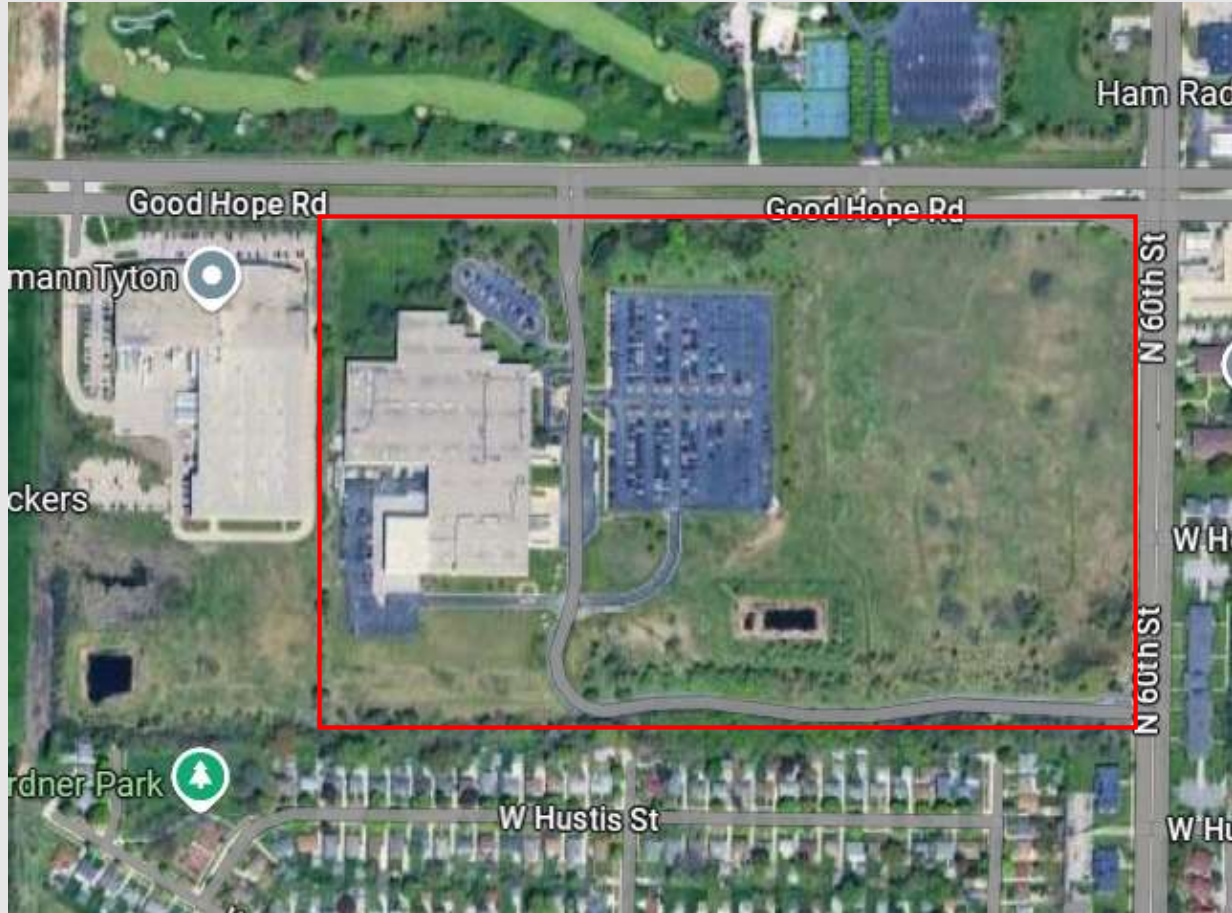


File Number 241338. A substitute ordinance relating to the 3rd Amendment to the Detailed Planned Development known as Brady USA, Inc. Phase 1 and the 1st Amendment to the Detailed Planned Development known as Brady USA, Inc. Phase 2 to allow an expansion to the existing building and parking lot located 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.



File Number 241338. Context.



Area of building expansion



File Number 241338. Consistency with Comprehensive Plan.



### Northwest Side Area Plan

- Adopted in 2007.
- This parcel is located in “District 10” of the Plan, where a diversity of land uses are found
- The Plan encourages preserving and improving existing industrial uses and supporting the growth of these industrial uses. It also encourages increasing pedestrian connectivity
- The Plan recommends providing landscape buffers between industrial properties and adjacent land uses
- The proposal is **consistent** with the Northwest Side Area Plan



**Good Hope Campus Expansion**

6555 West Good Hope Road

Milwaukee WI, 53223

Submittal for Modification to an Existing Detailed Plan Development

**File # 241338**

February 25, 2025

## Project Team

### Building Owner:

Brady Corporation  
6555 West Good Hope Road  
Milwaukee, WI 53223  
Contact: David Persch

### Civil Engineer

Pinnacle Engineering Group  
20725 Watertown Road  
Suite 100  
Brookfield, WI 53186  
Contact: Mark Seidl, P.E.

### Architect

Eppstein Uhen Architects  
333 East Chicago Street  
Milwaukee, WI 53202  
Contact: Chris Johns, AIA

### Landscape

Pinnacle Engineering Group  
20725 Watertown Road  
Suite 100  
Brookfield, WI 53186  
Contact: Dale Bunderson, P.L.A.

### General Contractor

Selzer-Ornst Construction Company,  
LLC  
6222 West State Street  
Milwaukee, WI 53213  
Contact: Brian Goodchild



**BRADY CORPORATION**  
GOOD HOPE CAMPUS EXPANSION  
File #241338  
February 25, 2025  
EUA Project #24337-01



**BRADY CORPORATION**  
GOOD HOPE CAMPUS EXPANSION  
File #241338  
February 25, 2025  
EUA Project #24337-01

Southeast corner of  
Existing Building



Looking southeast from  
Good Hope Rd

East side of  
Existing Building



Looking southwest from  
Good Hope Rd

Northeast corner of  
Existing Building



Site Entrance at  
Good Hope Rd



**BRADY CORPORATION**  
GOOD HOPE CAMPUS EXPANSION  
File #241338  
February 25, 2025  
EUA Project #24337-01

View from corner of  
Good Hope Rd & N. 60<sup>th</sup>  
St.



Looking north from  
N. 64<sup>th</sup> St.



Looking west from  
N. 60<sup>th</sup> St.



Looking north from  
W. Hustis St.



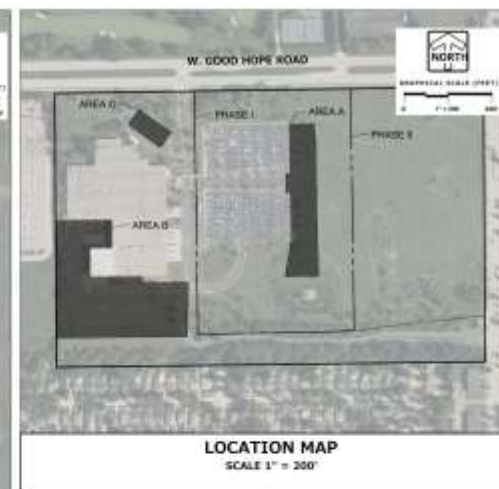
Site Entrance at  
N. 60<sup>th</sup> St.



Looking northeast from  
N. 67<sup>th</sup> St.



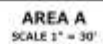




LEGEND	
(R)	10" CURB & GUTTER
(C)	CONCRETE C/STEP
(S)	4" SLOPE-WHITE STONE
(D)	1" GRANULAR FILL 1/2" SLOPE AT 10" GRADE 2" S.C.
(B)	8" BINDER 1/2" SLOPE AT 10" GRADE
(V)	40% STALL, REDUCED SPEED
(O)	10" SLOPE DRAIN
(L)	SEWER COVER HOLE
(A)	PAVEMENT SURFING (SEE INSTRUCTIONS FOR USE) - NOT TO BE USED
	LEAVE VERY THIN LAYER
	REVEAL DRAIN PAVEMENT
	REVEAL DRAIN CONCRETE PAVEMENT
	GRAVEL ACCESS
	CONCRETE SIDEWALK

[illegible]





**BRADY CORPORATION**  
GOOD HOPE CAMPUS EXPANSION  
File #241338  
February 25, 2025  
EUA Project #24337-01

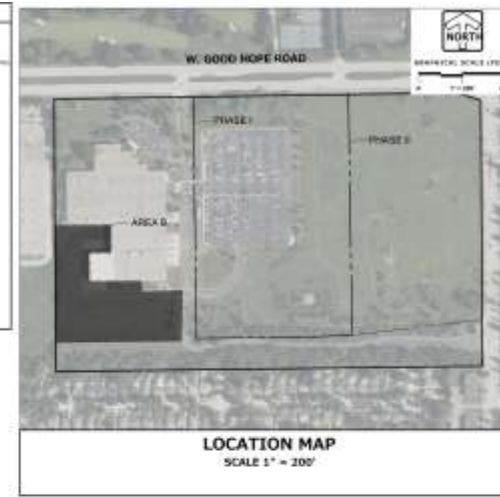
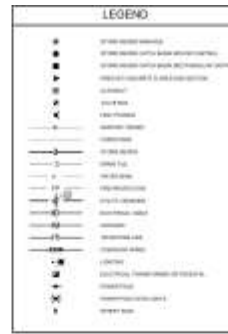


C-4 Civil Grading Plan

**BRADY CORPORATION**  
GOOD HOPE CAMPUS EXPANSION  
File #241338  
February 25, 2025  
EUA Project #24337-01

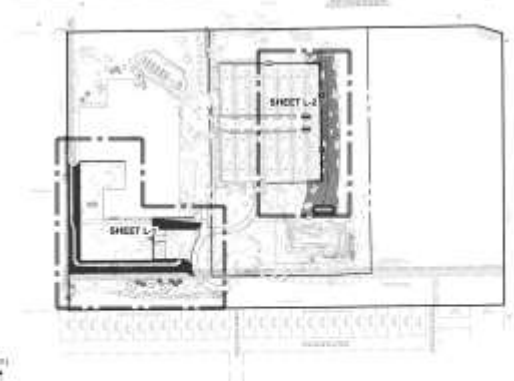
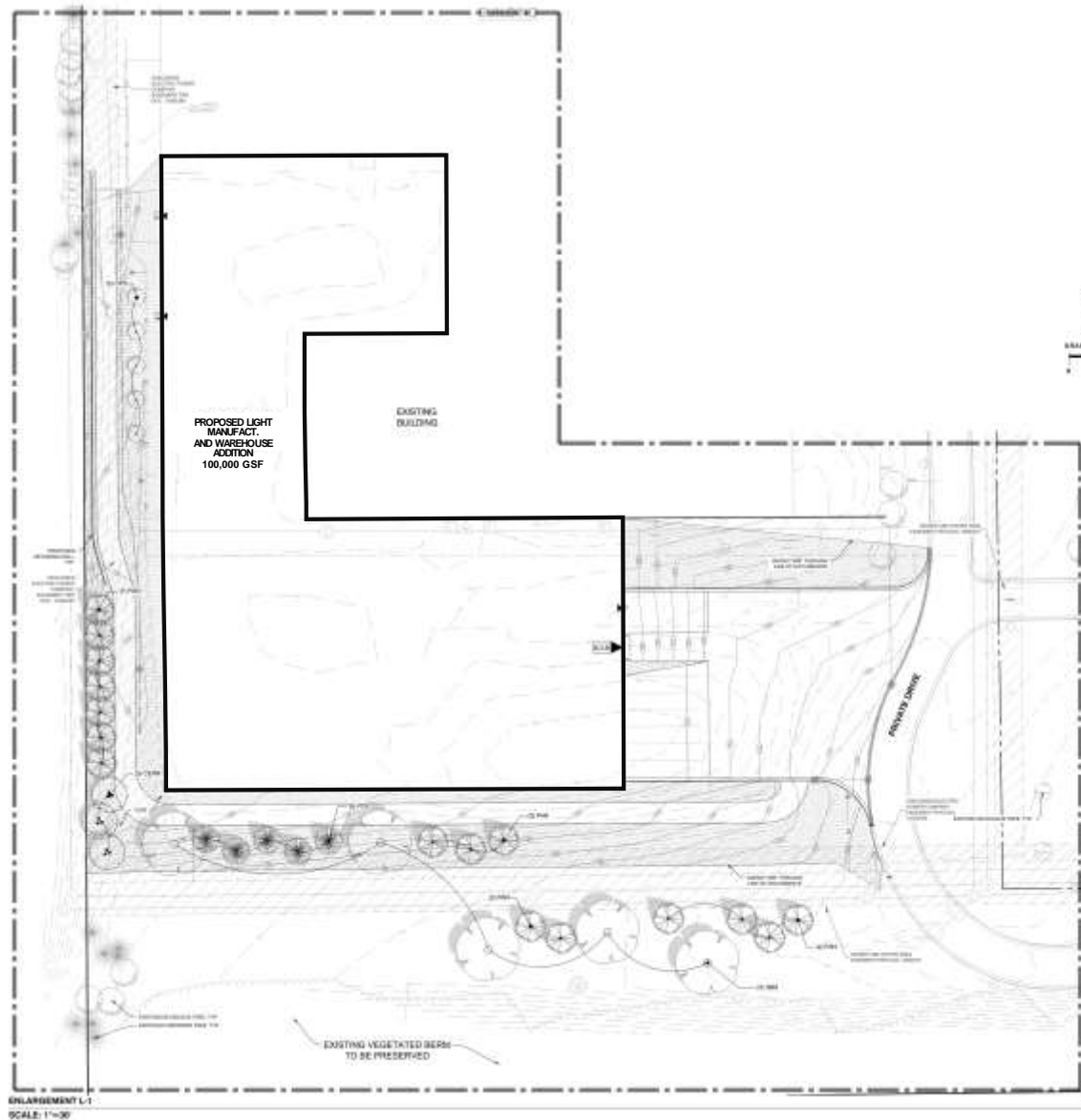


**AREA B**  
SCALE 1" = 30'



C-5 Utility Plan

**BRADY CORPORATION**  
GOOD HOPE CAMPUS EXPANSION  
File #241338  
February 25, 2025  
EUA Project #24337-01



**PLANT SCHEDULE**

CODE	QTY	BOTANICAL NAME	COMMON NAME	DATE	REMARKS
<b>TREES</b>					
001	11	Brown oaks	Blue Oaks	01/15/20	10' x 10' x 10'
002	0	Little bluestem (Panicum capillare)	Little bluestem	01/15/20	10' x 10' x 10'
003	0	Common persimmon	Common persimmon	01/15/20	10' x 10' x 10'
004	0	Blackberry (Rubus sp.)	Blackberry	01/15/20	10' x 10' x 10'
005	0	Blackberry (Rubus sp.)	Blackberry	01/15/20	10' x 10' x 10'
<b>SHRUBS</b>					
006	0	Blackberry (Rubus sp.)	Blackberry	01/15/20	10' x 10' x 10'
007	0	Blackberry (Rubus sp.)	Blackberry	01/15/20	10' x 10' x 10'
<b>GROUND COVER</b>					
008	0	Blackberry (Rubus sp.)	Blackberry	01/15/20	10' x 10' x 10'
009	0	Blackberry (Rubus sp.)	Blackberry	01/15/20	10' x 10' x 10'

**LANDSCAPE IMPROVEMENT TABLE**

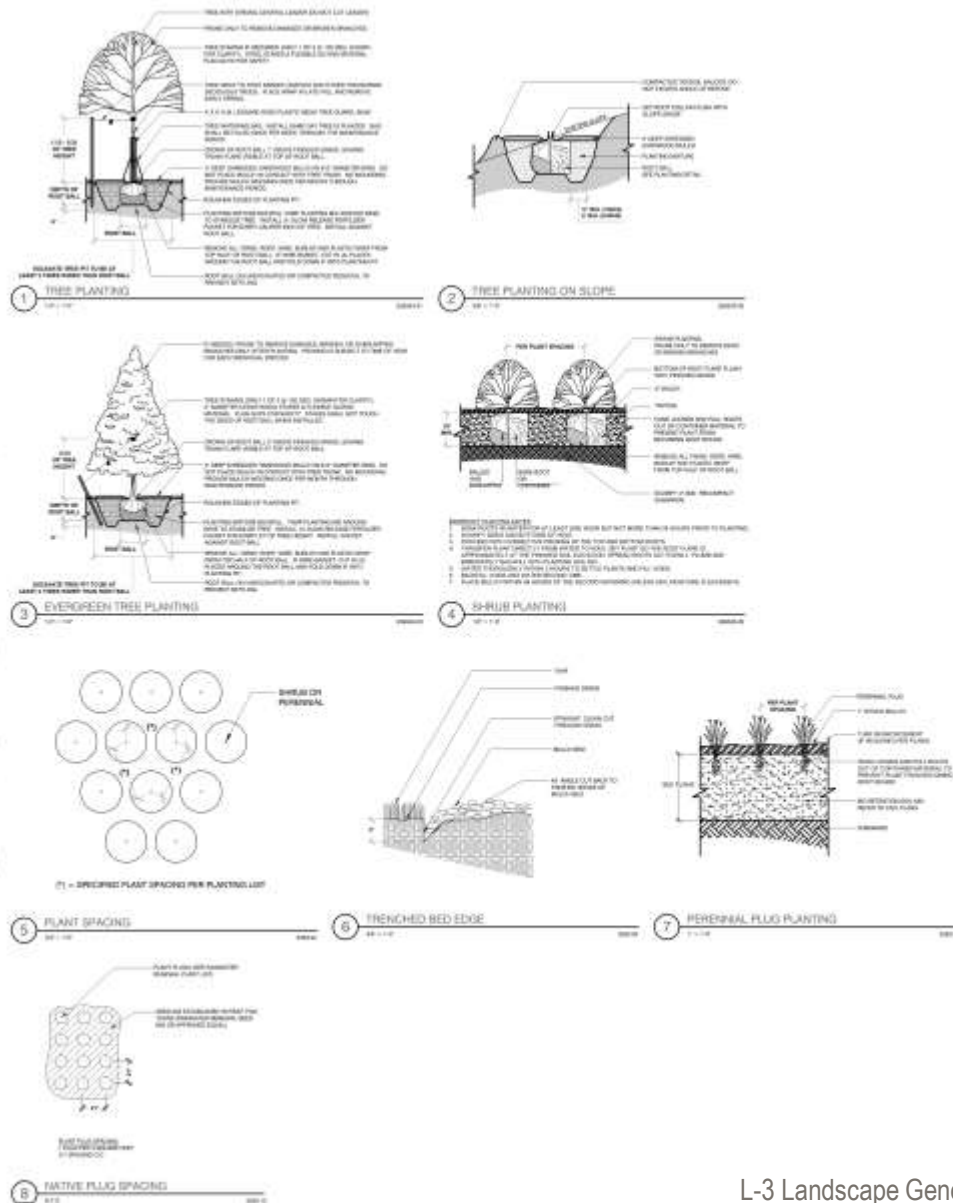
QTY OF	LANDSCAPE IMPROVEMENT TABLE	REQUIRED	PROVIDED
100' x 10' x 10'	100' x 10' x 10'	100' x 10' x 10'	100' x 10' x 10'
100' x 10' x 10'	100' x 10' x 10'	100' x 10' x 10'	100' x 10' x 10'
100' x 10' x 10'	100' x 10' x 10'	100' x 10' x 10'	100' x 10' x 10'

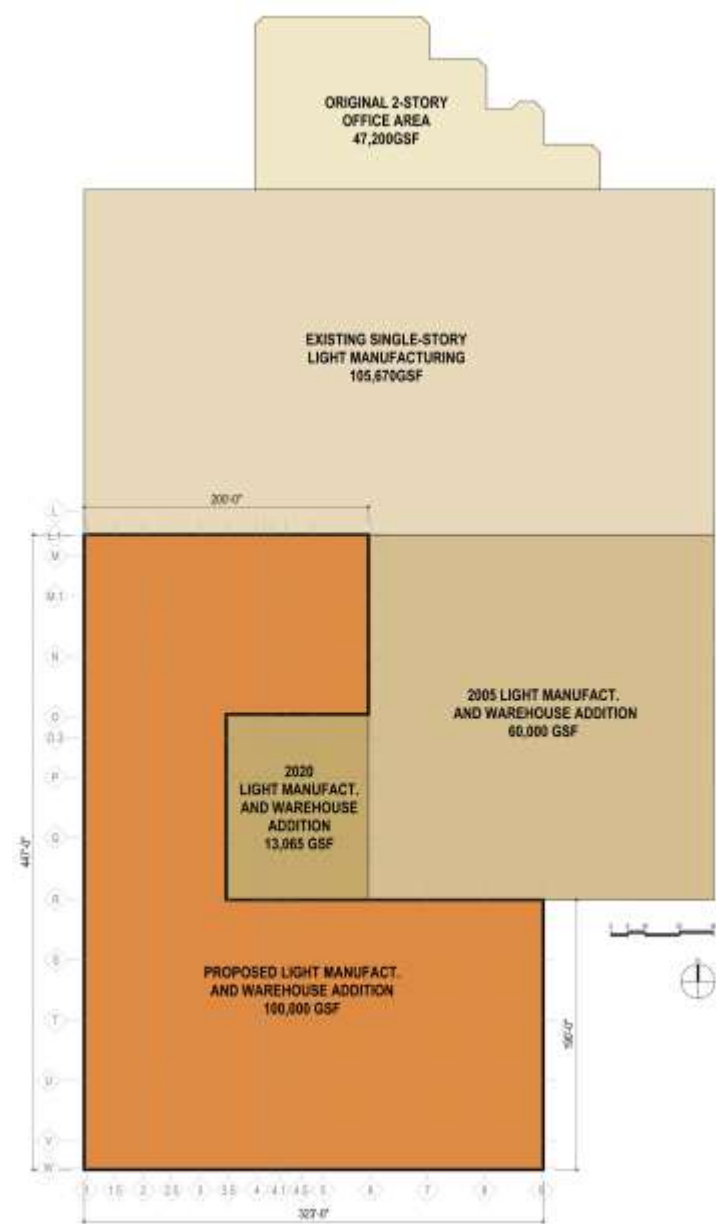
L-1 Landscape Plan

**BRADY CORPORATION**  
 GOOD HOPE CAMPUS EXPANSION  
 File #241338  
 February 25, 2025  
 EUA Project #24337-01





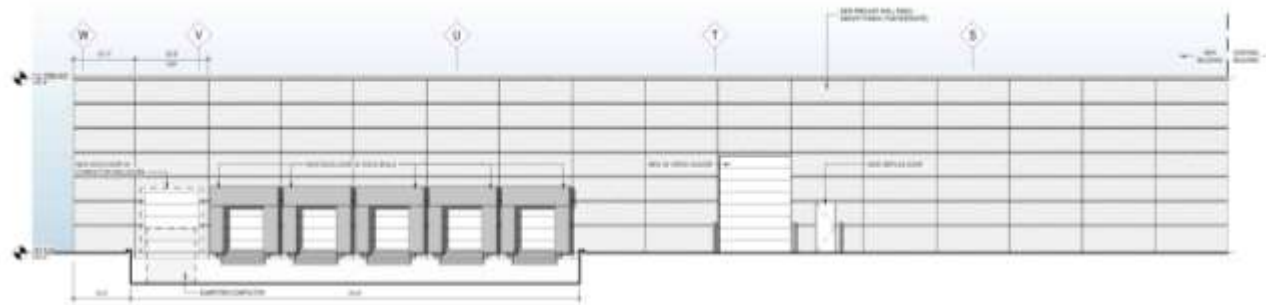
[illegible]



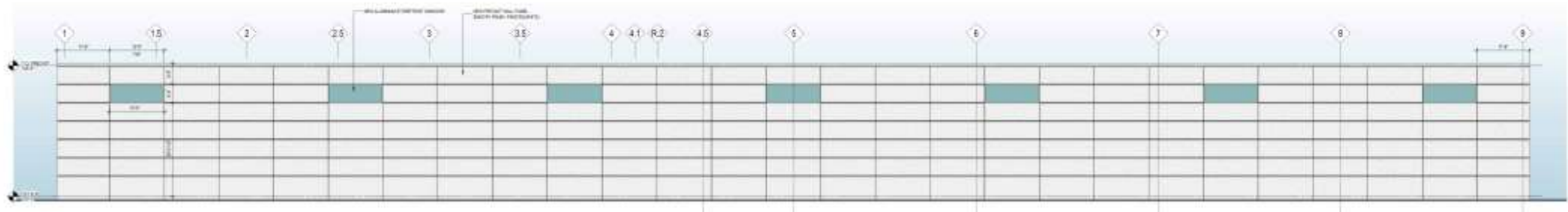
A1 Architectural Floor Plan



**BRADY CORPORATION**  
 GOOD HOPE CAMPUS EXPANSION  
 File #241338  
 February 25, 2025  
 EUA Project #24337-01



EAST ELEVATION

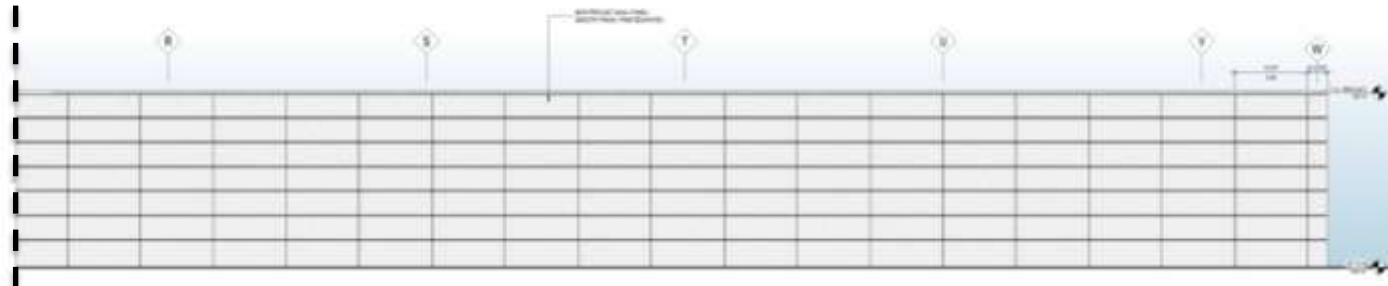


SOUTH ELEVATION

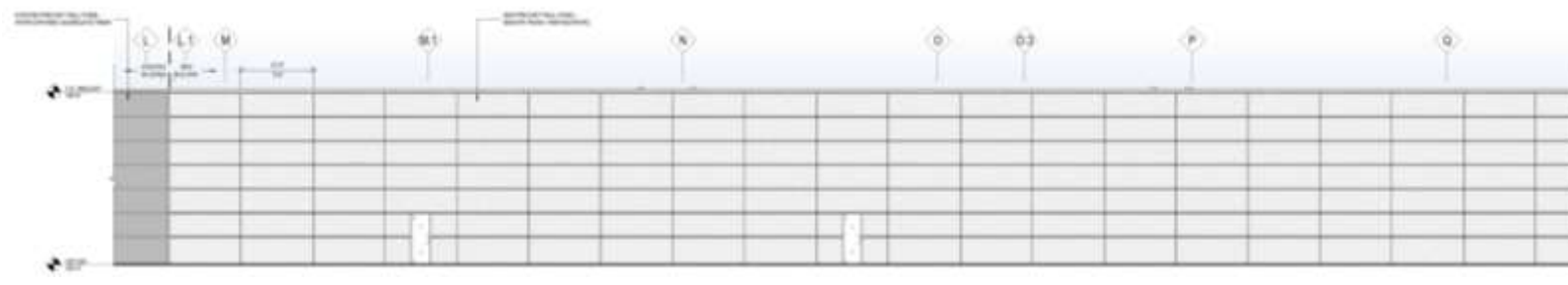
## A2.1 Building Elevations



**BRADY CORPORATION**  
 GOOD HOPE CAMPUS EXPANSION  
 File #241338  
 February 25, 2025  
 EUA Project #24337-01



WEST ELEVATION (South)

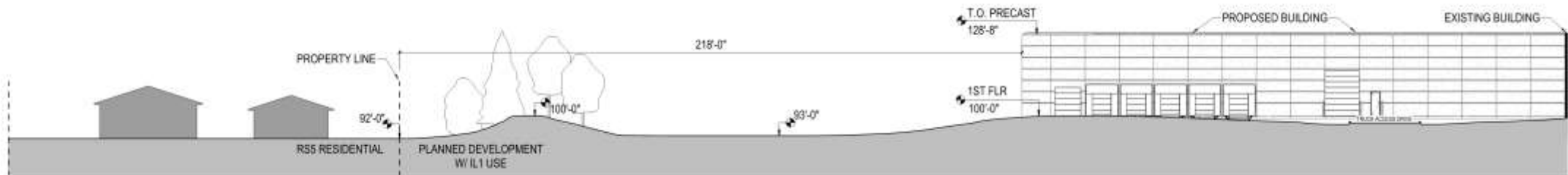


WEST ELEVATION (North)



## A2.2 Building Elevations

**BRADY CORPORATION**  
 GOOD HOPE CAMPUS EXPANSION  
 File #241338  
 February 25, 2025  
 EUA Project #24337-01



ARCHITECTURAL SITE SECTION – SOUTH PROPERTY LINE



A3.1 Architectural Site  
Section  
**BRADY CORPORATION**  
GOOD HOPE CAMPUS EXPANSION  
File #241338  
February 25, 2025  
EUA Project #24337-01