



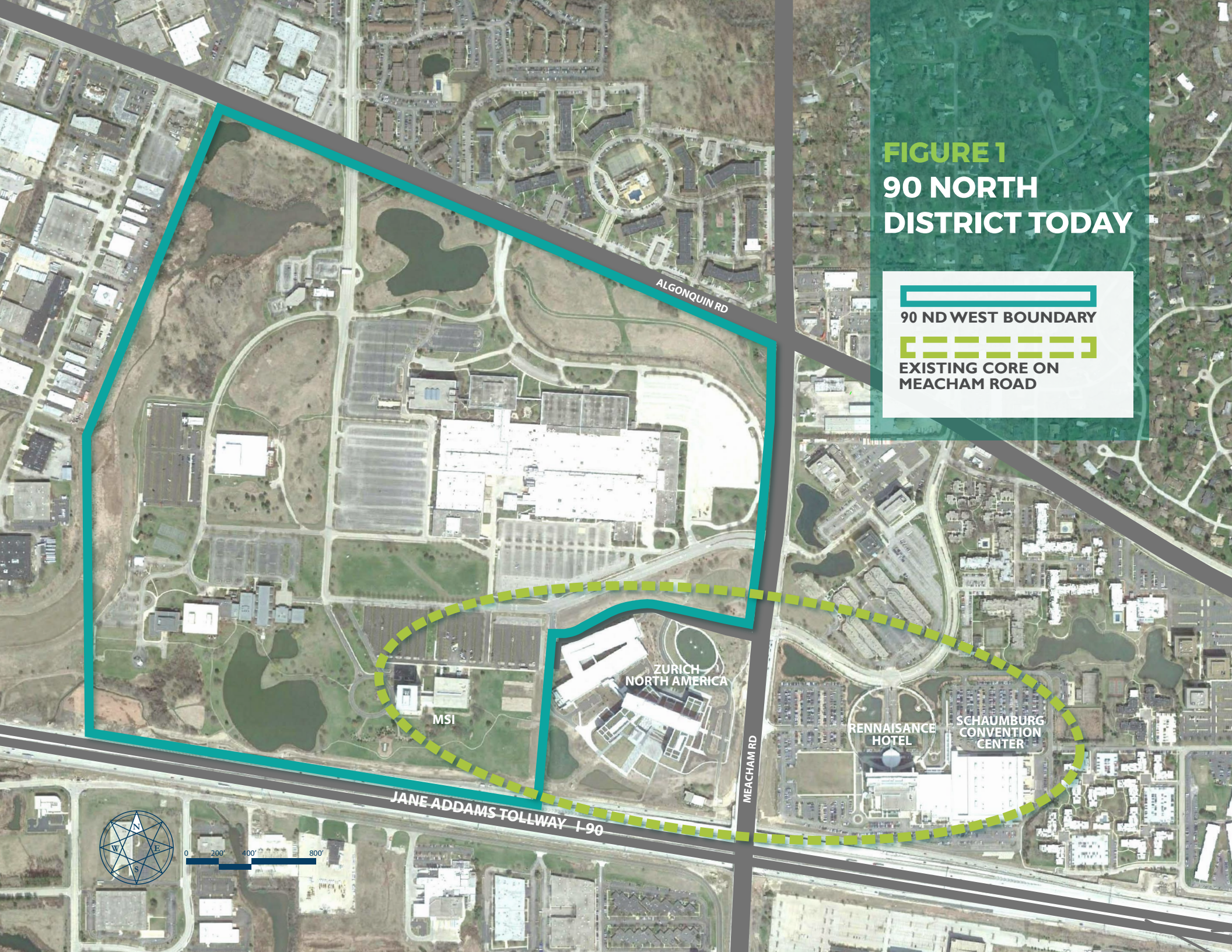
# **90 NORTH DISTRICT WEST REGULATORY FRAMEWORK**



# FIGURE 1 90 NORTH DISTRICT TODAY

90 ND WEST BOUNDARY

EXISTING CORE ON  
MEACHAM ROAD





## BACKGROUND

The Village of Schaumburg has been actively pursuing the transformation of the overall 90 North District, the area north of the Jane Addams (I-90) Tollway, for several years. In 2014, the Village established a TIF District for the area and adopted the North Schaumburg Concept Plan, which provided a Land Use and Greenway Plan for the TIF area.

In 2014, the Village undertook the creation of Land Use Plans for both sides of Meacham Road, the major north-south arterial running through the center of the 90 North District. These efforts have subsequently led to separate coordinated plans for the two sides, designated as “90 North District West (90 ND WEST)” and “90 North District East (90 ND EAST)”. In 2015, the Village approved the Land Use Plan for the 90 ND WEST Area and in 2016, the development of a Regulatory Framework was initiated to create a new zoning district for the area.

### A UNIQUE REDEVELOPMENT OPPORTUNITY

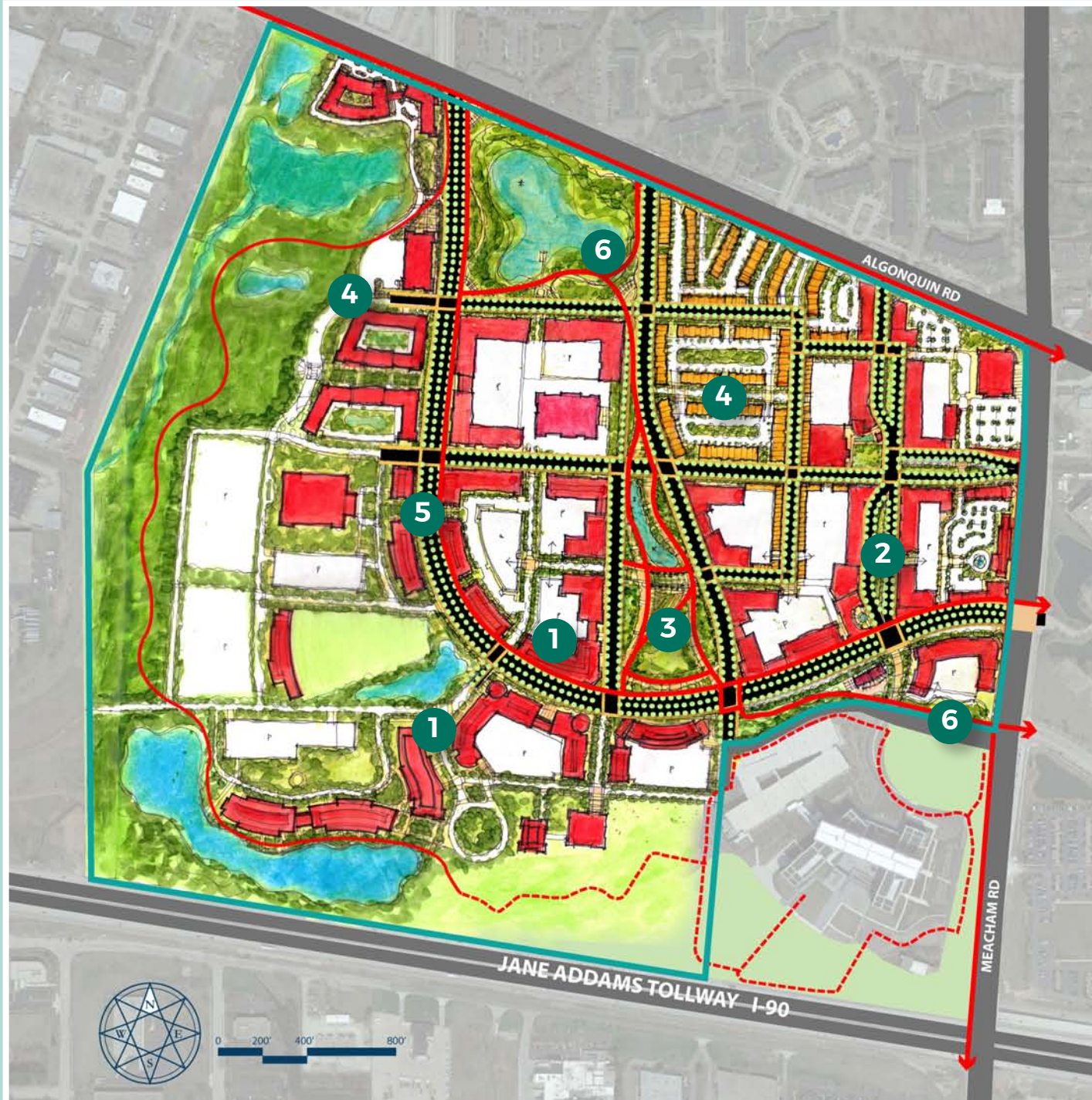
The overall 90 North District area offers a major catalytic redevelopment opportunity for the Village of Schaumburg as well as the larger Chicago Region. A highly desirable location, right next to major regional transportation corridors of I-90, I-290 and IL-53 and proximity to O’Hare International Airport are major assets of the District.

Regional and global anchors have already created a strong economic core at I-90 and Meacham Road at the heart of the 90 North District. Major anchors include the Zurich North America Headquarters, Schaumburg Convention Center & Renaissance Hotel and Motorola Solutions Incorporated (MSI). Together, these anchors bring over 5,000 employees to the area every day as well as over 130,000 visitors annually just at the Convention Center. The 90 North District also complements the nearby Woodfield Regional Center, the largest commercial and retail hub in the Chicago region outside Downtown Chicago.

### THE 90 NORTH DISTRICT IS BEST POSITIONED IN THE REGION TO RESPOND TO CHANGING REGIONAL AND NATIONAL TRENDS.

The typical auto-oriented, single-use suburban office park is no longer the preferred environment for today’s workforce. The millennials, already the largest generation in the nation’s labor force, prefer the walkable mixed-use setting of traditional urban centers. This preference is influencing where corporate offices are choosing to locate and employers are willing to pay premium rents to be in traditional urban centers.

To remain competitive, and to attract and retain the workforce of the future, a new paradigm for a walkable mixed-use suburban office center has emerged. While there are successful examples of this new paradigm in other major cities, the Chicago Region is still lacking a new suburban mixed-use office environment that is a viable and attractive alternative to Downtown. The 90 North District, with its already established strong economic position, is poised to bring this new paradigm to the Chicago Region, and create a premier “Global Place for Business” that is a nationally known example of a walkable, vibrant and mixed-use place to work in the suburbs.



**FIGURE 2**  
**ILLUSTRATIVE**  
**MASTER PLAN**

## A NEW PARADIGM FOR A GLOBAL PLACE OF BUSINESS

### MAJOR PLAN ELEMENTS

1. THE BUSINESS CORE
2. THE MAIN STREET
3. THE GREENWAY PARK SYSTEM
4. THE NORTH POND NEIGHBORHOOD
5. THE BOULEVARD
6. THE TRAIL SYSTEM

### EXISTING TRAILS

### PROPOSED TRAILS



## THE ILLUSTRATIVE MASTER PLAN

The Illustrative Master Plan (Fig.2: Illustrative Master Plan) shows a potential development scenario at full build-out as envisioned by the Village. While actual build-out of development parcels might vary, the Illustrative Master Plan provides a clear and consistent framework for the 90 ND WEST Zoning Code and Design Guidelines.

### VISION FOR THE OVERALL 90 NORTH DISTRICT

*“The 90 North District will be transformed into a New Global Place for Business that is unique to the Chicago Region. The area will be a vibrant and prosperous mixed-use center with a walkable core of offices for international, national, and local companies. High quality hotels and entertainment venues will build on the nearby hotel and convention center. Restaurants and support retail will serve day time users as well as provide a vibrant evening destination. A uniquely designed lush greenway with trails and recreational amenities will define the vibrant heart of this new economic center. High end residential options will allow employees to live within walking distance of the office core.*

*This will be the Chicago region’s nationally and globally recognized example of a successful transformation from an auto-oriented single use campus to the new paradigm of a multi-modal mixed-use global place of business. New residential, commercial and entertainment uses will complement the businesses, attracting millennials to work and live in this new vibrant and walkable district.”*

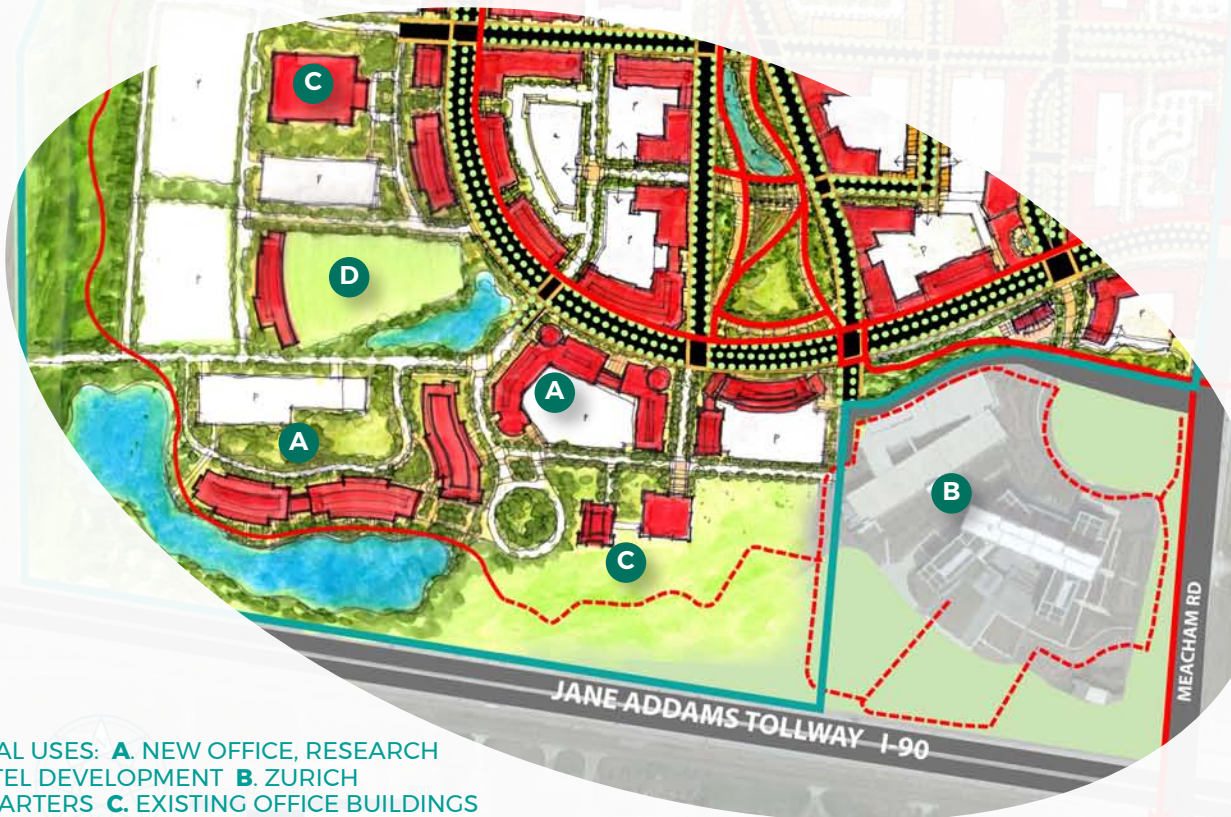
### GOALS FOR 90 ND WEST

- Strengthen the existing core at Meacham Road (as shown on Fig. 1) by concentrating a mix of commercial, entertainment and residential uses that are within easy walking distance of the existing anchors
- Create a framework of connected public streets, trails and open spaces, and walkable development blocks
- Ensure that safe and seamless pedestrian and vehicular connections are provided across Meacham Road between the 90 North District West and East Areas to create a cohesive overall district
- Maximize the synergy between multiple uses to create a vibrant district and allow for more rapid absorption of the site
- Build a critical employment and residential density that makes Bus Rapid Transit (BRT) and other long-term transit modes viable
- Develop new modern corporate office facilities to attract and retain top tier corporations
- Support a Long Term Phased Development that can respond to changing market trends
- Create a new economic engine for the Village that will drive growth of jobs and tax revenues for many years into the future

# 1. THE BUSINESS CORE

Along the highly desirable Jane Addams / I-90 frontage, the Illustrative Master Plan reserves large development parcels to attract future office, research and hotel uses. Long-term buildout of the Business Core will address the following goals:

- Provide iconic and highly visible architecture from the highway to reinforce the district's image as a "Global Place of Business"
- Ensure that there is adequate land reserved for potential large anchors who might want to locate in Schaumburg and the North District in the future
- Build on the high quality highway frontage already established by the new Zurich headquarters and the Renaissance Hotel
- Support a strong economic engine for the Village that will drive growth of jobs and tax revenues for many years into the future



POTENTIAL USES: **A.** NEW OFFICE, RESEARCH AND HOTEL DEVELOPMENT **B.** ZURICH HEADQUARTERS **C.** EXISTING OFFICE BUILDINGS **D.** POTENTIAL ENTERTAINMENT VENUE



EXAMPLE: **RESTON TOWN CENTER, VA**  
A GLOBAL BUSINESS CAMPUS IN A WALKABLE AND MIXED-USE SETTING IN A SUBURB





## 2. THE MAIN STREET

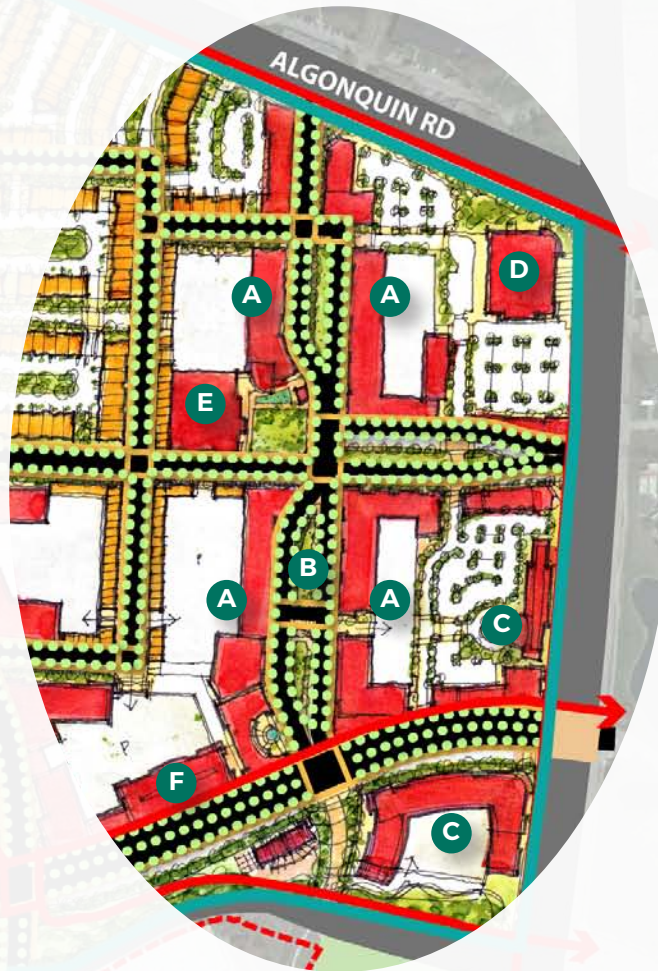
Main Street is the mixed-use center of the district with shops, restaurants and other commercial uses framing the pedestrian streets and plazas. Upper floors of these mid-rise buildings will add a significant number of residential units within walking distance of the existing core. Landscaped plazas will offer outdoor dining areas, water features, public art, seating and retail kiosks. These outdoor gathering spaces can also host small programs throughout the year that complement events at the Greenway Park.

A theater will be a major anchor and entertainment destination at the heart of Main Street. Neighborhood amenities including a grocery store and other services will also be provided, all within easy walking distance for residents and employees in the district.

Improved intersections across Meacham Road will provide safe and attractive pedestrian and bike connections to the Convention Center, hotels and planned entertainment district in 90 ND East.

With its diverse mix of commercial, residential, hotel, office and entertainment uses, Main Street will be a lively and vibrant gathering place during the daytime and the evening for employees, residents and visitors.

**POTENTIAL USES:** **A.** MID-RISE MIXED-USE WITH RESIDENTIAL OVER COMMERCIAL **B.** MAIN STREET PLAZAS **C.** HOTEL / OFFICE AND RESTAURANTS **D.** GROCERY **E.** THEATER



**EXAMPLE: ROOSEVELT COLLECTION, CHICAGO**  
A MIXED-USE DESTINATION WITH RESIDENTIAL, RETAIL, RESTAURANTS AND ENTERTAINMENT





### 3. THE GREENWAY PARK SYSTEM

#### THE GREENWAY PARK

The Greenway Park is envisioned to be a regional destination as the first authentic Urban Park in a Chicago suburb. It will nurture everyday life for employees, residents and visitors of the overall 90 North District. With time, the Greenway Park will become the memorable central park for all residents of Schaumburg. Parcels facing the Park will be the desired address for high-quality anchors wanting to locate in the area.

#### THE NORTH POND PARK

The North Pond is envisioned to be a gateway to the district from Algonquin Road, as well as the north terminus of the trails planned through the district. The existing ponds will be expanded to meet detention requirements for the district, and enhanced with natural landscaping, seating, lighting, signage and trails. A public street will define the southern edge of the North Pond.

#### MAJOR ELEMENTS:

**A + B. 10 ACRE GREENWAY PARK**

**C. 14 ACRE NORTH POND**



**EXAMPLE: ROSE KENNEDY GREENWAY PARK, BOSTON**  
17 ACRE LINEAR PARK AS A REGIONAL DESTINATION WITH GARDENS, PLAZAS, EVENING ATTRACTIONS, PUBLIC ART AND MANY OTHER AMENITIES.





Chicago is a city with world class urban parks which are at the core of its identity - from the massive 300 acre historic Grant Park to smaller and newer parks like the 24 acre Millennium Park and the three acre Maggie Daley Park.

Suburban parks in the Chicago Region are typically designed to meet residential needs, including amenities like playlots, athletic fields and family recreation. Forest preserves also offer significant acreage for passive recreation and access to natural amenities. While these kinds of open spaces are necessary to continue to meet the needs of residents, a new generation of parks and open spaces are needed to attract the next generation of employees, residents and visitors to suburban areas.

While there are some examples of smaller urban scaled squares and parks in the suburbs, like Woodstock's historic square and Market Square in Lake Forest, no suburb has yet created a signature large "Urban Park" that is a regional destination on its own. The Greenway Park system is an opportunity to create the first significant public "Urban Park" in a major Chicago suburb and create a world class destination at the heart of the 90 North District.

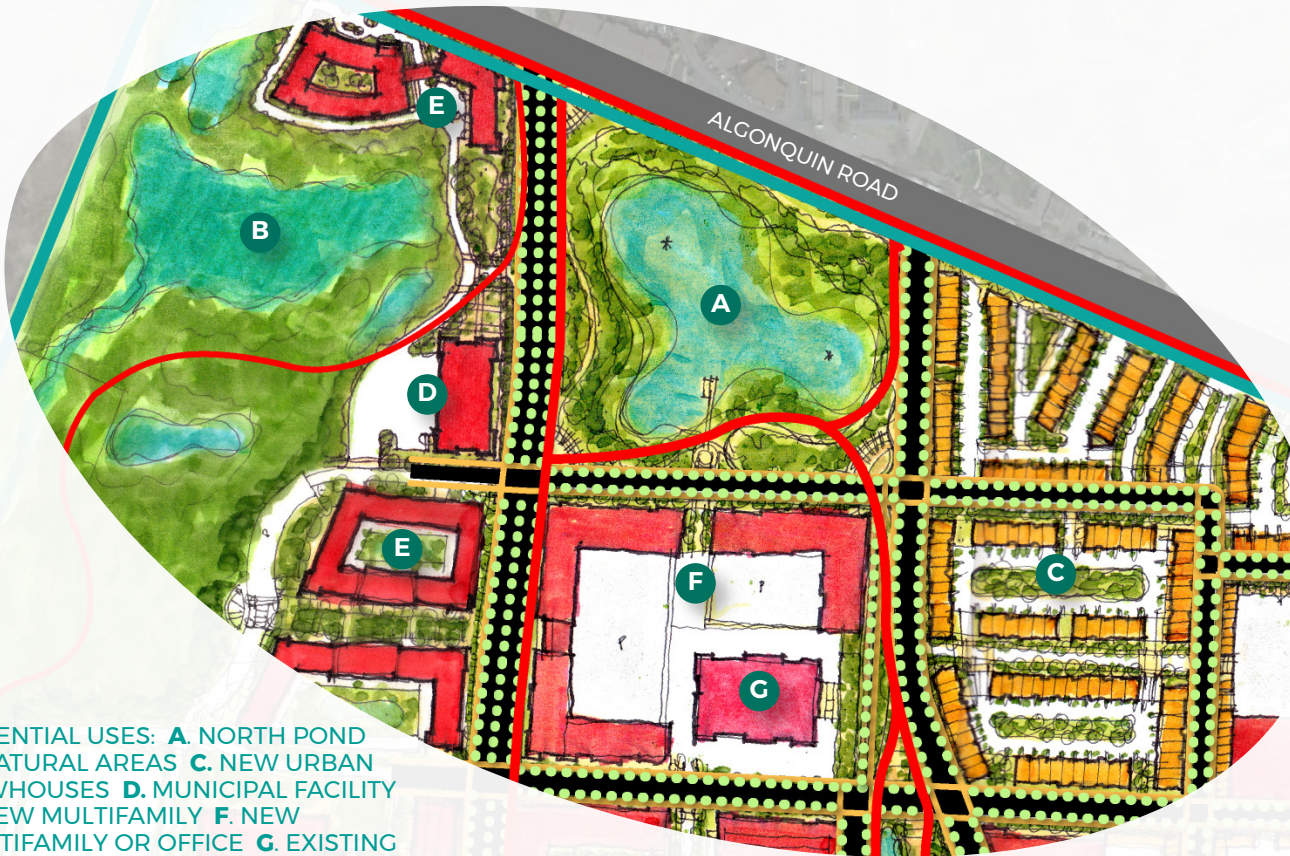
**EXAMPLE: MILLENNIUM PARK, CHICAGO**  
24 ACRE PARK AS A MAJOR ECONOMIC ENGINE AND GLOBAL TOURIST DESTINATION OF A WORLD CLASS CITY



**EXAMPLE: DISCOVERY GREEN, HOUSTON**  
12 ACRE PARK AT THE HEART OF DOWNTOWN AS THE DESIRED ADDRESS FOR NEW HOTELS, OFFICES AND ENTERTAINMENT VENUES AND MAJOR COMMUNITY EVENTS







POTENTIAL USES: **A.** NORTH POND  
**B.** NATURAL AREAS **C.** NEW URBAN  
ROWHOUSES **D.** MUNICIPAL FACILITY  
**E.** NEW MULTIFAMILY **F.** NEW  
MULTIFAMILY OR OFFICE **G.** EXISTING  
OFFICE BUILDING

## 4. THE NORTH POND NEIGHBORHOOD

The North Pond Park neighborhood brings a variety of high quality housing options within walking distance of jobs, shops and parks proposed in 90 ND West. These higher density residential developments will attract millennials, empty nesters and new residents not looking for a family-sized home. New urban rowhouses will create attractive street walls for treelined streets, with garages and car access from a rear private alley. New mid-rise multifamily development will offer units wrapping structured parking topped with rooftop amenities. The existing office building will be renovated into a modern place of work. Long term, existing surface parking around the building will be replaced with new residential or office development and structured parking, creating an attractive street wall along the south of the North Pond Park.



EXAMPLES:  
ROWHOUSES AT THE GLEN, GLENVIEW (ABOVE)  
ROWHOUSES AND MID-RISE MULTIFAMILY AT RESTON TOWN  
CENTER, VA

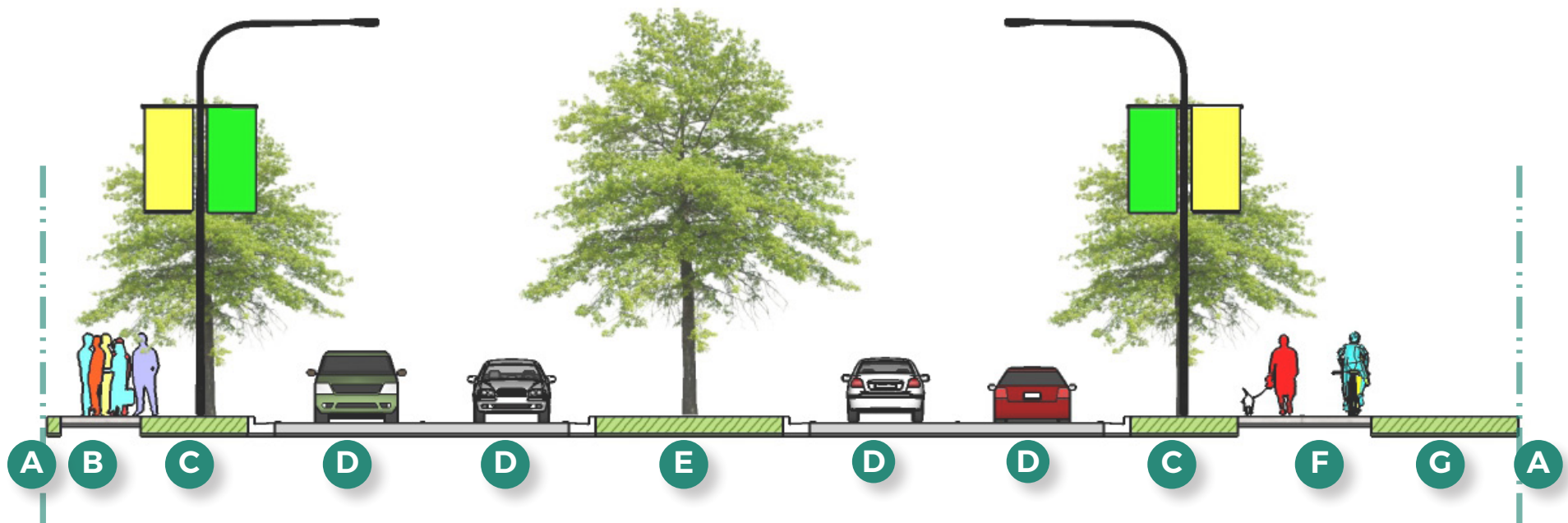




## 5. THE BOULEVARD

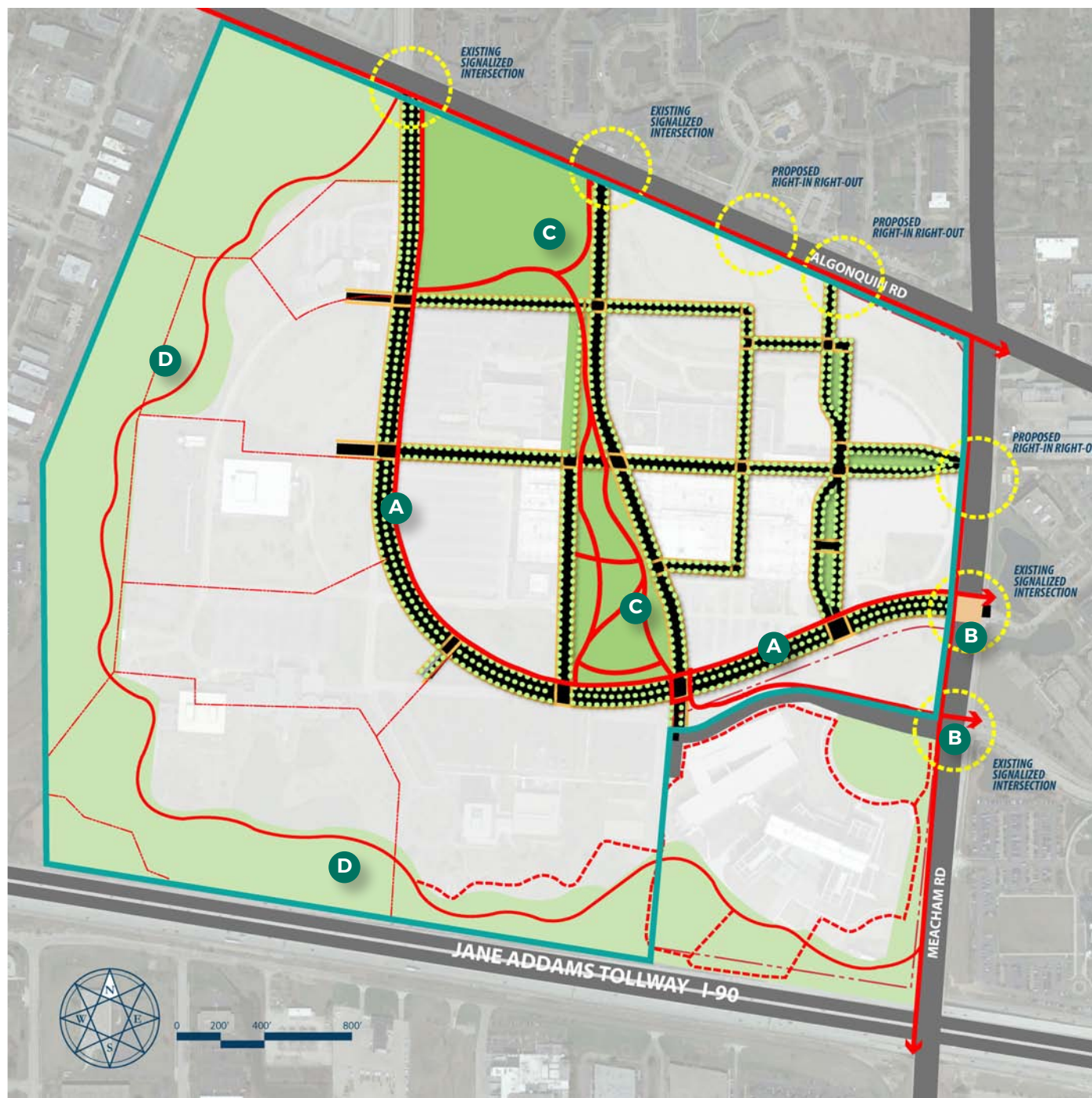
The Boulevard is the primary multimodal thoroughfare running through the heart of 90 ND West. It is also a premium address for future office, hotel and mixed-use developments, offering the following amenities:

- The 110 foot R.O.W. will have 4 lanes for traffic, with street landscaping, lighting, signage and streetscape elements that will create a vibrant and lush street.
- Trails along the Boulevard will allow employees, visitors and residents to easily walk or bike within the district and connect to the Greenway trails.
- Intersections will be designed to ensure safe and convenient pedestrian and bike crossings.
- The Boulevard can also accommodate future Pace bus service that can connect to the existing Northwest Transportation Center, I-90 express bus service and future Bus Rapid Transit (BRT) on I-90.
- Trails along the Boulevard are planned to connect to the east side of Meacham Road with improved intersections. A pedestrian and bike bridge can also be considered to strengthen the connections to 90 ND East.



**A. BUILDING FRONTAGE ZONE B. PEDESTRIAN ZONE C. PARKWAY ZONE D. VEHICLE LANES E. LANDSCAPED MEDIAN & LEFT TURN LANE F. TRAIL G. TRAIL BUFFER AREA**





## 6. THE TRAIL SYSTEM

An extensive system of connected trails will serve all of 90 ND West, providing employees, residents, hotel patrons and visitors safe and convenient bike connections to all the major destinations and amenities in the district including:

- Shopping
- Entertainment venues
- Professional offices
- Businesses and services
- Parks and open spaces
- Major employers along the Jane Addams Tollway.

### MAJOR ELEMENTS:

- A. TRAILS ALONG THE BOULEVARD
- B. IMPROVED INTERSECTIONS FOR PEDESTRIAN AND BIKE SAFETY
- C. GREENWAY PARK TRAILS
- D. PERIMETER TRAILS

--- EXISTING TRAILS

— PROPOSED TRAILS

PUBLIC OPEN SPACE



The trail system offers over six miles of trails, including the following major elements:

- A. The Boulevard Trail will be the main trail spine, running along the entire length of the street from Meacham Road to Algonquin Road.
- B. A potential pedestrian and bike bridge over Meacham Road can be considered to provide safer connections to the Hotel, Convention Center and planned entertainment district to the east. This iconic bridge can also serve as a gateway to the 90 North District on Meacham Road, for visitors coming from the new Jane Addams ramps and from the existing regional commercial center to the south.
- C. The Greenway Park Trails will provide over two miles of continuous trails at the heart of the district, connecting the boulevard trail through the Greenway Park to the North Pond park trails to the north.
- D. The Perimeter Trails will provide access to the wetland areas on the west side of the district and provide connections to the businesses along the toll way and existing trails on Zurich and MSI parcels.

In addition, major streets will offer dedicated 10 feet wide trails on one side. Trailhead plazas at key entry locations will provide maps and wayfinding for the six mile trail system.



ALL MAJOR STREETS ARE PLANNED TO HAVE A DEDICATED 10 FEET TRAIL TO CREATE A SAFE AND CONNECTED BIKE TRAIL SYSTEM



EXAMPLES OF ICONIC TRAIL BRIDGES (FROM TOP): TRAIL BRIDGE AT FRANKFORT, ILLINOIS, BILBAO, SPAIN AND MILLENNIUM PARK, CHICAGO

