



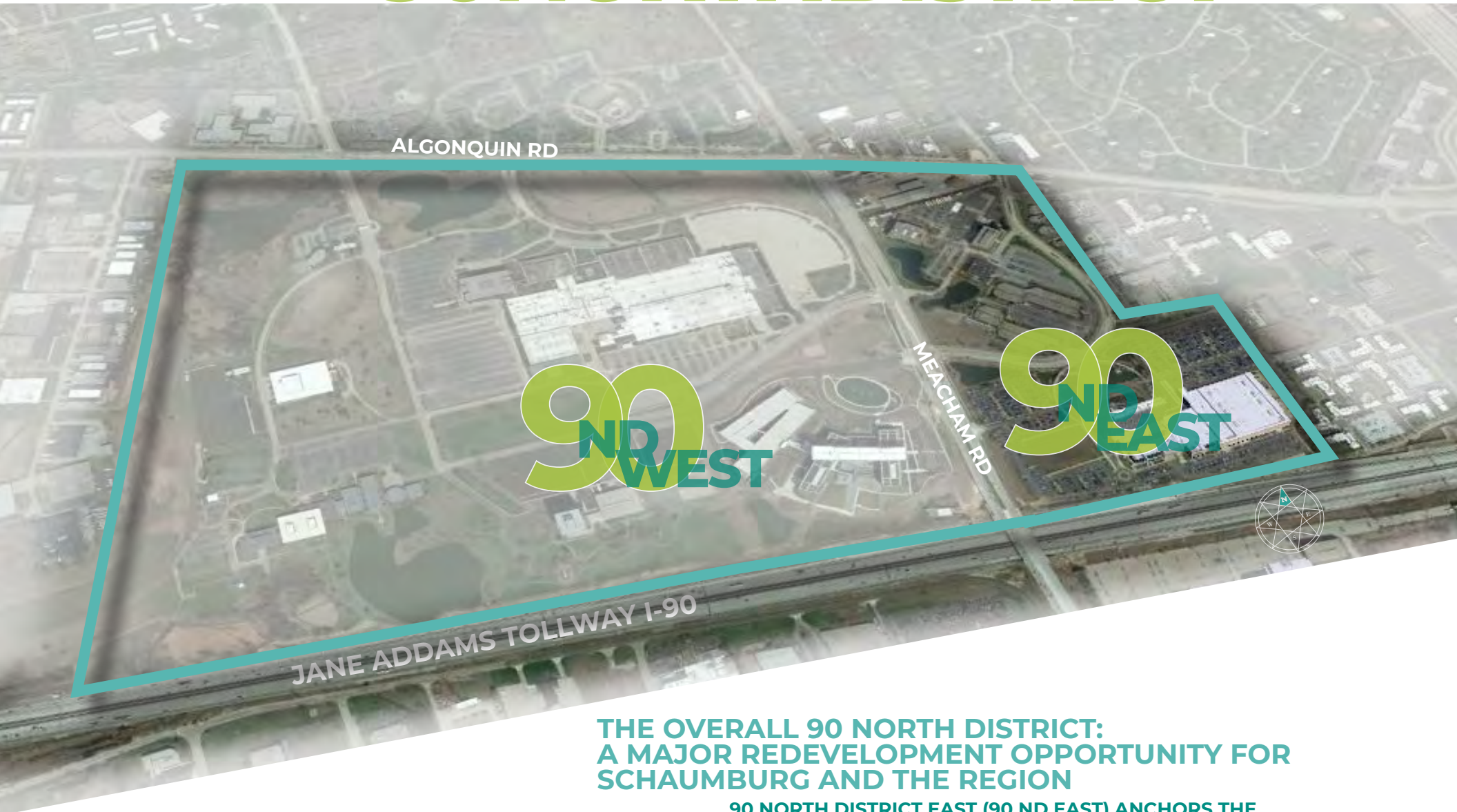
VILLAGE OF  
SCHAUMBURG

# NORTH DISTRICT EAST

FRAMEWORK PLAN 2018

**AN  
ENTERTAINMENT HUB  
FOR THE REGION**

# THE OVERALL 90 NORTH DISTRICT



**THE OVERALL 90 NORTH DISTRICT:  
A MAJOR REDEVELOPMENT OPPORTUNITY FOR  
SCHAUMBURG AND THE REGION**

**90 NORTH DISTRICT EAST (90 ND EAST) ANCHORS THE  
OVERALL DISTRICT ALONG THE EAST SIDE OF 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 2018, the Village approved the Regulatory Framework Plan for 90 ND WEST, with Phase One development currently 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 Framework 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 across Meacham Road and complements the approved plans for 90 ND West.



SCHAUMBURG CONVENTION CENTER & RENAISSANCE HOTEL:  
AN ICONIC ANCHOR FOR 90 ND EAST



## VISION FOR 90 ND EAST

*“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.*”

*The iconic Embrace in front of the Renaissance Hotel will be transformed into the ‘Embrace Plaza’, offering unique landscaping, public art, water features, outdoor seating and programmed events.*

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



# STREET, TRAIL & OPEN SPACE FRAMEWORK PLAN

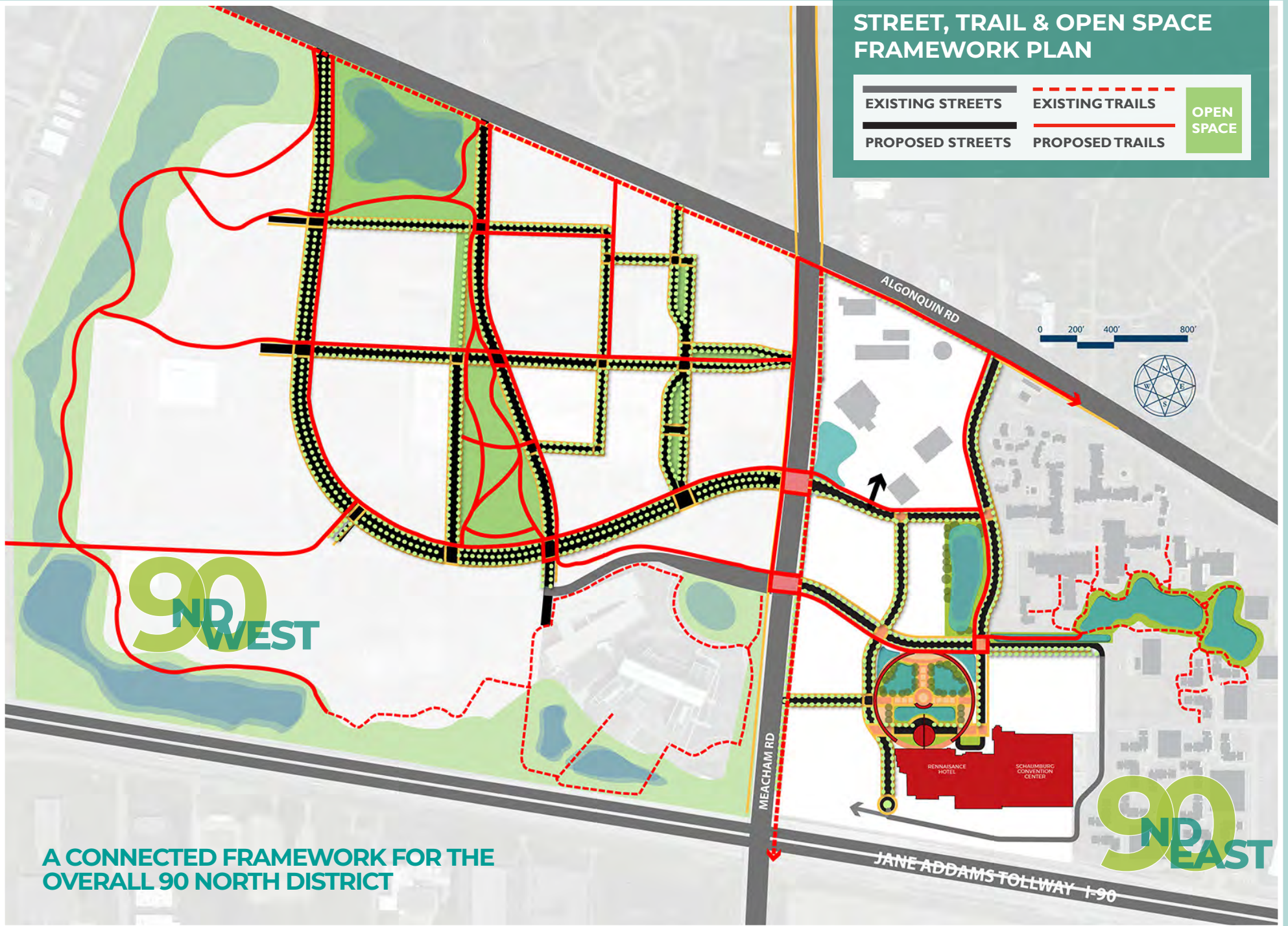
EXISTING STREETS

EXISTING TRAILS

OPEN  
SPACE

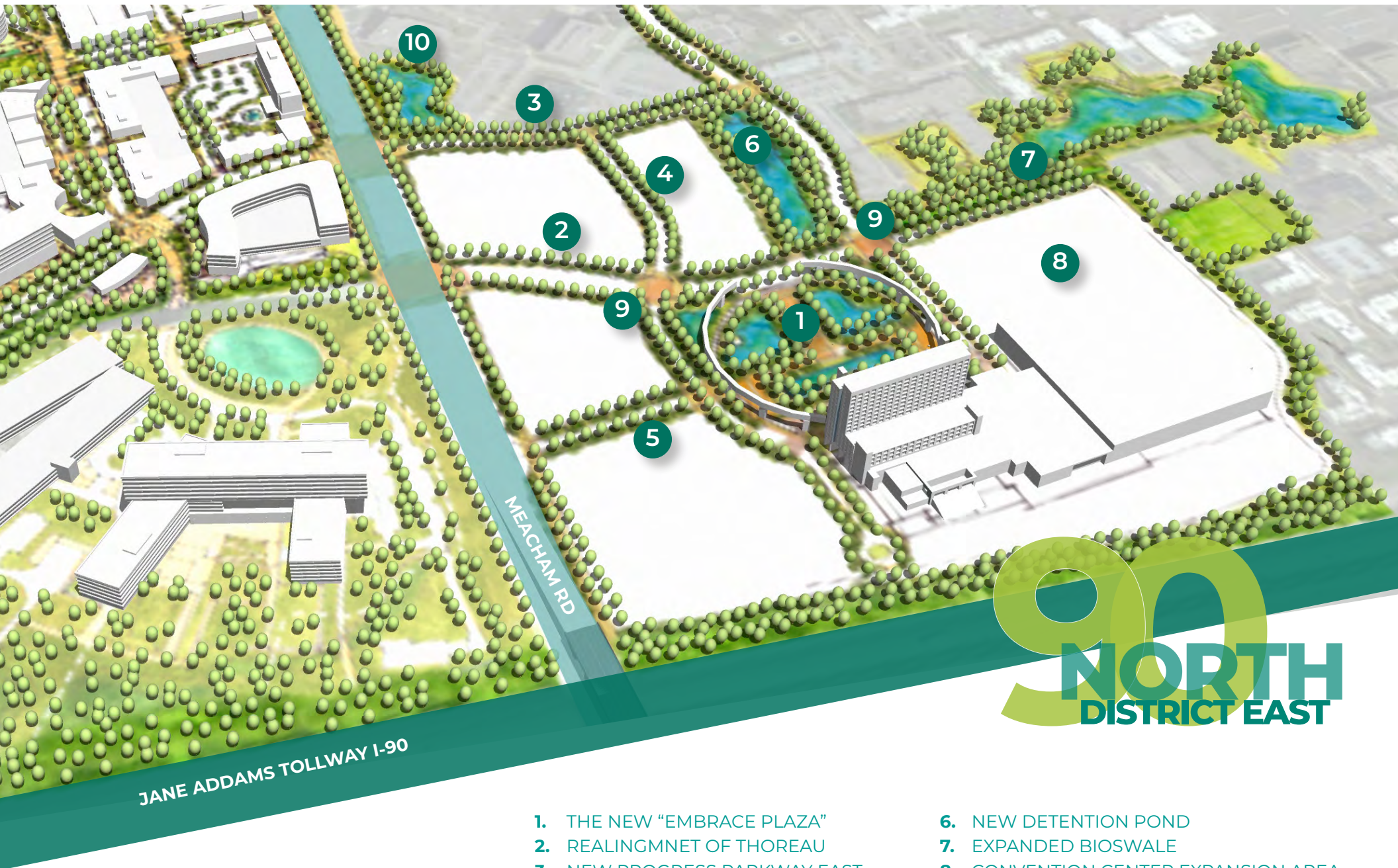
PROPOSED STREETS

PROPOSED TRAILS



A CONNECTED FRAMEWORK FOR THE  
OVERALL 90 NORTH DISTRICT

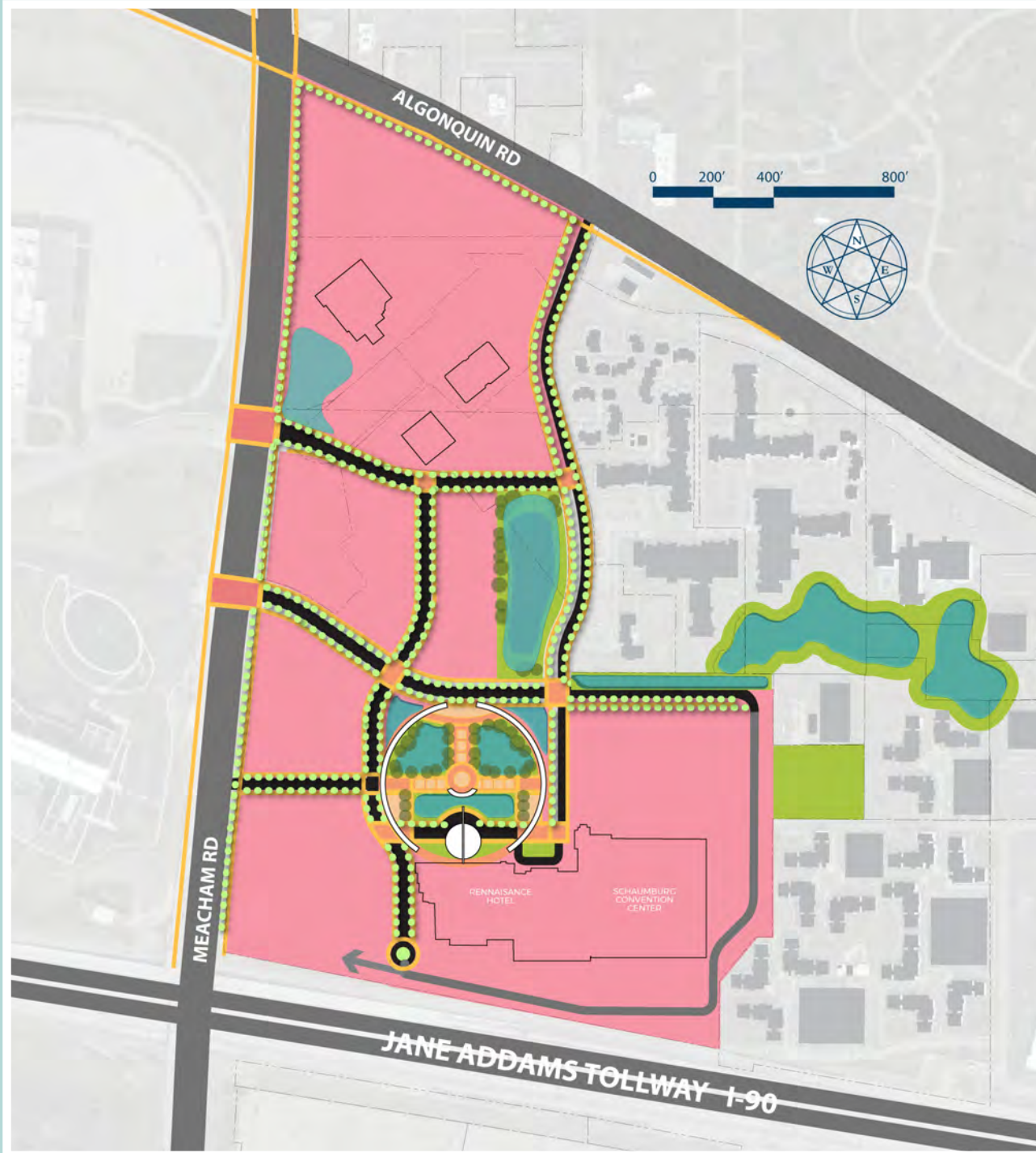
90 ND EAST



# 90 NORTH DISTRICT EAST

## FRAMEWORK PLAN KEY ELEMENTS

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



## LAND USE FRAMEWORK

### 90ND EAST

#### PRIMARY USES

- RESTAURANTS
- ENTERTAINMENT VENUES
- CONVENTION CENTER AND SUPPORT FACILITIES
- HOTELS
- RETAIL
- FITNESS CENTERS
- OFFICE

#### SUPPORT USES (ON UPPER LEVELS)

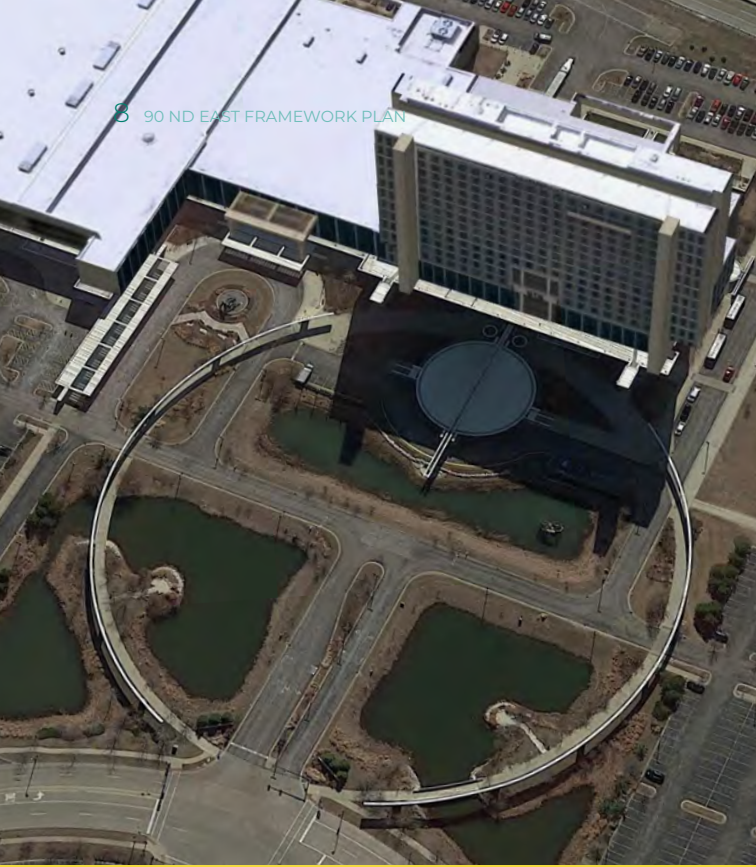
- RESIDENTIAL

#### OPEN SPACES

- OPEN SPACE
- DETENTION AREA
- PLAZA

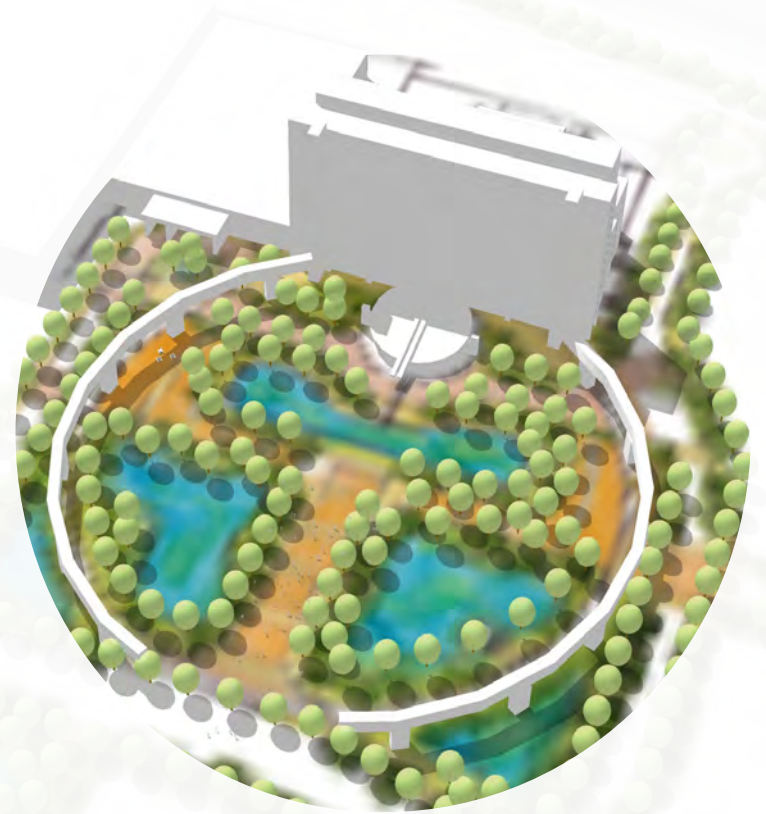
ONE CONSISTENT LAND USE DESIGNATION TO CREATE A COHESIVE DISTRICT.

The Plan recommends a single land use designation for all 84 acres (approximately) of 90 ND East. This allows for a variety of entertainment related uses to develop over time and offers flexibility in responding to changing market trends.



*The iconic space in front of the Renaissance Hotel will be transformed into the “Embrace Plaza”, offering unique landscaping, public art, water features, outdoor seating and programmed events.*

Existing vehicular drives will be relocated outside the Embrace, creating a 5 acre landscaped plaza for visitors to enjoy. This vibrant public plaza will 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.

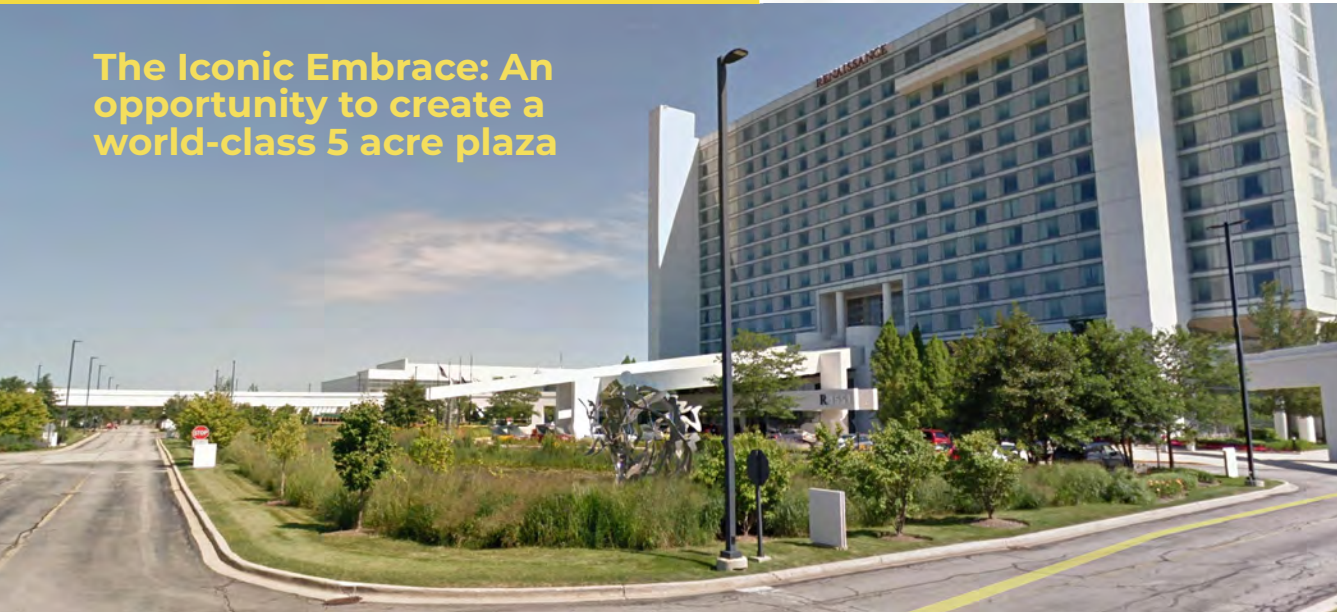


# THE EMBRACE PLAZA

## THE EMBRACE TODAY

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

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







**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.

**EXAMPLE: GRAND PLAZA, ANAHEIM CONVENTION CENTER**  
The 6 acre landscaped plaza is the gateway to hotels and the convention center and is used for outdoor dining, programmed events, and for evening events and gatherings.

**EXAMPLES OF CONVENTION CENTER PLAZAS : PHOENIX (below left) and SAN JOSE (below right)**



## PLAN PRINCIPLES

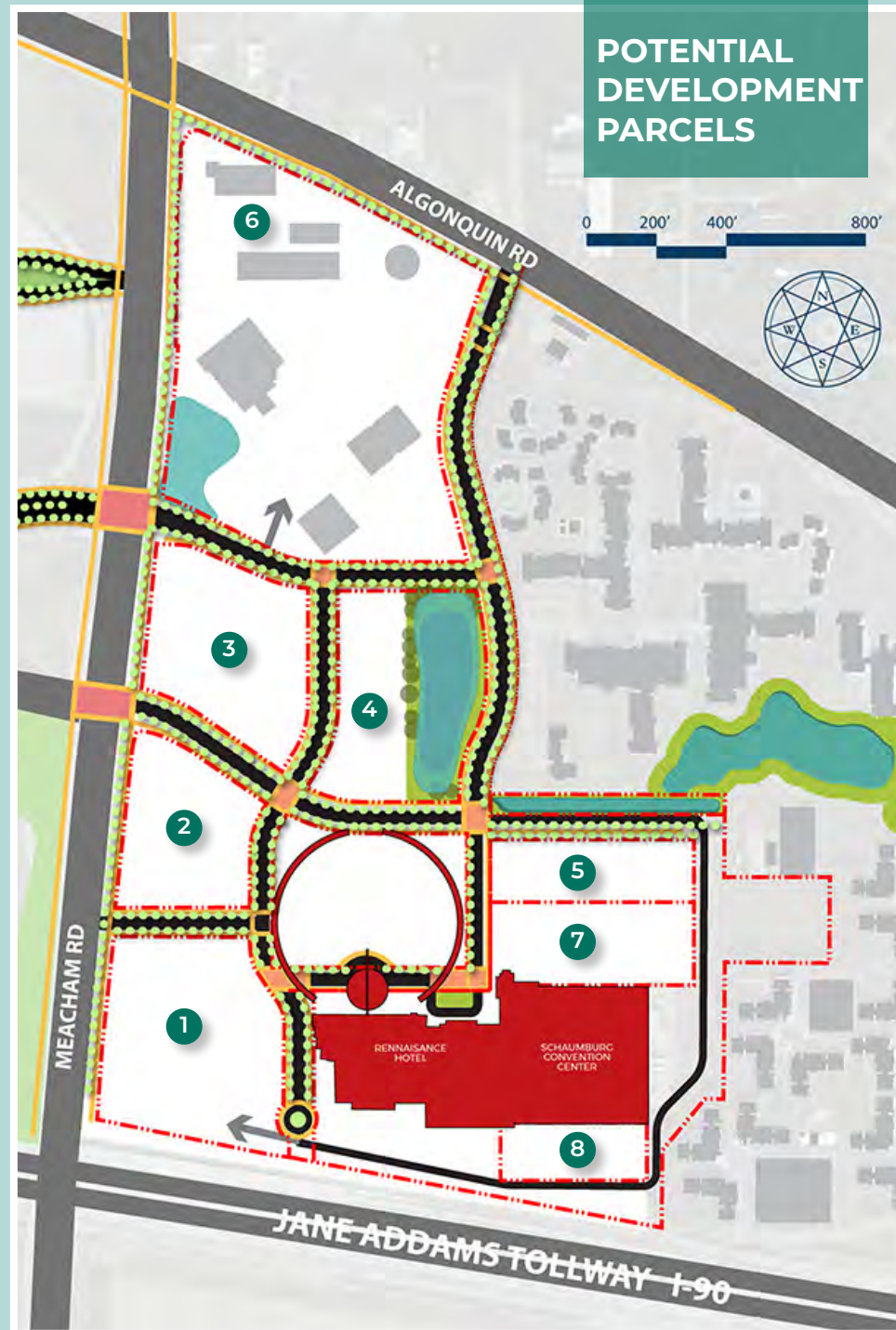
- Make the Iconic Schaumburg Convention Center & Renaissance Hotel a focal point of 90 ND East
- Strengthen the existing core at Meacham Road by concentrating a mix of restaurants, entertainment venues, hotels and commercial uses near existing anchors
- Create a framework of connected public streets, 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 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

### POTENTIAL DEVELOPMENT PARCELS

<b>PARCEL 1</b>	<b>6.10 AC</b>
<b>PARCEL 2</b>	<b>4.33 AC</b>
<b>PARCEL 3</b>	<b>5.31 AC</b>
<b>PARCEL 4</b>	<b>3.62 AC</b>
<b>PARCEL 5</b>	<b>2.40 AC</b>
<b>PARCEL 6</b>	<b>6.23 AC</b>
<b>TOTAL</b>	<b>27.99 AC</b>

### FUTURE EXPANSION OF THE CONVENTION CENTER

<b>PARCEL 7</b>	<b>2.29 AC</b> (ACCOMMODATES APPROX. 100,000 SF OF EXPANSION)
<b>PARCEL 8</b>	<b>1.60 AC</b> (ACCOMMODATES APPROX. 70,000 SF OF EXPANSION)



## POTENTIAL DEVELOPMENT PARCELS

## THE ILLUSTRATIVE MASTER PLAN

The Illustrative Master Plan shows a potential development scenario at full build-out as envisioned by the Village. Buildings with restaurants and entertainment uses at the street level define pedestrian friendly streets with parking to the rear. While actual build-out of development parcels might vary, the Illustrative Master Plan provides a clear framework for the redevelopment 90 ND EAST in viable phases.

### 1. THE NEW “EMBRACE PLAZA”

The iconic Embrace in front of the Renaissance Hotel will be transformed into an “Urban Plaza”, offering unique landscaping, public art, water features, outdoor seating and programmed events. Existing vehicular drives will be relocated outside the Embrace, creating a 5 acre landscaped plaza for visitors to enjoy. This vibrant public plaza will 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.

### NEW STREETS

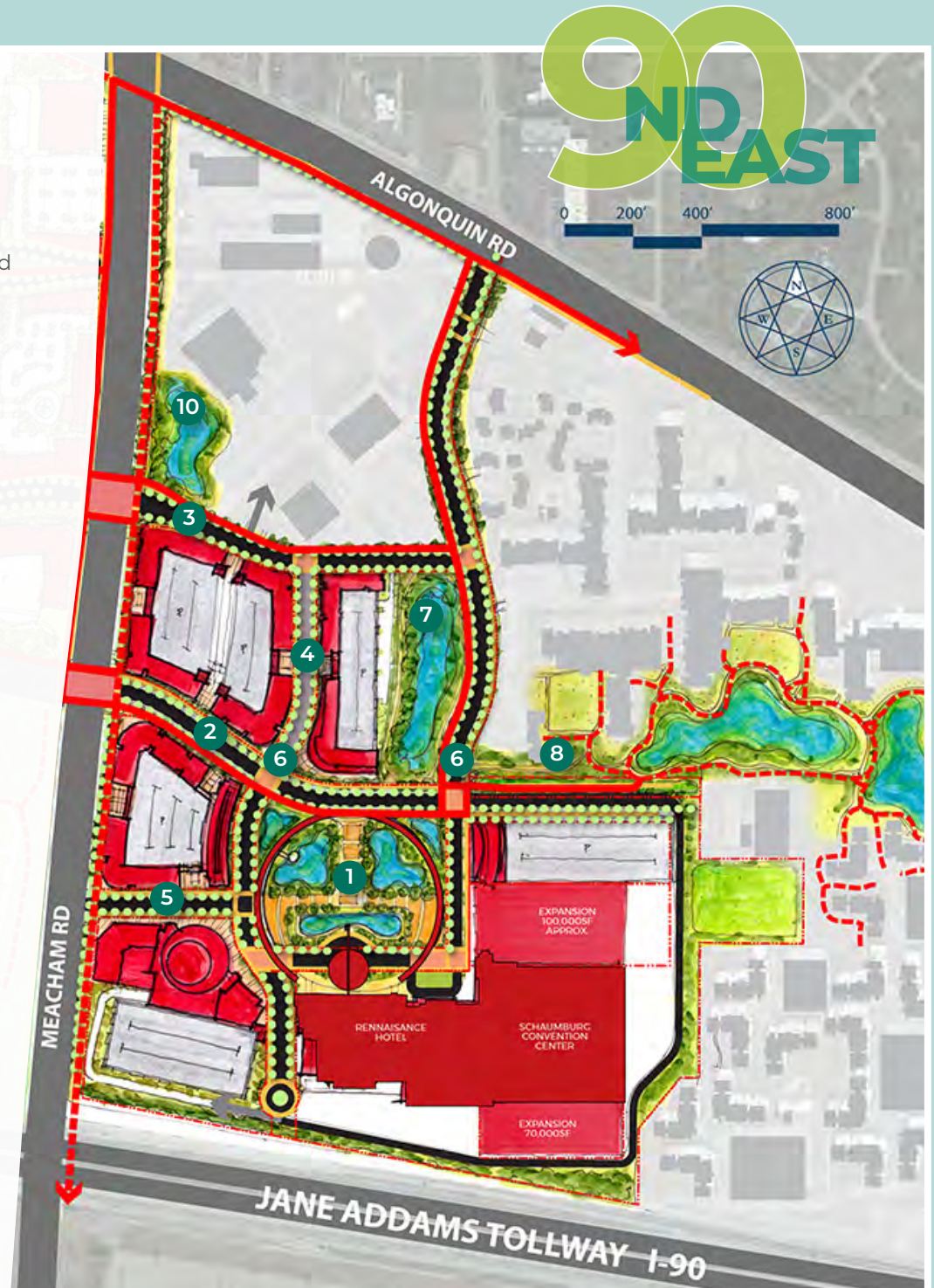
New public streets and reconfigured existing streets and access drives create a walkable core around the Convention Center and the Renaissance Hotel. Tree lined streets offer shade and greenery, and pedestrian friendly intersections allow safe crossings.

2. REALIGNED THOREAU
3. NEW PROGRESS PARKWAY EAST
4. NEW NORTH-SOUTH STREET
5. IMPROVED STREET TO EMBRACE
6. TWO NEW SIGNALIZED INTERSECTIONS

### TRAILS AND DETENTION AREAS

A user-friendly trail system connects to the existing pond and trails to the east and the large system planned for 90 ND West across Meacham Road. A new centralized detention pond along Thoreau buffers existing homes to the east and frees up parcels for maximum development.

7. NEW DETENTION POND
8. EXPANDED BIOSWALE
9. RECONFIGURED POND



# 90 ND EAST



## PARKING POTENTIAL

The Illustrative Master Plan accommodates zones for structured parking facilities that are located behind the new buildings along the streets.

Potential parking capacity listed below assumes the following:

- Approx. 450 sf per space for structured parking
- Structured parking with 4 levels above and 1 level below

Actual parking capacity will be determined by the specific design proposed for each parcel.

FUTURE GARAGE	POTENTIAL CAPACITY
GARAGE 1	880 SPACES APPROX.
GARAGE 2	670 SPACES APPROX.
GARAGE 3	1,060 SPACES APPROX.
GARAGE 4	920 SPACES APPROX.
GARAGE 5	660 SPACES APPROX.
<b>TOTAL</b>	<b>4,190 SPACES APPROX.</b>

Garage 1 can potentially be part of the initial phase of redevelopment of 90 ND East, adding approx. 880 spaces to serve the Convention Center, Renaissance Hotel and new development on Meacham Road parcels.

