
DESIGN GUIDELINES FOR THE SCHAUMBURG HISTORIC CROSSROADS

The purpose of these design guidelines is to inspire creativity in the development of the Schaumburg Historic Crossroads at the northwest corner of Schaumburg and Roselle Roads. The vacant Schaumburg Marathon Lot and the 8-26 N. Roselle Road shopping center are currently at this location.



These properties are located in the heart of the Olde Schaumburg Centre and should be developed jointly to allow for a more cohesive development that blends with the other structures and reinforces the character of the historic district.



The design guidelines are not intended to supplant village ordinances or current zoning, but to augment those ordinances and to provide a common platform of understanding from which the Village Board, Zoning Board of Appeals, Plan Commission and staff can assess redevelopment proposals.



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Site Design Guidelines

1. The design and layout of the development should blend with the other structures in the Olde Schaumburg Centre Historic District. The buildings should be located close to the street to increase the prominence in the streetscape and further the pedestrian scale desired for this historic area. It will also continue the linear streetscape that exists in the area.



2. The development should be prominently featured at the corner of Roselle and Schaumburg Roads as this is the center of the Schaumburg community. Orientation of the new building should emulate the orientation of Lou Malnati's restaurant at the southeast corner of Roselle and Schaumburg Roads to provide balance and symmetry at the intersection.



3. The properties are zoned B-2 General Business, allowing for retail shopping, office, and commercial service uses. Incorporating residential units on the second floor would add to the vitality and dynamics of the Schaumburg Historic Crossroads and the Olde Schaumburg Centre Historic District.

4. Market visibility from the street is critical to the success of redevelopment efforts and as such, the parking lot should be located behind the building in the rear of the property to preserve the pedestrian streetscape.

5. Vehicular access to the site will likely be limited to one right-in right-out curb cut to both Roselle and Schaumburg Roads. To create a safer vehicular environment and allow for easier access to the site, efforts should be made to create vehicle interconnects and shared parking with Schoolhouse Square to the southwest.

6. Pedestrian entrances to the development should be located on Roselle and Schaumburg Roads and through the parking lot as is provided in other developments in the Olde Schaumburg Centre.



7. Focal points throughout the development should be established at a pedestrian scale to create nodes of public activity. Such focal points should include landscaping, fountains, benches and other amenities. Outdoor seating, side yards, and common areas are encouraged to create an exciting and inviting setting.

8. Decorative materials and lighting should be used to visually enhance common areas and create a safe and inviting environment. This will continue the streetscape improvements in the Olde Schaumburg Centre and add to the character of the area.



9. The existing trees along the western edge of the 8-26 N. Roselle Road property should be preserved to provide solid screening to the neighboring residential lot. The existing parkway trees shall be preserved to maintain the maturing landscaping used in the linear streetscape.

10. The existing perimeter fence shall be removed and replaced with high quality decorative fencing and landscaping to create an inviting setting and differentiate neighboring commercial properties.

11. Dumpsters and accessory structures should be incorporated into the site so that those utilitarian needs blend with the buildings and maintain a concealed presence. The dumpsters and accessories should be screened with the same materials used for the buildings.



Architectural Guidelines

1. The development should be of typical Midwestern commercial and residential architecture of the late 19th and early 20th centuries. The building should complement existing structures in the Olde Schaumburg Centre. Design elements prevalent in Schaumburg's architecture built at the turn of the century should be incorporated into the new development.



2. The building design styles should promote a “human scale” component to the development, so that buildings are in proper scale, form, and mass to the rest of the site and the Olde Schaumburg Centre. Storefront entrances should be inviting and easily identified within the development. Large windows should be utilized on the first floor to allow for greater visibility and pedestrian traffic.

3. In order to avoid architectural monotony, the building's design styles should be varied and interesting, as exists at Waterbury Place (105-119 E. Schaumburg Road pictured below) and First United Richport Centre (7-33 N. Roselle Road pictured below). Multiple design styles can be achieved through a variation of rooflines (flat, gable, hipped, or gambrel), building materials, and color.



4. Building materials should be varied to create an interest and uniqueness to the development and the individual units. Each storefront should feature a distinctive façade design. Full-size, full-depth brick, stone, wood, or other high quality classic material should be utilized on all sides of the building.



5. Decorative trim features and architectural details should be incorporated to reflect the turn of the century architecture prevalent within the Olde Schaumburg Centre. Attractive architectural details such as cornices, brackets, railings, architraves, and doorway pediments, should be included on all sides of the building.



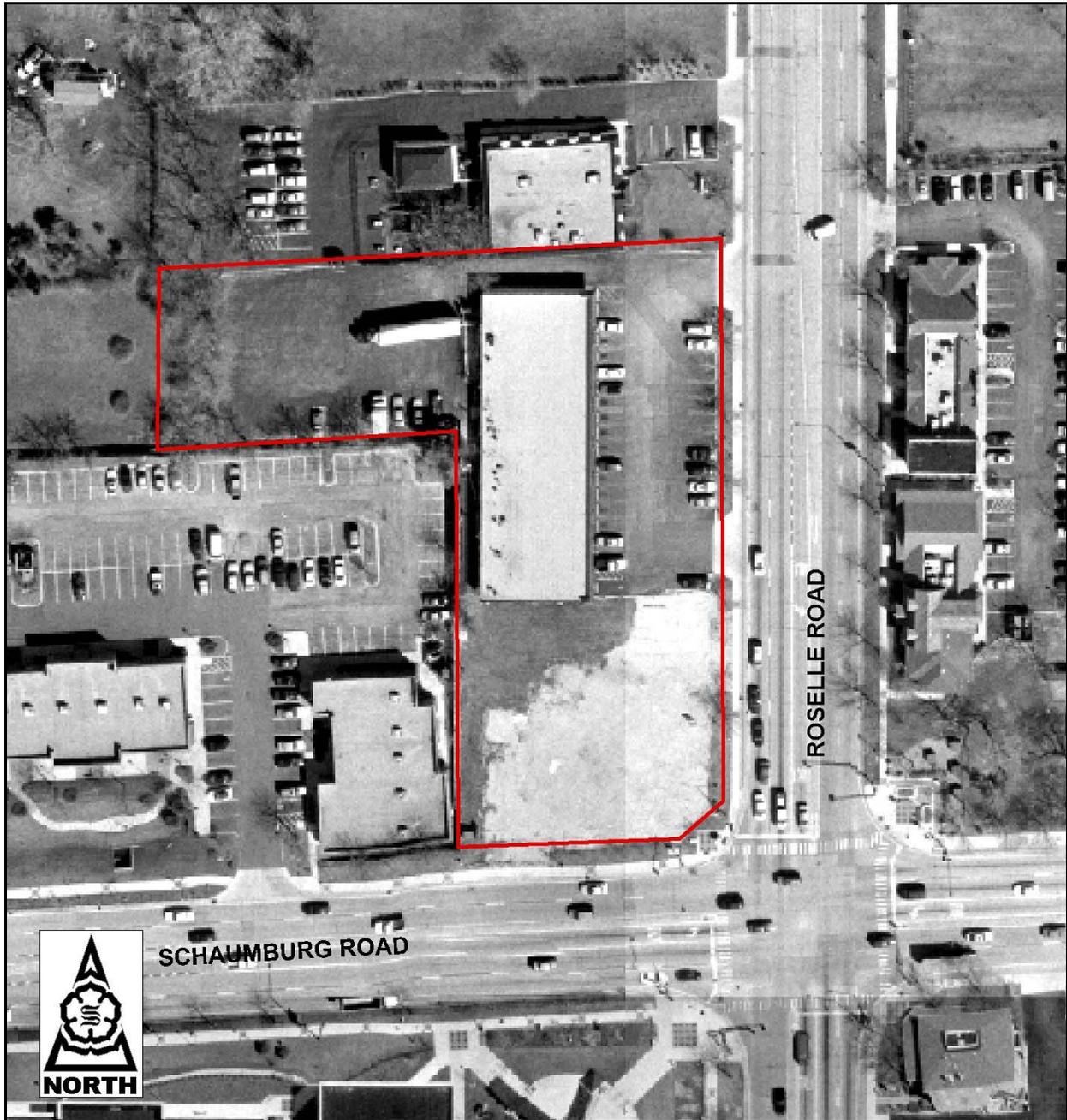
6. Well designed signs should be used to add interest and variety to the streetscape. Signs should be constructed of wood or brick and should compliment the building. Signs should be properly located to relate to the buildings classic architectural features. If signs are to be illuminated, gooseneck lighting or other external illumination shall be utilized. Internal illumination of signs is prohibited.



7. Canopies and awnings may be used to create a pedestrian-friendly setting that defines individual tenants and connects with the streetscape. Canopies and awnings should relate to the individual storefront in shape, size, and color. These components should compliment other canopies and awnings in the Olde Schaumburg Centre.



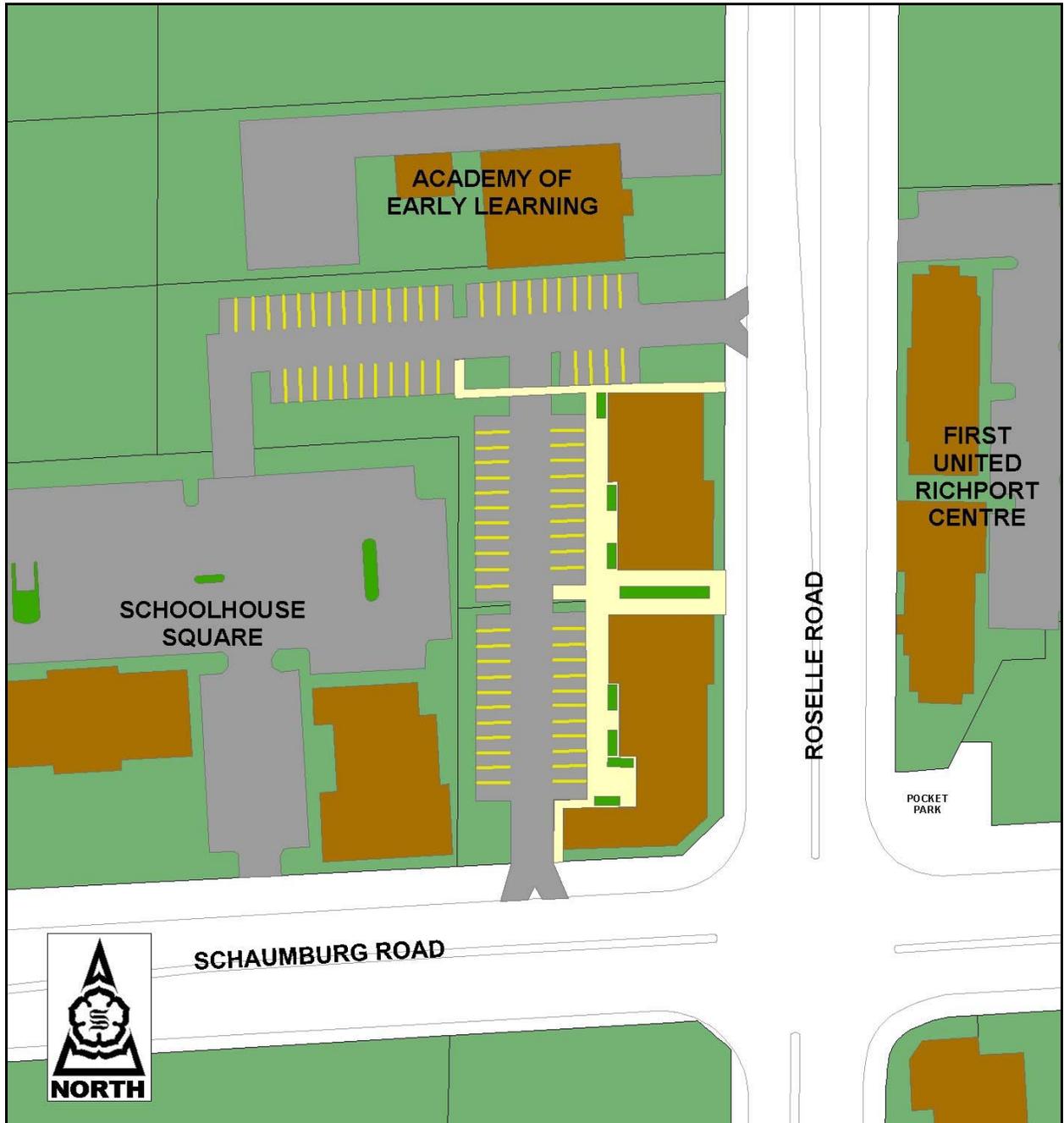
Existing Site



Schaumburg Marathon Lot
Vacant 22,500 sq. ft. lot

8-26 N. Roselle Road Center
10,830 sq. ft. retail on 47,750 sq. ft. lot

Recommended Site Layout



13,250 sq. ft. retail/office on 1st floor (requires 66 parking spaces)
10 residential units on 2nd floor (requires 21 parking spaces)
90 parking spaces provided