



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

Lafayette L. Crump
Commissioner

Sam Leichtling
Deputy Commissioner

May 21, 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 250017 relates to a Minor Modification to a Detailed Planned Development known as Brady USA, Inc. Phase 1 (f/k/a W.H. Brady Company Corporate Center) to allow changes the signage standards for monument signs on the property 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.

This minor modification request relates to the standards for freestanding signage on the subject site. The Phase 1 DPD currently allows monument signs at the two site entrances along W. Good Hope Road. and N. 60th Street. This file pertains to changes to the W. Good Hope Road sign. Currently, the sign is located within the island of the Good Hope Road driveway entrance/exit. The applicant is requesting to locate a similar sign with updated branding approximately 100 yards west within the open space on the lawn. This relocation is requested to improve visibility for visitors and safety for the larger trucks exiting onto Good Hope Road. The updated sign will be slightly larger than the current sign and include an electronic changeable message component, the messaging for which will be on premise, will not change more than once every eight seconds, and will not include motion or video display.

The City Plan Commission heard this item at its regularly scheduled meeting on Monday, May 19, 2025. A representative from Brady Corporation and the sign contractor were present and answered questions regarding the proposal. The City Plan Commission recommended approval of this item with the condition that the applicant complies with the requirements for the changeable message sign as stated in the zoning exhibit.

Sincerely,

for

Lafayette L. Crump
Executive Secretary
City Plan Commission of Milwaukee

CC: Ald. Taylor

