



VILLAGE OF
SCHAUMBURG

90 NORTH DISTRICT EAST

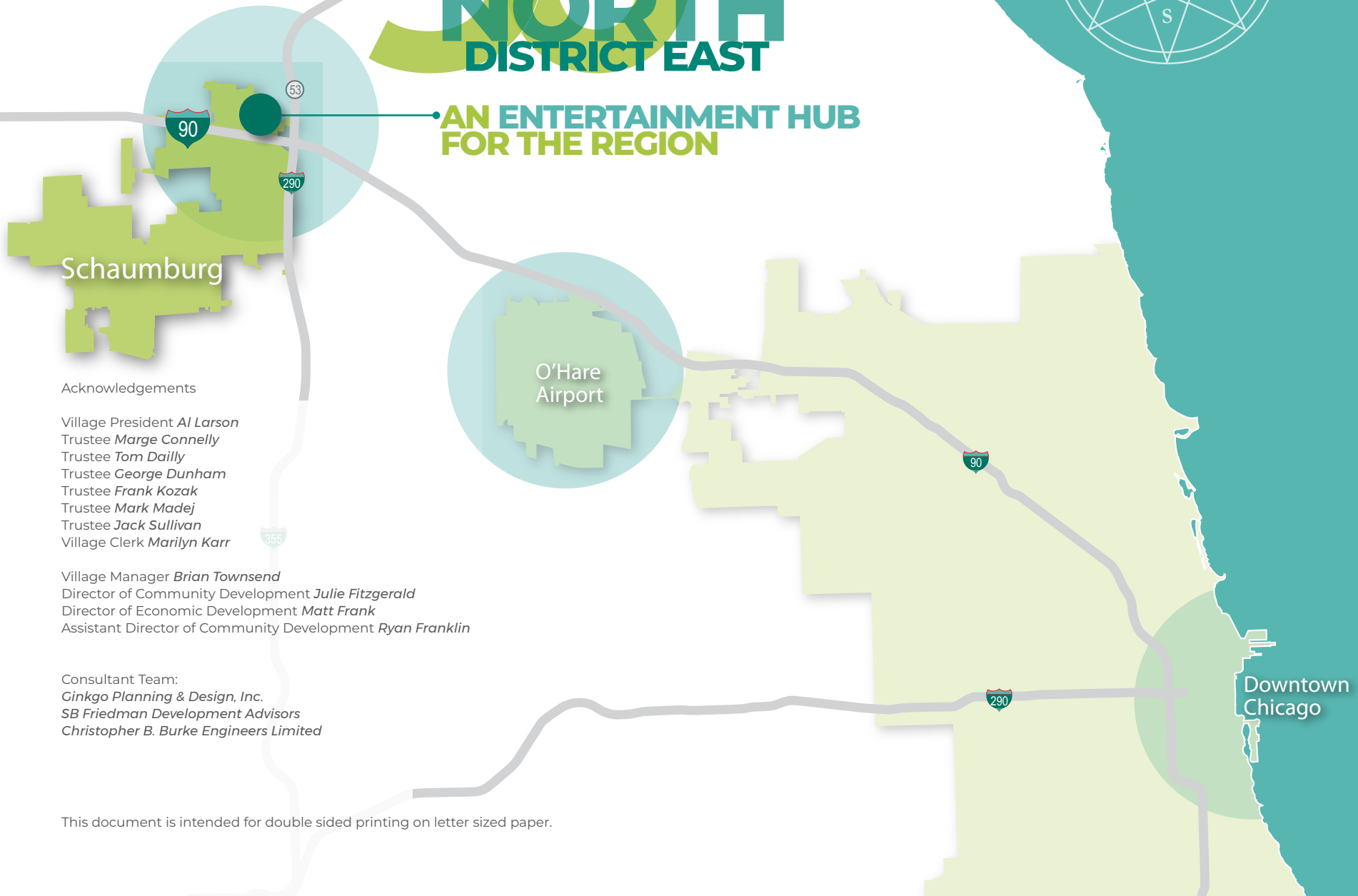
MASTER PLAN 2019

AN
ENTERTAINMENT HUB
FOR THE REGION



90 NORTH DISTRICT EAST

• AN ENTERTAINMENT HUB FOR THE REGION



Schaumburg

O'Hare Airport

Downtown Chicago

Acknowledgements

Village President *Al Larson*
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90 NORTH DISTRICT EAST MASTER PLAN 2019

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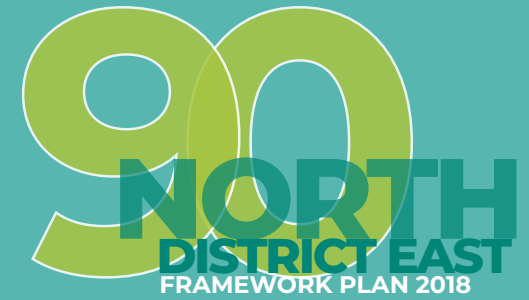
THE OVERALL 90 NORTH DISTRICT

A MAJOR REDEVELOPMENT OPPORTUNITY FOR SCHAUMBURG AND THE REGION



A NEW PARADIGM
FOR A GLOBAL PLACE OF
BUSINESS IN A SUBURB

AN
ENTERTAINMENT HUB
FOR THE REGION



THE MASTER PLAN



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 2018, the Village approved the Regulatory Framework Plan for 90 ND WEST and development is underway.

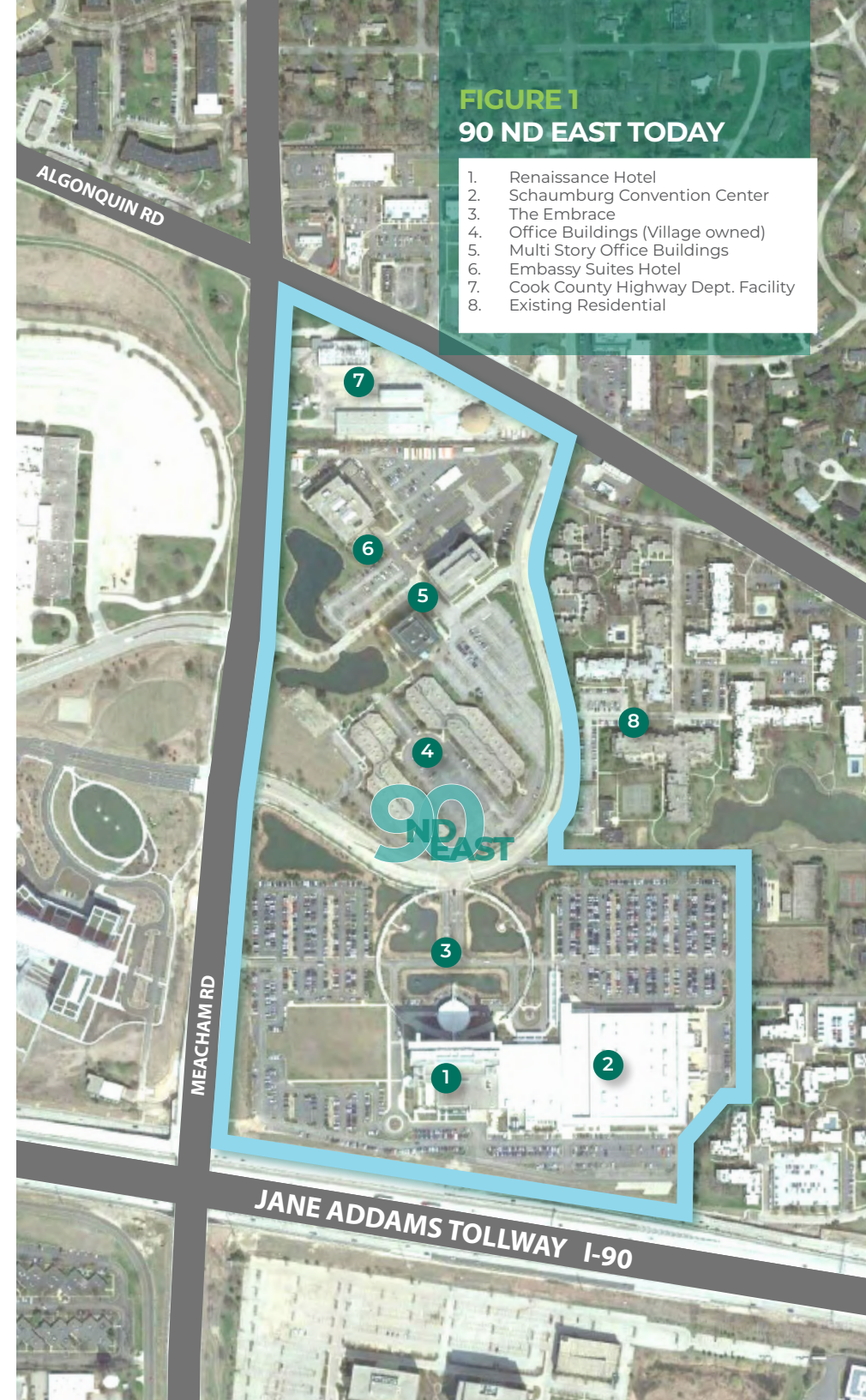
A UNIQUE REDEVELOPMENT OPPORTUNITY

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 Schaumburg Convention Center & Renaissance Hotel on the east side, and Zurich North America Headquarters, and Motorola Solutions Incorporated (MSI) on the west side. 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.

90 ND EAST AS AN ENTERTAINMENT HUB

There is a need for more restaurants, entertainment venues, programmed public plazas and trails that visitors and employees in the area can easily walk to. This Master Plan creates a new system of roadways, open spaces, trails and parcels to address this need and allows the redevelopment to occur in viable phases. The plan reinforces the vibrant mixed-use core centered on Meacham Road and complements the approved plans for 90 ND West.



OVERALL 90 NORTH DISTRICT TODAY

Since approval of the Regulatory Plan in 2018, significant progress has been made in infrastructure, demolition and development approvals in 90 ND West. Map shows major projects that are currently underway.

90 ND EAST

90 ND East offers great potential for near-term redevelopment of the area around the Convention Center and Hotel. Long-term, development momentum can continue to be captured in the parcels closer to Algonquin Road.

THE CORE

"The Core", at the heart of the overall 90 North District unites the two sides of Meacham Road. Major economic anchors in the Core are shown below.



Harbor Retirement
4 story assisted living (78 units) and 1 story memory care (32 units).



Veridian Apartments
4 story apartment complex (260 units).



Topgolf
3 level, 65,000 sf entertainment venue

Progress Parkway
Substantially completed and planned for full completion in 2019.

Demolition Underway
of former Motorola manufacturing building.

90 ND WEST

90 ND EAST

90 ND WEST

90 ND EAST



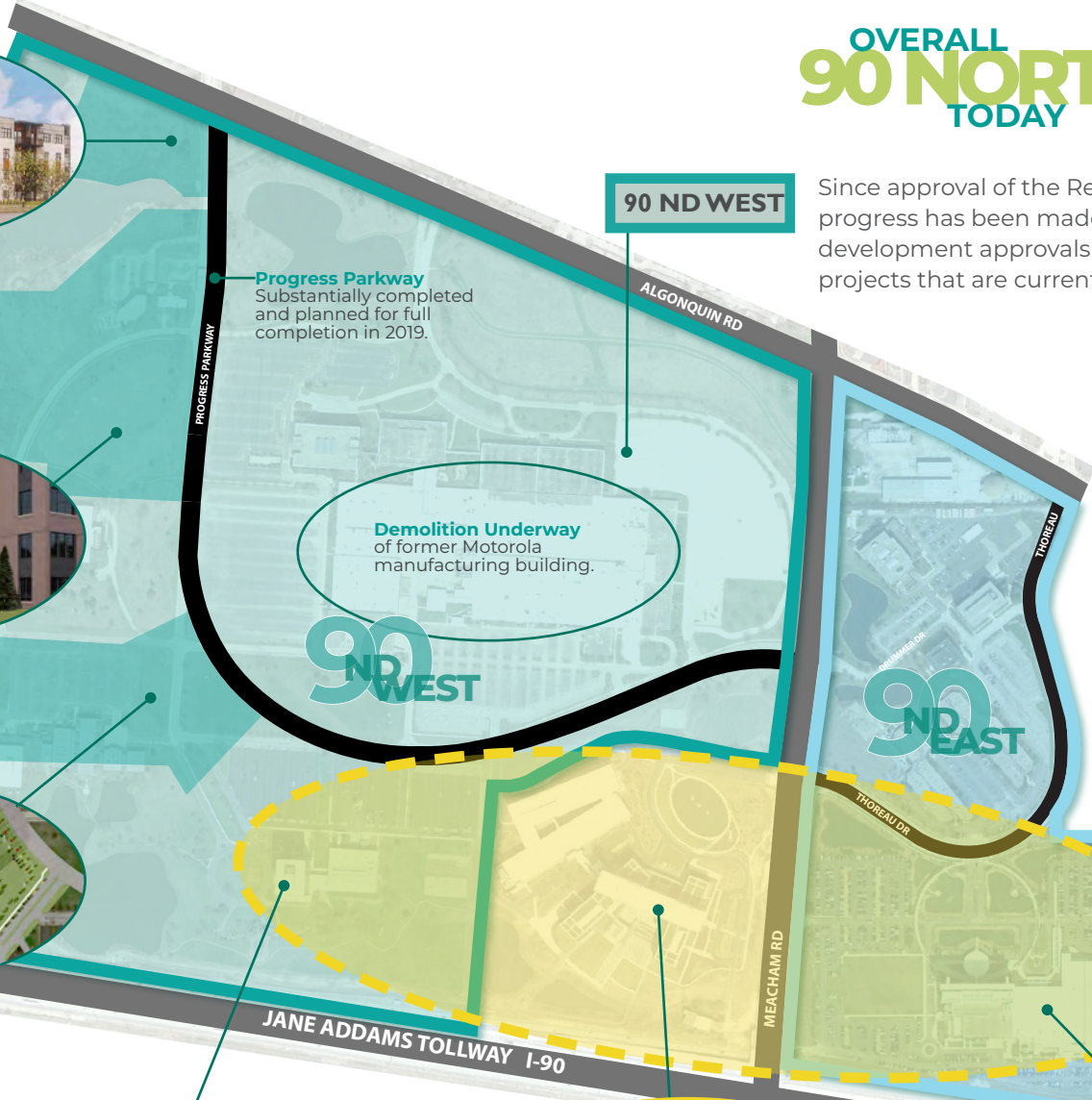
Motorola Solutions Incorporated



Zurich North America Headquarters



Schaumburg Convention Center & Renaissance Hotel



VISION

“90 ND East will be transformed into a walkable and vibrant Entertainment Hub centered around the iconic Schaumburg Convention Center & Renaissance Hotel. New restaurants, hotels and entertainment venues will offer a variety of high quality choices for dining, lodging choices and activities for visitors, employees and residents.

New residential and commercial uses on upper levels may complement entertainment venues and strengthen the mixed-use core at the heart of the 90 North District.”

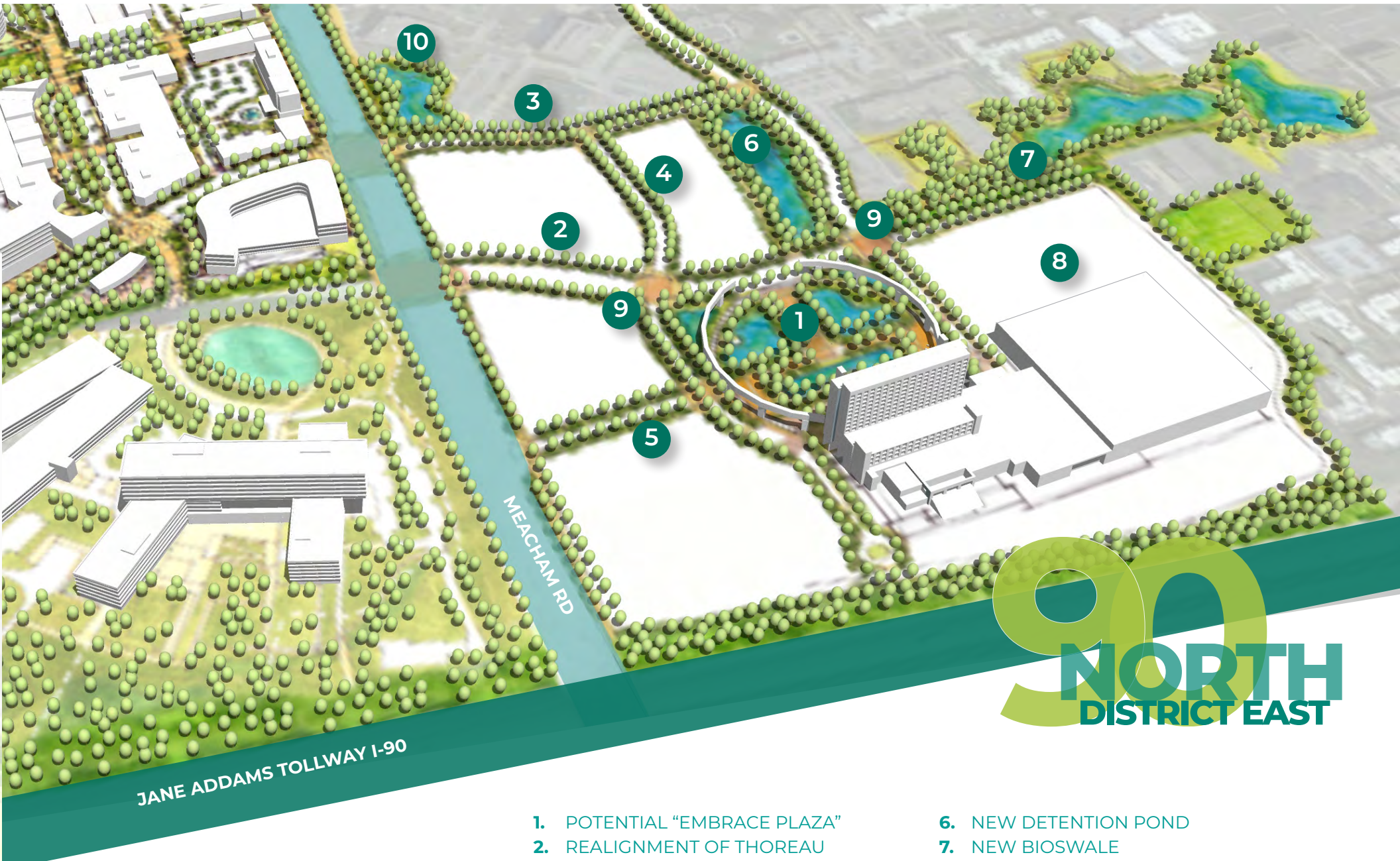
90 ND EAST

looking east



GOALS

- Make the Iconic Schaumburg Convention Center & Renaissance Hotel a focal point of 90 ND East.
- Strengthen the existing core at Meacham Road by concentrating a mix of restaurants, entertainment venues, hotels and commercial uses near existing anchors.
- Create a framework of connected public streets, trails and open spaces, and walkable development blocks.
- Ensure that safe and seamless pedestrian, bicycle and vehicular connections are provided across Meacham Road between the 90 ND East and West Areas to create a cohesive overall district.
- Transform the “Embrace” into an “Urban Plaza” that defines the pedestrian hub of 90 ND East.
- Build a critical mass of destinations to make Bus Rapid Transit (BRT) and other long-term transit modes viable.
- Support a Long Term Phased Development that can respond to changing market trends.
- Ensure that the future expansion plans and parking needs for the Schaumburg Convention Center & Renaissance Hotel are accommodated.
- Create a new economic engine for the Village to drive growth of jobs and tax revenues for many years into the future.



90 NORTH DISTRICT EAST

MASTER PLAN KEY ELEMENTS

- 1. POTENTIAL "EMBRACE PLAZA"
- 2. REALIGNMENT OF THOREAU
- 3. NEW PROGRESS PARKWAY EAST
- 4. NEW NORTH-SOUTH STREET
- 5. IMPROVED STREET TO EMBRACE
- 6. NEW DETENTION POND
- 7. NEW BIOSWALE
- 8. CONVENTION CENTER EXPANSION AREA
- 9. NEW SIGNALIZED INTERSECTIONS
- 10. RECONFIGURED POND

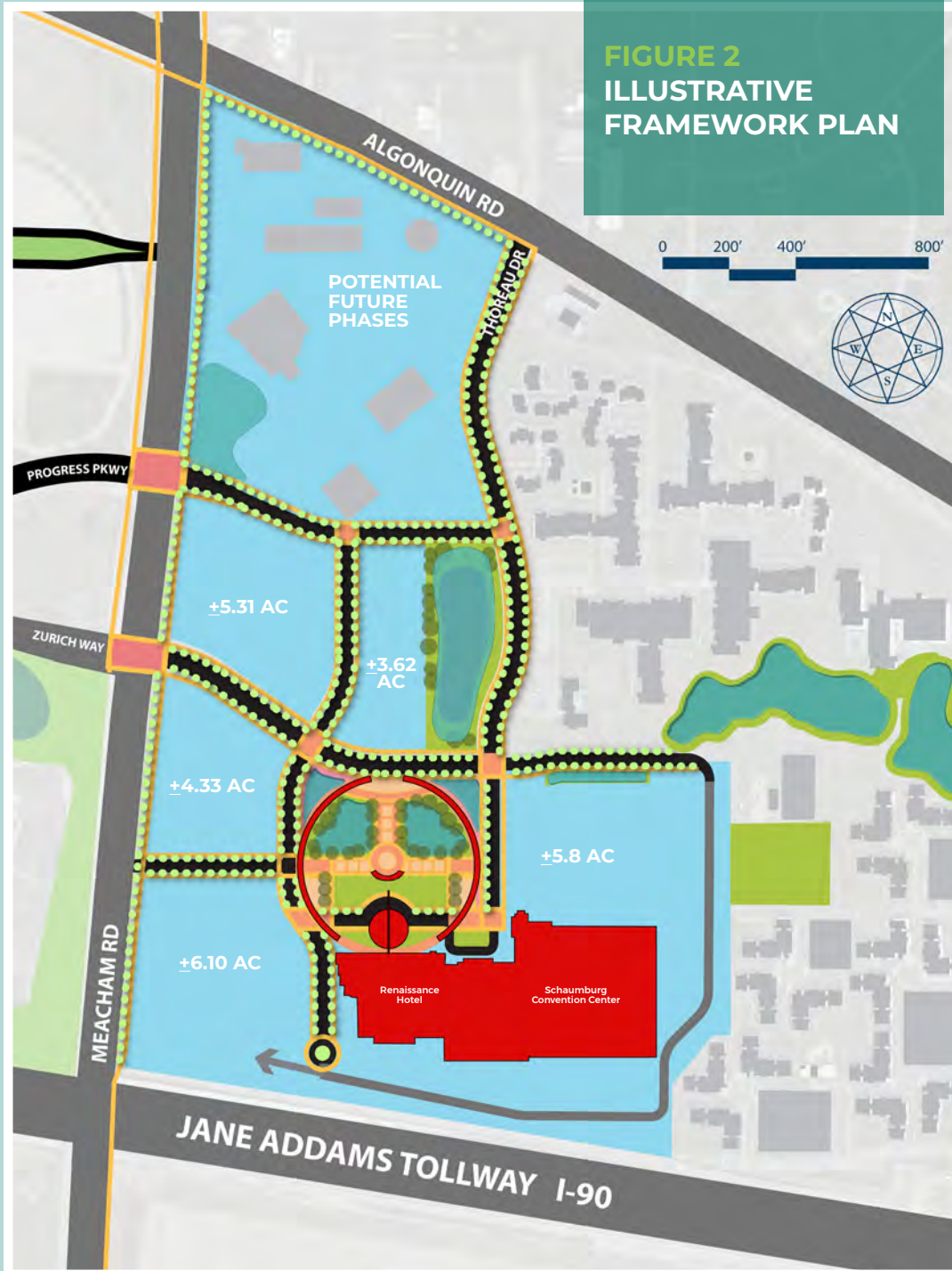


FIGURE 2
ILLUSTRATIVE
FRAMEWORK PLAN

The Illustrative Framework Plan creates a network of connected public streets and walkable blocks to encourage pedestrian traffic between different destinations.

- The Plans shows general locations of new streets and approximate sizes of potential development parcels. Street geometry, cross sections and parcel sizes will be refined and finalized during the development phase.
- The Plan recommends a mixed use designation for all 84 acres (approximately) of 90 ND East. This allows for a variety of uses to develop over time.
- Entertainment uses are a critical element of the Village's vision and are strongly encouraged in 90 ND East.
- To maximize development potential, no FAR or height limit is envisioned for the District.

One consistent mixed use designation to create a cohesive district with a focus on entertainment.

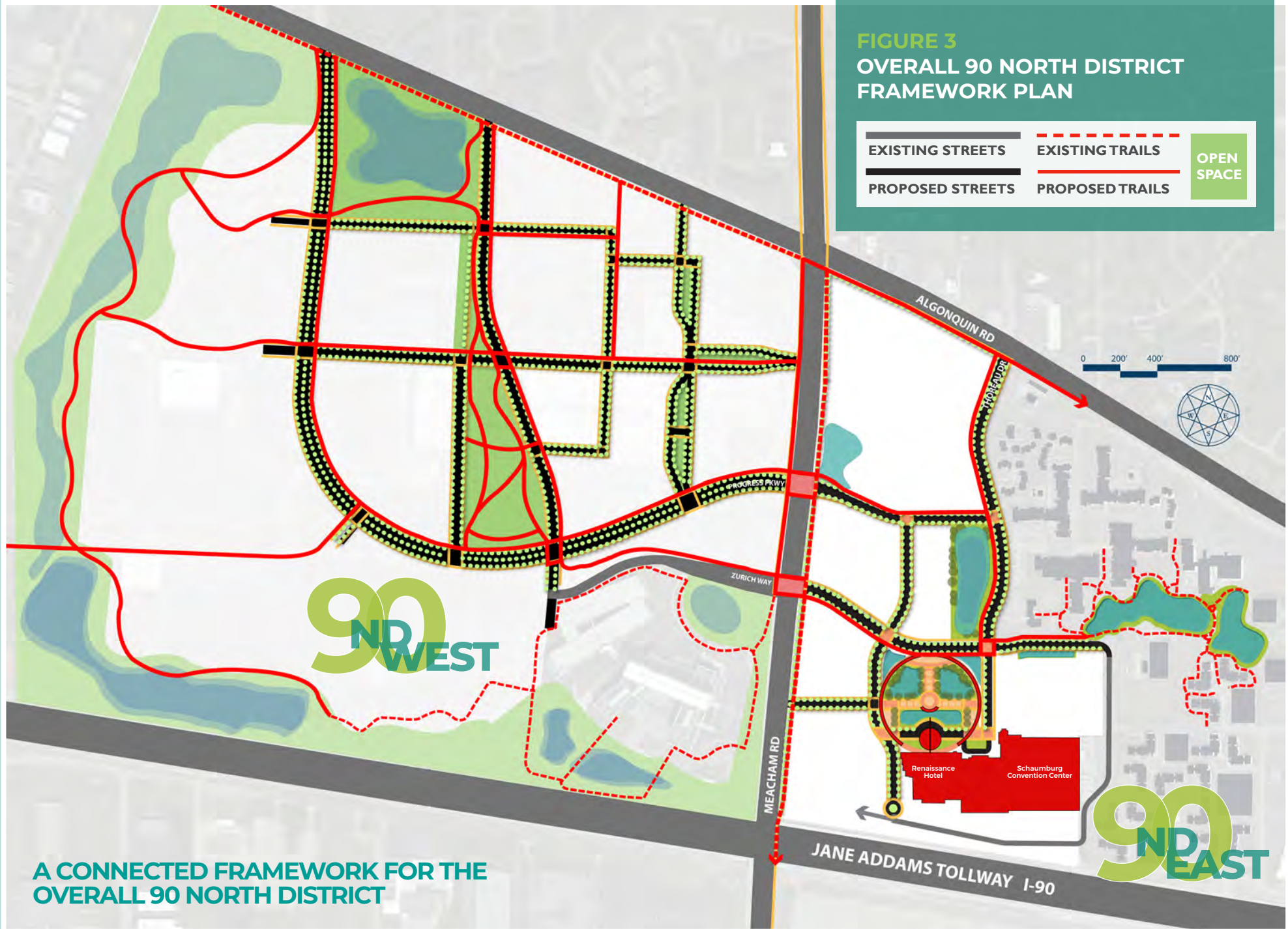
90ND EAST

PRIMARY USES

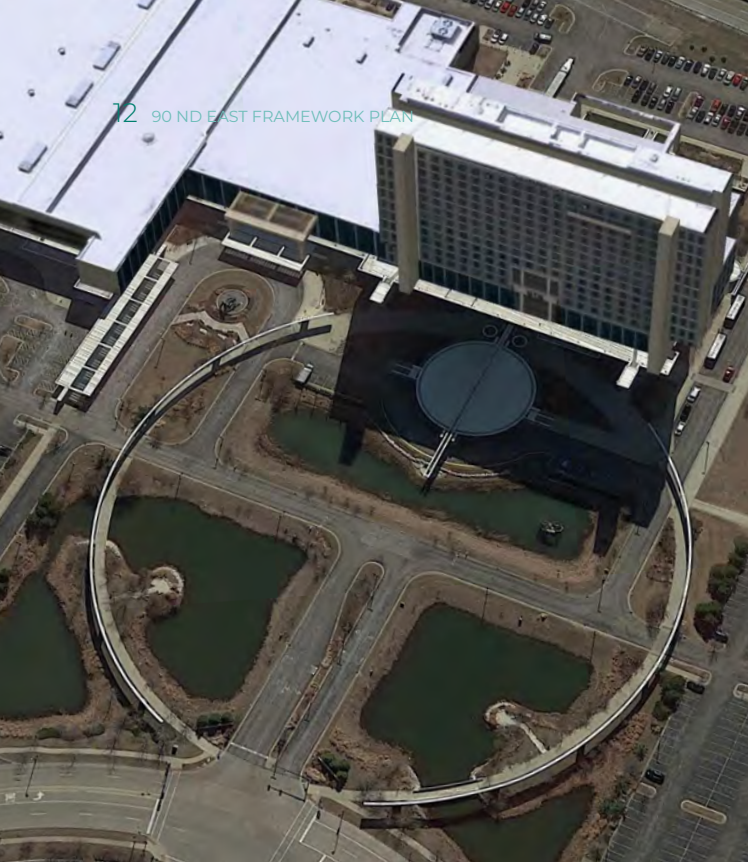
- RESTAURANTS
- ENTERTAINMENT VENUES
- CONVENTION CENTER AND SUPPORT FACILITIES
- HOTELS
- RETAIL
- FITNESS CENTERS
- OFFICE
- RESIDENTIAL (ON UPPER LEVELS)

OPEN SPACES

- OPEN SPACE
- DETENTION AREA
- PLAZA



A CONNECTED FRAMEWORK FOR THE
OVERALL 90 NORTH DISTRICT



THE EMBRACE TODAY

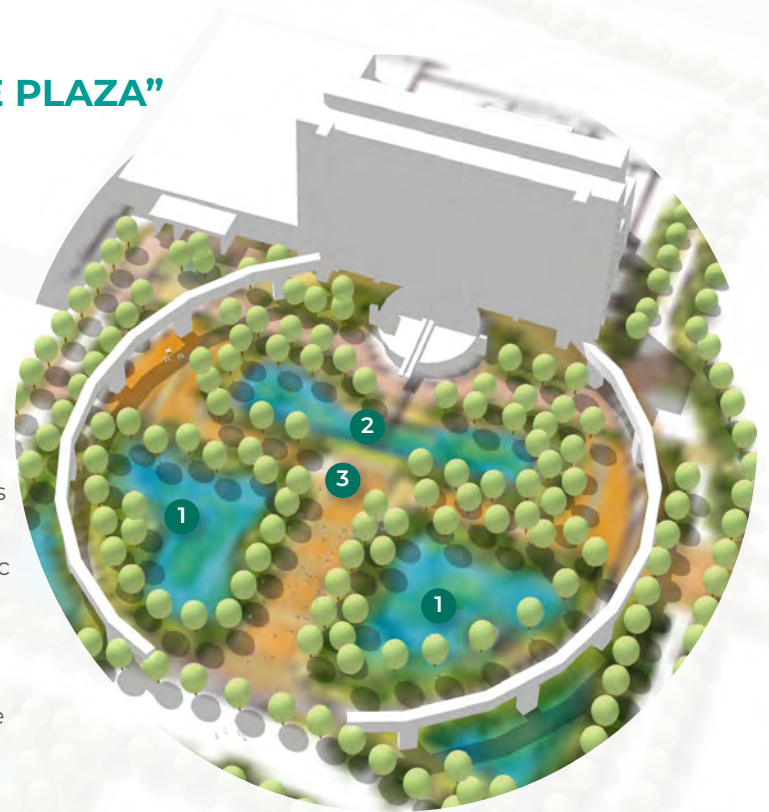
A circular iconic architectural element that defines the entry drive to the Renaissance Hotel and access to the Convention Center.

POTENTIAL “EMBRACE PLAZA”

The iconic space in front of the Renaissance Hotel presents an opportunity to create a public open space, offering unique landscaping, public art, water features, outdoor seating and programmed events.

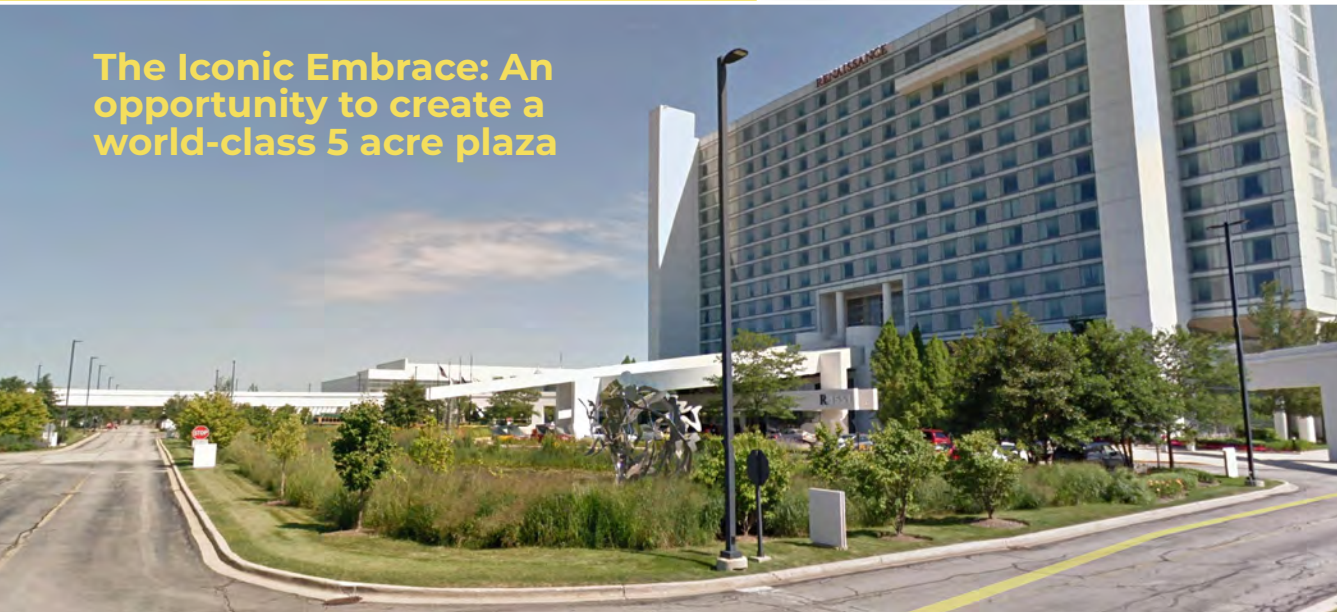
Relocation of existing vehicular drives can create a 5 acre landscaped plaza for visitors to enjoy. This vibrant public plaza can define the heart of 90 ND East, and offer a place for dining, relaxing and meeting for visitors to the convention center, hotels and the overall district.

The decorative fountain area can be changed to a lawn or paved area to add more usable pedestrian space.



1.	DETENTION PONDS	2.3 ACRES
2.	FOUNTAIN AREA	0.4 ACRES
3.	PAVED AREA	2.3 ACRES
	TOTAL	5.0 ACRES

The Iconic Embrace: An opportunity to create a world-class 5 acre plaza





EMBRACE PLAZA POSSIBILITIES



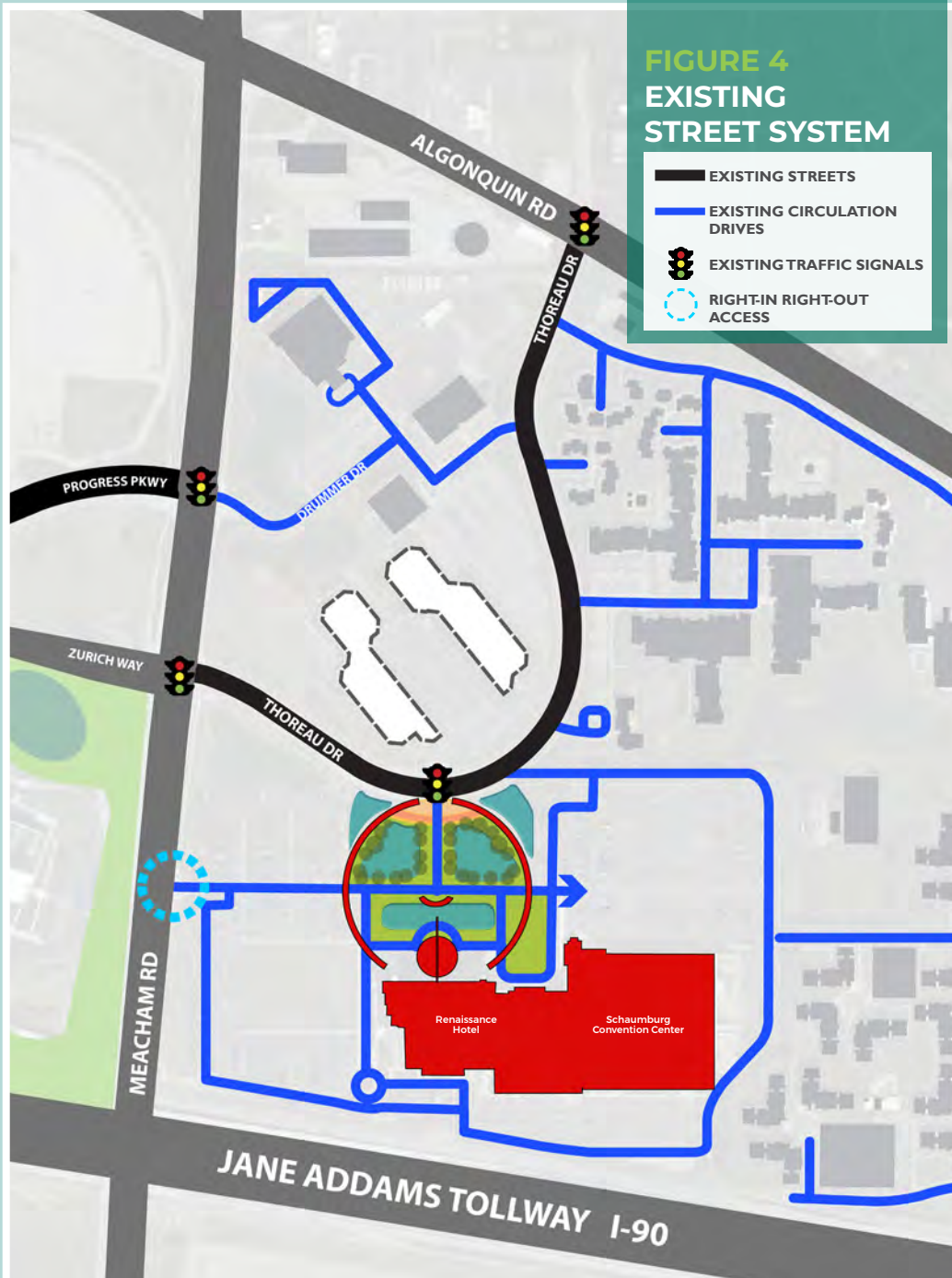
EXAMPLE: ONE ARTS PLAZA, DALLAS
 Located in the heart of the Dallas Arts District, this lively outdoor plaza offers fine art, fine dining, energetic nightlife and spaces for visitors to relax outside.



EXAMPLES: MARIANO PARK, CHICAGO AND KENDALL SQUARE, CAMBRIDGE (above)
 Great urban plazas for outdoor seating, dining, gatherings and relaxation.



EXAMPLE: PALEY PARK, NEW YORK (above)
 An urban oasis with ample seating under a tree canopy and a waterfall as a focal point.



NEW PEDESTRIAN FRIENDLY STREETS

The Master Plan creates a framework of connected public streets and small walkable blocks to encourage pedestrian traffic between different destinations.

EXISTING STREET SYSTEM

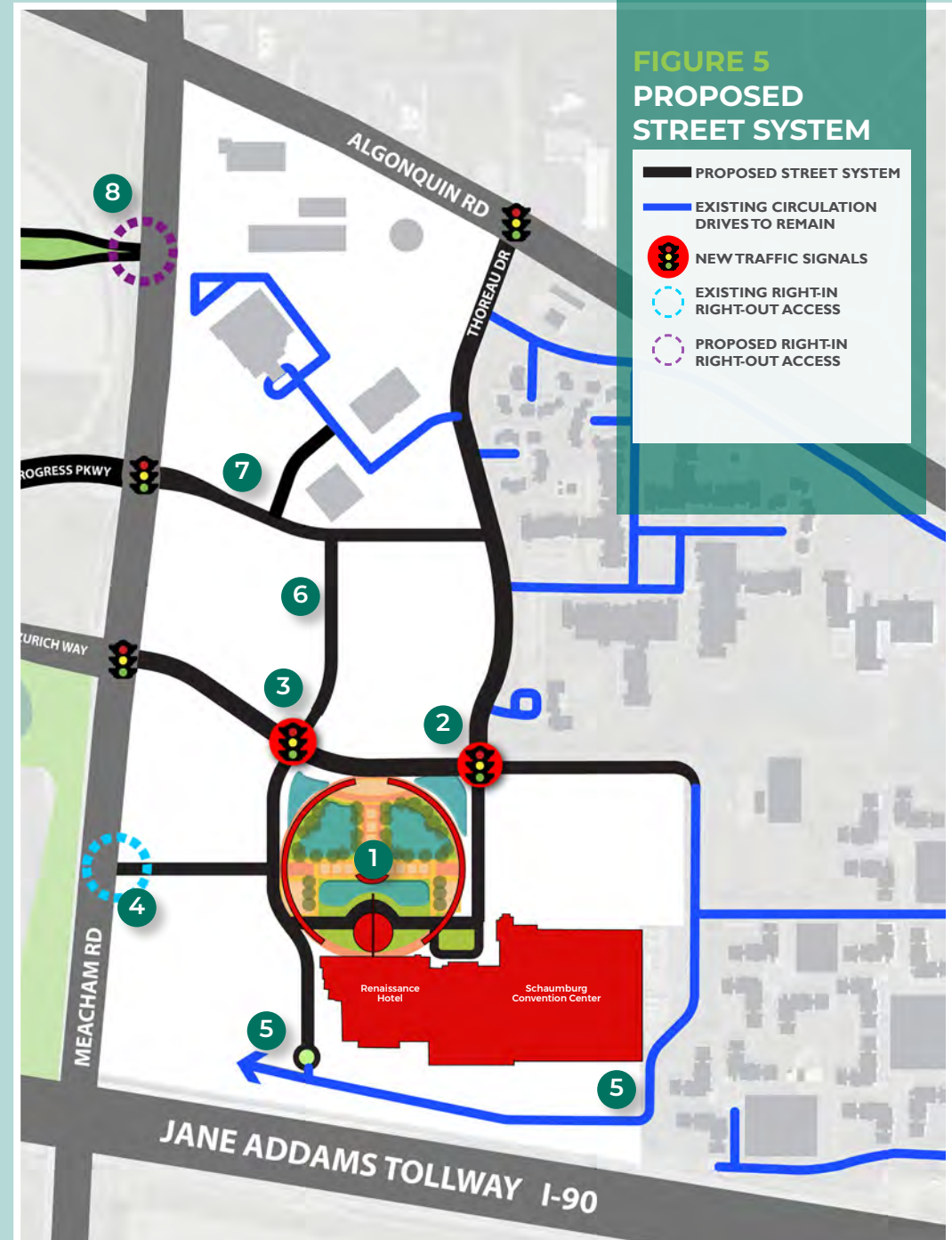
- Thoreau Drive is the only public street in the 90 ND East district today, with the rest of the system consisting of private drives and service streets. A more pedestrian friendly system of public streets is needed to create a walkable district, smaller blocks and better traffic dispersion.
- There are two signalized intersections on Meacham Road today. The north intersection has the new public street "Progress Parkway" to the west and Drummer Drive, a private road, to the east. Drummer Drive connects to Thoreau Drive through a series of parking lots and a bridge over the detention pond. The south intersection has Zurich Way, a private street, to the west and Thoreau Drive to the east.
- A better access and signalized circulation system is needed for the Convention Center and Hotel. Visitors are often confused on how to navigate from Thoreau Drive to parking lots or the drop-off areas for the Convention Center and the Hotel. Better wayfinding and signage is also needed to direct visitors to the destinations.
- There is an existing right-in right-out (RIRO) on Meacham Road that provides access to the Convention Center and Hotel.

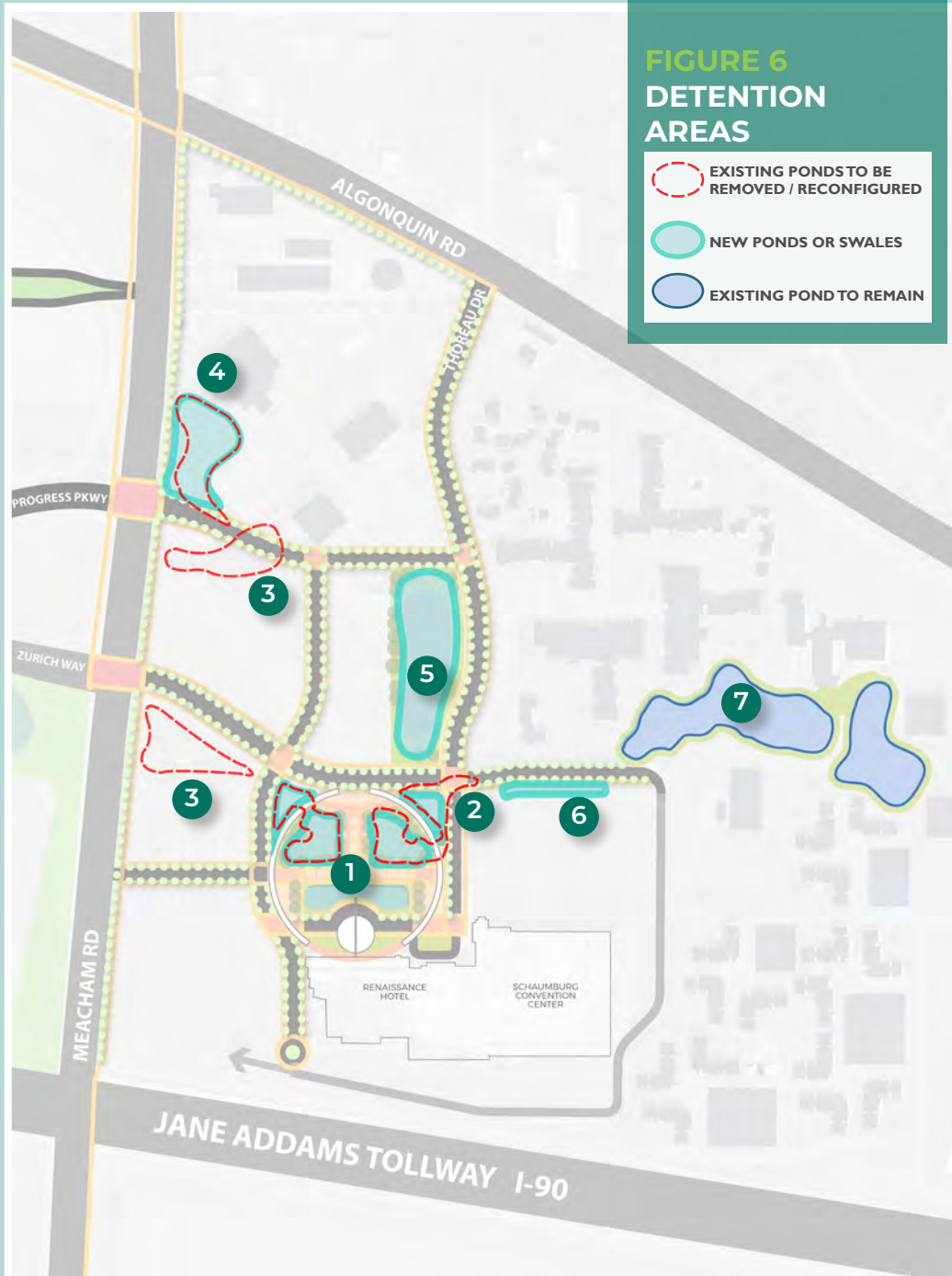
PROPOSED STREET SYSTEM

- Existing vehicular drives are relocated outside the Embrace, creating a 5 acre landscaped plaza for visitors to enjoy. Existing drop-off for the Hotel is not impacted.
- Thoreau Drive is straightened at the curve to create a new signalized intersection that can provide direct access to the Convention Center and parking.
- A second new signalized intersection is created on realigned Thoreau Drive which provides direct access to the Hotel drop-off.
- Existing RIRO is improved with street amenities to connect to the new street west of the Embrace.
- Existing service road remains and connects to the existing traffic circle.
- New North-South street as the central pedestrian oriented connection between the Hotel and Convention Center and uses to the north.
- Progress Parkway extension to Thoreau Drive as a new public street.
- New RIRO proposed on Meacham Road to provide access to the Main Street area in 90 ND West.

The new traffic signals and improved intersections will provide safe crossings for pedestrians and bicyclists as well as better traffic management for the district. Streetscaping will add street trees for shade, landscaping, special paving, street furniture, wayfinding signage and lighting to create an attractive pedestrian environment.

The new street system will provide access to parking garages located behind street facing buildings. Parking garages for near term development will have to include 750 spaces for the Convention Center.





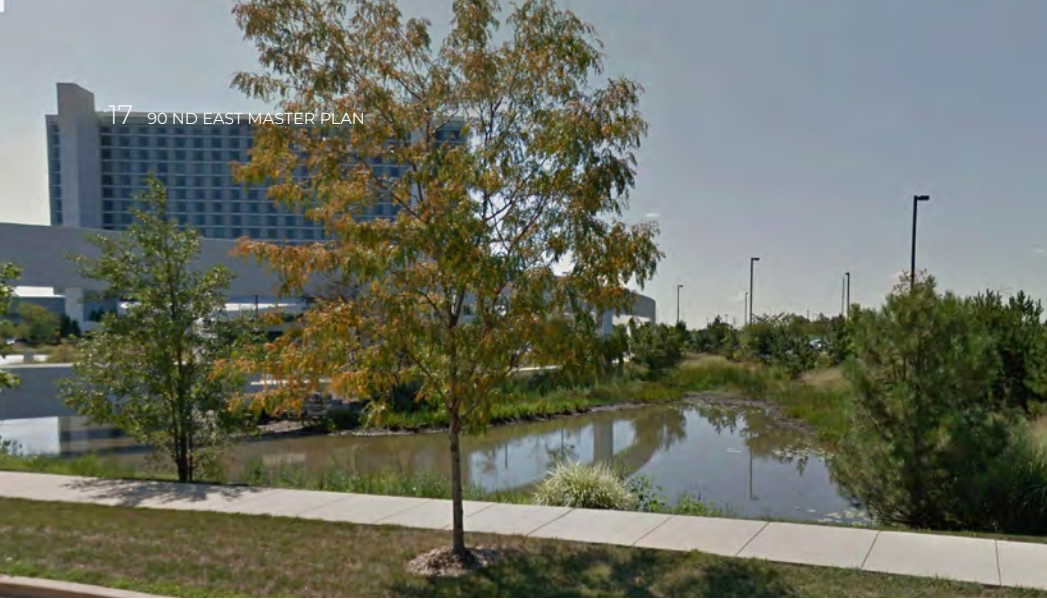
DETENTION AREAS AS OPEN SPACE AMENITIES

There are several public and private detention ponds that serve the existing facilities in the district today. The Master Plan recommends a more cohesive approach to stormwater management that allows for consolidation of ponds and frees up valuable land for redevelopment. Existing and proposed ponds, as shown on left, are based on conceptual engineering analysis that meet MWRD requirements.

Key recommendations include the following:

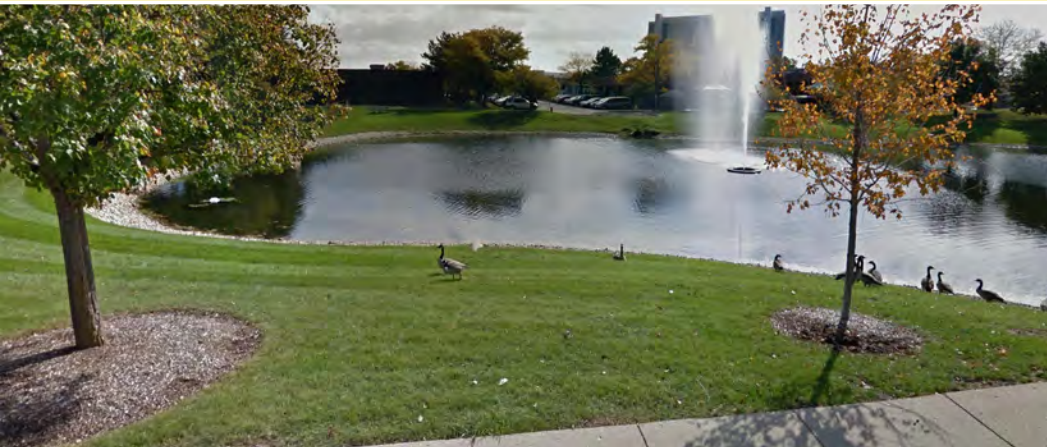
1. Existing ponds within the Embrace are retained and enhanced as key features of the new pedestrian plaza.
2. Existing pond at the northeast corner is reduced in size to accommodate the new signalized intersection.
3. Two existing ponds along Meacham Road are removed to accommodate new development and new east-west streets.
4. Existing pond is enlarged along Meacham Road for more storage capacity.
5. New 2 acre pond is created that provides the capacity to compensate for the loss of the two ponds (3) and for the redevelopment of the north 34 acres.
6. New detention / swale area is created to compensate for the reduction of pond 2.
7. There are no impacts on existing private ponds to the east.

All ponds can be enhanced with natural landscaping, trails, pedestrian plazas, water features and outdoor art to become key open space amenities for 90 ND East.



EXISTING PONDS, 90 ND EAST (above and below)

Existing detention ponds are passive open areas that do not offer many pedestrian activities. The Master Plan recommends enhancing existing and new ponds with amenities including trails, plazas, overlooks, water features, natural landscaping and outdoor art.



POND POSSIBILITIES

EXAMPLE: FOURTH WARD PARK, BELTLINE, ATLANTA

The Park is a component of the BeltLine Project, a network of public parks, multi-use trails, and transit along a historic 22-mile railroad corridor circling downtown Atlanta. The park, designed to provide stormwater drainage relief for a 300 acre drainage basin, uses a stone water cascade to aerate and recycle the water. The pond is surrounded by trails, urban plazas, native plantings and an outdoor amphitheater.





DESIGN PRINCIPLES

The overall 90 North District is envisioned to be a showcase for the best examples in 21st Century architecture, setting a new standard for high quality design in a suburban location.

The 90 ND East Master Plan is based on five design principles, listed below, that help meet this vision for a new design paradigm.

- 1. BUILD
ICONIC**
- 2. ACTIVATE THE
STREET**
- 3. ARTICULATE
FACADES**
- 4. MAXIMIZE
TRANSPARENCY**
- 5. MODULATE
MASS**

These principles are intended to be the foundation of future codes and design guidelines for the district.

BUILD ICONIC

CREATE ICONIC BUILDINGS THAT EMBRACE CONTEMPORARY STYLES

Iconic buildings showcase unique and ground-breaking design and distinctive architectural forms. In 90 ND East, iconic buildings can help create a distinctive image for a vibrant entertainment hub that is unique to the region.

Like the Renaissance Hotel and Zurich North America Headquarters, new iconic buildings with distinctive roofs can create a signature skyline that is visible from the Jane Addams Tollway and Meacham Road.

Contemporary architectural styles that represent the best in 21st century design, sustainability, advanced technology and construction techniques are encouraged for all buildings.

FOLLOW ONE CONSISTENT STYLE IN EACH BUILDING

Random mixing of historic and contemporary styles in a single building and fake architectural elements are strongly discouraged.



ICONIC BUILDINGS IN THE 90 NORTH DISTRICT CORE TODAY: RENAISSANCE HOTEL AND ZURICH NORTH AMERICA HEADQUARTERS showcase sleek and contemporary forms that are highly visible from Jane Addams Tollway and Meacham Road.



ACTIVATE THE STREET

PROVIDE ACTIVE USES AND ARTICULATE THE GROUND LEVEL

Ground level building articulation is critical in creating a great street that welcomes and supports pedestrian activity by providing visual interest and creating a sense of safety for pedestrians with more “eyes on the street”. Active uses on the first and lower floors of a building include retail, restaurants, entertainment and event uses, office, lobbies and service uses.

Awnings and canopies are encouraged to highlight entrances, add color and vibrancy to the street wall, and provide shelter and shade for pedestrians.

PLACE BUILDINGS ALONG THE STREETS WITH PARKING TO THE REAR.

All buildings are encouraged to create attractive street walls by lining the new streets. Curbcuts and vehicular access drives to rear parking areas should be minimized to maintain sidewalk continuity.



EXAMPLES FROM ROCKVILLE TOWN CENTER, MD SHOWING ACTIVE GROUND LEVELS AND VIBRANT PEDESTRIAN ORIENTED STREET WALLS.



ARTICULATE FACADES

CREATE WELL ARTICULATED FACADES THAT REINFORCE THE STREET WALL

Facades of different buildings along a street together create the “STREET WALL” that defines the public realm, and is a critical element in creating a vibrant and pedestrian oriented environment.

Facade articulation can include a variety of architectural treatments including variations in materials, depth and pattern, modulation of the building mass, interesting roof forms, vertical elements, distinctive entrances and street level awnings, and canopies.

Blank and monotonous facades detract from the pedestrian appeal of the street wall and are strongly discouraged for all buildings.

ARTICULATE BUILDING CORNERS

All buildings on corner sites in 90 ND East are strongly encouraged to showcase creative corner designs that make the building distinctive and strengthen the pedestrian scale of the street intersection.



EXAMPLES FROM **RESTON TOWN CENTER, VA** SHOWING A VARIETY OF MIXED-USE BUILDINGS WITH WELL ARTICULATED FACADES, ROOF LINES, CORNERS AND STREET LEVELS.



MAXIMIZE TRANSPARENCY

MAXIMIZE WINDOWS AND FACADE TRANSPARENCY

All buildings are strongly encouraged to maximize windows and facade transparency from the street level to the upper floors. Windowless facades facing public streets should be avoided.



EXAMPLE: POWER & LIGHT ENTERTAINMENT DISTRICT, KS
New buildings in the entertainment district showcase highly transparent facades, with continuous street level windows that allow pedestrian views to the inside.

MODULATE MASS

MODULATE BUILDING MASS HORIZONTALLY AND VERTICALLY

The framework plan for 90 ND East offers block shapes that support a wide variety of unique building massing opportunities. All buildings are encouraged to explore contemporary, organic and innovative massing design approaches that create visual interest and help reinforce the pedestrian scale.

BUILD DISTINCTIVE ROOF FORMS

Interesting roof forms that contribute to the street wall and a distinctive skyline are encouraged for all buildings. Fake upper stories, fake cornice treatments and fake roofs that try to simulate authentic roof forms are discouraged.

Green and Cool Roofs are highly desirable for all buildings. Green roofs provide layers of living vegetation that help with stormwater retention and building insulation. Cool roofs reflect more sunlight and absorb less heat than a standard roof. Solar panels on rooftops are also strongly encouraged on all buildings.



EXAMPLE: THE THEATRE SCHOOL AT DEPAUL UNIVERSITY, LINCOLN PARK, CHICAGO (TOP)

The 5 story building is a composition of rectangular forms clad in limestone, translucent, and transparent glass. A 100-seat flexible theater cantilevers from the fourth floor to create a dynamic massing. Over 7,000 sf of green roof is provided on multiple levels.

EXAMPLE: WINTRUST ARENA, MCCORMICK SQUARE, CHICAGO (RIGHT AND BELOW)

The 10,387 seat venue serves as an events center for McCormick Place Convention Center and is the home of DePaul University's basketball teams. The new iconic building is part of the City's plan to transform the area into a vibrant entertainment district. The main design feature is an inventive roof that swells upward over the arena seating. The smooth, arching canopy has long dramatic rising arcs that are lit at night, creating an instantly recognizable image of the new center.



90
NORTH
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MASTER PLAN 2019