

January 30, 2013

Common Council File Number 121452

Minor Modification to the Detailed Planned Development (DPD) known as Good Hope Industrial Center (a/k/a WITCO)

Location: 6701 West Good Hope Road (existing two-story industrial building)

Applicant: Hellerman-Tyton

About the company: Hellerman-Tyton, a plastic ejection molding facility that manufacturing ties, clips and mounts as well as other requested custom proprietary items, acquired the property in July of 2012, and is projected to move into the building on February 11, 2013. Hellerman-Tyton has two other facilities in Milwaukee, and this expansion to its third, local facility is driven by its rapid sales growth since 2010. The two existing Milwaukee facilities are located at 7930 North Faulkner Road and 8475 North 87th Street. Other North American operations are located in Bolingbrook, IL, Toronto, Canada, and Guadalajara, Mexico. The new facility at 6701 West Good Hope Road will employ 75 people across 3 shifts, of which, 50 jobs will be newly created as a result of this expansion.

Below is a summary of points that explain the intent of the minor modification:

Building signage:

1. Increase building signage: Hellerman-Tyton purchased the property at 6701 West Good Hope Road, which is zoned DPD, on July 12, 2012. The current zoning permits up to two building signs that are not to exceed 60 square feet, and the signage affixed to the building from a previous tenant was approximately 39 sq ft and non-illuminated. Given the scale of the building, which is approximately 90,000 square feet, an increase in building signage is appropriate. Hellerman-Tyton proposes to increase the allowable square footage of the building signage to permit greater visibility from the east and west. One monument sign is currently permitted on the site, which suits Hellerman-Tyton's needs.
2. Dimensions and placement of the building signage: The building signs will be comprised of individual letters and logos, and will be back-lit. The signs will be constructed of aluminum faces with clear polycarbonate backs, and dimensions will be approximately 48" by 39'-9 1/4", for a total of 159 square feet. At this time, Hellerman-Tyton plans to install one wall sign on the north elevation; however, it reserves the right to add a second wall sign at any point in the future. The placement of the sign is TBD.

Fence:

1. Hellerman-Tyton proposes to add an additional fence along a portion of the existing parking lot, which is located south of Good Hope Road, to the north of the building. The fence will provide security for the employee parking area. The visitor parking will not be fenced in.
2. Details of the fence: The fence being requested is a 7 foot tall, ornamental fence with a specified style of "Majestic," manufactured by Magnum. The fence would have a sliding gate at the west

end, off of the entrance drive, and would be approximately 368 feet long. The fence would terminate at the east end of the building.