

**Exhibit A**

**File No. 241338**

**Detailed Planned Development known as Brady USA, Inc.**

**3<sup>rd</sup> Amendment to DPD - Phase 1 (western portion – building)**

**1<sup>st</sup> Amendment to DPD - Phase 2 (middle portion – parking lot)**

**(f/k/a W.H. Brady Company Corporate Center)**

**6555 West Good Hope Road**

**February 25<sup>th</sup>, 2025**

**Previous File History**

The Brady Corporation, facility on 6555 West Good Hope Road was first developed in 1985 (listed as 6321 W. Good Hope Road in City of Milwaukee GIS records). The General Planned Development (GPD) was approved as File No. 901858 in 1990 and amended in 2004 as part of the Phase 2 development on the site.

Phase 1 DPD: a Detailed Planned Development (DPD) for Phase 1 was approved in 1991 as File No. 901859 for the western portion of the site that includes the building. This included the original headquarters and a manufacturing phase which included 47,200 SF of office area on two floors and 105,670 SF of light manufacturing.

- A Minor Modification to the Phase 1 DPD was approved in 1995 as File No. 950014 to develop additional surface parking south of its new facility.
- In 2005, the Phase 1 DPD was amended as File No. 041231 to add an additional 60,000 sf footprint with 35,545 SF mezzanine (95,545 GSF) of light manufacturing and distribution center floor area.
- In 2020, the Phase 1 DPD was further amended as File No. 191792 to add an additional 25,000sf footprint (revised to 13,065 in construction) of distribution and storage floor area.

Phase 2 DPD: The Phase 2 DPD was approved in 2004 as File No. 041001, adding accessory parking and stormwater detention to support future expansion of the distribution warehouse.

**Project Summary**

Brady Corp. is requesting two additional amendments; a Third Amendment to the Phase 1 DPD zoning to expand the building footprint, add additional truck loading docks, and modify a portion of the existing parking area into a truck court, and a First Amendment to the Phase 2 DPD to add parking area east of the existing parking lot to compensate for parking lost in the Phase 1 DPD area as a result of the building addition. The Phase 2 DPD will also include a new sidewalk connecting the site employee sidewalk to West Good Hope Avenue.

The proposed building addition includes adding no more than 100,000 GSF, filling the southwest corner of the existing manufacturing building and extending to the south an additional 190'. This new addition will employ a painted precast wall panel finished in a manner that complements the existing exposed aggregate white precast wall panels and will match the same building height (28'-4" feet). This building expansion will add to the facilities distribution operation, and play a role in adding 70 new employee positions to the overall facility.

The new building expansion will take place in large part over the existing paved parking lot, which will reduce the site's overall parking count as outlined in the site statistics table. Added parking area will be

constructed adjacent to and in matching layout to the existing with the adjacent stormwater drainage swale to be adjusted accordingly. The change in parking will not impact Brady's on-site parking requirements, which currently has a ratio of 1 stall per 411.9 SF of building area. Based on parking relocation and building expansion, the new parking ratio will be 500.1 SF per stall. The modified parking area is proposed to include a new perimeter fence that will, in combination with the existing gates, provide a greater level of security for the vehicle parking area. The proposed fence will match the existing on the west side of this parking area both in style and height, and tie into the existing access gates. The details and scope of the proposed fence are further illustrated in the site exhibits.

Also included in this project scope is adding six new loading dock positions to the building addition's east façade (towards 60th Street); five for truck loading, and one compactor dumpster location. An overhead truck door for at-grade building access and a new employee entrance service door will be located on the east side of the new expansion area as part of the loading dock truck court. This elevation is approximately 1,700' from the eastern property line on 60th street.

**District Standards (s. 295-907):**

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| Uses:  | The facility will continue to operate as General Office and Light Manufacturing, which has been the intention of the original DPD as developed and as amended on February 10, 2005 (File Number 041231)   |
| Design standards:                            | Building setbacks, per table 295-805-2, Principal Building Design Standards, lists no minimum setbacks. Property transition buffers, per Table 295-805-4-d, Industrial District - Residential Transition Standards, are all met by the proposed layout.   |
| Density (sq. ft. of lot area/dwelling unit): | N/A   |
| Space between structures:                    | N/A   |
| Setbacks (approximately):                    | <p>Building Setbacks (Phase 1 DPD)</p> <p>North (to W. Good Hope Rd.) - unchanged: 216'-1"</p> <p>South (south limit of building expansion to south property line) – updated: 218'-0" (GPD requires a minimum 100' setback)</p> <p>East (to N. 60<sup>th</sup> Street): 1,452'-0"</p> <p>West (to west property line) : 55'-10" (GPD requires a minimum 25' setback)</p> <p>Parking Lot Setbacks (Phase 2 DPD):</p> <p>North (to W. Good Hope Rd.) – unchanged: 158'-4"</p> <p>South (to south property line) – unchanged: 568'-5"</p> <p>East (to N. 60<sup>th</sup> St.) – updated: 819'-11"</p> <p>West (to west property line) – unchanged: 678'-6"</p> |
| Screening:                                   | The existing site design addresses screening to the existing Residential neighborhood (RS5) south of the building with both a landscaped berm and evergreen trees. Additional modifications are to be added as necessary to effectively screen and accommodate the new building and truck court layout, including the addition of several new trees south of the expanded truck court and access drives, as noted on the L-1 Landscape Plan exhibit in this submittal.  |

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|                                   | <p>Mechanical equipment is either located on the roof of the area it is serving or enclosed in fencing on the west side of the building. This existing ground-mounted equipment faces a neighboring Light Manufacturing building.</p>   |
| Open space:                       | <p>Brady prides itself on the open space and landscape provided in the overall strategy noted below in Landscaping.</p>   |
| Circulation, parking and loading: | <p>Phase 1:</p> <p>Pedestrian access:</p> <p>The main pedestrian entrance is located on the north side of the building. Pedestrian access for employees is along the northeast corner of the building on the east façade, and the addition to the building includes a new service door as part of the revised loading dock and truck court area along the southwest corner of the building. Additionally, a 6.5' wide pedestrian connection will be added from the sidewalk along W. Good Hope Road to the employee entrance along the east side of the main access drive.</p> <p>Automobile access and parking:</p> <p>Unchanged automobile access from W. Good Hope Road or N. 60<sup>th</sup> Street</p> <p>Bicycle parking:</p> <p>Short-term bike parking provided at existing employee entrance on east side of existing building. There are 9 existing parking spaces for employees, which exceeds the current demand.</p> <p>Loading:</p> <p>All loading dock access and garbage pickup will occur at the existing and new loading docks located on the southern portion of the east building façade.</p>                       |
| Landscaping:                      | <p>Proposed Landscaping:</p> <p>Brady prides itself on providing walking paths in the undeveloped area between the employee parking area and 60th Street. This area represents approximately 20 acres of natural buffer to the East of the developed area of the site, which remains zoned GPD at this time. This existing landscaping will in large part remain unmodified and continue to be maintained. A portion of this area directly adjacent to the existing parking will be repurposed as paved parking area, extending roughly 64' to the east, or about 33,500sf(0.76 acres) of new paving contained entirely within the Phase 2 DPD area. The existing drainage swale and associated landscaping adjacent to the parking area will be modified for the new layout and designed to be consistent with the existing design, with all work also contained within the Phase 2 DPD.</p> <p>Additional landscaping will be added along the south portion of the site adjacent to the expanded loading docks and truck court to provide additional screening of truck lights and the building to the neighborhood to the south.</p> |

DPD Owner's Written Narrative – Brady USA, Inc. Good Hope Campus Expansion

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| Lighting:   | Any added pole-mounted or building wall-mounted lighting will be LED cut-off fixtures. Fixtures will be placed to be compliant with 1 foot-candle at shared residential property lines, per Zoning Code 295-409.  |
| Utilities:  | There will be no modifications to existing utility services.  |
| Signs (type, square footage, quantity and placement): | <p>Freestanding signs: Existing monument signs are located at the site entrances on W. Good Hope Rd. and N. 60<sup>th</sup> Street. The existing W. Good Hope Rd. monument sign that is part of the Phase 1 DPD area may be replaced and located roughly 300 feet to the west as noted on the Vicinity Site Map, to improve site entry traffic visibility and will be submitted as a separate package. A replacement sign not exceeding the existing sign parameters may be staff-approved. An increase in sign size or change in type or design may require a minor modification to the DPD.</p> <p>Building wall signs: Unchanged from existing</p> <p>Temporary signs: Temporary signs pertaining to construction and construction traffic will follow the provisions of code section 295-407-8-e4</p> <p>Other signs: Wayfinding signs for truck and automotive traffic will be adjusted in the southwest portion of site drives as the new truck access route changes.</p> <p>Illumination: Unchanged from required pedestrian and parking lighting required by municipal regulations.</p> |

**Site Statistics:**

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| Gross land area:  | <p>55.8 acres (2,434,178 SF)</p> <p>*Inclusive of total areas in GPD, DPD Phase 1, and DPD Phase 2</p>  |
| Maximum amount of land covered by principal buildings (approx.):                    | <p>Existing Phase 1 SF: 206,105 SF (20.4% of Phase 1, 8.4% of site)</p> <p>Proposed Phase 1 SF: 306,105 SF (30.3% of Phase 1, 12.5% of site)</p> <p>Existing Phase 2 SF: 0 SF (0% of Phase 2, 0% of site)</p> <p>Proposed Phase 2 SF: 0 SF (0% of Phase 2, 0% of site)</p>                            |
| Maximum amount of land devoted to parking, drives and parking structures (approx.): | <p>Existing Phase 1 SF: 236,657 SF (23.4% of Phase 1, 9.7% of site)</p> <p>Proposed Phase 1 SF: 212,834 SF (21.0% of Phase 1, 8.7% of site)</p> <p>Existing Phase 2 SF: 221,050 SF (28.1% of Phase 2, 9.0% of site)</p> <p>Proposed Phase 2 SF: 252,250 SF (32.1% of Phase 2, 10.3% of site)</p>      |
| Minimum amount of land devoted to landscaped open space (approx.):                  | <p>Existing Phase 1 SF: 566,245 SF (56.1% of Phase 1, 23.2% of site)</p> <p>Proposed Phase 1 SF: 512,300 SF (50.7% of Phase 1, 21.0% of site)</p> <p>Existing Phase 2 SF: 564,073 SF (71.84% of Phase 2, 23.17% of site)</p> <p>Proposed Phase 2 SF: 531,365 SF (67.9% of Phase 2, 21.8% of site)</p> |
| Max. dwelling units:  | N/A   |
| Max. proposed dwelling unit density (lot area per dwelling unit):                   | N/A   |

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| Proposed number of buildings:      | <p>Phase 1 DPD:<br/>Principal: 1<br/>Accessory: 0</p> <p>Phase 2 DPD:<br/>Principal: 0<br/>Accessory: 0</p>  |
| Bedrooms per unit (unit mix):      | N/A  |
| Parking spaces provided (approx.): | <p>Existing Automobile spaces: 635 spaces including (14) accessible<br/>Proposed Automobile Spaces: 643 spaces including (18) accessible (increased by 8 spaces)<br/>Spaces per 1000 sq ft for non-residential uses: 2.02</p> <p>Bicycle spaces: 9<br/>Short-Term: 9<br/>Long-Term: 0</p> <p>Note: Number, placement, and type of bicycle parking shall follow the provisions of the zoning code (s. 295-404).</p> |

**Time Limit on Zoning (not applicable):**

Per s. 295-907-2-c-12, the DPD zoning designation shall be null and void within 5 years from the effective date of the ordinance amending the zoning map to create the DPD, and the zoning of the property shall be changed to N/A (building expansion) at that time unless the criteria identified in 295-907-c-12-a and –b are met. The time period specified pursuant to subd. 11 may be extended only by an ordinance amending the DPD, pursuant to s. 295-307.