












# VILLAGE OF SCHAUMBURG
# COMPREHENSIVE PLAN

**ADOPTED MARCH 2018** | PREPARED BY HOUSEAL LAVIGNE ASSOCIATES WITH ASSISTANCE FROM KENIG, LINDGREN, O'HARA, ABOONA, INC.

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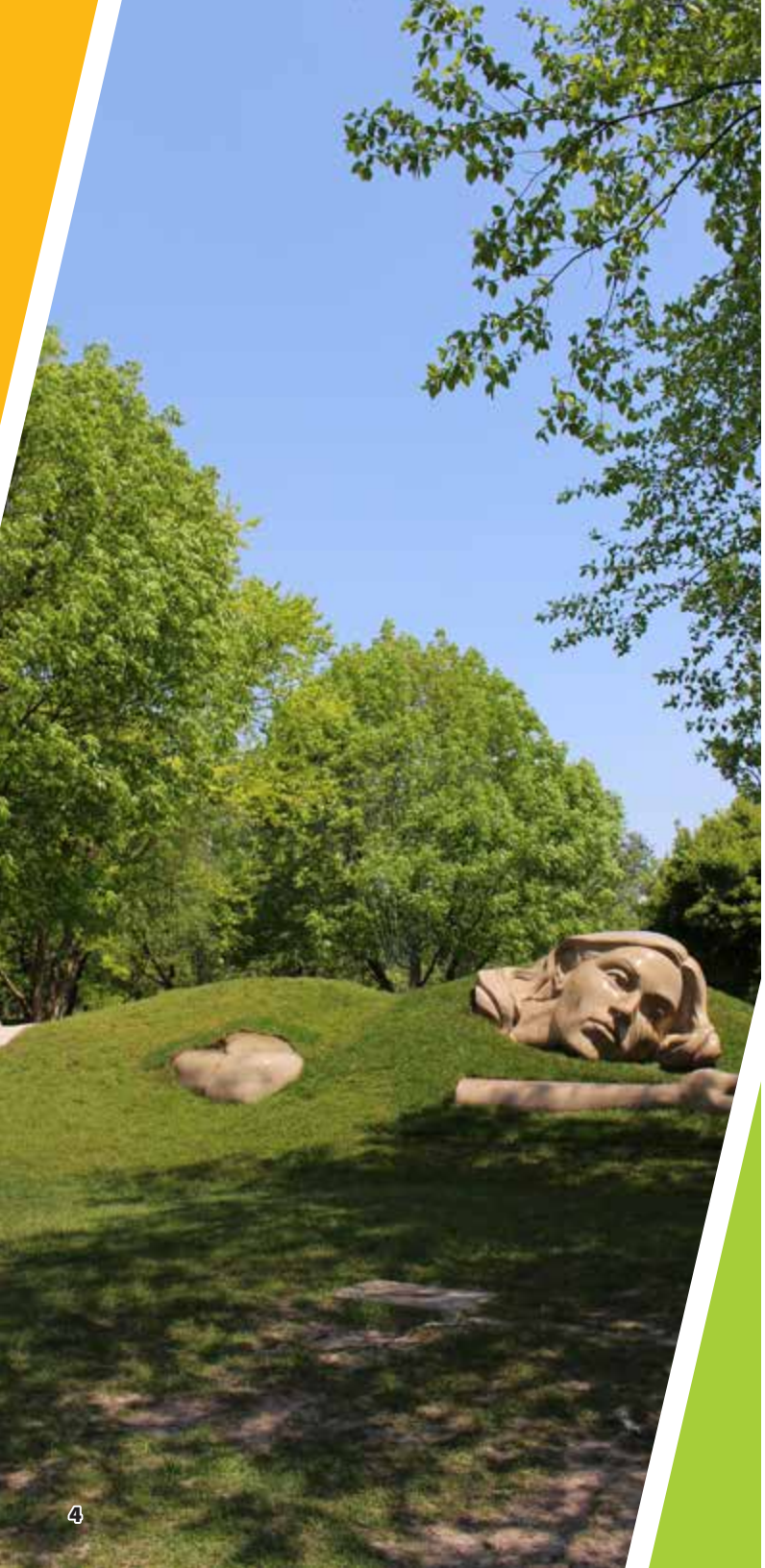
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# CHAPTER 1
# INTRODUCTION

*To many people throughout the Chicago region, Schaumburg is a center for commerce and business. It is a regional destination where people can work, shop, dine, and be entertained. This reputation is supported by excellent interstate access, the Woodfield Mall, Schaumburg Convention Center, Woodfield Regional Center, new Zurich headquarters, and other highly visible amenities. However, to Village residents, it is a community that offers a high quality of life for people of all ages. Well-maintained neighborhoods, local parks and open spaces, access to nature preserves, and quality public services make Schaumburg an attractive place for young professionals, families, and seniors.*

## PURPOSE OF THE COMPREHENSIVE PLAN

The Village of Schaumburg Comprehensive Plan serves as the official policy guide to achieve the community's vision for the Village for the next 10 to 20 years. The Plan updates the 1996 Comprehensive Plan, building on extensive public outreach, input from community organizations and local government agencies, and technical analysis to determine realistic opportunities for long-term growth and development.

The Plan is comprehensive in scope and scale, addressing a wide range of issues that impact the Schaumburg community. It guides land use and development; transportation and mobility of vehicles, cyclists and pedestrians; provisions for parks, schools, and other public facilities; preservation and enhancement of environmental features and open space; and enrichment of community character. The Plan incorporates previous planning efforts of the Village, integrates regional planning efforts, and focuses on specific community areas to ensure it achieves the collective vision of current residents and business owners, while serving to attract desirable development and investment.

## PLAN ORGANIZATION

The Village of Schaumburg Comprehensive Plan includes ten chapters organized by topic area. Chapter 1 establishes the plan background and Chapter 2 presents the Vision for which all other areas of the Plan strive to attain. Chapters 3-9 present strategies to tackle the most pressing issues affecting the community previously identified in the Existing Conditions Report. Each of these chapters include Goals and Objectives that help make the Vision a reality. Chapter 10 provides an implementation strategy.

Goals describe end situations toward which planning efforts should be directed. They are broad and long-range and, although they may never be fully attained, they represent an end to be sought.

Objectives describe more specific actions that should be undertaken in order to advance toward the overall goals. Plan Chapters include policies, strategies, or projects, and provide specific guidelines for planning action. In addition, the Plan highlights best practices and policies that serve to promote municipal and community sustainability.

# GUIDING PRINCIPLES

The Village of Schaumburg Comprehensive Plan is guided by three key principles: Leadership, Diversity, and Connectivity. The Plan's three guiding principles are the most important ideas and influences that guide development in the Village for the next 10 to 20 years. The principles should be the foundation of all future Village planning efforts and the Plan's recommendations aim to achieve one or more of these principles.

## LEADERSHIP

Schaumburg is a leading destination for employment and commerce. Through its elected leaders, the Village has implemented its motto, "progress through thoughtful planning;" fostering appealing residential neighborhoods and a robust park system. The Plan requires the Village to continue to be a regional leader in areas of planning and development, community cooperation, agency coordination, and environmental stewardship.

## DIVERSITY

Schaumburg's diversity can be seen in its range of housing types, commercial offerings, and the very people who call the Village home. The Plan recognizes this as a strength and aims to ensure Schaumburg continues to be a diverse place that accommodates a range of homes, businesses, and residents.

## CONNECTIVITY

The Village of Schaumburg is a mosaic of residential, commercial, and industrial neighborhoods. The Plan strives to build upon the existing transportation network to ensure residents are connected to essential services, neighborhood destinations, and employment centers, and the community is connected through a unified identity.

# EXISTING CONDITIONS REPORT

The Existing Conditions Report provided the foundation for the development of the Comprehensive Plan. It identified issues and opportunities based on community outreach, meetings with staff and stakeholders, field reconnaissance, and data analysis. The issues and opportunities were used to call out the important facts, observations, and opinions that the Plan would need to address. They include:

**Regional Significance.** Schaumburg is a significant employment, retail, and commercial hub in the northwest Chicago region.

**Living in Schaumburg.** Residents benefit from a diverse housing market and park system, with opportunities to create destinations catered to the local market.

**Community Character.** Schaumburg's identity within the Chicago region is often very different than that held by Village residents.

**Moving People.** Schaumburg benefits from a layered transportation network that provides a high level of regional access, but will require increased mode share and local and regional transit options to maintain the integrity of this multi-modal system over time.

**Changing Demographics & Preferences.** Schaumburg's population is both aging and becoming more diverse, creating challenges for the Village related to services and housing.



# PLANNING PROCESS

The Village of Schaumburg Comprehensive Plan is the result of a multi-step, community-driven process. The planning process stressed community engagement, assessment of current conditions, identification of opportunities and constraints, establishment of vision, goals, objectives, and development of planning recommendations and policies. As such, the Plan incorporates feedback from the community, input from the Comprehensive Plan Advisory Committee (CPAC), technical analysis, and planning best practices.



## Community Outreach

Community Outreach including community wide workshops, one-on-one interviews, and web-based tools for engaging residents, businesses, and key stakeholders. Outreach generated over 300 instances of public participation, identifying major issues and key opportunities to be addressed. Feedback helped to guide the Comprehensive Plan and, in many cases, comments and ideas from stakeholders was directly translated into Plan recommendations. For example, residents voiced a desire for more non-chain restaurants in the Village, which resulted in recommendations and policies aimed at attracting and supporting these kinds of businesses. For more information regarding Community Outreach, see the Existing Conditions Report.

## Existing Conditions Analysis

Analysis of Existing Conditions including adopted plans and policies by the Village and other relevant entities, characteristics observed through field reconnaissance, current market and demographic trends, and data collected from various sources, which were integrated into an Existing Conditions Report.

## Community Visioning

Community Visioning to identify the desired long-term role and character of Schaumburg.

## Goals, Objectives & Strategies

The development of plan goals, objectives, and strategies that describe actions or policies aimed at attaining the community's vision.

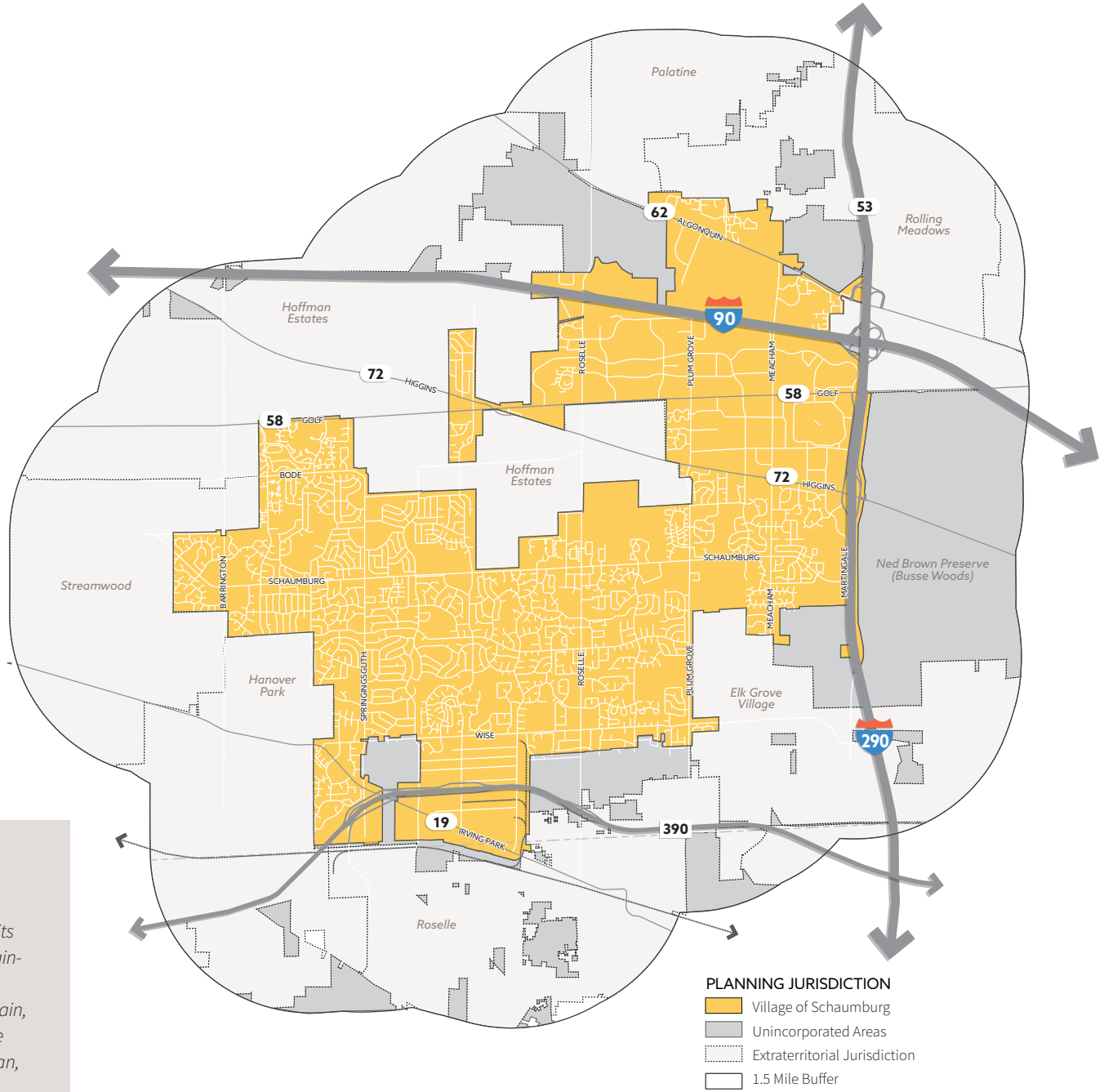
## Public Review & Formal Adoption

Public review and formal adoption of the Comprehensive Plan as the official policy document of the Village of Schaumburg.

# PLANNING JURISDICTION

The Village of Schaumburg is located 26 miles northwest of downtown Chicago in Cook County. The Village is bounded by the City of Rolling Meadows and Village of Hoffman Estates to the north, Elk Grove Village and the Ned Brown Preserve (Busse Woods) to the east, Village of Roselle to the south, and the Villages of Streamwood and Hanover Park to the west. The Village boundaries are also inclusive of several unincorporated areas.

Illinois statute enables municipalities to plan for areas up to 1.5 miles beyond their corporate boundary. This Extraterritorial Jurisdiction (ETJ), may include unincorporated areas but excludes other incorporated areas or areas exempted via a formal boundary agreement.




## Sustainability Initiatives

*The Village of Schaumburg has a long-established vision to preserve, improve, and expand its natural heritage as well as a commitment to sustainability and environmental stewardship. The Comprehensive Plan highlights best practices and policies that serve, maintain, and enhance the Village's ongoing sustainability efforts. The plan reinforces the Village's Comprehensive Green Action Plan, which includes strategies related to ten categories: Climate, economic development, energy, land use, leadership, mobility, municipal operations, sustainable communities, waste and recycling and water. Recommendations related to sustainability are indicated by a lightbulb icon throughout the document.*

# SCHAUMBURG HISTORY

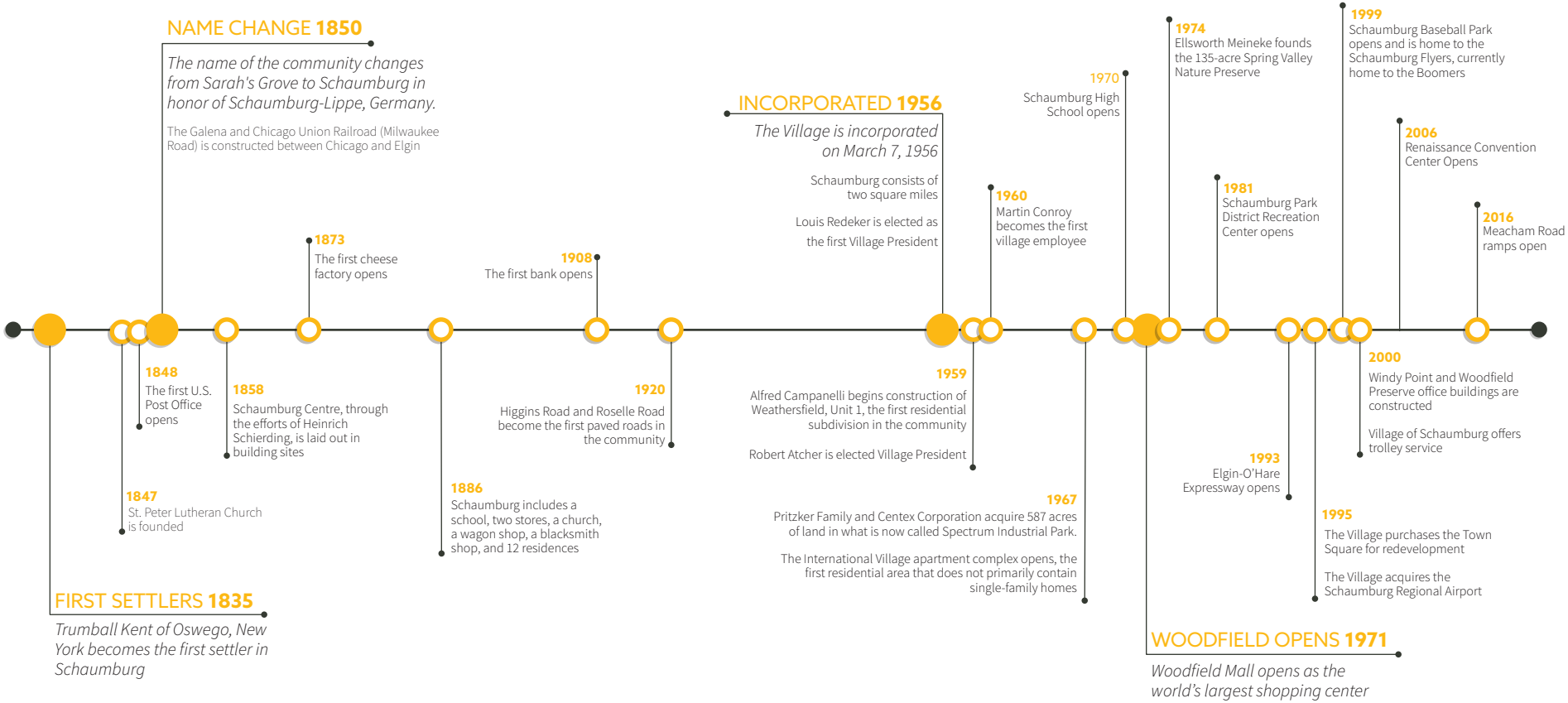
From its settlement in 1835 to its incorporation in 1956, Schaumburg has been a strategically planned community that has steadily grown into the regional hub of economic activity that it is today. The Village remained a small, German settlement for several decades; its population growing at a modest rate. Following the debut of the Woodfield Mall and related development the once rural Village nearly tripled in population between 1970 and 1980. The footprint of the Village continued to expand as it emerged as a regional destination for employers and retailers. Today, Schaumburg is home to an estimated 75,878 people (ESRI Business Analyst), and covers more than 19 square miles.

## SCHAUMBURG DEMOGRAPHIC SNAPSHOT*

| | 2016 | 2021 Estimate |
|---|---|---|
| Population | 75,878 | 76,891 |
| Households | 32,283 | 32,748 |
| Families | 20,193 | 20,366 |
| Average Household Size | 2.34 | 2.34 |
| Median Age | 39.0 | 39.8 |
| Median Household Income | $74,441 | $80,975 |

| Race | 2016 | 2021 Estimate |
|---|---|---|
| White Alone | 67.1% | 64.4% |
| Black Alone | 3.6% | 3.1% |
| American Indian Alone | 0.2% | 0.2% |
| Asian Alone | 23.1% | 26.0% |
| Some Other Race Alone | 3.3% | 3.5% |
| Two or More Races | 2.7% | 2.8% |
| Hispanic Origin (Any Race) | 10.1% | 10.9% |

**Snapshot utilizes data obtained for ESRI Business Analyst. Additional demographic and market data and analysis can be found in the Existing Conditions Report.*





# CHAPTER 2
# VISION & GOALS

*The vision statement articulates the desired characteristics of Schaumburg after successful implementation of the Comprehensive Plan. It is intended to capture input received from the community and reflect the collective vision for Schaumburg's future. The vision statement is written as a retrospective to provide an understanding of what the Village of Schaumburg could be 15 years into the future.*

## IN THE YEAR 2033...

Schaumburg is known as a regional leader for its strong employment base, commercial centers, and safe, diverse neighborhoods. Visitors come to the Village for its wealth of shopping and entertainment activities, while residents enjoy a robust park network, excellent schools, and convenient location.

The Village continues to be a significant regional employment hub, with new businesses opening within the redeveloped Motorola Campus, 90 North District East, and the Woodfield Hub. Its arterial roadways including Golf, Roselle, Higgins, and Meacham Roads are home to both new and old businesses, with the Village, Schaumburg Business Association, and Meet Chicago Northwest providing support to ensure they flourish. The Wise and Irving Industrial District continues to be a sought-after location for light industrial and manufacturing businesses, with its ease of access to the completed Illinois Route 390.

The Village's reputation as a regional business and employment center is only preceded by its well-maintained and diverse residential neighborhoods. From single-family homes and townhomes to apartments and condominiums, the Village offers a variety of housing types that suit all ages, income levels, and stages of life. The 90 North District and Woodfield Hub provide increased housing options: these mixed-use neighborhoods allow residents to live, work, and recreate in a compact, walkable setting.

In 2033, Schaumburg residents continue to benefit from an expansive parks and recreation system. The Schaumburg Park District works in concert with the Village and local recreational sports leagues to provide a range of programming that meets the

needs of Schaumburg youth, adults, and seniors, as well as the Village's diverse population. School District 54, Township High School District 211, School District U-46, and School District 15 provide high-quality education and the Schaumburg Township Library provides supplementary educational and technical programs. Further, the Village remains home to several institutions of higher learning, which continue to enroll students and contribute to a highly educated population.

Visitors and residents alike are drawn to the Village for its many events and cultural offerings. The Al Larson Prairie Center for the Arts continues to serve as a premiere performance venue, and is now complemented by a new theater in the 90 North District East. An expanded farmers market and new events that embrace the racial and cultural diversity of Schaumburg have been a welcome addition to the annual Summer Breeze Concert Series and Septemberfest. The Schaumburg Boomers maintain a healthy hometown crowd and the venue is used throughout the year to host a myriad of events.

The Village's many amenities are connected through a safe and efficient transportation network. Schaumburg follows a Complete Streets policy, ensuring roadways safely accommodate all users, regardless of age, ability, or mode of transportation. Improvements to the roadway network has accommodated increased vehicular capacity, while intersection improvements have made them safer for drivers and pedestrians alike. The bicycle and trail system in Schaumburg has been extended through the development of the east-west Pipeline Trail, as well as the completion of more than a dozen more bicycle and trail gaps. The use of public transit has increased, due to additional service coverage provided by Pace, as well as new development around the Northwest Transportation Center. The Woodfield Hub, a mixed-use, transit-oriented development, offers the convenience of access to local and regional public transportation for residents and visitors alike.

Although Schaumburg has changed in the past 15 years, it has continued to maintain its positive features. It still boasts well-maintained residential neighborhoods and pristinely landscaped roadways. In fact, roadway landscaping has been expanded, further cementing the Village's identity and image as a well-maintained and prosperous community. The use of additional gateway signs and a new wayfinding program further add to this identity. Through thoughtful planning, the Village of Schaumburg continues to be a desirable place to be entertained, operate a business, raise a family, and enjoy a high quality of life.

# GOALS

The Vision is supported by goals, which establish the framework for more detailed recommendations and actions within the Comprehensive Plan. Goals describe end situations toward which planning efforts should be directed. They are broad, long-range, and represent an end point to be sought. Together, the Vision and Goals establish the direction for what the Schaumburg community wants to accomplish through its Comprehensive Plan and the policies and regulations designed to implement the Plan.

## EMPLOYMENT & COMMERCIAL AREAS

Foster diversified commercial and employment areas that serve both regional and local markets and enhance Schaumburg as a regional center.

## HOUSING & RESIDENTIAL AREAS

Provide a diverse range of quality housing options that allow the Village to retain and attract residents that contribute to the local economy.

## COMMUNITY FACILITIES

Maintain a high quality of life through the continuous maintenance and enhancement of community facilities and services through strategic infrastructure planning, partnerships, and collaboration.

## MULTI-MOBILITY

Support a multi-modal transportation system that provides safe and efficient access and mobility that ensures roadways, transit, and bicycle and pedestrian facilities connect people throughout the community and the region.

## RECREATION & TOURISM

Promote Schaumburg as a regional destination for entertainment and recreation while providing high-quality parks, open space, and recreational services to residents.



# CHAPTER 3
# LAND USE PLAN

*The Village of Schaumburg is a suburban community with a regional draw. Anchored by a strong retail core and numerous large employers, the Village includes a range of housing types and numerous commercial and industrial areas surrounded by parks and natural resources. The Land Use Plan is designed to respond to the changing needs of the community; taking a balanced approach to accommodate future growth and shifting demographics. The Land Use Plan and its supporting goals and objectives should serve as the foundation for land use and policy decision-making and act as a guide to ensure Schaumburg achieves its community vision.*









## FUTURE LAND USE CLASSIFICATIONS

All parcels within the Village have been assigned one of eleven land use categories. These land use designations cover the full range of land use types and should serve as the basis for development review and approval and future zoning amendments that may be needed to implement the Plan's recommendations. Uses are arranged in a pattern that is intended to reflect existing development, capitalize on arterial corridors, strengthen commercial areas, maintain existing residential neighborhoods, and take advantage of emerging development opportunities. The eleven land use designations include:

- Single Family
- Multi-Family
- Mixed-Use Transitional
- Community Commercial
- General Commercial
- Regional Center
- Office & Industrial
- Event & Entertainment
- Parks & Open Space
- Public/Semi-Public
- Transportation & Utility

### SINGLE-FAMILY

This category consists primarily of single-family detached homes, the majority of which are included within a planned subdivision. Single-family detached housing is the predominant housing type with regard to land coverage and will remain as such.

### MULTI-FAMILY

Multi-family housing includes dwelling units that are attached horizontally, such as townhomes and duplexes, as well as dwelling units that are stacked horizontally and vertically, such as apartments and condominiums. Multi-family units generally provide a more affordable housing option for residents and are an attractive option for employees seeking to establish roots in the community. In addition, depending upon the type of multi-family product, some dwelling units provide options for residents unwilling or unable to make the transition to homeownership, while others provide opportunities for first-time homeowners and empty-nesters looking to downsize, and may include senior housing.

### MIXED-USE TRANSITION

The Mixed-Use Transition land use classification applies to areas that are suitable for a variety of commercial and residential uses. Uses are often mixed in a vertical arrangement, with commercial and retail uses occupying the ground floor and office or residential use on the upper floors of a single building. Appropriate structures within the Mixed-Use Transition areas are those which are oriented towards pedestrian activity and may include commercial uses such as specialty shopping and dining.

### COMMUNITY COMMERCIAL

Commercial uses that provide for the everyday needs of Schaumburg residents are included within the Community Commercial land use classification. These uses are typically located within a neighborhood center and may include restaurants, gas stations, medium- or big-box grocers or retailers, small offices, and daycare centers. Lots may accommodate a single commercial use, while others host small multi-tenant shopping centers with shared parking areas. Community Commercial may serve as neighborhood nodes or be aligned along a collector or arterial street.

### Growth & Annexation

*Several unincorporated parcels exist adjacent to the Village's municipal boundaries. Should these areas be annexed into the Village, their land use and zoning designations should be of a similar use and level of intensity as adjacent land uses. In particular, the unincorporated parcel at the southwest corner of Old Church Road and Barrington road would be best suited for future low-intensity commercial uses.*

















## GENERAL COMMERCIAL

Areas designated as General Commercial are intended to accommodate larger shopping centers and developments along arterial corridors that serve a more regional function. These auto-oriented corridors often have a mix of "big box" stores, national retailers, franchise restaurants, and a "critical mass" of multiple stores with large parking areas.

## REGIONAL CENTER

The Regional Center classification includes significant commercial development in high-visibility areas, such as Woodfield Mall. Uses in these areas may consist of big-box retailers, restaurants, offices, and large multi-tenant shopping centers that have a regional market base. In addition, the Regional Center classification may include entertainment uses and large cultural facilities. This may include hotels and similar hospitality uses.

## OFFICE

The Office land use designation includes professional and medical offices. Office types range from Type A to C, and from low-rise buildings to high-rise structures. Offices can be standalone buildings or as part of an office park. These parks are typically developed as a coordinated subdivision or clustered in the same geographic region. This land use classification may also include commercial uses such as hotels, restaurants, and service business that support office centers and activity.

## INDUSTRIAL

Industrial land uses include the manufacturing, production, and/or distribution of finished products. Activities occur inside enclosed structures, with outdoor areas limited to storage or distribution. This land use category also includes office uses used to support industrial operations, research, or logistics. While non-industrial uses may be permitted within this district, they should receive a higher level of scrutiny to ensure they do not impact the operations of existing industrial businesses, and be located to the periphery of the district.

## EVENT & ENTERTAINMENT

The Event & Entertainment land use designation includes a mix of uses that support entertainment and hospitality uses. Uses within the area include the Schaumburg Convention Center, and may also consist of hotels, theaters, and retail as primary uses, with mixed-use and multi-family housing as supporting uses.

## PARKS & OPEN SPACE

Parks include areas designated for passive and active recreation, typically hosting fields, facilities, and supporting amenities related to athletics and public gathering. Open space areas include portions of the community that remain undeveloped due to development constraints or important environmental features, including wetlands, forestation, streams, ecosystems, etc.

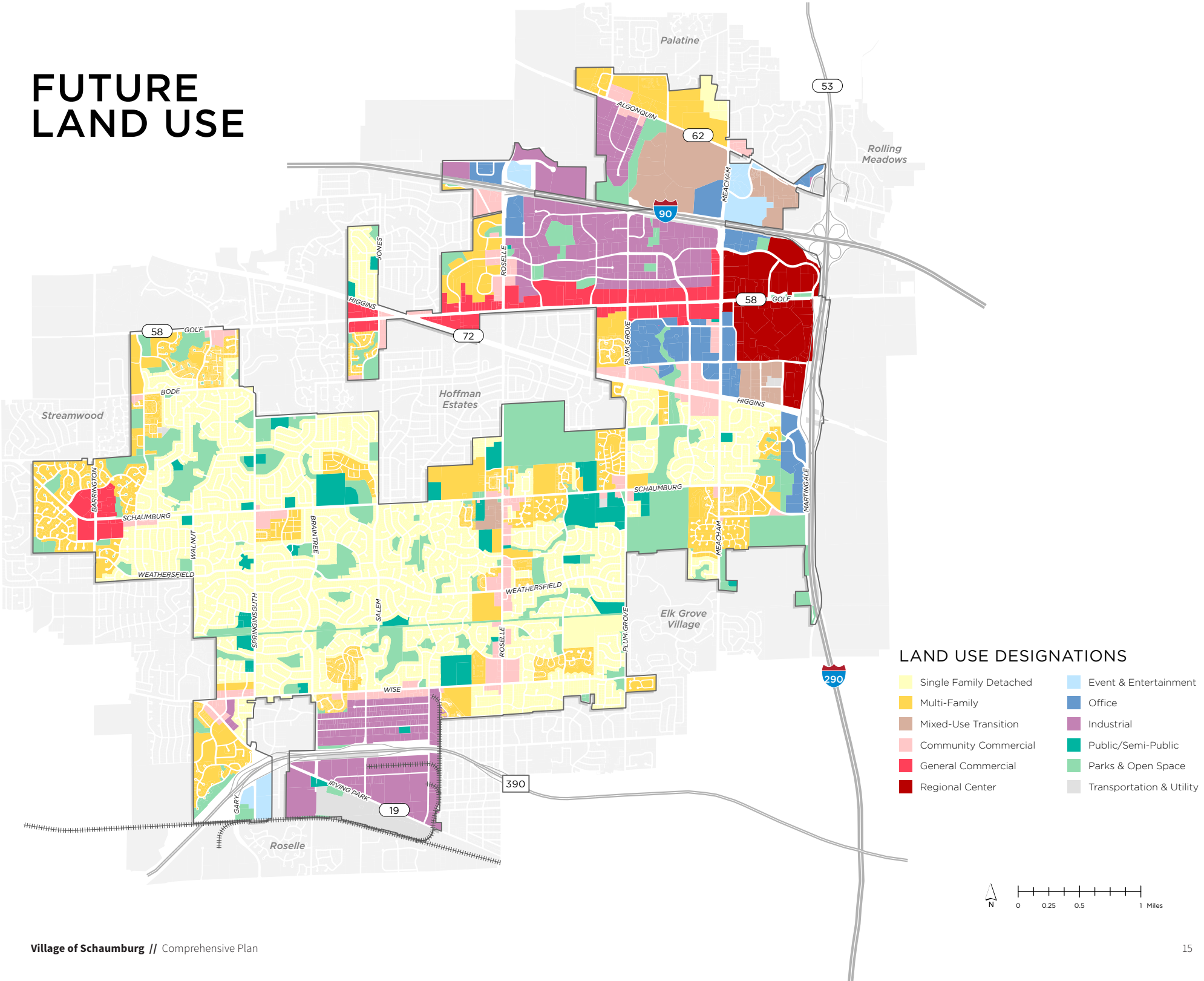
## PUBLIC/SEMI-PUBLIC

Public/Semi-Public uses include areas that support activities for the benefit of the general public. These include educational institutions, places of worship, libraries, government offices, social service providers, etc. Though some of these uses may not be under the jurisdiction of the Village or be owned or managed by public entities, they are viewed as providing benefits to the broader community and are critical in supporting local quality of life.

## TRANSPORTATION & UTILITY

Transportation/Utility areas include portions of the community dedicated to infrastructure related to transportation, electricity, water distribution, collection and refinement, etc. While these areas are not necessarily accessible to the public, they provide critical infrastructure or services that benefit the community.

# FUTURE LAND USE





# CHAPTER 4
# EMPLOYMENT & COMMERCIAL AREAS

*The Village of Schaumburg is recognized in the Chicago region as a leader for its robust commercial offerings and strong employment centers. At the same time, residents identify their Village based on its well-maintained neighborhoods, extensive park system, and cultural amenities. This section of the Plan is intended to bridge this dichotomy; aligning and identifying synergies between regional and local uses and the Village's perception while strengthening the economic impact employment and commercial areas have on the Village as a whole.*

## GOAL

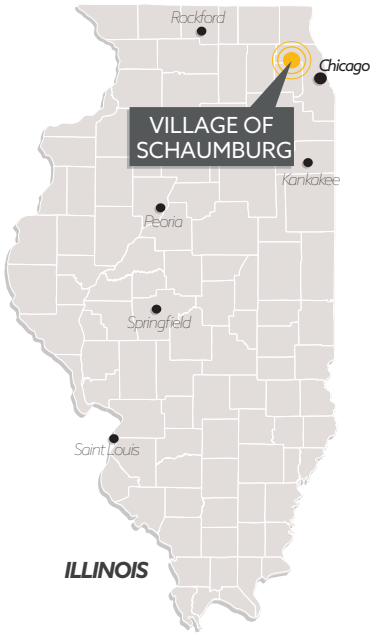
Foster diversified commercial and employment areas that serve both regional and local markets and enhance Schaumburg as a regional center.

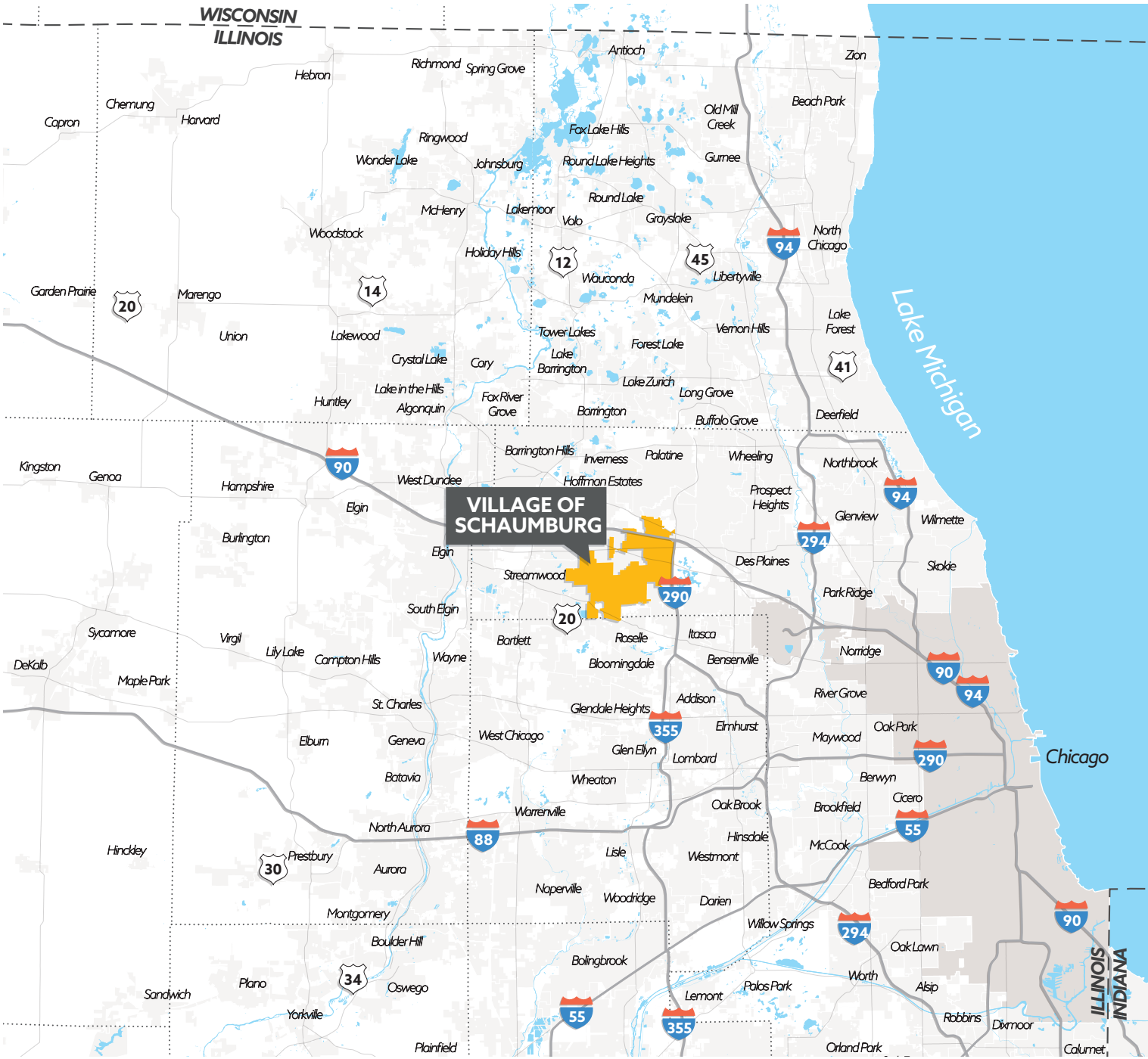
### OBJECTIVES

- Create opportunities for infill commercial, residential, and mixed-use development.
- Ensure commercial and employment areas provide a positive reflection of the community through wayfinding and existing landscaping requirements.
- Work with business and property owners to establish parking management programs that better utilize existing surface parking lots and provide opportunities for infill development.
- Support and encourage the clustering of similar businesses to create distinct commercial districts.
- Foster local partnerships to enhance the business environment.
- Seek on-site improvements to commercial and employment districts that aid in safe pedestrian and bicycle access and circulation.
- Work with business owners to increase sustainability in commercial buildings and developments.
- Support policies that encourage employees to take alternative transportation.

# REGIONAL ROLE

The Village of Schaumburg maintains a strong regional role as a commercial retail center and employment hub. It has evolved from a small settlement into one of the premier retail and employment destinations in the Chicago region, with approximately 85,000 people who work within the Village limits. Schaumburg's employment districts and major commercial centers not only draw people to Schaumburg daily, but also contribute to the Village's regional reputation. As such, the following recommendations are intended to strengthen the Village's strong regional role, while also improving its image.



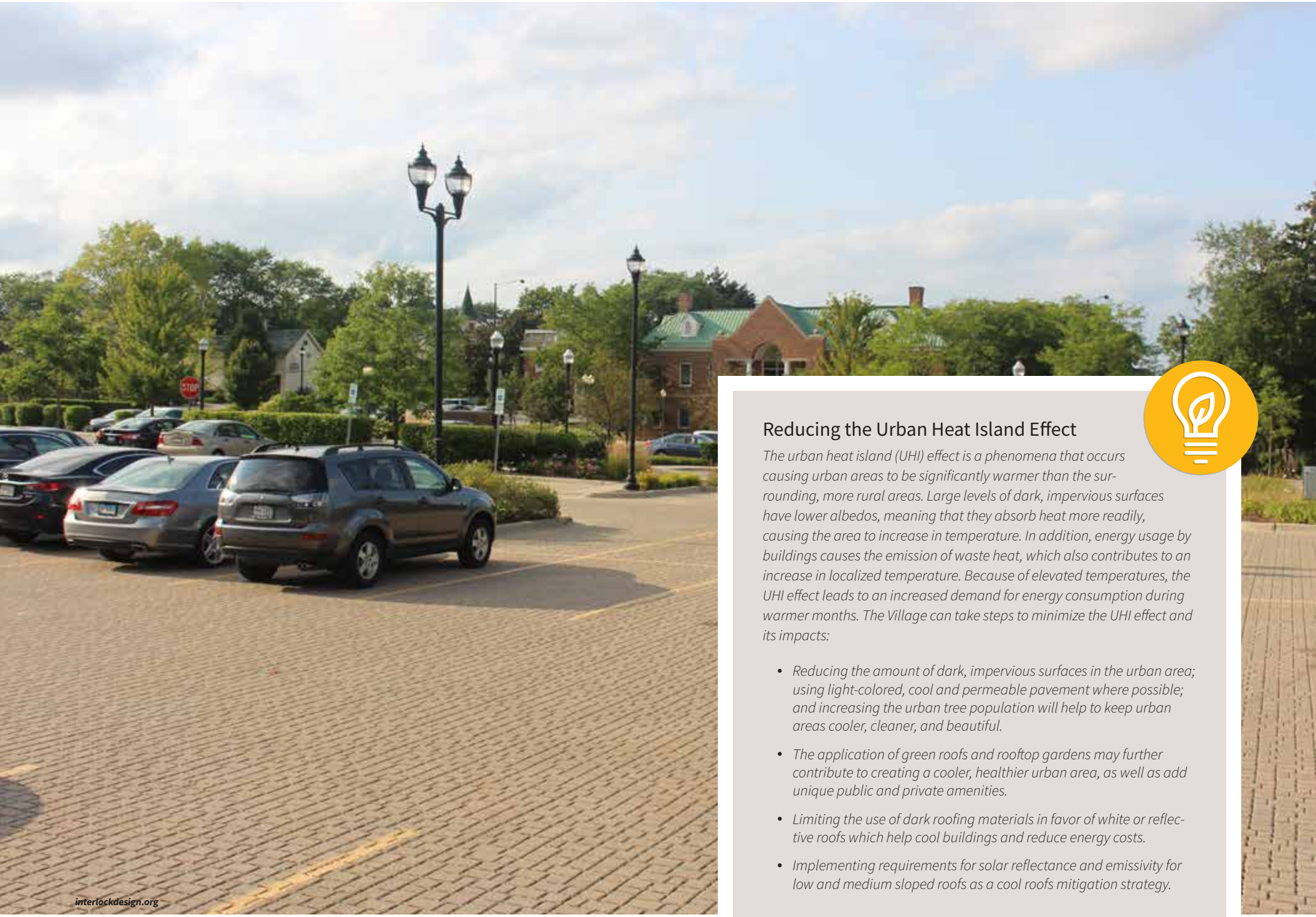


## WOODFIELD DISTRICT

The Woodfield Mall and surrounding regional retailers serve as a regional retail destination. While the increase of online sales has affected the retail market, there will continue to be a strong need for brick and mortar establishments. In fact, the Woodfield Mall, Streets of Woodfield, Woodfield Village Green, and other retailers contribute to community sales tax revenue that is significantly higher than comparable Chicago suburbs with regional retail centers. Nevertheless, the Village can undertake actions to ensure the competitiveness of its commercial centers.

The Woodfield District is part of the larger Woodfield Regional Center, a study area for which the Village has completed extensive planning in the past. This includes nine sector plans covering distinct parts of the area. Given the depth of these planning efforts, the Village should continue to implement the directives of the sector plans as necessary. This may require that the plans be updated, or appropriately combined to create a site design manual for the Woodfield Regional Center.

- The majority of land within the area bounded by Golf Road, Meacham Road, Higgins Road and Frontage Road is dedicated to surface parking. When initially developed, the area was designed to accommodate parking at peak periods; therefore, there is surplus parking at other times. The Village should work with property owners to conduct a parking study to identify areas that would benefit from shared parking agreements, parking reductions, and the use of a centralized parking structure, opening additional land for development. (Additional information regarding parking management can be found in **Chapter 7: Multi-Mobility**)
- With an abundance of commercial retail shops and entertainment options, as well as location adjacent to I-290 and I-90, the area within Woodfield Regional Center known as the “Woodfield Hub" is an ideal candidate for mixed-use development that integrates multi-family housing. The Village should amend its Zoning Ordinance to allow mixed-use development, which would allow for infill development of outlots and surface parking areas. Further, the Village should work with property owners to amend applicable Reciprocal Easement Agreements to allow for future development of outlots and enhance shared parking. More information about the Woodfield Hub can be found in **Chapter 6: Frameworks Plans**.
- While the mall owners have invested a great deal to make ongoing improvements to the Woodfield Mall, the parking lot and outlots lack much of the landscaping that characterizes the Village. The Village should work with the mall owners to increase the amount of onsite landscaping, which may include retrofitting parts of the parking lot to be more sustainable.




*interlockdesign.org*

## Reducing the Urban Heat Island Effect

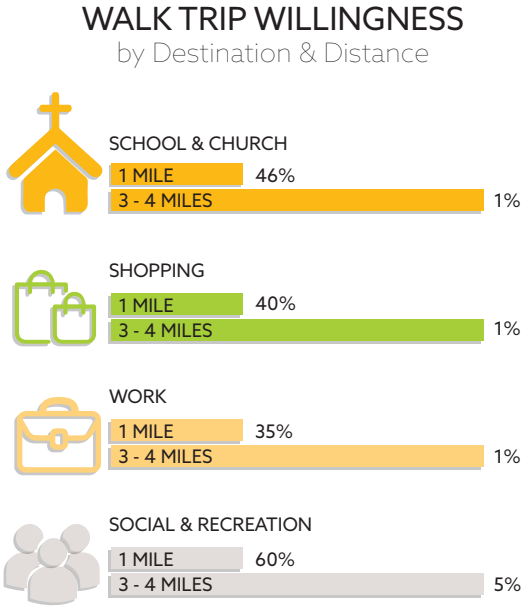
*The urban heat island (UHI) effect is a phenomena that occurs causing urban areas to be significantly warmer than the surrounding, more rural areas. Large levels of dark, impervious surfaces have lower albedos, meaning that they absorb heat more readily, causing the area to increase in temperature. In addition, energy usage by buildings causes the emission of waste heat, which also contributes to an increase in localized temperature. Because of elevated temperatures, the UHI effect leads to an increased demand for energy consumption during warmer months. The Village can take steps to minimize the UHI effect and its impacts:*

- *Reducing the amount of dark, impervious surfaces in the urban area; using light-colored, cool and permeable pavement where possible; and increasing the urban tree population will help to keep urban areas cooler, cleaner, and beautiful.*
- *The application of green roofs and rooftop gardens may further contribute to creating a cooler, healthier urban area, as well as add unique public and private amenities.*
- *Limiting the use of dark roofing materials in favor of white or reflective roofs which help cool buildings and reduce energy costs.*
- *Implementing requirements for solar reflectance and emissivity for low and medium sloped roofs as a cool roofs mitigation strategy.*

## MIXED-USE TRANSITION

Mixed-use areas are characterized by uses and development patterns that provide a vibrant, safe, attractive, and "walkable" pedestrian environment. The Village has several opportunities to transition existing commercial areas into mixed-use districts. Through parcel consolidation and redevelopment, Schaumburg can transition several areas into pedestrian-oriented, mixed-use neighborhoods. Mixed-use areas should provide a balance of uses unique to each site based on its location.

- The area surrounding the Northwest Transportation Center is poised for redevelopment as a mixed-use, transit-oriented neighborhood. Nearby parcels can leverage the existing transit station to serve residential developments and reduce the amount of required parking. Additional information about this area can be found within the **Woodfield Hub Framework Plan**.
- Plans to transition the Motorola Campus into a walkable, mixed-use neighborhood are in process. In September 2015, Motorola Solutions, Inc. (MSI) announced it would move its global headquarters and 800 jobs from its 277-acre campus. While the company maintains a strong presence in Schaumburg, keeping 1,600 employees at the site, much of the site will be available for redevelopment. The master planning process of the site found optimal uses for the site as a walkable, mixed-use district. The district would include office, hotel, entertainment, retail, and housing uses. Development would be sited on a walkable block pattern and centered on a large public greenway.
- The Town Square provides an opportunity to integrate residential uses with existing retail, dining, and civic uses. The primary objective is to provide an appropriate and compact mix of uses to foster an active and interesting district.




*Source: FHWA, 2009 National Household Travel Survey*

## GOLF ROAD CORRIDOR: AUTO ROW

Dubbed, "Auto Row," the Golf Road Corridor is home to 17 auto dealerships between Meacham Road and Stonehedge Drive, with an additional dealership coming online, as well as several more dealerships on the corridor in neighboring Hoffman Estates. Interspersed among the dealerships are local businesses and national chain retail stores. The busy arterial road serves as a gateway into the Schaumburg community, carrying nearly 40,000 vehicles per day on some stretches. As such, the corridor should not only function to serve its commercial uses, but also reflect the well-landscaped aesthetic that characterizes Schaumburg's residential neighborhoods.

- The Village should embrace the auto dealership cluster, and encourage auto dealers in other parts of the Village to locate to Golf Road.
- Median landscaping treatments should extend for the length of the corridor.
- To preserve the character of the area, drive-thru restaurants should be prohibited east of Meachum Road, including the entire intersection of Meacham Road and Golf Road. Instead, full service restaurants should be encouraged, particularly for outlot development and new investment near the Woodfield Mall.

The presence of multiple automobile dealerships has created a cluster of similar uses along the corridor, with automobile dealership ranging between one and five acres. The biggest challenge facing dealerships is available space to store their inventory. As such, industry trends indicate dealerships are now doing one of two things to downsize their show lots: 1) maintaining a small show lot with basic inventory and storing the majority in a warehouse/secure lot a few miles away or 2) having one large, centralized lot and maintaining several smaller lots within the area with a variety of inventory.

In order to ensure dealerships maintain a strong presence on the corridor, the Village should amend the zoning ordinance to establish off-site storage regulations. Working with dealerships to craft the ordinance, the regulations should address the distance an off-site storage area should be from a dealership, identify suitable zoning districts for off-site storage, as well as include design considerations for storage areas.

Additional recommendations and strategies for the Golf Road Corridor are located within **Chapter 6: Framework Plans**.

## 90 NORTH DISTRICT EAST

In 2014, the Village of Schaumburg adopted the North Schaumburg Plan and updated parts of it in 2016 with the North Schaumburg District Plan. With the Village's acquisition of the Woodfield Green Executive Center at 1920 and 1930 Thoreau Drive, the area will have greater potential as an entertainment district with mixed-use components that would support future transit initiatives.

- The Village should continue to work with property owners to develop the North Schaumburg TIF District Master Plan - East, which includes realigning Thoreau Drive, extending Drummer Drive, and making additional roadway connections and extensions.
- A development scenario for the North Schaumburg TIF District Master Plan - East should include one with a more compact street grid. By breaking up the existing large blocks to a smaller street grid network, the area can transform into a better connected, more walkable district.
- In concert with the North Schaumburg Plan, the Village should discourage the conversion of apartments to condominiums. This maintains apartment complexes under single ownership, which eases communication and implementation of public improvements. In addition, single-ownership will aid in the transformation of the area should the buildings be slated for redevelopment.



### Schaumburg Energy Challenge

*As identified in the Comprehensive Green Action Plan (CGAP), the Village should consider establishing an "energy challenge" during which commercial buildings within Schaumburg would compete to be the most energy efficient. The challenge would utilize the ENERGY STAR Portfolio Manager to measure energy usage. The challenge could be held during a set time period, such as a specific week or month of each year. Further, the challenge could be tied in to a larger event or festival, such as the Environmental Fair, to promote sustainability throughout the community, efforts to educate residents about green initiatives and practices, and even a similar challenged geared toward homeowners or residential developments.*

## Green Parking Lots

*Commercial areas within Schaumburg are characterized by large surface parking areas with storm drains, which can cause significant environmental impacts to stormwater and local water quality. Large paved surfaces have also been shown to contribute to the urban heat island effect, which can increase temperatures in urban areas by more than 20° F. By designing parking lots using stormwater best management practices (BMPs), much of the silt, oil, grease, and other material can be filtered before discharging into the Village's stormwater system and surrounding vegetation. The addition of landscaping also increases overall permeability, reduces heating and energy use, and increases the aesthetic quality of commercial areas. The Village should consider amending its Zoning Ordinance to require BMPs for surface parking lot construction and/or redevelopment. BMPs for parking lots include, but are not limited to:*

- *Reducing the amount of impervious area by:*
  - *Minimizing the dimensions of parking lot spaces for specific uses, particularly office buildings and auto-dealerships*
  - *Decreasing the required number of parking spaces*
  - *Encouraging shared parking as appropriate. The Village already requires shared parking for developments with multiple buildings or tenants. The Village should continue this practice and take advantage of additional opportunities to encourage shared parking as they arise.*
  - *Establishing maximum parking standards which limit the total amount of parking a development can include*
- *Using bioretention areas and bioswales to filter and treat stormwater*
- *Using alternative pavement material such as pervious pavers and/or pavement*
- *Providing economic incentives for structured parking*
- *Utilizing landscape and design treatments such as stormwater planters and tree box filters*



## WISE & IRVING INDUSTRIAL DISTRICT

The Wise & Irving industrial District includes the Spectrum Industrial Park and the industrial area to its south adjacent to the Schaumburg Regional Airport. The area is a significant employment center, and with direct access to I-390, the district is poised to remain a strong contributor to the local economy.

In 2015, the Village adopted the Irving Park Road, Wise Road Concept Plan. Since its adoption, Schaumburg continues to engage local businesses. Actions include creating "Spotlight on Spectrum," a Village initiative to highlight new businesses, workforce opportunities, construction updates, and other opportunities. The Village is also working with area businesses to identify strengths and weaknesses of the district, assessing needed infrastructure improvements, and researching economic development tools to assist with investment of older buildings and vacant parcels. The Irving Park Road, Wise Road Concept Plan and its recommendations are still applicable to current conditions; therefore, the Village should continue to implement actions and policies noted within the Plan, such as limiting non-industrial uses within the Spectrum Industrial Park and monitoring parking.

Priority directives include:

- Continue communication and engagement efforts with businesses located in the Spectrum Industrial Park to address concerns within the area.;
- Analyze parking needs of new and existing businesses, including non-industrial uses, within the Spectrum Industrial Park, and evaluate roadway conditions within the entire planning area for possible improvements;
- Require façade and landscaping improvements with special use requests, and site plan amendments for businesses within the planning area, and require new development and redevelopment projects to adhere to design guidelines described in the Concept Plan;
- Complete Wise Road and Irving Park Road median/streetscape enhancements, and analyze bikepath/sidewalk gaps within the planning area for possible construction;
- Establish funding mechanisms to help finance infrastructure and other projects for the planning area;
- Evaluate use of vacant lots in Spectrum Industrial Park (new businesses, public parking areas); and,
- Rezone areas within the District to be compatible with existing and desired land uses (see Wise Service Transitional District).

In addition to the recommendations listed within the Irving Park Road, Wise Road Concept Plan, the Village should consider the following actions:

- Continue to permit on-street parking within the Spectrum Industrial Park to alleviate space constraints with on-site parking;
- The Wise & Irving Industrial District should continue to be geared toward smaller scale service, and industrial uses; however, there are opportunities to increase the economic competitiveness of the area by providing larger sites for development. The Village should identify those sites that may be enhanced if assembled and combined with adjacent and nearby parcels. While Village site acquisition helps to better facilitate desired development, it is understood that this is not always possible or feasible. In those cases, the Village should work with property owners of underutilized and vacant sites to facilitate reinvestment and development. This may include but not be limited to the following actions/initiatives:
  - Meet with developers and business representatives to determine the size, location and type of sites desired;
  - Facilitate discussions between adjacent property owners regarding joint redevelopment or sale;
  - Facilitate connections between property owners and developers, investors and potential tenants/buyers;
  - Prepare site concepts to illustrate and articulate development potential;
  - Assist property owners with marketing properties for sale or redevelopment; and
  - Work with property owners to prepare a developer RFQ/RFP process to solicit desired development.

## DEVELOPMENT OPPORTUNITY

Though developable land is scare within the Village, a larger vacant property exists directly west of the Schaumburg Regional Airport. This property is best positioned for industrial investment that reflects the character and style of development within the Wise & Irving Industrial District. Site design will need to address hydrology on the property.



## EMPLOYMENT DISTRICTS

Schaumburg is a significant employment hub in the Chicago region, with more than 5,200 companies choosing to establish businesses within the Village. Several office buildings; however, are outdated due to smaller floor plans and fewer amenities, commanding rents at below the average for the area. These Class C spaces are also experiencing nearly twice the level of vacancy as Class A office spaces and are not competitive with newer development. In addition, Schaumburg has a surplus of office space, therefore redeveloping Class C office space for residential uses may be a higher and more productive use of the land. Areas for potential land use changes include the existing offices at the northwest corner of Algonquin Road and Old Plum Grove Road/West Drive. Upgrading and converting Class C office space include the following strategies:

- Establish criteria for buildings that will qualify for improvement or repositioning.
- Consider providing low interest loans and/or grants for specified improvements.
- Consider providing development incentives that may include waiver of permit fees, relief from parking requirements, variances on setbacks, densities and related issues typically applied to these properties. May also require rezoning. (Highlighted in **Chapter 10: Implementation.**)
- Where appropriate, consider assisting with the cost of constructing structured parking for Class A or B office space and/or the conversion of office to residential.
- Prepare a detailed market analysis that can be used in the sale /marketing of properties.
- The Village's employment districts require both access for employers and goods, but would benefit from increased pedestrian infrastructure and commercial amenities.
- Employment districts include large office and industrial production structures that are surrounded by surface parking. The Village should work with property and business owners to develop centralized parking facilities that can serve multiple office buildings. This frees existing surface parking for expansion of existing structures, additional development, and/or employee amenities.
- Employment districts are sited on "superblocks" that limit pedestrian mobility due to the length of the block. In addition, several surface parking lot configurations, such as the area bounded by National Parkway, American Lane, Meacham Road, and Woodfield Road, are labyrinthine in their design, limiting both vehicular and pedestrian mobility. To improve access and mobility, the Village should work with property owners to reconfigure parking lots, which should include the inclusion of additional pedestrian facilities and cut-throughs between parcels. Parking lot reconfiguration may also allow for increased developable areas.
- Schaumburg has a large daytime population due to the volume of employees that commute to the Village each day. The Village should work with employers to support policies that encourage employees to take alternative transportation. This may include providing assistance to companies to establish transportation options such as shuttles or van pools for the last mile of employees' trips, pre-tax transit benefits and parking cash out programs for companies that have limited on-site parking.
- Areas within the Employment District are zoned M-1, M-P, and B-3. As residential uses are integrated within the Motorola Campus, and most of the parcels are currently built-out as enclosed manufacturing facilities, the Village should consider rezoning existing M-1 Districts within the Employment Districts as M-P. M-1 uses should be reserved for the Wise and Irving Industrial District, as well as existing M-1 zones along Palmer Drive and Hammond Drive.




## WISE SERVICE TRANSITIONAL DISTRICT

The Wise Service Transitional District corridor plays a unique role in the Irving Park Road, Wise Road Concept Plan. Uses along the corridor include service commercial with a number of automobile-oriented businesses. This cluster of automobile service and repair shops creates a complementary corridor to the Golf Road Auto Row.

- The Village should implement zoning changes as recommended within the Irving Park Road, Wise Road Concept Plan. This includes drafting new standards for the M-B Zoning District and completing rezonings along Wise and Irving Park Roads that emphasize auto-oriented uses as a permissible use to concentrate them on the corridor.
- To improve mobility and increase safety, the Village should work with property owners to establish cross-access agreements and eliminate curb cuts.
- As noted within the Irving Park Road, Wise Road Concept Plan, the Village should install landscaped medians on Wise Road to improve the aesthetics of the corridor, making it consistent with other arterial roadways in the Village such as Schaumburg Road.
- Businesses along Wise Road should reflect the high quality design that characterizes the Village's other commercial areas. The Village should work with property owners to implement façade improvements and increase landscaping. This may be accomplished through incentives such as a loan or a grant program.

### Green Commercial Incentives

*Sustainable and energy-efficient buildings and developments improve air and water quality, reduce solid waste, conserve natural resources, reduce operation costs, optimize life-cycle economic performance and minimize the strain on local infrastructure. Given the Village's commitment to sustainability, it should continue to support efforts by the Environmental Committee, supporting sustainability initiatives and events. Additional efforts may include:*

- *Working with local businesses to encourage and foster sustainable initiatives as part of corporate social responsibility efforts and green infrastructure projects made to corporate sites and office buildings.*
- *Providing information and technical assistance to local businesses to navigate federal and state tax incentives and utility programs for green retrofit initiatives.*
- *Partnering with the Illinois Food Scrap Coalition to encourage local restaurants and grocery stores to divert food waste from landfills through composting and recycling.*
- *Establishing a grant fund to support sustainability initiatives by local businesses.*

## TOWN SQUARE

Town Square is part of the Olde Schaumburg Centre, which is intended to preserve and enhance the unique and historic character of the area. While Town Square was redeveloped with the intention of serving as the Village's "downtown," it does not function as such. High rents combined with the design and siting of the development do not lend themselves to a thriving, walkable environment. By reconfiguring the parking lots and rights-of-way, utilizing a shared parking facility, as well as siting new development that encourages walking, the Town Square has the potential to serve as Schaumburg's Main Street. More detailed recommendations and strategies for the Town Square are located within the **Roselle Road South Corridor Framework Plan**.

## RESTAURANT ROW

Between the north side of American Lane to just north of Woodfield Drive, Meacham Road includes several full service and fast-serve restaurant establishments. To both strengthen and maintain this cluster of like businesses, the Village should encourage restaurant uses and prohibit retail from the North Side of American to Higgins Road.

## COMMUNITY & GENERAL COMMERCIAL

Community and General Commercial areas include a mix of uses that are generally auto-oriented. Located along Schaumburg Road, Wise Road, Roselle Road, Higgins Road, and Golf Road, these areas take advantage of high daily volumes but generally serve adjacent neighborhoods.

- Although the Community Commercial areas are largely auto-oriented, pedestrian access within these commercial nodes should be an important consideration. The sidewalk network on these corridors and in surrounding neighborhoods should be assessed and properly maintained. Also, commercial corridors should include high-visibility crosswalks, pedestrian countdown signals, pedestrian-oriented signal phasing, and other safety measures.
- To the greatest extent possible, pedestrian crossing distances should be minimized, especially on Roselle Road where pedestrian crossings could be enhanced to improve access to several commercial sites. The Village should consider installing safe and attractive midblock crossings and pedestrian refuge islands, similar to the existing installation on Walnut Lane.
- Curb-cuts should be minimized along commercial corridors. This can be accomplished by removing redundant curb cuts, narrowing the width of excessively wide curb cuts, and encouraging cross-access between adjacent parking lots. This will result in fewer disruptions to the pedestrian network and arterial corridors with fewer traffic conflict points.
- Building upon existing streetscaping and landscaping on corridors such as Schaumburg Road, the Village should continue to make streetscape improvements on Schaumburg's commercial corridors. Streetscape elements could include decorative lighting and landscaping that are consistent with other portions of the Village. Other elements, such as banners and seasonal planters, could vary among the commercial areas to convey a distinct sense of place. Once installed, the Village should establish a new or amend existing maintenance programs to ensure that all hardscape and landscape elements are properly maintained on a day-to-day, season-to-season, and year-to-year basis.

# SUPPORTING LOCAL BUSINESSES

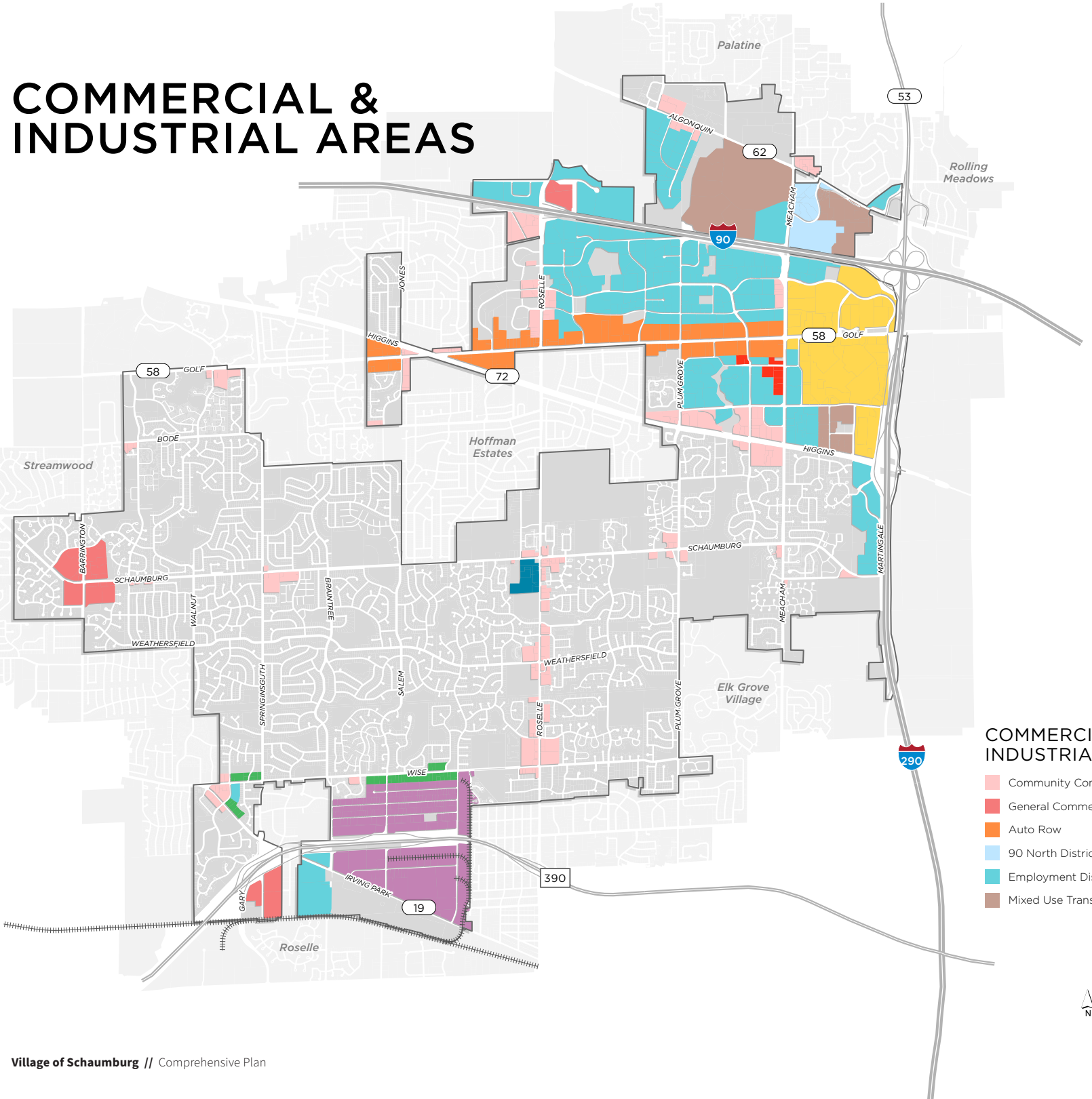
## PARTNERSHIPS

Partnerships with economic development organizations and local colleges offer a range of potential opportunities. Local colleges in conjunction with local businesses can adapt curricula to respond to the needs of Village's employers. The Schaumburg Business Association and Meet Chicago Northwest provide resources for local businesses to establish themselves and grow. The Village should continue to work with Schaumburg Business Association, Meet Chicago Northwest, Next Level NW, Golden Corridor Advanced Manufacturing Partnership (GCAMP), local businesses, and educational institutions to identify partnership opportunities and develop innovative projects to provide local businesses quality employees and resources. In addition, it was indicated that fees for local business associations can be expensive, discouraging membership. The Village should work with these groups to review fee structures.

## RESTAURANTS

Schaumburg benefits from a number of quick-serve and full service restaurants; nevertheless, many establishments are chain brands that are not unique to the area. Residents and restauranteurs would like opportunities for locally-owned and family restaurants but are challenged by the high rents that can only be afforded by national chains. The Village should consider establishing a local restaurant grant program. This program could provide funding for full service restaurants to locate in Schaumburg through assistance with property acquisition and site improvements.

# COMMERCIAL & INDUSTRIAL AREAS




## COMMERCIAL & INDUSTRIAL USES

- Community Commercial
- General Commercial
- Auto Row
- 90 North District East
- Employment District
- Mixed Use Transition
- Woodfield District
- Town Square
- Restaurant Row
- Wise Service Transitional District
- Wise Irving Industrial District

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# CHAPTER 5
# HOUSING & RESIDENTIAL AREAS

*Schaumburg residents benefit from a variety of housing options that appeal to residents of all age and income ranges. With its role as a regional employment center and reputation for great schools, parks, and community amenities, the Village is poised for increased residential growth. For the Village to be both competitive with neighboring communities and accommodate the anticipated growth of more than 11,500 residents by 2040, Schaumburg will need to update its existing housing stock and identify opportunities for infill housing development.*

## GOAL

Provide a diverse range of quality housing options that allow the Village to retain and attract residents that contribute to the local economy.

### OBJECTIVES

- Support the maintenance of existing neighborhoods to ensure they continue to exemplify the Village's high-quality residential character.
- Promote housing diversity through zoning amendments.
- Support multi-family restoration and redevelopment to increase regional competitiveness.
- Identify opportunities for mixed-use and infill housing.
- Utilize informational and cultural events to celebrate existing and attract new residents.





## NEIGHBORHOOD PRESERVATION

The majority of the Schaumburg housing stock is in good condition, with home values anticipated to rise over the next several years. In order to maintain home values and the existing character of Schaumburg's single-family neighborhoods, the Village should implement the following actions:

- Reasonable enforcement of applicable Village codes is an effective tool to ensure Schaumburg neighborhoods maintain their existing character. The Village should continue to enforce all building and landscaping codes and work cooperatively with residents that may require assistance with compliance.
- Regular communication between the Village and residents is key to understanding emerging issues and concerns. The Village should work closely with local neighborhood groups and home owners' associations to proactively address issues affecting Schaumburg neighborhoods.
- As the population of the Village ages, there will be an emerging need to aid seniors and those with fixed incomes who may be unable to perform routine home maintenance. As such, the Village should continue to fund its Residential Rehabilitation Program and Handyman Repair Program, both of which are funded through Community Development Block Grants. In addition, the Village should explore additional opportunities to serve this population, which may include utilizing volunteers to perform basic home repairs and landscaping.

## MULTI-FAMILY COMPETITIVENESS

Schaumburg's housing stock is generally well-maintained; nevertheless, many housing units are beginning to show signs of aging. The majority of the Village's housing was constructed between 1960 and 1990. For example, International Village, the Village's first multi-family apartment complex, dates back to 1967. Aging multi-family housing complexes are beginning to experience difficulty competing with newer, more modern developments. The older housing stock poses a threat to both the competitiveness of Schaumburg's housing market as well as the quality of life of its residents.

- The Village should continue code inspections and enforcement aimed at strengthening established multi-family neighborhoods by improving aesthetics and ensuring structural safety.
- The Village should coordinate and integrate energy efficiency retrofit and weatherization programs for multi-family housing.
- Multi-family operators indicated there is an oversupply of parking at some residential facilities. The Zoning Ordinance requires multi-family structures to provide two off-street parking spaces for units with one or two bedrooms and three off-street spaces for units with three or more bedrooms. The Village should amend its Zoning Ordinance to reduce the required amount of parking for multi-family units. In doing so, land can be utilized for additional housing units, landscaping, and/or amenities, increasing the competitiveness of the multi-family products within the Village.
- A number of multi-family developments were constructed without pedestrian amenities. The Village should perform a sidewalk inventory that determines areas where no sidewalks exist, where improvements are needed to maintain the integrity of the system, and where crossings are unsafe or not accessible.



### Multi-Family Retrofits

*The size and amount of multi-family units within Schaumburg has a significant impact on energy use and the environment. According to Elevate Energy, a non-profit energy research and consultancy in Chicago, the multi-family market that is affordable to lower incomes could save up to 30% on gas and electricity costs with "off-the-shelf" energy efficiency improvements. Retrofits to older multi-family structures not only have energy-saving benefits, but reduce operating costs, which can make rents more affordable and/or provide additional revenue for modern upgrades to keep older buildings market competitive. The Village should partner with Elevate Energy, local utilities, and/or other organizations and energy efficiency resources to provide multi-family building owners resources to connect with low-interest energy loans; leverage available grant funds; walk building owners through real-world examples and potential results; as well as consider new energy efficiency programs that will become active through local utilities in 2018.*

## HOUSING DIVERSITY & RESIDENT ATTRACTION

The Village has a range of housing options that rivals most suburban communities. In fact, while single-family homes make up the majority of the Village's land area (68%), multi-family units comprise the bulk of housing units with 14,834 units (45.2%) compared to 12,259 single-family detached units (37.4%). As the Village's population continues to grow in age, it is essential to provide options that support "aging-in-place." This requires small-lot single family homes and multi-family housing that enable seniors to decrease their cost of living and minimize property maintenance without leaving the community. At the same time, companies are seeking to hire young professionals who generally desire similar housing options. A diverse housing stock with low maintenance products and a range of price points is paramount to attracting and retaining the Village's workforce.

- The Village should work closely with residential developers to integrate small single-family and assisted living units into new developments to respond to the community's growing senior population.
- Senior housing should be appropriately integrated into existing neighborhoods within close proximity to commercial amenities, rather than located in isolated areas with no relationship to other uses or activities. Access management strategies should be utilized to ensure housing is well-connected to the pedestrian network.
- Aside from economic factors, the Village plays a significant role in the recruitment and retention of residents. To instill a sense of local pride and attachment to Schaumburg, the Village should focus efforts on improving the aesthetics of roadways and development, continue to host community events and incorporate new events that celebrate the Village's ethnic populations, as well as provide housing that accommodates all family sizes and lifestyles.
- Realtors have a dual role in selling property as well as communities, and should be regarded as key partners. The Village should meet with local area realtors to educate them on Schaumburg projects and important changes that can impact realtors and future homeowners. The Village should periodically host Village tours that highlight the positive aspects of Schaumburg to allow realtors to relay that information to prospective residents.
- With the completion of the Analysis of Impediment to Fair Housing, Schaumburg made a commitment to ensuring fair housing opportunities for its residents. The Village should continue to implement recommendations within the plan, using Community Development Block Grant funding, to increase awareness of fair housing, fund affordable housing needs, and expand transportation choices, among others.







## MIXED-USE & INFILL HOUSING OPPORTUNITIES

Both the senior and Millennial age cohorts are drawn to low-maintenance and maintenance-free housing properties with access to commercial services and amenities. These types of walkable, vibrant places are generally manifested through a mix of land uses, characterized by dense multi-family housing stacked above ground floor commercial uses. Buildings are oriented towards the street and streets are pedestrian-scaled. Currently, Schaumburg lacks residential and commercial mixed-use buildings; however, the Village has the opportunity to build upon existing development to create walkable, mixed-use housing and commercial districts.

- The Village is relatively built-out, with few opportunities for greenfield development to construct single-family neighborhoods. Nevertheless, there are several parcels that are suitable for single-family residential structures. Currently, the minimum lot size for single-family detached housing within the Village is 10,000 SF (R-6 and R-7 Single Family Districts), while the R-6C Single Family Cluster district allows for smaller lots (8,750 SF minimum) if open space is provided. To support infill single-family residential units that respond to market demand, including single-family detached patio homes that increase accessibility for seniors, the Village should amend its Zoning Ordinance to allow small-lot single-family homes in certain areas, and waive requirements for open space if the development site is currently served by nearby parks and open space facilities.
- Schaumburg's vast commercial surface parking lots provide ample opportunities for infill, mixed-use, multi-family, and single-family attached development. The Village should amend its Zoning Ordinance to allow mixed-use, multi-family residential uses within B-2, B-3, and B-5 commercial districts as a special use, or create mixed-use overlay districts at Town Square and the Woodfield Hub.
- Parcels surrounding the Northwest Transit Station provides an opportunity for transit accessible development through infill development of existing surface parking lots. The 125-acre area bounded by Woodfield Road, Meacham Road, Higgins Road, and I-290 consists of approximately 55 acres of surface parking lots. Nearly 45% of developable land in that area alone is dedicated to the storage of vehicles while only 15% of the area consists of building structures. While parking availability will continue to be an important component of development within the Village, there may be opportunities to reduce parking through shared parking, increased mode share with proximity to the Northwest Transit Station, and integrate parking in new developments, thus allowing the redevelopment of surface parking lots for mixed-use structures.

## DEVELOPMENT OPPORTUNITIES

### Loeber Farm

Loeber Farm is a 33 acre property located along Meacham Road at the Village's northern-most border. The property is best positioned for single family residential development. The site is bisected by the Salt Creek, thus development will require home clustering and careful site design to address hydrology and topography.

### HS District 211 Property

High School District 211 owns a 60 acre property of vacant land between Plum Grove Road and Summit Drive. The property is best positioned for single family residential development that reflects the character and style of surrounding neighborhoods. Site design should address access to both roadways and include considerations for extension of the proposed Pipeline Trail.

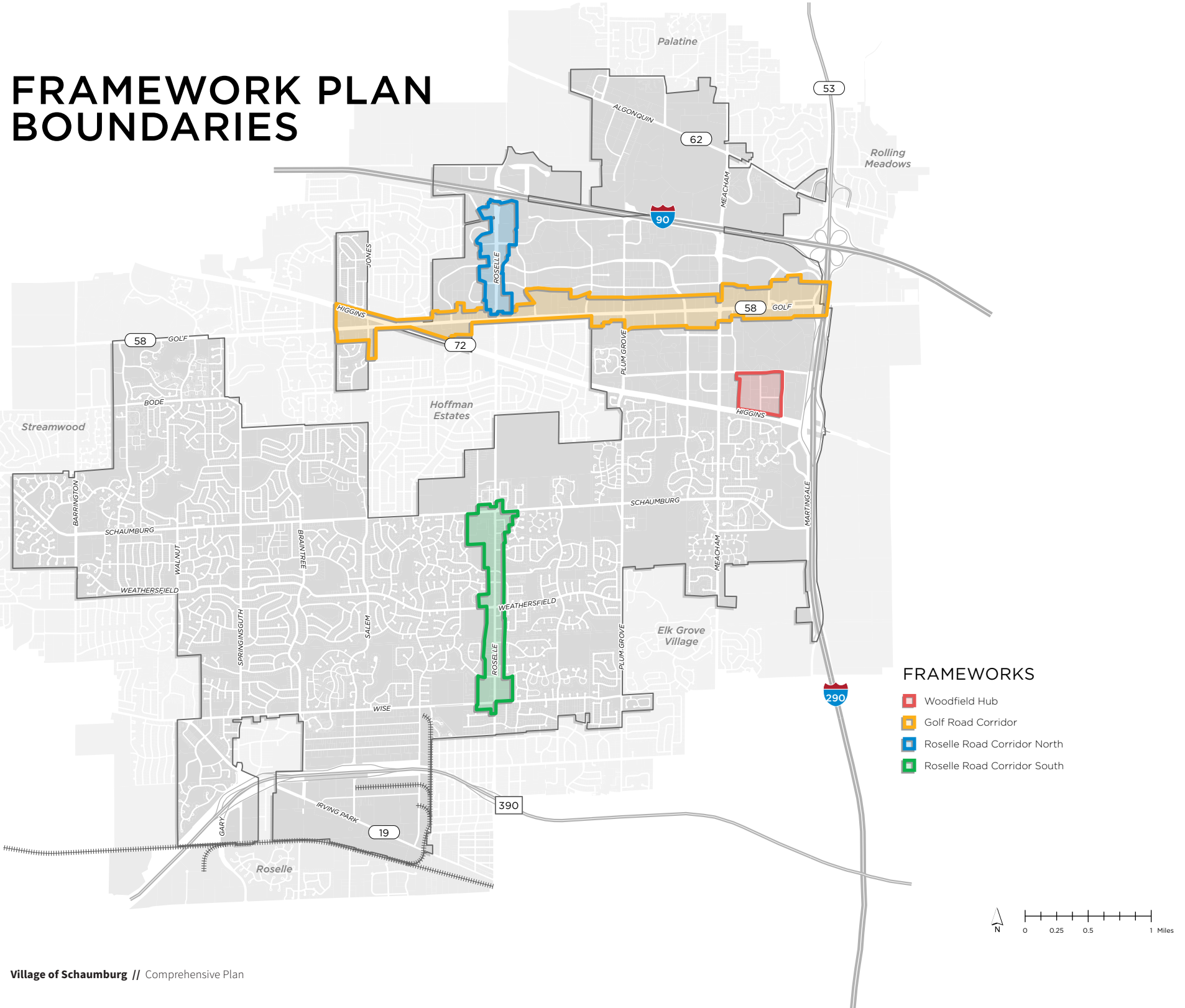


# CHAPTER 6
# FRAMEWORK PLANS

*Framework plans provide additional insight into four areas of the Village and highlight key concepts and strategies for enhancement. These areas provide opportunities for improvements and potential redevelopment and consist of the Roselle Road Corridor North, Roselle Road Corridor South, Golf Road Corridor, and Woodfield Hub.*

*The Framework Plans include general recommendations related to redevelopment, access and mobility, and urban design and character. They establish the foundation for future, more detailed planning efforts, providing direction for how each area should be improved over time.*

# FRAMEWORK PLAN BOUNDARIES



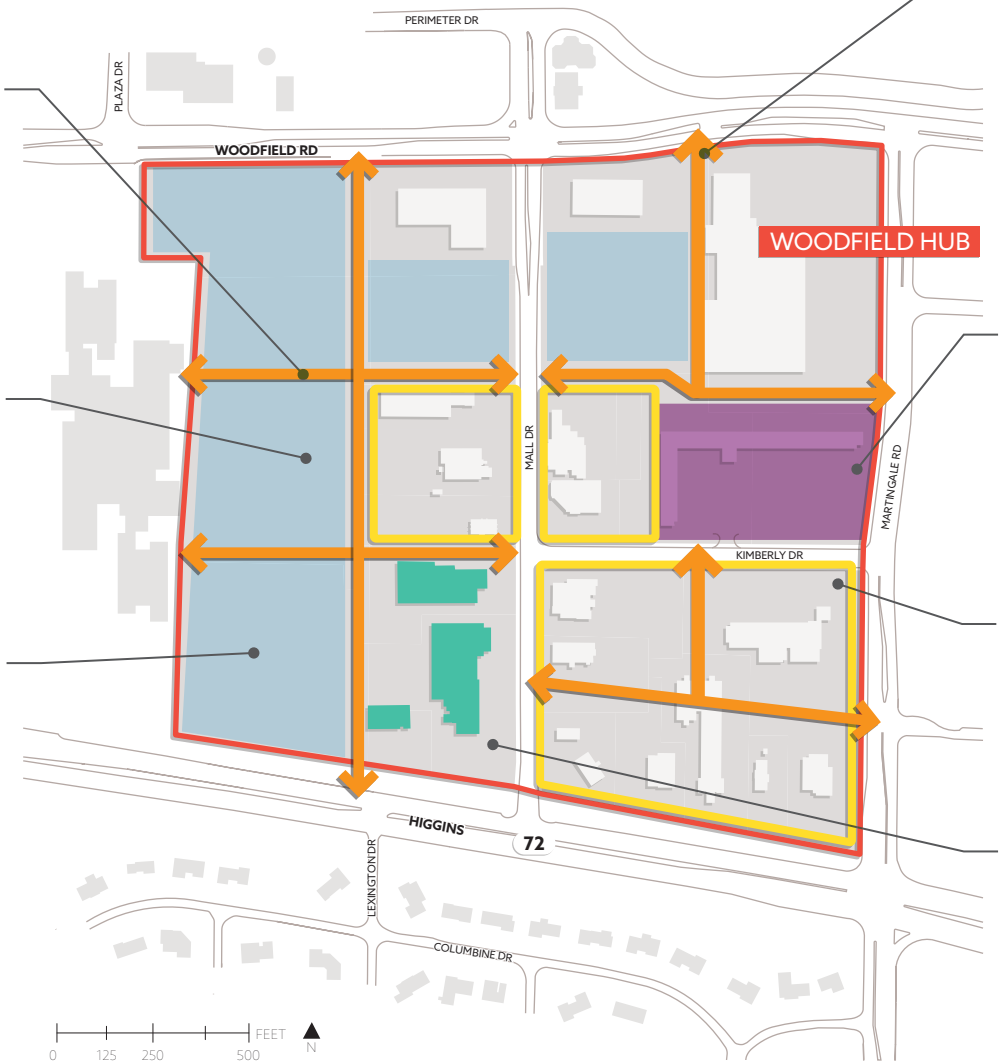
# FRAMEWORK PLAN
# WOODFIELD HUB

The Woodfield Hub is centered on the Northwest Transportation Center. Bounded by Woodfield Road, Martingale Road, Higgins Road, and the Schaumburg Corporate Center, the area includes retail and office uses. The strategic approach in Woodfield Hub is to leverage the Northwest Transportation Center to maximize its transit-oriented development potential based on the two primary catalysts of infill development and block reconstruction.

### ON-STREET PARKING
Adequate parking is a critical element to the accessibility and success of businesses, however, current roadway cross-sections within commercial areas of the Village do not include on-street parking. On-street parking decreases the need for surface lots and creates a buffer between pedestrians and traffic. As a new street grid system is developed, the cross-sections should provide adequate right-of-way for on-street parking.

### CENTRALIZED PUBLIC PARKING STRUCTURE
A centralized parking structure shared by multiple businesses and the public offers an effective strategy to spur redevelopment of existing surface parking while providing for parking needs. The Village should consider supporting a centralized parking structure, utilizing cash-in lieu of parking as a strategy in exchange for transferring the sites of existing surface parking.

### MIXED USE INFILL DEVELOPMENT
Provided that parking needs can be adequately accommodated, mixed use infill development provides a higher use for surface parking. Mixed-use developments can provide the necessary residential density to support a more active street environment, with ground flood commercial uses and residential above. Lower density residential, such as townhomes, would not be appropriate.




LEGEND
- Potential Infill Development Site
- Potential Redevelopment Site
- Incompatible Use
- Potential Street Network

### WALKABLE STREET GRID
The current block length within the Woodfield Hub area ranges between 650 to nearly 1,000 feet in length. While more efficient for automobiles, this limits the amount of potential retail frontage and reduces walkability. Breaking up the blocks to create a more connected street grid will enhance the walkable environment.

### NORTHWEST TRANSPORTATION CENTER
The Northwest Transportation Center is a Pace bus hub with 15 fixed-routes that serve the Village of Schaumburg, northwest suburban region, and City of Chicago. It is the driving force for the creation of transit accessible development, which is defined by a mix of housing, office, and retail in a walkable neighborhood within a half-mile of public transit.

### REDEVELOPMENT POTENTIAL
The transit accessible development area includes several uses that, with parcel assembly, provide redevelopment potential. The Village should work with developers and property owners to identify parcels that, if financially feasible, can be assembled to create larger redevelopment sites.

### RELOCATE EXISTING USES
To foster a mixed-use pedestrian environment, land uses should include retail and service, office, and residential uses. Existing uses which do not match this environment should be relocated over time. For example, should land become available along the Golf Road Corridor, auto dealerships should be relocated.

FRAMEWORK PLAN

# GOLF ROAD CORRIDOR

Golf Road is a commercial corridor that is defined by a mix of commercial retail and service uses. It functions as the Village's primary and most heavily used east-west arterial. For the 3.8 mile stretch of the corridor from the western boundary of the Village at Stonehedge Drive to its eastern extent at US 53 /I-290, the corridor carries between 36,300 to 38,800 cars each day. Since Golf Road is under the jurisdiction of the State of Illinois, the Village will need to work closely with IDOT to accomplish the recommendations presented in the Golf Road Corridor Framework Plan.

### AUTO DEALER CLUSTER

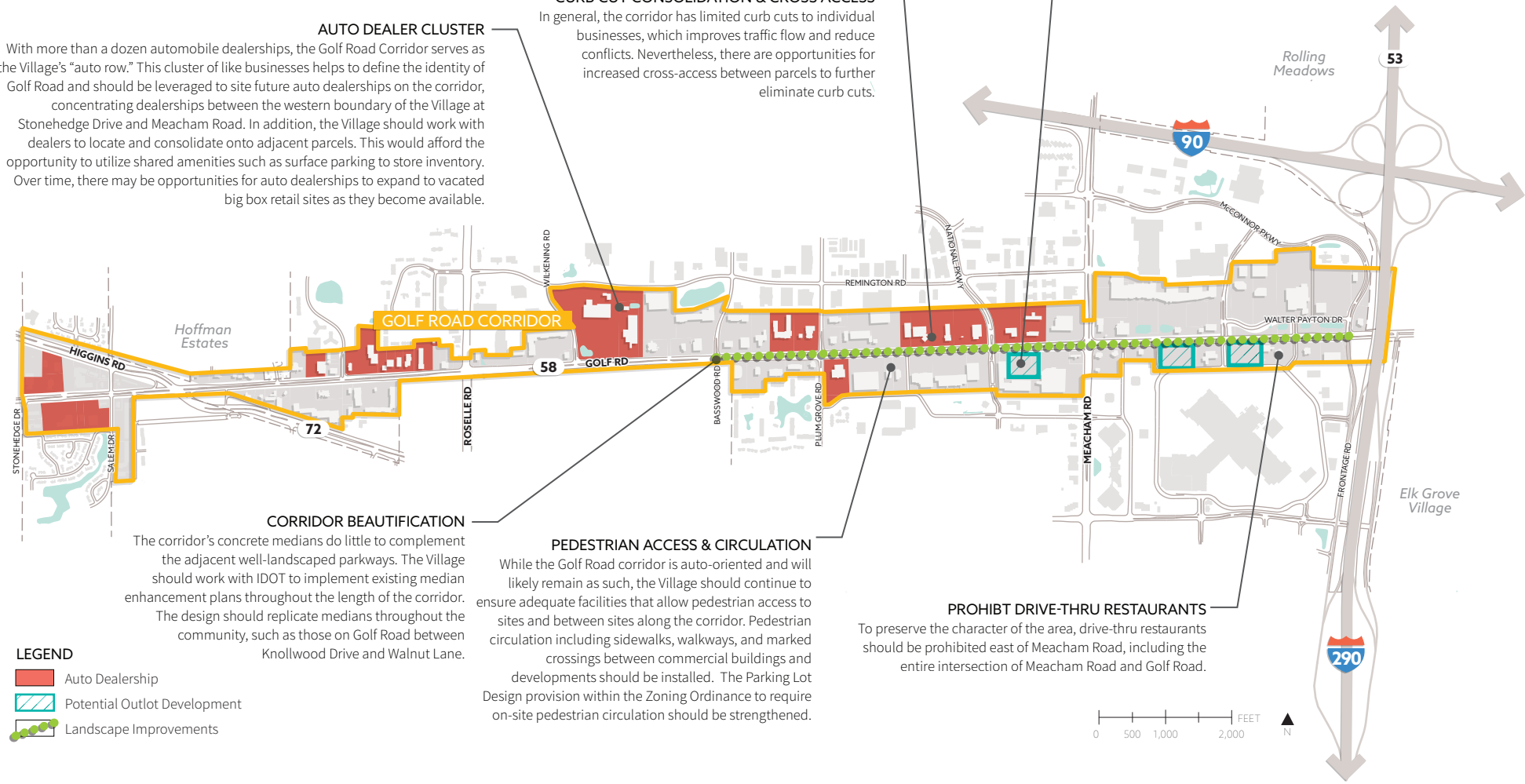
With more than a dozen automobile dealerships, the Golf Road Corridor serves as the Village's "auto row." This cluster of like businesses helps to define the identity of Golf Road and should be leveraged to site future auto dealerships on the corridor, concentrating dealerships between the western boundary of the Village at Stonehedge Drive and Meacham Road. In addition, the Village should work with dealers to locate and consolidate onto adjacent parcels. This would afford the opportunity to utilize shared amenities such as surface parking to store inventory. Over time, there may be opportunities for auto dealerships to expand to vacated big box retail sites as they become available.

### CURB CUT CONSOLIDATION & CROSS ACCESS

In general, the corridor has limited curb cuts to individual businesses, which improves traffic flow and reduce conflicts. Nevertheless, there are opportunities for increased cross-access between parcels to further eliminate curb cuts.

### OUTLOT DEVELOPMENT

The Golf Road Corridor includes underutilized surface parking within its commercial retail developments. Several outlot developments within existing surface parking lots would provide additional opportunities for commercial tenants and better utilize existing surface parking.




### CORRIDOR BEAUTIFICATION

The corridor's concrete medians do little to complement the adjacent well-landscaped parkways. The Village should work with IDOT to implement existing median enhancement plans throughout the length of the corridor. The design should replicate medians throughout the community, such as those on Golf Road between Knollwood Drive and Walnut Lane.

### PEDESTRIAN ACCESS & CIRCULATION

While the Golf Road corridor is auto-oriented and will likely remain as such, the Village should continue to ensure adequate facilities that allow pedestrian access to sites and between sites along the corridor. Pedestrian circulation including sidewalks, walkways, and marked crossings between commercial buildings and developments should be installed. The Parking Lot Design provision within the Zoning Ordinance to require on-site pedestrian circulation should be strengthened.

### PROHIBT DRIVE-THRU RESTAURANTS

To preserve the character of the area, drive-thru restaurants should be prohibited east of Meacham Road, including the entire intersection of Meacham Road and Golf Road.

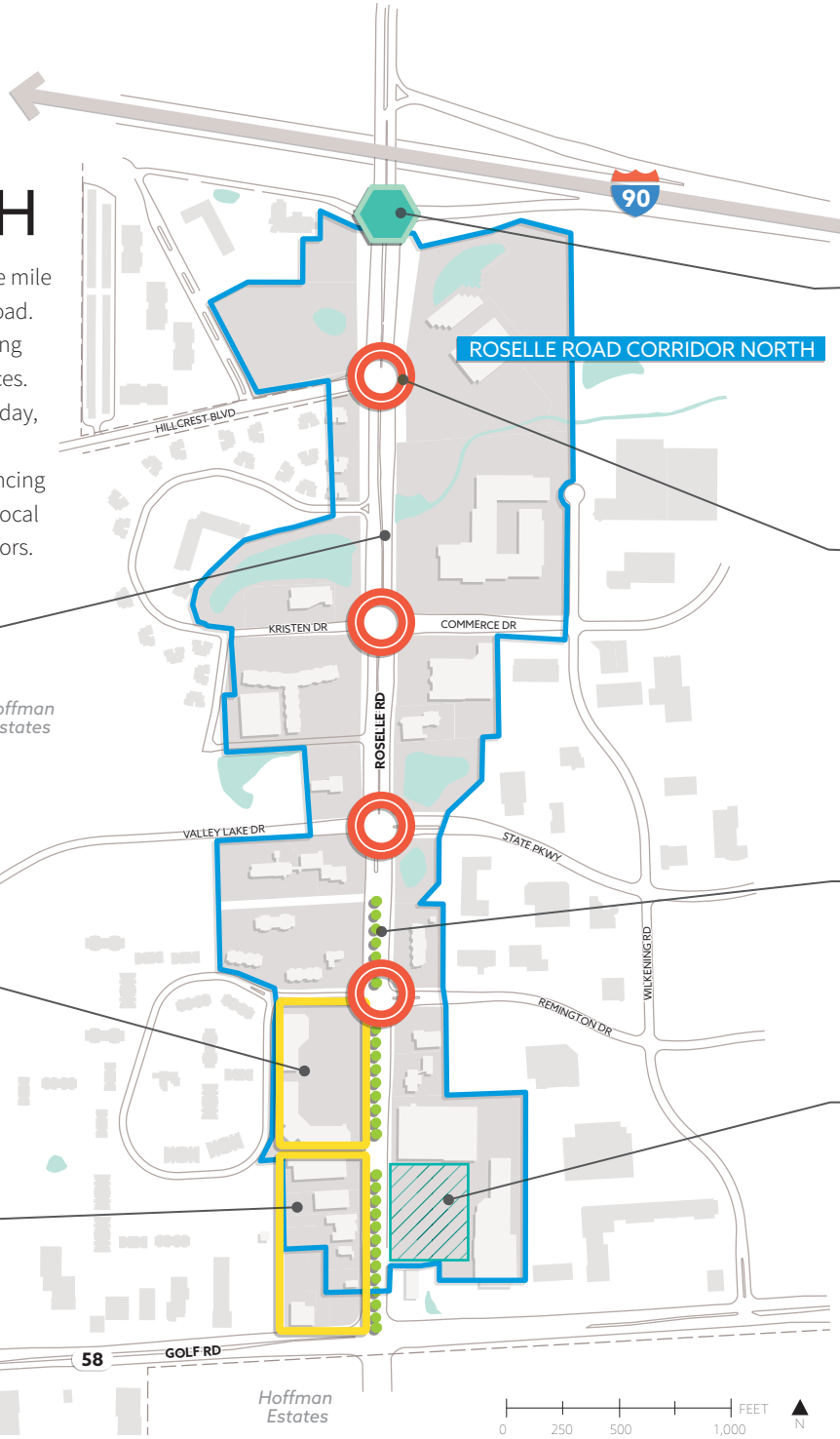
LEGEND

- Auto Dealership
- Potential Outlot Development
- Landscape Improvements

FRAMEWORK PLAN

# ROSELLE ROAD CORRIDOR NORTH

The Roselle Road Corridor North stretches just under one mile from the Jane Addams Memorial Tollway (I-90) to Golf Road. This stretch of the corridor contains a mix of uses including commercial, hospitality, office, and multi-family residences. On average, the corridor accommodates 35,800 cars per day, making it one of the most heavily trafficked arterials in Schaumburg. The vision for the corridor consists of balancing its use as a major thoroughfare through the Village with local automobile and pedestrian access for residents and visitors.




### OVERHEAD UTILITIES

Overhead utility lines along the east side of the corridor contribute to visual clutter. Burying overhead utilities can be an expensive undertaking; therefore, it may be more feasible when coupled with ongoing roadway improvements. Relocating overhead utility runs off the corridor and behind development serves as an acceptable alternative to improve the pedestrian environment and appearance of the corridor.

### REMINGTON PLACE

The siting of the Remington Place development as well as its buildings are dated, which make it a potential candidate for future redevelopment. Given the large lot depth, there are opportunities for increased intensity of use.

### NORTHWEST CORNER OF GOLF & ROSELLE

The northwest corner of Roselle Road and Golf Road includes several small buildings, that due to their size, age, and siting, are becoming functionally obsolete. Through parcel assembly, redevelopment of the area could better leverage the site's location at the corner of one of the Village's most heavily-trafficked intersections.

### GATEWAY SIGNAGE

The Roselle Road – North corridor serves as one of the primary entrances into the Village. As such, a prominent gateway sign should be located near the I-90 interchange to welcome residents and visitors to Schaumburg.

### PEDESTRIAN-FRIENDLY TURNING RADIUS

The turning radius at intersections needs to accommodate both vehicles and people crossing the roadway. A wide turning radius facilitates fast turns, while a narrow turning radius promotes a slower and safer turn by vehicles. Intersections should be designed with the minimum compliant turning radius to be as compact as possible, shortening the crossing distance for pedestrians and creating a more walkable neighborhood.

### LANDSCAPING

Roselle Road includes landscaped medians from I-90 to State Parkway which serve to improve the overall character of the corridor. The median landscaping should be extended to Golf Road.

### OUTLOT DEVELOPMENT

The Babies 'R' Us commercial center includes a vast amount of underutilized surface parking. An outlot development within the surface parking lot would help to increase the intensity of the center and better utilize parking. However, future outlot development will require further study of parking demand.

### LEGEND

- Pedestrian-friendly Turning Radius
- Potential Redevelopment Site
- Potential Outlot Development
- Landscape Improvements

# FRAMEWORK PLAN
# ROSELLE ROAD CORRIDOR SOUTH

Spanning 1.7 miles from just north of Schaumburg Road south to Wise Road, the Roselle Road Corridor South includes commercial retail and service uses along with a mix of housing types. The corridor is anchored at the north by Town Square, within the Olde Schaumburg Centre District, and at the south by the commercial node at Wise Road that includes Nantucket Square & Schaumburg Town Center.

### PEDESTRIAN ACCESS & CIRCULATION
To improve access to this primarily auto-oriented corridor, pedestrian walkways should be installed from Roselle to commercial storefronts, similar to the treatment of the BMO Harris Bank within the Farmgate Shopping Center. Curb cuts should be striped with continental crosswalks to improve visibility and increase pedestrian safety.

### RESIDENTIAL CONVERSION
The corridor includes a mix of both commercial and residential uses; however, there are two parcels that are home to low-density single-family homes. Over time, these should convert to uses that better match the intensity of the corridor such as multi-family housing and/or commercial.

### REDEVELOPMENT POTENTIAL
The northwest corner of Roselle Road and Hartford Drive includes several small buildings and a small strip mall, that due to their size, age, and siting, are becoming functionally obsolete. Through parcel assembly, redevelopment of the area could better leverage the site's corner location for a larger commercial development that may include housing as a component.

### OUTLOT DEVELOPMENT
The Nantucket Square shopping center includes underutilized surface parking. An outlot development within the surface parking lot would help to increase the intensity of the center and better utilize parking. Future outlot development should include retail uses that are compatible with the existing uses in Nantucket Square and respect the adjacent single-family housing.




### FEE-IN-LIEU OF PARKING
The Village should study and consider a fee-in-lieu of parking program within the Olde Schaumburg Center (OSC) limits. Fee-in-lieu of parking would allow new development to "buy" parking spaces rather than constructing new parking spaces to maximize their FAR (floor-area ratio). The fees are then used for parking management programs and Village-sponsored acquisition and construction of municipal lots and structures.

### CREATING A MAIN STREET
Rather than redeveloping the Town Center, there are opportunities for infill development and reconfiguration of existing parking areas that would provide a more walkable, downtown character. Infill development of surface parking areas with a mix of commercial and multi-family uses coupled with the reconfiguration of parking can foster a "main street" environment. This includes establishing an internal street grid network complete with sidewalks and on-street parking. This could also support additional community events within the area.

### PEDESTRIAN-FRIENDLY TURNING RADIUS
The turning radius at intersections needs to accommodate both vehicles and people crossing the roadway. A wide turning radius facilitates fast turns, while a narrow turning radius promotes a slower and safer turn by vehicles. Intersections should be designed with the minimum compliant turning radius to be as compact as possible, shortening the crossing distance for pedestrians and creating a more walkable neighborhood.

### PIPELINE TRAIL
Roselle Road - South includes a utility corridor that runs east-west through the Village. This right-of-way provides an opportunity to expand Schaumburg's trail network, providing increased access and recreational benefits to the community. Where it crosses Roselle Road, more intense crossing mechanisms need to be applied to the roadway to ensure the safety of its users. This may include the construction of a bridge or the application of a HAWK (High intensity Activated crossWalK) signal, which according to an FHWA study, can decrease total crashes by 29% and pedestrian incidents by 69%.

### LEGEND
- Pedestrian-friendly Turning Radius
- Potential Redevelopment Site
- Potential Outlot Development
- Olde Schaumburg Center Historic District
- Proposed Trail



# CHAPTER 7
# COMMUNITY FACILITIES

*Community Facilities provide the services and amenities that contribute to a high quality of life for Schaumburg residents. This includes Village government, fire and police protection, education, and library services. While many services directly affect Schaumburg residents, the Village does not have oversight over several civic services and amenities. As such, the Village will be required to lead efforts to maintain partnerships and ensure both internal and external communication allow for efficient and effective delivery of services.*

## GOAL

Maintain a high quality of life through the continuous maintenance and enhancement of community facilities and services through strategic infrastructure planning, partnerships, and collaboration.

### OBJECTIVES

- Improve local government training and communication to ensure leaders of the Village continue to uphold Schaumburg's positive reputation.
- Communicate with public safety providers on a regular basis regarding new development and other changes to the Village that may affect the delivery of services.
- Continue to serve as a regional leader in sustainability and environmental stewardship.
- Coordinate with the Schaumburg Township Library to ensure community needs are met with regard to services, community meeting space, and transportation.
- Partner with local education providers to coordinate growth and anticipate potential impacts due to increased enrollment and facility changes.
- Ensure annual Village infrastructure maintenance and improvement programs operate at optimal levels.




## LOCAL GOVERNANCE & LEADERSHIP

Local leadership and governance is a key asset of the Village. Members of the Schaumburg community are proud of their Village and commend their local leaders; nevertheless, there are opportunities to improve efficiency, communication, and ensure future leaders of the Village uphold Schaumburg's positive reputation.

- The Village's Board and commissions are comprised of passionate and knowledgeable community members. As new members are elected, the Village should have a board and commissions training program in place to ensure new leadership can "hit the ground running." A board and commissions training program would equip elected officials and representatives with a thorough understanding of the issues facing the community, as well as the procedural knowledge to effectively perform the duties of their positions. As developed, existing board and commission members should also complete the program to ensure equal understanding for all Village officials.
- Schaumburg has a positive reputation for its local government leadership and should maintain this distinction by engaging the next generation of Village leaders. The Village should assist the Schaumburg Business Association in establishing a leadership program that engages local business professionals and community leaders. A Schaumburg leadership program should expose participants to issues facing the Village, provide opportunities to address issues, allow for a broad understanding of Village functions, forge professional connections, and create a presence for themselves, their businesses, and organizations.
- Communication with residents is an essential element of a well-functioning, transparent government. While the Village maintains an online presence, it should consider additional communication methods to reach residents and businesses. This may include increasing its social media presence and building its contact database to push mobile text alerts. In addition, the Village should have a continued presence at local events such as Septemberfest, potentially expanding to additional events.
- To maintain Schaumburg as a business hub, the process for establishing new businesses and expanding existing businesses should be straightforward for applicants. The Village should review its current business permitting process to identify opportunities to create a more clear, streamlined process.

### Municipal Vehicles

*Identified within the Comprehensive Green Action Plan (CGAP), the Village is interested in reducing emissions and fuel consumption from municipal vehicles, including police cars, fire trucks, and other emergency response vehicles. Identified solutions within the CGAP include a new 911 dispatching system and installment of video surveillance cameras at areas commonly patrolled by police. These would help to improve vehicle management and ensure dispatch provides quick, efficient response times.*

## Municipal Sustainability

*Sustainability and energy conservation in Schaumburg starts at the municipal level. The Village has demonstrated a commitment to sustainability and energy efficiency through the implementation of its Comprehensive Green Action Plan (CGAP). The Village is currently completing an update of the CGAP to acknowledge completed tasks and identify new Green initiatives. The update will utilize the Metropolitan Mayors Caucus as a framework and is scheduled for completion in Spring of 2018. In addition, the Village is preparing for a woodland restoration and creek restoration project near the Robert O. Atcher Municipal Center, which would include a variety of native vegetation.*

*The Village should continue to carry out the Plan's recommendations, as well as consider additional sustainable municipal actions that may include the following strategies:*

- *Review and evaluate Village of Schaumburg policy and ordinance revisions to support and encourage the use of renewable resources and materials.*
- *Consider renewable energy options in all Village of Schaumburg CIP projects.*
- *Adopt a policy that requires a baseline energy efficiency standard for all new construction and renovations of municipal buildings. The Village should consider using the ratings in the United States Green Building Council (USGBC) Leadership in Energy and Environmental Design (LEED) or other well-recognized third-party metric as a benchmark. However, adoption of LEED or other benchmarks should not require enrollment within these programs, as they can be cost prohibitive.*
- *Continue the Green Recognition Program to support and promote the green actions taken by businesses and residents*
- *Reduce electricity costs by retrofitting new buildings and additions within energy efficient lighting and occupancy sensors, as discussed within the CGAP. In addition, replace desktop computers with "zero clients" as appropriate. Zero client computers consume less energy by sharing storage and operating programs on a single, consolidated server.*
- *Identify programs which could be converted from paper to electronic submittals and applications, as discussed within the CGAP. Examples could include submittals for licenses, invoices, permits, and permit payments.*
- *Continue to enhance the Village's solar readiness. In 2016, the Village updated its solar energy code and enrolled in the SolSmart program, a new national designation program funded by the US Department of Energy SunShot Initiative. Schaumburg's participation was through a cohort brought together by the Metropolitan Mayors Caucus to assist communities in becoming solar ready by streamlining their planning, permitting, and zoning processes. Schaumburg now holds a Silver designation.*




# PUBLIC SAFETY

The Village of Schaumburg remains a safe environment, due in large part to the high level of service provided by the Schaumburg Police and Fire Departments. Both departments are well-positioned to serve Schaumburg's current population; however, both departments should work closely with the Community Development Department as new developments are anticipated to increase service coverage and needs. The village anticipates significant redevelopment and growth in the North Schaumburg District which will likely create the need for a public safety facility. The increased residential population and entertainment uses expected in this area will create a 24-hour environment. As part of its planning efforts for the North Schaumburg District, the Village will need to ensure that adequate land is provided to accommodate a new facility. New developments in the North Schaumburg District are under regular review by the police department to maintain high levels of service as that area changes.

## COMMUNITY POLICING

The Village of Schaumburg police department has adopted a community policing model for many years. The Village is divided into ten permanent beats and the police department has officers assigned to each beat. This provides excellent services to our residents, businesses, and visitors. The police department hosts monthly meetings where the community is invited to hear updates on criminal activity and get answers to questions about things happening in the community. In addition, the police department engages the community with many outreach events involving residents where crime prevention and partnerships are a priority. This community policing model has proven to be successful in managing crime rates and providing excellent services. Each year citizen police academies help build partnerships, along with other crime prevention presentations to senior citizens and youth.

## MOBILE INTEGRATED HEALTHCARE

The main focus of a mobile integrated healthcare (MIHC) program is to provide essential medical care while reducing call volume to EMS providers. Northwest Community Hospital has been working to develop a pilot MIHC program with several MABAS Division 1 Fire Departments with participation from departments in Palatine, Palatine Rural, and Rolling Meadows. To date, little progress has been made due to lack of sponsorship for the program. Most functioning MIHC programs across the country are supported by local hospitals and insurance companies, the 2 biggest financial beneficiaries of the program. Without their support the financial burden of the program falls to the service provider, generally the local municipalities and their fire departments. Village of Schaumburg should continue to monitor the progress of the local pilot program and work with Northwest Community Hospital in seeking potential programs to enhance services and increase efficiencies in delivering emergency medical care to the community.




## EDUCATION PARTNERSHIPS

The Village is served by four school districts and several universities and colleges. A number of residents reported moving to Schaumburg for the high-quality schools. To ensure the quality of public education within the Village continues to excel and attract residents, the Village must play an active role in engaging and partnering with local schools.

- The majority of the institutions including School District 54, the Albert A. Robin Campus of Roosevelt University, Robert Morris University, and Harper College anticipate enrollment to increase. Many of the facilities are located in built-out areas of the community and campus expansions and changes may have impacts to community character and traffic. Moving forward, the Village should maintain lines of communication with the various educational institutions in Schaumburg to coordinate growth, mitigate future impacts due to increased enrollment and facility changes, and facilitate a positive relationship between the schools and the neighborhoods they border.
- The Golden Corridor Advanced Manufacturing Partnership (GCAMP) is an organization of employers, education institutions, local government, training providers, and other stakeholders whose goal is to provide an understanding of the leading manufacturing industries, jobs, training, education, and workforce development resources. GCAMP connects high school and college students with local manufacturing employers, facilitating manufacturing programs that produce highly-trained, job-ready individuals. The Village should continue to connect local employers and schools through GCAMP and provide promotional assistance for local GCAMP manufacturing programs.
- School-generated traffic is an ongoing issue affecting residential neighborhoods near neighborhood schools. The Village should continue to work with the school districts to ease traffic congestion during drop off and pick up times as well establish programs to increase the use of alternative transportation. These may include walking, school buses, and bike to school programs that offer not only decreased local traffic, but utilize active transportation to benefit health, wellness, and the environment.



*Source: International Dark-Sky Association*

## Sustainable Infrastructure: Dark Skies

*Dark skies strategies are intended to combat the effects of light pollution. In a nutshell, light pollution disrupts habitats of nocturnal animals, wastes energy, disrupts human sleep patterns, and blocks out the beauty of the night sky. According to the International Dark-Skies Association, about 30% of all outdoor lighting in the United States is wasted, costing up to $3.3 billion and releasing approximately 21 million tons of carbon dioxide annually. Schaumburg's municipal code does acknowledge and address the importance of reducing light pollution, to some degree. However, a review and update of the code could help better regulate and guide lighting to support dark skies strategies and initiatives.*

*In keeping with the Village's focus on conservation and green infrastructure, the Village should consider implementing dark skies strategies, including:*

- *Encouraging the use of quality, energy-efficient outdoor lighting that directs light downward, which reduces energy consumption and light pollution;*
- *Retrofitting light fixtures with motion sensors, dimmers, and timers to control outdoor light levels;*
- *Using LED lights (warm-white bulbs) to reduce illumination levels and conserve energy and money;*
- *Educating residents and business owners on the environmental benefits and cost savings of reducing outdoor light levels and promoting this movement through fun, community activities, such as stargazing events.*
- *Establishing curfews in sparsely-used areas where lights are automatically dimmed or turned off after dark to cut costs and reduce light pollution; and*
- *Adopting a dark skies ordinance.*



## LIBRARY ACCESS

The Schaumburg Township Library District is housed in the second largest library facility in the State of Illinois. It is an important local asset and community destination and contributes greatly to the quality of life.

- To ensure the Library remains a strong community asset, the Village should work with the Library to coordinate services and community meeting space, and support collaboration between School District 54 and Township High School District 211 and local colleges to provide services that complement curricula and research.

## HISTORIC PRESERVATION

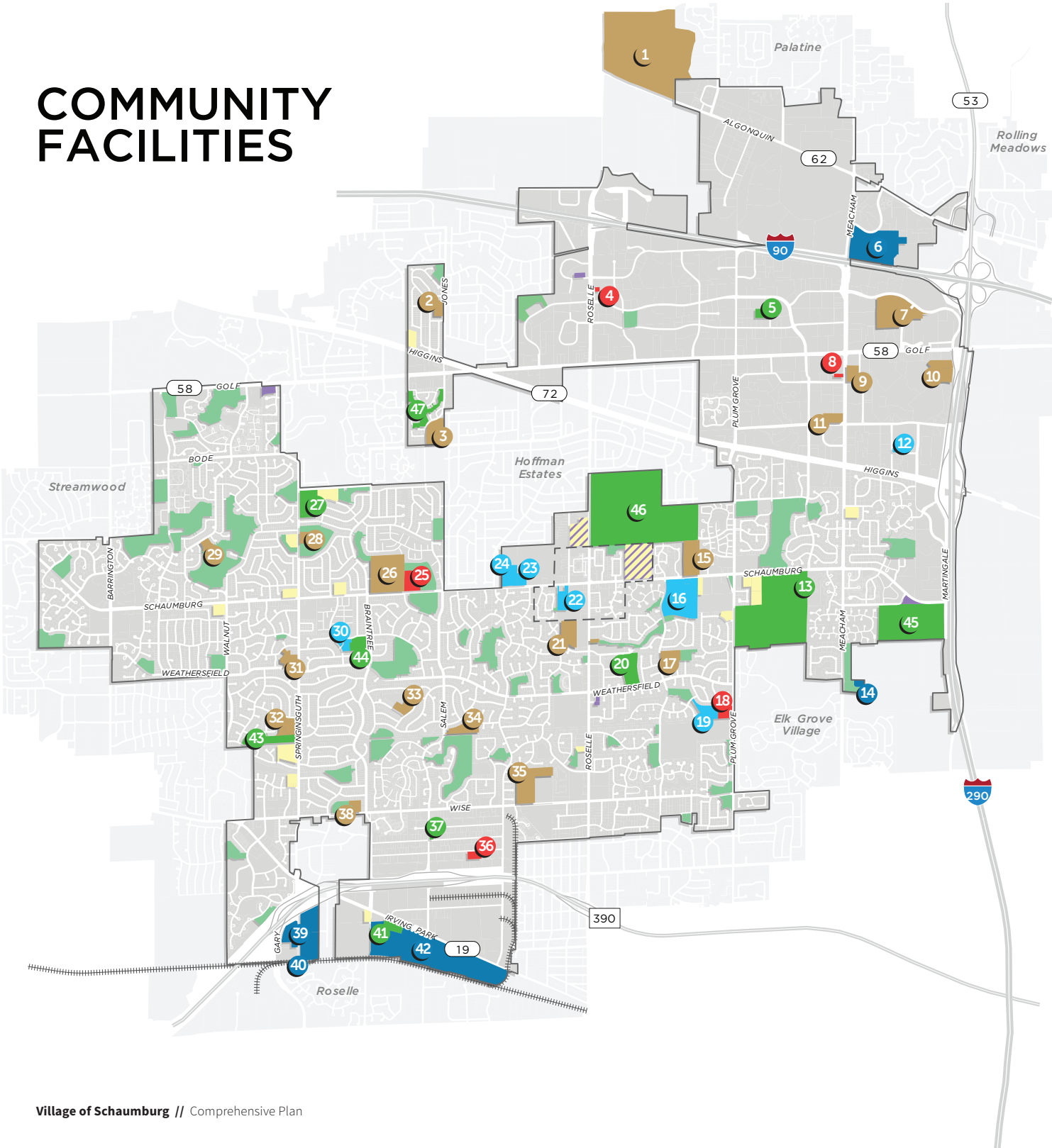
The Village includes one historic district: the Olde Schaumburg Centre Historic District (OSC). The OSC has a number of historic landmark buildings as well as contributing structures. Structures within the district are subject to the requirements within the Olde Schaumburg Centre Design Manual. Located outside the OSC, the Schweikher-Langsdorf House and Studio is the only landmark listed on the National Register of Historic Places. The Village should preserve the integrity of its history through continued application of the Olde Schaumburg Centre Design Manual, as well as work with the Schaumburg Township Historical Society and Schweikher House Preservation Trust to promote and educate the public about the Village's historic assets.

## ONGOING INFRASTRUCTURE MAINTENANCE

A critical planning challenge for the Village is anticipating maintenance and replacement of infrastructure over time. Infrastructure improvements are included within the Village's multi-year Capital Improvements Plan. Projects include the annual Street Repair Program, which involves routine repair and improvement of various streets throughout the Village based on their current condition.

Annual maintenance and replacement of sewer and stormwater infrastructure is also programmed. Much of the capital improvement budget relies on grant funding. The capital improvement budget relies on grant funding especially for the Village's arterial and collector street network. Securing state and federal grant funding has proven to be an effective way to stretch the village's funding and allowing for a greater number of projects to be completed. However, grant funds are not guaranteed, therefore the Village should continue to monitor existing dedicated revenue sources to ensure annual maintenance and improvement programs operate at optimal levels.

# COMMUNITY FACILITIES




## COMMUNITY FACILITIES

### Education

1. Harper College
2. Winston Churchill School
3. Helen Keller Jr. High School
7. Roosevelt University
9. Argosy University / Illinois Institute of Art
10. Keller Graduate School of Management
11. Lake Forest Graduate School of Management
15. Schaumburg Twp Elementary Administration Building and Early Learning Center
17. Michael Collins Elementary
21. Dirksen School
26. Schaumburg High School
28. Hoover School
29. Blackwell Elementary School
31. Campanelli Elementary School
32. Jane Addams Junior High School
33. Dooley Elementary
34. Edwin Aldrin Elementary
35. Robert Frost Junior High School
38. Nathan Hale School

### Government & Public Facilities

12. US Post OFfice
16. Robert O. Atcher Municipal Center & Al Larson Prairie Center for Performing Arts
19. Eningeering & Public Works Facility
22. Schaumburg Township District Library
23. US Post Office
24. Township of Schaumburg
30. The Barn (Schaumburg Teen & Senior Center)

### Public Safety

4. Fire Station 54
8. Fire Station 52
18. Fire Station 55
25. Fire Station 51 & Schaumburg Police Department
36. Fire Station 53

### Park District

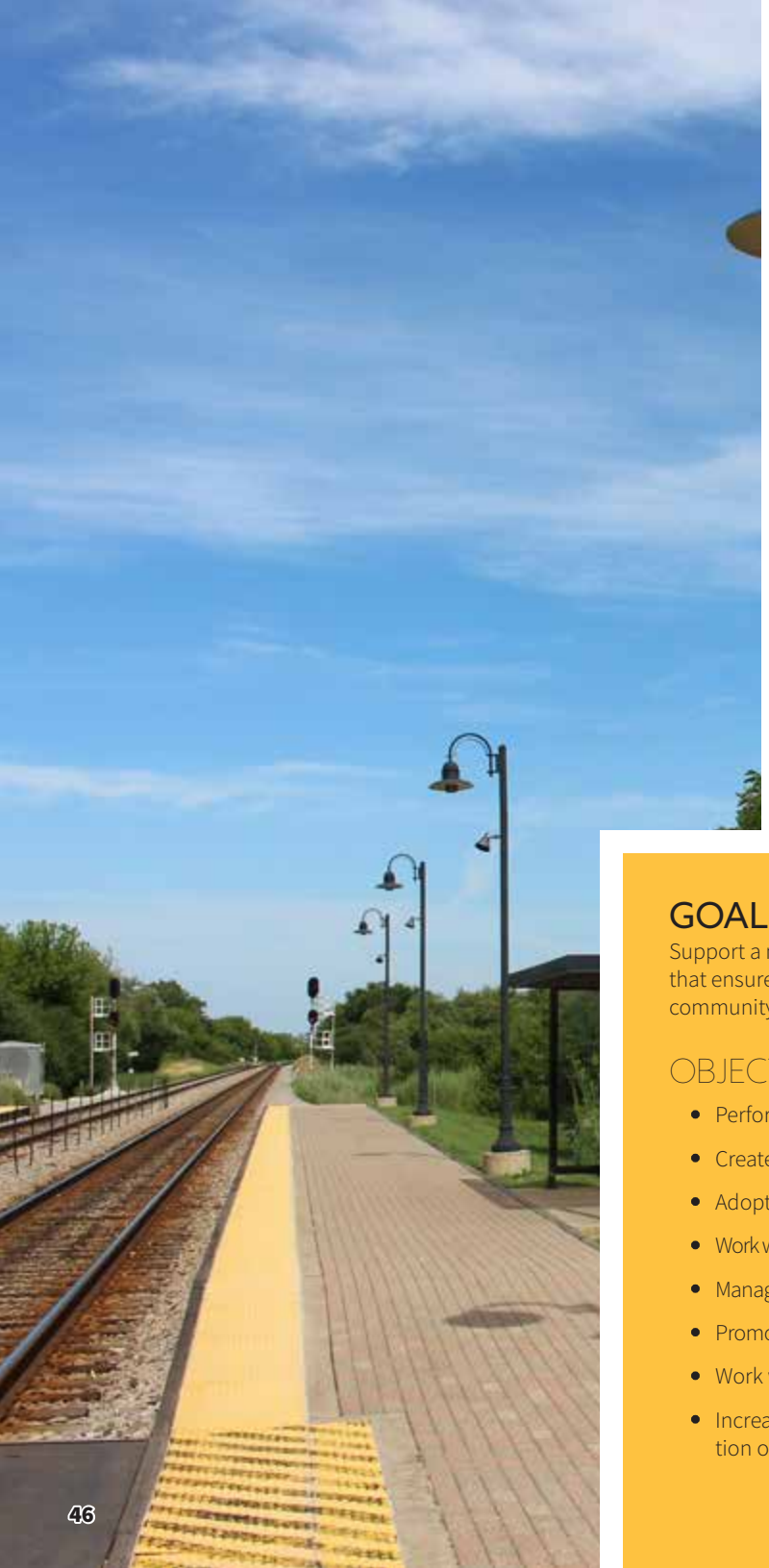
5. Schaumburg Tennis Plus
13. Spring Valley Nature Center & Heritage Farm
20. Meineke Recreation Center & Jerry Handlon Admin Building
27. Community Recreation Center & Senior Center
37. Schaumburg Park District Maintenance Campus
41. Schaumburg Park District Sports Center
43. Atcher Island
44. Bock Neighborhood Center
45. Olympic Park
46. Schaumburg Golf Course
47. Walnut Greens Golf Course

### Other

6. Schaumburg Convention Center
14. Schweikher-Langsdorf House & Studio
39. Schaumburg Baseball Stadium
40. Schaumburg Metra Station
42. Schaumburg Regional Airport

Private School
Places of Worship
Places of Workship with Private Schools
Parks & Open Space
Olde Schaumburg Centre District

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# CHAPTER 8
# MULTI-MOBILITY

*Schaumburg's transportation system includes a robust and layered network of roadways, transit lines, bike lanes, and sidewalks. The access and mobility provided by the Village's multi-modal network has a profound impact on businesses and residents. This chapter provides recommendations to improve transportation facilities for automobiles, bicyclists, and pedestrians, and highlights the programmed improvements that should be taken into account as part of the long-range planning process.*

## GOAL:

Support a multi-modal transportation system that provides safe and efficient access and mobility that ensures roadways, transit, and bicycle and pedestrian facilities connect people throughout the community and the region.

## OBJECTIVES:

- Perform roadway capacity improvements as warranted by traffic conditions.
- Create a more walkable street grid through new roadways and redevelopment opportunities.
- Adopt a Complete Streets policy.
- Work with local transit providers to increase public transportation options and access throughout the Village.
- Manage parking to provide development opportunities and reduce the amount of impervious surface.
- Promote the shared economy to increase transportation options and support sustainability efforts.
- Work with public transit providers to improve transit service and extend transit routes.
- Increase non-motorized access and mobility throughout the community through the completion of the bicycle and pedestrian network.



# ROADWAY NETWORK

Schaumburg's roadway network is a robust system of expressways, arterials, collectors and local streets. Roadways in Schaumburg are controlled by several jurisdictional entities, including the Illinois Department of Transportation (IDOT), Illinois State Toll Highway Authority (ISTHA), Cook County, and the Village of Schaumburg. Many of the major travel arteries are under IDOT and Cook County jurisdiction, which limits the Village's ability to make improvements, control access or unify roadway character.

## ROADWAY CAPACITY IMPROVEMENTS

The Village's arterial system carries high volumes of traffic and in some areas would benefit from additional capacity and intersection upgrades. Several of the Village's major arterials are congested during peak weekday and weekend travel times as they carry traffic volumes that exceed the efficient operating capacity of the roadway. Capacity and intersection upgrades are currently planned for Algonquin Road (IL 62) at Meacham Road in anticipation of the 90N development and at key intersections along Woodfield Road. Further, a few of the all-way stop controlled intersections along some of the minor arterials and major collector roads may warrant traffic signal control based on the traffic volumes and roadway design.

However, as the Village's focus has shifted to a multimodal network, the feasibility and appropriateness of the capacity improvements will be determined based on maintaining a roadway network that facilitates traffic flow but remains a pedestrian, bicycle, and transit friendly environment. Rather than focus on increasing the roadway capacity, the Village should continue to seek opportunities to optimize the use of its existing roadway network and to encourage more efficient use of the existing transportation network. This multimodal approach is currently being utilized as the Village continues to implement transportation strategies such as expanding the transit network to serve last mile destinations, construction of roundabouts at intersections and implementation of video detection technology at traffic signals.

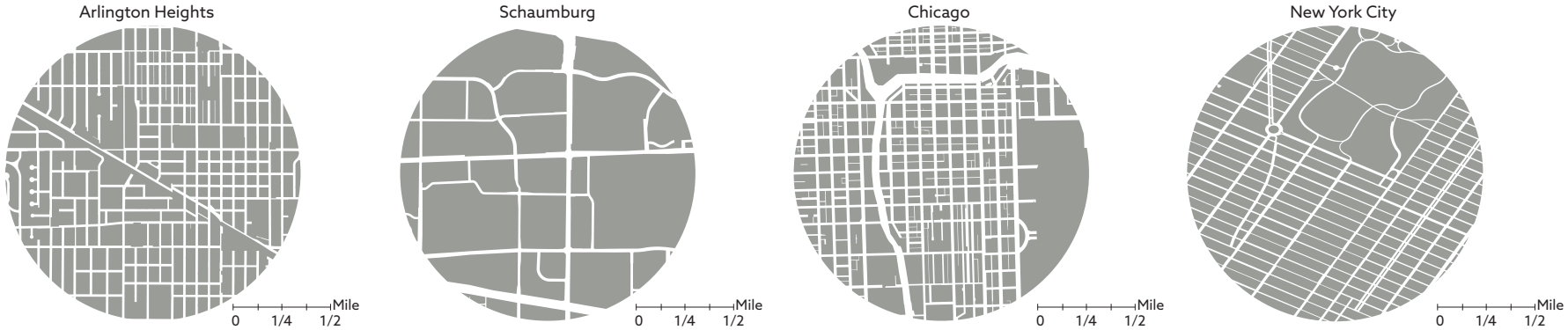
## ROADWAY JURISDICTION

Schaumburg's highest traffic roadways are outside the Village's jurisdiction. As such, it is important that the Village maintain close coordination with the various agencies that maintain these roadways to ensure the continued quality of mobility and connectivity.

## SNOW REMOVAL

The Engineering and Public Works Department is responsible for removal of snow, sleet, and ice on village roads, including 219 miles of street and 431 cul-de-sacs. Roadways outside Village jurisdiction are managed by other agencies, including IDOT, ISTHA, Cook County, and public works departments for adjacent communities. The Village should continue to coordinate with all agencies that provide these services to ensure roadways within Schaumburg are properly plowed and maintained.

# BLOCK COMPARISON




## Ridesharing Partnerships

*Ridesharing services such as Uber and Lyft can supplement the public transit system by providing an alternative to using a personal vehicle to commute to and from various destinations. In Altamonte Springs, Florida, the City forged a partnership with Uber to provide an affordable link to its public transit system. Altamonte Springs is subsidizing 20% of the cost of Uber for any ride that begins and ends in the City, and 25% of those rides that begin or end at local light rail stations. The Town of Summit, New Jersey is planning on subsidizing Uber trips to alleviate parking congestion near its train station, hoping to save taxpayers millions of dollars by eliminating the need to construct a new parking lot. As the Village's population ages and demand for parking continues to grow, Schaumburg should consider partnerships with rideshare companies to provide affordable alternatives to owning and operating a personal vehicle and closing transit gaps.*

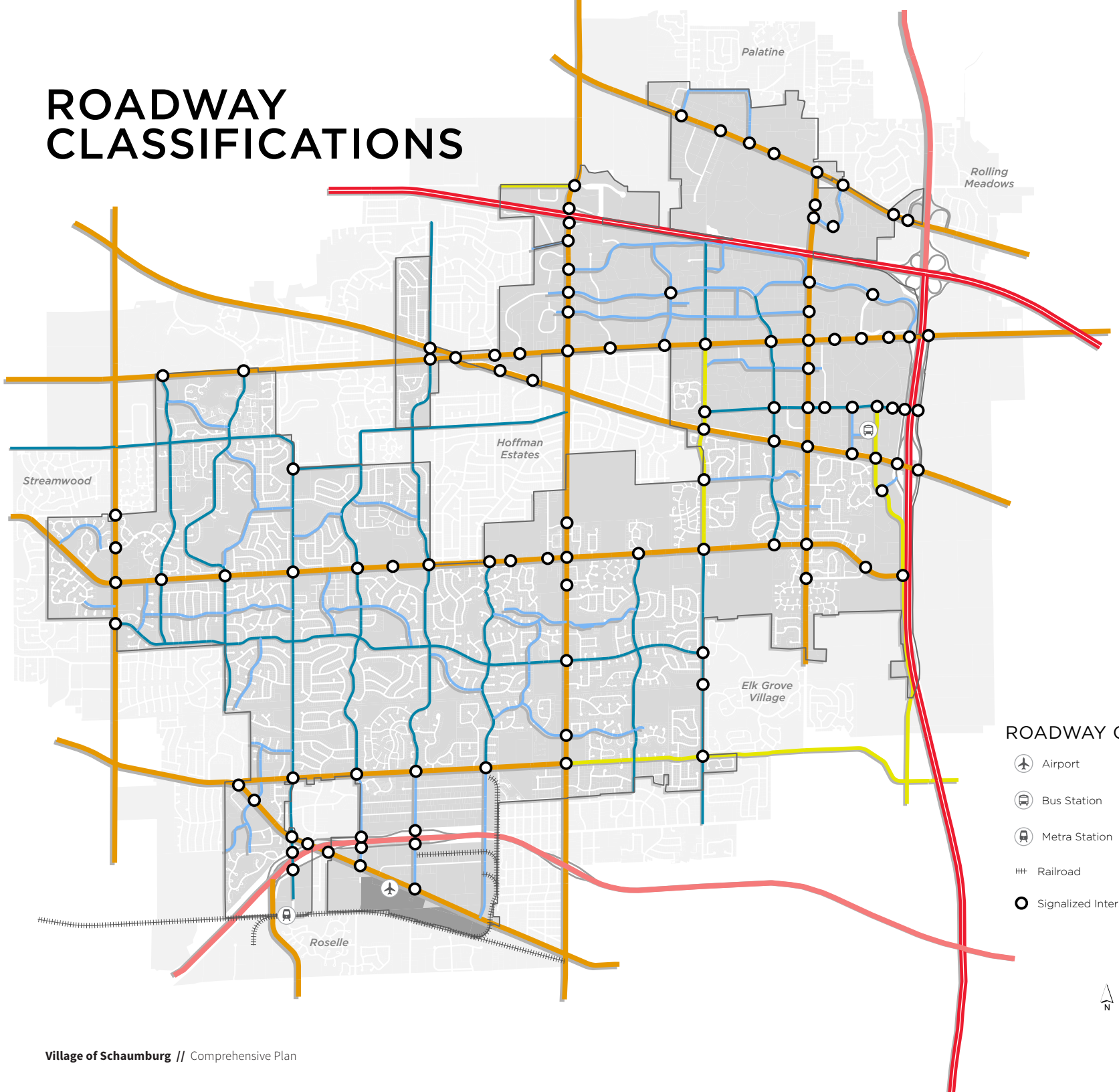
## WALKABLE BLOCKS

The Village's roadway network creates large development blocks that are scaled for automobile travel. This superblock street network limits non-motorized connectivity and access and reduces the "walkability" of the community. Currently, blocks within the Woodfield Regional Center area range from 430 feet to more than 1,000 feet in length. Manhattan, New York's street grid, at 600 feet by 250 feet, is considered the optimal, walkable block. As Schaumburg transitions into a more multi-modal community, consideration should be given to breaking up existing development blocks with local and connector roads to create a more walkable street grid. It should be noted, however, that the increase in street miles will increase the burden on the Village to maintain additional roadway surfaces. Nevertheless, the increase in roadways provides additional opportunities for commercial street frontage.

## COMPLETE STREETS

A "complete street" is a roadway that is designed to be safe for all users of the transportation network, including motorists, transit riders, bicyclists and pedestrians. IDOT has adopted design policy changes in response to the 2007 Complete Streets state law, which requires the agency to construct bicycle and pedestrian ways when an urban roadway is constructed, reconstructed, or widened. While the Village currently utilizes complete streets as a guide for its transportation practices, having a policy will ensure that existing practices continue as staff and elected officials change. As such, the Village of Schaumburg should consider adopting a local complete streets ordinance.

# ROADWAY CLASSIFICATIONS






### Transportation and the Shared Economy

*Car sharing services and low- or no-emission vehicles offer environmental benefits that may include reduced green house gas emissions and reduced dependence on fossil fuels. In addition, car-free households walk and bike more, leading to increased physical health, as well as reduced spending on auto-related expenses.*

*Currently, there are currently no car-sharing services (ZipCar, Enterprise Car-Share, etc.) operating in the Village of Schaumburg. Car sharing contributes to reduced auto use and parking needs, lower household automobile ownership rates, and less household income devoted to transportation costs. The Village should work with car-sharing companies to establish business within the Village and identify car-sharing storage areas.*

*Schaumburg includes few dedicated parking spaces for no- or low-emission vehicles and electric vehicle charging stations, which offer environmental benefits that are desired by the community. Locations include Woodfield Mall, IDOT-District 1 offices (201 W. Center Court), Motorola, Chicago Marriott Schaumburg, Whole Foods (750 N. Martingale), Patrick BMW, BMW of North America (498 Commerce Drive), and the Wingate Hotel (50 Remington Road). The Village should continue to work with businesses and property owners to dedicate a portion of parking spaces to no- or low-emission vehicles and electric vehicle charging stations, incentivizing their use.*

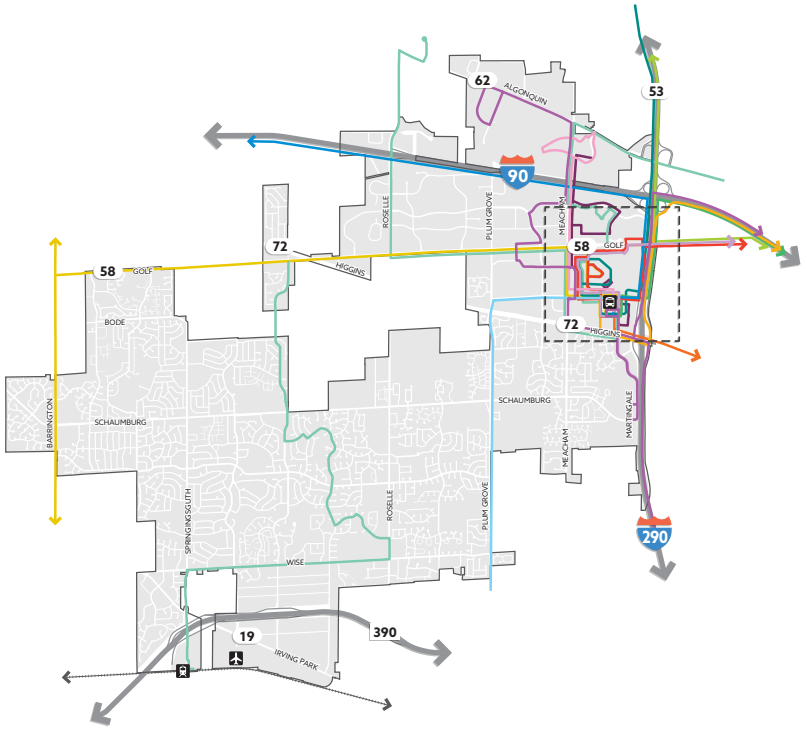
## SCHAUMBURG REGIONAL AIRPORT

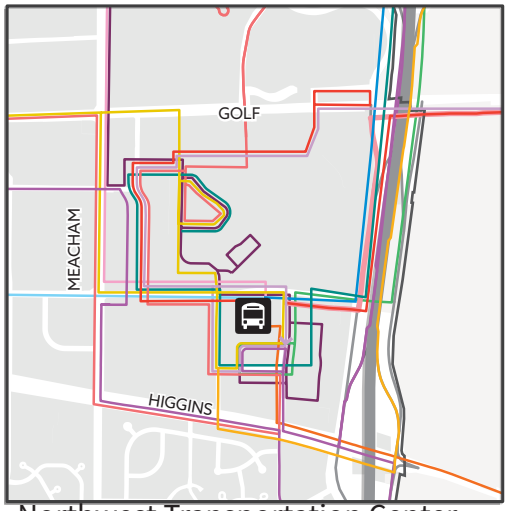
The Schaumburg Regional Airport is a municipally owned airfield located in southern Schaumburg along Irving Park Road. The Airport largely supports general aviation, including charter aircrafts, flight training, airplane and helicopter rides, and aviation that supports local business. The Airport is governed by the Village Board, who are advised by the Schaumburg Regional Airport Advisory Commission (SRAAC), which includes individuals representing Schaumburg, the Schaumburg Park District, Hanover Park, Hoffman Estates, and Roselle, as well as the Pilot's Technical Advisory Committee (PTAC). The Village should continue to work cooperatively with the Airport, SRAAC, and PTAC to identify and address issues related to air travel as they arise. This should include mitigation of potential impacts upon other elements of multi-mobility as well as adjacent land uses, particularly resident neighborhoods.

# PUBLIC TRANSIT

Public transportation service in the Village of Schaumburg is provided by Metra commuter rail, Pace suburban bus, the Village of Schaumburg, Schaumburg Township, Hanover Township and Palatine Township. In addition to set bus routes, Pace also operates a Dial-A-Ride Transportation (DART) program in Schaumburg. Although the Village will remain predominantly auto-oriented in the near future, the Village must work with local transit providers to increase public transportation options and access throughout the Village.

- The Village includes several areas that are highlighted as "transit deserts" in the Cook County 2040 Long Range Transportation Plan. These are areas with a high demand for quality public transit but no access to such services within a convenient walking distance (more than a quarter-mile away from high-frequency bus service and more than a half-mile away from rail transit stations). The Village should work closely with Pace, Schaumburg Township, Hanover Township, and Palatine Township to extend transit routes to these areas as well as ensure residents within these areas are aware of available transportation options through the Townships.




Northwest Transportation Center

PUBLIC TRANSIT ROUTES

Route 208
Route 237
Route 282
Route 554
Route 600
Route 604
Route 606
Route 607
Route 608
Route 611
Route 696
Route 757
Route 895
Route 905 Schaumburg Trolley
Metra Station
Bus Station
Airport

- The Schuamburg Trolley, Route 905, provides local service to regional commercial between the Transportation Center and Convention Center. This route should be integrated within planning efforts for the Entertainment District, as further discussed in **Chapter 9: Tourism & Recreation**

- The Village's 2011 Transit Service Assessment indicated a series of high-priority, medium-priority and low-priority initiatives to improve public transit services in the Village. Many of these initiatives have since been implemented, but a few have not that would address some of the transit needs that continue to exist. The Village should update the Schaumburg Transit Service Assessment to reflect the most current and projected transit needs. These include, but are not limited to:
  - Initiating a new fixed-route service along Schaumburg Road and Meacham Road.
  - Optimizing the multiple proximate Metra stations through the utilization of additional feeder buses or extended service hours and increased frequency.
  - Enhancing connections to O'Hare through increased awareness of available transit options and creating new routes upon completion of the I-390 Elgin-O'Hare Western Access.
  - Working with local employers and Pace to route buses and schedules to accommodate area employees.



# PARKING

Parking is a fundamental component of the Village's transportation network and is necessary to a well-functioning system; however, Schaumburg's development pattern has resulted in a landscape that includes a surplus of off-street, surface parking. Underutilized surface parking can be better served as developable land for additional employment, commercial, and housing uses, or as natural areas for stormwater management and local parks and greenways.

- Schaumburg's commercial and employment areas are home to much of the Village's surface parking areas. The Village should conduct a comprehensive parking study to better understand parking lot utilization. From there, the Village can work with property owners to take underutilized parking areas and position them for development and/or additional open space areas.
- The Village Zoning Ordinance requires a minimum number of off-street parking spaces to be provided, depending on the use. These numbers are intended to accommodate parking at peak periods, which can result in a surplus of parking. The Village should review and revise its Off-Street Parking Requirements to reduce or eliminate minimum parking requirements, and make provisions for maximum parking allowances. This allows for off-street parking construction to better reflect market realities. Special attention should be paid to reducing multi-family residential parking requirements as well increasing allowable shared parking for multi-tenant developments.
- The Village should review and strictly enforce handicapped parking requirements and regulations to ensure handicapped parking is not abused and remains available for those who require these spaces for access.
- Parking lots controlled by the municipality are crucial to parking management as the spaces can be used for multiple uses and are not subject to the patronage of a single business or destination. In addition to the Municipal Center, the Village owns the Metra commuter parking lot, parking lots at all other Village of Schaumburg Facilities, and the Olde Schaumburg parking lot which is a shared facility with a maintenance agreement that requires adjacent owners to support maintenance. Working with property owners, the Village should identify parcels within its commercial districts that may be acquired and used as a municipal parking lot. This would allow the Village to better manage parking by adding time limits and potential use of meters to encourage turnover. The Village should study the feasibility of supporting parking lot improvement projects in exchange for transferring parking lots to public use.
- Currently the Village allows for land banking future parking spaces to ensure that additional parking demand can be met without requiring it to be constructed until that demand is realized. In addition, the Village should consider developing a fee-in-lieu of parking program. A fee-in-lieu of parking program allows new development to reduce the required parking and "buy" parking spaces in municipal parking lots, both maximizing the developable footprint as well as creating revenue for the acquisition and expansion of public parking lots. This may also be an opportunity for land banked parking to "buy" parking spaces rather than be required to construct them in the future.







## BICYCLE FACILITIES & PEDESTRIAN SYSTEM

The bicycle and pedestrian system in the Village of Schaumburg is comprehensive and extends into all areas of the community. Bicycle facilities consist of on-street bicycle lanes, off-street multi-use paths, paved trails through forest preserves and parks, and posted bicycle routes. Pedestrians make use of the side paths and trails as well as the sidewalks that are generally located along one side or both sides of most roadways.

- Bicycle lanes have been demarcated on lower volume collector roads and local roads that have adequate width and no significant parking conflicts. With the exception of the bicycle lanes along Walnut Lane, most other bicycle lanes in the Village are narrower than five feet wide and do not conform with AASHTO standards. As such, the VIllage should revise the bicycle facilities on its roadways to be in conformance with AASHTO standards, increasing safety for cyclists. This can be accomplished through off-street multi-use paths, standard bicycle lanes or marked shared lanes, in order to minimize impacts to on-street parking, such as on Knollwood Drive, Braintree Drive, Weathersfield Way, Salem Drive and Summit Drive.
- As noted in the Bikeway Gap and Conditions Assessment Study, the Village's bicycle network includes notable gaps along the Village's arterial and collector roadways that limit both inter- and intra-Village access and mobility. The Village should continue to prioritize the construction of critical bicycle connections as indicated in the Bikeway Gap and Conditions Assessment Study as part of its Capital Improvement Plan.
- In addition to gaps in the bicycle network, the Village has several gaps within its pedestrian sidewalk system. The Village should continue to include sidewalk infill programs within its CIP, prioritizing projects on arterial roadways.
- Most of the signal-controlled intersections in the Village have crosswalks, pedestrian signals and curb ramps. However, some of the intersections are missing crosswalks and/or pedestrian signals on some of the approaches. Many of the crosswalks have standard parallel-line markings rather than more visible continental-style markings, and many of the pedestrian signals lack countdown timers and/or are not compliant with ADA standards. In addition, the majority of intersections have been designed with large turning radii to allow vehicles to quickly maneuver turns. This not only increases safety risks for pedestrians, but also increases the walking distances across intersections. The Village should integrate intersection improvements as part of its CIP to include crosswalk restriping, pedestrian countdown timers, ADA compliant design, and reduced turning radii where feasible.



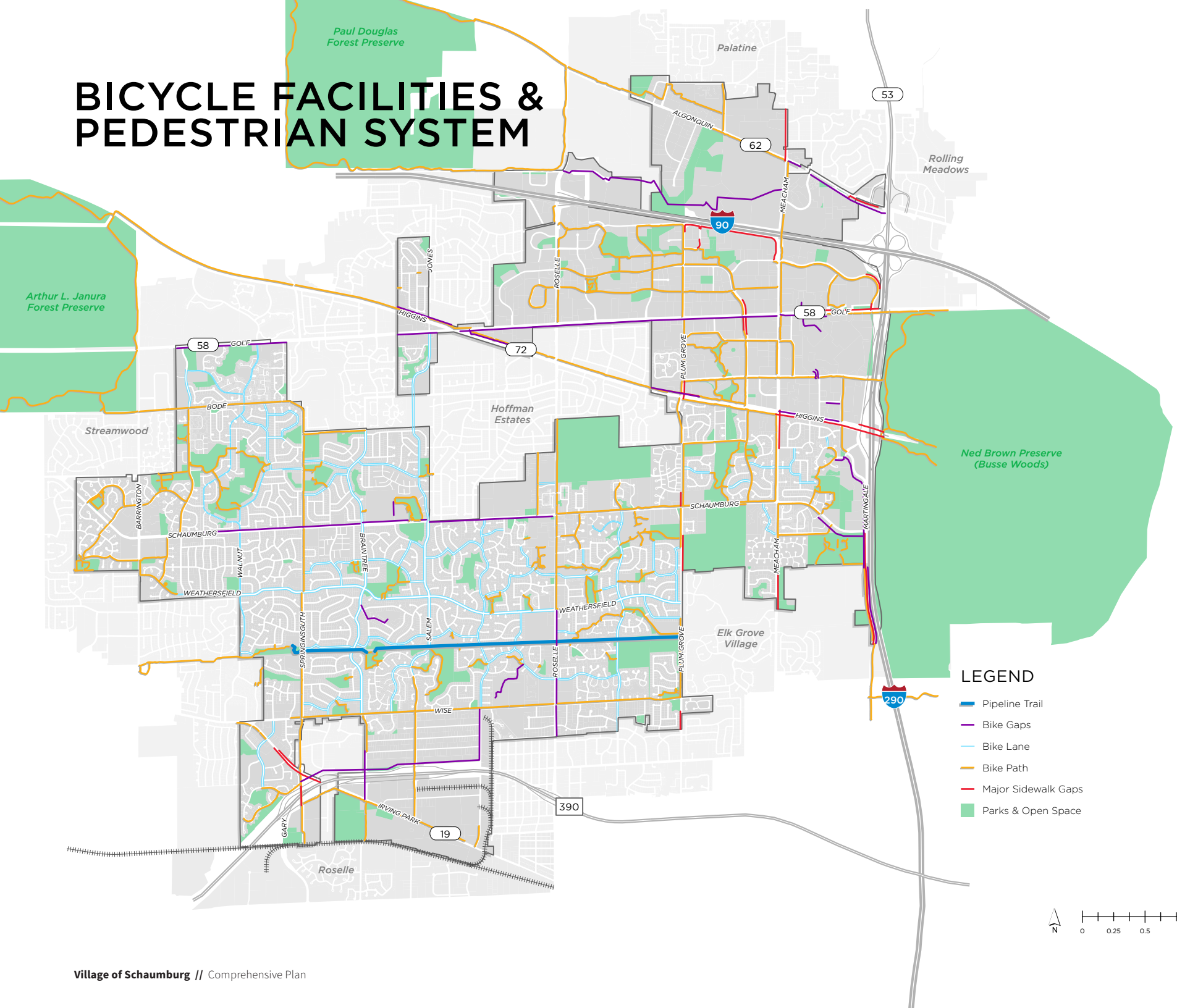
- As part of a Village-wide wayfinding program (**See Chapter 9: Tourism & Recreation**), wayfinding signage should be installed along the Village's shared-use paths. Signs should provide information regarding the direction of key sites, destinations within the Village, as well as include the distances. This helps to encourage people to visit the locations and understand the overall connectivity and access of the bicycle and pedestrian paths.
- The Village is making strides to increase the safety of intersections within Schaumburg. This includes an improved pedestrian crossing at Meacham Road and American Lane through a marked crosswalk, refuge island, and improved signage. A second crosswalk was installed at the Boomers Stadium and their western parking lot to increase pedestrian safety and access. The Village should continue to identify and improve pedestrian crossings, with a focus on major intersections.
- Local and regional partnerships provide opportunities to pool resources and create a better-connected active transportation network. The Village should work with the Park District to secure funds, such as grants, to create additional connections and new segments in the Village's bikeway and trail system. This includes creating a connection between Spring Valley and the Town Square, as well as implementing roadway crossing improvements at Plum Grove Road into Spring Valley. In addition, the Village should seek to partner with neighboring communities, and Cook and DuPage Counties to connect existing bike paths to create better regional connectivity by bike.
- The Village should explore the potential of constructing a pedestrian 'skywalk' over Higgins Road near Martingale Road. This would help provide greater access for pedestrians and cyclists between The Streets of Woodfield and both residential and office uses south of Higgins Road.

## PIPELINE TRAIL DEVELOPMENT

The Village has an opportunity to extend its multi-modal trail network, filling a crucial bike gap and connecting multiple neighborhoods through the development of a new cross-town trail. As noted in the **2016 Bikeway Gap & Conditions Analysis**, an existing gas line right-of-way provides an east-west trail alignment that would connect existing bike trails and paths as well as three parks and a school. Starting at Atcher Park, the Pipeline trail would connect to an existing trail in neighboring Hanover Park, and stretch 2.2 miles east, terminating at Lancer Creek Park.

The proposed Pipeline Trail utilizes land owned by the Natural Gas Pipeline Company of America and crosses through other privately-held property, as well as parcels owned by the Schaumburg Park District and School District 54. The Village will need to work with property owners to secure easements that allow the trail to pass through these properties. In addition, analysis has indicated two bridges will be needed over Roselle Road and Springinsguth Road, respectively, due to the need for midblock crossings without signalization. Construction of a trail would require cooperation of all affected property owners. In addition, the Village should explore crushed limestone or other low maintenance options for the construction material.

# BICYCLE FACILITIES & PEDESTRIAN SYSTEM






# CHAPTER 9
# TOURISM & RECREATION

*Schaumburg is well positioned to become a central tourist destination in the Chicago region, already supported by major employment centers and regional shopping destinations that draw thousands to the community each day. Further, the Village offers a number of unique amenities which appeal to individuals interested in entertainment, recreation, leisure, and unique experiences. Strengthening, diversifying, and expanding these amenities will allow the Village to grow its regional image, attract new visitors and residents, increase economic activity, and make Schaumburg a destination for tourism within the Chicago region.*

## GOAL:

Promote Schaumburg as a regional destination for entertainment and recreation while providing high-quality parks, open space, and recreational services to residents.

### OBJECTIVES:

- Launch a marketing and promotional campaign to increase tourism within the community.
- Develop a complete system of gateway and wayfinding signage to direct visitors and create a consistent identity within the Village.
- Attract new entertainment and hospitality uses to bolster tourism and create unique experiences within Schaumburg.
- Coordinate with existing entertainment businesses, attractions, and hospitality uses to make improvements that will continue to raise the quality of local tourism.
- Improve access to high quality park and recreational opportunities for residents through the community.
- Preserve and enhance open spaces and environmental features to beautify the community and protect the natural landscape.



# IMAGE & IDENTITY

A community's image and reputation has a significant effect on attracting residents and visitors. Both local and regional perceptions of Schaumburg will impact the likelihood an individual will visit the Village, what they plan to do while there, and how they spend their money within the community.

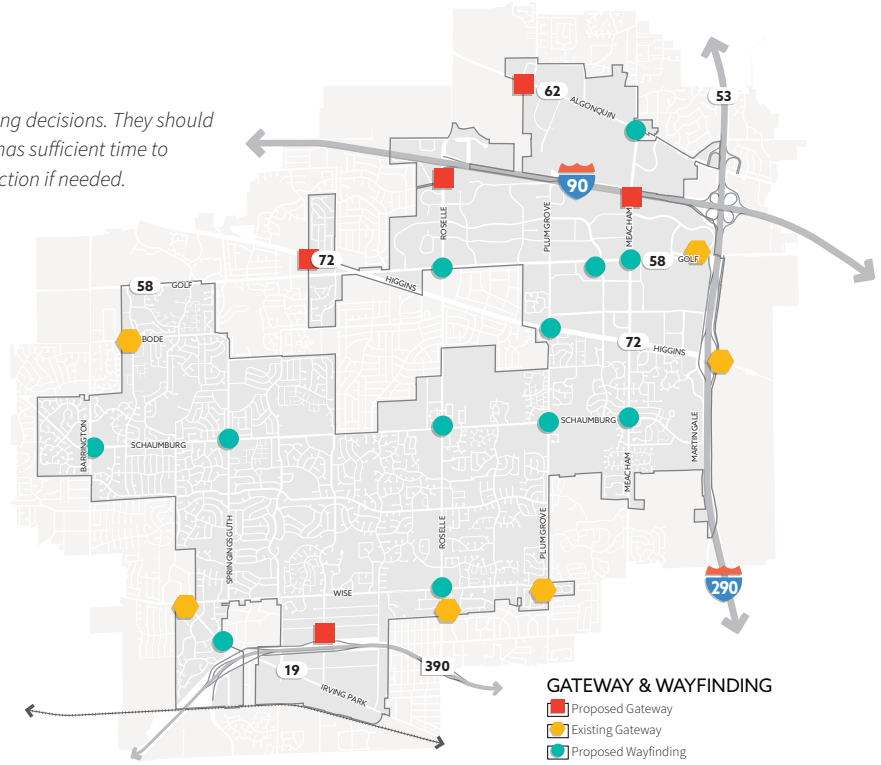
Understanding the importance of Schaumburg's image, the Village should launch a marketing and promotional campaign as a first step to improve local tourism. This campaign should aim to elevate Schaumburg's local and regional image and build greater awareness of the Village as an entertainment destination. This campaign should include the following elements:

- Establish design aesthetics for all promotional and marketing materials, including other media utilized or published by the Village on a regular basis. These aesthetics should formalize a cohesive and unified brand for the community.
- Develop a slogan that emphasizes Schaumburg's status as an entertainment destination for the northwest suburbs. This slogan should be catchy, easy to remember, and recognizable.
- Identify opportunities to publish and disseminate promotional and marketing materials, both within Schaumburg and in surrounding communities. This can include flyers, posters, and billboards, as well as other media such as local TV commercials, radio adds, social media, or online advertisements.
- Identify local partnerships for cross-promotion and cooperative marketing with entertainment businesses and organizations, such as the Schaumburg Business Association, Meet Chicago Northwest, the Woodfield Mall, the Schaumburg Park District, Schaumburg Boomers, Medieval Times, and LEGOLAND. These efforts should focus on creating greater awareness of the entertainment destinations that are located within the Village of Schaumburg. Meet Chicago Northwest in particular could help promote the Village's brand and image through regional selling and marketing efforts.
- Focus marketing on local employers and those who are employed in the Village but live elsewhere. While these individuals spend a significant portion of their week within Schaumburg, they often leave the community directly after work to travel to other municipalities in the region. Efforts to promote local entertainment and other amenities should help capture greater activity and encourage those employed in Schaumburg to spend more time within the Village.
- Incorporate commercial and residential amenities within marketing material to create a unified campaign that demonstrates all Schaumburg has to offer and creates a "total package" concept for the Village. This can include Woodfield Mall, The Streets of Woodfield, specific neighborhoods, local schools, the Schaumburg Golf Course, the Schaumburg Park District, or specific retailers like IKEA. For this effort, the Village should coordinate with Meet Chicago Northwest to ensure marketing and promotional materials are complementary.

## Attraction to Place

*Residents' attraction to place is a strong determinant of whether they stay a resident. According to the Soul of the Community Project, a three-year study conducted by the John S. and James L. Knight Foundation and Gallup completed in 2010, places that are "loved" do better economically. The community drivers that instill a sense of pride and municipal adoration in residents are the same that attract new residents: aesthetics, social offerings, and openness. Aesthetics involve the physical beauty of a community; social offerings are places for people to meet and interact; and openness refers to "how welcoming a community is to different types of people, including families with young children, minorities, and talented college graduates." Recommendations within this chapter provide guidance for Schaumburg to improve its image, increase local events, and provide activities that celebrate its diverse population.*

*Wayfinding signs assist in wayfinding decisions. They should be located where the user (driver) has sufficient time to change their current course of direction if needed.*




## GATEWAYS

Gateway features are often a visitor's first impression of the surrounding community. These elements welcome individuals and contribute significantly to local identity. The Village's existing gateway signage is some of the best within the Chicago region. Gateway features are high quality, well maintained, welcoming, and clearly mark entry into the Village. However, not all major entries into the community have been improved with gateway features, or the existing gateways lack similar design aesthetics. For example, the gateway sign on Plum Grove Road at the southern side of the Village does not match the sign on Roselle Road. The Village should improve all major entrances into the community with gateway features that mimic the quality and style of existing signage, such as that along Higgins Road directly east of I-290 and on Golf Road west of US 53. This should include signage along all high-traffic roadways entering the Village as well as exits from major highways. The Village should further explore opportunities for distinctive and memorable gateway elements such as over-the-road archways or public art.

In addition to community gateways, the Village should also install local gateway signage which marks entry into specific districts of the community. These features can mimic the style of existing gateway signage, but should have their own unique brand and design to distinguish specific districts within Schaumburg. In particular, the Town Square and Woodfield Areas should be improved with local gateway signage.

## WAYFINDING SIGNAGE

In addition to gateway features, wayfinding signage greatly influences a community's identity and image. Further, it plays a key role in tourism, directing visitors to key destinations and attractions within the Village. To complement existing gateway elements, the Village should develop a complete network of wayfinding signage to direct and inform visitors of key destinations throughout the Village. Wayfinding signage should mimic existing gateway signage and include the Village logo. Further, the same design and style standards should be used for all wayfinding signage to create a cohesive appearance. While wayfinding will be largely aimed at motorists, considerations should be made for pedestrians and cyclists, including improvements along dedicated trails and bike routes. Wayfinding signage should establish routes from interstates and major corridors to the following attractions:

- Woodfield Mall
- Streets of Woodfield
- Robert O. Atcher Municipal Center
- Schaumburg Metra Station
- Schaumburg Convention Center
- Town Square
- 90 North District East
- Schaumburg Township District Library
- Restaurant Row
- Key parks and recreational amenities, such as Olympic Park, Spring Valley Nature Center, and the Sport Center
- Key attractions, such as Medieval Times, Boomers Stadium, and LEGOLAND

## ADDITIONAL RECOMMENDATIONS

- As appropriate, the Village should incorporate the Schaumburg logo and other elements of the Village's branding onto street signs and at major intersections, so as to further contribute to a cohesive and collective appearance within the community. This may require cooperation with IDOT or Cook County for roadways which are outside the Village's jurisdiction.
- Continue to work with local news outlets and similar media sources to publish positive stories about Village projects, events and activities, and local stories within Schaumburg to foster community pride and create greater awareness of "goings-on" within the Village.
- Coordinate with adjacent communities, particularly Hoffman Estates, to ensure streetscape treatments and landscaping improvements are continuous along roadways shared by both municipalities.
- Coordinate with major employers to explore improvements which may assist with attracting new employees. Often, employers have a set "tour" used for recruiting new talent. Reviewing these and other trends should help identify limiting factors which can be addressed. This could also assist with identifying improvements that will make Schaumburg more attractive to those looking to both live and work in the Village.
- Consider development of wayfinding signage geared toward cyclists and pedestrians, in accordance with planned trails, bike routes, and other facilities.
- Explore opportunities to incorporate public and local art within gateway and wayfinding signage.

## ENTERTAINMENT & HOSPITALITY

Entertainment and hospitality are at the very core of tourism. They provide unique activities, recreation, leisure, and other experiences that attract individuals to the community and contribute to a larger regional reputation of Schaumburg as an exciting place to both visit and live. Further, while entertainment and hospitality includes a variety of land uses, it is most commonly operated by private companies, generating economic activity and supporting new investment within Schaumburg.

To support greater tourism, the Village should take advantage of opportunities to expand entertainment and hospitality uses within Schaumburg. This should include efforts to attract new businesses and investments, as well as projects to improve or expand community facilities which contribute to local tourism. Given that the Village is largely built-out, new development is likely to be concentrated in existing commercial areas or accommodated through redevelopment. To encourage additional entertainment and hospitality, the Village should implement the following recommendations:

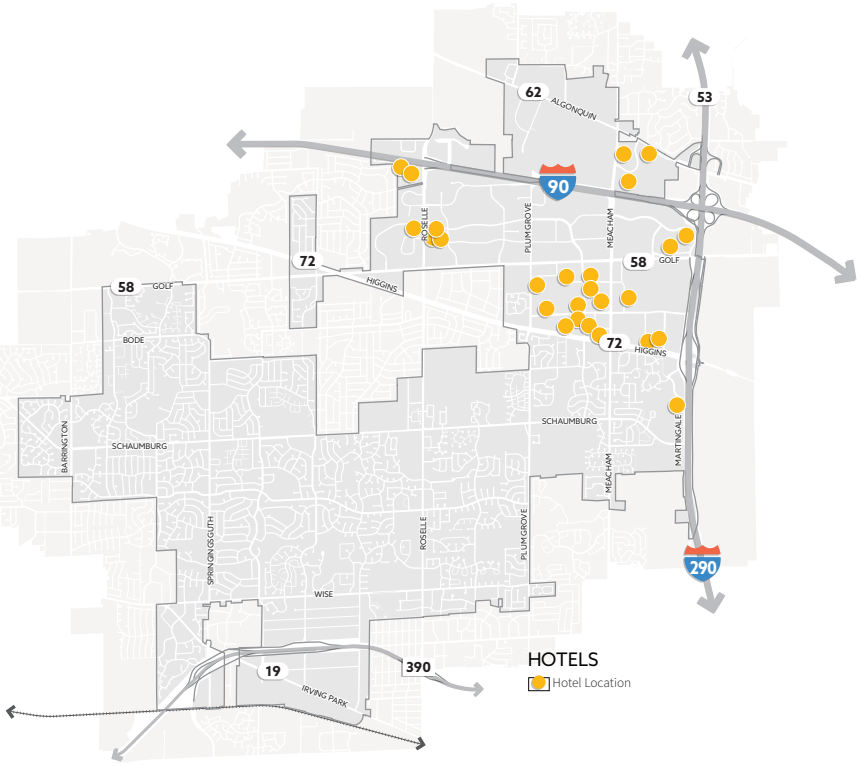
- Develop promotional materials, preferably as part of a promotion and marketing campaign, geared toward attracting new entertainment businesses and elevating Schaumburg's reputation as a community which is business friendly, particularly for entertainment and hospitality uses.
- Direct potential entertainment and hospitality uses to locate in areas which already have similar uses, so as to facilitate the creation of entertainment districts. In particular, new growth around the Woodfield Mall area and in the 90 North District East would help build these areas as districts for entertainment. This may be reliant upon market demand and the ability of businesses to reinforce rather than compete with each other.
- Provide regulatory assistance for entertainment and hospitality uses and work with developers to meet set requirements. Many types of entertainment uses may have difficulty meeting conventional standards, thus close cooperation will be necessary to adequately address necessary zoning relief.
- Incorporate existing entertainment uses within the promotional and marketing campaign, aiming to build a better relationship between Schaumburg and existing entertainment and hospitality businesses. This could include marketing geared toward Park users and distributed through the Park District. This will help link Schaumburg with private marketing efforts and publicize many popular destinations.
- Maintain close communication with popular entertainment businesses to ensure they remain within the community, are able to adequately operate within the Village, and identify potential public-private partnerships.
- In addition to pursuing opportunities to expand tourism, the Village should also provide support for existing attractions, businesses, and amenities. These uses already support considerable tourism within Schaumburg and provide a foundation for additional tourism. As such, it is essential for the Village to maintain these amenities and ensure they continue to operate within the community.




## HOTELS

Hotels provide hospitality and temporary lodging within Schaumburg, supporting tourism, employment, and economic activity. While hotels are dispersed across the Village, many are located in northeastern Schaumburg and along interstates that travel through the community. Existing hotels adequately provide a variety of hospitality options within the Village. The Village should focus on supporting existing hotels and coordinating improvements which will further elevate tourism within Schaumburg. This can be accomplished utilizing the following recommendations:

- Partner with local hotels and regional transit, such as Pace, to create shuttle service to important regional destinations, particularly O'Hare International Airport.
- Coordinate with hotels to create a package of promotional materials regarding local attractions, restaurant options, and events and activities to be disseminated and made readily accessible at hotels within the Village.
- Create a promotional pamphlet for visitors and major employers which details all hotel options within the Village.
- Facilitate partnerships between major employers and hotels to ensure that those visiting Schaumburg for work stay in a hotel within the community.
- Facilitate partnerships between entertainment uses and hotels in Schaumburg to publicize local attractions and support tourism activity.






## COMMUNITY EVENTS

Community events, including festivals, markets, parades, and other activities to support tourism while creating important gathering spaces for residents to socialize and interact. Schaumburg hosts a variety of annual community events, including Septemberfest, the Summer Breeze concert series, Prairie Arts Festival, and seasonal Farmers Markets. These events help to foster community pride while drawing visitors from neighboring communities. The Village should continue to host existing events and identify opportunities to enhance them each year. In addition, the Village should explore options for new community events which will contribute to tourism and provide greater variety of activities and festivals to residents.

- Coordinate with local organizations, such as the Park District, Schaumburg Business Association, or Meet Chicago Northwest, to explore opportunities for new events, festivals, parades, markets, or unique activities. In particular, new events should reflect and celebrate the diverse cultures and demographics that comprise the Schaumburg community.
- Explore options for community events during the winter which feature seasonal activities such as sledding, ice staking, snowman-building, or ice carving.
- Work with the Schaumburg Park District to explore options for an ice skating rink or other similar winter recreational opportunities within the community. For the past two years, the Park District has set up ice skating rinks in the Olympic Park parking lot. The Village should review this location and work with the District to consider if other locations would better support this activity. For example, Town Square would provide a more centralized location with access to food options and other nearby amenities.
- Create a “Taste of Schaumburg” or similar event that offers inexpensive food and beverage to showcase local cuisines, restaurants, and cafés.
- Incorporate existing and future community events within marketing and promotional materials, with a particular focus on attracting visitors from adjacent communities to distinct events and activities within Schaumburg.
- Encourage existing entertainment businesses, major employers, and commercial retailers to get involved with community events. This could include sponsorship, special activities or performances, selling of unique merchandise, or other forms of involvement.
- Expand the Farmers Market by increasing the hours of operation and number of accepted vendors. This may require a larger venue in the long-term.
- Explore options to host future community events and activities at the 90 North District East.




## CONVENTION CENTER & 90 NORTH DISTRICT EAST

The Schaumburg Hotel & Convention Center is located northeast of the Meacham Road / I-90 Interchange. The Village is currently working with a consultant to develop a master plan for the previous Motorola Campus west of Meacham Road. As part of this effort, the area east of Meacham Road and directly north of I-90 has been discussed as a potential entertainment district, referred to as the 90 North District East. In anticipation of this direction, the Village has already purchased two properties along Thoreau Drive to assist with roadway realignments in the area. This district would utilize the convention center as an anchor to support additional entertainment uses. In addition, construction of a community theater on the vacant lot west of the convention center has been discussed. Depending largely on finalized plans for the area, the Village should pursue the 90 North District East concept with the following recommendations in consideration:

- Develop a theater or similar facility, either adjacent to the convention center or elsewhere within the 90 North District East. This amenity would emphasize the public nature of the district and help draw individuals to the area.
- Establish a complete pedestrian network as part of development and roadway realignment projects. This should include sidewalks, trails, or pedestrian connections to ensure the district is fully walkable and pedestrian friendly.
- Incorporate bicycle infrastructure within roadway realignment and development projects within the district. This can include bike lanes, dedicated trails, bicycle parking, and other improvements to make the district bike friendly.
- Coordinate with the Schaumburg Business Association, Meet Chicago Northwest, the Convention Center, and other organizations to attract new uses to the district, including entertainment and hospitality uses.
- Consider incorporating mixed-use developments as part of the district, which could include first floor commercial or entertainment uses with office spaces or high density residential above.
- Review potential parking needs for the district, exploring options for both surface parking as well as a shared parking deck which would reduce the parking footprint and allow for greater development options.
- Coordinate with the Convention Center to identify potential uses, such as evening entertainment, restaurants, or cafés, to support activities and events held at the Convention Center.
- Coordinate with Pace to expand the route of the Schaumburg Trolley to include the 90 North District East as well as providing access to restaurants and businesses along Meacham Road south of I-90.
- Multi-family residential to the east should be maintained; however, if redevelopment opportunities arise in the future, investment should be in line with the character of 90 North District East and could include mixed use development.

## SCHAUMBURG BOOMERS

The Schaumburg Boomers are a Frontier League baseball team that draws more than 170,000 visitors to the community each year. Their stadium is located in southwestern Schaumburg, south of the Illinois Route 390 Tollway and north of the Schaumburg Metra station, with direct access between the station and stadium. In addition to regular baseball, the stadium is also utilized for non-sport events such as festivals or music concerts. The stadium is well maintained and has adequate parking; however, its location makes it generally isolated from much of the Schaumburg community. The Village should maintain close communication with the Boomers to ensure continued quality, address potential issues, and take advantage of opportunities for improvement in the future. This should include the following recommendations:

- Regularly review pedestrian and bicycle connections to the stadium and explore opportunities to improve and provide greater accessibility to the stadium for non-motorists.
- Actively seek the construction of a dedicated trail or pathway between the Boomers Stadium and the Schaumburg Park District Sport Center.
- Coordinate with the Schaumburg Boomers to explore the potential of a "community" day and other events at the stadium. This event could act like a community gathering, with activities, food, and games themed around baseball and building a greater relationship between residents and the Boomers.
- Coordinate with the Schaumburg Boomers and Metra to explore the potential of community events or activities which would activate the parking lot during times it would normally be underutilized, such during the off season.
- The Village of Schaumburg and the Schaumburg Park District have compiled a five year capital plan for the facility to be used as the framework for future facility improvements to ensure the stadium and team remain competitive in the local market. Improvements have been scheduled and include the renovation, winterization, and expansion of indoor suites, creation of outdoor suites and improvements to the current playing surface so that the facility can attract other event promoters. All of these improvements are expected to expand entertainment options at the stadium beyond those that currently exist and to enhance the overall experience for current patrons of the stadium.





## Commitment to the Environment

*In recent years, the Schaumburg Park District has made a commitment to the environment, adopting the Green Light Sustainability Plan in 2009. Since then, the Park District has implemented numerous green initiatives, including green roofing, energy reduction, battery recycling, rainwater recycling, and use of native plants, to name a few. At the Handlon Administration Building, energy usage is presented in real time on a television display. This not only helps to monitor energy consumption but also create public awareness and accountability of the Park District's commitment to sustainability.*

*The Village is currently undergoing a review and update of the Comprehensive Green Action Plan (CGAP), which will help to identify and implement many similar green initiatives across the community. The Village should continue this effort and coordinate with the Park District to identify potential projects given what has been most successful for the District. In particular, the Village should place an emphasis on sustainable practices within municipal buildings and explore similar installations like the Park District's real-time energy consumption display. The Village has already established a goal within the CGAP of achieving ENERGY STAR ratings for all municipal buildings.*

# RECREATION

In addition to more traditional entertainment uses and attractions, recreational amenities play an important role in both local tourism and quality of life to residents. Parks, recreation facilities, forest preserves, and other amenities bring individuals to the community for recreation and are a significant factor in quality of life for Schaumburg residents. As such, the Village should continue to support high quality recreational opportunities and related service providers.

## SCHAUMBURG PARK DISTRICT

Recreational amenities within Schaumburg, including park and recreational facilities, are owned and operated by the Schaumburg Park District. The District operates 80 parks and facilities with nearly 1,053 acres of parkland, also providing service to many adjacent communities. This includes Olympic Park, a 72 acre sports complex with facilities for soccer, baseball, softball, football, and basketball. The park acts as a regional draw and destination for amateur sports groups. Within Schaumburg, the Park District provides approximately 14.24 acres of parkland per 1,000 residents, which exceeds the national standard of 10 acres per 1,000 residents. In addition, park facilities are well dispersed throughout Schaumburg and ensure that the majority of residents have immediate access to parkland and recreational opportunities. Given that the Park District is a separate entity, the Village cannot directly alter or improve parkland and facilities. However, the Village should maintain close coordination with the Park District and work together to consider the following recommendations:



- Develop new parkland space as opportunities arise. While the community is well served, the Park District should always explore opportunities for new parkland, particularly in areas of the community which are not as well served.
- Regularly review existing parkland and programming to identify necessary improvements, replacements, and expansions over time, with a focus on providing opportunities for children and adults to be active outside.
- The Park District should continue conducting surveys to identify program wants and needs of the community.
- Explore opportunities to host municipal events, activities, and community gatherings at parks throughout the Village. This could include an expanded summer "movies in the park" series, building off the event held last year in Olympic Park, as well as neighborhood block parties, or other rotating events that utilize local parks.
- Develop trails, pathways, and dedicated routes to provide pedestrian and bicycle mobility between parkland facilities.

## COOK COUNTY FOREST PRESERVES

While not located within the Village, three Cook County Forest Preserves are located within close proximity of Schaumburg. The Ned Brown Preserve (Busse Woods) is located directly east of the Village on the east side of I-290, and the Paul Douglas Forest Preserve and Arthur L. Janura Forest Preserve are located just northwest of the Village. The forest preserves offer Schaumburg residents access to natural landscapes, recreation, and spaces in which to spend time and enjoy the outdoors. While the forest preserves are outside the Village's jurisdiction, the following recommendations could help capitalize on these assets:

- Coordinate with the Forest Preserve District of Cook County to improve pedestrian and bicycle connectivity between Schaumburg and adjacent forest preserves. This could include improved sidewalk infrastructure as well as off-street pathways, trails, and dedicated routes.
- Identify partnering opportunities between the Forest Preserve District of Cook County and Schaumburg, such as unique festivals or community gatherings. For example, the Ned Brown Preserve could be used for a multi-community festival which brings together residents from Schaumburg, Elk Grove Village, Arlington Heights, and Rolling Meadows.
- Coordinate with the Forest Preserve District of Cook County and local schools to develop educational opportunities to teach students about wildlife, ecosystems, and preservation.
- Include the forest preserves within the wayfinding signage program. This will help direct visitors and residents to the forest preserves and create a better recognition of them as unique assets for the community.



## Sustainable Park Design

*At their foundation, parks are intended to provide outdoor spaces in which residents can enjoy the outdoors. However, across the country, park design can often lead to unsustainable practices. For example, lush green grasses are a staple of the basic park, yet turf grass requires frequent mowing, watering, and fertilizing, which wastes water and energy while also contributing to flooding and erosion.*

*As the Village and Park District make improvements to parkland over time, sustainable park design should be a key consideration. While radical changes to existing parkland is not recommended, changes over times to utilize sustainable best practices will help create healthy parks and natural areas. The following sustainable design practices should be considered:*

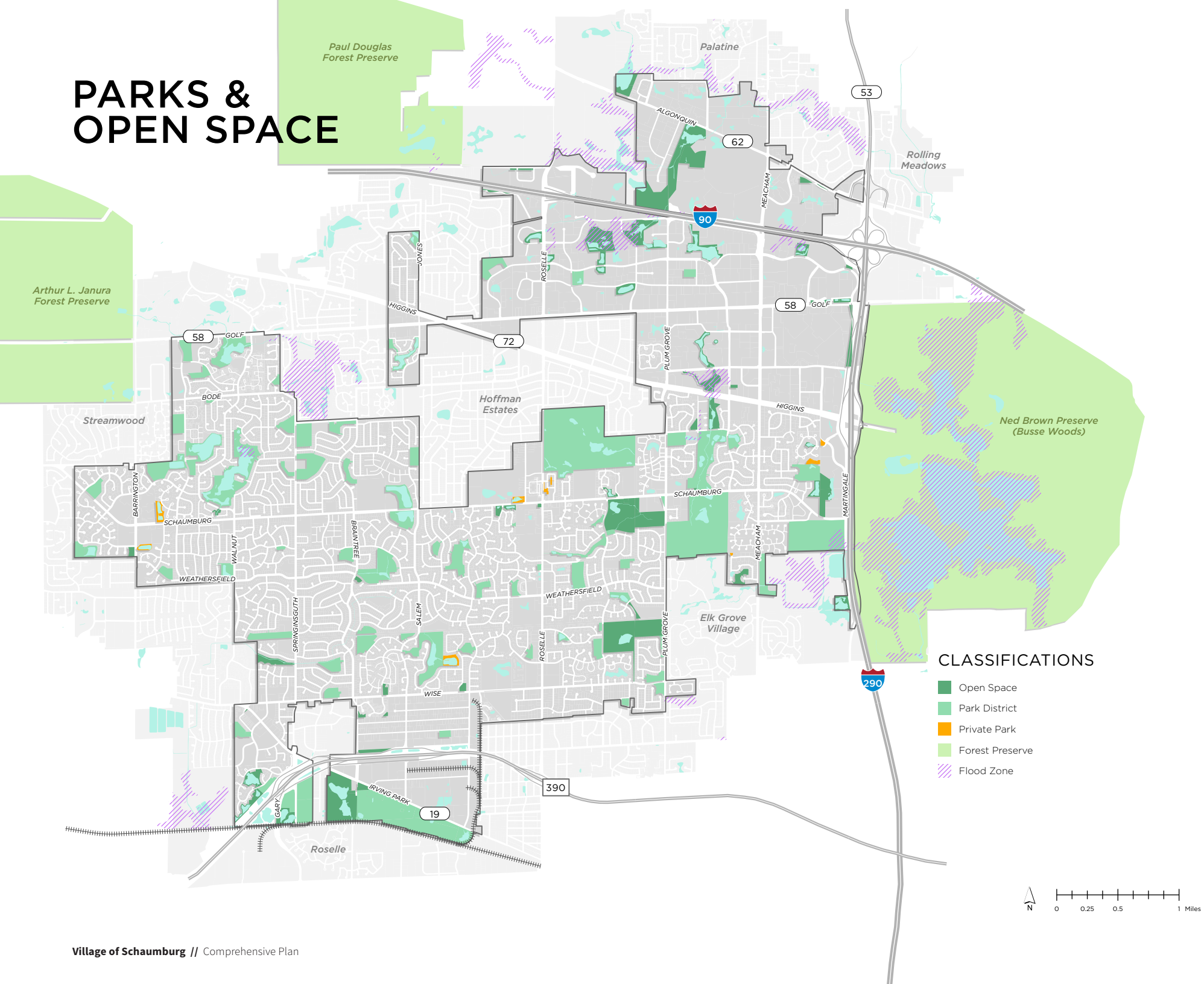
- *Utilize native landscaping and restore natural areas to reduce maintenance and water use*
- *Utilize energy-efficient buildings to reduce energy consumption and costs*
- *Incorporate recycling receptacles, composting, and stormwater capturing on-site*
- *Consider wildlife and habitat creation to attract animals and insects which are beneficial to ecosystem and community health, such as the District's numerous Monarch Butterfly stations.*
- *Choose native, perennial and pollinator-friendly plants*
- *Utilize green infrastructure, such as deep-rooted native plants, cisterns, and permeable pavers*

# OPEN SPACE & ENVIRONMENTAL FEATURES

Open space and environmental features include natural and landscaped areas that support passive recreation, beautify the community, and assist with stormwater management. Within Schaumburg open space is concentrated in both community parks, such as Spring Valley Nature Center, as well as private residential and commercial properties. Generally, open space is not intended for development and has been specifically set aside for conservation and beautification. Given that Schaumburg is almost completely built out, the Village should emphasize preservation of existing open space and environmental features.

- Maintain and enhance existing open space throughout Schaumburg. This will require coordination with employers and property owners, as much of the Village's open space is concentrated in detention ponds, green spaces, and landscaped areas within local neighborhoods and employment centers. The Village should encourage enhancement of open space that is adjacent to employment, shopping, and commercial centers by adding recreational uses like trails and walking paths to help balance the urban development pattern, buffer nearby residential uses, and encourage multi-modal transportation.
- Require open space dedication within all new residential developments, as well as consider encouraging or requiring similar open space dedications within industrial or commercial developments for employee usage.
- Develop a community-wide Public Areas Beautification Plan including recommendations for enhancing and expanding existing green space and creating new green space and community gateways.
- Encourage and incentivize the usage of native plants and landscaping to increase plant diversity, improve stormwater management, and beautify landscaped areas. The Village should require natural, native landscaping for all municipal buildings and facilities.
- As development and redevelopment occurs, incrementally bury overhead utility lines to avoid potential conflicts with trees as they grow and mature.

# PARKS & OPEN SPACE





# CHAPTER 10
# IMPLEMENTATION

*Implementation is essential to convert the Comprehensive Plan into physical change and action within the Village of Schaumburg. This process will require the cooperation of Village staff, elected and appointed officials, public agencies, the local business community, property owners, developers, and residents. This chapter provides the tools and strategies to assist with achieving the Village's long-term vision and applying recommendations to meet the specific goals and objectives of the plan. This includes an action plan to guide next steps in the planning process and an Implementation Action Matrix which reviews and provides direction on all recommendations made throughout the plan.*

# ACTION PLAN

The Action Plan establishes next steps by which the Village can begin implementation and continue the time-honored tradition of community planning in Schaumburg. These strategies are intended to ensure the Plan becomes integrated within regular planning efforts and policy decisions for the Village. Further, they assist with implementation of core recommendations and planning principles over the life of the plan.

## USE THE PLAN DAILY

The Comprehensive Plan should be used on a daily basis, functioning as the official policy guide for land use, development, and community improvement in Schaumburg. It should act as a 'go-to' document to assist Village staff, the Village Board, and other boards and commissions, providing direction for the review and evaluation of future projects, development proposals, and initiatives. In addition, the Village should encourage service providers and partner organizations to utilize the Plan when establishing goals and analyzing future development, new facilities, infrastructure extensions, and programming.

To ensure daily usage and further educate the community about the Plan, Village staff should:

- Make the Plan document available online.
- Provide assistance to the public in explaining the Plan and its relationship to private and public development projects and other proposals, as appropriate.
- Assist the Village Board and other boards and commissions in the day-to-day administration, interpretation, and application of the Plan.
- Meet with key department heads and officials to explain the purpose, importance, and benefits of the Plan.
- Provide an 'orientation' for new staff, officials, and board members which highlights key take ways and major goals of the Comprehensive Plan which are essential to local policy and initiatives.
- Maintain a list of possible amendments, issues, or needs which may be the subject of change, addition, or deletion from the Plan.
- Coordinate with and assist the Village Board in the Plan amendment process as necessary.

## FORM AN IMPLEMENTATION ACTION COMMITTEE

As a first step toward implementation, the Village should form an Implementation Action Committee. This group would perform in an advisory role, charged with ensuring the Comprehensive Plan is implemented and continues to reflect the priorities and vision of the Village in the future. The Committee would meet at specific times throughout the year to review the Comprehensive Plan, discuss completed projects and improvements, and identify opportunities for additional implementation. The findings of these meetings would then be turned over to appropriate staff to direct implementation. This should include prioritized actions that are reflective of both the Plan's goals and objectives as well as changing conditions that may have been unforeseen during the development of the Plan. In this way, the advisory Implementation Action Committee will guarantee that action items are responsive to Village finances, economic development, and implementation progress. The Committee should be comprised of a mix of community volunteers and key Village staff.

## INTEGRATE WITH CAPITAL IMPROVEMENT PROGRAMS

Coordination of financial resources will be essential to implementation of the Schaumburg Comprehensive Plan, allowing for capital investment to be carefully and effectively organized. This is best accomplished by including the recommendations, projects, and directives of the Plan within the Village's annual Capital Improvement Program (CIP). This ensures that implementation is responsive to budget realities within the Village. Further, more significant projects or improvements can be spaced over multiple years due to various phases for design and construction. Inclusion within the CIP enables Village staff and officials to plan appropriately for funding requirements across the life of these projects and spread out costs to reduce the economic burden. As part of the Village's CIP process, the Schaumburg Comprehensive Plan should be referenced to identify and include priority projects for implementation. Examination of capital funding for implementation each year will assist with prioritization of action items and offer Village staff a period to review and become familiar with the Plan annually.

## DEVELOP & MAINTAIN PARTNERSHIPS

The Village of Schaumburg should be the primary lead for plan implementation, coordinating administrative actions and public improvement projects as identified within the Comprehensive Plan. However, the success of implementation will be reliant on developing and maintaining partnerships with the numerous stakeholders throughout Schaumburg, including public agencies, neighborhood groups, adjacent municipalities, the local business community, and the private sector. Given the breadth and scope of the Plan, these organizations will be essential to assisting the Village in reaching the established goals and vision for the future of Schaumburg.

Per the recommendations of the Plan, the Village should identify specific organizations and agencies to assist with implementation and explore opportunities for potential partnerships and collaborations. This should include open and regular communication with other governmental and service districts such as local school districts, the Schaumburg Park District, Cook and DuPage Counties, utilities companies, and the Illinois Department of Transportation. This should include discussion following adoption of the plan regarding what goals and recommendations are most likely to affect partner agencies. Further, the Village should encourage property owners and developers to undertake improvements and new construction that conforms to the directives of the Plan.

## MAINTAIN PUBLIC COMMUNICATION

The Schaumburg Comprehensive Plan was supported by an outreach process intended to gather public input and foster a sense of stewardship and excitement for the Plan. Through outreach events, public workshops, the project website, online surveys, interactive mapping tools, and other media, residents and stakeholders were able to get involved and stay informed of the Plan's development. This resulted in over 300 instances of public participation throughout the process. This helps communicate the importance of planning and provide individuals with a clear understanding of ongoing efforts to better their community and quality of life.

The outreach process should act as a foundation for continued communication with members of the public throughout implementation. The Village should ensure that major recommendations and the overall 'vision' for Schaumburg, as defined within the Plan, are conveyed to the entire community. This should be supported by regular updates, coverage of major milestones, and additional opportunities for residents to voice their opinion.

In addition, the Village should maintain avenues by which residents and stakeholders can communicate with Village staff and receive information about planning and development efforts. This should include methods for residents to voice questions and concerns that are then reviewed and addressed in a timely manner.

## UPDATE REGULARLY

Noting the Village's dedication to thoughtful planning, the Comprehensive Plan should not exist as a static document, but rather the center of a continuous planning process. Following adoption of the Plan, the community will continue to move forward, change, and evolve. As such, the Plan should be updated on a regular basis to respond to these changes, addressing shifts in community aspirations and demographic trends as well as new and unexpected issues as they arise. The Village should regularly initiate a systematic review and analysis of the plan. In general, a full review should be completed at least every two to three years; however, the best practice would be an annual review. This process should coincide with preparation of the Village's annual budget and CIP, enabling recommendations and projects from the Plan to be considered as part of upcoming commitments for that fiscal year. Establishing a routine for review of the Plan will ensure the document remains relevant to the needs and desires of Schaumburg.

# UPDATE RELATED PLANS

In addition to the Comprehensive Plan, the Village has completed numerous other planning efforts in the past. The resulting plans, studies, and reports are essential to guiding growth and development and addressing specific issues and study areas within Schaumburg. As such, key recommendations, directives, and policies from past plans have been appropriately incorporated within the Comprehensive Plan to provide a coordinated approach that is inclusive of previous planning within the community.

In particular, the Village has a set of area-specific plans which provide more detailed direction for key areas of the community. These plans act as an important reference for Village staff in day-to-day planning. However, many of the area-specific plans are dated, being adopted in the early 2000s and 1990s, and do not reflect changes within the Village since their development.

Following adoption of the Comprehensive Plan, the Village should review existing plans to identify those which remain relevant and applicable and those which should be updated or replaced. Those plans which remain relevant should be maintained as resources for Village staff until such time as they are updated. Plan updates should reflect modern trends and demographics, market realities, and be aligned with the goals, objectives, and vision of the Comprehensive Plan.

## *Existing Area-Specific Plans*

The following table reviews each existing area-specific plan: identifying the year it was adopted or last updated; its current status; and an update priority. It is important to note that, in cases where previous plans and the Comprehensive Plan both provide direction and recommendations for a specific area, the Comprehensive Plan supersedes other previous plans, studies, and reports.

| PLAN TITLE | YEAR ADOPTED/LAST UPDATED | STATUS | UPDATE PRIORITY |
|---|---|---|---|
| Golf-Roselle Sub-Area Plan | Adopted 2006 | Regularly consulted by Village Staff | Medium Priority |
| Irving Park Road / Wise Road Concept Plan | Adopted 1991/ Updated 2015 | Still applicable given recent update | Low Priority |
| North Schaumburg Plan | Adopted 2014 | Regularly consulted by Village Staff | Low Priority |
| Northwest Meacham Road Plan | Adopted 2006 | Periodically consulted by Village Staff | Medium Priority |
| Olde Schaumburg Centre Historic District | Adopted 2005 | Regularly consulted by Village Staff | High Priority |
| Loeber Farm Design Guidelines | Adopted 2003 | Periodically consulted by Village Staff | Low Priority |
| Triangle Sector Plan | Adopted 1995 | Periodically consulted by Village Staff | Medium Priority |
| Star Line T.O.D. District Plan | Adopted 2008 | No longer relevant | Low Priority |
| Woodfield Regional Center Design Guidelines* | Adopted 2004 | Regularly consulted by Village Staff | High Priority |
| Algonquin Road Sector Plan* | Adopted 1992 | No longer applicable, as study area is now addressed through the North Schaumburg Plan | Low Priority |
| Golf Road Sector Plan* | Adopted 1990 | Regularly consulted by Village Staff | Medium Priority |
| Martingale Road Sector Plan* | Adopted 1993 | The study area is largly built out | Low Priority |
| Roselle Road Sector Plan* | Adopted 1992 | Periodically consulted by Village Staff | Medium Priority |
| State Parkway Sector Plan* | Adopted 1991 | Periodically consulted by Village Staff | Medium Priority |
| Unocal Sector Plan* | Adopted 1993 | The study area is largly built out | Low Priority |
| Woodfield Road Sector Plan* | Adopted 1990 | Periodically consulted by Village Staff | Medium Priority |

**Sector Plans are part of the Woodfield Regional Concept Plan*

## MEASURE PROGRESS

As the Village seeks implementation, it is essential that staff have the tools to measure progress and analyze success in achieving the central goals and objectives of the Plan. The accompanying Performance Metrics provides staff with potential metrics, desired trends, and proposed data resources which can be used to gauge the success and progress of implementation. These are not intended to establish specific benchmarks or thresholds which signify an objective has been obtained. Rather, the metrics dictates preferred trends that demonstrate positive change while encouraging continued improvement over the life of the Plan. Metrics and trends are directly tied to the specific goals and objectives of the Comprehensive Plan.

# PERFORMANCE METRICS

## GOAL #1 – EMPLOYMENT & COMMERCIAL AREAS

*Foster diversified commercial and employment areas that serve both regional and local markets and enhance Schaumburg as a regional center.*

| POTENTIAL METRICS | DESIRED TREND | PROPOSED DATA RESOURCES |
|---|---|---|
| Total square footage of mixed-use development | Increase in square footage | Village databases |
| Total square footage of commercial and industrial development | Increase in square footage | Village databases |
| Total number of individuals employed within the Village | Increase in number of individuals employed within the Village | IL Department of Labor |
| Conversion of underutilized surface parking to infill development | Decrease in number of underutilized parking spaces | Village databases |
| Involvement in local business partnership organizations | Increase in number of businesses involved in partnership organizations | Schaumburg Business Association, Meet Chicago Northwest, and other organization's memberships |
| Total number of non-chain restaurants in Schaumburg | Increase in locally owned and operated non-chain restaurants | Schaumburg Business Association and Village databases |
| Amount of pedestrian and bicycle infrastructure within commercial and employment districts | Increase in mileage of pedestrian and bicycle infrastructure | Village databases |
| Total energy consumption of commercial buildings and developments | Decrease in total energy consumption | Village databases, utility databases, individual business owners |
| Number of individuals employed within the Village who utilize alternative transportation to commute | Increase in number of individuals employed within the Village utilizing alternative transportation | Individual employers, Pace, RTA, Village databases |
| Total square footage of existing commercial, industrial, and office spaces rehabilitated, repurposed, or converted for reuse | Increase in square footage | Schaumburg Business Association and Village databases |

## GOAL #2 – HOUSING & RESIDENTIAL AREAS

*Provide a diverse range of quality housing options that allow the Village to retain and attract residents that contribute to the local economy.*

| POTENTIAL METRICS | DESIRED TREND | PROPOSED DATA RESOURCES |
|---|---|---|
| Amount of multi-family residential | Increase in multi-family residential units | Village database |
| Range of housing price point options | Increase in the range of price point options | Realtor databases, tax assessor's office |
| Value of multi-family developments and units | Increase in property or home value for multi-family residential | Realtor databases, tax assessor's office |
| Regional competitiveness of multi-family products | Decrease in vacancy of multi-family products compared to peer communities | Realtor databases, tax assessor's office |
| Amount of mixed-use residential infill | Increase in number of residential units included as part of a mixed-use development | Village database |
| Resident satisfaction with neighborhoods and housing options | Increase in overall resident satisfaction | Survey of residents |
| Number of new residents by year | Stabilize and/or grow population | Village database |
| Amount of 'age in place' housing options | Increase in multi-family and senior living housing products | Village database |
| Number of low-income and moderate-income housing units | Increase in low-income and moderate-come units | Village database |

## GOAL #3 – COMMUNITY FACILITIES

*Maintain a high quality of life through the continuous maintenance and enhancement of community facilities and services through strategic infrastructure planning, partnerships, and collaboration.*

| POTENTIAL METRICS | DESIRED TREND | PROPOSED DATA RESOURCES |
|---|---|---|
| Efficiency of emergency services in responding to service calls | Consistent or decreased emergency response times within the Village | Fire Department, Police Department |
| Police services maintain safety within the Village | Decrease in total number of crime incidents | Police Department |
| Energy efficiency of civic buildings and facilities | Decreased energy consumption for all civic buildings and facilities | Village database, Utility providers |
| Energy efficiency of municipal vehicles | Decrease in energy consumption for municipal vehicles | Village database |
| Enhance solar power resources within the Village | Obtain a silver of gold SolSmart program designation | SolSmart program |
| Reputation for sustainable and environmental stewardship | Maintained or increased recognitions and designations for sustainability | National, state-wide, and regional sustainability programs and awards |
| Accessibility to library services | Frequency of usage for library service, programs, and meeting spaces | Schaumburg Township Library |
| Educational services are adequately adjusted for changes in total population | Right-sizing of educational facilities to meet service requirements | Local school districts |

## GOAL #4 – MULTI-MOBILITY

*Support a multi-modal transportation system that provides safe and efficient access and mobility that ensures roadways, transit, and bicycle and pedestrian facilities connect people throughout the community and the region.*

| POTENTIAL METRICS | DESIRED TREND | PROPOSED DATA RESOURCES |
|---|---|---|
| Average Commute Time | Decrease in average commute time | IDOT, Schaumburg Transportation Department |
| Ten minute drive-time | Increase in average distance that can be covered in a 10 minute drive | IDOT, Schaumburg Transportation Department |
| Number of street projects that adhere to Complete Streets policy | Increase in Complete Streets projects | Schaumburg Transportation Department, Engineering & Public Works Department |
| Average distance to nearest transit options | Decrease in average distance to transit options | Pace, RTA, Metra, Schaumburg Transportation Department |
| Number of trips originating or terminating in the Village on public transit options | Increase in trips originating and terminating in the Village | Pace, RTA, Metra, Schaumburg Transportation Department |
| Total area of impervious surfaces | Decrease in surface area | Village databases |
| Total mileage of transit routes within the Village | Increase in total mileage | Pace, RTA, Metra, Schaumburg Transportation Department |
| Total mileage of sidewalks | Increase in total mileage | Village databases |
| Total mileage of bicycle and pedestrian trails | Increase in total mileage | Village databases, Cook & DuPage County |

## GOAL #5 – TOURISM & RECREATION

*Promote Schaumburg as a regional destination for entertainment and recreation while providing high-quality parks, open space, and recreational services to residents.*

| POTENTIAL METRICS | DESIRED TREND | PROPOSED DATA RESOURCES |
|---|---|---|
| Revenue generated through tourism and entertainment businesses | Increase in total revenue generated | Village databases, Schaumburg Business Association, Individual business owners, Illinois Dept. of Revenue |
| Average hotel occupancy | Increase average daily occupancy | Schaumburg Business Association, Individual hotels |
| Number of gateway and wayfinding signs | Increase in number and effectiveness of signs | Village databases |
| Impact of branding efforts to elevate Schaumburg's image | Increase in visitation and awareness of Schaumburg | Survey of visitors at major entertainment destinations, like the Woodfield Mall |
| Number of entertainment and hospitality businesses in the Village | Increase in total number of businesses | Village databases, Schaumburg Business Association |
| Perception of Schaumburg as a tourism destination | Positive perception | Survey of visitors patronizing entertainment and hospitality businesses |
| Average walk-time for residents to parks facilities | Decrease in average walk-time | Schaumburg Park District, Village databases |

# IMPLEMENTATION ACTION MATRIX

The Implementation Action Matrix offers a comprehensive list of all implementation strategies, policies, and recommendations contained within the Schaumburg Comprehensive Plan. The matrix provides staff with a tool to prioritize implementation activities and projects over the life of the plan. In addition, the matrix allows the Village to approve specific, actionable items on an annual basis and evaluate progress based upon completed implementation strategies. The Implementation Action Matrix offers a brief description of each project and indicates the following:

## PRIORITY LEVEL

Priority is assigned with consideration for the cost, ease of implementation, and importance. Each strategy in the Implementation Action Matrix is indicated with one of the following:

- Priority 1: Near-term, low-cost, easier to implement, critical
- Priority 2: Mid-term, essential
- Priority 3: Long-term, desirable

## EASE OF IMPLEMENTATION

The ease of implementation is indicated by a traditional grade scale from A to F, with A being easiest to implement and F being most difficult to implement. This category is a collective indicator of the anticipated level of effort by responsible parties, estimated cost, budget opportunities, and general stakeholder interest.

## POTENTIAL PARTNERSHIPS

Potential partnerships identifies government bodies, civic organizations, private entities, and other associations which may be able to provide assistance with the identify strategy through coordination and cooperation.

| | RECOMMENDATION | PRIORITY | EASE | POTENTIAL PARTNERSHIPS |
|---|---|---|---|---|
| **CHAPTER 4: EMPLOYMENT & COMMERCIAL AREAS** | | | | |
| **4.1** | Work with property owners to conduct a parking study to identify areas that would benefit from shared parking agreements, parking reductions, and the use of a centralized parking structure, opening additional land for development | 1 | C | Development community, Schaumburg Business Association, Meet Chicago Northwest |
| **4.2** | Amend the Zoning Ordinance to allow mixed-use development, allowing for infill development of outlots and surface parking areas | 1 | C | |
| **4.3** | Support the transition of the area surrounding the Northwest Transportation Center as a mixed-use, transit-oriented neighborhood | 1 | E | Development community, Schaumburg Business Association |
| **4.4** | Continue to support the transition of the previous Motorola Compus into a walkable, mixed-use neighborhood | 1 | C | Development community, Schaumburg Business Association |
| **4.5** | Extend median landscaping treatments the entire length of the Golf Road corridor | 1 | C | IDOT |
| **4.6** | Craft a development scenario for the North Schaumburg TIF District Master Plan - East that includes a compact street grid | 1 | C | Development Community |
| **4.7** | Continue to require façade and landscaping improvements for special use requests, site plan amendments, and minor modifications for businesses throughout employment and commercial areas, with an emphasis on the Wise & Irving Industrial District | 1 | A | |
| **4.8** | Rezone areas within the Wise & Irving Industrial District to be compatible with existing and desired land uses | 1 | B | |
| **4.9** | Continue to permit on-street parking in the Spectrum Industrial Park | 1 | A | |
| **4.10** | Require new development and redevelopment projects in the Wise & Irving Industrial District to adhere to design guidelines from the Concept Plan | 1 | A | |
| **4.11** | Where appropriate, consider assisting with structured parking costs for Class A or B office space and/or the conversion of office to residential in the Employment Districts | 1 | D | |
| **4.12** | Work with property owners to reconfigure parking lots to improve access and mobility in the Employment Districts | 1 | D | Local Businesses, Schaumburg Business Association |
| **4.13** | Work with employers to support policies that encourage employees to take alternative transportation | 1 | C | Local Business, Schaumburg Business Association, RTA, Pace, IDOT |
| **4.14** | Implement zoning changes as recommended in the Irving Park Road/Wise Road Concept Plan | 1 | B | |
| **4.15** | Maintain restaurant uses and prohibit retail uses on Meacham Road south of Golf Road and north of Higgins Road | 1 | A | |
| **4.16** | Assess and maintain the sidewalk within the Community Commercial areas | 1 | A | |
| **4.17** | Continue to install landscaped medians on Wise Road to improve the aesthetics of the corridor | 1 | A | Cook County |
| **4.18** | Include high-visibility crosswalks, pedestrian signals, and other safety measures in the Community Commercial areas | 1 | D | IDOT, Cook County |
| **4.19** | Minimize pedestrian-crossing distances, particularly on Roselle Road | 1 | E | IDOT, Cook County |
| **4.20** | Consider installing safe, and attractive midblock crossings and pedestrian refuge islands in the Community Commercial areas | 1 | E | IDOT, Cook County |
| **4.21** | Minimize curb-cuts along commercial corridors | 1 | D | IDOT, Cook County |
| **4.22** | Continue to make streetscape improvements on Schaumburg's commercial corridors | 1 | E | IDOT, Cook County |
| **4.23** | Continue to work with property owners to develop the North Schaumburg TIF District Master Plan - East | 1 | C | Development Community |
| **4.24** | Work with property owners in the Wise Service Transitional District to implement façade improvements and increase landscaping | 1 | C | Development Community |

| RECOMMENDATION | | PRIORITY | EASE | POTENTIAL PARTNERSHIPS |
|---|---|---|---|---|
| **4.25** | Work with property and business owners in the Employment Districts to develop centralized parking facilities to serve multiple office buildings | 2 | F | Local Businesses, Development Community |
| **4.26** | Consider developing Town Square into an active, mixed-use district | 2 | F | Development Community, Schaumburg Business Association, RTA, Pace |
| **4.27** | Consider rezoning existing M-1 Districts in the Employment Districts to M-P | 2 | C | |
| **4.28** | Work with property owners to amend applicable Reciprocal Easement Agreements to allow for future development of outlots and enhance shared parking | 2 | C | Development community |
| **4.29** | Discourage the conversion of apartments to condominiums in North Schaumburg | 2 | A | |
| **4.30** | Embrace the auto dealership cluster and encourage other dealerhsips to locate to Golf Road | 2 | C | Auto dealers, Development Community |
| **4.31** | Complete Wise Road and Irving Park Road median/streetscape enhancements | 2 | A | IDOT, Cook County |
| **4.32** | Evaluate use of vacant lots in Spectrum Industrial Park | 2 | A | Development Community, Small Business Development Center |
| **4.33** | Analyze the Wise & Irving Industrial District for bikepath and sidewalk gaps | 2 | A | |
| **4.34** | Identify sites that could be consolidated for larger industrial developments in the Wise & Irving Industrial District | 2 | B | Development Community |
| **4.35** | Establish criteria for buldings that will qualify for improvement or repositioning in the Employment Districts | 2 | A | |
| **4.36** | Consider providing low-interest loans and/or grants for specified business improvements in the Employment Districts | 2 | C | Schaumburg Business Association |
| **4.37** | Consider providing development incentives such as permit fee waivers, parking requirement relief, and setback variances for properties in the Employment Districts | 2 | B | |
| **4.38** | Prepare a detailed market analysis for marketing/selling properties in the Employment Districts | 2 | D | |
| **4.39** | Work with property owners to establish cross-access agreements and eliminate curb cuts in the Wise Service Transitional District | 2 | C | Development Community |
| **4.40** | Establish a local restaurant grant program | 2 | B | |
| **4.41** | Continue to work with Schaumburg Business Association, Meet Chicago Northwest, the Woodfield Mall, local businesses, and educational institutions to identify partnership opportunities and develop innovative projects to provide local businesses quality employees and resources | 2 | A | Schaumburg Business Association, Meet Chicago Northwest, Local Businesses |
| **4.42** | Work with the Woodfield Mall owners to partner for events and promotions within the mall | 3 | A | Woodfield Mall owners, Meet Chicago Northwest |
| **4.43** | Work with the Woodfield Mall owners to increase the amount of onsite landscaping, which may include retrofitting parts of the parking lots to be more sustainable | 3 | B | Woodfield Mall owners |
| **4.44** | Analyze parking needs and roadway conditions within the Spectrum Industrial Park for possible adjustments and improvements | 3 | C | Schaumburg Business Association |
| **4.45** | Establish funding mechanisms to help finance infrastructure and other projects for the Wise & Irving Industrial District | 3 | C | |

| RECOMMENDATION | | PRIORITY | EASE | POTENTIAL PARTNERSHIPS |
|---|---|---|---|---|
| **CHAPTER 5: HOUSING & RESIDENTIAL AREAS** | | | | |
| **5.1** | Continue to enforce all building and landscaping codes and work with residents that may require assistance with compliance | 1 | A | |
| **5.2** | Continue to fund programs aimed at providing assistance to homeowners | 1 | A | |
| **5.3** | Explore additional opportunities to serve seniors and fixed-income households | 1 | A | |
| **5.4** | Continue code inspections and enforcement aimed at strengthening established multi-family neighborhoods | 1 | A | |
| **5.5** | Integrate senior housing into existing neighborhoods near commercial amenities | 1 | C | Development Community |
| **5.6** | Continue to implement recommendations within the Analysis of Impediments to Fair Housing | 1 | B | |
| **5.7** | Use Community Development Block Grant (CDBG) funds to increase awareness of fair housing, fund affordable housing needs and expand transportation choices | 1 | A | |
| **5.8** | Amend the Zoning Ordinance to allow small-lot single-family homes in certain areas and waive requirements for open space if the site is appropriately served by nearby parks | 1 | B | |
| **5.9** | Create mixed-use overlay districts at Town Square and the Woodfield Hub | 1 | C | |
| **5.10** | Explore opportunities to reduce parking through shared parking, increased mode share, and integrated parking in new developments to allow for the utilization of surface parking lots for mixed-use structures | 1 | C | Development Community |
| **5.11** | Amend the Zoning Ordinance to allow mixed-use multi-family residential uses within B-2, B-3, and B-5 commercial districts as a special use | 2 | C | |
| **5.12** | Work closely with local neighborhood groups and home owners' associations to proactively address issues affecting Schaumburg's neighborhoods | 2 | B | Local Neighborhood Groups |
| **5.13** | Amend the Zoning Ordinance to reduce the required amount of parking for multi-family units | 2 | A | |
| **5.14** | Continue to perform sidewalk inventory that determines areas to add or improve sidewalks | 2 | A | |
| **5.15** | Work with residential developers to integrate small single-family and assisted living units into new developments for seniors | 2 | C | Development Community |
| **5.16** | Coordinate and integrate energy efficiency retrofit and weatherization programs for multi-family housing | 3 | C | Local Neighborhood Groups, Home Owners Associations |
| **5.17** | Host community events that celebrate the Village's ethnic populations | 3 | B | Schaumburg Library, Local School Districts, Schaumburg Park District |
| **5.18** | Educate local realtors to inform them of Schaumburg projects that can impact their work and future homeowners | 3 | A | |

| | RECOMMENDATION | PRIORITY | EASE | POTENTIAL PARTNERSHIPS |
|---|---|---|---|---|
| **CHAPTER 7: COMMUNITY FACILITIES** | | | | |
| **7.1** | Review the existing business permitting process to identify opportunities to streamline the process | 1 | B | |
| **7.2** | The Schaumburg Fire and Police Departments should continue to work with the Community Development Department as new developments are proposed to anticipate increased service-coverage needs | 1 | A | |
| **7.3** | Maintain communication with the various educational institutions in Schaumburg to coordinate growth, mitigate future impacts due to increased enrollment and facility changes, and facilitate a positive relationship between the schools and the bordering neighborhoods | 1 | A | |
| **7.4** | Continue to work with the school districts to ease traffic congestion during drop-off and pick-up times as well as establish programs to increase the use of alternative transportation | 2 | B | Local school districts |
| **7.5** | Create a board and commisions training program to ensure new leadership can "hit the ground running" | 2 | A | |
| **7.6** | Continue to connect local employers and schools through GCAMP and provide promotional assistance for local GCAMP manufacturing programs | 2 | A | |
| **7.7** | Work with the Library District to coordinate services and community meeting spaces, and support collaboration among all local educational institutions for curricula and research | 2 | A | |
| **7.8** | Preserve the integrity of its history through continued application of the Olde Schaumburg Centre Design Manual | 2 | B | |
| **7.9** | Continue to monitor existing, dedicated revenue sources to ensure annual maintenance and improvement programs operate at optimal levels | 2 | A | |
| **7.10** | Work with the Schaumburg Business Association to establish a leadership program that engages local business professionals and community leaders | 3 | A | Schaumburg Business Association |
| **7.11** | Add communication methods to reach more residents and businesses | 3 | B | |
| **7.12** | Work with the Schaumburg Township Historical Society and Schweikher House Preservation Trust to promote and educate the public about the Village's historic assets | 3 | A | Schaumburg Township Historical Society, Schweikher House Preseration Trust |

| | RECOMMENDATION | PRIORITY | EASE | POTENTIAL PARTNERSHIPS |
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| **CHAPTER 8: MULTI-MOBILITY** | | | | |
| **8.1** | Consider breaking up existing development blocks with local and connector roads to create a more walkable street grid | 1 | F | IDOT, Cook County |
| **8.2** | Maintain close coordination with the various tranportation agencies to ensure the high-quality mobility and connectivity along Schaumburg's roads outside of the Village's jurisdiction | 1 | B | IDOT, ISTHA, Cook County |
| **8.3** | Consider adopting a local complete streets ordinance | 1 | B | |
| **8.4** | Work closely with Pace, Schaumburg Township, Hanover Township, and Palatine Township to extend transit routes to "transit deserts" as well as ensure residents within these areas know of available transportation options | 1 | C | Pace, RTA, Schaumburg Township, Hanover Township, Palatine Township |
| **8.5** | Update the Schaumburg Transit Service Assessment to reflect the most currect and projected transit needs | 1 | B | |
| **8.6** | Conduct a comprehensive parking study to better understand parking lot utilization | 1 | C | |
| **8.7** | Study the feasibility of developing a fee-in-lieu-of parking program | 1 | B | |
| **8.8** | Prioritize the construction of critical bicycle connections as indicated in the Bikeway Gap and Conditions Assessment Study | 1 | C | |
| **8.9** | Continue to include sidewalk infill programs within its Capital Improvement Plan | 1 | A | |
| **8.10** | Integrate intersection improvements as part of the CIP to include crosswalk restriping, pedestrian countdown times, ADA compliant design, and reduced turning radii where feasible | 1 | A | |
| **8.11** | Continue to identify and improve pedestrian crossings, focusing on major intersections | 1 | C | IDOT, Cook County |
| **8.12** | Work with the property owner to secure an easement to construct the trail and work with adjacent property owners to secure easements to provide access to the future Pipeline Trail from surrounding properties. | 1 | D | Property Owner |
| **8.13** | Continue to incorporate video detection as part of major roadway projects as needed | 2 | B | IDOT, Cook County |
| **8.14** | Continue to coordinate with all agencies that provide snow removal services to ensure roadways in Schaumburg are properly plowed and maintained | 2 | A | IDOT, ISTHA, Cook County |
| **8.15** | Integrate Pace Route 905 in planning efforts for the North District | 2 | A | Pace |
| **8.16** | Evaluate the off-street parking requirements to consider reducing or eliminating minimum parking requirements and add maximum parking allowances. | 2 | C | |
| **8.17** | Review and strictly enforce handicapped parking requirements and regulations to ensure handicapped parking is not abused | 2 | A | |
| **8.18** | Study the feasibility of identifying parcels within the commercial districts for acquisition and use as a municipal parking lot | 2 | F | |
| **8.19** | Study the possibility of supporting parking lot improvement projects in exchange for transferring lots to public use | 2 | C | |
| **8.20** | Install wayfinding signage along the Village's shared-use paths, prioritizing arterial streets | 2 | B | |
| **8.21** | Work with the Park District to secure funds to create additional connections and new segments in the Village's bikeway and trail system | 2 | C | Schaumburg Park District |
| **8.22** | Continue to cooperate with the Airport, Schaumburg Regional Airport Advisory Committee, and Pilot's Technical Advisory Committee to identify and address issues related to air travel as they arise | 3 | A | Schaumburg Regional Airport, Schaumburg Regiona Airport Advisory Committee, Pilot's Technical Advisory Committee |

| | RECOMMENDATION | PRIORITY | EASE | POTENTIAL PARTNERSHIPS |
|---|---|---|---|---|
| **CHAPTER 9: TOURISM & RECREATION** | | | | |
| **9.1** | Establish design aesthetics for all promotional and marketing materials | 1 | A | |
| **9.2** | Improve all major entrances into the community with gateway features that mimic the quality and style of existing signage | 1 | C | IDOT, Cook County |
| **9.3** | Install local gateway signage that marks entry to specific districts of the community | 1 | C | IDOT, Cook County |
| **9.4** | Develop a complete network of wayfinding signage to direct and inform visitors of key destinations throughout the Village | 1 | C | |
| **9.5** | Continue to work with local news outlets and similar media sources to publish positive stories about Village projects, events, and activities to foster community pride | 1 | A | Local News Sources |
| **9.6** | Develop promotional materials, preferably as part of a promotion and marketing campaign, geared toward attracting new entertainment businesses | 1 | A | Meet Chicago Northwest, Schaumburg Business Association |
| **9.7** | Coordinate with local organizations, such as the Park District, Schaumburg Business Association, Meet Chicago Northwest, or the Woodfield Mall, to explore opportunities for new events, festivals, parades, markets, or unique activities | 1 | A | Schaumburg Park District, Schaumburg Business Association, Meet Chicago Northwest |
| **9.8** | Continue to support high quality recreational opportunities and related service providers | 1 | A | Schaumburg Park District |
| **9.9** | Develop trails, pathways, and dedicated routes to provide pedestrian and bicycle mobility between parkland facilities | 1 | D | Schaumburg Park District |
| **9.10** | Coordinate with the Forest Preserve District of Cook County to improve pedestrian and bicycle connectivity between Schaumburg and adjacent forest preserves | 1 | C | Forest Preserve District of Cook County |
| **9.11** | Require open space dedication within all new residential developments, and consider similar requirements for industrial and commercial developments | 1 | A | |
| **9.12** | Develop a Public Areas Beautification Plan | 1 | D | Schaumburg Park District |
| **9.13** | Incrementally bury overhead utility lines to avoid potential conflicts with trees as they grow and mature | 2 | E | |
| **9.14** | Coordinate with the Schaumburg Boomers and Metra to explore the potential of community events or activities which would activate the parking lot during times it would normally be underutilized | 2 | B | Schaumburg Boomers, Metra |
| **9.15** | Actively seek the construction of a dedicated trail or pathway between the Boomers Stadium and the Schaumburg Park District Sport Center | 2 | E | Schaumburg Boomers, Schaumburg Park District |
| **9.16** | Regularly review pedestrian and bicycle connections to the Schaumburg Boomers' stadium and explore opportunities to improve and provide greater accessibility to the stadium for non-motorists | 2 | A | Schaumburg Boomers |
| **9.17** | Coordinate with Pace to expand the route of the Schaumburg Trolley to include the convention center and 90 North District East as well as providing access to restaurants and businesses along Meacham Road south of I-90 | 2 | B | Pace |
| **9.18** | Review potential parking needs for the 90 North District East | 2 | B | |
| **9.19** | Consider incorporating mixed-use as part of the 90 North District East | 2 | A | |
| **9.20** | Coordinate with the Schaumburg Business Association, Meet Chicago Northwest, the Convention Center, and other organizations to attract new uses to the 90 North District East | 2 | C | Schaumburg Business Association, Meet Chicago Northwest, Schaumburg Convention Center |
| **9.21** | Incorporate bicycle infrastructure within roadway realignment and development projects within the 90 North District East | 2 | D | |
| **9.22** | Establish a complete pedestrian network as part of development and roadway realignment projects in the 90 North District East | 2 | D | |
| **9.23** | Explore options to host future community events and activities at the 90 North District East | 2 | A | |

| RECOMMENDATION | | PRIORITY | EASE | POTENTIAL PARTNERSHIPS |
|---|---|---|---|---|
| **9.24** | Create a “Taste of Schaumburg” or similar event that offers inexpensive food and beverage to showcase local cuisines, restaurants, and cafés | 2 | B | Meet Schaumburg Northwest, Schaumburg Business Association |
| **9.25** | Work with the Schaumburg Park District to explore options for an ice skating rink or other similar winter recreational opportunities within the community | 2 | B | Schaumburg Park District |
| **9.26** | Facilitate partnerships between major employers and hotels to ensure that those visiting Schaumburg for work stay in a hotel within the community | 2 | A | Local Businesses, Local Hotels, Meet Chicago Northwest |
| **9.27** | Facilitate partnerships between entertainment uses and hotels in Schaumburg to publicize local attractions and support tourism activity | 2 | A | Local Hotels & Entertainment Businesses, Meet Chicago Northwest |
| **9.28** | Expand the Farmers Market by increasing the hours of operation and number of accepted vendors | 2 | C | |
| **9.29** | Coordinate with major employers to explore improvements which may assist with attracting new employees | 2 | B | Local Businesses |
| **9.30** | Direct potential entertainment and hospitality uses to locate in areas which already have similar uses, so as to facilitate the creation of entertainment districts | 2 | A | |
| **9.31** | Coordinate with adjacent communities, particularly Hoffman Estates, to ensure streetscape treatments and landscaping improvements are continuous along roadways shared by both municipalities | 2 | C | Adjacent municipalities, Hoffman Estates |
| **9.32** | Provide regulatory assistance for entertainment and hospitality uses and work with developers to meet set requirements | 2 | C | |
| **9.33** | Maintain close communication with popular entertainment businesses to ensure they remain within the community, are able to adequately operate within the Village, and identify potential public-private partnerships | 2 | A | Meet Chicago Northwest, Schaumburg Business Association |
| **9.34** | Continue to partner with local hotels and regional transit, such as Pace, to create shuttle service to important regional destinations, particularly O’Hare International Airport | 2 | B | Local hotels, RTA, Pace, Meet Chicago Northwest |
| **9.35** | Create a promotional pamphlet for visitors and major employers which details all hotel options within the Village | 2 | A | Local hotels, Meet Chicago Northwest |
| **9.36** | Explore options for community events during the winter which feature seasonal activities | 2 | A | Schaumburg Park District |
| **9.37** | Develop a slogan that emphasizes Schaumburg's status as an entertainment destination for the northwest suburbs | 2 | A | |
| **9.38** | Identify opportunities to publish and disseminate promotional and marketing materials, both within Schaumburg and in surrounding communities | 2 | A | |
| **9.39** | Identify local partnerships for cross-promotion and cooperative marketing with entertainment businesses and organizations, such as the Schaumburg Business Association, Meet Chicago Northwest, the Schaumburg Park District, Schaumburg Boomers, Medieval Times, and LEGOLAND | 2 | A | Schaumburg Business Association, Meet Chicago Northwest, Schaumburg Park District, Schaumburg Boomers |
| **9.40** | Incorporate commercial and residential amenities within marketing material to create a unified campaign that demonstrates all Schaumburg has to offer and creates a “total package” concept for the Village | 2 | A | |
| **9.41** | Identify partnering opportunities between the Forest Preserve District of Cook County and Schaumburg | 2 | A | Forest Preserve District of Cook County |
| **9.42** | Incorporate the Schaumburg logo and other elements of the Village's branding onto street signs and at major intersections | 3 | D | |
| **9.43** | Explore opportunities to incorporate public art within gateway and wayfinding signage | 3 | A | |
| **9.44** | Incorporate existing entertainment uses within the promotional and marketing campaign, aiming to build a better relationship between Schaumburg and existing entertainment and hospitality businesses | 3 | A | Meet Chicago Northwest, Schaumburg Business Association |
| **9.45** | Coordinate with hotels to create a package of promotional materials regarding local attractions, restaurant options, and events and activities to be disseminated and made readily accessible at hotels within the Village | 3 | A | Local hotels, Meet Chicago Northwest |
| **9.46** | Incorporate existing and future community events within marketing and promotional materials, with a particular focus on attracting visitors from adjacent communities | 3 | A | |

| RECOMMENDATION | | PRIORITY | EASE | POTENTIAL PARTNERSHIPS |
|---|---|---|---|---|
| **9.47** | Encourage existing entertainment businesses, major employers, and commercial retailers to get involved with community events | 3 | A | |
| **9.48** | Coordinate with the Schaumburg Boomers to explore the potential of a “community” day and other events at the stadium | 3 | B | Schaumburg Boomers |
| **9.49** | Develop new parkland space as opportunities arise | 3 | D | Schaumburg Park District |
| **9.50** | Regularly review existing parkland and programming to identify necessary improvements, replacements, and expansions over time, focusing on outdoor recreation | 3 | A | Schaumburg Park District |
| **9.51** | Explore opportunities to host municipal events, activities, and community gatherings at parks throughout the Village | 3 | A | Schaumburg Park District |
| **9.52** | Coordinate with the Forest Preserve District of Cook County and local schools to develop educational opportunities to teach students about wildlife, ecosystems, and preservation | 3 | B | Forest Preserve District of Cook County |
| **9.53** | Maintain and enhance existing open space throughout Schaumburg | 3 | B | Schaumburg Park District, Forest Preserve District of Cook County |
| **9.54** | Encourage and incentivize the usage of native plants and landscaping to increase plant diversity, improve stormwater management, and beautify landscaped areas | 3 | A | Schaumburg Park District |