

File Number 250017. A substitute resolution relating 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 to 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.



File Number 250017. Context.



Area of building expansion



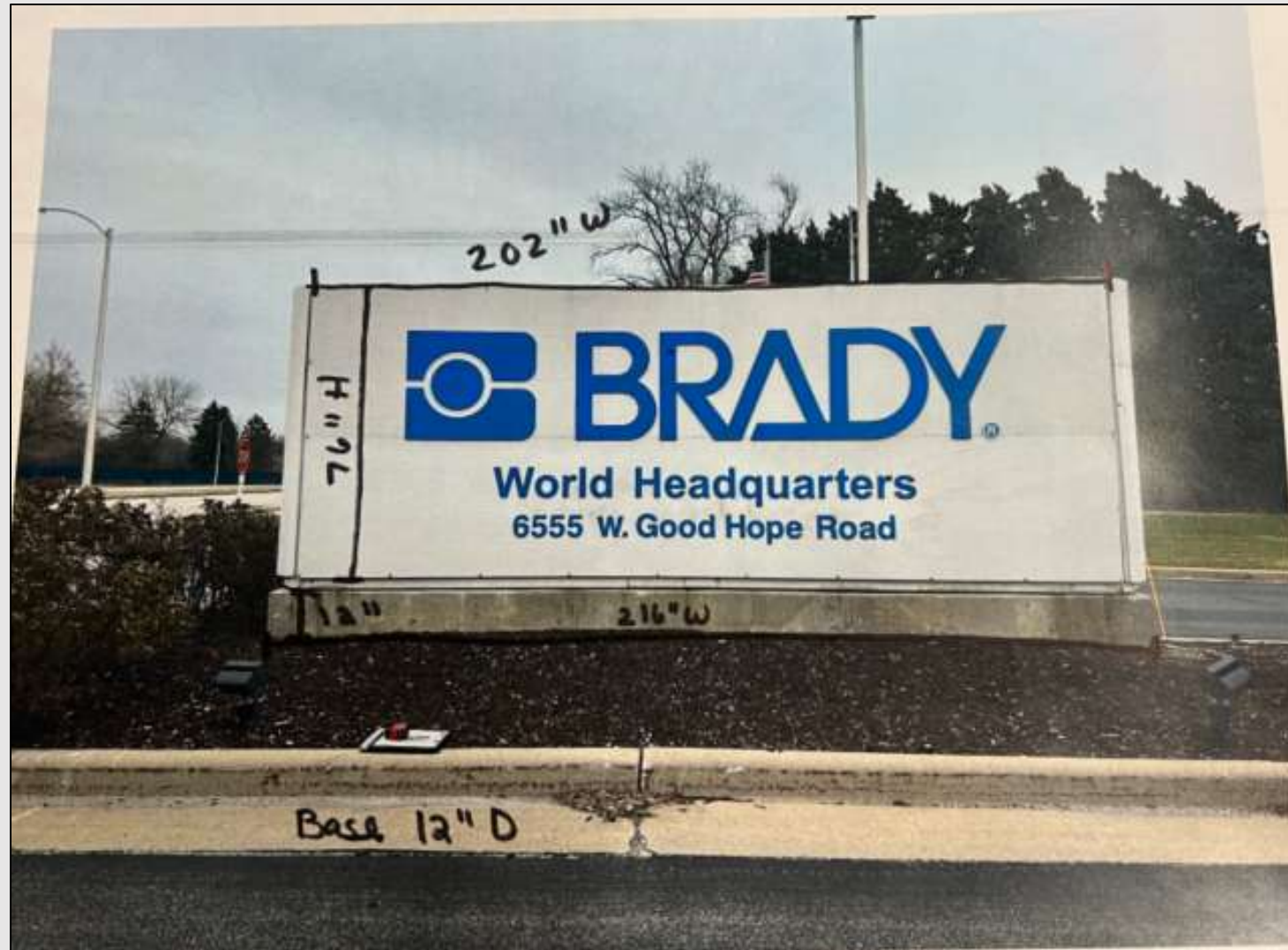
File Number 250017. Consistency with Comprehensive Plan.



Northwest Side Area Plan

- Adopted in 2007, amended in 2017
- The parcel is located within “District 10” of the Northwest Side Area Plan, where a diversity of land uses are found throughout the area including industrial, commercial, and residential
- The land use vision for industrial uses in the Northwest Side is to preserve and improve existing industrial uses, and supporting the growth of industrial uses
- The proposal to modernize Brady Corp’s identification sign and shift it to a more visible location along Good Hope Road is **consistent** with the Northwest Side Area Plan

File Number 250017. Existing Sign



File Number 250017. Sign Locations.



File Number 250017. Proposed Sign.

