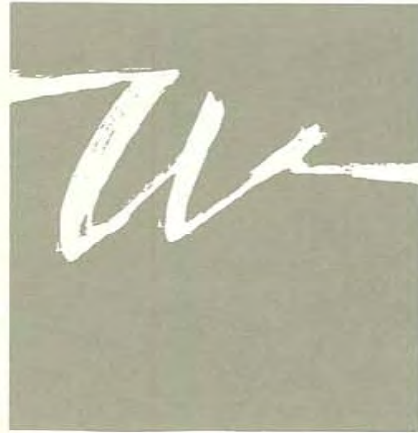




woodfield
regional concept plan

introduction



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INTRODUCTION

WOODFIELD REGIONAL CONCEPT PLAN

An element of the
Village of Schaumburg
Comprehensive Plan

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The Introduction to the Woodfield Regional
Concept Plan was adopted under Ordinance
No. 3156, in March, 1989 and revised under
Ordinance No. 90-35 in March, 1990.

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INTRODUCTION

The Woodfield Regional Concept (WRC) Plan is intended to act as a guide for future decisions affecting the land uses and character of the northeast quadrant, or “Regional Center” of the Village of Schaumburg. The Concept Plan provides valuable background information for developers interested in building or redeveloping a parcel in the Regional Center, for Village officials passing ordinances relative to regulations or zoning approvals in the Regional Center, and for residents interested in their quality of life - from preserving their outstanding schools and parks, to maintaining their livable neighborhoods and functional and safe roadways.

The WRC Plan specifies preferred land uses, intensities, building heights, design standards, and provides basic direction for transportation needs to accommodate these preferred uses. The WRC Plan also directs attention to specific problems or elements of the Regional Center which need special attention or additional future analysis.

What is Schaumburg's Regional Center?

Comprehensive Planning in the Regional Center



A portion of Schaumburg's skyline is set against the backdrop of the Ned Brown Forest Preserve and the City of Chicago beyond.

The Regional Center is located approximately twenty-five miles from the Chicago Loop. The Center spreads across municipal boundaries into surrounding communities to the north and east. That portion of the Center located within Schaumburg's corporate limits stretches from Algonquin Road (Illinois Route 62) on the north to Higgins Road (Illinois Route 72) on the south, and from Roselle Road on the west to the Route 53/I-290 expressway on the east and includes the office corridor along Martingale Road south of Higgins Road. The Regional Center encompasses over 3,000 acres of land and 25 million square feet of commercial, office and industrial development. Of the 3,000 acres in the Regional Center, nearly twenty percent, or approximately 600 acres, is still vacant. However, while only one-fifth of the land is vacant, as shown in Table 1, the actual building square footage in the Center is expected to nearly double over the next twenty years.

The Woodfield Regional Concept Plan is an amendment to the Comprehensive Plan, and as such is a key element in maintaining the Village's health through thoughtful planning for the future. The Village of Schaumburg's first Comprehensive Plan was adopted in 1961, and designated what is referred to today as the Woodfield Regional Center for intense office, research, commercial, and industrial development. The Village's current Comprehensive Plan, *Managing the Growth of Schaumburg*, adopted in 1980 outlines the need for land located in the Regional Center to develop for "office, commercial, industrial, and limited residential uses oriented to serving and drawing upon the entire metropolitan area market".

Other planning studies for the region include the adoption of the Roselle Road Interchange Concept Plan in November of 1984. The Roselle Road Plan was formulated to address the intense development



Access to the Martingale Corridor will be greatly enhanced with the extension of Martingale Road south to the Biesterfield Interchange at I-290.

TABLE 1: REGIONAL CENTER BUILDING SQUARE FOOTAGE

Use	Existing	Future	Total
Office	10,500,000	10,600,000	21,100,000
Retail	6,500,000	3,500,000	10,000,000
Industrial	<u>8,000,000</u>	<u>3,200,000</u>	<u>11,200,000</u>
TOTAL:	25,000,000	17,300,000	42,300,000

Source: Schaumburg Planning Department, February, 1991

activity expected due to the opening of the Northwest Tollway Interchange in 1985. The area now governed by the Roselle Road Plan forms Sector 6 of the WRC Plan. A series of technical reports initiated in 1985 were also compiled and serve as a prelude to the present Concept Plan. These reports include Origins of Office Employees, Trip Generation of Medium Sized Office Developments and Projected Growth and Development. The WRC Plan builds on these former policies and reports and provides guidance for future day-to-day decisions regarding development in the Center.

In June of 1987, the Village President appointed members to the Woodfield Regional Concept Plan Ad Hoc Committee to study and make recommendations regarding development in each of the seven planning areas of the Regional Center. Each of these seven planning areas forms a sector of related land uses sharing common elements of the Center's transportation network. The sectors will be studied individually and adopted as separate Concept Plans. The guidelines for development as set forth in each individual Concept Plan of the WRC Plan may then be immediately implemented. As the WRC Plan is one of the most ambitious Schaumburg planning efforts undertaken, separate adoption of the various elements will allow the Plan to become a working tool prior to its completion which is expected in 1992.

Building on the Past

Pure Oil, which later became Union Oil, and today is known as Unocal was the first large corporation to locate in Schaumburg's Regional Center. Pure Oil opened its doors for business south of the Tollway east of Meacham Road in 1954. In 1968, Motorola, the Village's largest employer, started construction on its corporate headquarters which occupies over half of the land area in Sector 7, the Algonquin Road Sector. The Motorola campus has grown to a facility that now employs over 8,500 persons. Two years later in 1970, the Route 53/I-

290 expressway opened on the eastern boundary of the Regional Center. This north-south expressway, combined with the Northwest Tollway running east-west through the north-central portion of the Center greatly enhanced the accessibility of the area to the surrounding region.

The early 70's saw the construction of the 2.3 million square foot Woodfield Mall. The expressways and the construction of the largest office/industrial and retail complexes in the Village spurred rapid development of the vacant areas in the Regional Center. North and south of the Tollway surrounding the Motorola Campus, planned office/manufacturing districts were established due to the easy access to the tollway system. Along with Woodfield Mall, commercial centers developed along Golf Road. Office developments were planned west and south of the Mall with easy access to, and visibility from the Route 53/I-290 expressway. The opening of the Roselle Road Interchange at the Northwest Tollway (I-90) in 1985 accelerated interest in office and industrial development in the Roselle Road Sector.

Into the Future

While the planned office areas in the Regional Center are expected to gradually develop over the Plan's twenty year planning time frame, growth in the commercial portions of the Center is imminent. Two additional malls north and south of Woodfield Mall are planned. Combined with a proposed expansion to Woodfield Mall, these three malls will contain nearly 5 million square feet of retail uses. Office and industrial development in the business parks north of Golf Road is expected to be somewhat more accelerated than the office growth in the south-east portions of the planning area.



For over a decade, Woodfield Mall stood as the largest climatically controlled fully enclosed shopping center in the world.

TABLE 2: VILLAGE-WIDE SALES TAX REVENUES: 1980-1990

<u>Year</u>	<u>Revenues (\$)</u>	<u>% of General Fund</u>
1980	6,852,208	61.9
1981	6,792,448	56.4
1982	7,501,017	58.9
1983	8,533,694	58.9
1984	9,978,028	63.2
1985	11,444,966	62.1
1986	12,709,013	60.5
1987	14,095,739	64.9
1988	14,272,855	64.0
1989	14,999,826	59.3
1990	15,538,513	56.7

Source: Village of Schaumburg
Finance Department, February, 1991

The Plan's Mission

The Woodfield Regional Center is a vast inventory of commercial, office, and industrial land uses that have economic and sociological effects extending well beyond the confines of the Village limits. The retail sales generated in the Center totalling \$1.5 billion in 1990, are largely responsible for the Village's lack of a municipal property tax. Table 2 shows retail sales tax revenues as a percentage of the Village's general fund. The three malls if developed or expanded as planned will assure the Regional Center's emergence as the "downtown of the north-west suburbs". The WRC Plan must encourage uses that complement rather than compete with existing uses. The Plan must seek uses with creative designs that intermesh with the existing landscaping and architecture to create an environment persons seek to shop in, work in, play in, and even live in.

The WRC Plan will provide guidance for the maintenance and strengthening of the Village's and the region's economic base. The type and intensity of development will greatly influence the Village's future financial posture. The coordination of the land use and transportation elements of the Plan will ensure that the roadway network is capable of accommodating the planned growth. Without the transportation improvements and their programming in concert with future office and commercial construction, the Regional Center's attractiveness will be supplanted.

Future growth and the Village's tax base must be balanced against the ability of the Village to provide for the effects of growth on its residents and to maintain their quality of life and current level of services. This balancing is the cornerstone of planning in the Regional Center and the foundation of the Woodfield Regional Concept Plan.

Goals for Planned Growth

To ensure the future success of the Regional Center, the WRC Plan is guided by the goals as outlined herein. The WRC Plan is not only a plan that outlines the design and arrangement of future land uses and transportation improvements. The WRC Plan is also a policy statement—a series of guidelines used by the local Village authorities and the citizenry regarding specific issues that arise relative to the Regional Center in the future.

The policies in the WRC Plan are linked to, and serve to achieve the following four principle goals:

Economic Viability

Promote, maintain, and strengthen the economic viability of the Regional Center.

Transportation Network

Ensure the provision of an adequate transportation network designed to enhance rather than detract from the Center's strength and stature.

Quality Design

Improve the general appearance of the area and promote construction of high quality development compatible with both the Village's current design standards and with existing development.

Open Space

Provide open space and active and passive recreational uses in parks, wetlands, and floodplains to preserve and protect the environment and provide for areas to be used by both the Regional Center's employees and the Village's residents.



Construction of Class A office space will continue at a pace that reflects the current absorption rate of 500,000 square feet annually. Construction starts are cyclical and usually occur every two to three years. Here, Zurich Towers II nears the end of construction.

The Plan takes Shape

The Woodfield Regional Concept Plan consists of nine separate publications: an introduction to the Regional Center at large, an outline of design guidelines, and the seven sector plans themselves. Each component will be published as a separate booklet as follows: Introduction, Design Guidelines, Sector One - Martingale Corridor, Sector Two - Woodfield Road Sector, Sector Three - Golf Road Sector, Sector Four - Unocal Sector, Sector Five - State Parkway Sector, Sector Six - Roselle Road Sector, and Sector Seven - Algonquin Road Sector. A Sector Location Map, which identifies the location and boundaries for each sub-area described in the WRC Plan, is provided on page 6.

Each of the sector plans is comprised of four main components. First, an introduction to the sector, second, an analysis and review of the existing conditions in the sector, third, the proposed land uses and roadway network improvements that form the Concept Plan itself, and fourth, any additional design standards and recommendations specific and unique to the sector itself. The individual sectors each form a separate Concept Plan for the area they encompass. Collectively they, and the Introduction and Design Guidelines, make up the WRC Plan.

Toward a Working Plan

Implementation of the Plan's recommendations will need to be accompanied by a slight alteration in the way most planners and officials view development, redevelopment, and rehabilitation in the Regional Center. The Village's excellent review process ensures transportation needs are being met and that site plans provide functional and aesthetic layouts of buildings, streets, aisles, and open spaces. However, as the Plan indicates, more consideration must be given to the nature of uses and how they interact with not only adjoining land uses, but if and how they enhance the vitality of the Regional Center and the Village as a whole. Emphasis needs to be placed on design standards, appearance reviews, signage, and the public amenities provided in private developments. Increased interaction between the Village and existing businesspersons, particularly retailers and service providers, is necessary to maintain the businesses we enjoy today.

The Woodfield Regional Concept Plan, as is the Village's policy with other Concept Plans and the Comprehensive Plan, is subject to change based on the future conditions experienced in the Regional Center. The policies contained herein should be periodically reviewed to make the document reflective of the development occurring in the Regional Center. Such reviews of the Plan will enable it to remain a useful decision-making guide for the Village's and the region's downtown.

"...a noble logical diagram once recorded will never die; long after we are gone it will be a living thing, asserting itself with ever-growing insistency...."

Daniel H. Burnham

SECTOR LOCATION MAP

1 MARTINGALE ROAD SECTOR

2 WOODFIELD ROAD SECTOR

3 GOLF ROAD SECTOR

4 UNOCAL SECTOR

5 STATE PARKWAY SECTOR

6 ROSELLE ROAD SECTOR

7 ALGONQUIN ROAD SECTOR

