
NORTHWEST MEACHAM ROAD CONCEPT PLAN AND DESIGN GUIDELINES

The purpose of this concept plan and design guidelines is to inspire creativity in the potential future redevelopment along the west side of Meacham Road and Wiley Road between Golf Road and Interstate 90.

The Concept Plan is an amendment to the State Parkway Sector of the Woodfield Regional Center (WRC) Concept Plan, and identifies these lots located near the northeast entrance to the Village of Schaumburg to be redeveloped to allow for more commercial and office/service uses that blend with the other high quality developments near the Schaumburg Convention Center and within the WRC.

The design guidelines are not intended to supplant Village ordinances, 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.



Existing Conditions

1. The Concept Plan area accounts for approximately 37 acres of land divided among 14 parcels. Seven lots are located on the west side of Meacham Road between Golf Road and Interstate 90, and seven lots are located on the west side of Wiley Road between Tower Road and Interstate 90 along the eastern edge of the Schaumburg Industrial Park.

2. The seven Meacham Road lots are zoned M-P (Planned Manufacturing) and designated for industrial and industrial/office uses according to the Village Comprehensive Plan and WRC Plan, excluding the Marshall Field's Home Store at the northwest corner of Golf and Meacham Roads which is designated for commercial and commercial/service use.

3. Three Wiley Road lots near the northwest corner of Wiley and Tower Roads are zoned M-P, and the other four Wiley Road lots are zoned M-1 (Manufacturing). All seven lots are designated for industrial and industrial/office uses according to the Comprehensive Plan and WRC Plan.

Concept Plan Zoning and Long-Range Planning Directives

1. Six of the seven Meacham Road lots should be rezoned from M-P to B-2 (General Business) to allow for future commercial, service, and office uses that are compatible with properties to the south along Golf Road and to the east along Meacham Road and McConnor Parkway. These properties should follow suit with the Marshall Field's corner lot and be designated for commercial and commercial/service uses in the Comprehensive Plan. The Marshall Field's lot should be rezoned

to B-4 to allow compatible development along the north side of Golf Road. Appropriate uses for these lots include commercial and office uses, restaurants, and hotels. Inappropriate uses include automobile service stations, car washes, drive-through facilities (unless part of a larger commercial development), and other incompatible uses.

2. The four Wiley Road lots currently zoned M-1 should be rezoned to M-P in order to match the M-P zoning of the Wiley/Tower corner lots, provide a more suitable zoning designation near the Meacham Road frontage, and provide a buffer of office and service uses between commercial and service uses on the east side of Meacham Road and more intense manufacturing and industrial uses to the west of the Concept Plan area. All seven lots should maintain an office and office/service Comprehensive Plan designation. Appropriate uses include offices, hotels and other service uses. Inappropriate uses include heavy manufacturing and industrial uses.



Site Design Guidelines

1. Since the Concept Plan area is located within the Woodfield Regional Center (WRC), the design and layout of future redevelopment should follow directives stipulated in the WRC Design Guidelines. Directives pertaining to building orientation, approaches to

sites, driveway separations and shared drives, cross access, and adequate lot sizes should all be followed with new development or redevelopment.

2. Market visibility from the street is critical to the success of redevelopment efforts and as such, buildings, landscaping, and features should be easily visible from the roadway.



3. If larger commercial developments occur along the west side of Meacham Road, 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, are encouraged to create an exciting and inviting setting.

Architectural Guidelines

1. Future development or redevelopment within the Concept Plan area should take into account, respect, and improve on the architecture of surrounding buildings in terms of height, massing, style, composition, color, and building materials. Directives in the WRC Design Guidelines pertaining to building design and expression, “branding” of buildings, façade and roof treatments and features, and building materials and colors should be adhered to within the Concept Plan area.



2. The building design styles should have distinctive areas that identify the different sides of the buildings as well as the base, middle, and top. This can be achieved through the use of different building materials and colors.

3. Consideration should be given to using green building design and meeting Leadership in Energy and Environmental Design (LEED) standards. Green building design elements such as green roofs will help limit energy demands and establish a healthier environment by reducing the heat island effect and storm water runoff from roofs and other impervious structures.



4. 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 near the Schaumburg Convention Center and add to the character of the Concept Plan area.

CONCEPT PLAN AREA MAP

