

ROOSEVELT RD.



CORRIDOR PLAN

State of the Corridor - Draft
September 2025



**THE
LAKOTA
GROUP.**

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INTRODUCTION

"In the future, I hope the corridor is less of a car highway and more of a pedestrian and bike-friendly street. This, in turn, will make the area more walkable and the outdoor areas more enjoyable for dining, walking, and traveling."

COMMUNITY MEMBER

PROJECT OVERVIEW

PROJECT PURPOSE

The Roosevelt Road Corridor Plan is a planning effort designed to strengthen and revitalize the Roosevelt Road business district. This collaborative initiative aims to enhance the corridor's economic vitality, improve connectivity, and create a more vibrant and walkable environment that serves the diverse communities along this important regional thoroughfare. The plan recognizes Roosevelt Road's critical role as both a local destination and a connector between multiple municipalities, seeking to balance its function as a major arterial with its potential as a thriving commercial and cultural district.

COLLABORATIVE LEADERSHIP

This planning effort is collaboratively led by the Berwyn Development Corporation and the Village of Oak Park. The project team, led by the Lakota Group, brings together urban designers, zoning experts, transportation planners, and economic development specialists to ensure a holistic approach to corridor planning. This multidisciplinary expertise enables the development of comprehensive recommendations that address the complex challenges and opportunities

facing Roosevelt Road, from traffic management and pedestrian safety to business development and placemaking initiatives.

PLANNING APPROACH

The final Roosevelt Road Corridor Plan will include integrated strategies and design concepts spanning four key areas: economic development initiatives to support existing businesses and attract new investment; transportation improvements to enhance safety and accessibility for all users; streetscape beautification efforts to create a more attractive and welcoming environment; and urban design recommendations to guide future development. These elements work together to support the overarching goal of creating an even more thriving and livable business district that serves as a destination rather than simply a pass-through corridor.

THE STATE OF THE CORRIDOR ANALYSIS

This document analyzes the existing state of the Roosevelt Road Corridor. This data and information will be used to inform goals, strategies, and concepts set forth in the final plan.



STUDY AREA AND COMMUNITY CONTEXT

The study area extends between Harlem Avenue to the west and Austin Boulevard to the east, encompassing a diverse mix of established businesses, essential community amenities, and development opportunities. This corridor serves as a vital commercial spine for the Berwyn, Oak Park, and Cicero communities, hosting everything from beloved local institutions like FitzGerald's nightclub to everyday services like grocery stores and restaurants. The area's unique position at the intersection of multiple municipalities presents both opportunities for regional collaboration and challenges in coordinating planning efforts across jurisdictional boundaries.

Figure 1: Study Area & Surrounding Communities

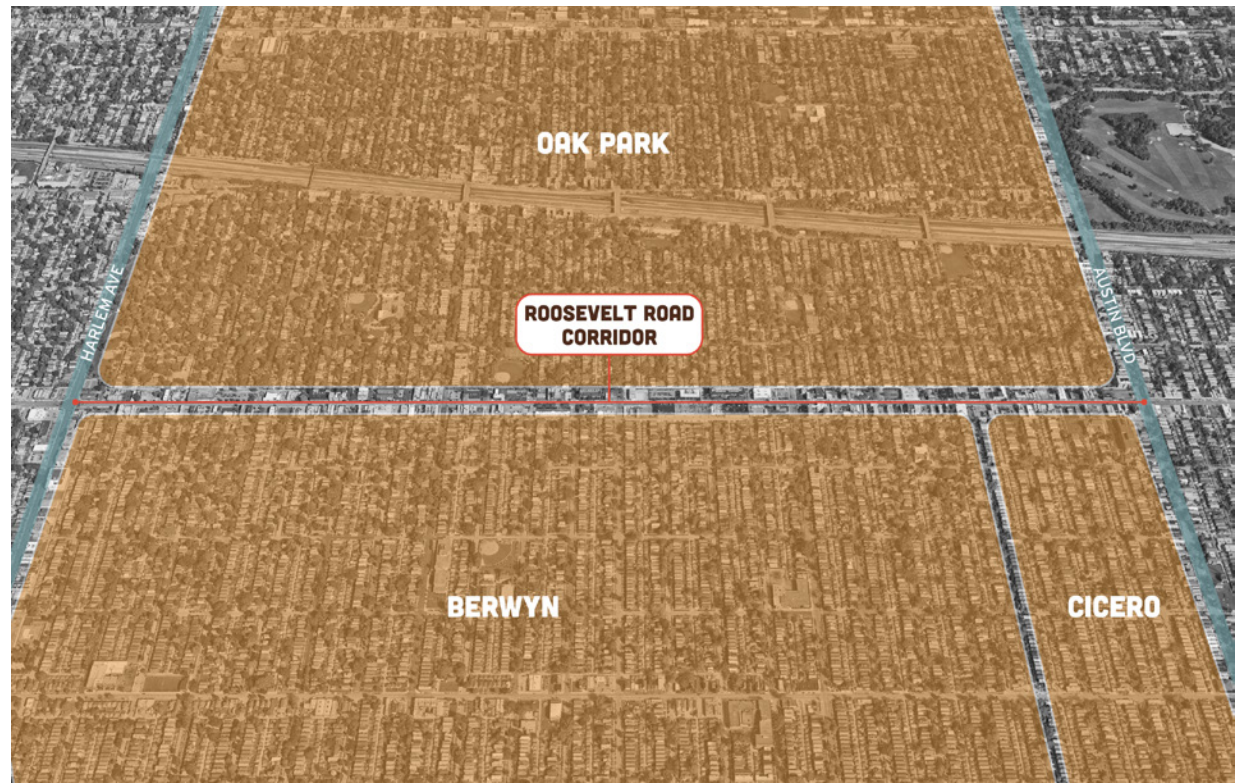
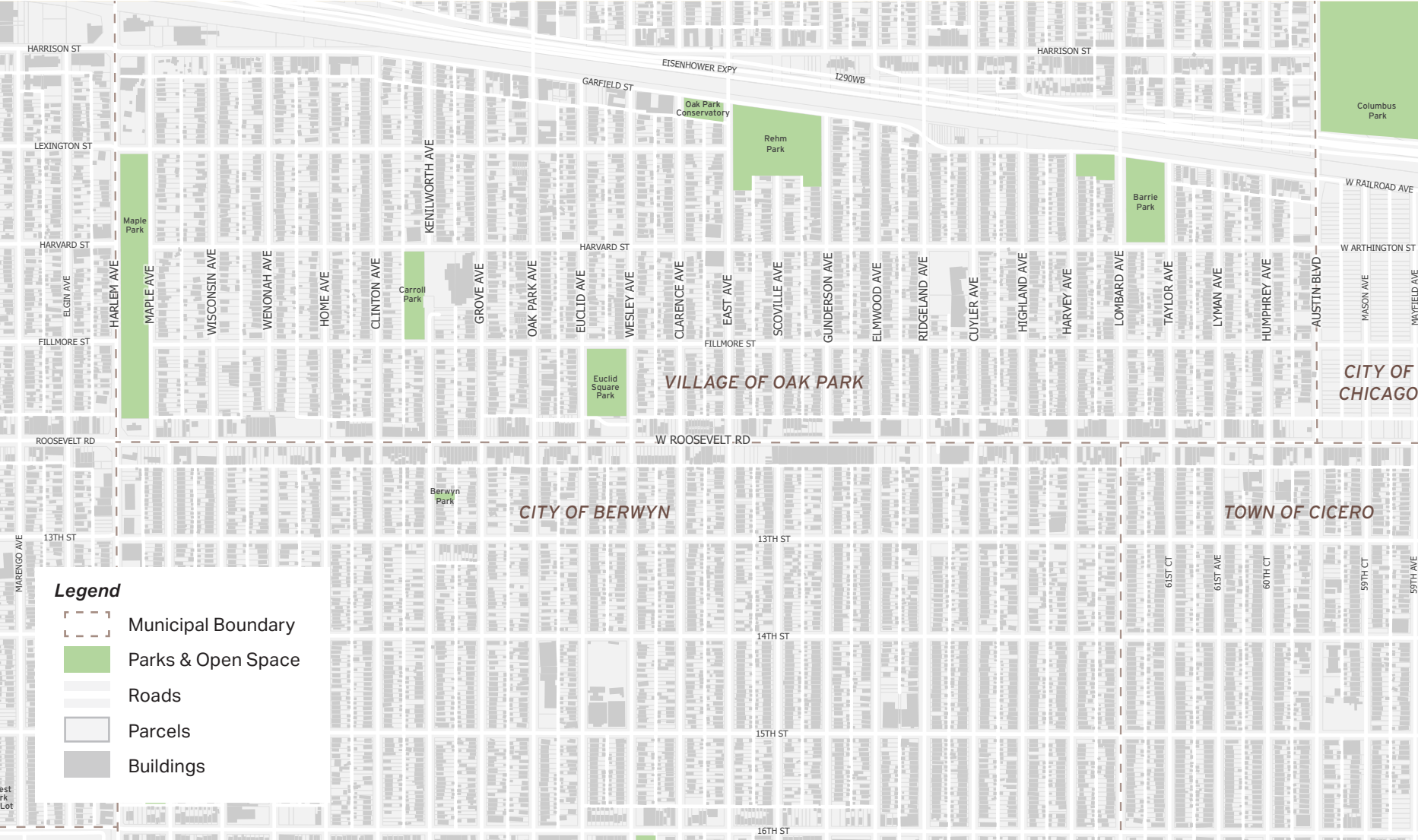


Figure 2: Study Area Base Map



CORRIDOR HISTORY

Roosevelt Road was once a hub of commercial and pedestrian activity, serving as Main Street for surrounding neighborhoods. Beginning in the mid-20th Century, Roosevelt Road transformed into an auto-oriented connector. The original businesses that once gave Roosevelt Road its pedestrian-oriented character were replaced with strip shopping centers, gas stations, large parking lots, and drive-thru fast-food restaurants. The Illinois Department of Transportation (IDOT) designated Roosevelt Road as a state highway in the 1980s, which led to the current corridor character and development patterns. Now, Roosevelt Road has the appearance of a Main Street and the functionality of a regional transportation route. Vacancies, narrow sidewalks, minimal pedestrian crossings, and deferred building maintenance characterize parts of the corridor today.



6319 W Roosevelt Road, Berwyn Historical Society



6319 W Roosevelt Road Today

PREVIOUS PLANNING EFFORTS

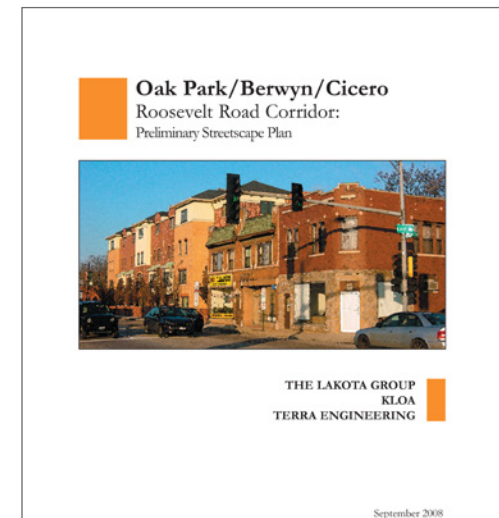
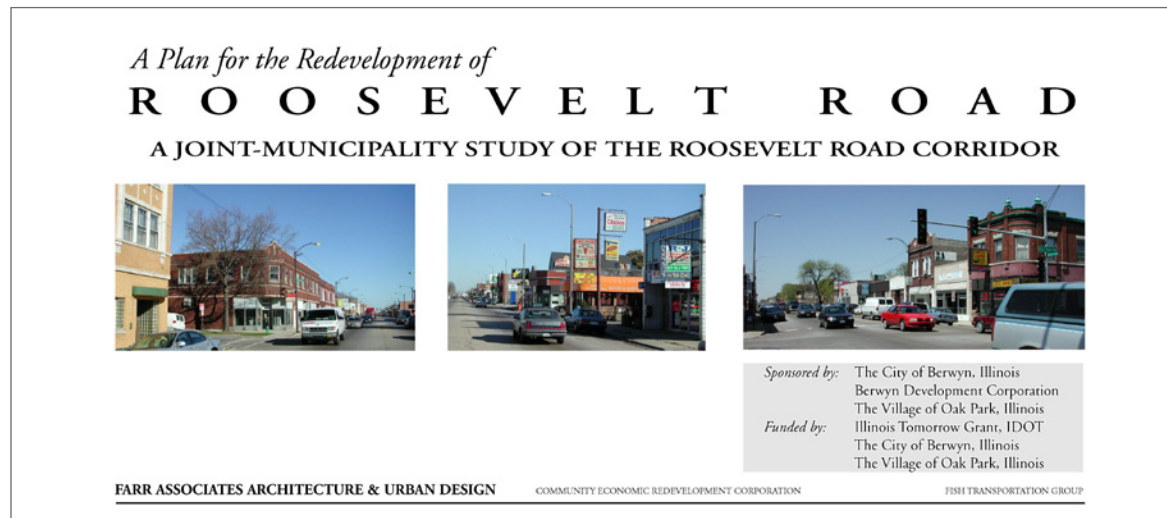
The Roosevelt Road Corridor Study is one of several collaborative efforts to improve the overall character of Roosevelt Road. For over 20 years, The City of Berwyn, the Village of Oak Park, and, in some cases, the Town of Cicero, have come together to consider both sides of Roosevelt Road in an effort to unify the corridor. A long-time goal of these planning efforts has been to create a strong business district that acts as an attractor and hub of human-scale activity, rather than a mere dividing line between communities. While these planning efforts have not yet achieved this goal in full, much progress has been made since the initial adoption of 'A Plan for the Redevelopment of Roosevelt Road' in March of 2005.

A PLAN FOR THE REDEVELOPMENT OF ROOSEVELT ROAD, 2005

This plan was the first cooperative planning effort between the Berwyn Development Corporation and the Village of Oak Park focused on Roosevelt Road. The plan took a comprehensive look at the Roosevelt Road Corridor, identifying strategies related to infill development, urban design and "Main Street" character, pedestrian-friendly zoning changes, improved infrastructure, and ongoing cooperation between municipalities. Plan goals focused on corridor branding, accessibility, mixed-use development, pedestrian improvements, parking, traffic calming, and more. It set the stage for future planning efforts.

ROOSEVELT ROAD STREETSCAPE PLAN, 2008

This plan built off the 2005 Plan for Redevelopment, examining streetscape conditions, on-street parking, traffic, infrastructure, and urban design. The plan thoroughly catalogs current conditions and needs, identifies opportunities for improvements, and presents designs for district signage, street furniture, bike racks, enhanced crossings, street tree locations, and additional streetscape improvements. Many of these designs and plans were successfully implemented following the adoption of the plan. Page 44 of this document provides a comprehensive list of implemented improvements and an overview of current conditions.



THE COMMUNITY SPEAKS

"Some of this area's best assets include the great local businesses and close proximity for Oak Park and Berwyn residents."

COMMUNITY MEMBER

"I love the music venues and the delicious (and affordable) food."

COMMUNITY MEMBER

COMMUNITY ENGAGEMENT OVERVIEW

ROOSEVELT ROAD SPEAKS

Community engagement stands at the core of this planning process, recognizing that the people who live, work, and visit Roosevelt Road possess valuable insights about the corridor's strengths, challenges, and potential. The plan vision will be directly informed by feedback from Roosevelt Road businesses, neighboring residents, and other key stakeholders throughout the planning process. This comprehensive community input ensures that the final recommendations reflect local priorities while building on the authentic character and assets that make Roosevelt Road a unique and valuable community resource.



ENGAGEMENT PROCESS

An inclusive community engagement plan was crafted for the Roosevelt Road Corridor Plan giving residents and stakeholders the opportunity to share their concerns, ideas, and vision for the future. The community engagement efforts aim to offer various options to engage with the project including traditional, in-person workshops and non-traditional formats including digital outreach through social media and virtual surveys. The approach provides multiple entry points for community members to participate and ensure their voice is heard.



KEY STAKEHOLDER ENGAGEMENT

Both the Village of Oak Park and the Berwyn Development Corporation conducted outreach and invited key stakeholders to a series of focus group conversations. Focus groups included business & property owners, residents, realtors, staff, community organizations, healthcare institutions, Oak Park Village Trustees, Berwyn City Council Members, and more. The purpose of these conversations was to develop an initial understanding of corridor conditions, challenges, and opportunities before engaging with the broader community. The most commonly echoed sentiments include the following.

The corridor is fragmented. Areas east of Ridgeland experience disinvestment, safety concerns, and municipal neglect, while the western portions function more successfully. The multi-jurisdictional nature of the corridor creates regulatory confusion and fragmented responsibilities across Oak Park, Berwyn, and Cicero. This fragmentation leads to inconsistent investment patterns and missed opportunities for coordinated development.

Regulatory differences lead to challenges. Oak Park's complex zoning and permitting processes, combined with higher tax rates, push potential businesses to Berwyn where business owners and developers find regulatory support is more accessible. Developers report that Berwyn offers easier permitting processes and has a TIF district that provides business development incentives not available on the Oak Park side. However, Berwyn's more relaxed requirements have led to more gaming businesses and more cluttered signage, which deters some neighbors from visiting the corridor.

Cultural anchors among of the corridor's best assets and can benefit both municipalities. FitzGerald's, Distro, and Baby Gold serve as cultural anchors that create regional draw and establish Roosevelt Road's identity as an entertainment destination. These venues provide the foundation for positioning the corridor as a music and dining district. Complementary business, such as additional restaurants and shops, can benefit from the success of these institutions. Economic development can occur on both sides of the street, as long as necessary pedestrian infrastructure and traffic calming measures are in place for people to cross the road.

Historic buildings are also an asset. Roosevelt Road's historic brick building stock provides unique charm that appeals to artists and boutique businesses. These buildings offer authentic character that differentiates the corridor from generic suburban commercial strips.

There is growing momentum and development interest. The community demonstrates strong support for locally owned businesses and family-serving establishments. Growing development interest, including new residential projects, suggests increasing market confidence in the corridor's potential for strategic investment.

COMMUNITY OPEN HOUSE AND ONLINE SURVEY

A Community Open House was held at Salerno's of Oak Park on July 9, 2025. Over 150 community members from both Oak Park and Berwyn attended. They answered questions and participated in interactive exercises focused on identifying key needs, challenges, and opportunities. The community was asked about transportation and walkability, preferred architectural character, desired safety improvements, placemaking interventions, and much more.

Following the in-person event, the open house exhibits were translated into a

digital format. Over 230 survey responses were collected. Of the respondents, the majority stated that they were frequent visitors to the corridor, indicating that they are very familiar with Roosevelt Road and have a vested interest in future improvements.



SUMMARY OF KEY FINDINGS AND COMMUNITY TAKEAWAYS

The feedback from the initial engagement provided insight into the level of satisfaction with the corridor and opportunities for improvements. Feedback has been distilled into a summary of key themes and takeaways that highlight the challenges, strengths, and opportunities that exist along Roosevelt Road.



Takeaway 1: Roosevelt Road is a functioning corridor with infrastructure deficits.

According to feedback, the surrounding community is highly engaged with this corridor. The majority of participants visit at least weekly, with very few people stating that they never visit. This usage pattern indicates that Roosevelt Road is a functioning commercial district that serves essential daily and weekly needs. Many community members state that they often visit Roosevelt Road by foot or park on side streets, avoiding driving or walking along the corridor. Participants explained that Roosevelt Road currently has the foundational elements for a successful district, including desirable businesses and anchors, but currently lacks the infrastructure and strategic investment necessary to function as a cohesive, walkable destination.

Takeaway 2: FitzGerald's is one of the corridor's primary economic anchors.

FitzGerald's emerged in nearly every conversation and response as one of the corridor's most important assets. The business is consistently described as a community hub that provides Roosevelt Road with its unique regional identity. This venue functions beyond a typical local business and operates as a destination that draws visitors from across the Chicago metropolitan area and provides the corridor with authentic character that sets it apart from other areas. The community emphasizes that any planning interventions must protect and enhance FitzGerald's while developing complementary businesses and supporting infrastructure. Some participants envision Roosevelt Road becoming recognized as the western suburbs' premier music district, anchored by FitzGerald's but supported by additional venues such as Friendly's and Kinslagher Brewery.

Takeaway 3: Disinvestment creates district-wide economic impacts.

The portion of Roosevelt Road from Ridgeland Avenue to Austin was consistently cited as the corridor's most challenging area. According to feedback, this area is characterized by vacant lots, safety concerns, and underutilized properties. Some participants believe that this creates a cycle of disinvestment affecting the entire corridor's perception and performance. Specific problem properties along the length of the corridor include the former Ino's restaurant site at Wisconsin Avenue, vacant lots at Lyman and Roosevelt, and the area surrounding Austin and Roosevelt where recent demolition has left gaps in the streetscape. This pattern of disinvestment functions as more than an aesthetic issue and actively discourages visitation to the entire corridor, potentially hurting the economic viability of all Roosevelt Road businesses.

“This area really needs bike-friendly infrastructure, more crosswalks, and a parking garage that allows people to park and then explore up and down the corridor.”

COMMUNITY MEMBER

Takeaway 4: There is strong demand for walkability despite infrastructure barriers.

The survey reveals considerable demand for pedestrian accessibility. The majority of participants identified ‘safer pedestrian crossings’ as the improvement most likely to increase their corridor usage. A portion of participants already walk along Roosevelt Road despite current safety concerns, but report having a negative experience while walking along the corridor. This feedback suggests that there is substantial opportunity for increased economic activity through walkability improvements. The community understands Roosevelt Road’s function as a major arterial but seeks infrastructure that allows safe crossings to access businesses on both sides of the street.

The primary community concern centers on mid-block crossing safety. Respondents frequently referenced Roosevelt Road and Home Avenue, noting that a pedestrian signal previously existed but ceased functioning. The community requests pedestrian infrastructure improvements including pedestrian islands, enhanced signalization, and crosswalks with adequate traffic control. Current conditions force pedestrians to either engage in dangerous mid-block crossings or walk distances to reach signalized intersections.

Takeaway 5: Traffic configuration undermines multiple transportation modes

Traffic congestion emerged as the primary reason for avoiding the corridor. Community responses indicate the issue extends beyond simple volume concerns. The current roadway configuration creates peak-hour bottlenecks that frustrate drivers and create dangerous conditions for pedestrians and cyclists. Participants understand that Roosevelt Road is an important transportation route, but indicate that current infrastructure serves no user group well. Drivers experience delays, pedestrians cannot cross safely, and many cyclists avoid the corridor entirely.

Takeaway 6: Dining establishments are an economic development asset.

Following FitzGerald’s, dining establishments received the most frequent mentions among valued businesses: Salerno’s, Bodhi Thai, Baby Gold, Autre Monde, Milly’s Pizza, Pete’s Red Hots, Berwyn Chicken Company, and others were identified frequently. The community recognizes Roosevelt Road’s foundation as a dining destination with potential

for expansion. The majority of respondents indicated that additional dining options would increase their corridor usage, while outdoor dining received strong support among placemaking improvements.

Community responses suggest a broader vision to create a thriving dining district. This could include food tours, coordinated restaurant programming, and the ability to park in one spot while walking to multiple establishments. Current pedestrian infrastructure limitations and parking challenges prevent this type of integrated dining district experience.

Takeaway 7: Authentic character preservation is prioritized above contemporary development approaches.

Development visual character preferences reflect a clear community priority for preserving and enhancing Roosevelt Road's authentic character rather than pursuing generic redevelopment. 'Historic character' and 'Main Street mixed-use development' styles received the most support, while modern architectural approaches garnered minimal support.

This preference extends beyond architectural styling to include urban design principles. Community responses valued older buildings positioned directly adjacent to sidewalks, pedestrian-friendly storefronts, and human-scale development patterns that support walkability. The community supports new development but emphasizes compatibility with and enhancement of existing character rather than replacement.

Takeaway 8: Green infrastructure and pedestrian amenities are highly desired.

There is strong support for street trees, greenery, street furniture, and shade structures. Respondents specifically noted the absence of shade and amenities between Harlem and Oak Park Avenue and described the corridor as extremely hot in the sun and uncomfortable for pedestrian activity. This infrastructure need directly relates to the viability of outdoor dining and the types of lingering, social activities that support commercial districts. Community responses indicate that pedestrian comfort through beautification, design, and green infrastructure represents a prerequisite for Roosevelt Road's evolution into a more walkable destination.

"I'd like to see preservation and protection of the older, historic buildings along Roosevelt Road (Kinslahger, FitzGerald's, Friendly's, Autre Monde)."

COMMUNITY MEMBER

“I want Roosevelt Road to be a family-friendly place to hang out and spend time, filled with activities and art.”

COMMUNITY MEMBER

Takeaway 9: Community programming and public space activation is desired.

There is broad community support for markets on vacant lots and various arts programming. Participants explained that they want Roosevelt Road to function beyond a simple pass-through route to individual businesses and expressed interest in farmers markets, art fairs, street festivals, and regular programming that creates an active, community-oriented atmosphere. The community is enthusiastic about the Berwyn Arts Plaza concept and are supportive of additional public spaces that facilitate community gathering and events. This aligns with the community vision of Roosevelt Road as a destination for extended visits rather than solely a transportation corridor.

Takeaway 10: Parking solutions should balance access with walkability objectives.

While parking difficulties emerged as a usage and visitation barrier, community responses indicate a desire for a balance of parking spaces with corridor functionality and access. Rather than simply requesting additional surface parking, respondents supported parking lot screening and expressed preference for parking placement behind buildings rather than adjacent to street frontages. These community preferences indicate a desire for convenient parking solutions that do not undermine the pedestrian experience. Responses included structured parking as a potential solution and emphasized shared parking arrangements that would facilitate multiple business visits without having to relocate vehicles.

Takeaway 11: The community is ready for strategic investment that is character-sensitive.

According to feedback, the community is prepared to support investment and change, provided that improvements enhance existing assets rather than pursuing generic redevelopment. Survey participants envision Roosevelt Road as a walkable music and dining destination that maintains its own authentic character derived from the music scene and established local businesses. The community understands that current challenges, including traffic management, pedestrian safety, vacant properties, and infrastructure deficits, require substantial intervention, but they maintain confidence in the corridor’s potential.

OPPORTUNITIES IDENTIFIED BY THE COMMUNITY

Stakeholder and community input reveal several community priorities and preferences for Roosevelt Road's future development. The following opportunities and suggestions are organized by planning priority area. These will be considered by the planning team when crafting final plan recommendations.

MARKETING AND PROGRAMMING OPPORTUNITIES

The community seeks to transform Roosevelt Road from a pass-through corridor into a destination through coordinated branding and programming efforts. Suggestions include:

- Develop Roosevelt Road Music District branding
- Create food tourism programming including restaurant weeks and food tours, and coordinated dining events
- Implement regular activation programming through arts events, seasonal festivals, and public space programming

PHYSICAL INFRASTRUCTURE AND SAFETY IMPROVEMENTS

Addressing infrastructure deficits represents the community's highest

priority for enabling economic development and improved quality of life. Suggestions include:

- Implement systematic pedestrian crossing improvements, particularly mid-block facilities
- Install pedestrian islands, enhanced signalization, and traffic calming measures
- Address eastern corridor disinvestment through targeted redevelopment of priority sites
- Develop comprehensive traffic management solutions balancing arterial function with local accessibility
- Implement green infrastructure including street trees, landscaping, and shade structures for pedestrian comfort

DEVELOPMENT AND URBAN DESIGN PRIORITIES

The community prioritizes human-scale development that enhances rather than replaces existing authentic character. Suggestions include:

- Preserve historic character and promote Main Street mixed-use development styles
- Encourage buildings positioned adjacent to sidewalks with transparent storefront windows

- Implement phased complete streets approach prioritizing pedestrian infrastructure
- Develop parking strategies that place structured parking behind buildings
- Focus on environmental comfort through consistent street trees and pedestrian-scale lighting

DISTRICT IDENTITY AND CONNECTIVITY

Creating a unified district identity that celebrates authentic assets while connecting communities represents a key community desire. Suggestions include:

- Build upon authentic historic character and existing cultural assets
- Position Roosevelt Road as the western suburbs' premier live music destination
- Acknowledge the corridor's role connecting Oak Park, Berwyn, and Cicero communities
- Develop wayfinding systems that present Roosevelt Road as a unified district
- Create physical and visual connections between businesses and destinations

MARKET & DEMOGRAPHICS

"Roosevelt Road is a nice intersection of Berwyn, Oak Park, and Cicero that feels like it's own small village."

COMMUNITY MEMBER

"I love the outstanding local businesses that are located along this corridor."

COMMUNITY MEMBER

MARKET ASSESSMENT

Roosevelt Road hosts several anchor and destination businesses, but the road itself is a transportation route, not a destination in the way a downtown or commercial district might be. This influences the methodology for assessing Roosevelt Road's market, which is detailed in the following section.

TRADE AREA OVERVIEW: CORRIDOR AND SURROUNDING NEIGHBORHOODS

For a traditional commercial district, the market might be evaluated in rings or drive areas around it. For Roosevelt Road, the market is both local and pass-through. In fact, one of the opportunities for strengthening businesses is to intercept more commuters who are already passing through.

The planning team considered two ways of analyzing Roosevelt Road's market:

1. The households who live near the corridor
2. The commuters who pass through the corridor

CONSUMER MOBILITY ANALYSIS

Roosevelt experiences an average annual daily traffic (AADT) volume of 17,900 vehicles.

Mobility data on the movement of people (collected through the tracking of mobile phones) shows a total of 6.6 million visits during the one-year period from July 2024 to June 2025. Mobile phone tracking is different from vehicle counts, but the number of visits is quite close to the AADT: 6.6 million annual visits translates to about 18,100 visits per day – or just slightly more than the 17,900 AADT.

Not every “visitor” driving through Roosevelt Road is a customer. Of the 6.6 million annual visits, about 591,000 people stay 10 minutes or longer. Using a data filter that screens for stays of 10 minutes or longer is a way of identifying those who are likely stopping along the corridor and patronizing a business. Of the 591,000 visits that exceed 10 minutes, 445,000 are unique individuals and the remainder (146,000) are repeat visits.



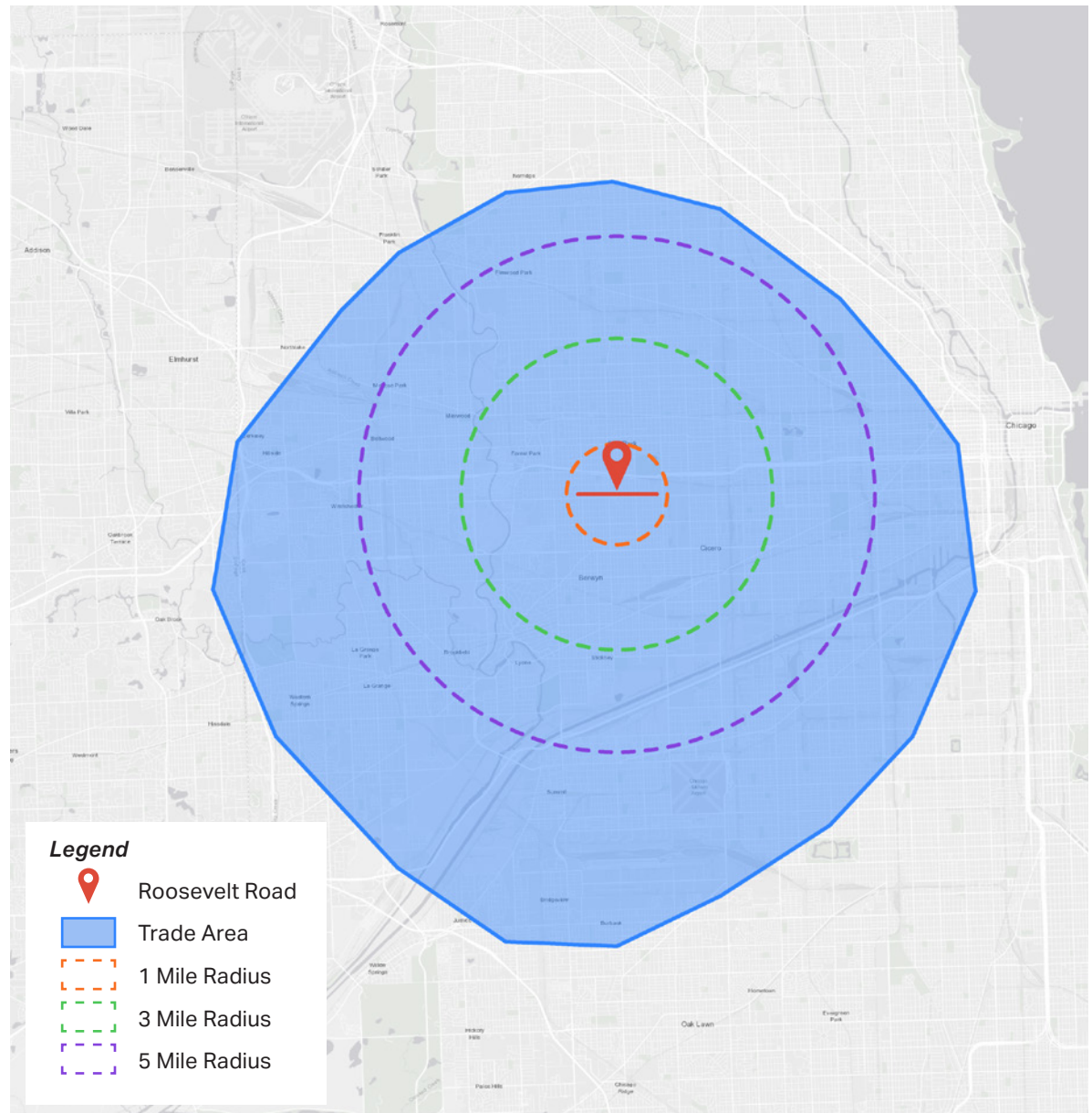
Delineating a trade area is a subjective exercise. A typical definition of trade area is the geography containing 70% of customers. Using this standard, a circular polygon with a radius of approximately 6-8 miles from the midpoint of the road contains the home location of the 591,000 visitors who stay on Roosevelt Road longer than 10 minutes. ***This shows that the customer base for Roosevelt Road is local, but it is not confined to Berwyn or Oak Park.***

The top originating zip codes generating more than 1% of visitors are shown in the table below. Berwyn accounts for 16% of visitors; Cicero, 11%; and Oak Park, 11%. Many other visitors live in various zip codes in the City of Chicago. Several other Chicago zip codes – not shown in the table – each account for less than 1% of visitors.

Figure 3: Top Originating Zip Codes

ZIP CODE	CITY/TWP	% OF VISITS
60804	Berwyn	16%
60804	Cicero	11%
60304	Oak Park	9%
60644	Chicago	5%
60302	Oak Park	2%
60623	Chicago	2%
60624	Chicago	2%
60651	Chicago	2%
60130	Proviso	2%
60639	Chicago	2%
60153	Proviso	2%

Figure 4: Study Area Base Map



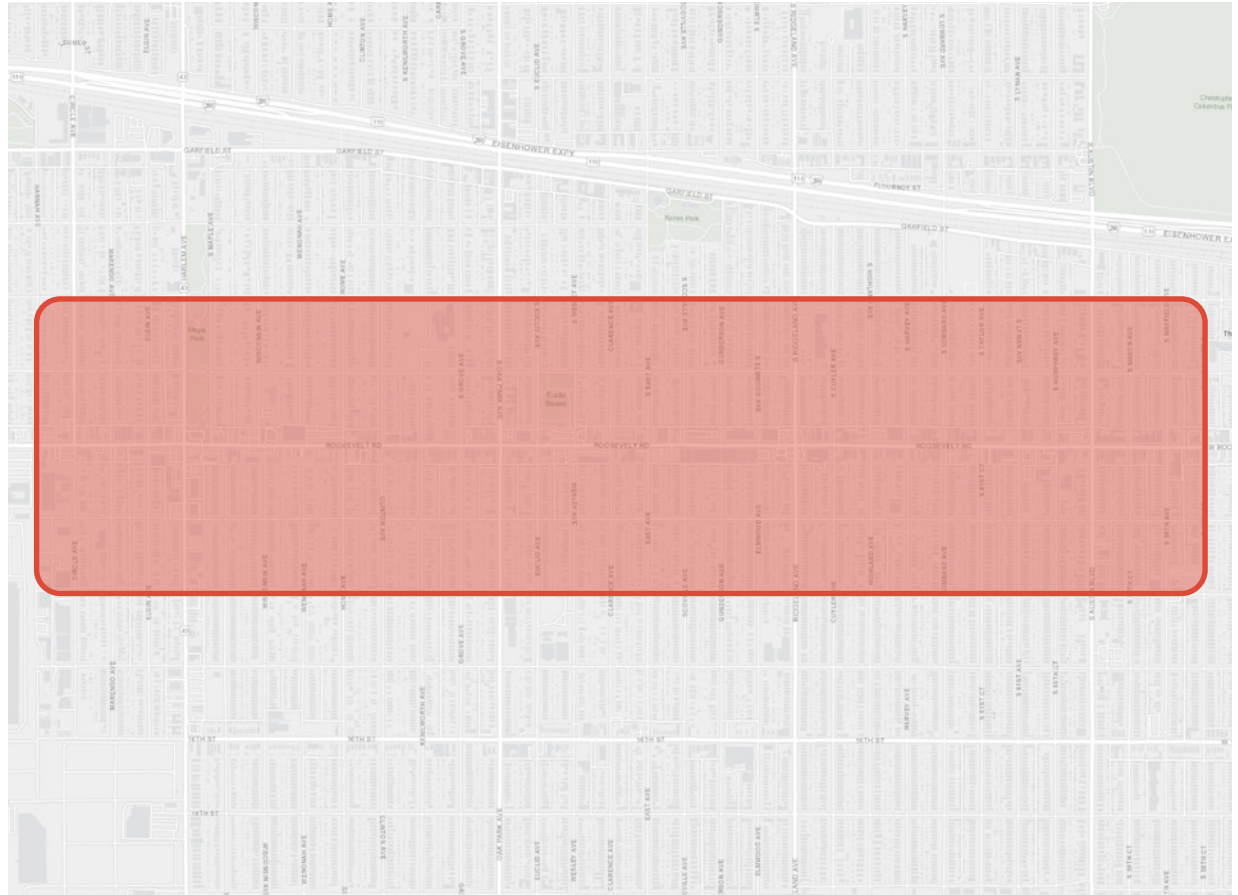
DEMOGRAPHIC ASSESSMENT

The planning team analyzed demographic data for a quarter-mile buffer around Roosevelt Road (see map). This polygon contains portions of Berwyn, Oak Park, Forest Park, Cicero, and City of Chicago and is 1.0 square miles in area. Population characteristics within this area (a short walk to Roosevelt Road) were compared to the surrounding communities of Berwyn and Oak Park.

“This is a busy corridor that serves people and neighbors from four communities - Oak Park, Berwyn, Cicero, and Chicago. This is one of the corridor’s greatest assets.”

COMMUNITY MEMBER

Figure 5: Roosevelt Road Demographic Analysis Area



POPULATION

The population trend within the quarter-mile buffer follows roughly the same curve as for Berwyn and Oak Park. The populations of all three areas were roughly stable in the 2010 to 2020 period. All are projected by ESRI to decline slightly in this decade. However, population projections for small areas are not reliable without local context. Because these communities are built-out, population growth will be determined by the development pipeline: e.g. new infill development or multi-family development. Local planning offices can make more accurate population projections than ESRI based on known housing units in development.

INCOME

Berwyn has a median household income of \$88,424 compared to an Oak Park median income of \$111,468 (ERSI 2025 estimates). Because the Roosevelt Road area encapsulates portions of both communities, household income in the quarter-mile Roosevelt Road buffer is higher than Berwyn’s median and lower than Oak Park’s median. (For reference, the US median is \$81,624.)

Figure 6: Population Trends

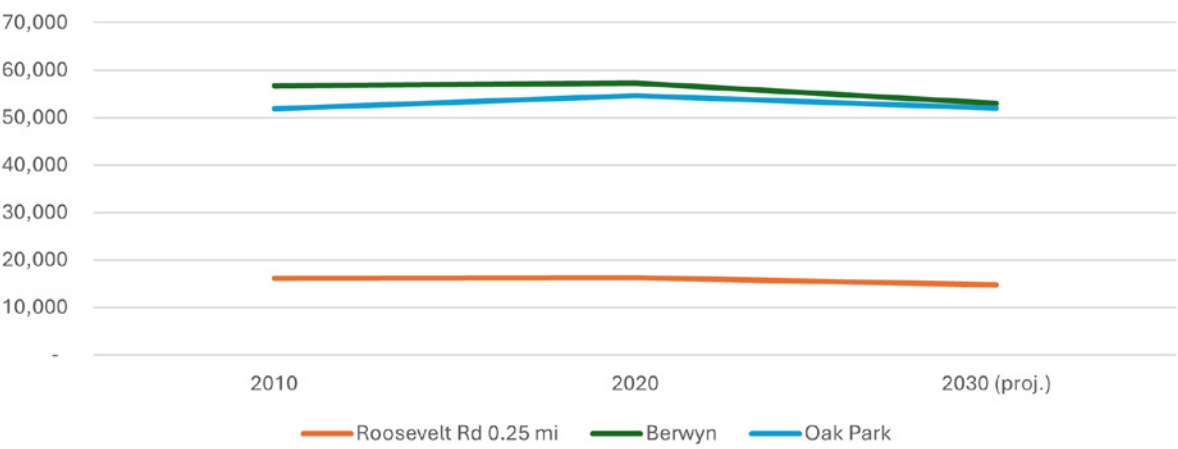
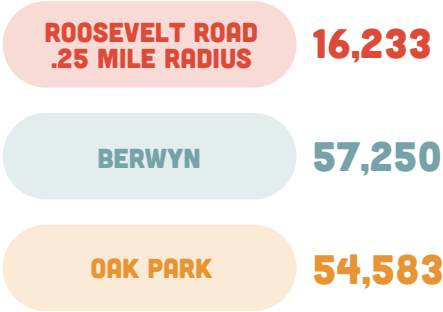


Figure 7: Median Household Income

MEDIAN HH INCOME	ROOSEVELT RD 0.25 MI.	BERWYN	OAK PARK
Median household income	\$88,198	\$81,424	\$111,468

POPULATION 2020



MEDIAN HOUSEHOLD INCOME 2025 EST.

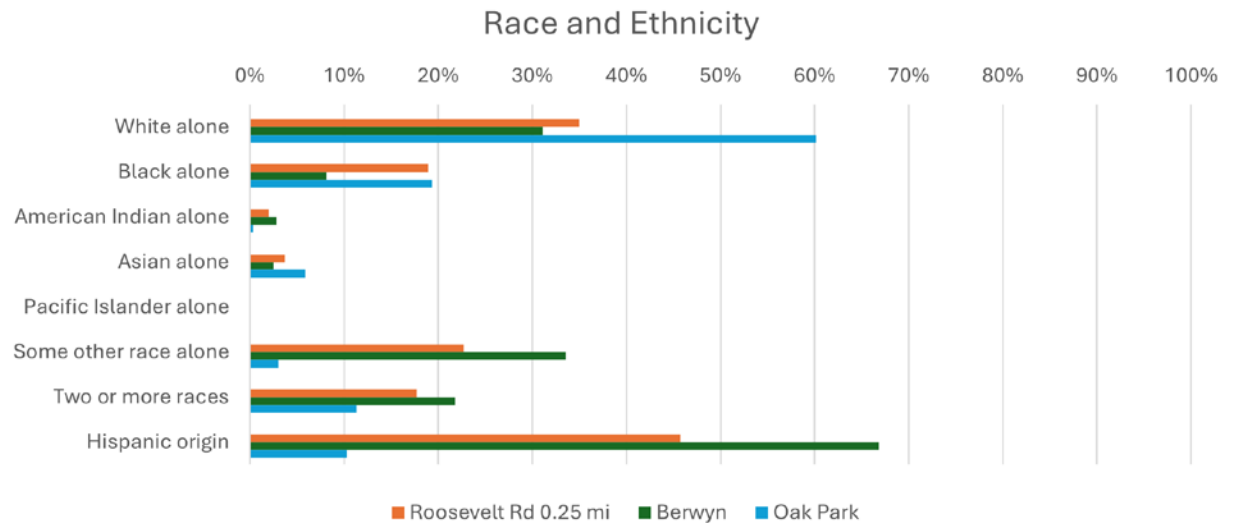


RACE AND ETHNICITY

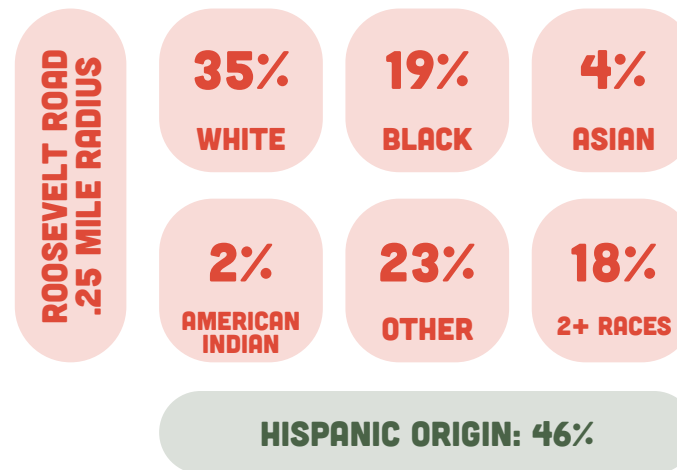
Diversity in the two municipalities and in the quarter-mile around Roosevelt Road is nuanced. For example, the Black population in Oak Park (19%) is more than twice as large, proportionally, as in Berwyn (8%). The Black population around Roosevelt Road is 19%. The Hispanic population of Oak Park (10%) is much smaller, proportionally, than Berwyn's (67%). The Hispanic population around Roosevelt Road is 46%.

Diversity can also be measured by a Diversity Index score. The diversity index is based on a scale of zero to 100, where zero represents no diversity and 100 represents complete diversity. The Roosevelt Road buffer has a high diversity index (88), very close to Berwyn's score of 85. Oak Park's diversity index is 66.

Figure 8: Race and Ethnicity



RACE & ETHNICITY 2025 EST.



CONSUMER SPENDING

Household spending is closely tied to income. The data is produced by the Bureau of Labor Statistics (rather than the Census). It is updated annually by ESRI.

There are three ways to look at household spending: by aggregate for the neighborhood, by individual household, and by Spending Potential Index (SPI). Aggregate spending (number of households times spending per household) quantifies all spending available in a given geography (the quarter-mile buffer, in this case) and the volume of dollars potentially available to capture. Household spending provides a sense of where discretionary spending goes, by purchase category, at the household level. SPI is a useful scale for comparing spending capacity by purchase category or across geographies.

The most relevant categories of consumer spending for this purpose are those categories of goods and services that can be purchased on Roosevelt Road. These include, particularly, food at home (groceries), food away from home, entertainment/recreation (though this is a broad category), and personal care products and services.

The Spending Potential Index scores households on a scale with a defined national average of 100. An SPI greater than 100 indicates higher-than-average spending potential. The SPIs for most spending categories in the Roosevelt Road quarter-mile buffer hover right around the midpoint of 100. While these SPI scores would not be attractive to high-end retail or restaurants, they do support commodity retail (like groceries, convenience, and pharmacy purchases), and the restaurants and services that cater to these middle-income consumers.

COMPARISON TO PASS-THROUGH VISITORS

Certain demographic characteristics gathered through mobility data allow comparison of pass-through visitors to the local population. Pass-through visitors are the 445,000 unique annual visitors who stay within the corridor for 10 minutes or longer.

The median household income for pass-through visitors is \$73,395, which is lower than the median of \$88,198 for households in the quarter-mile buffer. The median age of pass-through visitors is 38 years old, almost equivalent to the quarter-mile buffer (37.8 years old).

Figure 9: Consumer Spending Roosevelt Road

CONSUMER SPENDING: 0.25-MILE BUFFER (2025 EST.)	AGGREGATE SPENDING	SPENDING PER HOUSEHOLD	SPI
Apparel & Services	\$ 14,968,000	\$ 2,627	107
Entertainment/Recreation	\$ 23,920,000	\$ 4,198	102
Food at Home	\$ 44,108,000	\$ 7,741	104
Food Away from Home	\$ 25,538,000	\$ 4,482	109
Health Care	\$ 43,268,000	\$ 7,594	98
HH Furnishings & Equipment	\$ 17,189,000	\$ 3,017	104
Personal Care Products & Services	\$ 6,318,000	\$ 1,109	106

BUSINESSES AND COMMERCIAL SPACE INVENTORY

Based on information from focus groups, interviews, and observation, it is apparent certain businesses on Roosevelt Road are destinations in themselves. These primarily include performance venues, bars with live music, and several restaurants. These businesses attract customers from beyond Berwyn and Oak Park and lend some identity and wider recognition to Roosevelt Road.

Along the corridor, the business mix is more extensive than the several anchor bars and restaurants. There are approximately 175 ground-floor commercial spaces along the length of the road within the two municipalities.

By visual observation, Roosevelt Road overall contains a mix of businesses that is particularly strong in personal care (salons and related businesses), retail (especially grocery and convenience), restaurants, and quick-service food establishments.

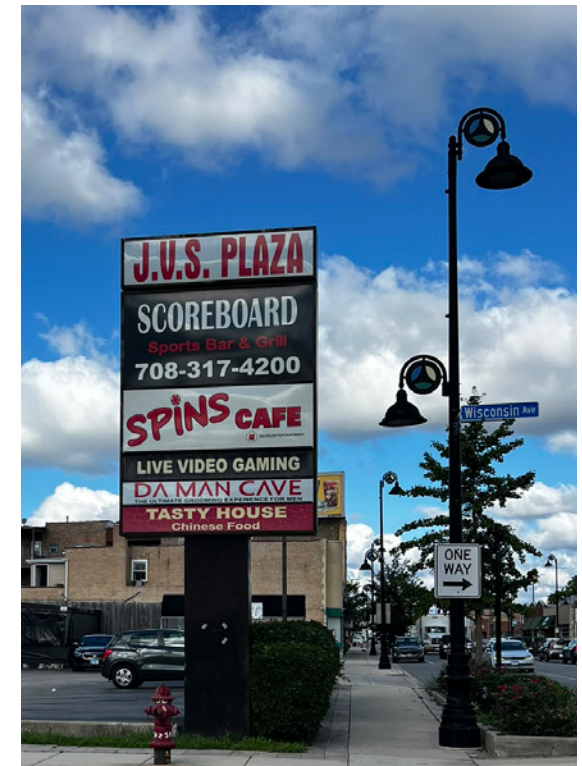
As noted, from the consumer perspective, there is not a "Berwyn side" and an "Oak Park side," so it is more useful to treat the Roosevelt Road business inventory as

one, irrespective of municipality. However, some observed differences are worth noting: Restaurants and food services are more prevalent on the Berwyn side. Drinking establishments with video gaming are present only on the Berwyn side, as video gaming is not permitted in Oak Park. Healthcare services and ground-floor offices are more prevalent on the Oak Park side.

The Berwyn Development Corporation tracks vacancies on Roosevelt Road and throughout the city. Its most recent tracking report listed seven vacant commercial spaces, or 4.6% of all spaces on the Berwyn side. This is lower than observed vacancies. This may be because some storefronts are, effectively, "occupied vacancies" (inactive businesses), or because some storefronts are not listed or marketed for lease.

Differences in land use regulation and other ordinances across municipalities affect economic development. Video gaming, which is permitted on the Berwyn side, may have the unintended consequence of raising rental rates overall: When video gaming businesses bring in more revenue (e.g., more than a typical bar or café), they can afford to pay

higher rent. This can effectively raise the cost of other commercial spaces because of the potential of attracting a business with a gaming license. These higher rents may lead to either more vacancies, or an excess of gaming and drinking establishments along the corridor.



Signs for gaming establishments and other businesses

MANAGEMENT AND FUNDING

ROOSEVELT ROAD MANAGEMENT

Corridor management presents a significant challenge for Roosevelt Road, primarily because it bifurcates two municipalities, each with different resources and priorities. Berwyn Economic Development Corporation takes lead responsibility for the Berwyn side, and Oak Park Development Services Department takes lead responsibility for the Oak Park side. But there is no entity advocating for and actively managing the corridor as a whole and the corridor has no distinguishing identity. The two institutional entities (Village of Oak Park and Berwyn Development Corporation) see themselves as responsible for management of their respective sides, while from a shopper perspective, it is one commercial corridor. In addition to serving as an edge, the street extends east and west beyond Berwyn and Oak Park to through other municipalities. This further complicates the question of the corridor's identity for the everyday user.

To achieve the greatest opportunity for improvement, Roosevelt Road should be managed as a place. Improving the corridor holistically will benefit from managing and marketing it as a single place.

"In the future, I want Roosevelt Road to be a nice connection between the three municipalities where each community contributes to an overall neighborhood feeling throughout the district."

COMMUNITY MEMBER



TIF

A Tax Increment Financing district was established on the Berwyn side of Roosevelt Road and extends the length of the corridor from Maple to Lombard, with a depth that includes the street-facing property lots. After a recent extension of the term, the TIF is set to expire in 2032. The TIF generates two types of funding: “Pay-as-you-go” grants are based on tax increment generated and rebated as they are earned. This funding can be used to incentivize economic development, with maximum allowable funding capped at 25% of approved development or rehabilitation costs. Finish Line Grants assist business and property owners with rehabilitation and renovation projects located within the district and can also be used to reimburse some marketing and land acquisition costs. In 2023, the TIF collected \$927,514 in revenues.



PHYSICAL ENVIRONMENT

"The historic character and 'Main Street' feel of Roosevelt Road should be maintained. Try to do away with strip mall type structures, or at least do not plan to build any more."

COMMUNITY MEMBER

LAND USE ASSESSMENT

The Roosevelt Road corridor from Harlem Avenue to Austin Avenue exhibits the mixed-use character typical of established suburban commercial corridors, though with variations in development intensity, building typology, and character along its length. The corridor serves as both a commercial destination and a major east-west thoroughfare connecting multiple municipalities. The corridor's dual function as both a transportation corridor and commercial destination influences its land use patterns, which include auto-oriented commercial, neighborhood-serving commercial, residential, institutional, and industrial.

COMMERCIAL LAND USE

Commercial uses dominate the street frontage, characterized primarily by "Urban Mix" commercial. This land use category includes smaller-scale retail, services, restaurants, and neighborhood-serving businesses. The commercial fabric includes a concentration of entertainment venues, dining establishments, specialty retail, and personal services that serve local residents and draw visitors from the broader region. Commercial typology varies along the corridor's length, with

higher concentrations of auto-oriented businesses between Harlem Avenue and Clinton Avenue, a greater amount of walkable, active storefronts between Clinton Avenue and East Avenue, and more service-oriented businesses, vacant lots, and underutilized properties between East Avenue and Austin Avenue.

MIXED-USE AND RESIDENTIAL COMPONENTS

The corridor features a significant number of mixed-use properties with commercial on the first floor and residential on upper floors. This land use is most common between Ridgeland Avenue and Austin Avenue, though there are mixed-use buildings throughout the length of Roosevelt Road. Other residential uses represented along the corridor include multi-family residential buildings and single-family attached developments, such as townhomes or rowhomes.

INDUSTRIAL AND INSTITUTIONAL USES

Educational facilities, medical offices, and other institutional uses are interspersed along the corridor, serving broader community needs. The Turano



Mixed-use residential



Turano Industrial facility

Baking Company facility represents the corridor's largest industrial use, occupying significant frontage with manufacturing and office operations.

SURROUNDING CONTEXT

The corridor is surrounded by predominantly single-family residential neighborhoods to the north and south. Neighborhoods to the south, located within the City of Berwyn and the Town of Cicero, are characterized by a greater amount of multi-family properties interspersed with single-family properties. The neighborhoods to the north, located within the Village of Oak Park, feature more open space and institutional land uses, such as schools and religious institutions. There is a clear land use transition from the commercial spine of Roosevelt Road to surrounding residential areas.

LAND USE CONSIDERATIONS

Balancing local access with regional traffic. A primarily residential context provides a built-in customer base for neighborhood-serving businesses while underscoring a need to balance local accessibility to the Roosevelt Road corridor with the pressure of regional traffic flow.

Recognizing the corridor's 'dual identity'. The combination of intimate, walkable neighborhood-serving commercial clusters with larger-format auto-oriented businesses and surface parking lots reflects the ongoing interplay between the corridor's roles as both neighborhood commercial hub and regional connector.

Considering different approaches for different areas. The variation in development intensity along the corridor, ranging from auto-oriented uses near Harlem to underutilized properties approaching Austin, suggests a need for differentiated planning strategies rather than a one-size-fits-all approach.

Transitioning between less-compatible uses. Auto-oriented uses and industrial uses create challenges for creating a cohesive pedestrian-oriented commercial environment. These uses are important assets to the corridor and community, so there is need for careful transition planning that acknowledges existing assets while working toward more pedestrian-friendly development patterns where appropriate.

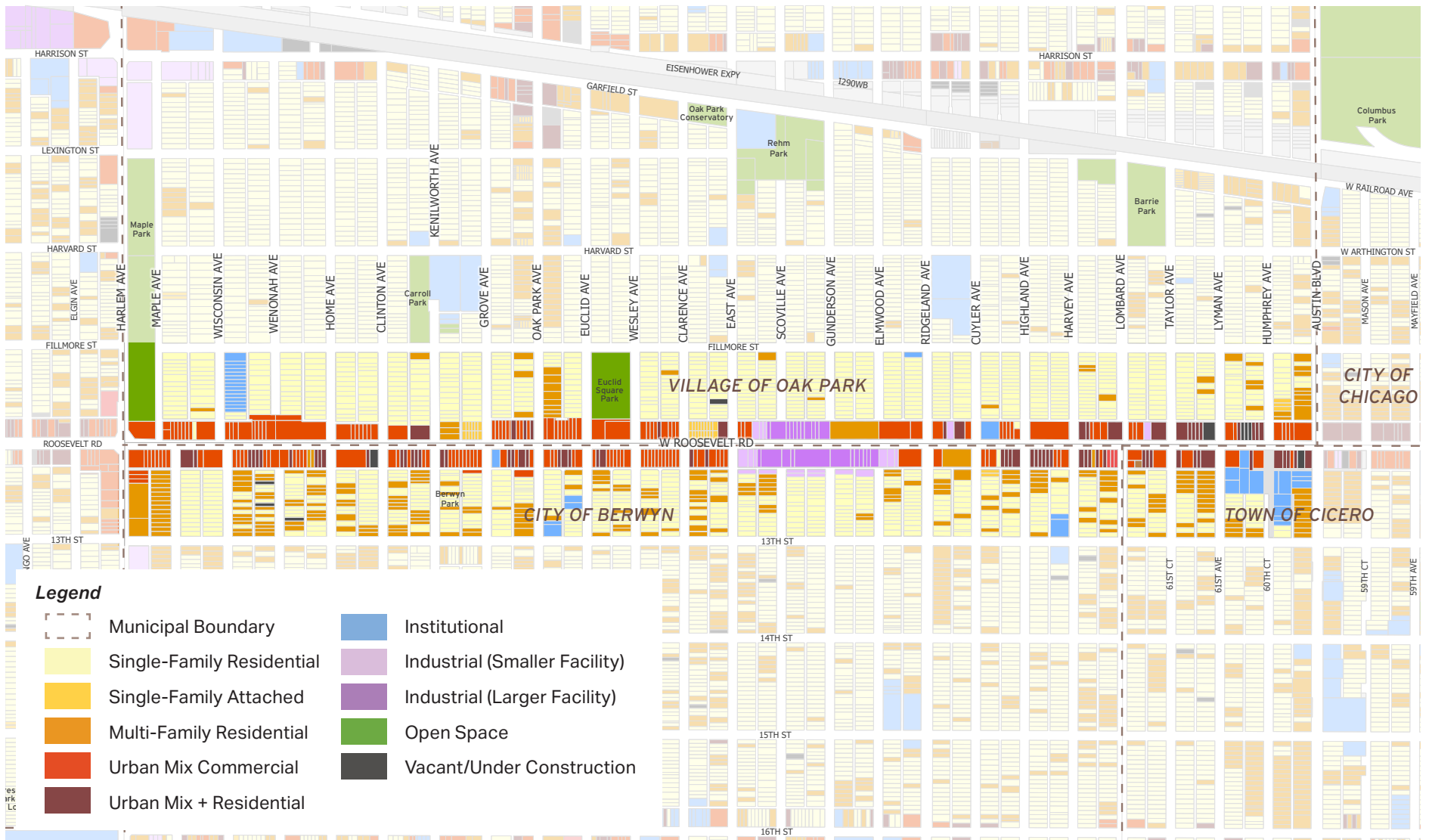


Pedestrian-scale buildings



FitzGerald's and Babygold Barbeque

Figure 10: Study Area Land Use Map, CMAP Land Use Inventory 2020



ZONING ASSESSMENT

In the past, development along the Roosevelt Road corridor was regulated by the Roosevelt Road Form-Based Code, which was adopted in 2009 as a collaboration between Oak Park, Berwyn, and Cicero. This development code served as a standalone set of development regulations that simultaneously served all three communities along Roosevelt Road from Austin Boulevard to Harlem Avenue. Now, Oak Park and Berwyn regulate development through their own zoning ordinances.

OAK PARK

Oak Park regulates development on the north side of Roosevelt Road as part of the Roosevelt Road Form-Based District. The purpose of the RR District is to accommodate the various types of development found throughout the corridor utilizing three subzones. The RR-P Pedestrian Oriented District preserves and protects pedestrian shopping areas. The RR-T Transitional District recognizes both pedestrian-oriented and auto-oriented areas. And the RR-A Auto-Oriented District accommodates businesses that generate significant vehicle traffic. These

subzones mirror those found in the previous Roosevelt Road Form-Based Code that served Oak Park, Berwyn, and Cicero. In general, stakeholders feel that the RR District's development regulations are overly complicated and need modifications in order to be more conducive to development along Roosevelt Road. The RR District will likely need systematic adjustments as a result of this planning process.

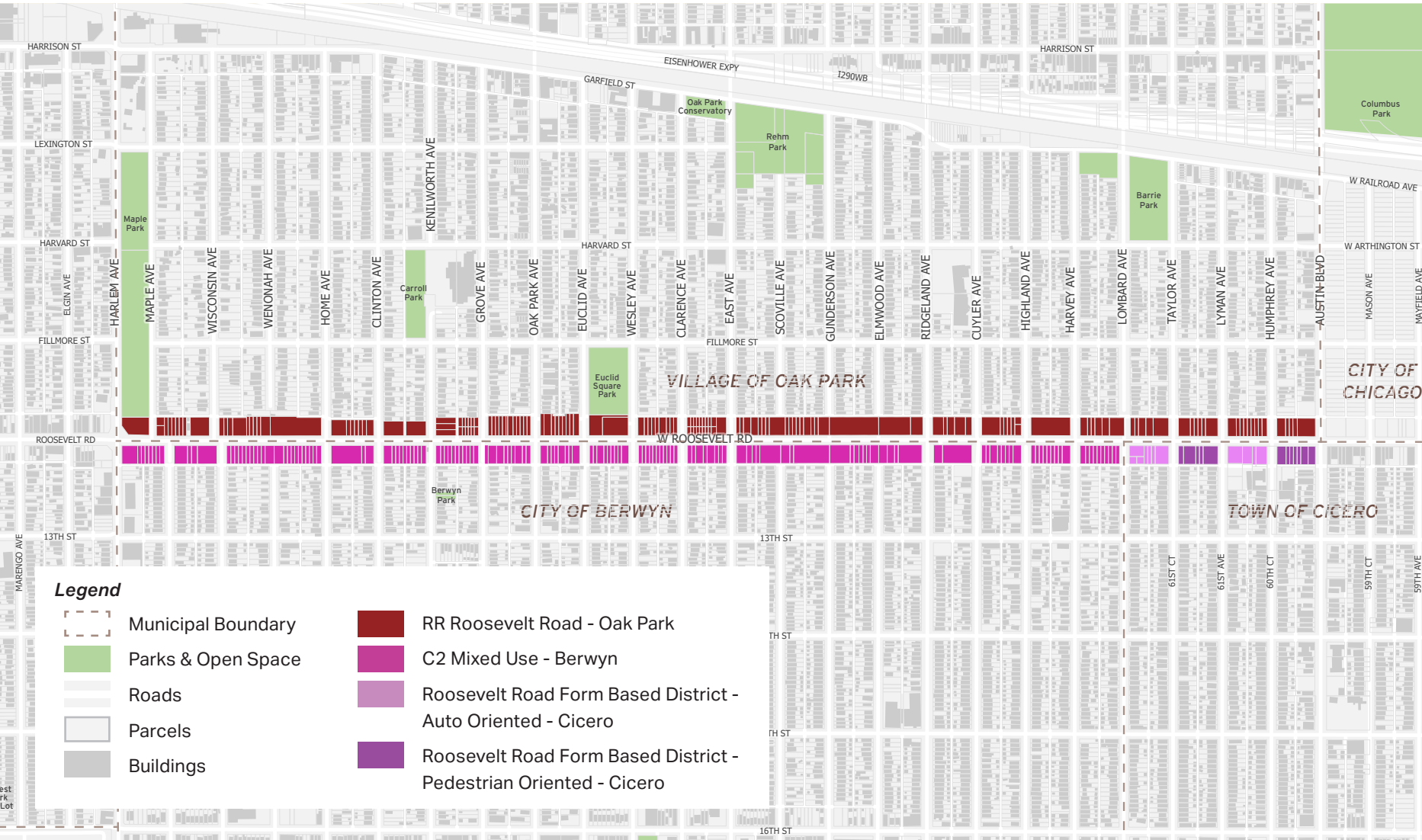
BULK

Lots in the RR District do not have regulations for minimum lot area or minimum lot width, which means that development is regulated by the existing pattern of lots. In the RR District, building height is not regulated uniformly, which is different than most of the other commercial zoning districts in the Village which have a single maximum building height of 45 feet. In the RR District, height is regulated by both the RR subzones and one of four building types: single-use building, single-use building with underground parking, mixed-use building, or mixed-use building with underground parking. Buildings with underground parking are allowed an extra story of height, which is the equivalent of an additional ten feet.

The RR-T allows the tallest buildings with a range of three stories and 40 feet for single-use buildings up to six stories and 70 feet for mixed-use buildings with underground parking. The RR-P is slightly shorter with a range of three stories and 40 feet for single-use buildings up to five stories and 60 feet for mixed-use buildings with underground parking. The RR-A allows the shortest buildings with a range of two stories and 30 feet for single-use buildings up to four stories and 50 feet for mixed-use buildings with underground parking. Since the RR-P, RR-T, and RR-A subzones allow for different height by building type, these regulations can impact residential neighborhoods to the north based on the specific characteristics of each development, which can create taller or shorter buildings.

In the RR District, bulk is also regulated by maximum density requirements which are expressed as the minimum required amount of land per dwelling unit by subzone and residential building type. The density requirements for the RR District are generally consistent within the range of 750 square feet to 1,200 square feet per dwelling unit. Multi-dwellings must have a minimum of 1,000 square feet per dwelling

Figure 11: Study Area Zoning Map, Village of Oak Park, City of Berwyn, Town of Cicero



unit in all subzones. Townhouses must have a minimum of 1,200 square feet per dwelling unit in all subzones. Mixed-use shopfronts must have a minimum of either 750 square feet (RR-T) or 1,000 square feet per dwelling unit (RR-P, RR-A). Density requirements are closely tied to regulations for building height and setbacks. The number of dwelling units in a residential building can be more easily regulated by managing the overall height of a building and its proximity to property lines.

SETBACKS

Building setbacks refer to the location of a building in relation to the property



line and sidewalk. Buildings in the RR District are regulated by a build-to-zone in the front and corner side of the building that provides a minimum and maximum distance along both Roosevelt Road and any applicable side street. Build-to-zones ensure that the façades of buildings are built within a defined distance of the sidewalk. These build-to-zones are regulated by building type with special exceptions for setbacks that are wider than 2.5 feet. In addition, each building type has separate regulations for interior side and rear setbacks. The setback regulations of the RR District are very specific, which allows the Village to exert greater control over the relationship between new development and neighboring property. However, these setback regulations are so specific that they are difficult to understand and create less consistency in the overall location of buildings as they relate to neighboring property along the corridor as a whole.

USES

The RR District allows a wide variety of retail, service, office, and institutional uses along Roosevelt Road. Generally, the RR District permits retail goods establishments, personal service establishments, restaurants, and office uses. Other uses are allowed as special uses so the Village can have greater oversight on their location within the

corridor, such as cannabis uses, gas stations, and motor vehicle repair. Drive-throughs are regulated as a principal use and require special use approval. In terms of residential uses, dwellings above the ground floor are allowed as permitted uses, while multi-family dwellings, live/work dwellings, residential care facilities, and townhomes are allowed as special uses. All of these uses contribute to the mixed-use environment along Roosevelt Road.

The RR District regulates use with two overlapping techniques, which adds a layer of complexity to the Village's Zoning Ordinance. First, use is regulated by one of seven building types that are either a permitted or special use in each of the three RR-P, RR-T, and RR-A subzones. These seven building types include single-story shopfront, mixed-use shopfront, general commercial, multi-dwelling, townhouse, civic building, and open space/parking. The Ordinance provides a brief description of the building types, each of which is complemented by a detailed illustration. Second, use is regulated by a table of permitted and special uses for the building types on Roosevelt Road (Ordinance Table 5-2). This table is related to a separate use table that is used for both Roosevelt Road and the Village as a whole (Ordinance Table 8-1). For example, a user would start with Table 8-1 to see that a retail store is

a permitted use in the RR District. They would then consult Table 5-2 to see that a retail store is permitted only in a single-story shopfront, the ground floor of a mixed-use shopfront, and in a general commercial building. A retail goods establishment would be prohibited in all other building types. The user would then have to consult Table 5-1 to see if the building type is allowed in the RR-P, RR-T, and RR-A subzones as either a permitted use, special use, or prohibited use.

DESIGN STANDARDS

Due to its emphasis on form, the RR District has very detailed design standards. The placement of parking is regulated with minimum front, side, and rear setbacks that must meet underlying zoning regulations to ensure that parking is located in the rear of buildings. Street frontage is regulated with different regulations based on location (mid-block or corner) and by subzone (RR-P, RR-T, or RR-A). The RR District provides a dizzying array of options for frontage, but the goal of these regulations is to ensure that a majority of a building is adjacent to the sidewalk, rather than recessed or used for parking areas.

The remainder of the design standards for the RR District regulate window transparency, building entrance location, blank walls, and building materials. Design

standards are also included for building features and accessory structures for awnings, canopies, and fences, among other items. As a whole, the design standards contribute to the desired form of development along Roosevelt Road, but are very specific considering that other portions of the Zoning Ordinance already have robust design standards. Moving forward, the Village may want to consider utilizing the building design standards for non-residential, mixed-use, and multi-family development for new buildings along Roosevelt Road, especially considering that any new development would be subject to design review by Village staff.

OFF-STREET PARKING

Oak Park's Zoning Ordinance requires each use along Roosevelt Road to comply with minimum off-street parking requirements based on the type of use and its overall size. Village leaders are aware that the small sites on Roosevelt Road, and throughout the community, do not provide ample room for off-street parking lots. The Zoning Ordinance offers several ways for uses along Roosevelt Road to reduce the amount of required parking. Existing parking facilities that do not conform to current zoning requirements are allowed to remain in place as legally nonconforming, or "grandfathered," parking areas. Similarly,

smaller non-residential uses that are 2,500 square feet or less in area do not need to provide off-street parking. On-street parking spaces located on the front and/or corner side lot line may count towards the off-street parking requirements of commercial uses as well. In addition, property owners may satisfy off-street parking requirements through payment of a fee-in-lieu of providing parking spaces subject to approval by the Village. Oak Park requires some uses to provide bicycle parking based on the gross floor area of the building. However, many of the uses along Roosevelt Road are exempt from these requirements, which generally apply to establishments that are either more than 5,000 or 10,000 square feet.

SIGNS

Oak Park's Sign Code allows a wide variety of signs along Roosevelt Road to attract customers and ensure that signs



Parking restrictions

are compatible with surrounding land uses. Signs along Roosevelt Road are regulated by the Corridor Commercial Sign Overlay District, which also applies to Madison Street and North Avenue. The District allows car-oriented signs, like pole signs and monument signs, as well as pedestrian-oriented signs, like projecting signs and window signs. This flexibility in sign regulations allows businesses to communicate with a wide variety of potential customers.

BERWYN

Berwyn regulates development on the south side of Roosevelt Road as part of the C-2 Traditional Mixed-Use



Signage on northern side of road

District, which also covers Cermak Road. The purpose of the C-2 District is to accommodate moderate-intensity mixed-use and pedestrian-oriented development that allows a range of retail, service, office, and institutional uses. In general, stakeholders feel that the C-2 District's development regulations are relatively straightforward and conducive to development along Roosevelt Road. The C-2 District may need minor adjustments as a result of this planning process.

BULK

Lots in the C-2 District must have a minimum area of 3,000 square feet and a minimum lot width of 25 feet, which is well-suited to Roosevelt Road. The C-2 District allows a maximum building height of 65 feet and five stories even though most of the buildings in the area are one to three stories tall.

SETBACKS

Building setbacks refer to the location of a building in relation to the property line and sidewalk. A minimum setback ensures that there is space between the sidewalk and the front façade of a building, which is common for front yards in residential zoning districts. A maximum setback ensures that the front façade of a building is closer to the sidewalk to create a pedestrian-friendly environment

in commercial areas. Buildings in the C-2 District, must have a minimum front setback of 10 feet, a maximum corner side setback of 10 feet, and a minimum rear setback of 5 feet. The C-2 District does not require a minimum interior side setback, which allows buildings to be built directly adjacent to one another. The City may want to consider whether a maximum front setback would be more appropriate than a minimum front setback along Roosevelt Road.

USES

The C-2 District allows a wide variety of retail, service, office, and institutional uses along Roosevelt Road. Generally, the C-2 District permits retail goods establishments, personal service establishments, restaurants, bars, and office uses. Other uses are allowed as special uses so the City can have greater oversight on their location within the corridor, such as cannabis uses, gas stations, and motor vehicle repair. Drive-throughs are considered an accessory use and are permitted with a building permit, but do not require additional approvals through zoning. In terms of residential uses, dwellings above the ground floor and residential care facilities are allowed as permitted uses, while multi-family dwellings and townhomes are allowed as special uses. In terms of manufacturing uses, wholesale

bakeries and catering establishments are permitted for uses like Turano Bakery and Beyond Catering. All of these uses contribute to the mixed-use environment along Roosevelt Road.

DESIGN STANDARDS

Overall, Berwyn's design standards facilitate a pedestrian-friendly environment, where buildings are close to the sidewalk and the impact of cars is minimized. Buildings must respect the existing built environment with façade design that holds the corner, includes a defined base, middle, and top, and includes structural elements to provide architectural interest. The design standards require the use of durable and natural materials, such as stone, brick, stucco, and glass. Buildings must have a minimum street frontage of 75 percent, which means that most of the building must be located directly adjacent to the sidewalk. Parking areas must be located to the rear of the building or in a double-loaded parking bay on the interior side of the building, rather than the corner. Ground floor windows facing the sidewalk must be at least 50 percent transparent as measured between two feet and eight feet from the ground. Window tinting in excess of 20 percent is not allowed.

OFF-STREET PARKING

Berwyn's Zoning Ordinance requires each

use along Roosevelt Road to comply with minimum off-street parking requirements based on the type of use and its overall size. City leaders are aware that the small sites on Roosevelt Road do not provide ample room for off-street parking lots. The Zoning Ordinance offers two ways for uses along Roosevelt Road to reduce the amount of required parking. On-street parking spaces located within 125 feet of the front and/or corner side lot line may count towards the off-street parking requirements of a non-residential use. In addition, non-residential uses along Roosevelt Road may satisfy off-street parking requirements through payment of a fee-in-lieu of providing parking spaces subject to approval by the Zoning, Planning, and Development Commission. In addition, Berwyn requires some uses to provide bicycle parking based on the number of vehicle spaces provided. However, most of the uses along Roosevelt Road are exempt from these requirements, which generally apply to establishments that are more than 7,500 square feet.

SIGNS

Berwyn's Sign Ordinance allows a wide variety of signs along Roosevelt Road to attract customers and ensure that signs are compatible with surrounding land uses. The C-2 District allows every type of permanent sign that is enumerated in

the Sign Ordinance, including car-oriented signs, like pole signs and monument signs, as well as pedestrian-oriented signs, like projecting signs and window signs. This flexibility in sign regulations allows businesses to communicate with a wide variety of potential customers.



Lucky Dog Restaurant



Street furniture on southern side of road

ZONING CONSIDERATIONS

Oak Park and Berwyn may want to consider modifications to their respective zoning ordinances to support the land use, economic development, and transportation goals of the Roosevelt Road Corridor Plan. This section identifies zoning considerations for both municipalities as they evaluate their zoning frameworks. These will be developed further in the final plan.

OAK PARK

Stakeholders have noted that the development regulations of Oak Park's RR District are complex and may present opportunities for evaluation. Key areas for consideration include:

Regulatory Complexity. The current framework includes multiple subzones and building types that may benefit from streamlining. The existing system creates multiple layers of regulation that can be challenging for developers to navigate. Simplifying these frameworks could potentially encourage more development activity while maintaining appropriate design standards.

Development Standards. Building height, density, and setback regulations could be more consistent and predictable. Current standards vary significantly based on

subzone and building type combinations, which may create uncertainty for both developers and neighboring residents. More consistent approaches could provide clearer expectations while supporting the corridor's evolution.

Design Requirements: Existing design standards could be consolidated with other municipal regulations. Some requirements specific to Roosevelt Road duplicate standards found elsewhere in the municipal code, creating potential inefficiencies. Streamlining these requirements could improve clarity while maintaining design quality.

BERWYN

Stakeholders generally find Berwyn's C-2 District regulations straightforward, with opportunities for minor adjustments. Areas for consideration include:

Built Environment. There is an opportunity for regulations to better support mixed-use development and pedestrian-oriented design. The existing framework could be evaluated to determine whether adjustments might encourage development that better contributes to an active, walkable corridor. Building placement and height standards



Mixed-use building, Oak Park

present particular opportunities for consideration.

Use Regulations. Existing use categories and approval processes may warrant evaluation to ensure they support corridor goals. Some uses may benefit from different regulatory approaches to better manage their impacts on the surrounding area. The current framework provides a foundation that could be refined to better align with community vision.

Parking and Signage. Current requirements could be adjusted to support small businesses. Existing parking standards may be challenging for smaller establishments, while signage regulations could be evaluated for their impact on business visibility and corridor aesthetics. These areas present opportunities for targeted adjustments.

BOTH COMMUNITIES

Business Mix. Both communities may want to evaluate their approaches to regulating business types and concentrations along the corridor. Current regulations may not fully address community concerns about certain business clusters or gaps in desired business types. Examining these regulatory approaches could help both municipalities better shape the corridor's commercial character.

Coordination. Inter-municipal coordination on zoning approaches could support corridor-wide planning goals. Since Roosevelt Road crosses municipal boundaries, coordinated regulatory approaches could help create a more cohesive corridor experience. Both communities could benefit from examining opportunities for complementary zoning strategies that support shared objectives.



Roosevelt Road bike parking near Culver's, Berwyn



Storefronts, Oak Park

STREETSCAPE CONDITIONS

CHARACTER AREAS

Roosevelt Road's streetscape reflects the corridor's complex role as a multi-jurisdictional commercial corridor that serves both as a neighborhood commercial district and a regional transportation route. Streetscape character and conditions vary along the road's length, creating distinct character areas with different pedestrian experiences, visual qualities, and development patterns. Tailored design and planning interventions will be necessary for each.

Legend

-  Municipal Boundary
-  Parks & Open Space
-  Roads
-  Parcels
-  Buildings
-  Pedestrian Scale
-  Transitional
-  Auto-Oriented
-  Industrial



Happiness Chinese, Pedestrian -Scale Character Area

Figure 12: Character Areas Map



PEDESTRIAN-SCALE

These areas are distinguished by mostly-continuous street walls created by buildings constructed to the edge of lot lines, neighborhood-serving commercial uses, and active Roosevelt Road commercial institutions, such as Friendly's and Fitzgerald's. With some exceptions, parking lots are minimal and there are less curb cuts, which facilitate pedestrian movement.

The built environment and existing businesses provide more opportunities for outdoor dining and shopping, lending to a more successful pedestrian environment with a quasi-main street atmosphere.

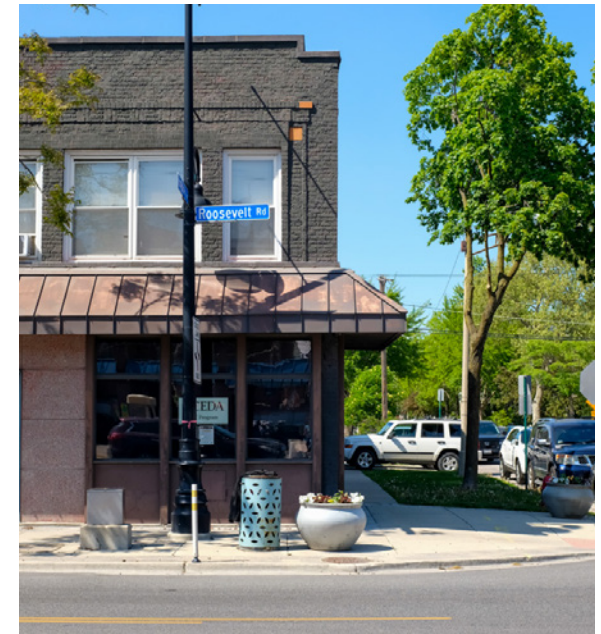
Future streetscape improvements in these zones should build upon this existing pedestrian-oriented character by enhancing amenities and street furniture, widening sidewalks where possible, screening parking areas, and creating additional space for outdoor seating and community gathering.

Pedestrian-Scale character areas include:

- Clinton Avenue to Euclid Avenue
- Clarence Avenue to East Avenue
- Ridgeland Avenue to Lombard Avenue

"I walk along the portion of the corridor that is east of Ridgeland most often. That area seems more walkable and human scale, and it is near where I live."

COMMUNITY MEMBER



Pedestrian -Scale Character Area



Pedestrian -Scale Character Area



Pedestrian -Scale Character Area

TRANSITIONAL

Transitional character areas are located between pedestrian-oriented character areas. They exhibit the most opportunity for impactful improvements that can enhance visual continuity, connectivity, and the pedestrian experience. They are characterized by a mix of large parking areas, drive-thru restaurants, and segments of buildings constructed to the lot line. There are numerous neighborhood-serving commercial establishments in these areas, many of which were mentioned by community members as destinations. These include Dan's Bike Shop, Camp Bow Wow, It's a Sign, various restaurants, and many service-based salon and beauty establishments. The mix of auto-oriented and neighborhood commercial character presents an opportunity to implement improvements that reduce negative impacts from the former in order to strengthen the pedestrian experience.

Future streetscape improvements should be similar to those in Pedestrian Scale character areas. This includes enhancing pedestrian amenities, screening parking areas, reducing curb cuts, and widening sidewalks

Transitional character areas include:

- Euclid Ave to Clarence Ave
- Lombard to Lyman Ave



Transitional Character Area



Transitional Character Area

AUTO-ORIENTED

Much of Roosevelt Road's length is characterized by auto-oriented development patterns that prioritize vehicular access and parking. These areas are defined by buildings set back significantly from the street, with large surface parking lots occupying the majority of street frontage. Frequent curb cuts and driveways create conflict points with pedestrians.

Without adequate landscaping or visual buffering, these areas create harsher pedestrian environments with limited visual interest and few opportunities for pedestrian-scale activities. The wide setbacks and lack of street-facing windows contribute to less vibrant and less safe pedestrian conditions.

Streetscape improvement strategies should focus on consolidating curb cuts, adding vertical landscape elements or screening to break up large parking areas, and creating visual interest through strategic plantings and street furniture placement.

Auto-Oriented character areas include:

- Harlem Avenue to Clinton Avenue
- Lyman Ave to Austin Blvd



Auto-Oriented Character Area



Auto-Oriented Character Area



Auto-Oriented Character Area

"I tend to avoid this area because there is hardly any shade or trees. There is not much of a buffer between the sidewalk and traffic, and there are no bike lanes."

COMMUNITY MEMBER

INDUSTRIAL

The area surrounding the Turano Baking Company presents unique streetscape challenges due to its industrial character and operations. The facility creates a gap in pedestrian-oriented activity due to a windowless façade and limited street-level engagement. Parking, loading, and storage areas create constraints on sidewalk improvements and landscape placement. These conditions disincentivize pedestrian movement along the corridor and contribute to a sense of discontinuity.

Despite these challenges, this area presents opportunities for creative streetscape solutions that can maintain operational functionality while improving the pedestrian experience, including a better pedestrian experience for Turano employees. Streetscape improvement strategies should focus on elements that improve visual interest without interfering with operations, allowing this area to more seamlessly integrate into the overall Roosevelt Road streetscape.

Industrial character areas include:

- East Avenue to Ridgeland Avenue



Industrial Character Area



Industrial Character Area



Industrial Character Area

BUILDING TYPOLOGIES AND CONDITIONS

Roosevelt Road from Harlem Avenue to Austin Boulevard is emblematic of many early 20th Century neighborhood commercial hubs that later evolved into regional transit corridors. This stretch of the corridor is predominantly defined by low-rise, attached or semi-attached commercial and mixed-use properties that once defined a continuous pedestrian-scaled street wall.

Later, as Roosevelt Road became more auto focused, sections of these “Main Street” style buildings were replaced with low-rise strip shopping centers fronted by parking, fast food restaurants, gas stations, and large-scale parking lots. Other areas of the corridor feature larger, monolithic commercial and industrial

development, most notably the multi-block Turano Bakery factory and offices, and contemporary mid-rise apartment buildings.

Most older buildings (pre-1970s) along this section of Roosevelt Road feature dark or buff colored brick with articulated massing and varying degrees of limestone or terra cotta detailing. They present a vernacular mix of ornamentation, derived mostly from the Classical Revival, Craftsman, Tudor, and Spanish-Revival architectural styles. The corridor also features a lesser number of Art Deco and Mid-Century Modern influenced buildings. From an urban design perspective, the buildings give Roosevelt Road a pedestrian feel. However, the pedestrian

feel is heavily offset by cramped sidewalks and the corridor’s fast flowing traffic.

Building conditions vary significantly throughout the corridor. However, most properties show some level of deferred maintenance and alteration. This most commonly presents as alterations or infill to original storefront and ground floor entries. This is particularly noticeable between Lombard Avenue and Ridgeland Avenues. Opportunities exist to work with business and property owners to enhance the curb appeal of their buildings and make Roosevelt Road more inviting to locals and visitors. This could be achieved through design and rehabilitation technical assistance and/or grant funding.



Historic buildings with modern additions or alterations



PUBLIC REALM ASSETS AND DEFICIENCIES

PAST CORRIDOR PLANNING & IMPROVEMENTS

In response to the 2005 Roosevelt Road Corridor Plan completed by Farr and Associates, a Streetscape Master Plan was developed, which ultimately was refined, funded, and constructed as a new streetscape through Berwyn, Oak Park, and Cicero. The resulting streetscape project represented a significant investment in creating a more pedestrian-friendly, accessible, and economically vibrant corridor. The improvements included:

- New concrete paved sidewalks with precast concrete pavers at corners
- ADA compliant sidewalk ramps and slopes
- A limited number of street trees in custom tree grates in areas where the sidewalk was wide enough to accommodate
- Bump outs at certain intersections, with curbed planting areas, including shrubs, perennials and shade trees, as space allowed
- New roadway lighting with pedestrian level fixtures over the sidewalk space
- Flush/mountable concrete medians
- Roosevelt Road logo mounted on light poles and bike racks
- Street furniture, including benches, bike racks, and trash receptacles
- New defined parallel parking on Roosevelt Road, as well as parallel and diagonal parking on north/south streets abutting the corridor
- Addition of two mid-block crossings with flashing beacon signals
- New concrete paved crosswalks at intersections and mid-block crossings
- Movable planters/urns for seasonal planting
- Countdown pedestrian timers and improved signal timing at intersections



Planters



District branding

CURRENT CONDITIONS

Nearly twelve years have elapsed since the completion of the Roosevelt Road streetscape improvements, providing sufficient time to evaluate the long-term performance and maintenance needs of the implemented infrastructure. As part of this corridor planning process, a comprehensive assessment of existing conditions was conducted to identify both successful elements and areas requiring intervention.

PEDESTRIAN INFRASTRUCTURE

The concrete sidewalks and crosswalks are generally well maintained and accessible throughout the corridor. These foundational elements continue to provide safe and functional pedestrian infrastructure.



Outdoor dining

VISUAL IDENTITY

The light poles with the Roosevelt Road logo remain the primary unifying streetscape element throughout the corridor, maintaining visual continuity across municipal boundaries.

LANDSCAPE AND GREEN INFRASTRUCTURE

The landscaped elements show varying degrees of maintenance needs and deterioration. Some of the planting areas in the bump outs are overgrown and need maintenance, including weeding and pruning. Some trees have died or have been removed and should be replaced to maintain the corridor's urban canopy. In a few locations, the tree grates have been taken out and have been replaced by either crushed stone or poured-in-place



Tree grates

rubber material. The movable planters are showing some signs of age, with some scuffing or cracking on the outer surface, but the annual plant displays continue to contribute to a positive visual impact.

STREET FURNITURE AND AMENITIES

The original street furniture has experienced significant wear and inconsistent replacement. Most of the original benches and trash receptacles are in poor condition or have been removed from the streetscape, and some have been replaced with different black metal style fixtures. The corridor features very few bike racks, although some have been added at key locations, such as the Berwyn Shops.



Dilapidated garbage receptacles

SAFETY INFRASTRUCTURE CONCERNS

Critical pedestrian safety equipment requires maintenance. The flashing beacon at the mid-block crossing is currently not working, compromising pedestrian safety at this important crossing location.

HARDSCAPE MATERIALS AND PAVEMENT CONDITIONS

The decorative paving shows signs of typical urban wear. The pavers in some locations have broken or been displaced, affecting both aesthetics and accessibility.

MAINTENANCE AND CLEANLINESS ISSUES

Overall corridor maintenance presents ongoing challenges. There are debris and trash scattered throughout the streetscape, which may be the result of coordination challenges among businesses, property owners, users of the corridor, or poorly coordinated trash collection.

PARKING LOTS

Beyond the public realm conditions, there are still a multitude of private surface parking lots for banks, strip malls, and auto-oriented business that abut the sidewalk. Many of these lots have no buffer, fence, or landscape screening and, therefore, detract from the appearance of the corridor. The curb cuts for these lots also create conflicts with pedestrians.



Parking lot screening



Parking lot near sidewalk



Narrow sidewalk

PHYSICAL ENVIRONMENT CHALLENGES

From a physical standpoint, many of the primary challenges for Roosevelt Road remain consistent from the 2005 plan. The sidewalks throughout the corridor are narrow, particularly given the amount of traffic on the street and the speeds that vehicles often travel. Sidewalks typically range in width from 7 to 8 feet on the north side of the corridor and 9 to 10 feet on the south side of the corridor. This leaves little space for trees, planting, outdoor dining, seating/gathering spaces, art, and other streetscape elements.

There are also several long stretches between intersections where there are no pedestrian crossings. The mid-block crossings are marginally effective, and it has been noted by many stakeholders that cars often do not slow down or stop when pedestrians are present at these locations. Additionally, the cross-section of the street (typically a travel lane in each direction and a bi-directional turn lane in the center) does little to discourage aggressive or erratic driving. Often motorists will use the center lane as a passing lane.

Parking remains an issue for certain portions of the corridor—particularly the pedestrian-scale, “main street” character areas where popular destinations are clustered.

Finally, this stretch of Roosevelt Road lacks consistent “people places,” such as gathering spots and outdoor seating, though several businesses have found space to put out tables and chairs and/or benches.

“There is no shade from the sun and there are negative impacts from traffic on pedestrians. There are no barriers between the sidewalk and the road.”

COMMUNITY MEMBER



Narrow sidewalks



Buffer between sidewalk and road

WAYFINDING AND SIGNAGE

COMMERCIAL SIGNAGE

A variety of signs exist throughout the corridor, from traditional business signs to window signage to large tenant signs for strip malls.

The use of low-quality materials and fabrication techniques, in addition to a surplus of informal signs in storefront windows, is apparent in specific areas along the corridor. Pylon signs with multiple tenants are over-scaled. This lack of cohesive signage results in a cluttered appearance and was indicated as one of the top priorities for corridor improvement by the community. Strategies to improve the quality of signage in terms of design, materials, and overall visual appeal would greatly enhance the aesthetic experience of the corridor and improve retail viability.

WAYFINDING

Wayfinding signs to and from Roosevelt Road that indicate transportation options, civic amenities, and key destinations are lacking, which is an issue noted by many community members. Wayfinding would help draw attention to and provide awareness of the businesses and amenities located along the corridor. A lack of gateway or district signage is a missed opportunity to welcome visitors to the corridor and this part of Oak Park and Berwyn.



District signage



Vinyl signage

“There needs to be enforcement and consistent signage for all businesses. No vinyl banners on the sides of buildings advertising gaming and slots.”

COMMUNITY MEMBER

OPPORTUNITY SITES

INTRODUCTION

Roosevelt Road exhibits a largely built-out commercial character, and many existing auto-oriented businesses represent stable uses unlikely to change within the next five to ten years. However, the corridor contains several opportunity sites that include vacant lots, underutilized properties, and select businesses that may be susceptible to change due to market conditions or property owner decisions.

These opportunity sites are strategic locations where targeted development interventions can advance community priorities for the corridor, including enhanced walkability, expanded gathering spaces, and more pedestrian-oriented commercial activity. While complete transformation of Roosevelt Road faces significant constraints and is not recommended, strategic development of key sites can establish activity nodes that strengthen the corridor's role as both a neighborhood hub and regional destination.

KEY OPPORTUNITY SITES

7100 WEST ROOSEVELT ROAD (FORMER GAS STATION/RESTAURANT)

This vacant site at Wisconsin Avenue represents one of the corridor's most prominent redevelopment opportunities, consistently identified in community feedback as a priority concern. While the site's history as a gas station requires environmental remediation, the property offers potential for establishing a gateway development that could catalyze broader investment in the surrounding area.

The site's corner location and high visibility make it well-suited for mixed-use development incorporating ground-floor commercial space and upper-floor residential units. Such development could establish a strong street presence while addressing both commercial and housing needs identified by the community. Other development possibilities could include a community cafe and coffee shop, an amenity highly desired by the community.

6704 ROOSEVELT ROAD (BANK OF AMERICA)

This active bank branch represents a longer-term redevelopment opportunity as financial institutions continue consolidating physical locations. The site's location directly south of Euclid Square Park positions it as a potential connection point between the corridor and adjacent community amenities. Community feedback emphasized strong interest in restaurant or café uses that could serve park visitors while creating visual and physical connections between Roosevelt Road and the park.

The proximity to existing green space and residential neighborhoods makes this site particularly well-suited for community-oriented commercial uses that could enhance the corridor's role as a neighborhood gathering place.

6644 ROOSEVELT ROAD (VALVOLINE)

This auto service business is setback significantly from the street and surface parking is positioned directly adjacent to the sidewalk. This site has potential for redevelopment with a more compatible commercial project that could provide active ground-floor uses. Redevelopment

of this site, potentially in coordination with future changes to the adjacent bank property, could establish a new development standard for this section of the corridor that prioritizes pedestrian activity over auto-oriented uses.

6701 WEST ROOSEVELT ROAD (BURGER KING DRIVE THROUGH)

This fast-food restaurant with drive-through also presents a longer-term redevelopment opportunity that could help transition this portion of the corridor to a more pedestrian-oriented environment. While the existing business is not likely to close in the near future, the current drive-through configuration prioritizes vehicle access over pedestrian activity, creating obstacles to walkability. Redevelopment of this site could include commercial or restaurant uses that complement adjacent businesses like Dan's Bike Shop. The site is well-suited for coordinated redevelopment with surrounding opportunity sites.

6325 WEST ROOSEVELT ROAD (AUTO SERVICE BUSINESS)

Similar to the Valvoline site, this auto service business is setback from the street with surface parking positioned directly adjacent to the sidewalk. This site has potential for redevelopment as a more compatible use. There is an opportunity

for the development of a new commercial use or for the adjacent business to extend a patio onto this site for a shorter-term option that functions to enliven the corridor.

6209 WEST ROOSEVELT ROAD (BERWYN ARTS PLAZA)

The Berwyn Development Corporation's planned transformation of this vacant lot into an arts plaza and community event space exemplifies the type of community-responsive development that aligns with

neighbors' visions for the corridor. The planned pocket park and flexible live performance structure demonstrates how vacant sites can be converted into community assets that activate the street and draw both visitors from the immediate neighborhood, as well as those from the broader region.

This project serves as a model for additional people-centered interventions throughout the corridor, showing how strategic public investment can create gathering spaces that support both local businesses and community life.



Berwyn Arts Plaza Concept Rendering, The Lakota Group

6147 WEST ROOSEVELT ROAD (UNDERUTILIZED PARKING)

This surface parking lot creates a gap in the pedestrian streetscape, disrupting the continuity of active ground-floor uses that characterize more successful segments of the corridor. The site represents an opportunity for infill development that could reinforce the street wall while providing additional commercial or mixed-use space.

SMALL VACANT SITES (6809, 6217, 6104, 6036, 6007 WEST ROOSEVELT ROAD)

Multiple vacant lots are located along the corridor, mostly concentrated between Ridgeland Avenue and Austin Boulevard (with the exception of 6809 W Roosevelt Road). Community feedback consistently identified this eastern section as requiring attention due to disinvestment patterns that affect perceptions of the entire corridor.

These sites offer opportunities for strategic infill development that could address both community development objectives and housing needs. Mixed-use projects incorporating housing components would be valuable for establishing a foundation for broader area revitalization. Several of these sites could also be considered for additional “people

places”, particularly 6809 W Roosevelt Road located on the eastern end of the corridor.

DEVELOPMENT CONSIDERATIONS

Successful opportunity site development requires coordinated attention to supporting infrastructure and access improvements. Enhanced pedestrian crossings, traffic calming measures, and adequate parking solutions must accompany new development to ensure accessibility from both sides of Roosevelt Road and surrounding areas.

Priority should be given to sites that can demonstrate immediate community benefits while also establishing development precedents that other property owners can follow. The goal is to create high-quality, context-sensitive development that strengthens both the corridor’s neighborhood-serving function and its role as a regional destination.



Vacant lot



Vacant lot

Figure 13: Opportunity Sites, West

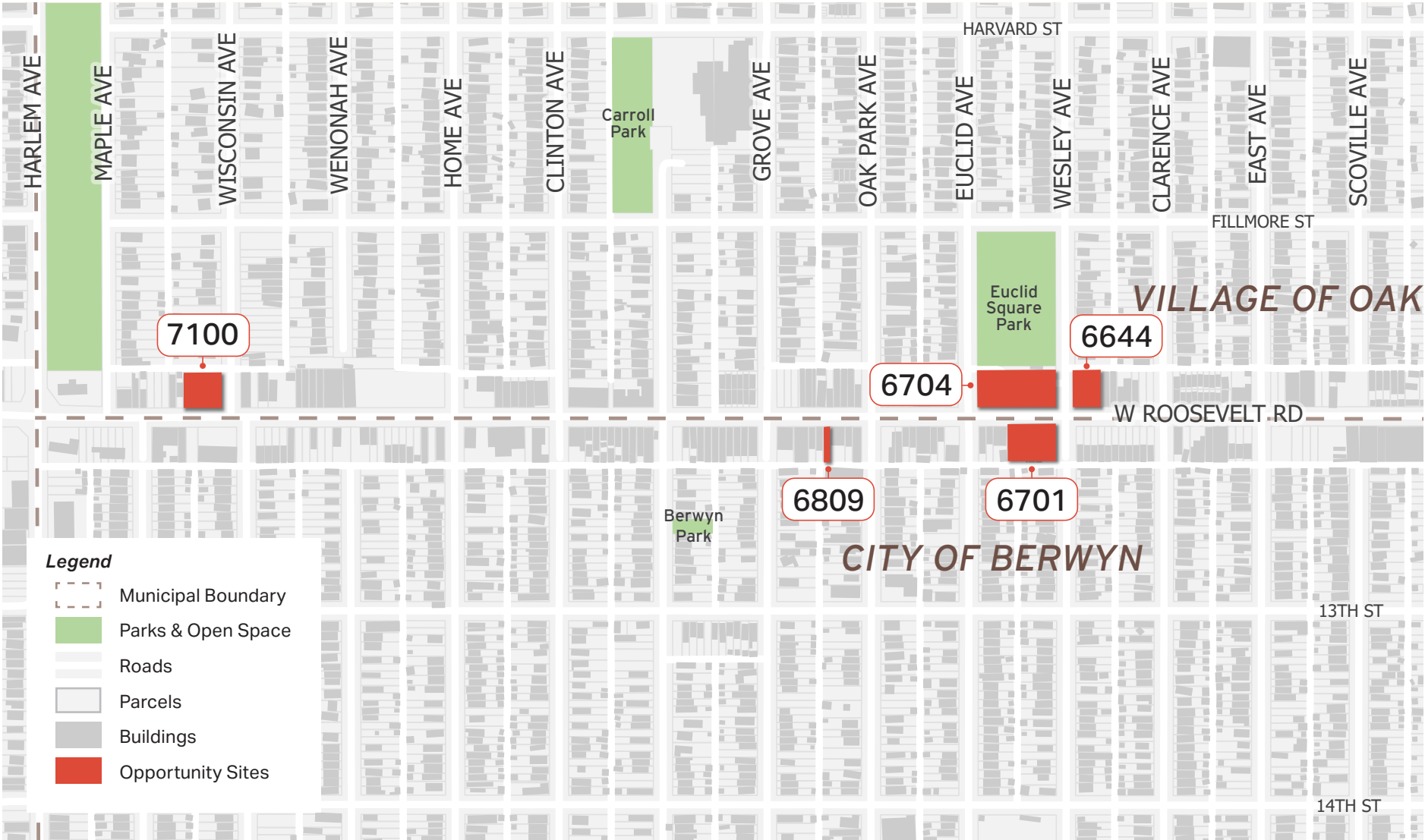
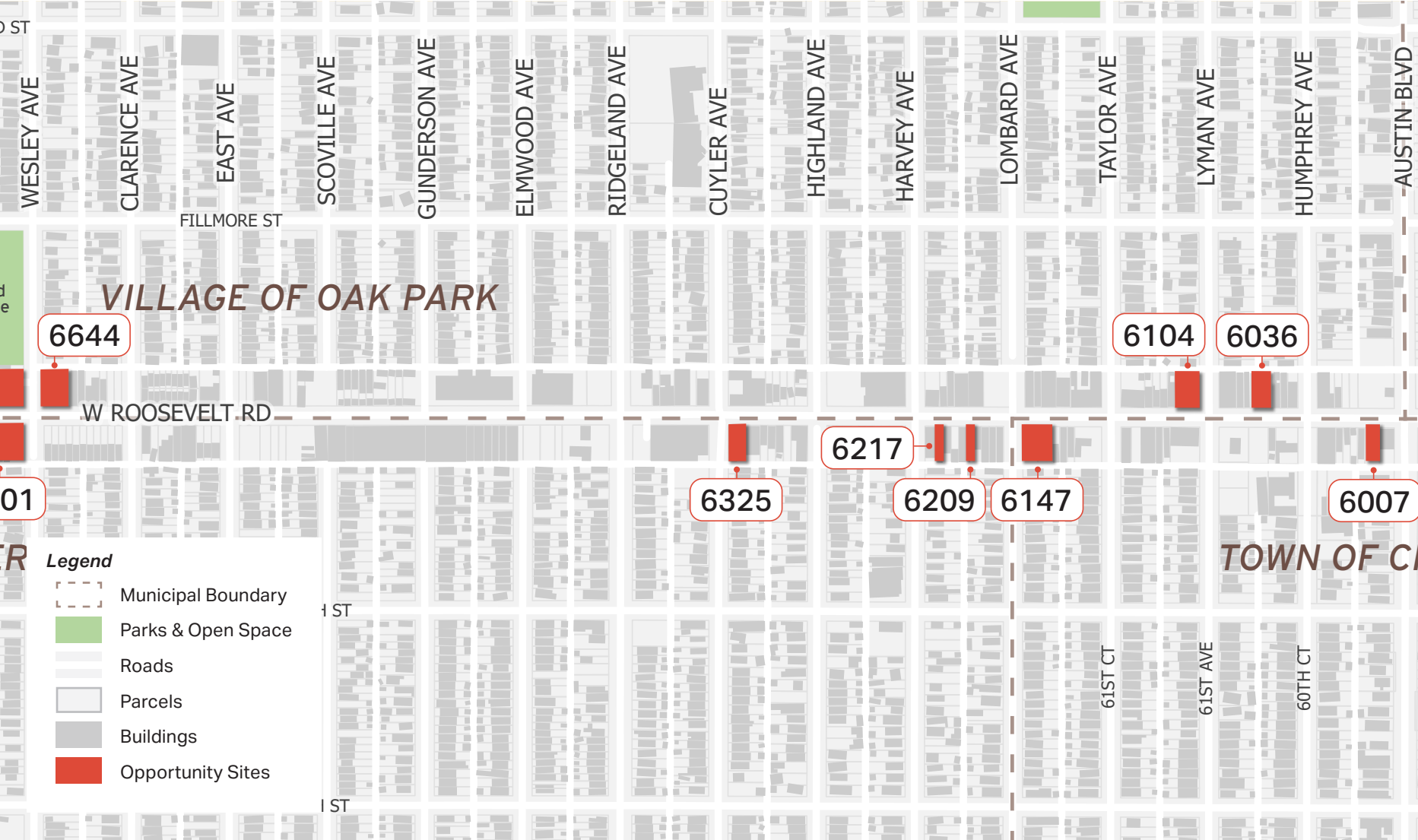


Figure 14: Opportunity Sites, East



TRANSPORTATION & MOBILITY

"There's a lot of vehicle traffic that is not friendly to pedestrians; it is challenging to cross the street unless it's at a light but even then, drivers are impatient and often do not yield right of way for pedestrians crossing the street."

COMMUNITY MEMBER

ABOUT THE CORRIDOR

Roosevelt Road is a primary east-west corridor that provides regional access throughout Chicagoland, with extents between Downtown Chicago to the east and West Chicago to the west. Within the study area, Roosevelt Road acts as the border between Oak Park (north) and Berwyn (south) and is populated with a variety of commercial and entertainment uses, including restaurants, retail, and live music venues.

Classified as a Principal Arterial, Roosevelt Road is a main route that facilitates connectivity between various local and regional north-south routes, including Harlem Avenue (IL 43), Ridgeland Avenue, and Austin Avenue. Roosevelt Road is under the jurisdiction of the Illinois Department of Transportation (IDOT), which means modifications proposed by Oak Park and/or Berwyn must be developed with IDOT approval.

TRAFFIC VOLUMES

Based on data from IDOT's Traffic Count Database (TCDS) collected on August 14, 2023, at the intersection of Roosevelt Road and East Avenue, roughly in the center of the study area, Roosevelt Road experiences a bi-directional average annual daily traffic (AADT) volume of approximately 18,100 vehicles per day. The AADT indicates Roosevelt Road is currently at capacity given its three-lane roadway cross section (one lane in each direction with a shared two-way left-turn lane). Adding travel lanes to increase capacity is not feasible due to lack of available right-of-way, and repurposing travel lanes may result in increased congestion along the corridor. The hourly count data indicates that peak morning traffic occurs from 7:00 AM to 8:00 AM and peak evening traffic occurs from 4:00 PM to 5:00 PM. The table below summarizes the hourly two-way traffic volumes and the volumes in each direction provided in the TCDS.

Figure 15: Roosevelt Road Traffic Volumes

TIME	TWO-WAY	EAST BOUND	WEST BOUND
0:00-1:00	161	100	61
1:00-2:00	130	74	56
2:00-3:00	98	55	43
3:00-4:00	152	61	91
4:00-5:00	188	72	116
5:00-6:00	419	160	259
6:00-7:00	1,088	579	509
7:00-8:00	1,561	808	753
8:00-9:00	1,432	782	650
9:00-10:00	1,263	780	483
10:00-11:00	1,016	513	503
11:00-12:00	1,169	534	635
12:00-13:00	1,222	621	601
13:00-14:00	1,291	572	719
14:00-15:00	1,411	653	758
15:00-16:00	1,305	597	708
16:00-17:00	1,358	646	712
17:00-18:00	1,350	650	700
18:00-19:00	1,356	737	619
19:00-20:00	875	416	459
20:00-21:00	754	410	344
21:00-22:00	595	330	265
22:00-23:00	441	236	205
23:00-24:00	225	127	98
Total	20,860	10,513	10,347

CORRIDOR PARKING

The north side of Roosevelt Road, which is under Oak Park jurisdiction, has a two-hour parking restriction between 8:00AM and 6:00PM Monday through Saturday. The south side of the road within Berwyn limits has a three-hour restriction between 8:00 AM to 8:00 PM on weekdays. Within Oak Park, all cross streets have a blanket regulation restricting all overnight parking (8:00PM to 5:00AM, daily). In Berwyn, overnight parking (3:00AM-6:00AM) on cross streets is restricted to residents only. These parking designations are graphically depicted on the Parking Map.

During public outreach events, inconsistent parking designations along Roosevelt Road between the two municipalities was noted as confusing for patrons and owners of businesses along the corridor. For parkers that are unfamiliar with the area, the differences between parking on the north versus south side of the street can cause uncertainty around the parking regulations and when they are in effect. The same time-of-day and duration restrictions on both sides of the street creates consistent expectations for parkers and could promote a more distributed use of parking throughout the corridor.

Residents have also expressed concerns about parking for commercial tenants on Roosevelt Road occurring on the neighborhood cross streets. For the residents closest to Roosevelt Road, it can be frustrating to have to park farther away from their house because spaces are taken up by temporary parkers for commercial purposes. The planning process will consider enhanced restrictions on the nearest blocks to Roosevelt Road to prioritize residential parking.

Updated parking regulations should be developed through coordination between Oak Park and Berwyn to ensure any new restrictions meet the needs of both municipalities and can be effectively implemented and communicated to patrons and residents.

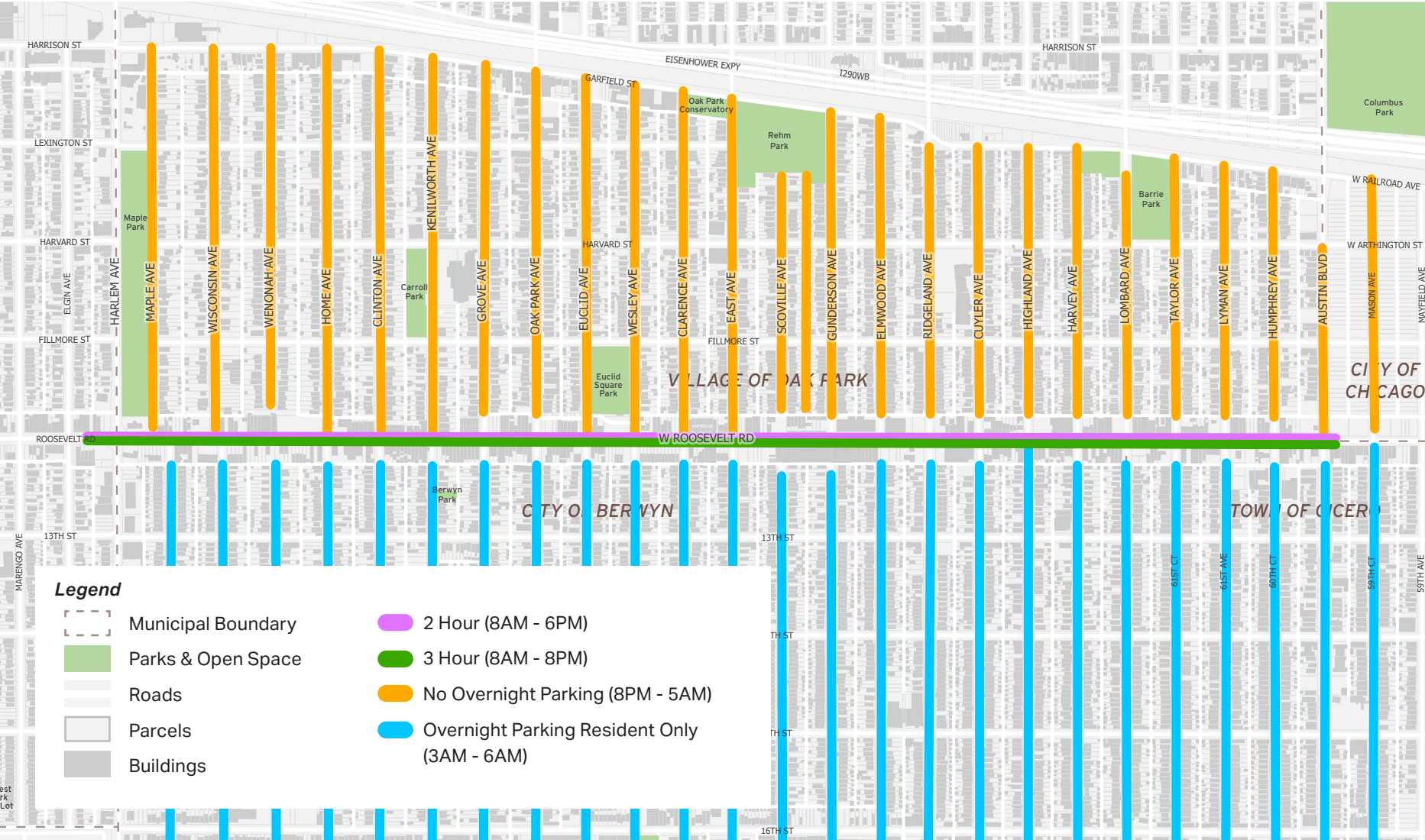
“Finding parking near FitzGerald’s is one of the greatest challenges I face when coming to the corridor.”

COMMUNITY MEMBER

“I would like the corridor to have better parking and easier traffic flow. A parking garage is needed here.”

COMMUNITY MEMBER

Figure 16: Public Parking



ACTIVE TRANSPORTATION

PEDESTRIAN INFRASTRUCTURE

Along its entire length, Roosevelt Road provides sidewalk on both sides of the street. The sidewalk is generally between 6 to 8 feet wide with no parkway separating it from the on-street parking, and there are east-west marked crosswalks across all cross streets intersecting with Roosevelt Road. Standard concrete paver marked crosswalks with pedestrian push buttons are present on all legs of the signalized intersections in the study area, including those with Harlem Avenue, Oak Park Avenue, East Avenue, Ridgeland Avenue, and Austin Boulevard. Additionally, a north-south continental-style crosswalk is provided on the west legs of the Roosevelt Road intersections with Gunderson Avenue and Home Avenue. The crosswalk with Gunderson Avenue also provides a push-button activated pedestrian rapid flashing beacon.

Community feedback indicated frustration with a lack of crossing options across Roosevelt Road. In general, north-south crossing locations are spaced at approximately one-quarter mile intervals. If pedestrians feel the nearest crossing location is too far, they may choose to cross the road at an undesignated location, which can lead to an unpredictable and

unsafe environment for both pedestrians and drivers.

The corridor plan will identify potential new north-south pedestrian crosswalks at key locations, considering proximity to parks or schools (Grove Avenue, Wesley Avenue, Cuyler Avenue), entertainment venues (Grove Avenue, Clarence Avenue), and other frequent pedestrian attractors. As crossing locations throughout the corridor are reviewed, enhancements to existing and proposed crosswalks, such as curb bump-outs, flashing beacons, or pedestrian refuge islands, will also be explored, with the goal of creating a safe environment that comfortably serves all roadway users.

BICYCLE INFRASTRUCTURE

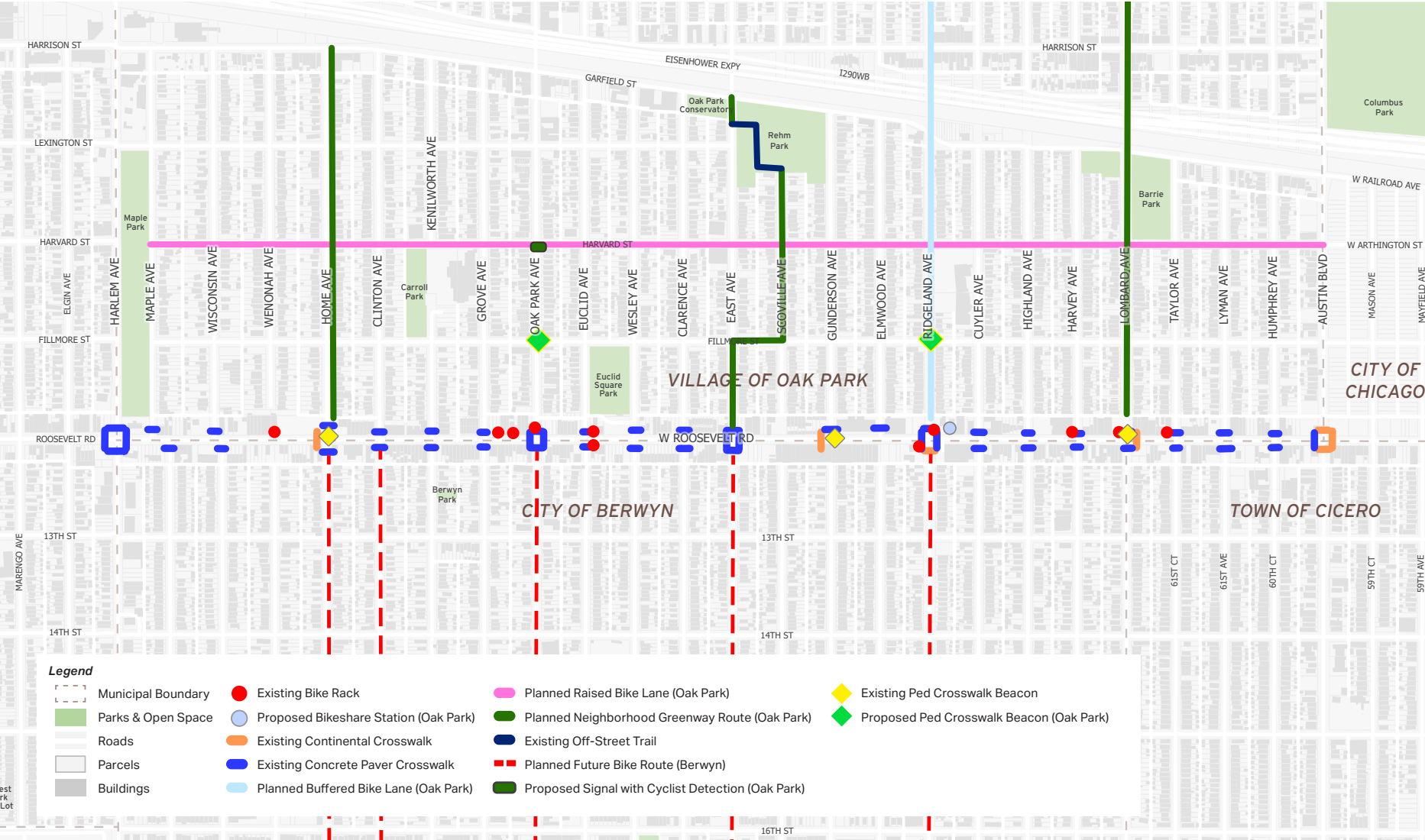
Roosevelt Road does not currently provide bike infrastructure in the study area. Based on a review of the Oak Park Bike Plan Draft (last updated July 2025) and Berwyn Active Transportation Plan (dated October 2011), there are no long-term plans for bike accommodations along Roosevelt Road itself. However, north of the corridor, shared bike markings (sharrows) are proposed on Ridgeland Avenue with the potential of buffered bike lanes in the long term, as well as raised bike lanes along Harvard Street. Additionally, neighborhood greenways are

planned along Home Avenue, East Avenue/Scoville Avenue, and Lombard Avenue. South of the corridor in Berwyn, north-south bike routes are planned along Home Avenue, Clinton Avenue, Oak Park Avenue, East Avenue, and Ridgeland Avenue.

Given the limited available roadway width and right-of-way, implementation of bike lanes on Roosevelt Road would require removal of on-street parking on one or both sides of the street, which is likely not desirable given the commercial nature of the corridor and the lack of connecting bicycle infrastructure along the corridor outside Oak Park and Berwyn. While bike accommodations along Roosevelt Road may not be feasible, many cross streets are outlined to provide bike connectivity in the study area. In conjunction with the evaluation of pedestrian infrastructure along Roosevelt Road, crosswalk locations and associated enhancements will consider north-south connectivity for the planned bike accommodations in Oak Park and Berwyn to ensure continuous routes across the corridor.

The Pedestrian and Bicycle Map highlights locations of existing and future pedestrian and bicycle infrastructure throughout the corridor.

Figure 17: Pedestrian and Bicycle Infrastructure



CORRIDOR SAFETY

Crash data for the past five years (2020-2024) from the IDOT Division of Safety indicates crash hotspots at the signalized intersections throughout the corridor, including Harlem Avenue, Oak Park Avenue, Ridgeland Avenue, and Austin Avenue. Higher crash rates at intersections are expected due to the conflict points created by turning movements. There was one reported fatality in the study area located at the Roosevelt Road/Oak Park Avenue intersection. Between 2020 and 2024, there were 12 reported crashes that resulted in serious injuries, seven of which occurred at the previously listed signalized intersections. Further, 30 crashes involving pedestrians and 11 crashes involving bicyclists were reported during the study period.

"I avoid the corridor because it is impossible to safely bike there. Fast, loud, lawless traffic makes for an anxious vibe even on the sidewalk. It's also hard to cross the street."

COMMUNITY MEMBER

Moving forward in the planning process, mitigations for common crash types, including those at intersections and those involving pedestrians or cyclists, will be investigated. Safety interventions are often closely related to other physical improvements that can be implemented across a corridor. For example, curb bump-outs to shorten pedestrian crossing paths also act as a traffic calming intervention, as vehicles instinctively slow down through narrower passages. The Crash Map depicts a heat map of crash data in the study area.

"There are too many car accidents and people running across uncontrolled intersections on Roosevelt Road. It is dangerous and nothing is being done about it."

COMMUNITY MEMBER

"Drivers are not watching for pedestrians and there are not enough convenient, safe crossings."

COMMUNITY MEMBER

Figure 18: 5-Year Crash Data



PUBLIC TRANSIT

Pace Route 305 runs along the entire Roosevelt Road corridor and provides daily east-west service between CTA Blue Line Forest Park Transit Center and the CTA Blue Line Cicero Station in Chicago. North-south transit options are available in the study area via Pace Routes 307 (Harlem Avenue), 311 (Oak Park Avenue), 314 (Ridgeland Avenue), and 315 (Austin Boulevard).

Based on data collected from Regional Transportation Authority Mapping and Statistics (RTAMS), the Pace bus routes running through the study area experience an average daily ridership of approximately 725 riders per day. The table below summarizes the average daily weekday, Saturday, and holiday ridership in 2024 for key routes in the study area.

The CTA Blue Line is located approximately one-half mile north of Roosevelt Road, with the nearest stations located at Harlem Avenue, Oak Park Avenue, and Austin Boulevard, just south of I-290.

The Public Transit Map details the Pace bus routes and stops in the study area. Most bus stops along the corridor currently provide route signs with no other accommodations. The corridor plan will explore enhanced infrastructure options, such as benches or shelters, at key bus stops, including locations with high ridership, near parks and schools, and where bus routes intersect. Further, as pedestrian and bike plans are developed, improvements to infrastructure on travel paths to bus and train stations will be prioritized to provide safe and comfortable connections to transit and promote non-auto transportation modes.

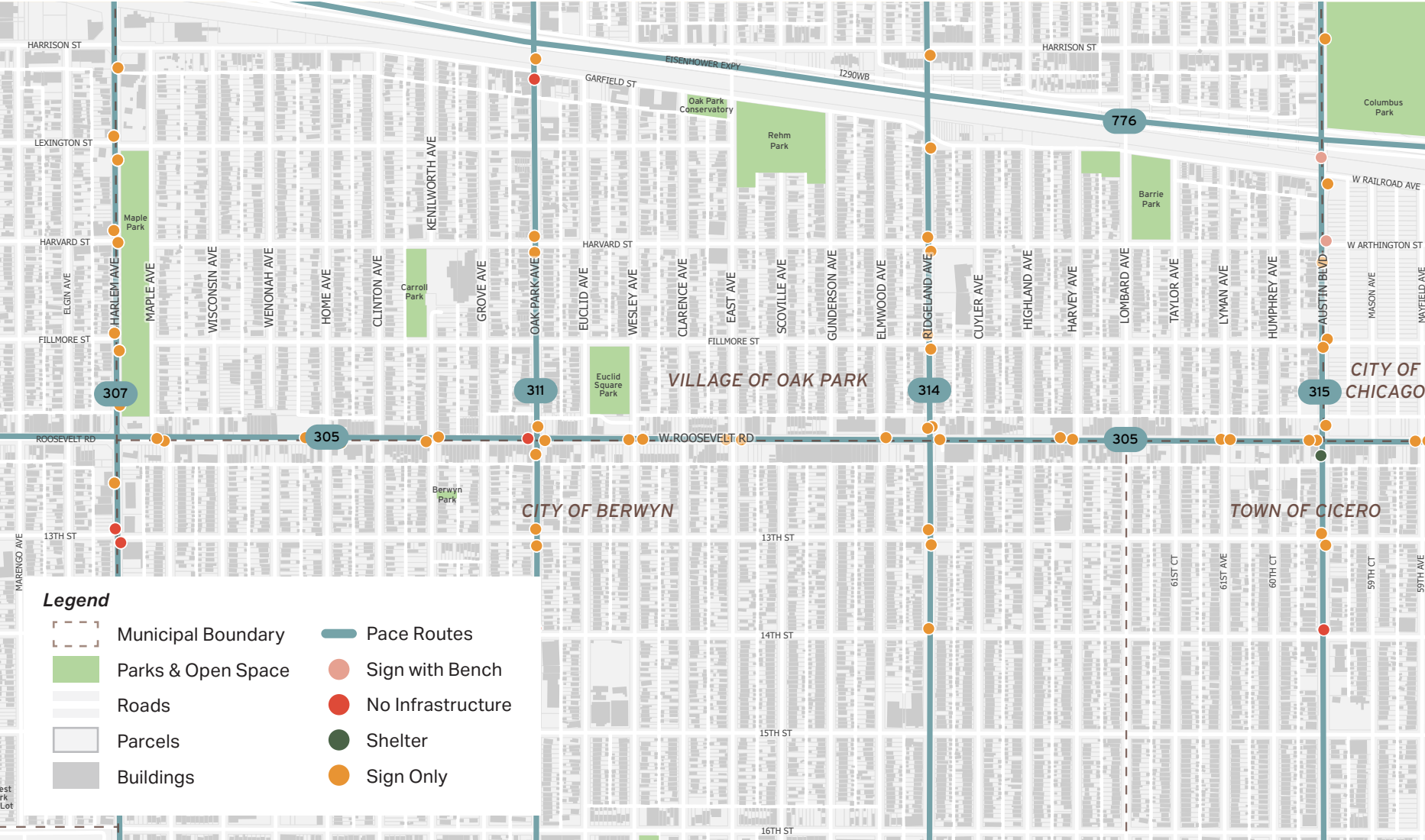
“The bus doesn’t run often enough for spontaneous trips - I have to plan bus trips carefully around the schedules.”

COMMUNITY MEMBER

Figure 20: 2024 Daily Pace Ridership

ROUTE	WEEKDAY AVERAGE DAILY RIDERSHIP	SATURDAY AVERAGE DAILY RIDERSHIP	SUNDAY-HOLIDAY AVERAGE DAILY RIDERSHIP
305	460	208	157
307	2,095	1,437	950
311	417	237	125
314	220	96	--
315	432	180	141
Average	725	432	343

Figure 21: Public Transportation



TRANSPORTATION & MOBILITY CONSIDERATIONS

The Roosevelt Road Corridor Plan mobility and connectivity assessment has examined current transportation conditions along the corridor related to walking, bicycling, driving, transit, and safety. Roosevelt Road is a major commercial corridor that separates Oak Park and Berwyn and provides a high level of connectivity to the neighboring communities and the broader region through multiple modes of transportation. Moving forward, the Corridor Plan will explore opportunities related to the following focus areas:

Parking Designations. Consistent parking designations throughout the corridor and in nearby neighborhood streets will be considered to minimize confusion for parkers and improve compliance with parking restrictions. Potential increased regulations on neighborhood streets would limit commercial parking and prioritize space for residents.

Pedestrian & Bike Infrastructure. The plan will explore opportunities to strengthen the active transportation network via key connections across the corridor and improved infrastructure. New north-south crossing locations on Roosevelt Road paired with

enhancements, such as refuge islands and warning signs/markings, would increase safety and convenience for pedestrians.

Transit Ridership. The plan should leverage the various Pace routes in the study area and CTA Blue Line access within one-half mile through improvements to transit stop infrastructure and connections between transit routes and pedestrian/bike routes. Ease of access and more comfortable stations promotes transit ridership and increases priority for non-auto transportation modes.

Traffic Calming. In response to community concern around congestion and speeding along the corridor, the plan should prioritize improvements that increase safety as well as enhance user experience across the corridor. Several improvements explored in other focus areas of the plan, such as raised crosswalks and curb bump-outs, double as pedestrian enhancements and traffic calming interventions.

"Cars get backed up easily and it makes them aggressive toward walkers. They don't like to stop to let us cross."

COMMUNITY MEMBER

"Vehicles drive down middle medians at high speeds to avoid traffic during rush hours"

COMMUNITY MEMBER

A photograph of a fire hydrant on a sidewalk, overlaid with a teal tint. The hydrant has a decorative pattern of small, dark, bird-like or leaf-like shapes. It has a chain hanging from the top and another from the side. The background shows a sidewalk and a building corner.

"I envision Roosevelt Road as a district filled with small businesses and lots of activity, art, greenery, foot traffic, outdoor patios, and a place I visit regularly with my family!"

COMMUNITY MEMBER

ROOSEVELT RD.



CORRIDOR PLAN

State of the Corridor - Draft