



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

**Rocky Marcoux**  
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Deputy Commissioner  
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February 18, 2013

To the Honorable Members of the  
Zoning, Neighborhoods and Development Committee  
City of Milwaukee  
City Hall, Room 205

Dear Committee Members:

File No. 121452 relates to a minor modification to the Detailed Planned Development (DPD) known as Good Hope Industrial Center, for additional signage and a fence, on land located on the south side of West Good Hope Road, west of North 60th Street, in the 9th Aldermanic District.

This minor modification was requested by Kieffer & Co., Inc., on behalf of Hellerman-Tyton, and would permit additional building signage and the placement of a fence around the existing parking lot at 6701 West Good Hope Road. 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. 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.

The current DPD zoning permits up to two building signs that are not to exceed 60 square feet. Hellerman-Tyton proposes to increase the allowable square footage of the building signage to permit greater visibility from the east and west. 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 ¼", 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.

Since the proposed minor modification is consistent with the previously approved DPD, the City Plan Commission at its regular meeting on February 18, 2013 recommended approval of the subject file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Robert Puente

