



Department of City Development  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

Lafayette L. Crump  
Commissioner

Sam Leichtling  
Deputy Commissioner

Ald. Taylor  
9th Ald. District

### CITY PLAN COMMISSION ZONING REPORT

**File No:** [250017](#)

**Location:** 6555 West Good Hope Road; on the south side of W. Good Hope Road, west of N. 60<sup>th</sup> Street

**Applicant/Owner:** Brady Corporation (applicant and owner)

**Current Zoning:** Detailed Planned Development (DPD) known as Brady USA, Inc. Phase 1 (f/k/a W.H. Brady Company Corporate Center)

**Proposed Zoning:** Minor Modification to DPD

**Proposal:** The Brady Corporation campus was rezoned to a General Planned Development (GPD) in 1990 and serves as an overall zoning guide for the site. Subsequently, a Phase 1 Detailed Planned Development (DPD) was approved in 1990 and amended three times (with the most recent occurring in 2025) to allow expansion of the light manufacturing and distribution center floor area of the existing building on the west side of the site. Additionally, a Phase 2 DPD was approved in 2004 and amended in 2005 and 2025 for site improvements including but not limited to the employee parking lot to the east of the building.

This minor modification request relates to the Phase 1 DPD, and more specifically the standards for freestanding signage. The Phase 1 DPD currently allows monument signs at the two site entrances along W. Good Hope Rd. and N. 60th St. This file pertains to changes to the W. Good Hope Road sign. Currently, the sign is located within the island of the Good Hope Road driveway entrance/exit. The applicant is requesting to locate a similar sign with updated branding approximately 100 yards west within the open space on the lawn. This relocation is requested to improve visibility for visitors and safety for the larger trucks exiting onto Good Hope Rd.

The replacement sign will be slightly larger than the current sign, which is approximately 16' – 2 wide and 6' – 4" tall on a 1' concrete base. The size of the new sign is approximately 16' – 10" wide and 8' tall on a 1' painted aluminum base. The upper 6' of the new sign will consist of an aluminum cabinet box with routed aluminum faces, backed with white acrylic. The lower portion will consist

of a 2' tall ECM that will allow communication of upcoming news and events. The updated sign will include an electronic changeable message component.

The proposed electronic message sign will meet the following requirements:

- The sign will be on premise
- The image will not change more than once every eight seconds
- Motion and video display is prohibited

All other aspects of the DPD remain unchanged.

**Adjacent Land Use:**

To the north of the site across W. Good Hope Road is The Wisconsin Club Country Club, zoned Institutional (TL). To the east across N. 60<sup>th</sup> Street is a mix of commercial and multifamily residential (zoned CS, RM1, RM2 and RT1). To the south of the site is a single-family residential neighborhood (zoned RS5). To the west is a manufacturing facility, also zoned Planned Development.

**Consistency with Area Plan:**

The proposed project is located within the area covered by the [Northwest Side Area Plan](#). The Northwest Side Area Plan was adopted in 2007. The parcel is located within "District 10" of the Northwest Side Area Plan, where a diversity of land uses is found throughout the area. Due to the presence of heavy rail transit, a significant concentration of industrial and commercial properties are located along and nearby the rail corridors in the eastern portion of the District. The recommendations for District 10 highlight the opportunity to provide landscape buffers between industrial properties and adjacent land uses, as well as increasing pedestrian connectivity (p. 102 of the PDF). Further, the land use vision for industrial uses in the Northwest Side is to preserve and improve existing industrial uses, and supporting the growth of industrial uses. Industrial policies highlight the need to encourage loading areas to be located at the rear of the buildings and not along primary façades, screening from adjacent uses, and other streetscape enhancements (p. 80 of the PDF). The proposal to modernize Brady Corp's identification sign and shift it to a more visible location along Good Hope Road is consistent with the Northwest Side Area Plan.

**Previous City Plan Action:**

04/07/2025 – City Plan Commission recommended approval of the 3<sup>rd</sup> Amendment to the DPD – Phase 1 and 1<sup>st</sup> Amendment to the DPD – Phase 3 to allow an expansion to the existing building and parking lot. (FN [241338](#))

05/11/2020 – City Plan Commission recommended approval of the 2<sup>nd</sup> Amendment to DPD – Phase 1 to allow for a building addition of 25,000 square feet. (FN [191792](#))

02/7/2005 – City Plan Commission recommended approval of the 1<sup>st</sup> Amendment to DPD - Phase 1 to allow for a building addition of 60,000 square feet. (FN [041231](#))

12/6/2004 – City Plan Commission recommended approval of a change in General Planned Development to Detailed Planned Development known as Brady USA, Inc Phase 2 (FN [041001](#))

12/6/2004 – City Plan Commission recommended approval of the 1<sup>st</sup> Amendment to the GPD. (FN [041002](#))

1995 – City Plan Commission recommended approval of a Minor Modification to Phase 1 to develop additional surface parking south of the new facility. (FN 950014)

1991 – City Plan Commission recommended approval of a change in General Planned Development to Detailed Planned Development known as Brady USA, Inc Phase 1 for the development of a building on the western portion of the site. (FN 901859)

**Previous Common Council Action:**

04/22/2025 – Common Council approved the 3<sup>rd</sup> Amendment to the DPD – Phase 1 and 1<sup>st</sup> Amendment to the DPD – Phase 3 to allow an expansion to the existing building and parking lot. (FN [241338](#))

05/27/2020 – Common Council approved the 2<sup>nd</sup> Amendment to DPD – Phase 1 to allow for a building addition of 25,000 square feet. (FN [191792](#))

03/16/2005 – Common Council approved the 1st Amendment to DPD - Phase 1 to allow for a building addition of 60,000 square feet. (FN [041231](#))

12/2004 – Common Council approved a change in General Planned Development to Detailed Planned Development known as Brady USA, Inc Phase 2 (FN [041001](#))

12/21/2004 – Common Council approved the 1<sup>st</sup> Amendment to the GPD. (FN [041002](#))

1995 – Common Council approved a Minor Modification to Phase 1 to develop additional surface parking south of the new facility. (FN 950014)

1991 – Common Council approved a change from General Planned Development to Detailed Planned Development known as Brady USA, Inc Phase 1 for the development of a building on the western portion of the site. (FN 901859)

**Recommendation:**

The proposed minor modification will permit an updated sign for Brady Corp. that is high quality, and the electronic messaging component will allow communication of news and upcoming events. Staff recommends approval of the subject file.