



**woodfield**  
regional concept plan

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roselle road  
s e c t o r







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roselle road  
s e c t o r









## **ROSELLE ROAD S E C T O R**

### **WOODFIELD REGIONAL C O N C E P T P L A N**

An element of the  
Village of Schaumburg  
Comprehensive Plan

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The Roselle Road Sector of the Woodfield  
Regional Concept Plan was adopted under  
Ordinance 92-31 on March 10, 1992.





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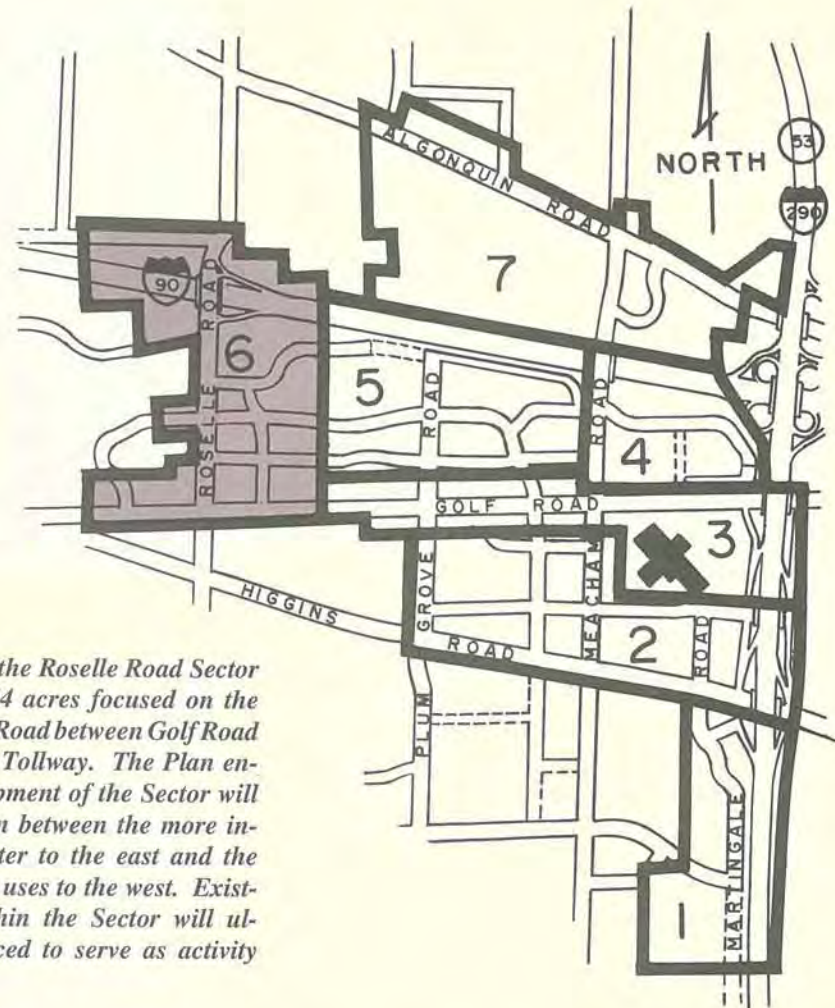




## CHAPTER ONE INTRODUCTION

**S**ector Six, known as the Roselle Road Sector, occupies the westernmost portion of the Woodfield Regional Concept Planning area. The Sector is situated on 544 acres of land. Its length generally straddles Roselle Road from Central Road on the north to Golf Road (Illinois Route 58) on the south. Map 1 on page two illustrates the placement of Sector Six within the entire regional planning area.

The Roselle Road Sector is unique from other Sectors in the Woodfield Regional Planning area due to its proximity to and function as a transition between other distinct areas and land uses. As the westernmost Sector of the Regional Center, continued development of regional commercial, office and research and light industrial facilities is anticipated. However, impacts resulting from any intense industrial/office development should be attenuated to blend with adjacent residential uses. Additionally, the corporate boundaries of Hoffman Estates lie along the south side of Golf Road, underscoring the need for coordination of planning efforts between the two communities. The highway-



*MAP 1. Sector 6 - the Roselle Road Sector is comprised of 544 acres focused on the area along Roselle Road between Golf Road and the Northwest Tollway. The Plan envisions that development of the Sector will provide a transition between the more intense regional center to the east and the existing residential uses to the west. Existing land uses within the Sector will ultimately be enhanced to serve as activity nodes.*

oriented commercial uses along Golf Road, within the Sector, represent a continuation of the "Golf Road Corridor", where regional commercial uses extend from the Golf Road Sector on the east. By reinforcing the unity of these businesses, as a corridor, Golf Road will retain its significance as a prominent regional retail place.

Future development in the Roselle Road Sector is expected to concentrate mainly on the completion of planned office buildings, as well as research and development facilities containing high quality, light

industrial uses. The Village has opportunities, through the development approval process, to achieve goals and objectives for building activity and employment centers in the Sector. Ideally, these centers or nodes will manifest themselves as places where daytime and nighttime events take place, where people will be drawn for work, leisure and family activities. Specific objectives for achieving these goals will be discussed further in the Concept Plan chapter of this document.



The concept of activity nodes applies, as well, to properties which are likely to experience redevelopment in the future. By establishing goals, objectives and standards through the Concept Plan, the Village is more likely to achieve coordinated amenities and design of enterprises along Golf and Roselle Roads.

Most of the land area in the Sector is comprised of vacant, large parcels which are expected to experience tremendous development pressure in the near future. The market for one- to three-acre office and high-tech, research-oriented industrial uses has established an identifiable trend which is expected to continue for much of the vacant land located in the Roselle Road Sector.

Two important plans have previously been adopted by the Village containing guidelines for future development in and adjacent to the Roselle Road Sector. The Economic Development Element of the Comprehensive Plan, adopted in March, 1980, determined the westernmost boundary of the Woodfield Regional Center would be Roselle Road. Under this plan, uses east of Roselle Road and south of the



*The ten-story Chatham Centre I office building was completed in 1989 and contains in excess of 219,000 square feet. Proposed Phase II development includes a second ten-story tower and an expansion of the existing parking structure.*



*Holiday Inn Hotel and Retail Center*



*Illinois Department of Transportation, District I Headquarters*



Northwest Tollway (overlapping with the current Concept Plan) were designated as Regional Multi-Use. This designation is a general land use category designed to accommodate multiple development proposals for uses of regional character and intensity, without limiting development to strictly office or retail uses, for example. A specific regional market had not yet identified itself for this area. The Plan, additionally, provided for large parcel employment-oriented development for properties at the intersection of the Northwest Tollway and Roselle Road.

The second plan, known as the Roselle Road Interchange Concept Plan, was adopted in November, 1984. The Interchange Concept Plan sought, among other objectives, to set Roselle Road as the westernmost boundary of the Woodfield Regional Center and to create a self-sufficient area by providing a wide mix of inter-related land uses. Although the Roselle Road Sector does not include several multiple-family uses located along the west side of Roselle Road, the boundaries recognize an enlarged sphere of influence of the Woodfield Regional Cen-

ter by including some commercial areas west of Roselle Road. However, as will be discussed in the Concept Plan chapter for the Roselle Road Sector, the adjacent residential uses will continue to play an important role in the planning area, by balancing land uses, consistent with the objectives of the Interchange Concept Plan.

The Roselle Road Sector Concept Plan describes existing conditions in the area and outlines the types, arrangement and intensities of land uses along with roadway improvements anticipated over the next two decades. The recommended land uses and development guidelines are based on thoughtful analysis of goals and objectives contained in past adopted plans for the area, changes in market conditions, acknowledged need for managed growth and the Village's desire for future use and enjoyment of the area.

Any deviations from the policies and directives of the Concept Plan should be justified by a petitioner, and all modifications must be based upon a change in existing conditions or new information which was not considered in the preparation of this Concept Plan. The directives contained in the Concept Plan are in addition to the zoning, subdivision and other requirements and policies for development of property within the Village.

## Historical Development

Since 1969, the orientation of land uses within the Concept Planning area has moved steadily from its agricultural heritage to an increasingly urbanized environment. With the widening of Golf Road in 1973 and the opening of Woodfield Mall, properties along Golf Road, and those along Roselle Road near Golf Road, within the Sector, became prime locations for retail commercial activity. During this period, commercial/retail structures were constructed along Golf Road, in large part as a continuation of the intense commercial development in the Sectors to the east. The focus of commercial/retail development was on the intersection of Golf Road and Roselle Road where large



*Schaumburg Technological Center*



shopping centers were constructed on three of the four corners of the intersection, including the 149,175 square foot K-Mart Plaza Shopping Center.

By the time the Northwest Tollway interchange at Roselle Road was opened in 1984, significant low-rise industrial/office and research development had begun on the west and east sides of Roselle Road with the Hillcrest Commons I and Schaumburg Technological Center campuses, as well as with the Woodfield Business Center's Service Center. This construction would continue as buildings within the Woodfield Business Center II were completed, including the Digital Equipment Corporation, Omron Electronics, Accurate Metering and Foster Electric buildings.

In the late 1980's, with the exception of two small parcels north of the Tollway, the last remaining parcels designated for agricultural use in the Roselle Road Sector were rezoned for industrial and office uses. On February 23, 1988, the Village Board approved the development plan for the approximately 100-acre Copley Center property located north and east of the northeast corner of Golf and Roselle Roads. Concurrent with the development plan and annexation, agricultural land use designations were changed to allow for large parcel office and research and development facilities.

Completion of a full interchange at Roselle Road along the Northwest Tollway, along with an enormous capacity to accommodate the Woodfield Regional Center market on vacant, developable parcels, assures continued economic development in Sector Six.

**TABLE 1**  
**HISTORICAL HIGHLIGHTS**

1958	Northwest Tollway (I-90) opens
1972	K-Mart Plaza Shopping Center is completed
1973	Golf Road is widened from two to four lanes through the Sector
1979	Roselle Road is widened from two to four lanes through the Sector
1981	Construction is begun on Woodfield Business Center II
1981	Schaumburg Technological Center I opens
1983	Hillcrest Commons I office complex is completed
1984	Woodfield Business Center undergoes substantial build-out of its campus: Digital Equipment Corporation, Omron Electronics and Accurate Metering buildings are completed, while Toyoda, Inc. and Foster Electric buildings are opened
1984	Hillcrest Commons II is approved
1984	Roselle Road Tollway Interchange opens, allowing westbound Tollway users to access the Sector
1985	Schaumburg Technological Center II is completed
1987	Remington Plaza Shopping Center opens, tenants include Office Max and Walkers Restaurant
1987	Illinois Department of Transportation opens its new District I headquarters
1988	Copley Center is approved
1989	Chatham Centre phase I office building and adjoining parking structure are constructed
1991	Medieval Times dinner theatre opens
1991	Construction begins on Hosiden America Corporation building, the first industrial/office development in the Copley Center

Source: Village of Schaumburg Planning Department, January, 1992





0 100 200 400 800



# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### EXISTING DEVELOPMENTS

#### DEVELOPMENTS

- |                              |                                      |
|------------------------------|--------------------------------------|
| 1 AHLGRIM FUNERAL HOME       | 26 I.D.O.T. REGION 1                 |
| 2 VOLKSWAGEN OF AMERICA      | 27 SCHAUMBURG TECH CENTER I & II     |
| 3 VALLEY LAKE PLAZA          | 28 MEDIEVAL TIMES                    |
| 4 OLSON RUG                  | 29 CHATHAM CENTRE I                  |
| 5 EDUARDO'S PIZZA            | 30 COMMERCE TECH CENTER              |
| 6 PERSONAL TOUCH CAR WASH    | 31 FOSTER ELECTRIC                   |
| 7 SCHAUMBURG DODGE           | 32 ROCKWELL PMC INC.                 |
| 8 BARNABY'S                  | 33 OMRON                             |
| 9 130 GOLF ROAD CENTER       | 34 MAZAK NISSHO IWAI CORP.           |
| 10 CENTURY 21                | 35 ACCURATE METERING SYSTEMS         |
| 11 LARRY FAUL USED CARS      | 36 HISCO                             |
| 12 LARRY PAUL PONTIAC        | 37 HEIDENHAIN                        |
| 13 BLACK PEARL NORTH         | 38 AT&T / IMAGINEERING               |
| 14 CARPET CREATION           | 39 HELL GRAPHICS                     |
| 15 ACE WASHER AND DRYER      | 40 155 E. COMMERCE BLDG.             |
| 16 SHELL                     | 41 INTERNATIONAL BEAUTY SYSTEMS      |
| 17 PEARL VISION              | 42 DIGITAL INCORPORATED              |
| 18 H & R BLOCK               | 43 FIRE STATION No. 4                |
| 19 SCHWINN / HOUSE OF TEAK   | 44 GOLF ROSE ANIMAL HOSPITAL         |
| 20 ACE HARDWARE              | 45 K MART SHOPPING PLAZA             |
| 21 FLOORS BY VINCI           | 46 CHURCH'S CHICKEN                  |
| 22 REMINGTON PLAZA           | 47 AMOCO                             |
| 23 HOLIDAY INN RETAIL CENTER | 48 WOODFIELD CORNERS SHOPPING CENTER |
| 24 HILLCREST COMMONS I       | 49 SHOPS AT COPLEY CENTER            |
| 25 SHURGUARD STORAGE         | 50 WOODFIELD LANES                   |



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VILLAGE OF SCHAUMBURG PLANNING DEPARTMENT  
JANUARY 1992





## CHAPTER TWO

# EXISTING CONDITIONS

**T**his chapter evaluates and describes the existing physical characteristics and environmental conditions present in the Roselle Road Sector. In doing so, it provides a snapshot of resources and limitations which can affect the future development of vacant parcels within the plan area. The relevancy of existing conditions also extends to the future redevelopment of properties. Specifically, the analysis of existing conditions includes: soils and building site suitability, land uses, zoning, water mains, storm sewers, sanitary sewers, building heights, visual and aesthetic elements and vegetation. The location of existing developments within the Sector is shown on the opposite page.

### Soils

Soil and terrain quality indicates the existence of limitations to development and, as such, is an important consideration in assessing the extent of development in the future. Slight limitations, if any,





*This vacant parcel at the northwest corner of Hillcrest Boulevard and Roselle Road demonstrates the variety of soil types and gently rolling terrain found within the Sector.*



*Almost twenty acres of wetlands were set aside as a large natural preserve southeast of the Woodfield Business Center II. As part of the Wetlands Protection District, areas such as this will continue to sustain unique vegetation and serve as flood protection.*

for some properties, may be accommodated easily in the development process; moderate limitations can be overcome and minimized by special engineering and design. However, severe limitations indicate a lack of suitability for development of the site, which may be overcome only with major design accommodations and/or extensive maintenance in the future. Limitations in this category may become evident in the form of an unseasonably high water table, low bearing strength, high shrink-swell potential, periodic flooding, etc. Soil borings should be extracted, in conjunction with an engineering analysis, to determine the soil type and degree of limitation. There is considerable variation in soil composition in the Roselle Road Sector. The extent of limitations to development of properties in the Sector is indicated on the Soils Interpretation and Building Site Suitability Map on Page 9.

The types of soils found in the Sector fall mainly in the Markham-Ashkum association and is comprised of eight different soil series: Ashkum, Chatsworth, Elliott, Markham, Muskego, Peotone, Sawmill and Symerton series. Normally, these soils are slowly to very slowly permeable, except for the Muskego and Symerton series which have a moderately permeable upper layer. In addition, most are poorly drained or very poorly drained soils, except for the Chatsworth, Markham and Symerton series which are well and moderately well drained soils. Some developed properties, at and around the intersection of the Northwest Tollway and Roselle Road and in portions of the Woodfield Business Center have poorly drained soils, but artificial drainage and storm water systems prevent their flooding.

Nearly all of the vacant land is, however, developable through proper engineering. The only undevelopable areas are the wetlands located south of Commerce Drive at the eastern end of the Sector and located between the Chatham Centre and Woodfield Business Center sites. The zoning approvals for Woodfield Business Center II, granted in 1981, designated 19.6 acres as wetlands and open space to be preserved. While portions of this acreage lie in the State Parkway Sector, all wetlands are within

the Wetlands Protection District contained in the Village's Zoning Ordinance.

The topography within the Sector is the result of Wisconsin Glacial Era formations and varies from rolling morainal hills to level outwash plains with occasional depressions and pockets. Only a few areas, all associated with surface drainage waterways, have slopes with grades exceeding ten percent. Slopes of around five percent are common to most areas of the Sector.

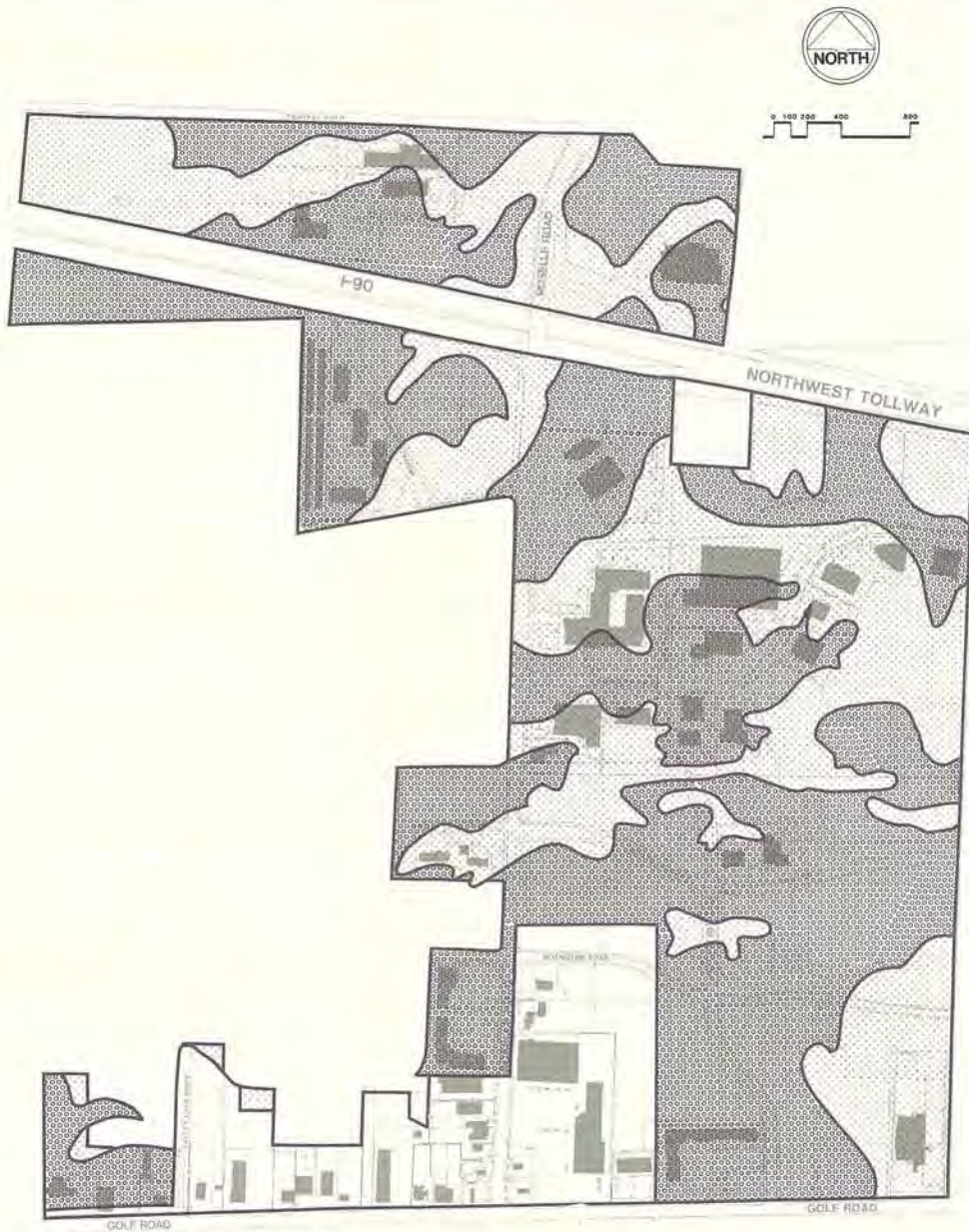
## Drainage

The concept planning area is divided into approximately thirds by three separate drainage areas. Various improvements in recent years have served to minimize flooding and control drainage in these areas, making once limited lands now developable. These improvements have involved channelizing stream beds and installing detention/retention basins as part of the development of large parcels in the Sector. Additional drainage improvements may be required as vacant areas are developed.

One drainage basin, located north of the Northwest Tollway, contains the lowest elevations in the Sector and drains into Tributary 1 of the Salt Creek. Historically, those properties adjacent to the Tributary have experienced periodic flooding. To improve the suitability of the Schaumburg Technological Center site, Tributary 1 was channelized through the Center, and a detention basin was constructed immediately southwest of the intersection of Central Road and Roselle Road.

The central portion of the Sector is drained by the West Branch of the Salt Creek. To improve land conditions in this area, a man-made lake was constructed at the western terminus of Salt Creek (west of Roselle Road) in conjunction with development of the 21 Kristin Place Apartments. The Creek was also channelized east of Roselle Road to provide a deeper and more direct path for the flow of storm water as part of the development of the Woodfield Business Center II industrial/office park. The wetland, natural prairie property, located in the eastern





# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### SOILS INTERPRETATION & BUILDING SITE SUITABILITY

SLIGHT LIMITATIONS  
MODERATE LIMITATIONS  
SEVERE LIMITATIONS



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JANUARY 1992

MAP 3



portion of the Woodfield Business Center, acts as a natural detention area before the flow of storm water continues along the Salt Creek channel in a southeasterly direction. As a result of the efforts completed to date, no major additional improvements are needed to accommodate future development in this drainage basin.

The southern area contains the highest elevations in the Sector, particularly west of Roselle Road. This drainage area consists of an intermittent creek flowing approximately 1/4 mile in a northwesterly direction from Roselle Road into what formerly was a marsh but has been upgraded into a small lake to accommodate the construction of the Village-In-The-Park apartment complex. Although this system accommodates the present drainage needs of the area, potential new development in this portion of the Sector is likely to call for further improvements such as channelizing the creek.

## Vegetation

At one time, trees and hedges known as windbreaks or hedgerows outlined the perimeters of the many farms which comprised the planning area. These windbreaks served to reduce the impact of wind erosion and identify property lines. However, as the once agricultural properties began to develop, these windbreaks were often removed.

The limited mature vegetation presently in the Sector consists of the remains of these windbreaks, as well as scattered groves of trees intermixed with prairie grasses in the wetland areas left undisturbed by farming activities. The occurrence of mature vegetation is sporadic, therefore, and lies entirely north of Valley Lake Drive and State Parkway, as illustrated on Map 4. Significant vegetation includes the following areas which are lettered to correspond with the Existing Vegetation Map:

**A.** The 7.5-acre Colby property at the northwest corner of Roselle Road and Valley Lake Drive - a substantial undisturbed growth containing wetland

grasses, older willow, elm, box elder, poplar, white pine, spruce, red oak, and austrian pine trees;

**B.** The undeveloped Hillcrest Commons I site - small groupings of willow and poplar trees, with a few introduced scotch pines;

**C.** The eleven-acre undeveloped portion of the Schaumburg Technological Center between Center Court and Roselle Road - a small grouping of mature elms;

**D.** The property west of the Schaumburg Technological Center on the south side of Central Road;

**E.** Land between the Medieval Times development and the vacant property east of Roselle Road - a small second generation growth of box elder, silver maple, siberian elm, mulberry, buckthorn and choke cherry trees;

**F.** Grounds along the West Branch of the Salt Creek south of Chatham Centre, aligned with Wellington Road, and around the natural prairie preserve southeast of Woodfield Business Center II - a substantial preserve of mature cottonwood, willow, silver maple, box elder, walnut and elm trees; and

**G.** Strip of land east of the Woodfield Lanes bowling alley on the north side of Golf Road - a stand of trees which once formed a windrow between adjoining properties.

Within the Woodfield Business Center, a few remaining hedgerow groupings can be found. Adjacent to the Sector, north of Central Road and west of Roselle Road, a large preserve containing cherry and elm trees contribute to vegetation in the area.

The existing vegetation, south of Valley Lake Drive and State Parkway, is extremely limited because development of the smaller properties along Golf Road has not historically been accompanied by the provision of meaningful landscaping. However, construction of the Remington Plaza Shopping Center on the west side of Roselle Road, as well as the Shops at Copley Shopping Center, immediately





# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### EXISTING VEGETATION

EXISTING VEGETATION 



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JANUARY 1992

MAP 4





*The West Branch of the Salt Creek is a natural drainageway in the Sector and contains a substantial preserve of mature trees. This perspective is from the bridge connecting the Chatham Centre and Woodfield Business Center developments.*



*Drainage improvements constructed in conjunction with development of the Woodfield Business Center II were designed to serve as both physical and visual amenities for the subdivision. The Design Guidelines for the Woodfield Regional Center encourage the use of contoured slopes, site furnishings, cobblestone banks, landscaping and other site fixtures to provide for the use of drainage improvements as water features.*

northwest of the intersection of Golf Road and Wilkening Road, have included significant tree and shrub plantings. These plantings will continue to have stronger impacts on the environment as they mature.

Any future proposal for the development or redevelopment of properties in the Sector must contain a tree survey and preservation plan as required by the Village's Zoning Ordinance. The preservation plan would illustrate the way in which a developer plans to retain existing trees, replace any trees removed and protect vegetation to the greatest extent possible in the construction process.

## Utilities

The concept planning area is fully serviced by public water and sewer systems. These systems have

been constructed to meet the demands of the area as it has developed over the years. Additions to the water and sewer systems, however, will be required to accommodate future demand as the planning area continues to develop. For example, undeveloped properties within the Copley Center, Schaumburg Technological Center and Hillcrest Commons II will be fully connected to existing systems prior to occupancy. Maps 5 through 7 illustrate existing water and sewer networks.

Lake Michigan water is supplied to the Village by way of two large lines which branch off near O'Hare International Airport. The Roselle Road Sector is then served by a branch, thirty-six inches in diameter, which runs along the south side of the Northwest Tollway. Within the watermain network of the Sector, main lines of twelve inches in diameter run along Golf and Roselle Roads, as well as along the collector rights-of-way within the industrial/office parks. Individual properties connect with the





# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

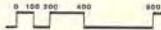
### EXISTING WATER MAINS

WATER MAINS



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MAP 5

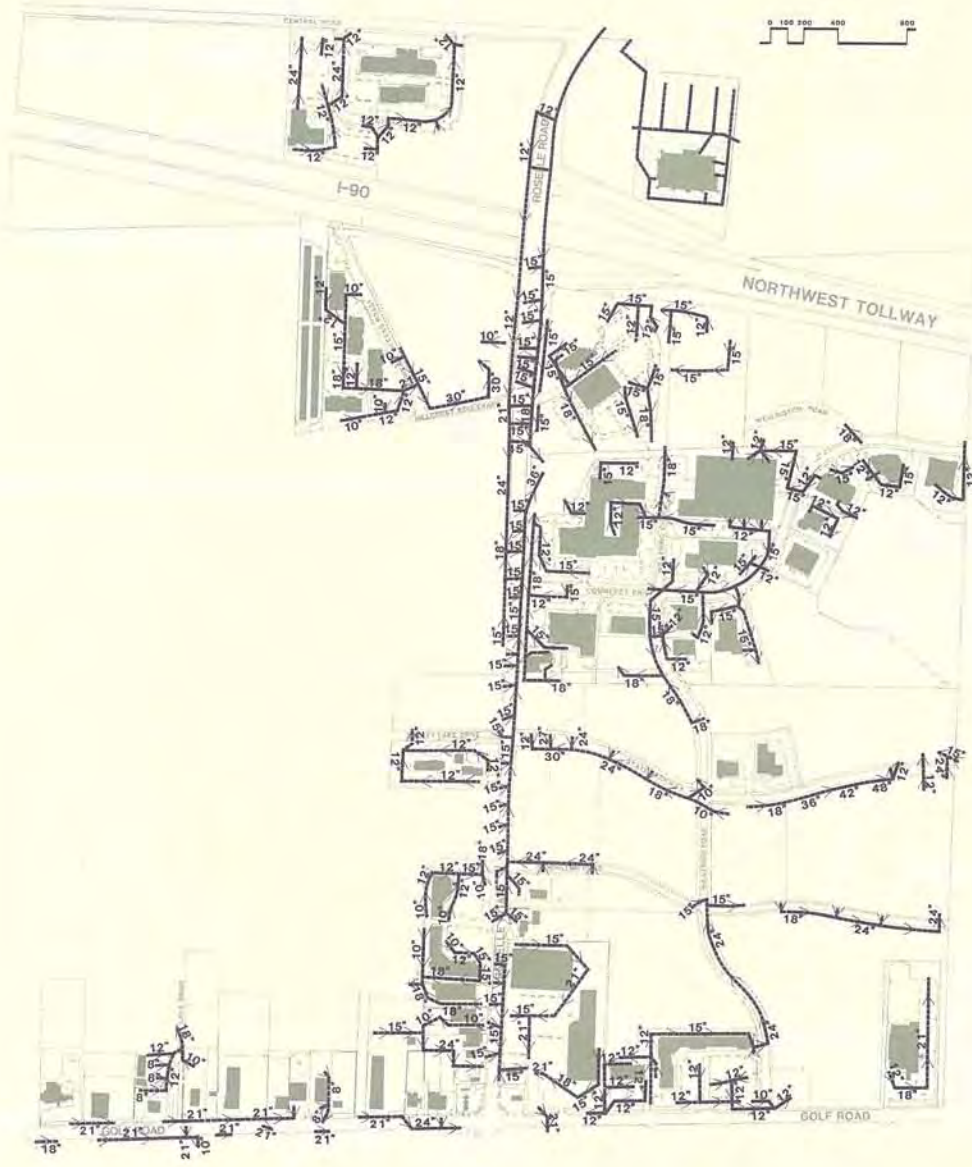


# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### EXISTING STORM SEWERS

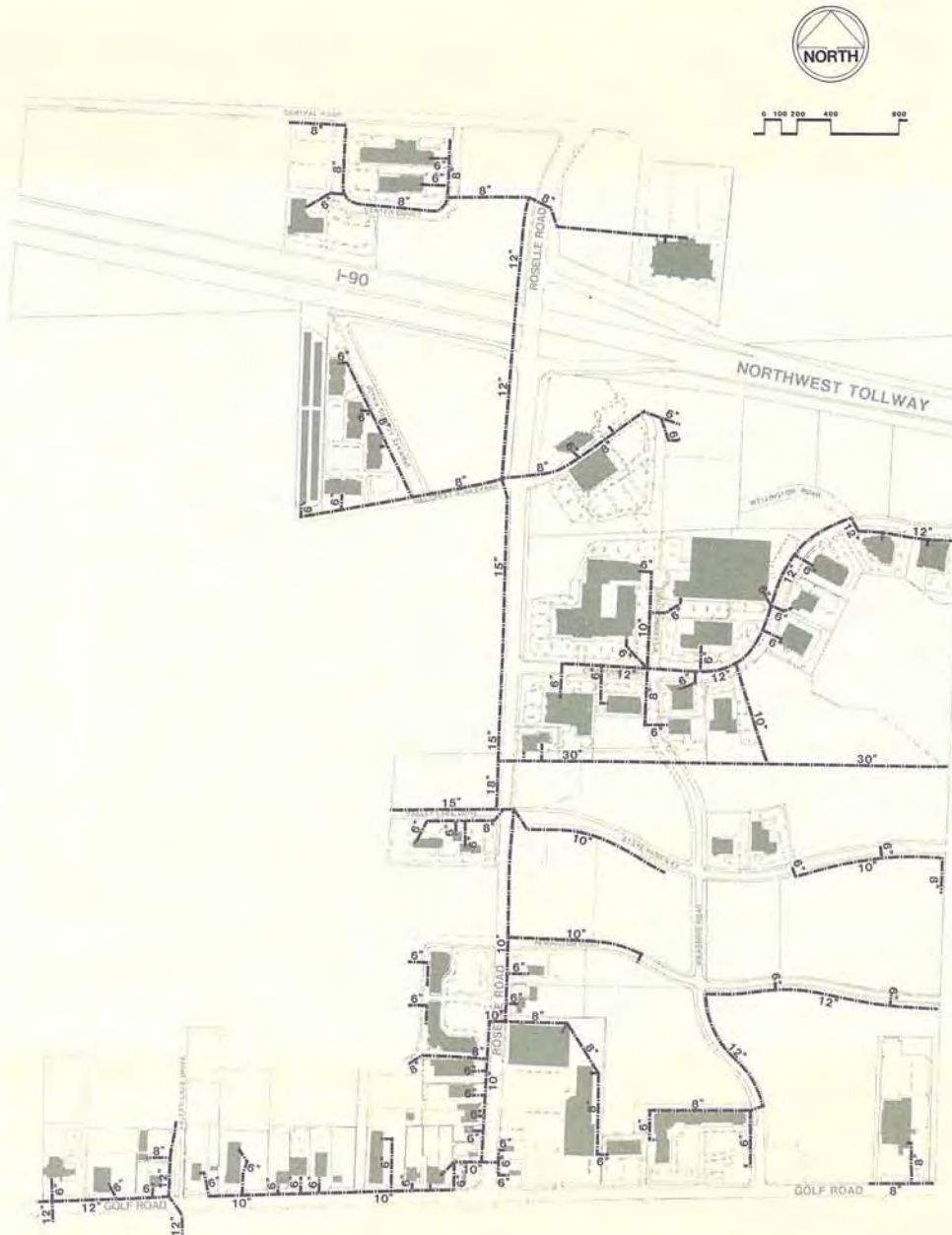
STORM SEWERS      ———  
DIRECTION OF FLOW      >>>



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JANUARY 1992

MAP 6





**WOODFIELD  
REGIONAL  
CONCEPT PLAN**

**ROSELLE ROAD  
SECTOR**

**EXISTING SANITARY SEWERS**

SANITARY SEWERS     



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JANUARY 1992

MAP 7



*Nearly half of the vacant, undeveloped land in the Roselle Road Sector is located in the Copley Center industrial/office park shown here in the foreground. The more intense development of the Regional Center, focused around the Woodfield Mall, is visible in the background center and right.*



system by way of water lines six inches or eight inches in diameter.

The direction of storm water flow is patterned, for the most part, along topographical changes, as described in previous sections. A break in flow occurs at Roselle Road near the entrance to Remington Plaza. South of this point, storm water from properties adjacent to Roselle Road flows southward in lines ranging in size from ten to eighteen inches; most of this water terminating in the small lake in the Village-In-The-Park apartment complex. Storm run-off north of this point flows northerly in fifteen-inch lines along the east side of the Roselle Road right-of-way and terminates in the thirty-six inch line at the channel north of the Woodfield Business Center II. Two storm lines carry water from the northern portions of the Sector (at the Northwest Tollway) into the same channel: 1) along the west side of the Roselle Road right-of-way, lines which range from twelve inches to twenty-four inches, flow from north of the Northwest Tollway, accessing the eastern portions of the Schaumburg Technological Center and Medieval Times to approximately Commerce Drive and 2) along the east side of the Roselle Road right-of-way, lines of fifteen and eighteen inches, flow from the Northwest Tollway, serving the Chatham Centre development. From these lines, the storm water is carried into the Salt Creek in Busse Woods east of Route 53/I-290.

Other, shorter, storm sewer networks exist in the Sector. Lines ranging from twelve to eighteen inches connect with properties in Hillcrest Commons I and carry run-off eastward to a thirty inch line on the future site of Hillcrest Commons II. Storm water from the Copley Center area flows in easterly and westerly directions away from Wilkening Road. The westward lines terminate in a thirty-six inch line at the detention area at the northeast corner of State Parkway and Roselle Road via ten to thirty inch lines. The eastward flows terminate in a forty-eight inch line on the south side of the State Parkway right-of-way at the eastern boundary of the Sector.

Sanitary sewers in the Sector range in size from six to thirty inches in diameter. Building connections are typically six and eight inches, while the collector lines are ten or twelve inches in diameter. A thirty



*While commercial uses such as auto dealerships occupy a small percentage of land within the Sector, they play a vital role in the economic viability of the Golf Road retail corridor. Schaumburg Audi, shown above, is located on Golf Road just west of Valley Lake Drive.*

inch line runs from Roselle Road east along the property line south of the Woodfield Business Center. A forty-two inch sewer continues east of the Sector, along Plum Grove Road and the Creek, and terminates at the John E. Egan Water Reclamation Plant as part of the Water Reclamation District facilities.

## Existing Land Uses

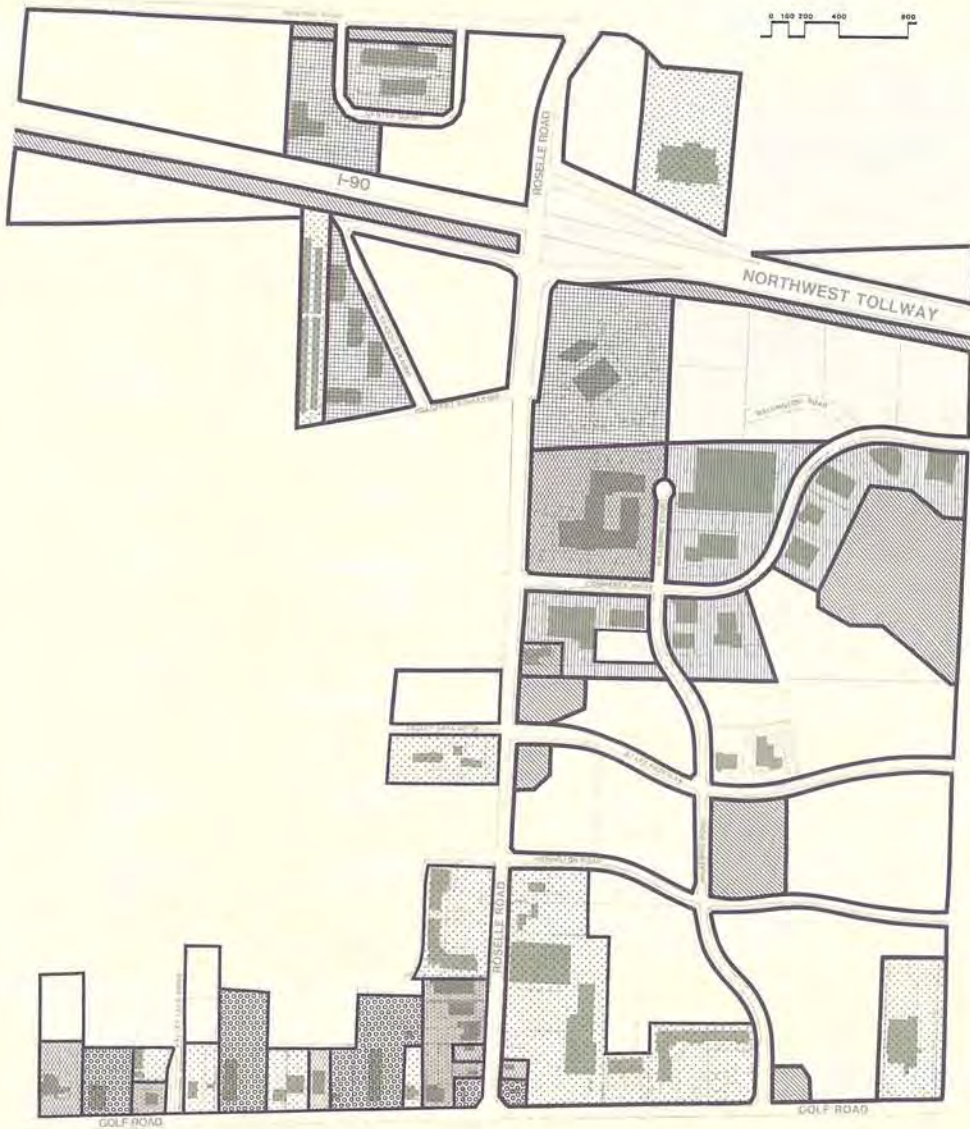
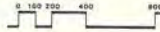
Despite the rapid development which has occurred within the Roselle Road Sector within recent years, more land continues to remain vacant or undeveloped than any other single land use category. Occupying nearly 223 acres, these vacant properties

**TABLE 2  
EXISTING LAND USES**

Land Use	Acres	Percent
Commercial	5.90	1.1
Commercial/ Service	64.84	11.9
Auto Sales and Service	14.52	2.7
Office/ Service	17.95	3.3
Office	34.33	6.3
Industrial/ Office	35.34	6.5
Public/ Quasi-Public	148.61	27.3
Vacant	222.65	40.9
<b>TOTAL</b>	<b>544.14</b>	<b>100.0</b>

Source: Village of Schaumburg Planning Department, January, 1992.





# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### EXISTING LAND USE

- AUTO SALES/AUTO SERVICES
- COMMERCIAL
- COMMERCIAL/SERVICE
- INDUSTRIAL/OFFICE
  
- OFFICE
- OFFICE/SERVICE
- PUBLIC/QUASI-PUBLIC
- VACANT



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JANUARY 1992

MAP 8



account for 40% of the Sector's land area. A wide variety of land uses is found on the occupied parcels in the Sector, including public/quasi-public, auto sales and service, commercial, commercial/service, office, office/service and industrial. These land uses are concentrated in certain portions of the Sector, establishing an identifiable pattern of Office and Industrial/Research and Development to the north and east, while uses become increasingly retail and commercial oriented to the south along Roselle Road and along Golf Road as it runs through Sector Six, as illustrated on Map 8. The breakdown in Table 2 confirms that the distribution of land uses in this Sector serves a wide variety of economic needs.

The second largest existing land use in the Sector is public/quasi-public, totalling 148 acres. Public streets and roads, including the Northwest Tollway, constitute the biggest portion of this use category with over 105 acres. Other public uses are mainly storm water detention, natural prairie or park areas preserved as part of the Office and Industrial complexes in the northern and eastern portions of the Sector. The gas and electric utility lines occupy small parcels which parallel the south side of the Northwest Tollway. Fire Station No. Four (currently under construction) and the Copley Center detention areas and street network, constructed in preparation for future build out, account for recent substantial increases in public use of land. The Fire Station will stand on a 1.5-acre site on the east side of Roselle Road, aligned with Amanda Lane.

Commercial and Commercial/Service uses, together amounting to almost 71 acres, are located mainly along the north side of Golf Road and along Roselle Road, south of Valley Lake Drive, in small and moderately-sized shopping centers or in stand-alone businesses. The Commercial/Service use includes the primarily service-oriented developments such as the recently opened Medieval Times restaurant and theater, Holiday Inn Retail Center, Shurguard Storage, Golf-Rose Animal Hospital and Woodfield Lanes bowling alley. Half of the Commercial/Service uses are represented by shopping centers in the Sector which contain retail, restaurant and service businesses. These centers include the K-Mart Shopping Center, Woodfield Corners Shop-



*Newer shopping centers such as Woodfield Corners (above) and Shops at Copley have developed along Golf Road, east of Roselle Road, increasing the amount of land used for Commercial/Service uses in the past decade. Over one-fourth of the built environment in the Roselle Road Sector is currently devoted to this type of land use.*







*A comparatively large percentage of land uses in the Sector planning area is used for public purposes. Copley Park at the northeast corner of Wilkening and Remington Roads (shown above), along with four small lakes created as stormwater detention facilities, will enhance future development and maintain a sense of open space.*

ping Center, 130 Golf Road Center, Remington Plaza and Shops at Copley Center. While only 13% of the land area in the Sector is currently used for Commercial and Commercial/Service uses, this category represents over one-quarter of the built environment within the Sector.

Auto Sales and Service uses, are located exclusively along Golf Road and include Volkswagen of America, Schaumburg Dodge, Larry Faul Pontiac and Larry Faul Used Cars. Together, these enterprises are situated on 14.5 acres. This category of commercial use was set out from others to illustrate the regional nature of some businesses in the Sector, as well as to illustrate the continuity of auto-related uses from other sectors to the east.

Close to 34 acres, or 6% of uses in the Sector, are dedicated to Office use. Office development in the planning area is located in four developments: Hillcrest Commons I, Illinois Department of Transportation building, Schaumburg Tech Center I and II and Chatham Centre I. The parcels determined to be an Office use are those where the primary use of the building is office, although warehousing or

assembly may be accessory to those uses. The Office use also applies to multi-tenant buildings containing a predominance of office users, although other users may occupy the building. The percentage of land developed for office uses is expected to increase significantly as planned office uses near the intersection of the Northwest Tollway and Roselle Road, such as the remaining phases of Chatham Centre, Hillcrest Commons and the Schaumburg Tech Center begin construction.

Nearly equal in prominence is the Industrial/Office land use category which comprises over 6% of the land area in the Sector. The kinds of land uses which fit in this category include light industry, warehousing, assembly and some research and development enterprises. The vast majority of these enterprises are located in the Woodfield Business Center II complex.

Office/Service uses in Sector Six are represented by individual enterprises on Roselle and Golf Roads, such as real estate and accounting companies. Also included in this category is the Commerce Tech Center, located in the Woodfield Business Center II, due to its substantial service orientation. A total of almost 18 acres, or 3% of the Sector's land area, is currently devoted to Office/Service uses.

## Adjacent Land Uses

The Roselle Road Sector plays a unique role in the configuration of land uses within the Woodfield Regional Center and within the Village. Other jurisdictional boundaries meet the Sector to the north and south: unincorporated Palatine Township and Hoffman Estates, respectively. The Roselle Road Sector represents the western edge of the Regional Center, and as such performs as a transition between the Regional Center and other communities in the Village to the west. Sector Six is connected to the Regional Center on the east by the State Parkway Sector on the east. The State Parkway Concept Plan highlights the emphasis in the area on Industrial/Of-



office uses, similar to the type of development found in the Woodfield Business Center II.

The transitional nature of Sector Six extends to the substantial mid- and high-rise, multiple-family residential developments located adjacent to the western boundaries of the Sector. The Village-In-The-Park and 21 Kristin Place apartment complexes, together provide 1,218 housing units. Well-placed detention facilities, forming small lakes, combined with groupings of vegetation, contribute to pleasant surroundings within each of these residential communities.

North of the Sector, in unincorporated Cook County, a somewhat undisturbed environment is created by natural preserves on the west side of Roselle Road and St. Michael's Cemetery on the east side of Roselle Road.

Within Hoffman Estates, south of the intersection of Golf and Roselle Roads, properties are developed with a free-standing restaurant, strip shopping centers (Golf-Rose Shopping Center and Hoffman Plaza Shopping Center), and highway-oriented commercial enterprises, which include a bank, gas station, fast food outlets and automobile maintenance shops. East of the intersection and south of Golf Road are single-family residential communities.

The State Parkway Sector to the east mirrors the light industrial, research and development and office uses existing in and planned for the eastern portions of the Roselle Road Sector. Also in the State Parkway Sector, along the north side of Golf Road, several restaurants catering to lunch, dinner and evening clientele were constructed recently.

## Existing Zoning

Zoning is the primary tool used to implement the long-range policies and plans of the Village's Comprehensive Plan, on a specific property basis. Specific regulations of zoning districts enable officials to monitor and maintain certain standards for the life of existing uses. In the Roselle Road Sector,

one agriculture, two industrial and five business classifications are currently used.

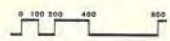
The zoning districts governing properties in this Sector correspond with the range of land uses and generally mirror the pattern of land uses described in the existing uses section. The predominant zoning district in the Sector is M-P Planned Manufacturing and is concentrated in the area east of Roselle Road, encompassing the Woodfield Business Center and largely undeveloped Copley Center. At the time most of this area was annexed in 1988, the previous A Agricultural zoning district was changed to the M-P Planned Manufacturing District. The M-P District is designed for well planned, large parcel or campus-type research and development, light industry and office uses. The M-P zone implements this policy by requiring a minimum of twenty (20) acres per tract and 30,000 square feet per lot within a tract. Also permitted in this Zoning District is Fire Station No. Four, under construction on the east side of Roselle Road where it intersects Amanda Lane. Of significance, the M-P Zoning District in this area is contiguous with the large parcel zone found in the State Parkway Sector, east of Sector Six.

The primary difference between the M-1 Manufacturing District and M-P Planned Manufacturing District is that the M-1 areas allow more intense manufacturing uses on smaller lots, whereas the M-P requires larger tracts of land to be pre-planned for roadway and lot configurations. The M-1 Zoning District is appropriate for properties which are not located near residential or other sensitive uses, such as schools.

The M-1 Manufacturing zone currently regulates a significant amount of property north of the Northwest Tollway, including the Schaumburg Technological Center and Medieval Times dinner theater. The Hillcrest Commons I and Shurguard Storage properties, on the north side of Hillcrest Boulevard, west of Roselle Road, are also currently zoned M-1.

The B-1, B-2 and B-4 business classifications, combined, constitute the second most prevalent zone in the Sector. Like the existing retail, service and restaurant uses currently on the properties, the business zones lie exclusively in the southern part of



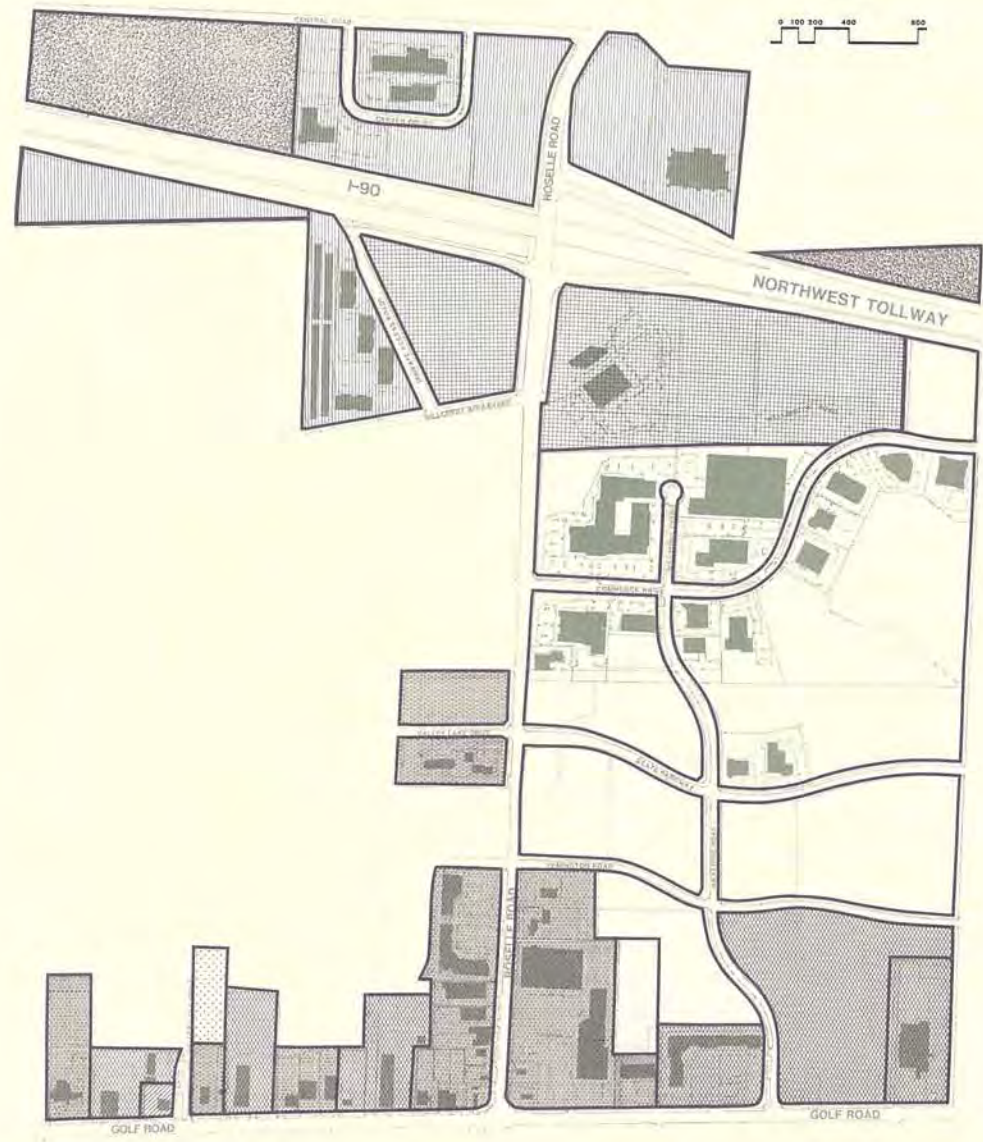


# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### EXISTING ZONING

- B-1 LIMITED OFFICE
- B-2 GENERAL RETAIL
- B-3 PLANNED OFFICE BUSINESS
- B-4 RETAIL, SERVICE, OR MOTOR VEHICLE
- B-2 PUD PLANNED UNIT DEVELOPMENT
- M-1 MANUFACTURING
- M-P PLANNED MANUFACTURING
- A AGRICULTURE



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JANUARY 1992

MAP 9





*The M-P Zoning District is tailored to facilities operating light assembly, warehousing, industrial/office and research and development functions. Large parcel Industrial/Office uses such as the Heidenhain development are typical of one and two story development found throughout the Woodfield Business Center II.*



*Some public uses, such as Fire Station No. Four, are permitted under the M-P Planned Manufacturing District. The new fire station will be located northeast of the intersection of Amanda Lane and Roselle Road.*



*While most Commercial/Service development is located along Golf Road, the location and success of the Medieval Times dinner theatre is attributable to the site's visibility from the Northwest Tollway. This and other properties located north of the Tollway were once planned to develop with manufacturing uses. The underlying M-1 Zoning District is now clearly inconsistent with the existing use.*



Sector Six. This category is made up of B-1 Limited Office; B-2 General Retail; B-4 Retail, Service or Motor Vehicle; and B-2 PUD Planned Unit Development. The B-2 zone permits a broad range of commercial uses and covers most properties in this area, including scattered parcels along the north side of Golf Road and along both sides of Roselle Road, south of State Parkway, as well as the undeveloped Colby property at the northwest corner of Valley Lake Drive and Roselle Road.

The B-4 Zoning District is aimed at regulating more intensive commercial uses with a high standard of site layout and distance from residential properties. It applies to certain properties along the north side of Golf Road, including all auto sales enterprises, the Valley Lake Plaza, Shops at Copley and Woodfield Lanes. The B-1 and B-2 Zoning Districts each apply to one and two properties, respectively, located at the western end of the Sector along Golf Road.

The B-3 Planned Office Business Zoning District differs from the other business classifications in that retail and service uses are permitted only as an accessory use in a principal office building. This District, which is being examined apart from the other business classifications, covers a significant area at the southwest and southeast corners of Roselle Road and the Northwest Tollway. The five-acre minimum reflects the intention of having large-scale office and research and development facilities in this district which are capable of incorporating integrated architectural elements.

Several irregularly-shaped properties along the Northwest Tollway are zoned for A Agricultural. In one case, the area southeast of the Medieval Times site is currently inaccessible. In the future, the site may be detached from the Village for use by St. Michael's Cemetery. In another case, the property west of the Schaumburg Technological Center is being carefully examined for appropriate future uses. The development of residential uses on this site, for example, is unlikely due to the potential negative impacts from the adjacent industrially-zoned properties.

Existing zoning should be consistent with either the existing or proposed land uses in the Concept

Plan. Map 9, on page 22, illustrates the existing zoning districts found in Sector Six. In instances where these designations are inconsistent with the Concept Plan, a Village-initiated rezoning may be warranted. Specific examples of proposed rezonings for the Roselle Road Sector are contained in the Concept Plan chapter.

## Existing Building Heights

Building heights in the Roselle Road Sector do not vary greatly. Most buildings are one and two stories in height, while only several developments exceed three stories: the Holiday Inn Retail Center and the Illinois Department of Transportation building. Moreover, the Chatham Centre I office tower is the only development exceeding seven stories.

The building heights of structures adjoining the Sector to the west exceed the heights currently found in the Roselle Road Sector. The multiple-family residential buildings in the 21 Kristin Place and Village-In-The-Park have as many as twelve (12) stories.

Under current provisions of the Village Zoning Code, a building height of thirty-five (35) feet is allowed in the B-2 and B-4 Zoning Districts; twenty-eight (28) feet is allowed in the B-1 Zoning District; fifty (50) feet is allowed in the B-3 Zoning District; and forty-five (45) feet is allowed in the M-1 and M-P Zoning Districts. Existing building heights are shown on Map 10.

## Existing Floor Area Ratios

Floor area ratio (FAR) is a flexible tool which assists in planning the future built environment. The ratio measures the mass or bulk of buildings as compared with the land on which they lie. It also allows planners to fix an "invisible" envelope within which future construction can occur. The FAR is calculated by dividing the total floor area of build-





# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### EXISTING BUILDING HEIGHTS

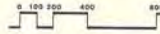
- 0 - 2 STORIES
- 3 - 6 STORIES
- 7 - 11 STORIES
- 12 - 20 STORIES



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MAP 10





# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### EXISTING FLOOR AREA RATIOS (W/O PARKING STRUCTURES)

- 0 - .31
- .32 - .50
- .51 - .69
- .70 - 1.20



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JANUARY 1992

MAP 11



ings (excluding parking structures) by the gross area of land.

The regulation of floor area ratios is accomplished through implementation of the zoning districts. Current provisions of the Village Zoning Ordinance allow FARs of up to .80 in the B-3 Zoning District. The most restrictive zoning district, the B-1 Limited Business District limits FARs to .35.

Floor area ratios closely mirror building heights in the Sector. The highest FAR, .63, in the Sector applies to Chatham Centre I office tower; while the Illinois Department of Transportation building has an FAR of .51. The low-rise research and development facilities, such as Woodfield Business Center II and low-rise office uses, such as Hillcrest Commons I, have FARs of between .20 and .25, typically. The approved development plans for Copley Center limit the FAR to .45, allowing flexibility in the actual heights of buildings within the complex.

## Existing Visual and Aesthetic Elements

As part of the Woodfield Regional Center, every day Sector Six is visited by many people who work, shop, relax, live near or travel through the area. A positive visual image is conveyed by many aspects of the area. These images are generated by the pleasant natural areas composed of small lakes and channels constructed for drainage combined with preserved mature tree groupings. Examples include the area which can be seen on the east side of Roselle Road south of Chatham Centre where the channelized west branch of the Salt Creek runs, flowing toward the natural prairie area southeast of Woodfield Business Center II south of Commerce Drive. The Copley Center park provides a serene area for bicycling, walking or resting. Eventually, as Copley Center is developed, this park will provide significant open space relief.

Extensive bikeways exist throughout the Sector, particularly along the east side of Roselle Road and



*The extensive bikepath network found throughout the Sector is often routed along scenic areas such as the wetlands preserve.*

the street network in the Copley Center development.

Other positive images were created by grading efforts during construction of Woodfield Business Center II, which placed buildings within the natural terrain. The benefits of these efforts is visible to persons bicycling or driving along Golf Road and whose view north is of the new Medieval Times building, giving an uncongested impression.

However, a negative image is conveyed by other aspects of the area. These include above ground utility lines and incompatible and sometimes confusing signs along the major roadways, particularly along Golf Road, west of Roselle Road, and along the west side of Roselle Road.

Although the right-of-way has been set aside for bikepaths and sidewalks in the Sector, there are numerous gaps in both networks. The sidewalks along Golf Road are haphazard; some segments are missing west of Roselle Road, and the sidewalk ends abruptly at the east property line of the K-Mart Shopping Center. No path or route exists along Golf



**Table 3**  
**Street Class Miles**

Primary	2.0 miles
Collector	0.3 miles
Industrial	1.4 miles
Special Collector	0.5 miles
Business	0.5 miles

Source: Village of Schaumburg Planning Department, January, 1992.

Road to accommodate bicyclists, and the lack of traffic signals for pedestrians and bicyclists at the intersection of the Northwest Tollway and Roselle Road pose safety hazards. Treatment of bikepaths and sidewalks is discussed in the Concept Plan chapter; see Map 24 for Existing and Proposed Sidewalks and Bikepaths



## Transportation Network

Sector Six is served primarily by two transportation systems, a roadway network and transit system. While small compared with the volumes of people travelling by automobile or bus, sidewalks and bicycle paths offer a good alternative transportation mode in Sector Six with its mix of commercial and nearby residential land uses. The Design Guidelines segment of the Concept Plan outlines the needs of the pedestrian and bicycle systems in more detail.

## Transit System

The Pace Suburban Bus Division of the Regional Transportation Authority has two bus routes that wind through Sector Six. The routes are depicted on Map 12.

Route 696 begins at Harper College north of Sector Six and travels south on Roselle Road to

Commerce Drive. This bus serves the businesses along Commerce Drive, exiting Sector Six to the east. The service carries riders to Woodfield Shopping Center, Motorola and eventually through the Village of Arlington Heights to Randhurst Shopping Center.

Route 699 links residents of Elk Grove Village with Palatine, passing through most of the Woodfield Regional Concept Plan area. In Sector Six, the bus route travels Commerce Drive and Roselle Road north of Commerce Drive.

Sector Six, as well as all of Schaumburg, is also served by the curb-to-curb paratransit system called Dial-A-Ride Transportation (DART). DART is available on a reservation basis for a moderate fare to the general public and is lift equipped. Program costs are shared between the Village and Pace.

## Roadway Network

Sector Six is served by an expressway and five functional street classes that make the area highly accessible from both a local and regional perspective. Table 3 summarizes the linear mileage of streets by class.

The Northwest Tollway (I-90) passes through Sector Six. Excellent regional access is provided by ramps located at Roselle Road which permit travel to and from the east. Western travel, while proposed by the Village, is currently not available. Drivers are not charged tolls at the Roselle Road Ramps but are assessed elsewhere in the system. The Illinois State Toll Highway Authority is responsible for maintaining the Northwest Tollway and Roselle Road Ramps.

## Primary Roadways

Three primary roadways serve the Roselle Road Sector. A street classified as primary typically has considerable continuity, carries heavy traffic, is located within at least one hundred feet of right-of-way and is a facility with four or more lanes. These are described below:



### Roselle Road

Roselle Road is under Cook County jurisdiction and is maintained by the Cook County Highway Department. The road runs north and south entirely through Sector Six with a 45 mile per hour speed limit. Roselle Road is a divided four-lane roadway south of Hillcrest Boulevard and a six-lane roadway between Central Road and Hillcrest Boulevard.

### Golf Road

Golf Road (IL-58) is under State of Illinois jurisdiction and is maintained by the Illinois Department of Transportation. Golf Road runs east-west along the southern limits of Sector Six. The facility is four lanes wide with a mountable median. The speed limit is 40 miles per hour. East of Sector Six, Golf Road is six lanes wide.

### Central Road

Central Road intersects with Roselle Road and extends west at the northern limits of Sector Six. East of the intersection is the driveway to Medieval Times. Central Road is two-lanes wide, carries a 45 mile per hour speed limit and falls under Cook County jurisdiction.

### Collector Streets

Collector Streets serve primarily as roads that carry traffic from local streets to primary streets. Typically located within eighty feet of right-of-way, collector streets fall under Village of Schaumburg jurisdiction. Two streets fall under this classification:

#### Valley Lake Drive

Valley Lake Drive collects traffic from properties located northwest of the Golf Road at Roselle Road intersection. The two-lane street intersects with Golf Road about 2,000 feet west of Roselle Road and runs north of Golf Road. Valley Lake Drive quickly turns east, intersect-

ing Roselle Road about 2,250 feet north of Golf Road. Valley Lake Drive carries a 25 mile per hour speed limit.

#### Hillcrest Boulevard

Hillcrest Boulevard intersects Roselle Road about 4,000 feet north of Golf Road. Hillcrest Boulevard is under the jurisdiction of Hoffman Estates; however, the properties adjacent to the street are in Schaumburg. Hillcrest Boulevard is two lanes wide with a 25 mile per hour speed limit.

### Industrial Streets

Industrial Streets are found with 66-foot rights-of-way, but are typically 40 feet wide. They are constructed to serve traffic generated by industrial uses and the heavier loads associated with them. Two streets fall under this classification:

#### Remington Road

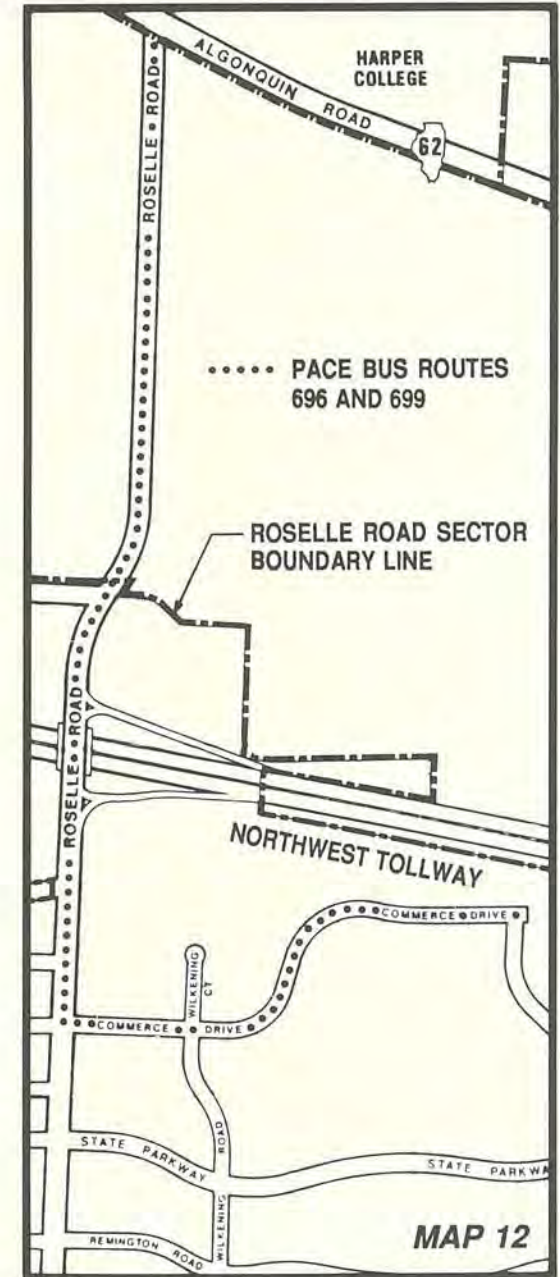
Remington Road intersects Roselle Road about 1,500 feet north of Golf Road. To the west is a local street called Remington Circle. Located in Schaumburg's jurisdiction, Remington Road runs east of Roselle Road as a two-lane facility with a 25 mile per hour speed limit.

#### Wilkening Road

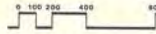
Wilkening Road intersects Golf Road about 1,750 feet east of Roselle Road. No southern intersection leg exists to extend this roadway into residential Hoffman Estates. Wilkening Road runs as a two-lane road north and south, intersecting with Remington Road, State Parkway and Commerce Drive. North of Commerce Drive is Wilkening Court, a local street. Wilkening Road has a speed limit of 25 miles per hour.

### Special Collector

Special Collector Streets share the attributes of a Collector, except they are wider at 47 feet and







# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

CURRENT AVERAGE  
DAILY TRAFFIC (ADT)

ADT ← 5,000 →



MAP 13



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JANUARY 1992



constructed to handle heavier loads of traffic. Special Collectors come under Village of Schaumburg jurisdiction. One Special Collector is found within Sector Six:

#### **State Parkway**

State Parkway intersects Roselle Road opposite Valley Lake Drive, about 2,250 feet north of Golf Road. State Parkway exits Sector Six directly to the east. It is a two-lane roadway with a 30 mile per hour speed limit.

#### **Business Streets**

Business Streets are intended to serve business uses along the route. This street class shares all attributes with its Industrial Street counterpart, except that its construction will not handle heavy truck traffic as easily. One street falls under this classification:

#### **Commerce Drive**

Commerce Drive intersects Roselle Road about 3,000 feet north of Golf Road opposite a local street called Kristen Drive. Commerce Drive is a two-lane facility with a 25 mile per hour speed limit. The street runs generally east-west, but exits Sector Six about 1,000 feet farther north in order to avoid a wetland area.

### **Existing Traffic Conditions**

Two general measures of traffic conditions provide useful information for transportation planning purposes. These are measures of traffic volume and roadway adequacy.

#### **Traffic Volumes**

Traffic volumes are a count of moving vehicles in some specified period of time. Average Daily Traffic (ADT) is useful for making general com-

parisons of existing and future traffic flows. Each ADT figure represents the total number of vehicles travelling both directions on a given roadway in a 24 hour period. The ADT figures for Sector Six are shown on Map 13.

Map 13 indicates that the heaviest daily traffic--approaching 45,000 ADT--is experienced on Roselle Road in the vicinity of the Northwest Tollway. Traffic volumes tend to decrease on Roselle Road away from the Tollway.

With 26,000 ADT, Golf Road sees the second highest traffic volumes in Sector Six. Golf Road offers drivers good east-west continuity in a regional road network generally limited to north-south and northwest-southeast travel options. In addition, the attractive retail choices along the corridor makes Golf Road a busy arterial.

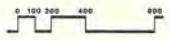
The third strongest traffic movement in Schaumburg is the 15,000 trips per day along State Parkway, serving the Woodfield Business Center to the east. However, ranking third overall is Hillcrest Boulevard in Hoffman Estates, carrying 18,000 trips per day to and from that community's residential area to the west.

The busiest periods of traffic flow are called peak hours. Peak hours typically occur on weekdays between 7:00 AM to 9:00 AM in the morning, and 4:00 PM to 6:00 PM in the evening. Examination of peak hour traffic is more useful than using ADTs for assessing roadway function and adequacy. Peak hour counts are provided on Map 14.

Systematic variations in directional traffic flow are common during peak hours due primarily to commuting patterns. The largest directional variation is along Golf Road with a strong eastward travel component in the morning and a dominant westward evening movement. This commuting pattern exists, albeit with lower traffic volumes, on all of the east-west roadways in Sector Six, particularly along Hillcrest Boulevard. It is a typical commuting pattern in the northwest suburbs.

In contrast, the reverse-commute--a newer non-traditional commuting pattern where, for example, drivers with homes in Chicago work in Schaumburg--is also evident in Sector Six. Slightly more drivers are inbound to Sector Six in the morning







# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### EXISTING TRAFFIC VOLUMES

-  EXISTING SIGNALIZED INTERSECTION
- 00 A.M. PEAK HOUR TRAFFIC COUNT
- (00) P.M. PEAK HOUR TRAFFIC COUNT
-  DIRECTION OF TRAFFIC FLOW





from the Tollway. A strong outbound evening travel pattern also exists. This pattern disappears in the southern parts of Sector Six, suggesting that the employment afforded by the manufacturing districts east of the Sector are a significant attraction for these reverse commuters.

## Roadway Adequacy

Traffic volume figures at any given location are made even more useful by comparing them with the ability of a road to accommodate that volume. Such an assessment, establishing a road's adequacy or success at accommodating traffic, forms the heart of traffic impact studies and traffic planning. Simply stated, the actual peak hour traffic volume is compared with peak hour capacity on each stretch of road.

## Level of Service

The concept of Level of Service (LOS) helps define and clarify this volume/capacity relationship. Six levels are commonly accepted:

### LOS A

*describes a condition of free flow with no delay.*

### LOS B

*describes a condition of free flow with acceptable, or infrequent, periods of delay.*

### LOS C

*is considered "average" for suburban locations and although flow is somewhat constricted during peak travel hours it is considered acceptable by motorists.*

### LOS D

*describes a roadway or intersection that experiences regular delays during peak travel hours, but are still considered to be reasonable by a majority of drivers.*

### LOS E

*represents the actual capacity of the roadway, and drivers typically view these roads and intersections as "congested."*

### LOS F

*describes roads and intersections experiencing forced flow. Typically, it is not until traffic reaches LOS F that drivers begin to seek alternatives to avoid congested areas, thus impacting nearby streets.*

Naturally, a road with more lanes has greater ability to carry traffic than one with fewer lanes. Sector Six arterial streets have more capacity than the collector streets. Furthermore, Roselle Road near the Northwest Tollway has six lanes, so it offers more capacity to handle traffic than the four-lane wide segments of Roselle Road away from the Tollway.

With this as background, it can be calculated that Golf Road experiences LOS C during peak hours. Because high frequency of driveway cuts--a concern along Golf Road--harms service levels, LOS D is probably a more accurate representation of the road's service level west of the Golf/Roselle intersection. Roselle Road also functions at LOS C south of Hillcrest Boulevard, but improves to LOS A north of Hillcrest Boulevard due to the additional lane in each direction. Hillcrest Boulevard itself functions at capacity (LOS E) during peak travel hours, representing the worst condition within Sector Six.

All other roadways in Sector Six operate at LOS A or B.



## Intersections

Intersections are more often the source of delay and frustration for drivers than are the roadways between intersections. This is evident in Sector Six. With few exceptions, the evening peak hour presents more traffic delays than the morning. This characteristic is also found in Sector Six.

When examining existing conditions of intersections and developing recommendations for near-term implementation, several considerations should be kept in mind. For example, the type of intersection control--whether traffic signals or stop signs, if any, are present--influences capacity. Also, the number and severity of automobile accidents, coupled with their nature, may assist the intersection designer in identifying needs or determining solutions. Finally, deficient intersection geometrics may help identify a problem.

## Intersection Deficiencies

Two intersections in Sector Six present motorists with capacity problems and function at LOS E or F.

### **Roselle/Hillcrest**

Roselle/Hillcrest is a signal controlled intersection. Its problem--restricted to the morning peak hour--is due to the sorely inadequate handling of the eastbound-to-northbound left turn demand at that intersection. The demand is of such a large magnitude that, not only is the single lane assigned to accommodate left turns inadequate, but installing a second left turn lane would not resolve the problem. Nevertheless, such an improvement would reduce the delays experienced by frustrated Hoffman Estates residents.

### **Golf/Roselle**

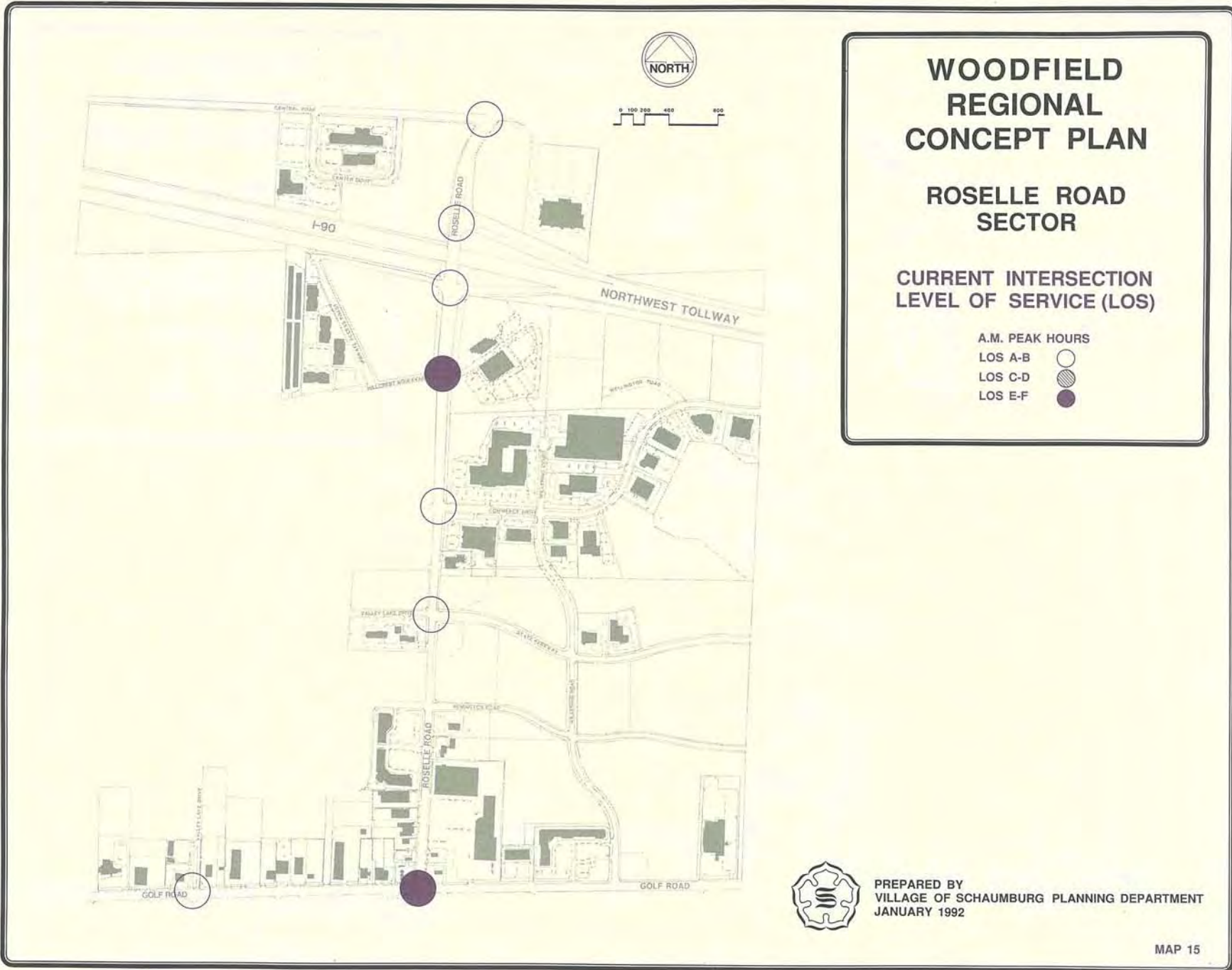
The signal-controlled Golf/Roselle intersection presents a different challenge because the

volumes on all four intersection legs are relatively balanced. If the demand was less evenly balanced, this intersection would likely break-down regularly. Some left turn demand goes unmet on Golf Road and a strong right turn demand exists along Roselle Road. Both movements interfere with the through-movement of vehicles. Golf/Roselle consistently ranks as one of the highest accident locations in Schaumburg due largely to the volume of vehicles it accommodates and its poor capacity. The intersection would benefit from dual left turns lanes along Golf Road and lengthened right turn lanes on all four legs.

No data was available for the Commerce/Wilkening intersection. In addition, no morning peak hour data was available for any of the intersections along Wilkening Road. Because these intersections are quite new, and relatively little development currently surrounds them, it is unlikely that they present any capacity problems or unacceptable delays for drivers.

No other intersections within the Roselle Road Sector require immediate attention to improve vehicular flow. Given the proximity of residential to Sector Six, bikepaths and sidewalks could play a relatively significant role in the movement of people within the Sector. This role could be enhanced with the addition of pedestrian controls at the signalized intersections.





# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### CURRENT INTERSECTION LEVEL OF SERVICE (LOS)

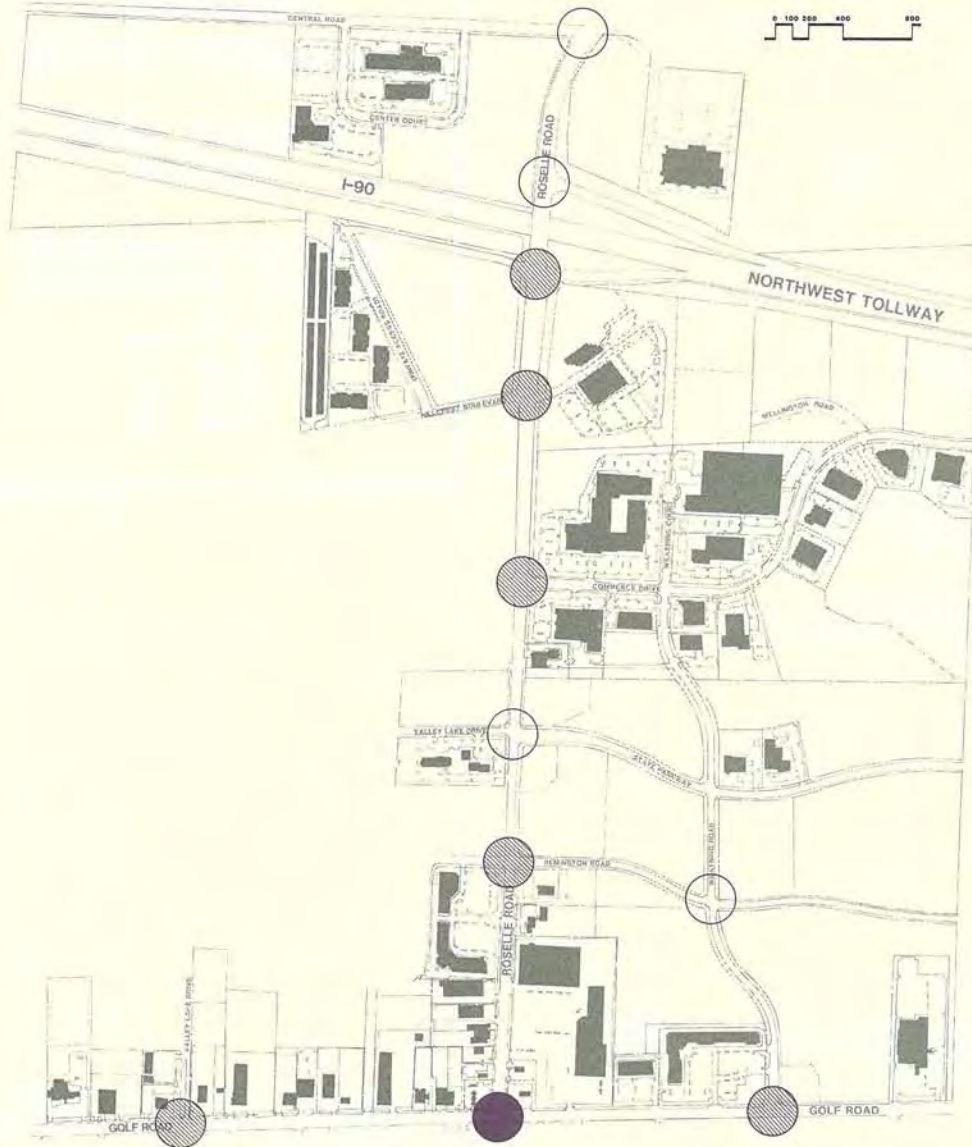
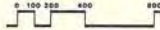
- A.M. PEAK HOURS
- LOS A-B
  - LOS C-D
  - LOS E-F



PREPARED BY  
VILLAGE OF SCHAUMBURG PLANNING DEPARTMENT  
JANUARY 1992

MAP 15








# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

CURRENT INTERSECTION  
LEVEL OF SERVICE (LOS)

P.M. PEAK HOURS

- LOS A-B 
- LOS C-D 
- LOS E-F 



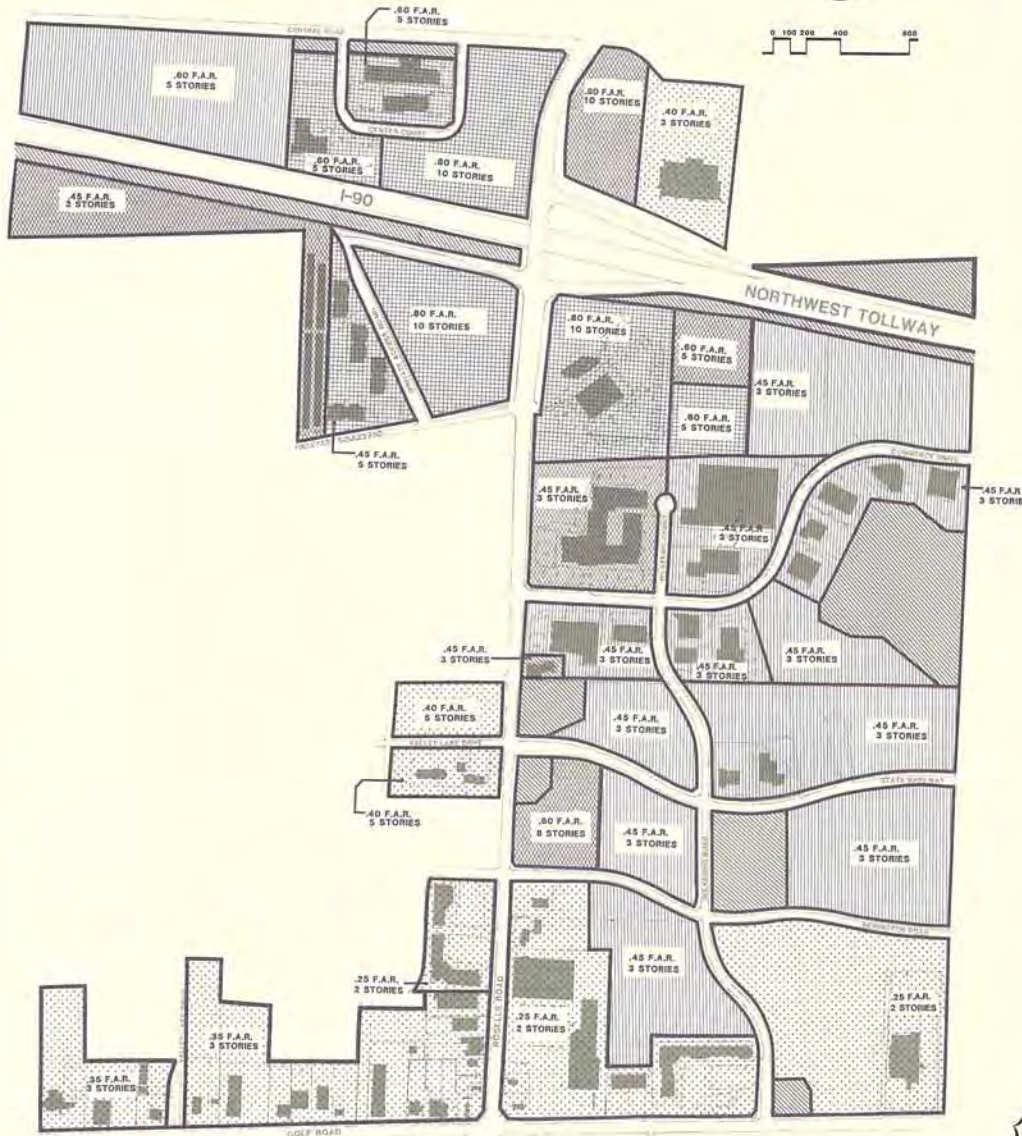
PREPARED BY  
VILLAGE OF SCHAUMBURG PLANNING DEPARTMENT  
JANUARY 1992

MAP 16









# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### CONCEPT PLAN LAND USE

PROPOSED FLOOR AREA RATIO (W/O PARKING STRUCTURES) F.A.R.

MAXIMUM BUILDING HEIGHT STORIES

COMMERCIAL/SERVICE

INDUSTRIAL/OFFICE

OFFICE

OFFICE/SERVICE

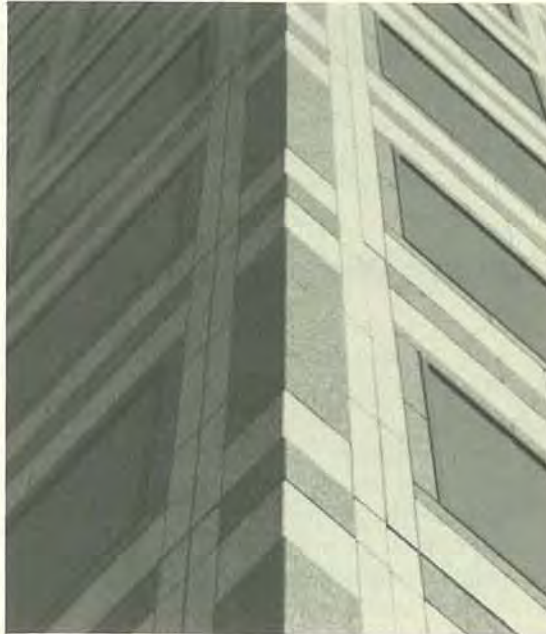
PUBLIC/QUASI-PUBLIC



PREPARED BY  
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JANUARY 1992

MAP 17





## CHAPTER THREE CONCEPT PLAN

**T**he crux of any Concept Plan is ultimately the formation of reliable ideas concerning what development and progress, in the Village, will look like conceptually. This chapter of the Roselle Road Sector Concept Plan contains policies intended to guide development of the planning area over the next twenty years. The planned future land uses, intensities and building heights of developments in the Roselle Road Sector are shown on the Concept Plan Land Uses map on the opposite page. These land use designations are based on an analysis of existing conditions, a desire to achieve managed growth and the convenience and safety of persons living and working in the Village. The Concept Plan Land Uses in conjunction with the proposed roadway network improvements represent the policy objectives for the Roselle Road Sector.

The Directives chapter of this Concept Plan and the Design Guidelines, a separate Woodfield Regional Center document, are intended to implement the Concept Plan policies through detailed guidelines. These guidelines govern the development of vacant parcels, as well as the redevelopment



**TABLE 4  
CONCEPT PLAN  
LAND USE DISTRIBUTION**

Land Use	Acres	Percent
Commercial/ Service	112.84	20.7
Office	62.23	11.4
Office/ Service	56.28	10.3
Industrial/ Office	156.19	28.7
Public/Quasi- Public	156.60	28.8
<b>TOTAL</b>	<b>544.14</b>	<b>99.9*</b>

\*Less than 100% due to rounding.

Source: Village of Schaumburg Planning Department, January, 1992.

of improved parcels, in the future. While the Concept Plan Land Uses map provides a broad sense of the uses permitted in the Sector, the Directives should be consulted to ensure that any potential development is consistent with the objectives of the entire Woodfield Regional Center.

### Concept Plan Overview

Five different land use categories form the Roselle Road Sector Concept Plan: Commercial/Service, Office, Office/Service, Industrial/Office and Public/Quasi-Public. Table 4 delineates the amount of land reserved in each category assuming full build out of the Sector, including both vacant and previously developed land. Glancing at Table 4, it is evident that a fairly even mix of land uses will continue to characterize the Roselle Road Sector. This mix of uses forms an identifiable pattern of somewhat separate, but compatible, functions throughout the Sector. Regional retail, commerce and service businesses sustain the

Golf Road corridor. Future planned industrial/office park development in the central portions of the Sector, east of Roselle Road, promises the ability to support an activity node with open space parks and cultural attractions to draw visitors and nearby residents throughout the day. A firmly established, planned office area, around the Northwest Tollway interchange at Roselle Road, with sufficient office/service uses will form a distinct activity node that is, at the same time, an employment center.

Compared with other parts of the Woodfield Regional Center, the Roselle Road Sector contains an unusually high percentage of land area dedicated to Public/Quasi-Public use--close to one-third. This can be explained partly by the inclusion of public streets and roads, especially a segment of the Northwest Tollway, in the acreage calculations for this Sector. Aside from this, stormwater retention and drainage channels occupy large spaces in the area; a direct result of the topography and soils conditions found in the northern and central portions of the Sector. Fortunately, these spaces are used in conjunction with natural preserves and wetland areas, serving open space and recreation needs.



*The vacant parcel northeast of the Roselle Road tollway interchange is planned for large parcel office use. Visible changes are expected in this area as three of the four properties immediately surrounding the interchange are currently vacant.*



The overall emphasis on Industrial/Office uses in the area is quantified in Table 4. One-third of the Roselle Road Sector is envisioned to be used for high-tech research and development facilities, including light assembly and warehousing activities. This type of land use, similar to development in the Woodfield Business Center, is consistent with the prevailing M-P Zoning District.

Commercial/Service uses will continue to be important in defining the Roselle Road Sector. With over 20% of the Sector's land area designated as Commercial/Service, a balance of land uses is ensured.

A breakdown of the Concept Plan Land Use map is shown in Table 5. Here, the amount of land available for development is compared with that already occupied by existing development in each category. As stated earlier, 40% of the Roselle Road Sector is vacant and developable, indicating a significant potential for growth in the Sector, generally. Office, Office/Service and Industrial/Office development will occupy increasing amounts of land area compared with other uses, while Commercial/Service and Public/Quasi-Public uses will occupy relatively less. The number of acres developed as Industrial/Office is expected to jump over three-fold, and Office/Service nearly two-fold.

Over three-fourths of the land designated for Industrial/Office uses is still vacant. Considering these areas constitute over one-half of the vacant properties in the Sector, the emphasis on industrial business parks will become visible as build out occurs over the next twenty years. Significant increases will occur in the Office/Service and Office categories as 66% and 45%, respectively, of the land designated for these uses remains developable. These percentages compare with 5% and 26% for Public/Quasi-Public and Commercial/Service uses, respectively.

Ultimately, Office and Office/Service uses will occupy nearly equal amounts of land. However, it is feasible that instead of being developed as service-oriented uses, some or all of the vacant areas designated for Office/Service uses will in fact develop entirely as office uses. The current slower market for large scale office space indicates this is

improbable in the short term. Nonetheless, the transportation network was studied based on office uses, the most intense option permissible in the Office/Service category, so that peak hour traffic can be assessed. This type of worst case scenario analysis will lead to more thorough solutions for traffic alleviation in the Sector.

The existing and future development, in square feet, is illustrated in Table 6 by land use category. Unlike Table 5, Table 6 uses the actual existing land uses (as illustrated in Appendix II), rather than its designation on the Concept Plan Land Use map. For example, a public storage facility may be located in an area designated for Office/Service use in the Concept Plan. Table 6 indicates the storage facility to be Commercial/Service, providing an accurate

**TABLE 5  
CONCEPT PLAN VACANT AND OCCUPIED LAND  
BY LAND USE CATEGORY**

Land Use	Vacant	Percent	Developed	Percent
Commercial/Service	28.98	13.0	83.86	26.1
Office	27.90	12.5	34.33	10.7
Office/Service	36.93	16.6	19.35	6.0
Industrial/Office	120.85	54.3	35.34	11.0
Public/Quasi-Public	7.99	3.6	148.61	46.2
<b>TOTAL</b>	<b>222.65</b>	<b>100.0</b>	<b>321.49</b>	<b>100.0</b>

Source: Village of Schaumburg Planning Department, January, 1992.



**TABLE 6**  
**CONCEPT PLAN BUILDING SQUARE FOOTAGE OF EXISTING**  
**AND FUTURE DEVELOPMENT**

Land Use	Existing	Percent	Future	Percent	Total	Percent
Commercial/Service	761,796*	40.1	529,864	11.0	1,291,660	19.3
Office	504,608	26.6	1,079,490	22.5	1,584,098	23.6
Office/Service	158,103	8.3	896,181	18.6	1,054,284	15.7
Industrial/Office	475,243	25.0	2,301,055	47.9	2,776,298	41.4
<b>TOTAL</b>	<b>1,899,750</b>	<b>100.0</b>	<b>4,806,590</b>	<b>100.0</b>	<b>6,706,340</b>	<b>100.0</b>

*\*Existing Commercial/Service square footage includes existing Auto Sales and Service, Commercial and Commercial/Service buildings listed in Appendix II.*

Source: Village of Schaumburg Planning Department, January, 1992.

picture of the type of built space currently on the property. The occurrence of Existing Land Use differing from the planned Concept Plan Land Use is fairly limited in Sector Six, however.

Another important distinction should be made about Table 6, because it contains the maximum floor area ratio permitted under the Village Zoning Ordinance for the existing zoning districts throughout Sector Six, as stated in Appendix II. These maximum FARs were factored into the selection of desired FARs for future development which are expressed on the Concept Plan Land Use map. Essentially, this means that, although a landowner

or developer may, by right, be allowed to construct a building containing the maximum FAR, the Concept Plan is encouraging, in some cases, that a lower FAR would contribute to better overall development of the Sector.

Close to one-half, or 2.3 million square feet, of new development is expected to consist of Industrial/Office facilities. Another 2 million square feet is likely to be developed in the Office and Office/Service categories combined. Less additional space is anticipated for Commercial/Service enterprises (.5 million square feet) in large part because Commercial/Service areas within the Sector are already built out.

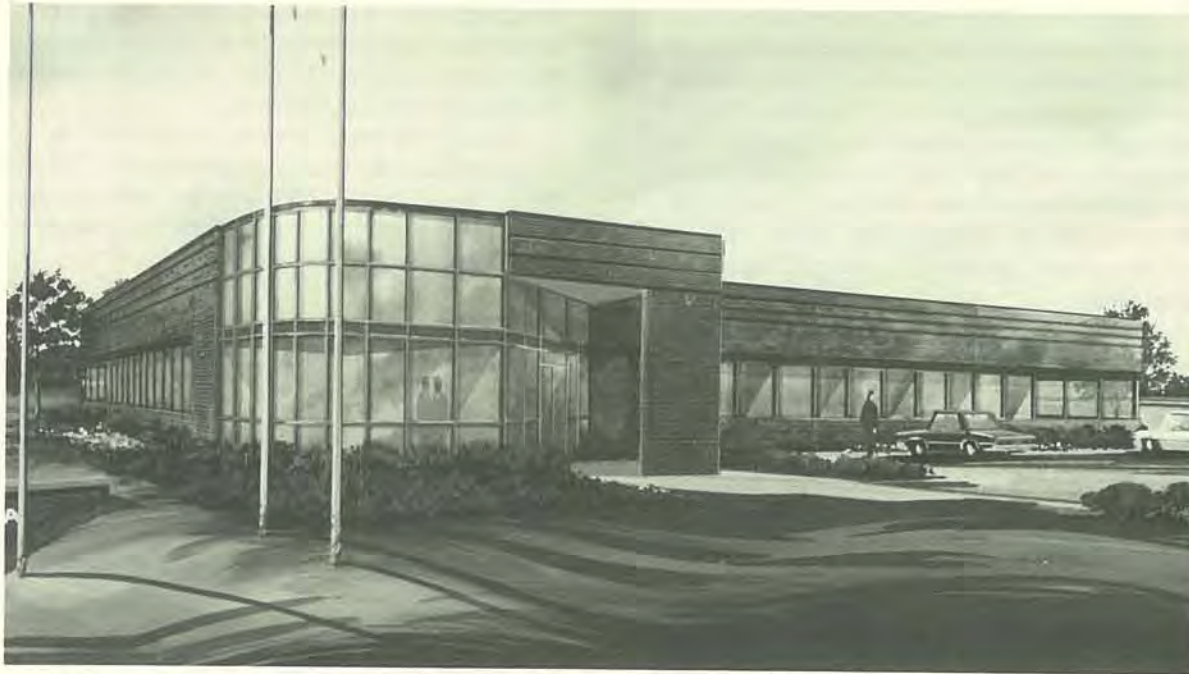
## Industrial/Office

All of the properties planned for Industrial/Office use are, or are recommended to be, zoned under the M-P Planned Manufacturing Zoning District. The vast majority of these properties lie in the Copley Center and Woodfield Business Center, generally located between the Northwest Tollway and Golf Road, east of Roselle Road.

Although the amount of vacant land area designated for Industrial/Office uses (121 acres) is almost twice that for Office and Office/Service uses combined (65 acres), the expected number of square feet of development is similar. This is explained by the lower floor area ratio permitted in the M-P Zoning District, as well as the lower intensity, one-to-two story nature of the research and development, light assembly and warehousing facilities which typically comprise an industrial park. Industrial/Office uses in the Roselle Road Sector will connect with those found in the State Parkway Sector, to the east, and represent a continuity in uses in the western portion of the Woodfield Regional Center as a whole.

While the direction of development under the Industrial/Office land use designation stresses industrial park uses, it should be noted that Industrial/Service and Office uses will be allowed if they are permitted in the M-P Zoning District. That is to say, an office building within the restricted





*Artist's rendering of Hosiden America at Copley Center (construction completed in 1992).*

height and floor area ratio provisions, which would not detract from the overall use of the industrial park, would be considered. In the M-P Zoning District, permitted service uses are fairly limited. They include uses such as banks, photographic processing establishments, parcel pick-up and delivery services, employment agencies and real estate offices.

Industrial/Office uses would also be allowed in the M-1 Manufacturing Zoning District, which has historically governed properties immediately surrounding the intersection of Roselle Road and the Northwest Tollway. However, when the recommended village-initiated rezonings are implemented, no M-1 Zoning Districts will exist in the Roselle Road Sector.

Construction was recently begun on several Industrial/Office structures in the Copley Center: Hosiden America Corporation and Mazak-Nissho-Iwai, both of which are located immediately northeast of the intersection of State Parkway and Wilkening Road. These structures are one-story office/warehouse businesses.

## Office

All of the properties designated for Office use on the Concept Plan Land Use map are zoned or expected to be zoned B-3 Planned Office Business District. The areas designated for Office use include those surrounding the Northwest Tollway interchange at Roselle Road, such as the Hillcrest Commons I and II sites (southwest corner), the Schaumburg Technological Center (northwest corner), and Chatham Centre I and II (southeast corner), along with the parcel abutting to the southeast. In spite of difficult soil conditions, drainage improvements undertaken in the past and modern construction techniques will enable build-out of these parcels. In some cases, such as Hillcrest Commons II and Chatham Centre II, high-rise office building development proposals have received preliminary approval in recent years.



These future office building sites were chosen due to their visibility from the Northwest Tollway, as well as for their location on arterial or collector streets for ready peak hour traffic access. The B-3 Zoning District is intended to accommodate large parcel office building development which consists of one or more structures which are integrated architecturally and functionally. Office building complexes may share ancillary uses, parking and site circulation.

Unlike the Office/Service areas, the Concept Plan Land Use map targets the Office designation for exclusive office use. While it is possible that a landowner could petition for a Special Use for a service use in the B-3 Planned Office Business District, the encouraged use is Office. Alternative land uses must be compatible with the residential uses west of Roselle Road and south of Hillcrest



*The artist's rendering of the Mazak-Nissho-Iwai building (completed in 1992) depicts the scale and style of future Industrial/Office development within the Sector. Over three-fourths of all currently vacant land in the Sector is designated for this type of large parcel Industrial/Office development. Foreign investment is expected to drive much of this construction in future years.*

Boulevard. Uses with evening traffic, noise, lights and illuminated signage would not be appropriate in these areas, particularly south of the Northwest Tollway fronting Roselle Road.

Office buildings are not expected to be a dominant use in the Sector, comprising only 11% of the Sector's Concept Plan acreage, although the physical presence of high-rise office buildings may make these uses the most visible.

## Office/Service

Those portions of the Sector which are designated Office/Service are either currently zoned, or are recommended to be rezoned, to the B-3 Planned Office Business District. This Zoning District includes both the Office and Office/Service uses. The Concept Plan Land Use map provides for comparable amounts of Office and Office/Service uses, 62 acres and 56 acres, respectively. While a development in an area designated Office/Service may be exclusively for office use, the reverse is not encouraged as a policy of the Concept Plan. It is feasible, therefore, that a greater amount of office use would be built out in the long-run, assuming current economic conditions change favorably.

The proposed Office/Service areas are for the most part appropriately placed adjacent to areas designated for Office use. These include the Shurguard Storage site and the irregularly shaped parcel south of the Northwest Tollway; the vacant site at the southeast corner of Central and Roselle Roads; the vacant site on the east side of Chatham Centre II, south of the Northwest Tollway; and an irregularly-shaped parcel north of the Northwest Tollway, east of the Medieval Times site.

Development of the vacant site at the southeast corner of Central and Roselle Roads, west of Medieval Times, is encouraged for office use to enable a workable shared parking program between the sites.

An exception to the concentration of Office/Service uses at the Northwest Tollway interchange is the parcel which lies on the east side of Roselle



Road, between State Parkway and Remington Road. Further subdivision of this site is discouraged as numerous smaller outlots along Roselle Road would be incompatible with the Industrial/Office uses to the east, and incompatible with other uses in the Sector north of Remington Road. Therefore, service uses on this site should be moderately-sized or located within an office building which may be constructed on the site.

Office/Services are located along collector roadways or arterials and are intended to be developed for office and/or service and ancillary office uses. The mix of uses created by Office/Service developments, within the larger office environments, is desired for the positive effects on the economic base, employee convenience and peak hour traffic relief for employees of service enterprises. Desired uses in the Office/Service areas include offices, hotels, banquet halls, recreational uses such as health clubs, banks, governmental offices, higher level educational uses, such as satellite campuses and full-service restaurants.

Since strictly office uses are considered to be more intense with respect to the number of employees and work hours which adhere to peak hour movement, all traffic analyses of the Concept Plan provide a worst case scenario by assuming Office/Service uses will build out with buildings used exclusively as office space.

## Commercial/Service

Of all land uses found in the Roselle Road Sector, Commercial/Service uses possess the most identifiable image. This can be attributed to a number of factors. First, the north side of Golf Road throughout the Sector and both sides of Roselle Road, between Golf Road and Remington Road, existed prior to development occurring in other parts of the Sector. Second, the Golf Road corridor is an extension of similar regional commercial uses in other portions of the Woodfield Regional Center to the east. Also, this portion of the Sector serves as a transition between the employment centers to the



*Nearly twenty years old, the K-Mart Plaza (originally called Schaumburg Corners) at the northeast corner of Golf and Roselle Roads is envisioned for redevelopment or renovation to remain competitive in the Golf Road retail market.*

north and the variety of land uses experienced in other jurisdictions south of Golf Road. The Concept Plan envisions retaining this strong corridor identity to ensure a mix of uses in the Sector.

Properties covered by the Commercial/Service land use designation span the entire length of Golf Road in the Sector. Commercial/Service uses also lie along both sides of Roselle Road, south of Remington Road, and at the northwest (Colby property) and southwest corners of the Roselle Road intersection with Valley Lake Drive. The B-1, B-2 and B-4 Business Zoning Districts which apply to the Commercial/Service uses are to be retained, and no village-initiated rezonings are proposed within the Commercial/Service areas.

Consideration should be given to the neighboring Village-In-The-Park residential area. The Concept Plan calls for retaining the B-1 Zoning District as a buffer on the undeveloped Commercial/Service properties fronting Valley Lake Drive, north of Golf Road, due to the more restrictive nature



of this Zoning District. Although the B-2 Zoning District which applies to the Colby property is to be retained under the Concept Plan recommendations, approved uses should be restricted to activities which are compatible with and sensitive to adjacent residential uses.

Only one-fourth, or 29 acres, of properties designated for Commercial/Service use remain vacant. Fourteen of these vacant acres are contained in the proposed Price Club Plaza Shopping Center to be located immediately northeast of the intersection of Golf Road and Wilkening Road. The balance of vacant properties is comprised of several small parcels on Valley Lake Drive at Golf Road and the Colby property on Roselle Road.

As the Concept Plan Land Use map illustrates, the Commercial/Service designation has been applied to properties which previously were categorized as Auto Sales and Service, Commercial and Commercial/Service. The new, broader designation represents a flexible policy toward commercial enterprises along the north side of Golf Road and along Roselle Road, near their intersection. This policy will ensure the Village's ability to accommodate redevelopment in the future, as well as retain the variety of commercial uses necessary to reinforce the regional nature of the Golf Road corridor. For instance, a commercial or service-oriented enterprise would be allowed in the future on a parcel currently restricted to commercial use.

Beyond developing the vacant Commercial/Service parcels, the primary focus for new construction in this area is redevelopment and infill projects along the Golf Road and Roselle Road commercial corridors. Recommended improvements to the existing developments include the removal of some curb cuts to alleviate traffic congestion and improve commercial user convenience, as well as completion of the sidewalk along the north side of Golf Road. The changing retail market may signal the need to consolidate some of the small parcels in this area in the next twenty years to maintain economic viability. In this case, a specific redevelopment plan should be prepared, with input from landowners, to achieve long-term economic development objectives.

FARs as high as .35 and a height limit of three stories accommodate the more intense redevelopment expected to occur on the Golf Road commercial properties west of Roselle Road. Although some redevelopment will probably occur in commercial areas east of Roselle Road, a FAR of .25 is consistent with recent and ongoing shopping center development in this area.

The Directives chapter outlines measures for increasing coordination among the individual business owners and merchants in the corridor to organize promotional and physical improvement programs, in conjunction with redevelopment.

## Public/Quasi-Public

The only remaining unoccupied parcel designated for Quasi-Public use is the triangularly-shaped area southeast of the Medieval Times site. The Quasi-Public designation is appropriate due to the likelihood of this parcel being incorporated into expansion of the St. Michael Cemetery property located immediately north of the Sector. Because of the severe lack of access, few alternatives exist for future use of this parcel.

Currently, 46% of all occupied land in the Sector is devoted to public uses. Implementation of the Concept Plan decreases that amount to almost 29% of the Sector's land area. This phenomenon indicates the extent to which planned Public/Quasi-Public improvements have been installed in anticipation of future development. While Fire Station No. Four is under construction and expected to be completed in October, 1992, few additional public improvements are required for the Roselle Road Sector.

## Building Heights

Building heights will continue to be varied as the Roselle Road Sector is developed in the future. The maximum height within the area is being focused on the properties immediately surrounding



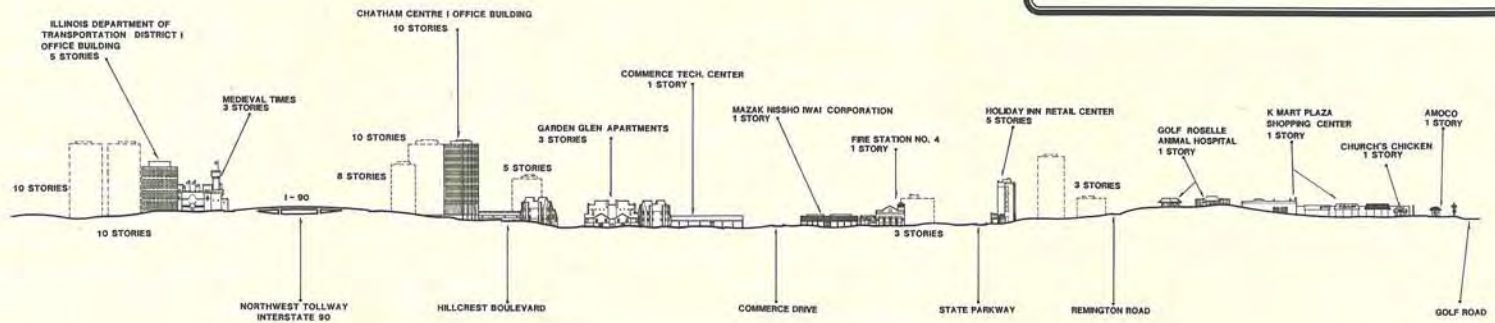


NO SCALE

# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### EXISTING AND PROPOSED BUILDING HEIGHTS



LOOKING EAST ACROSS SECTOR PLAN AREA



PREPARED BY  
VILLAGE OF SCHAUMBURG PLANNING DEPARTMENT  
JANUARY 1992

MAP 18



the Roselle Road interchange. To capture the benefits of expressway visibility and accessibility, these properties could develop to as many as ten stories. A ten story limit is also indicated on the future Hillcrest Commons II site (southwest corner) although care should be taken to mitigate any potential negative impacts from development, including any impacts generated by the height of buildings, on the multiple-family residences across Hillcrest Boulevard.

Moving in every direction away from the interchange area, building heights will be tiered generally at three levels. The first level has been set at 5 stories for sites such as the proposed Ramada Inn east of the Chatham Centre office buildings, Hillcrest Commons I and the large, undeveloped parcel west of the Schaumburg Technological Center. Five-story and eight-story development may be permitted on properties fronting the State Parkway and Roselle Road intersection, consistent with the existing Holiday Inn retail center and approved Copley Center development plan. Another level, a three-story maximum, applies to the properties in the central portions of the Sector, mainly the Industrial/Office uses. Consistent with existing development in the Woodfield Business Center, build-out of the Copley Center will most likely occur with low-rise office and warehousing structures. A maximum of two stories is established for the Shurguard Storage site and the triangularly-shaped parcel to the west, due to their direct impact on the adjacent single-family residential neighborhoods in the Village of Hoffman Estates.

Future redevelopment of the Commercial/Service areas along Golf Road and along Roselle Road, south of Remington Road, is likely to yield varying, and in many cases higher, intensities of new buildings, as compared with existing development. Reflecting the anticipated redevelopment in the area, properties along the north side of Golf Road west of Roselle Road, have height limits of three stories and accompanying FAR limits of .35. The building envelope created by these parameters captures the desired continuity of Golf Road as a regional retail corridor.

The remaining areas planned for Commercial/Service uses provide for maximum heights of 2 stories with FARs of .25, consistent with recent and ongoing developments, such as the Shops at Copley Shopping Center and the Price Club Plaza Shopping Center.

## Floor Area Ratios

Building intensities throughout the Roselle Road Sector will vary mainly among the activity centers. New Industrial/Office development is expected to remain fairly consistent with existing development found in the Woodfield Business Center, between .20 and .40 floor area ratio (FAR).

New Office and Office/Service development will be regulated by the B-3 Planned Office Business District which limits FAR to .80. Currently, however, the FAR for this type of use has not exceeded .51. Future office intensities can be expected to approach .70, particularly when Phase II of the Chatham Centre office complex is completed.

Probably the only significant increase in FARs will occur in the Commercial/Service areas if a specific redevelopment plan is implemented. The B-1 Zoning District currently limits FAR to .35, while the B-2 and B-4 Zoning Districts limit FAR to .40. Any redevelopment plan should include clear provisions regulating FAR as part of the overall improvement program.

## Transportation Network Improvements

The Village of Schaumburg employed a computer traffic model to project future traffic for the Roselle Road Sector. Possible future deficiencies in the roadway network to accommodate future growth may then be identified. Deficiencies may be addressed by expanding roadway capacities, developing ridesharing or transit programs, employing Transportation System Management techniques



to improve traffic flow, or by adjusting land uses to alter their impact on the transportation network.

Existing land use and road network data were entered into the traffic model and calibrated to reflect current traffic conditions. Projected land uses based on the Sector's concept plan were incorporated into the computer system. Assumptions were made about regional growth, as well. The most intensive land uses that could occur within the zoning district were used to project future traffic conditions.

However, any increase in the intensity of any parcel in the Sector due to redevelopment was not taken into consideration by the model. Should significant levels of redevelopment occur, additional roadway improvements, and other techniques, will be required to accommodate the added traffic.

This procedure of entering roadway and land use data into the traffic model yields future directional peak hour traffic volumes for all segments of the road network in the Roselle Road Sector.

## Average Daily Traffic

Map 19 on page 50 presents future projected Average Daily Traffic (ADT) estimates. The review of ADT figures is useful for making general comparisons of existing traffic with future flows.

Golf Road, the only primary east-west street in the Sector, experiences an ADT increase of about 70 percent from current conditions. Currently 26,000 ADT, the future should see volumes in the west part of the Sector rise to more than 46,000 ADT while the east should see a somewhat smaller increase to 42,500 ADT.

Roselle Road, the Sector's single north-south arterial, is projected to experience a range of ADT increases, from 15 to 40 percent. The greatest increase is seen near Golf Road, but declines to 25 percent as one nears the Tollway. The smallest increase, 15 percent, is seen north of the Tollway.

Average Daily Traffic along Central Road triples, as this area within the Roselle Road Sector, and developments west of the Sector, are built.

Nevertheless, Central Road's traffic load does not exceed its capacity.

Hillcrest Boulevard sees a relatively minor increase in projected ADT, due entirely to the development projected for the southwest Tollway/Roselle Road quadrant. Because the area west of the Sector can accommodate little additional development, this area would contribute little if any to the ADT increase along Hillcrest Boulevard.

Under the Concept Plan Commerce Road ADT doubles, in part due to development and due to the attractiveness of Commerce Drive extended eastward, outside the Sector, to Wiley Road. One interesting, but intuitively correct, consequence of the Commerce Drive extension is it causes reduced traffic along State Parkway. State Parkway ADT declines 28 percent.

Remington Road ADT also doubles due to development along the corridor and Wilkening Road, south of Remington Road, experiences a 65 percent increase in ADT, but no problems occur in either case. Only minor increases are anticipated for Wilkening Road north of Remington Road.

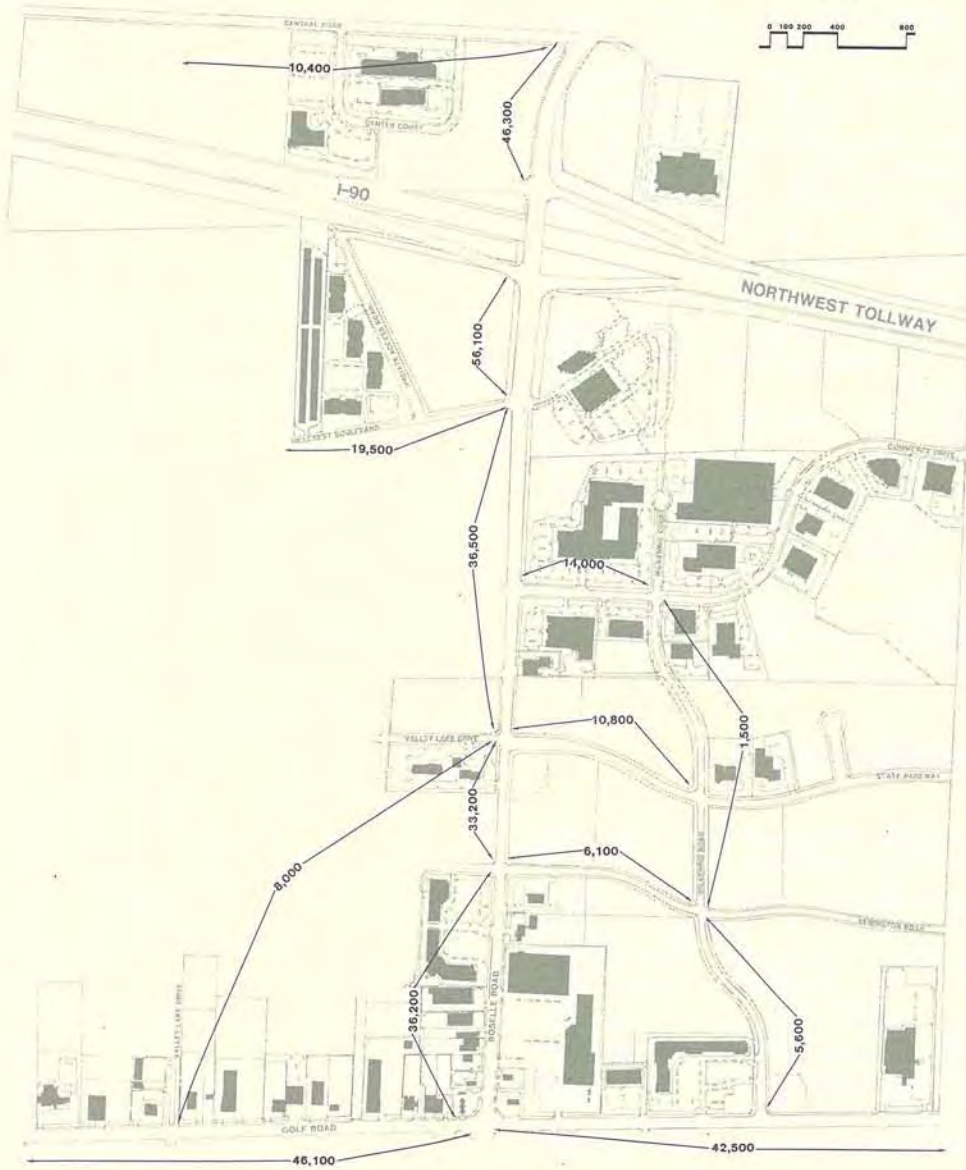
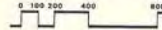
No change is expected along Valley Lake Drive. While a small decrease is predicted by the traffic model, it is statistically not significant.

## Roadway Adequacy

Traffic volumes at any given location are made more useful by comparing them with the ability of the roadway to carry that traffic. The concept of Level of Service (LOS) was introduced in earlier sections of this document and describes in general terms the relative ease of movement experienced by drivers along the route or through an intersection. LOS designations are arranged alphabetically from LOS-A, representing unrestricted flow, to LOS-E which represents a roadway at capacity. LOS-F, describes roads where most drivers seek alternative routes.

Map 20, shown on page 51, shows Level of Service for roads in the Roselle Road Sector. Intersection service levels (more often the cause for





# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

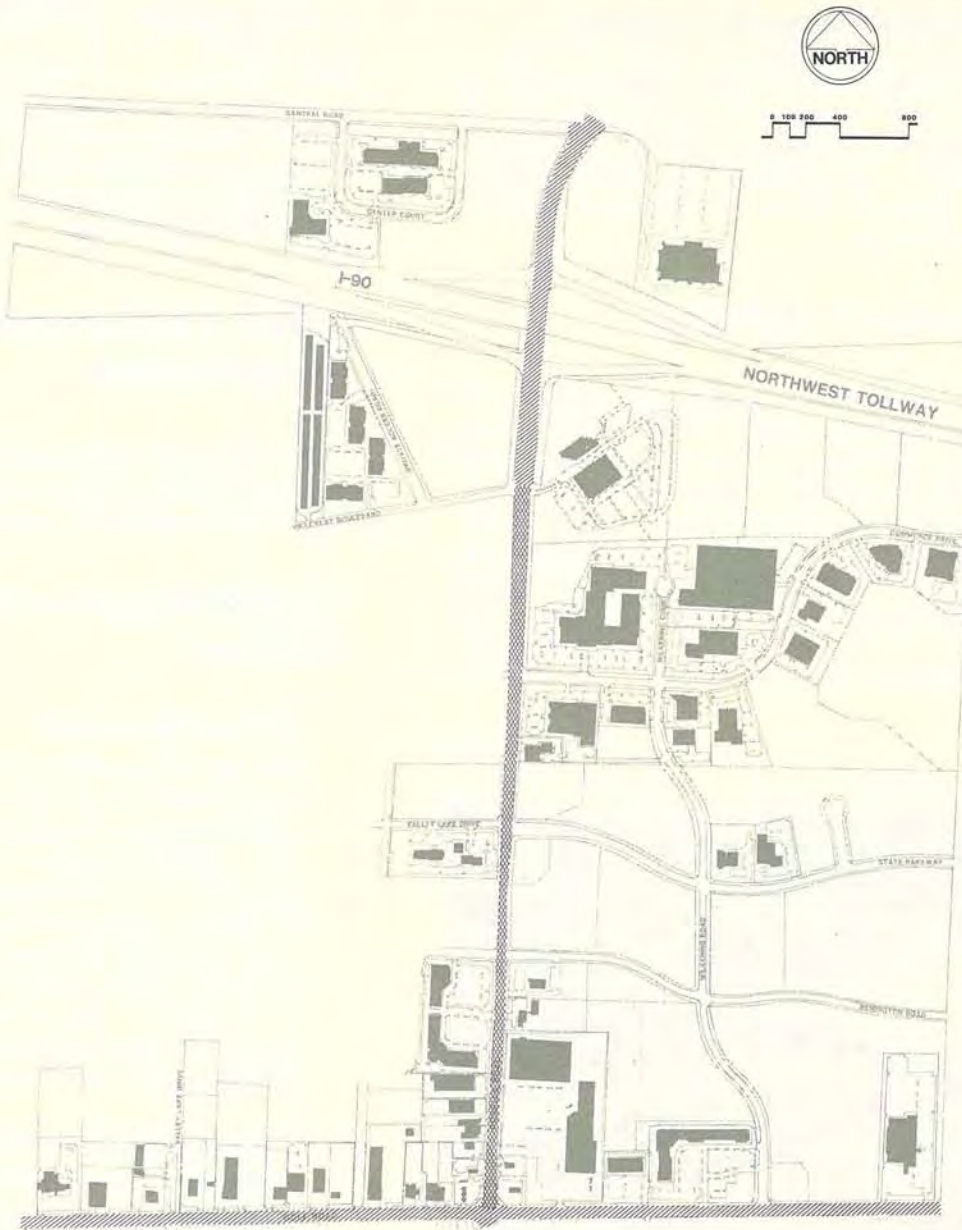
FUTURE AVERAGE DAILY  
TRAFFIC (ADT)



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JANUARY 1992

MAP 19









# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### FUTURE LINK PEAK HOUR LEVEL OF SERVICE

LOS A-B (AM/PM)	
LOS C-D (AM/PM)	
LOS E-F (AM/PM)	
LOS E-F (AM)/ LOS C-D (PM)	



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MAP 20



congestion than are the roads themselves) are addressed separately later in this document.

Acceptable delays are projected for Golf Road within the Sector and Roselle Road north of Hillcrest Boulevard. However, unacceptable delays are expected during the morning rush hour along Roselle Road between Golf Road and Hillcrest Boulevard.

Drivers travelling all other road segments see few if any delays.

## Intersection Adequacy

A Level of Service analysis was also performed on the intersections within the Roselle Road Sector. The results for the morning rush hour are presented in Map 21 and for the evening rush hour in Map 22.

In the morning, all intersections with Roselle Road are projected to experience unacceptable service levels, at LOS-E or F. In contrast, all intersections along Wilkening Road see little or no delays except for Golf/Wilkening which experiences delays considered acceptable by most drivers.

*By far, the most important transportation improvement needed in the Sector to achieve the development potential proposed by the Plan is the construction of a full interchange at Roselle Road and the Northwest Tollway. Preliminary plans call for additional ramps on the northwest and southwest quadrants, complementing the existing ramps to the east to create a full diamond configuration.*



The evening rush hour is somewhat better than its morning counterpart. Golf/Valley Lake improves from LOS-C or D to LOS-A or B. Both Roselle/Remington and Roselle/Commerce improve slightly to acceptable service levels.

With the exception of Golf/Wilkening which worsens in the evening rush hour, all other intersections, both good and bad, remain the same as in the projected morning rush hour.

## Future Transportation Improvements

The structural improvements required in the Roselle Road Sector can be classified as either roadway or intersection improvements.

### Roadway Improvements and Extensions

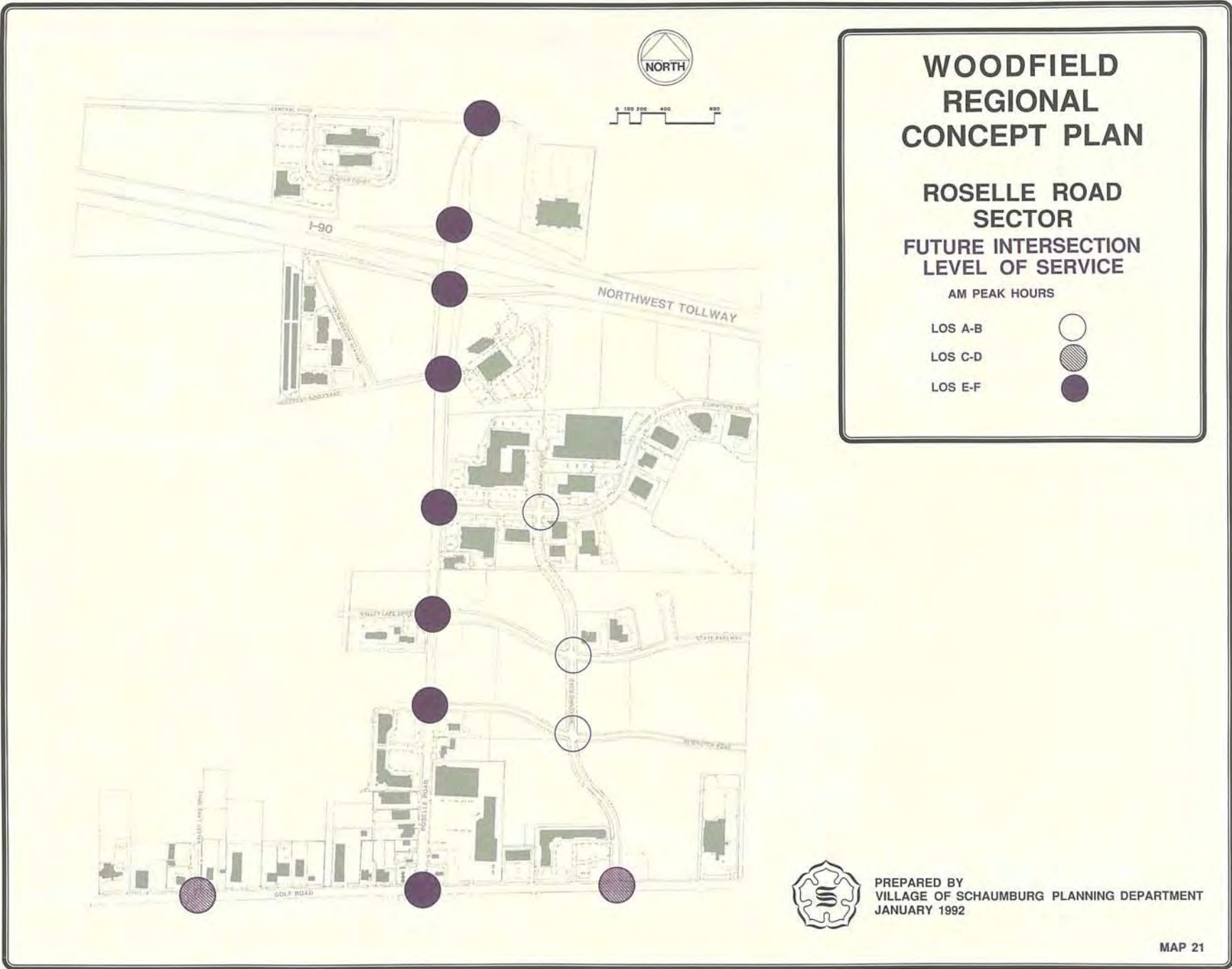
#### Golf Road/Roselle Road

The existing four-lane cross sections for both Roselle Road and Golf Road would benefit from widening to a six-lane cross section. This improvement is currently under study. The State of Illinois, Cook County, and the Villages of Hoffman Estates and Schaumburg joined forces to evaluate the Roselle Road, Golf Road and Higgins Road "triangle." While the results of this study are forthcoming, all parties anticipate the need to widen Golf Road and Roselle Road within the Roselle Road Sector.

#### Roselle Road/Northwest Tollway




The Roselle Road bridge over the Tollway must be widened to an eight-lane cross section to accommodate the through and turning movements.





# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR FUTURE INTERSECTION LEVEL OF SERVICE AM PEAK HOURS

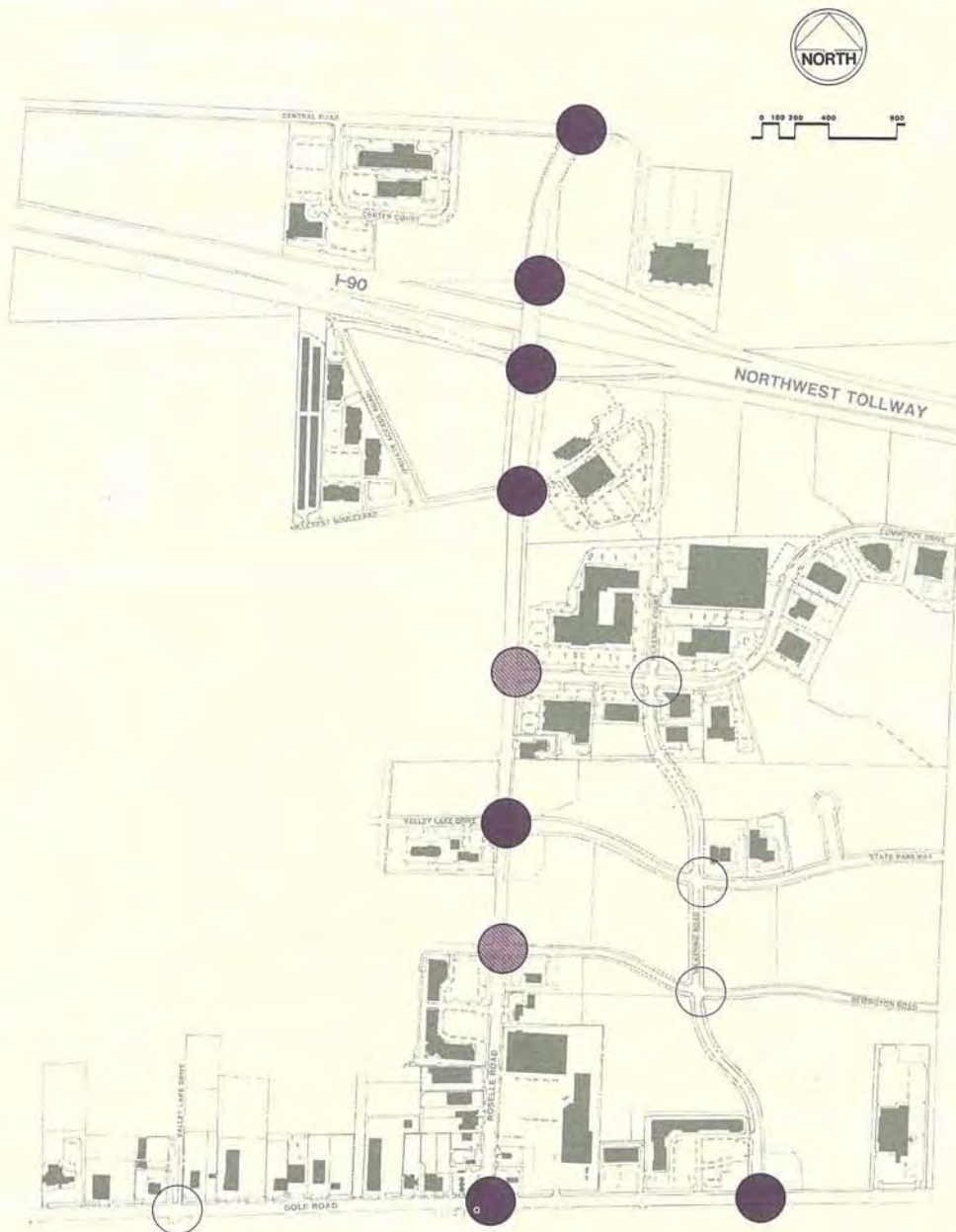
- LOS A-B 
- LOS C-D 
- LOS E-F 



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MAP 21





# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR FUTURE INTERSECTION LEVEL OF SERVICE

PM PEAK HOURS

LOS A-B



LOS C-D



LOS E-F



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MAP 22



### **White Oak Lane**

White Oak Lane should be extended south from its present terminus at Amanda Lane to connect with Remington Circle. The Concept Plan Land Use map illustrates the location of this extension in dashed lines.

## **Intersection Improvements**

Improvements required to intersections in the Sector are as follows:

### **Roselle/Central**

Dual left turn lanes would assist drivers on three of the intersection's four legs. Separate southbound-to-westbound and eastbound-to-southbound right turn lanes would also help bring this intersection's delays to an acceptable level.

### **Roselle/North Ramps**

A separate right turn lane for accessing the westbound Tollway is required. Dual left turn lanes will help reduce delays for drivers travelling northbound-to-westbound and from westbound-to-southbound. Both left turn movements will benefit from long green time. The westbound ramp should have a two lane cross section to permit both the southbound-to-westbound right turn traffic and the northbound-to-westbound left turn movement to occur simultaneously.

### **Roselle/South Ramps**

Dual left turn lanes will benefit eastbound drivers exiting from the Tollway and the southbound-to-eastbound turning demand accessing the Tollway. Separate right run lanes for exiting and accessing the ramps are also required.

### **Roselle/Hillcrest**

Dual left turn lanes are needed on the intersection's southern and western legs.

Separate right turn lanes to and from Hillcrest Boulevard would also help.

### **Roselle/Commerce**

A strong southbound-to-eastbound and westbound-to-southbound left turn demand will require dual left turn lanes on the intersection's north and east legs. New right turn lanes on all four legs will also improve the intersection's service level. An additional through-lane along Roselle Road will also help. Adding pedestrian heads to the traffic signal will aid pedestrian movements in the area.

### **Roselle/State Parkway**

Northbound-to-eastbound and westbound-to-northbound right turn lanes are required. A third Roselle Road through-lane will help. Separate single left turn lanes are required. Given the proximity of residential property, the traffic signal should be improved to included pedestrian heads.

### **Roselle/Remington**

Traffic signals with pedestrian heads should be added to this intersection when warranted. Only the intersection's east leg requires a separate left turn lane. A northbound-to eastbound right turn lane would be helpful.

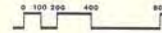
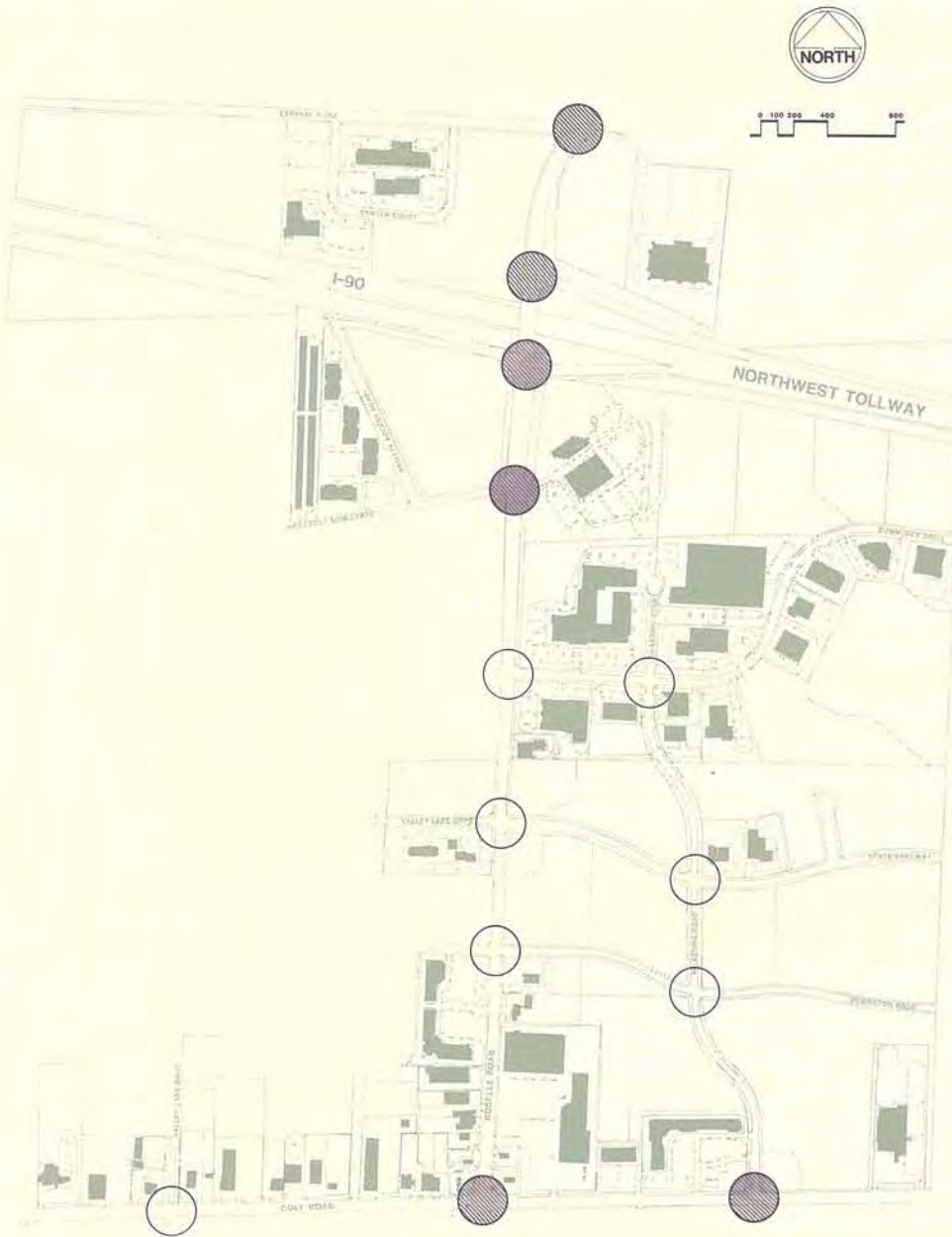
### **Roselle/Golf**

Separate right turn lanes, dual left turn lanes and three through-lanes will significantly help the majority of travel movements through this intersection. The eastbound-to-northbound left turn movement will continue to see occasional delays, particularly in the evening rush hour. Giving this movement, long green time helps in the morning, but causes delays for westbound motorists in the evening.

### **Golf/Wilkening**

Traffic signals will be warranted.





# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### FUTURE IMPROVED INTERSECTION LEVEL OF SERVICE

A.M. AND P.M. PEAK HOURS

- LOS A-B
- LOS C-D
- LOS E-F



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MAP 23



### **Roselle Road Interchange**

Not all improvements are required to relieve traffic congestion. Improved regional access through completion of the Roselle Road Interchange to permit travel to and from the west will make the Roselle Road Sector an attractive place to live and work. In the best sense, interchange construction is a beneficial economic development tool and, therefore, completion of the Roselle Road interchange is recommended.

The final designs of these intersections will depend on a number of factors. Detailed Intersection Design Studies will ultimately be required. Where possible, the traffic signals should be interconnected to help assure continuous traffic flow along Golf Road and Roselle Road.

With the road and intersection improvements identified above, the road network in Sector Six would function at levels of service below capacity. Intersections near the Northwest Tollway would offer delays considered acceptable by most drivers, as would the Golf/Roselle and Golf/Wilkening intersections. All other intersections would present drivers with few, if any, delays during both the morning and evening rush hours. This level of service information is represented in Map 23.

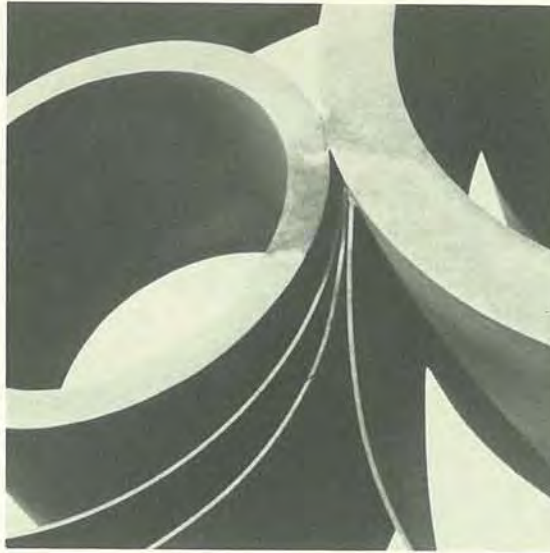
The timing of these improvements depends on a combination of need and the availability of funding. The Roselle Road Sector is located within the Village's Tollway Traffic Impact Fee Sector and therefore local funding will be collected from developers as properties are developed. Cook County can be counted on to fund a portion of the improvements required along Roselle Road because it falls under their jurisdiction. Golf Road falls under State of Illinois jurisdiction and funds are sometimes available for improvements.

Other steps can be taken to improve future travel times. The Village should continue efforts to encourage ridesharing and use of transit. Continued support for bikepath and sidewalk construction will provide an alternative to the automobile, especially for short trips. Shared driveways and on-site cross-access will also help.









## CHAPTER FOUR **DIRECTIVES**

**W**hile the Design Guidelines for the Woodfield Regional Center provide general guidance in the creation of functional developments and public spaces, the concepts proposed for the Roselle Road Sector in this Plan are best implemented by considerations which are specific to the Sector. The Directives which follow are the nuts and bolts of regulating and guiding future development and are shaped by earlier examination of existing conditions and broad ideas for improving the Sector for the benefit of the Village. The Directives supplement the Design Guidelines and go beyond typical zoning and subdivision regulations. In many instances, the Directives address the needs of specific parcels.





*The 17-acre Hillcrest Commons II site is situated in the Planned Office area immediately surrounding the Roselle Road interchange. While the B-3 Zoning District governing the property would limit future subdivisions to five-acre lots, a large parcel office complex is preferred for development proposals.*

## Subdivisions

The existing parcels of land in the Sector are fairly well laid out for future commercial, office and industrial/office uses. To control the parcelization of large tracts of land into smaller parcels, certain areas in the Sector may not be developed unless a coordinated concept plan for the entire parcel is approved illustrating ingress and egress points, internal circulation and any possible cross-access with adjoining parcels. The following parcels must comply with this requirement concurrent with site plan approval for the first development wishing to proceed in that area:

### Copley Center

Located east of Roselle Road between the Woodfield Business Center and Golf Road. An approved conceptual development plan exists for Copley Center. However, as the large parcels of land become ready for development,

future plats of subdivision for individual sites will be reviewed by the Village. That portion of the commercially-zoned parcel within the Copley Center, located east of Wilkening Road and north of Golf Road, should not be further subdivided into smaller lots and should, instead, remain integrated with the development closer to Remington Road.

### Schaumburg Technological Center

Located west of Roselle Road between Central Road and the Northwest Tollway. Future site plan approval or subdivision will be reviewed by the Village.

### Hillcrest Commons II

Located at the northwest corner of Hillcrest Boulevard and Roselle Road. Any changes to the approved site plan will be reviewed by the Village.

### Lots along Roselle Road

Located between Central Road and Golf Road. Although most parcels along Roselle Road are currently developed, the potential exists for future redevelopment of parcels, such as the K-Mart Plaza Shopping Center, and for development of a few vacant parcels. The guiding policy for subdividing these parcels is strict avoidance of densely parcelizing uses with small lots. Future development should prohibit additional curb cuts along Roselle Road and channel access onto collector streets.

## Access: Vacant Parcels

Restricting automobile access into and out of parcels is important to maintaining the flow of traffic along the main arterial roadways in the Sector. When existing vacant parcels are developed, future access should be restricted as follows:



### **Schaumburg Technological Center**

All access, including right in/right out movements, should be restricted to Center Court, the internal roadway serving the area. No additional full or limited access will be allowed from Roselle Road or Central Road.

### **Hillcrest Commons II**

Access must be taken from the private access drive east of the Hillcrest Commons I development. No additional full or limited access will be allowed from Roselle Road or Hillcrest Boulevard.

### **Lots north of Wellington Road**

The closure of Wellington Road is being recommended as part of this Concept Plan. Access to the future T.H.K. America, Inc. site and the lot located immediately northeast of the intersection of Commerce Drive and Wellington Road should take access directly from Commerce Drive. A new loop road passing through the current Chatham Centre site is proposed for access to the future Ramada Inn parcel, and, while the Ramada Inn development is required to provide auto access to the vacant parcel to the east, primary access for this lot (currently bisected by Wellington Road) shall be taken from a realigned private access road connecting with Commerce Drive.

### **The Colby Property**

This property is located immediately northwest of the intersection of Valley Lake Drive and Roselle Road. Full access to the property should be limited to Valley Lake Drive, while one right in/right out access point may be located on Roselle Road.

### **Copley Center**

Access to future individual parcels within the Copley Center should be restricted to the internal collector system constructed pursuant to approval of the conceptual development plan. No additional full or limited access will be

allowed from Roselle Road. One right in/right out access point may be allowed from Golf Road to the proposed Price Club Plaza Shopping Center.

## **Cross Access**

Upon commencing redevelopment, expansion or other change in use for any parcel in the following areas, cross-access between lots shall be provided:

**North side of Golf Road between Valley Lake Drive and Roselle Road.**

**West side of Roselle Road between Remington Plaza and Golf Road.**

Given the enormous increase in traffic volume on both Golf Road and Roselle Road in the past ten



*Upon redevelopment, expansion or other change in use, these properties along the west side of Roselle Road should be required to provide cross access between lots to ease congestion and improve capacity of the nearby Roselle/Golf Road intersection.*





*The vacation of Wellington Road will create several landlocked vacant parcels, shown in the foreground above, requiring easements over adjoining lots for access to public rights-of-way. Cross-access from Chatham Centre via a proposed loop road will provide access to the west for the approved Ramada Inn site. A condition of the approval requires that the developer also secure access to Commerce Drive via a permanent ingress/egress easement over the vacant parcel to the east.*

years, the existing number of curb cuts to individual retail uses has become problematic. In the future, several curb cuts along these segments of Golf Road and Roselle Road should be removed to relieve the traffic congestion caused by slow downs in both directions accommodating frequent turns.

Another area of concern within Sector Six lies between the Northwest Tollway and the Woodfield Business Center, east of Roselle Road and the Chatham Centre office towers. Given the proposed deletion of Wellington Road as a paper street, at least two vacant parcels in this area would become landlocked. For the proposed Ramada Inn development, approved site plans have alleviated lack of access to the site by incorporating a loop road extending from the southeast portion of the Chatham Centre site. The loop road, illustrated on all maps in the Concept Plan chapter, will provide multiple access locations and would begin and end at the intersection of Roselle Road and Hillcrest Boulevard after circulating the parking areas of Chatham Centre and traversing the western boundary of the Ramada Inn parcel. The Ramada Inn development approval also stipulated that a permanent ingress/egress easement provide an interconnecting driveway from Chatham Centre and Ramada Inn to Commerce Drive. This driveway will be installed as the Ramada Inn and the vacant site adjacent to the east are developed.

Also affected by the vacation of Wellington Road are the three currently vacant parcels east of the Ramada Inn site. The parcel previously bisected by Wellington Road should be reconfigured as indicated on the Concept Plan map to take access from Commerce Drive. The Industrial/Office concept plan land use designation common to these parcels and the Woodfield Business Center ensures consistency in the continued use of the Commerce Drive collector for parcels in the area.

## Public Parking

To reinforce the creation of activity nodes throughout Sector Six, access to certain sites must

include the transportation modes which would accommodate a variety of activities and users. Ample parking is a key component in drawing the groups of people necessary to support and sustain an activity node. For example, when the Copley Center development plan was approved, no on-street parking was allowed. It has become clear that on-street parking is necessary to draw automobile users to the park area and other public features which may be created in the future. In the future, public parking should be incorporated into the parking facilities constructed within buildings within the Copley Center area.

## Aboveground Utilities

Many aboveground utility wires and poles exist along the rights-of-way in Sector Six, particularly along Golf and Roselle Roads. To reduce the likelihood of damage to the utilities and to improve the visual appearance of the area, these lines should be relocated underground. Although a program sponsored by Commonwealth Edison is underway, all opportunities should be taken to move these utility lines underground as properties are developed in the future.

## Residential Buffering

Special landscape screening required by the landscape ordinance is necessary in commercial areas adjacent to or within line of sight of existing residential property. Areas requiring such screening include:

### Colby Property

The north and west sides of the property must be screened at the time this area is developed.

### North of Golf Road, West of Roselle Road

The commercially-zoned vacant parcels along Valley Lake Drive, north of Golf Road, must be



screened at the time of their development. Additionally, as properties on the north side of Golf Road redevelop, landscape screening should be upgraded.

#### **South of the Tollway, West of Hillcrest Commons**

As the triangularly-shaped parcel is developed, landscaping must be provided which screens this development from the residential properties located to the south and west in the Village of Hoffman Estates.

#### **North of Golf Road, East of Roselle Road**

As the proposed Price Club Plaza Shopping Center located east of Wilkening Road is developed, landscape screening must be installed in deference to residential properties across Golf Road within the Village of Hoffman Estates.

## **Sidewalks and Bikepaths**

Many of the existing bikepaths and sidewalks in the Roselle Road Sector were built as part of the Woodfield Business Center and in connection with the Copley Center infrastructure. Bikepaths in this area meander through wooded and natural preserve spaces north of the Woodfield Business Center, as well as through the Copley Center park. The extensiveness of the bikepath and sidewalk systems in the area is made more impressive by the large presence of industrial/office and commercial uses nearby. Heavy automobile traffic along the Roselle Road and Golf Road arterials, as well as the proximity of a Tollway interchange in this Sector, pose special safety considerations for bicyclists. And, in spite of an extensive sidewalk network in the area, some deficiencies still exist. Bikeway and sidewalk systems are envisioned to be completed in the Roselle Road Sector as illustrated on Map 24. Recommended improvements to the bikepaths conform to the Bikeways Year 2000 Plan.

## **Proposed Bikepaths Adjacent to Vacant Parcels**

Two segments of the bikepath along Roselle Road are proposed abutting vacant parcels. Installation of bikepaths should occur on the west side of Roselle Road when the Hillcrest Commons II (south of the Northwest Tollway) and Schaumburg Technological Center (north of the Northwest Tollway) properties are developed. These Class I, off-street bikepaths will connect with the bikepath along the east wide of Roselle Road at the intersection with Hillcrest Boulevard. Bicyclist safety and directional signs should be installed at the time this intersection is upgraded to accommodate new development on the Hillcrest II site.

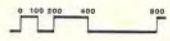
## **Proposed Bikepaths Adjacent to Developed Parcels**

Class II (on-street, one-way) bike routes are proposed along both sides of Valley Lake Drive and along both sides of Hillcrest Boulevard. Additionally, the Bikeways Plan designates Class I (off-street, two-way) bikepaths along the east side of Roselle Road, between Remington Road and Golf Road (on the west side of K-Mart Plaza Shopping Center), and between the Woodfield Business Center and Chatham Centre office building development. At the time these properties are redeveloped, bikepath right-of-way shall be dedicated and the necessary surface improvements made.

## **Proposed Sidewalk Improvements**

Almost all of the new sidewalk installations recommended by the Concept Plan will actually complete existing sidewalks where gaps exist. For example, the sidewalk on the north side of Golf Road ends abruptly east of the K-Mart Plaza Shopping Center. In another instance, on the north side of Golf Road, west of Roselle Road, many sidewalk segments are missing. A new sidewalk segment is proposed for the west side of Roselle Road, between Kristin Drive and Valley Lake Drive. These





# WOODFIELD REGIONAL CONCEPT PLAN

## ROSELLE ROAD SECTOR

### EXISTING AND PROPOSED SIDEWALKS AND BIKEPATHS

- SIDEWALKS**  
 EXISTING SIDEWALKS      ■■■■■■  
 PROPOSED SIDEWALKS    □□□□□□
- BIKEPATHS**  
 EXISTING BIKEPATHS      ●●●●●●  
 PROPOSED BIKEPATHS    ○○○○○○



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MAP 24



sidewalks should be installed and improved as the adjacent properties are redeveloped and/or expanded. As an alternative, these sidewalk improvements should be incorporated into the Village Capital Improvement Plan to be undertaken as resources and priorities permit.

## Future Right-of-Way Dedications

To accommodate increased traffic needs, additional public right-of-way must be dedicated along certain arterials and collectors within the Roselle Road Sector. In the future, upon redevelopment or expansion of uses, a public dedication may be required as a condition of approval for the following roads:

- Golf Road
- Roselle Road
- Central Road

The precise amount of land required to improve the roadways to their designated width is available on records in the Village Engineering Department.

## Redevelopment

Certain older developments in the concept planning area have become outdated, by virtue of ineffective site layout or inefficient building floor plates and are increasingly ready for redevelopment.

### K-Mart Plaza Shopping Center

One such development is the K-Mart Plaza Shopping Center. When redevelopment of this property is proposed, the Village should seek plans for reuse which provide improved parking and internal circulation, better orientation of buildings to roadways and adjacent developments, updated architectural details consistent with surrounding buildings, significantly in-

creased landscaping and more aesthetically appealing use of the existing detention area.

### Area Northwest of the Intersection of Roselle Road and Golf Road

As the individual, small parcels along the north side of Golf Road, west of Roselle Road, and along the west side of Roselle Road, north of Golf Road, have been developed, the architectural character and building setbacks have evolved in a piecemeal fashion. It is the Village's objective to attain an integrated or

*Redevelopment or renovation of the K-Mart Plaza shopping center should include landscaping, signage and architectural improvements reflective of current new development standards.*



consistent architectural character for this area, as well as an efficient internal circulation system to reduce access demands from Golf Road and Roselle Road. The redevelopment of this area should be carried out as part of the proposed measures contained in the Golf Road Sector Concept Plan. Specific measures include:

### Streetscape Study and Design

The in-depth review of Golf Road, as a corridor, should incorporate the portion of Golf Road, between Valley Lake Drive and Roselle Road, as a sub-area. The parkway, streetscape and signage improvements should



be coordinated with the roadway, site access and cross access recommendations contained in the Roselle Road Concept Plan chapter. These improvements, additionally, should be consistent with the standards developed for that portion of Golf Road in the Golf Road Sector, thereby strengthening the presence of the corridor throughout the Village. The design plan should provide for much needed parkway tree plantings along Golf Road, pedestrian improvements and a lighting and signage program that will give the corridor a unique identity as a major retail shopping district in the northwest suburbs.

#### ***Business Promotion***

A local business organization should be formed for the Golf Road and Roselle Road commercial enterprises, whether individually or as part of the organization comprised of Golf Road Sector enterprises. The advantages and disadvantages of forming a separate organization should be examined. In either case,

a promotional program should be established by this organization. The program should include special activities, a signage or banner identification program, special entry features and directional signage related to this area placed throughout the Sector, as well as throughout the Village. Advertising for the Golf Road corridor would be directed by this organization, and special maps with directions and diagrams should be coordinated with those throughout the Golf Road Sector informational documents.

#### ***Sign Design Review***

As described in the Existing Conditions chapter, this older, strip commercial area contains a wide array of sign styles and sizes, with no provisions for coordinated maintenance or design. The Sign Ordinance review, recommended in the Golf Road Sector, should necessarily include consideration of the Golf Road and Roselle Road properties. The Village should encourage enhanced visual appeal of this area by using smaller, low profile signs which would, nonetheless, be easy for passersby to read. Special incentives for converting or replacing existing signs should apply to this area.

#### ***Design Review***

The design review process created for the Golf Road Sector should involve this area of the Roselle Road Sector. In both areas, the many small commercial properties contain numerous conflicts with the Woodfield Regional Center Design Guidelines. Thoughtful analysis of proposed future development in this area can be given if Village Staff is able to work with property owners and developers in the preliminary review stages. As these proposed developments proceed through the approval process, Staff can inform committees and decision makers of special design considerations for the area.



*The design of the ground and wall sign programs for Woodfield Corners is reflective of the visual goals intended for signs along the Golf Road streetscape. The wall signs comply with a uniform letter style program and the design of the ground sign complements the architectural treatment of the shopping center.*



## Village-Initiated Rezoning

The Village receives periodic requests from landowners to rezone all or portions of their property, contingent upon Village Board approval. However, as part of the comprehensive planning process, it is in the best interest of the Village, in some areas, to initiate a change in the zone classification. A Village-initiated rezoning is typically undertaken to reduce the potential adverse impacts on surrounding properties or advances a broader objective Village-wide, such as concentrating land uses to create an activity node. Both Village-initiated and petitioner-initiated rezonings provide for public notice and hearing so that all affected parties may have input.

The following properties in the Roselle Road Sector should be rezoned to bring them into conformance with the Concept Plan:

Rezone the area located northeast of the Northwest Tollway interchange at Roselle Road, including the Medieval Times site, from M-1 Manufacturing to B-3 Planned Office Business. The rezoning should contain provisions for sharing parking on the Medieval Times property with any future development on the parcel on the east side of Roselle Road.

Rezone *Hillcrest Commons I* parcel from M-1 Manufacturing to B-3 Planned Office Business.

Rezone *Shurguard Storage* parcel from M-1 Manufacturing to B-3 Planned Office Business.

Rezone the undeveloped, triangularly-shaped parcel south of the Northwest Tollway and north of Lafayette Lane from M-1 Manufacturing to B-3 Planned Office Business.

Rezone the two lots bisected by Wellington Road (located between the Northwest Tollway

and Commerce Drive) from B-3 Planned Office Business to M-P Planned Manufacturing.

Rezone the *Schaumburg Technological Center*, between Central Road and the Northwest Tollway, from M-1 Manufacturing to B-3 Planned Office Business.

## Child Care

The rising number of women in the workplace has changed lifestyle patterns in many ways. One, relatively new, phenomenon has been the need for outside care of children for working parents. Although the Roselle Road Concept Plan does not contain extensive demographic information regarding persons who work in and live near the Sector, media reports and Village-wide demographic information attest to on-site employer supplied child care as a potential important step in solving this problem. Employer supplied child care would serve to reduce the number of automobile trips made by parents during a.m. and p.m. peak hours in the dropping-off and picking-up of children, but could also make great headway on the issue of affordable child care.

The Roselle Road Sector, with over five million additional square feet of office and industrial/office space expected in the next twenty years, represents a significant employment center in the Northwest suburbs. The Concept Plan endeavors to provide ample child care which is convenient to serve employees in the area. Therefore, the Village child care policy, which enumerates incentives for constructing new child care facilities, should be emphasized during the development review process for all new projects in the Roselle Road Sector, whenever feasible.

## Activity Node Amenities

The strength of future activity nodes in the Sector is directly enhanced by the extent to which these



centers contain multi-purpose activities which may be accessed throughout the day and evening. Therefore, during the development review process, the Village will encourage the provision of certain kinds of employee and visitor amenities. The amenities would ideally be formulated as a package containing numerous uses, including any or all of the following:

- *Recreational: health clubs, walking paths, etc.*
- *Cultural: lobby art exhibits, visiting speakers, classes, etc.*
- *Child Care.*
- *Restaurants and cafeterias.*

Similar to language contained in the Village child care policy, certain incentives may be extended to developers if employee and visitor amenities are constructed. These incentives would include, but not be limited to, shared parking, zero floor area ratio calculations, etc.

## **Outdoor Vendors**

The Concept Plan envisions the work of outdoor food and ice cream vendors as integral to the daylong use of open space, parks and plaza areas within the activity nodes and employment centers of the Sector. The current Village ordinance regulating the activities of outdoor vendors should be amended for certain restricted areas designed as activity nodes. The ordinance amendment would apply only to the time limits established for vendors.



# APPENDIX 1

## VACANT LAND SUMMARY DATA: SECTOR SIX

PARCEL LOCATION	PARCEL I.D. NO.	PARCEL SIZE (ACRES)	CONCEPT PLAN DESIGNATION	PROPOSED F.A.R.	EXISTING ZONING	POTENTIAL DEVELOPMENT SQUARE FEET
N of Golf/W of Valley Lake Drive	7-10-300-064	2.99	Commercial/Service	.40	B-2	52,098
N of Golf/E side of Valley Lake Drive	7-10-300-051	1.24	Commercial/Service	.35	B-1	18,905
N of Golf/E side of Valley Lake Drive	7-10-300-050	1.27	Commercial/Service	.35	B-1	19,362
N of Golf/E side of Withaeger	7-10-300-024	1.94	Commercial/Service	.40	B-4	33,803
S side of Remington/W side of Wilkening	7-10-400-030	11.67	Industrial/Office	.45	M-P (1)	228,755
BET Golf and Remington/E side of Wilkening	7-10-401-011	13.95	Commercial/Service	.45	B-4	273,448
S side of Remington/BET Roselle and Wilkening	7-10-400-029	2.02	Industrial/Office	.45	M-P (1)	39,596
S and E of SEX State Parkway and Roselle	7-10-400-022	6.43	Office/Service	.45	M-P (1)	126,041
BET State Parkway and Remington/W of Wilkening	7-10-400-021	8.26	Industrial/Office	.45	M-P (1)	161,912
BET State Parkway and Remington/E of Wilkening	7-10-401-009	15.97	Industrial/Office	.45	M-P (1)	313,044
NWX Valley Lake Drive and Roselle	7-10-300-008	7.59	Commercial/Service	.40	B-2	132,248
NWX State Parkway and Wilkening	7-10-400-020	7.72	Industrial/Office	.45	M-P (1)	151,327
NEX State Parkway and Wilkening	7-10-401-006	22.18	Industrial/Office	.45	M-P (1)	434,772
S side of Commerce/E of Wilkening	7-10-204-004	9.29	Industrial/Office	.60	M-P	242,803
S of I-90/W of Roselle	7-03-100-006	7.23	Office/Service	.45	M-1	141,722
NWX Hillcrest Boulevard and Roselle	7-10-101-012	16.90	Office	1.17	B-3 (2)	863,868
N of Commerce/E of Roselle	7-10-200-012	11.30	Office/Service	.80	B-3	393,782
N side of Wellington	7-10-201-009	6.39	Industrial/Office	.80	B-3	222,679
NEX Wellington and Commerce	7-10-201-008	6.45	Industrial/Office	.80	B-3	224,770
N side of Commerce	7-10-201-007	6.71	Industrial/Office	.80	B-3	233,830
S side of Central/W of Schaumburg Tech	7-03-100-005	22.37	Industrial/Office	---	A/R-6 (3)	-----
S side of Central/E of Center Court	7-03-101-022	11.00	Office	.45	M-1	215,622
N of I-90/E side of Roselle	7-03-200-018	8.50	Office/Service	.45	M-1	166,617
	(7-03-200-010)					
	(7-03-200-013)					
	(7-03-200-015)					
	(7-03-200-017)					
N of I-90/E of Roselle	7-10-201-005	7.99	Quasi-Public	---	A (4)	-----
N of I-90/W of Medieval Times	7-03-200-017	3.47	Office/Service	.45	M-1	68,019
S of Commerce/ W side of Wilkening	7-10-203-008	1.82	Industrial/Office	.60	M-P	47,567
<b>TOTAL</b>		<b>222.65</b>				<b>4,806,590</b>

- (1) F.A.R. of .45 is for overall 100+ acre Copley Center site.
- (2) F.A.R. of 1.17 based on site plan approval.
- (3) No F.A.R. restriction applies; however, lot coverage is limited to 32% in R-6 Zoning District.
- (4) Five acre minimum for tract of land in A-Agricultural Zoning District.



**APPENDIX 2**  
**EXISTING LAND USE DATA: SECTOR SIX**

***PUBLIC/QUASI-PUBLIC***

PARCEL NAME	CONCEPT PLAN DESIGNATION	PARCEL I.D. NO.	BUILDING SQUARE FEET	PARCEL SIZE (ACRES)	FLOOR AREA RATIO (F.A.R.)
Fire Station No. Four	Public/Quasi-Public	7-10-203-005	----	1.37	----
Detention/Channel Areas					
NEX Golf and Wilkening	Public/Quasi-Public	7-10-401-012	----	1.22	----
SEX State Parkway and Roselle	Public/Quasi-Public	7-10-400-023	----	1.32	----
NEX State Parkway and Roselle	Public/Quasi-Public	7-10-400-019	----	2.67	----
S side of Central/N of IDOT	Public/Quasi-Public	7-03-101-016	----	0.32	----
S side of Central/N of Schaumburg Tech Center	Public/Quasi-Public	7-03-101-017	----	0.42	----
Copley Park	Public/Quasi-Public	7-10-401-010	----	6.50	----
Natural Prairie Preserve/S of Woodfield Business Center II	Public/Quasi-Public	7-10-204-010	----	19.42	----
Utility Easements					
S of I-90	Public/Quasi-Public	7-10-200-004	----	2.48	----
		7-10-201-003		2.55	
S of I-90	Public/Quasi-Public	7-03-100-004	----	4.11	----
Public Rights-of-Way	Public/Quasi-Public		----	105.23	----
<b>TOTAL PUBLIC/QUASI-PUBLIC</b>				<b>148.61</b>	

***AUTO SALES AND SERVICE***

PARCEL NAME	CONCEPT PLAN DESIGNATION	PARCEL I.D. NO.	BUILDING SQUARE FEET	PARCEL SIZE (ACRES)	FLOOR AREA RATIO (F.A.R.)
Amoco	Commercial/Service	7-10-400-016	2,000	0.55	.08
Personal Touch Car Wash	Commercial/Service	7-10-300-049	3,840	0.54	.16
Volkswagen of America	Commercial/Service	7-10-300-028	14,000	2.68	.12
Schaumburg Dodge	Commercial/Service	7-10-300-061	20,000	5.21	.09
Shell	Commercial/Service	7-10-300-010	2,517	0.64	.09
Larry Faul Used Cars	Commercial/Service	7-10-301-001	4,000	1.67	.05
Larry Faul Pontiac	Commercial/Service	7-10-300-025	7,000	3.23	.05
<b>TOTAL AUTO SALES AND SERVICE</b>			<b>53,357</b>	<b>14.52</b>	



**APPENDIX 2  
EXISTING LAND USE DATA: SECTOR SIX**

**COMMERCIAL**

PARCEL NAME	CONCEPT PLAN DESIGNATION	PARCEL I.D. NO.	BUILDING SQUARE FEET	PARCEL SIZE (ACRES)	FLOOR AREA RATIO (F.A.R.)
Olson Rug	Commercial/Service	7-10-300-035	2,000	0.28	.17
Carpet Creation	Commercial/Service	7-10-300-020	3,000	0.87	.08
Ace Washer & Dryer	Commercial/Service	7-10-300-074 (7-10-300-073)	9,966	0.78	.29
Pearle Vision	Commercial/Service	7-10-300-065	2,000	0.53	.09
Schwinn/House of Teak	Commercial/Service	7-10-300-034	3,000	0.85	.08
		7-10-300-058	5,000	0.44	.26
Ace Hardware	Commercial/Service	7-10-300-057	12,000	0.87	.32
Floors by Vinci	Commercial/Service	7-10-300-053	46,000	1.28	.82
<b>TOTAL COMMERCIAL</b>			<b>82,966</b>	<b>5.90</b>	

**COMMERCIAL/SERVICE**

PARCEL NAME	CONCEPT PLAN DESIGNATION	PARCEL I.D. NO.	BUILDING SQUARE FEET	PARCEL SIZE (ACRES)	FLOOR AREA RATIO (F.A.R.)
K-Mart Plaza (Schaumburg Corners)	Commercial/Service	7-10-400-013	156,245	13.40	.27
Woodfield Corners	Commercial/Service	7-10-400-011	13,500	1.38	.22
Shops at Copley Center (1)	Commercial/Service	7-10-400-028	71,791	8.05	.20
Valley Lake Plaza	Commercial/Service	7-10-300-055	6,000	0.59	.23
130 Golf Road Center	Commercial/Service	7-10-301-008	4,000	1.03	.09
Remington Plaza	Commercial/Service	7-10-300-067	58,440	6.17	.22
Barnaby's Restaurant	Commercial/Service	7-10-301-004	5,000	1.01	.11
Medieval Times	Commercial/Service	7-03-200-018 (7-03-200-010) (7-03-200-013) (7-03-200-015)	84,201	11.01	.18
Church's Fried Chicken	Commercial/Service	7-10-400-017	1,000	0.32	.07
Black Pearl	Commercial/Service	7-10-300-021	4,000	0.85	.11
Edwardo's	Commercial/Service	7-10-300-048	6,060	1.27	.11
Smiling Buddah Restaurant	Commercial/Service	7-10-300-056	1,000	0.25	.09

(1) Includes development of 5,000 square feet on outlot.



**APPENDIX 2**  
**EXISTING LAND USE DATA: SECTOR SIX**

*COMMERCIAL/SERVICE (CONTINUED)*

PARCEL NAME	CONCEPT PLAN DESIGNATION	PARCEL I.D. NO.	BUILDING SQUARE FEET	PARCEL SIZE (ACRES)	FLOOR AREA RATIO (F.A.R.)
Holiday Inn Retail Center	Commercial/Service	7-10-300-006	79,698	4.62	.39
Shurguard Storage	Office/Service	7-10-101-010	75,000	5.38	.32
Golf Rose Animal Hospital	Commercial/Service	7-10-400-018	9,538	2.04	.11
		7-10-400-007	6,000	1.82	.06
Woodfield Lanes	Commercial/Service	7-10-401-004	44,000	5.65	.17
<b>TOTAL COMMERCIAL/SERVICE</b>			<b>625,473</b>	<b>64.84</b>	

*OFFICE/SERVICE*

PARCEL NAME	CONCEPT PLAN DESIGNATION	PARCEL I.D. NO.	BUILDING SQUARE FEET	PARCEL SIZE (ACRES)	FLOOR AREA RATIO (F.A.R.)
Ahlgrim Funeral Home	Commercial/Service	7-10-300-063	15,903	2.54	.14
Century 21	Commercial/Service	7-10-301-007	4,000	1.03	.09
H & R Block	Commercial/Service	7-10-300-066	2,000	0.41	.11
Commerce Tech Center	Office/Service	7-10-202-013	136,200	13.97	.22
<b>TOTAL OFFICE/SERVICE</b>			<b>158,103</b>	<b>17.95</b>	

*OFFICE*

PARCEL NAME	CONCEPT PLAN DESIGNATION	PARCEL I.D. NO.	BUILDING SQUARE FEET	PARCEL SIZE (ACRES)	FLOOR AREA RATIO (F.A.R.)
Hillcrest Commons I	Office	7-10-101-013	71,400	7.83	.21
Illinois Department of Transportation	Office	7-03-101-023	120,000	5.37	.51
Schaumburg Tech Center I and II	Office	7-03-101-020	57,340	3.46	.38
		7-03-101-021	36,548	2.69	.31
Chatham Centre I (1)	Office	7-10-200-011	219,320	14.98	.63
<b>TOTAL OFFICE</b>			<b>504,608</b>	<b>34.33</b>	

(1) Parcel size includes future Chatham Centre phase II office building.



**APPENDIX 2  
EXISTING LAND USE DATA: SECTOR SIX**

***INDUSTRIAL/OFFICE***

<b>PARCEL NAME</b>	<b>CONCEPT PLAN DESIGNATION</b>	<b>PARCEL I.D. NO.</b>	<b>BUILDING SQUARE FEET</b>	<b>PARCEL SIZE (ACRES)</b>	<b>FLOOR AREA RATIO (F.A.R.)</b>
Foster Electric	Industrial/Office	7-10-202-012 (7-10-202-014) (7-10-202-015)	161,479	9.53	.39
Rockwell PMC, Inc.	Industrial/Office	7-10-202-002 (7-10-202-001)	56,717	3.75	.35
Omron	Industrial/Office	7-10-203-006	51,470	5.64	.21
Mazak-Nissho-Iwai	Industrial/Office	7-10-203-007	20,000	1.31	.35
Accurate Metering Systems	Industrial/Office	7-10-204-001	18,090	1.38	.30
Hisco	Industrial/Office	7-10-204-002	12,047	1.19	.23
Heidenhain	Industrial/Office	7-10-204-003	31,665	2.92	.25
A T & T/Imagineering	Industrial/Office	7-10-204-009	29,104	1.54	.43
Hell Graphics	Industrial/Office	7-10-204-008	13,437	1.63	.19
165 East Commerce Building	Industrial/Office	7-10-204-007	31,868	1.93	.38
International Beauty Systems	Industrial/Office	7-10-204-006	23,857	1.79	.31
Digital Incorporated	Industrial/Office	7-10-204-005	25,509	2.73	.21
<b>TOTAL INDUSTRIAL/OFFICE</b>			<b>475,243</b>	<b>35.34</b>	
<b>TOTAL OCCUPIED LAND IN ALL LAND USE CATEGORIES</b>				<b>321.49</b>	



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