



**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

April 9, 2025

To the Honorable Members of the  
Zoning, Neighborhoods, and Development Committee  
City of Milwaukee  
City Hall, Room 301-B

Dear Committee Members:

File Number 241338 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 West Good Hope Road, on the south side of West Good Hope Road, west of North 60th Street, in the 9th Aldermanic District.

The Brady Corporation campus was rezoned to a General Planned Development in 1990 and serves as an overall zoning guide for the site. 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.

A public hearing was held by the City Plan Commission at its regularly scheduled meeting on April 7, 2025. The project architect gave a presentation on the proposal. No members of the public testified. At the conclusion of the public hearing, The City Plan Commission recommended approval of the subject file.

Sincerely,

 for

Lafayette L. Crump  
Executive Secretary  
City Plan Commission of Milwaukee

Cc: Ald. Taylor

