



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

Lafayette L. Crump
Commissioner

Vanessa L. Koster
Deputy Commissioner

Ald. Taylor
9th Ald. District

CITY PLAN COMMISSION ZONING REPORT

File No: [241338](#)

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

Applicant/Owner: Brady Corporation (applicant and owner)

Current Zoning: General Planned Development (GPD) and Detailed Planned Developments (DPD) known as Brady USA, Inc. Phase 1 (western portion of parcel - building) and Phase 2 (middle portion of parcel – parking lot)

Proposed Zoning: 3rd Amendment to Phase 1 DPD and 1st Amendment to Phase 2 DPD

Proposal: The entirety of the Brady Corporation campus was rezoned to a General Planned Development in 1990 and serves as an overall zoning guide for the site. Subsequently, a Phase 1 Detailed Planned Development (DPD) was approved and amended 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 to allow, among other things, a parking lot in the middle section of the site.

As part of this file, Brady Corp. is proposing to amend both the Phase 1 and Phase 2 DPDs to allow a 100,000 square foot building and truck loading dock addition on west portion of the site and expansion of the parking lot on the midsection of the site. Additional landscaping and a pedestrian connection to Good Hope Road are also part of this zoning amendment.

The building addition will occur on the southwest corner of the existing manufacturing building and extend south. The building materials consist of a painted precast wall panel finish that complements the existing exposed aggregate white precast wall panels, and will be the same height (28' – 4") as the existing building. Six new loading dock positions will also be added to the building addition's east façade, five of which will be used for truck loading and one will be a compactor dumpster location. The south building setback to the property line is approximately 218', exceeding the GPD-prescribed minimum 100' setback. The

expansion will add to the facilities distribution operation. The applicant anticipates adding 70 new employee positions to the overall facility as part of this expansion.

The existing parking spaces within the building expansion area will be shifted to the east side of the employee parking lot. A new decorative perimeter fence matching the existing fence and gate on the west and south sides of the lot will be placed along the north and east sides, and additional landscaping will be added along the east edge.

Landscaping and Screening:

There is existing landscaping and screening between the building and the residential neighborhood to the south. Additional vegetation will be added south of the new building and truck court layout, including new trees and landscaping. Mechanical equipment will be located on the roof or enclosed in fencing on the west side of the building.

Additional landscaping will be added to the east portion of the parking lot. The existing drainage swale and associated landscaping adjacent to the parking area will be modified for the new layout and designed to be consistent with the existing design. The existing 20-acre open space between the employee parking area and N. 60th Street will remain unchanged, and is zoned GPD at this time.

Circulation, parking, and loading:

Vehicle access and parking:

Vehicle access to the site will be unchanged. Automobiles can access the facility from W. Good Hope Road or N. 60th Street. Visitor parking is to the north of the building, and employee parking is to the east.

Pedestrian access and bicycle parking:

A 6.5' wide pedestrian connection will be added from the sidewalk along W. Good Hope Road to the employee entrance along the east side of the main access drive. The site has 9 short term bicycle parking spots already established on the east side of the existing building.

Loading:

All loading dock access and garbage pickup will occur at the existing and new loading docks located on the southern portion of the east building façade.

Signage:

Freestanding signs: The existing monument signs are located at the entrances of W. Good Hope Road and N. 60th Street, and are approved as part of the Phase 1 DPD. The W. Good Hope Road sign may be replaced and located 300 feet to the west to improve site entry and traffic visibility. If this change occurs, it will be submitted as a separate package. The applicant will work with DCD staff to determine if the replacement sign meets current standards and can be staff approved, or will require a minor modification to the DPD.

Wall signs: Existing building wall signs remain unchanged. Way finding signs for truck and automobile traffic will be adjusted in the southwestern portion of the site as the new truck access route changes.

Temporary signs: Temporary signs pertaining to construction and construction traffic will follow the provisions of the zoning code (section 295-407-8-e4).

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. 60th 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 are 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 proposed project is consistent with the Northwest Side Area Plan.

Previous City Plan Action:

05/11/2020 – City Plan Commission recommended approval of the 2nd 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 1st 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 1st 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:**

05/27/2020 – Common Council approved the 2nd 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 1st 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:

Since the proposed amendments to the Detailed Planned Developments for Phase 1 and Phase 2 are consistent with the General Planned Development and will help to facilitate a significant expansion to the existing industrial facility that will result in an increase in employment, staff recommends approval of the subject file.