

**EXHIBIT A
FILE NO. 041002**

November 29, 2004
W.H. Brady Corporate Center

The Honorable
The Common Council
City of Milwaukee
Milwaukee, WI 53202

Gentlemen:

AMENDED
GENERAL PLAN PROJECT DESCRIPTION
AND OWNER STATEMENT OF INTENT

W.H. Brady Co., a Wisconsin Corporation, proposes a General Plan for a Planned Development District which will include a first stage detailed plan development. The site contains approximately 56 acres of farmland located at the southwest corner of West Good Hope Road and North 60th Street in the City of Milwaukee. The development is to be referred to as the W.H. Brady Corporate Center ("Center"). The site is currently zoned DPD and GPD.

The proposed General Plan is to create a spacious parklike integrated center which will contain an office park, research and development facilities and light manufacturing and industrial facilities together with other compatible and ancillary uses as set forth in the attached General Plan exhibits, as shown on the General Site Plan identified as Exhibit 4. The structures will be harmonized with the natural setting of the present farmland and will be constructed in a manner that promotes creativity and variety while maintaining sensitivity to the environment. Development of the site will be done in a manner compatible with its surroundings and consistent with the City's comprehensive development plan, as amended.

The proposed boundaries for the Center, provided on the attached survey identified as Exhibit 3, form a rectangle approximately 1,950 feet west along West Good Hope Road and approximately 1,250 feet south along North 60th Street. There are no public rights-of-way within the site. Proposed building elevations, site grading, and berm locations are shown on Exhibit 5. All existing structures shown on the survey will be removed.

The setback restrictions along the southern boundary will be 100 feet including an access roadway, and the extensive landscaping and berms which will be constructed will be a natural attractive screen and a buffer for adjoining residential properties, as shown on Exhibit 6. The setbacks along the western perimeter of the site will be a minimum of 25 feet and will be used only for recreation, utility right-of-way, walks or drainage channels. All open spaces on the site will be landscaped and maintained to complement the structures on the site. A conceptual landscape plan is shown on Exhibit 6 and screening and landscaping of permanent parking areas will comply with the intent of City

Code requirements and the development standards recommended by the Northwest Side Area Plan.

W.H. Brady Co. currently plans to develop the entire site during a 15-year period. The initial stages will include a light manufacturing facility, distribution facility, administrative and general offices and ancillary parking. During the initial phases, ancillary parking may be placed on future building sites to allow for employee security and travel from their vehicles to work stations. Future development will convert these parking lots to buildings as required to meet the overall plan intent and to provide for the same environmentally sensitive quality development as the first phases. After completion of the initial stages of development, if W.H. Brady Co. determines that excess parking has been constructed, they will then consider reducing the total number of parking spaces in any future development.

Vehicular access will be provided to the site from Good Hope Road and from a service road off North 60th Street. Lighting will conform to the established standards used by the City for similar developments and will be designed and constructed such that the lighting will not glare onto adjacent streets or neighboring residential areas, and all utility lines including electric power, telephone lines, and cable will be installed underground. Public utilities serving the site will include water and sewer, installed along easements to be granted at locations acceptable to the City. Only on-premise signs will be erected and then only in specific locations to be shown in detailed plan developments, with no signs to be larger than 125 square feet. W.H. Brady Co. has retained the services of a traffic engineering consultant to analyze and minimize the impact of the Center on the neighborhood's traffic flow and volume.

Required stormwater retention facilities are being provided for the area being developed at this time. If additional facilities are necessary in the future, adequate land area and storage capacity will be provided in accordance with a Storm Water Management Report prepared for W.H. Brady Co. by Triad Engineering Incorporated.

GENERAL PLAN STANDARDS

PERMITTED USES

A. Principle Uses:

1. General offices
2. Research and development facilities
3. Manufacture and assembly of signs, nameplates, labels, computerized printers and electronic components and printing associated with the foregoing
4. Light Manufacturing
5. Distribution Facility

SITE STATISTICS

GENERAL PLAN

LAND AREA PERCENTAGE	SQUARE FT.	ACRES	
GROSS LAND AREA	2,434,242	55.8825	100
BUILDINGS PARKING & DRIVES LANDSCAPED OPEN SPACES	559,600 721,220 1,153,442	12.85 16.56 26.47	23 30 47

FLOOR AREA RATIO

FLOOR AREA BUILDING	700,000	
LAND AREA	2,434,242	0.2876

NUMBER OF PARKING SPACES: 1,631

GROSS BUILDING FLOOR AREA: 700,000 SQUARE FEET

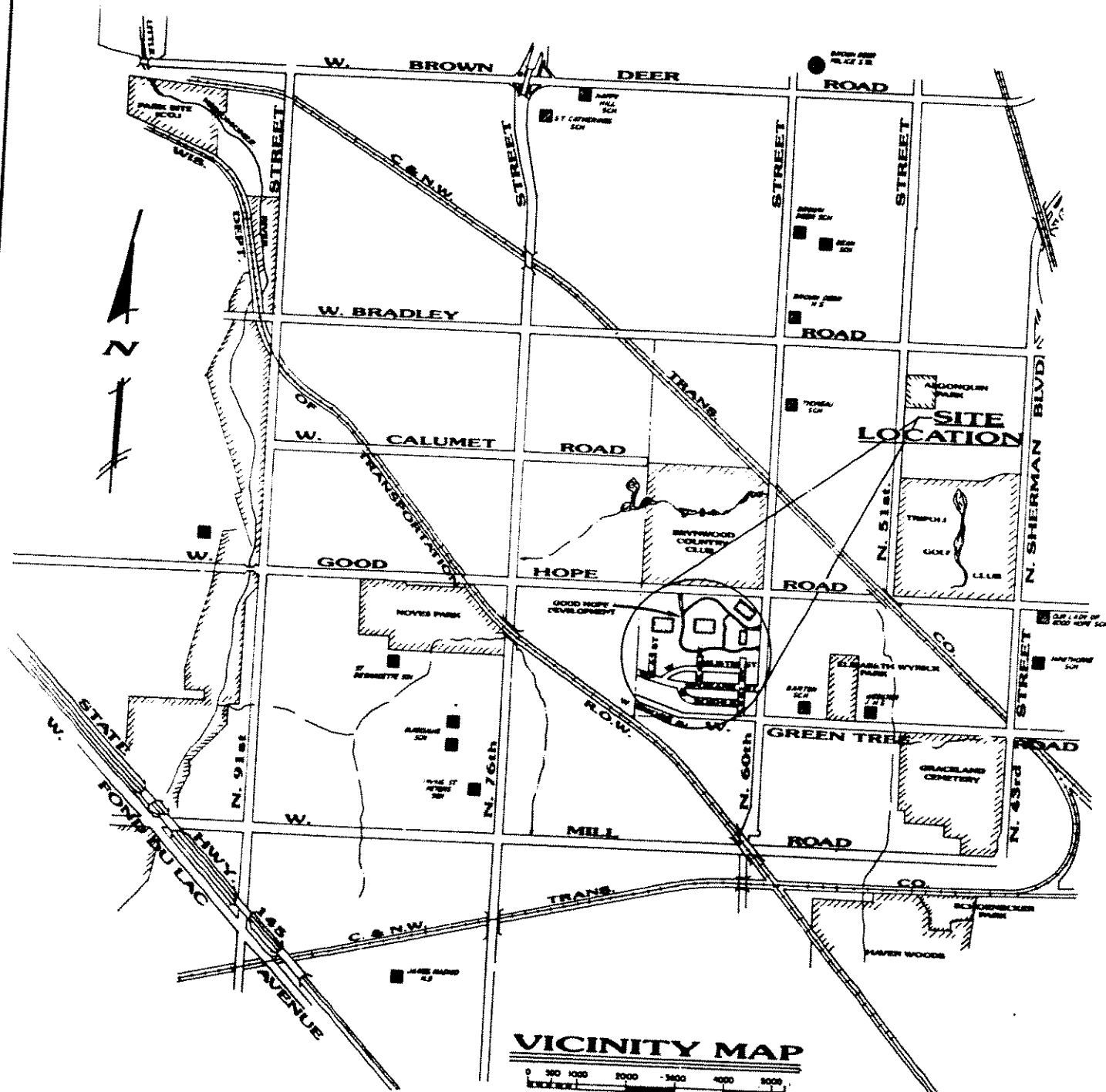
MAXIMUM BUILDING HEIGHT: 60 FEET

W.H. BRADY CO.

GOOD HOPE DEVELOPMENT

G.P.D.

GENERAL PLANNED DEVELOPMENT



DEVELOPER



W.H. BRADY CO.
 787 WEST GLENDALE AVENUE
 P.O. BOX 871
 MILWAUKEE, WISCONSIN 53201-0871
 PH: (414) 382-8100
 FAX: (414) 382-0861

ARCHITECT



HEIKE/DESIGN ASSOCIATES INC.
 BISHOP'S WOODS EAST SUITE 201
 13255 WEST BLUEMOUND ROAD
 BROOKFIELD, WISCONSIN 53008
 PH: (414) 786-0816

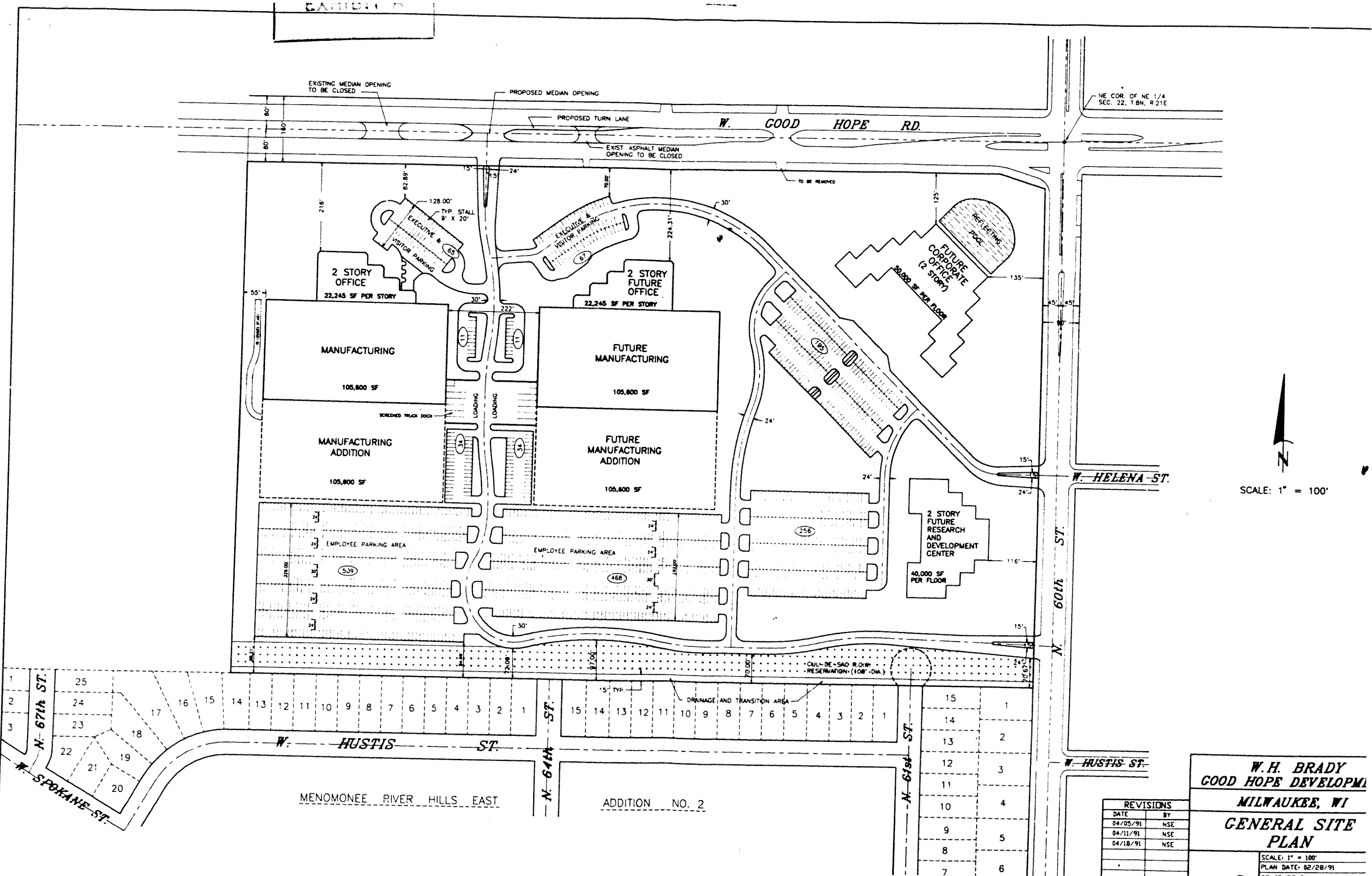
SITE ENGINEER



NATIONAL SURVEY & ENGINEERING
 4125 NORTH 124th STREET
 BROOKFIELD, WISCONSIN 53008-0444
 PH: (414) 781-1000
 FAX: (414) 781-8466

EAST

NE COR. OF NE 1/4
SEC. 22, T.8N, R.21E

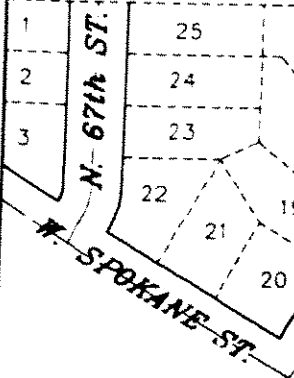


SCALE: 1" = 100'

REVISIONS	
DATE	BY
04/05/91	NSE
04/11/91	NSE
04/18/91	NSE

**W.H. BRADY
GOOD HOPE DEVELOPMENT
MILWAUKEE, WI
GENERAL SITE
PLAN**

SCALE: 1" = 100'
PLAN DATE: 02/28/91



MENOMONEE RIVER HILLS EAST

ADDITION NO. 2

