

Exhibit A
File No. 250017
Minor Modification to a Detailed Planned Development
Brady USA, Inc. Phase 1
6555 W. Good Hope Rd.
April 17, 2025

Previous File History and Project Summary

The Brady Corporation, facility on 6555 West Good Hope Road was first developed in 1985 (listed as 6321 W. Good Hope Road in City of Milwaukee GIS records). The General Planned Development (GPD) was approved as File No. 901858 in 1990 and amended in 2004 as part of the Phase 2 development on the site.

Phase 1 DPD (subject of this file): a Detailed Planned Development (DPD) for Phase 1 was approved in 1991 as File No. 901859 for the western portion of the site that includes the building. This included the original headquarters and a manufacturing phase which included 47,200 SF of office area on two floors and 105,670 SF of light manufacturing.

- A Minor Modification to the Phase 1 DPD was approved in 1995 as File No. 950014 to develop additional surface parking south of its new facility.
- In 2005, the Phase 1 DPD was amended as File No. 041231 to add an additional 60,000 sf footprint with 35,545 SF mezzanine (95,545 GSF) of light manufacturing and distribution center floor area.
- In 2020, the Phase 1 DPD was further amended as File No. 191792 to add an additional 25,000sf footprint (revised to 13,065 in construction) of distribution and storage floor area.
- In 2025, the Phase 1 DPD was further amended as File No. 241338 to allow a 100,000 building addition.

Phase 2 DPD (middle portion of site): The Phase 2 DPD was approved in 2004 as File No. 041001, adding accessory parking and stormwater detention to support future expansion of the distribution warehouse. It was amended in 2005 as File No. 241338 to allow an expansion of the employee parking lot and other changes.

Minor Modification Summary

The Phase 1 DPD currently allows monument signs at the two site entrances along W. Good Hope Rd. and N. 60th Street. This Minor Modification allows changes to the W. Good Hope Road sign.

Brady Corporation is asking to remove their existing sign located within the island of the Good Hope Rd. driveway entrance/exit. They are requesting to locate a similar sign with updated branding and an EMC (electronic message center) 100 yards west within the open space on the lawn. The setback of the sign will be maintained. The sign will be approximately 16' – 10" wide and have a 9' overall height. The sign will be placed on a 1' painted aluminum base. The upper 6' of the 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 proposed EMC will meet the following requirements:

- Will be on-premise

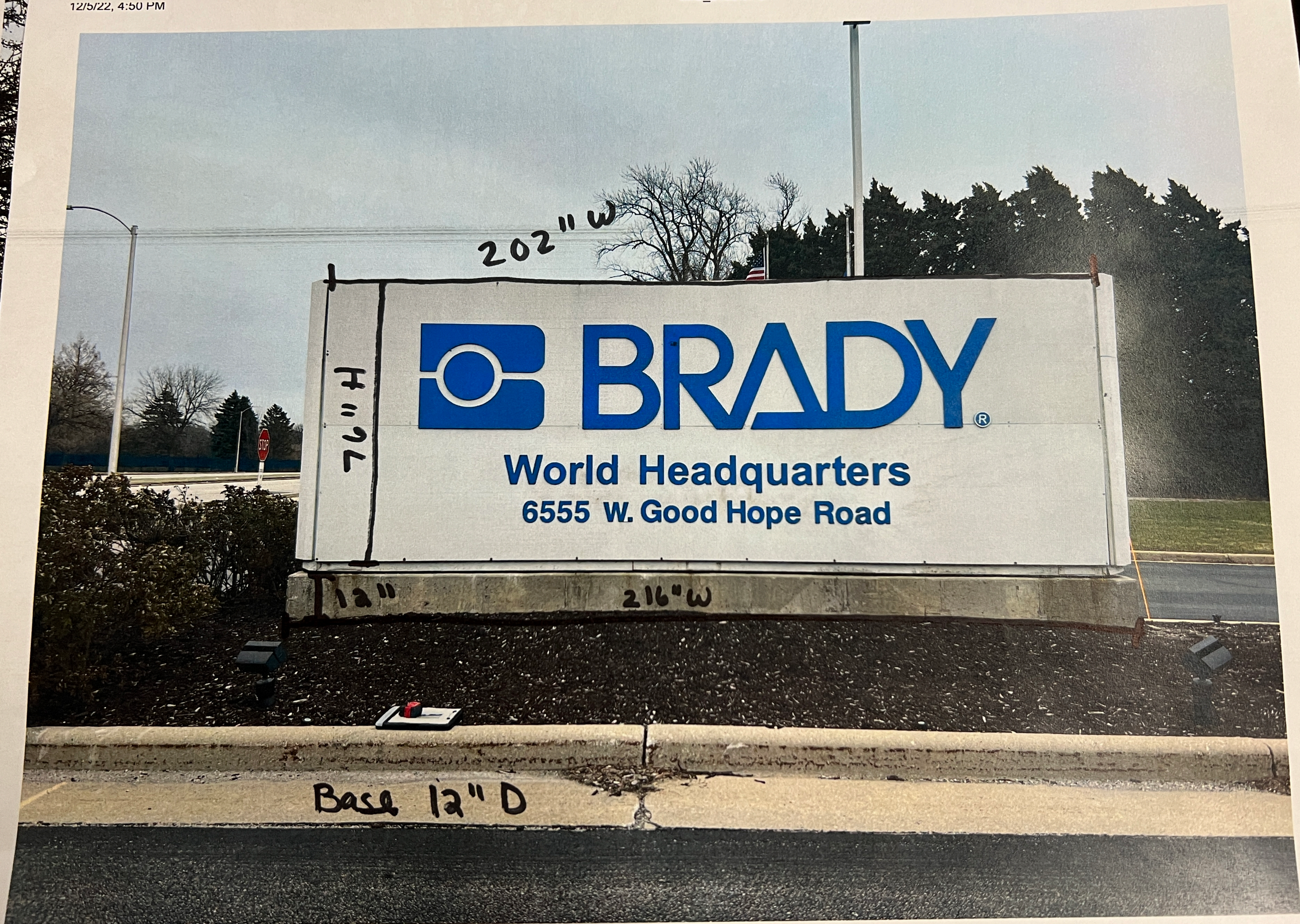
Minor Modification Owner's Written Narrative

- The image will not change more than once every eight seconds
- Motion and video display is prohibited.

An overhead view is included in this submittal with the current sign location and the proposed location identified. The relocation is being requested due to visibility issues when traveling east. Due to the tree line, you are unable to see the sign in time to make the appropriate turn. The growth of the trees has made this more of an issue than when they initially were approved for the location. There are also safety concerns with visibility being obstructed by the sign when semis exit onto Good Hope Road. All other aspects of the DPD will remain unchanged.

List of Attachments

1. Vicinity map
2. Site photos
3. Drawings





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Customer

Brady Corporation
Good Hope Road.

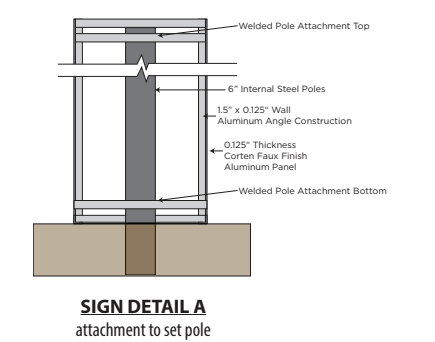
Date	Project Manager
1/3/2025	Jaime D.

Order #	Designer
EST - 14319	Brian H.

Sq. Ft.	Surveyor
45	TBD

Sides	Mounting
S/S <input type="checkbox"/> D/S <input checked="" type="checkbox"/>	Saddle Mounting

Pole Shape	Pole Size
<input type="checkbox"/> Square	(1) 4" - 4.5" - O.D
<input checked="" type="checkbox"/> Circle	Wall: Sch. 40






Materials & Specifics

New Monument

- Aluminum cabinet box with routed aluminum faces; backed with 7328 white acrylic
- Stacks: 6mil pitch RGB Color Spectrum

Colors

-  Pantone 280c
-  7328 White
-  RGB 6mil EMC



