

Excerpt from City of Brookfield Municipal Code

Chapter 17.50 VILLAGE AREA BUSINESS DISTRICT (VAB)

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17.50.010 Purpose.

The village area business district (VAB) is intended to encourage and promote a well-planned mixed-use environment with commercial, office and residential components, layered vertically. This section will implement the preferences for the village area neighborhood plan, an update to the city master plan. The specific goal is to encourage efficient land use by facilitating developments that minimize the amount of land needed for surface parking, while at the same time acknowledges the need for parking provided through a combination of on-site and off-site parking facilities. A safe, comfortable and attractive business district is desired for pedestrians, patrons and residents. The district is intended to supplement the objectives of the “B-1” local business district in an area that is characterized by small, shallow or narrow lots; where commercial parcels are adjacent to residential development located on small, narrow or shallow lots, or which have offsets below those required by code; or where the patterns of land division were platted—and largely developed—prior to the establishment of zoning. The regulations of this district address building, use, parking, height, area, aesthetic, and stormwater management requirements, where the intent is to complement the existing, historically significant commercial and mixed-use structures in the district. (Ord. 2068-06 § 2 (part), 2006)

17.50.020 Buildings to retain.

The following buildings are considered to contribute to the character of the village area and/or have medium- to high-architectural significance, and the owners are encouraged to adaptively reuse a building, historically renovate a building and/or relocate a building to another location within the village area to the fullest extent allowed by law.

A. Candidates for adaptive reuse and/or historic renovation.

1. 2835 through 2855 North Brookfield Road;

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2. 2863 through 2867 North Brookfield Road;
3. 2910 North Brookfield Road;
4. 2915 North Brookfield Road;
5. 2925 North Brookfield Road;
6. 2965 North Brookfield Road.

B. Candidates for adaptive reuse, historic renovation and/or relocation.

1. 2844 North Brookfield Road (Rail Depot);
2. 2960 North Brookfield Road;
3. 18720 Hoffman Avenue;
4. 18740 Hoffman Avenue;
5. 3015 North Brookfield Road;
6. 3035 North Brookfield Road.

17.50.070 Aesthetics and details—Required.

A. The design of new buildings shall include quaint, wood frame style, historically sensitive, architecturally diverse, and pedestrian-scaled building features and materials. The site development standards for nonresidential uses shall apply unless otherwise required below.

1. Proportion Width/Height. Building facades, including details, shall contain a proportion of height and width based on one unit of height for two units of width.
2. Proportion of Doors to Windows. Windows shall contain a proportion of three widths to six heights, and doors shall contain a proportion of three widths to seven heights.
3. Rhythm of Openings. On lower levels, the building shall include large glass areas from floor to ceiling. On upper levels, the building shall include solid walls with windows set in an alternating pattern of solid(s) and void(s), spaced in a consistent pattern.
4. Facade Materials. Exterior facade materials shall reflect the dominant visual characteristics of the building's original exterior design, including wood clapboard or simulated clapboard siding (such as fiber-cement siding) with narrow detail, wood shingles, and wood or wood-like trim.

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Windows shall be trimmed with wood or wood-like casings and hoods. Cornices with brackets or other ornamental detail shall be of wood or wood-like materials. Decorative shingles in gables or pediments, harmonizing with the siding and trim are permitted. Textures achieved through the use of brick, stone, etc., are not permitted.

5. Color. The colors of building materials shall be of the late nineteenth to early twentieth century period, which include popular jewel colors of the late Victorian period and lighter colors of the neo-classical revival period.

6. Roof Design. Flat roofs and horizontal cornices with or without gable pediments shall be provided in 2.0-story buildings. Gables to the street shall be provided in 2.5-story buildings. Colonial roofs, mansard roofs and dormers are not permitted.

7. Building Shape, Dominant Vertical/Horizontal. Neither tall, narrow buildings, nor low, wide buildings are permitted. Buildings in the business district have historically been two stories high and slightly wider than they are tall. Street facades which are balanced between horizontal and vertical elements are to be provided.

8. Other Architectural Elements. Decorative porches with turned wood or wood-like columns, banisters and wood lattice, wood banding, shingle patterns in gables or bays or in horizontal strips, pediments, bays and corner turrets, are permitted.

B. In addition to the required submission items in Section [17.100.050](#) of this code, a scaled streetscape elevation drawing and a three-dimensional rendering shall be submitted to the plan commission, illustrating the proposed building in the context of the neighboring buildings.

C. The sloped portion of driveway aprons shall not intrude into the sidewalk zone.

D. Trash and recycling for new construction shall be stored indoors unless otherwise approved by the plan commission. Building code requirements-including a firewall-will apply. Exterior dumpster enclosures shall not enclose an area greater than one hundred eighty (180) square feet in size and the design and materials shall complement the main structure.

E. Four-sided architecture is required unless waived by the plan commission due to zero or minimal offsets.

F. EIFS (exterior insulated finishing system), spandrel glass (opaque), reflective glass (mirrored) and above-grade CMU (concrete masonry units) are prohibited.

G. Large first floor windows are required to establish visibility and transparency along the street.

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H. The application of the landscape regulations in the site development standards for nonresidential uses will be limited due to reduced setbacks and offsets. While the preferred location of parking lots is out of view from public streets, it is understood that instances may arise where they are adjacent to streets and therefore become a part of the streetscape. In the instances where parking may be adjacent to the build-to line, O'Malley Alley and/or residential districts, screening shall be designed as follows to maintain and enhance the continuity of the streetscape and/or provide general screening of the parking areas, subject to plan commission approval:

1. Coverage. The build-to line shall be screened for the entire length (one hundred (100) percent) of the parking lot or vehicle use area and extend ten feet in either direction measured parallel to the parking lot or vehicular use area, or to the building edge or property boundary, whichever is less. Points of access are exempt from this regulation.
2. Landscape Screens. All screening shall be no greater than three feet in height and shall incorporate both architectural elements (such as planters, garden walls or fences) and plant material.

I. Buildings on lots with Brookfield Road frontage shall have at least one building entrance facing Brookfield Road.

J. The style of lighting shall complement the historic character of the business district. Decorative lights are only permitted as regulated in Section [17.120.070](#) of this code.

K. Screening of HVAC, electrical, and other utilities is required. Utilities that cannot be located indoors shall be painted to match the color of the building.

L. A pedestrian path visually and physically connecting Milwaukee Avenue at 184th Street extended to the railroad right-of-way and the future Greenway Trail. Impacts only 2836 North Brookfield Road in this district. (Ord. 2068-06 § 2 (part), 2006)

17.50.071 Aesthetics and details—Recommended.

A. The following items are concepts encouraged to be utilized within the district, but are not required:

1. Historic rehabilitation and/or renovation of existing buildings;
2. Relocation of existing homes in the district to elsewhere in the village area is strongly encouraged-especially those identified in the city of Brookfield village area architectural assessment (September 1993) that have medium- to high-architectural significance, yet do not meet the intent of the mixed-use business district;

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3. It is preferred that the maximum height along Brookfield Road is 2.0 stories on the west side and 2.5 stories on the east side;
4. Include details in the building design to mitigate train noise and vibration;
5. Elevated, covered porches are encouraged. Turn-of-the-twentieth-century awnings in lieu of a covered porch may be approved by the plan commission. Encroachment of awnings into public right-of-way is subject to Section [12.08.020](#) of this code;
6. The burial, relocation or removal of overhead wires, and other unsightly utilities;
7. A pedestrian path visually and physically connecting Pleasant Street and McCoy Field;
8. Wall signs with external illumination are the preferred method of identification of a building and/or business. Shingle and awning signs are allowed. Signage along the vertical portion of an awning may be permitted subject to a maximum size of four square feet and plan review board approval;
9. Building access shall adhere to the American with Disabilities Act (ADA) regulations. The minimum first floor elevation shall be zero feet above the lowest street yard grade. The first floor elevations of adjacent structures shall be considered when establishing the final first floor elevation. Creative ramp solutions for elevated first floors are allowed;
10. Sustainable design concepts-such as a green roof, the use of recycled lumber and LEED certification-are encouraged. Since some concepts-such as solar panels visible from the street-are not historically appropriate, the use of sustainable design is subject to plan commission approval;
11. Rooftop HVAC and interior utilities are strongly encouraged;
12. Landscape transition areas are strongly encouraged along the rail right-of-way frontage. (Ord. 2068-06 § 2 (part), 2006)