place)  
Zoning: PD

Property owner: LIBERTY PLAZA LLC

Businesses : Dior's, Making Changez, Shae Shoebox, Kidtown Learning Center



## Liberty Plaza

- 7/9 Total tenant spaces currently filled (78% Occupancy)
- Owner is controlling for design consistency
- Additional signage that is being installed helps to bring awareness to current businesses and demonstrate the high occupancy of this retail center.



# TID 91: Park Place

