



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

NOTICE OF PUBLIC HEARING

**CITY OF MILWAUKEE - City Plan Commission
809 North Broadway
Milwaukee, Wisconsin**

March 26, 2025

PLEASE NOTE: A zoning change is being considered for the property within the boundary shown on the map on the reverse side of this notice. If your property is not within the zoning boundary, then you are receiving this notice because your property address is within 200 feet.

DEAR PERSON OF INTEREST:

The Common Council has referred File No. 241338 to the City Plan Commission (CPC) for recommendation. This file relates to the 3rd Amendment to the Detailed Planned Development known as Brady USA, Inc. Phase 1 (f/k/a W.H. Brady Company Corporate Center) and the 1st Amendment to the Detailed Planned Development known as Brady USA, Inc. Phase 2 to allow an expansion to the existing building and parking lot located at 6555 W. Good Hope Road, on the south side of West Good Hope Road, west of North 60th Street, in the 9th Aldermanic District.

The entire Brady Corp. 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. 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.

Please refer to the reverse side of this notice for map details.

Date: Monday, April 7, 2025
Time: 1:30 p.m. (Public Hearing scheduled for 1:55 p.m.)
Location: Room 301-B – City Hall (200 E. Wells St.)
Virtual meeting access information: See City Plan Commission website at:
<https://city.milwaukee.gov/CPC>.

This meeting will be hosted both in-person and online.

This is a public hearing. Those wishing to provide testimony relating to this matter are encouraged to do so by emailing Planning staff at PlanAdmin@Milwaukee.gov at least one business day prior to the start of the meeting. Those wishing to provide testimony during the meeting will be asked to do so by attending



the meeting in person or participating virtually. If you prefer to participate virtually, registration information to join the virtual meeting is available on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. When registering, please indicate whether you may wish to speak during your item of interest so that staff can unmute you during the public testimony portion of the hearing.

Additionally, if possible, this meeting will be streamed live on the City Channel's website (Livestream 1 or 2): <https://city.milwaukee.gov/cityclerk/CityChannel>.

Additional documents for this project are available by clicking on the agenda posted on the City Plan Commission website: <https://city.milwaukee.gov/CPC>. After opening the agenda, click on the link for this item and you will see the available documents listed as "Attachments." For further information, please call the City Plan Commission at (414) 286-5726 and ask for details on file number 241338, the Brady Corp. zoning file. If you wish to submit a letter to the commission regarding this proposed rezoning, you may email PlanAdmin@milwaukee.gov.

Sincerely,



for

Lafayette L. Crump
Executive Secretary
City Plan Commission

