



ROOSEVELT RD.



CORRIDOR PLAN

Roosevelt Road
Corridor Plan
May 7, 2026



**THE
LAKOTA
GROUP.**

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01

Setting the Stage

“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 Roosevelt Road Corridor Plan includes integrated strategies and design concepts spanning five 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; urban design recommendations to guide future development; and recommendations for collaboration and coordination that will help Oak Park and Berwyn execute this plan. 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.



Dark Metal Tattoo

Study Area & 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

“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

Figure 2: Study Area Map



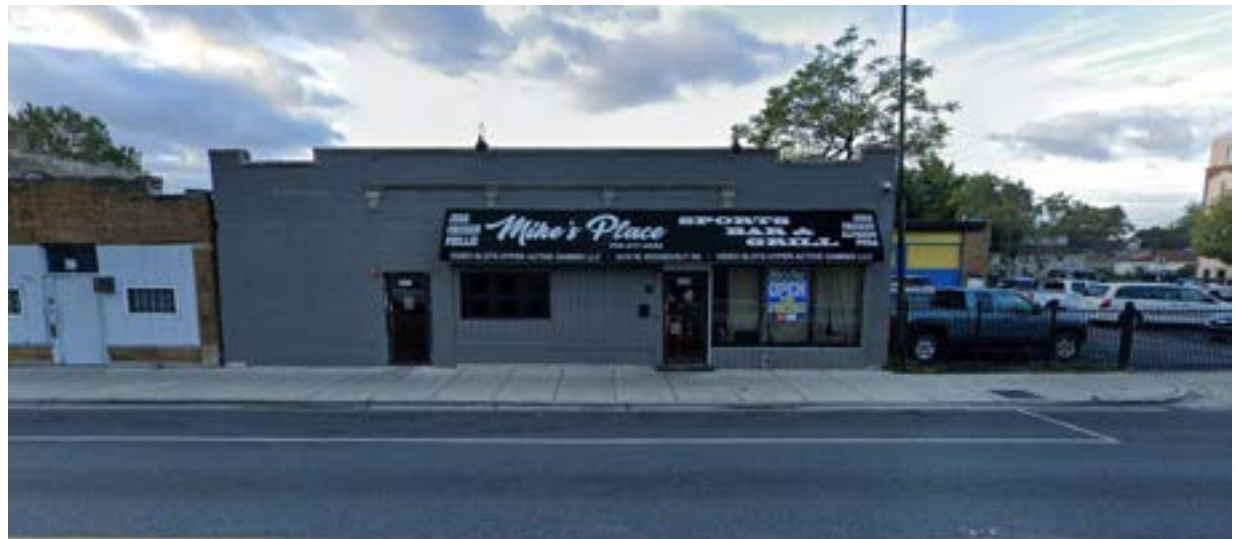
A portion of the study area extends into the Town of Cicero. While the Town was not a participating partner in this planning process, the corridor's long-term success will benefit from future coordination and engagement with Cicero as implementation moves forward.

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 in the Past, 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 41 of this document provides a comprehensive list of implemented improvements and an overview of current conditions.

KEY TAKEAWAYS

Many recommendations from the 2005 plan have since been implemented, contributing to a corridor that is more walkable and commercially vibrant than it was two decades ago. This current planning effort builds on that foundation, carrying forward objectives that remain unaddressed and creating renewed momentum around long-standing community priorities.

KEY TAKEAWAYS

Much of the streetscape infrastructure installed following this plan's adoption remains in place today, now roughly 15 years old. This current planning effort revisits those improvements to assess where updates, repairs, or enhancements may be warranted.

Plan Process

The Roosevelt Road Corridor Plan process was comprised of three phases, which began in May of 2026.

ENGAGE & ASSESS

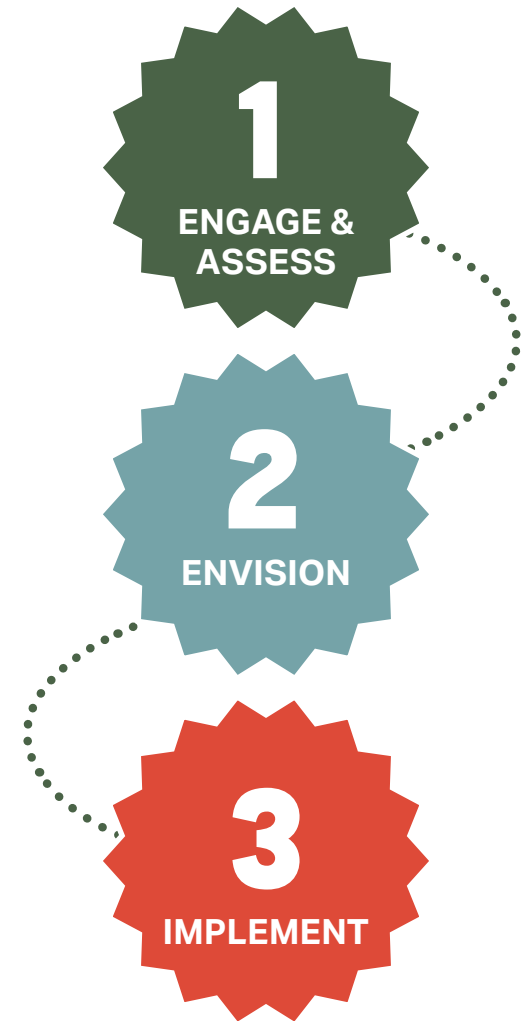
The focus of Phase 1 was to establish a dynamic corridor planning process that provides a sound, community-informed foundation for transportation, streetscape, urban design, and economic vitality recommendations and concepts. In this phase the planning team analyzed existing conditions to gain an understanding of opportunities and constraints. They also engaged with local stakeholders through a variety of online and in-person formats.

ENVISION

The focus of Phase 2 was to synthesize the analysis of the first phase and develop alternative concepts for improvements. The planning team explored a range of options to enhance the corridor's built environment, improve safety, and build identity. Concepts and initial goals were brought to the community for review.

IMPLEMENT

The focus of Phase 3 was to develop a strong planning framework and to prioritize improvements for Roosevelt Road. Based on community feedback, the planning team finalized the goals and strategies that comprise the plan. This framework was presented to Oak Park and Berwyn leadership and adjusted based on input. The final plan was drafted to incorporate the existing conditions analysis, planning concepts, and the plan framework.



Plan Objectives

Before beginning the planning process, Oak Park and Berwyn leadership collaboratively outlined a set of core objectives to guide the effort. These objectives reflect shared priorities across both communities and serve as the foundation for the plan's vision, goals, and recommendations. Each objective addresses a distinct challenge or opportunity along the corridor while reinforcing the others. Together, they represent a holistic framework for revitalization.

1

COHESION

Create a sense of identity through consistent signage, art, landscaping, and urban design. A cohesive visual identity helps establish Roosevelt Road as a recognizable destination and signals to visitors and investors alike that the corridor is actively cared for and invested in.

2

SAFETY

Address high traffic speeds and improve pedestrian crossings. Roosevelt Road's design currently prioritizes vehicles in ways that compromise comfort and safety for people on foot. Targeted infrastructure improvements can meaningfully reduce conflict points and create a corridor that feels safe for all users.

3

WALKABILITY

Address narrow sidewalks and improve the pedestrian experience along the corridor. A more walkable corridor supports local businesses, encourages longer visits, and makes Roosevelt Road more accessible to residents who arrive on foot, by bike, or by transit.

4

ECONOMIC VIBRANCY

Address vacancies, support existing business owners, and encourage a diverse mix of uses along the corridor. A thriving Roosevelt Road depends on a healthy business environment that retains local anchors, attracts complementary new uses, and ensures the corridor serves the day-to-day needs of surrounding neighborhoods.

5

COLLABORATION

Work together to create consistent regulations and uplift the corridor. Because Roosevelt Road spans multiple municipalities, alignment between Oak Park, Berwyn, and other municipal partners on zoning, design standards, and programming is essential to presenting a unified corridor experience and maximizing the impact of public and private investment.

Plan Framework

The Plan Framework serves as a flexible roadmap for future planning efforts. It is built around the community's vision and priorities for the corridor. The framework is comprised of five topical focus areas. Each of these areas is supported by goals and actionable recommendations.

OUR VISION

A STATEMENT THAT OUTLINES WHAT THE COMMUNITY ENVISIONS FOR ROOSEVELT ROAD IN THE NEXT 5-10 YEARS

GOALS

ASPIRATIONAL STATEMENTS THAT ARE ALIGNED WITH THE COMMUNITY'S VISION.

RECOMMENDATIONS

APPROACHES OR METHODS THAT WILL BRING THE GOALS TO FRUITION

Our Vision

In the next 10 years, Roosevelt Road is a vibrant, walkable commercial corridor that connects the communities of Oak Park, Berwyn, and neighboring municipalities as a shared destination for dining, music, entertainment, and everyday neighborhood life.

The corridor is defined by a cohesive identity expressed through consistent streetscape design, public art, and welcoming gateway elements that signal arrival into a vibrant district worth visiting.

Storefronts are active, vacancies are filled, and a diverse mix of businesses reflects the character and needs of the surrounding communities.

People travel Roosevelt Road safely and comfortably, whether on foot, by bike, or by transit. Traffic moves at speeds that are appropriate for a pedestrian-oriented commercial district, and well-designed crossings make it easy and safe to navigate the corridor from one side to the other. Wider, well-maintained sidewalks invite people to linger, explore, and return.

Roosevelt Road's identity as a regional music, dining, and entertainment destination is recognized and celebrated. Anchored by nationally recognized venues and neighborhood gathering places alike, the corridor draws visitors from across the Chicago region while remaining connected to its neighbors.

Oak Park and Berwyn approach Roosevelt Road as committed and collaborative partners. Coordinated regulations, shared programming, and aligned investment strategies ensure that the corridor functions as a unified whole, and that the benefits of revitalization are shared equitably across both communities.





02

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 is 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.

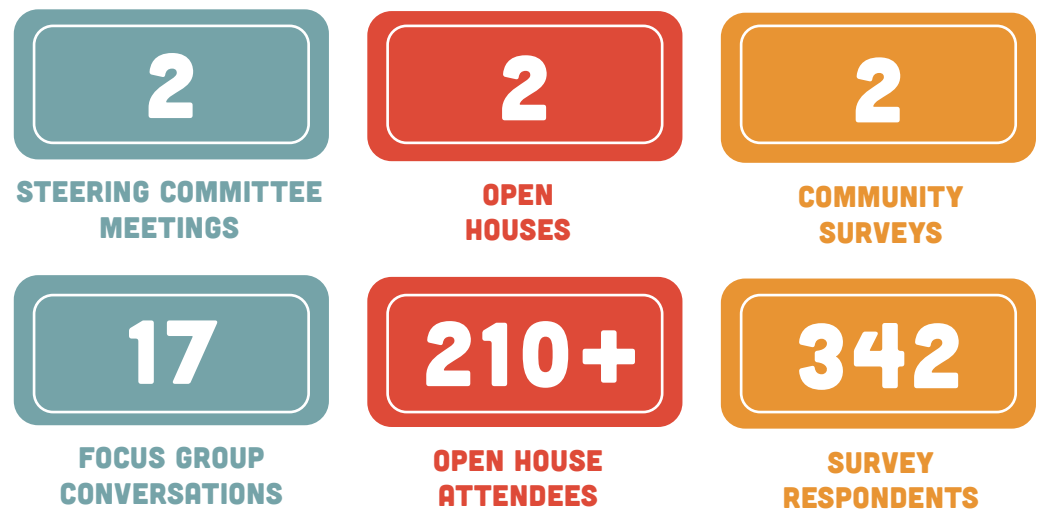
ENGAGEMENT PROCESS

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 aimed 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 provided multiple entry points for community members to participate and ensure their voices were heard.



First Open House, Salerno's

Figure 3: Engagement by the Numbers



Focus Groups

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 are some of the corridor's best assets and can benefit both municipalities. Entertainment venues 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 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.

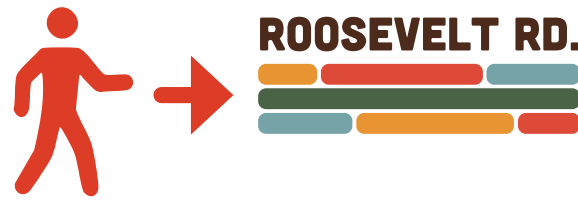
There is growing momentum and development interest. The community strongly supports locally owned businesses and family-serving establishments. Growing development interest, including new residential projects, suggest that there is increasing market confidence in the corridor's potential. With a unified vision, development can be guided to benefit the corridor holistically.

Open Houses & Surveys

The First 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.

The second Open House was held at FitzGerald's on November 19th, 2025. Over 60 community members participated in visioning exercises. They reviewed streetscape design concepts, key planning goals, potential district identity directions, and sample placemaking solutions.

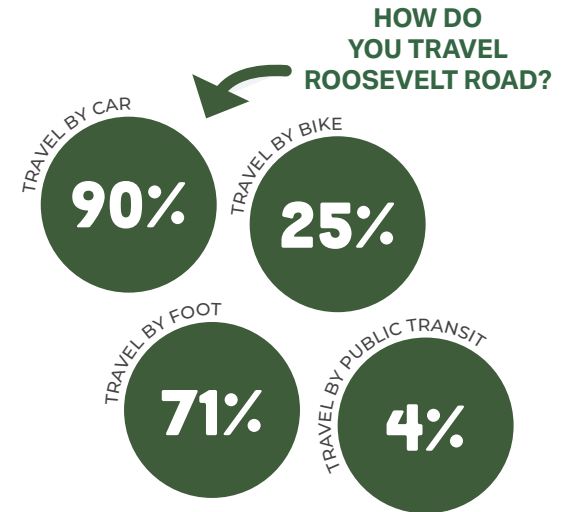
Following both in-person events, the open house exhibits were translated into a digital format. Over 340 survey responses were collected, overall.



ROOSEVELT RD.

84%

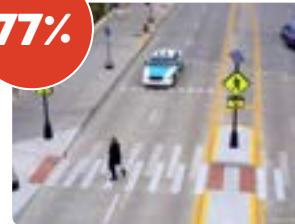
PARTICIPANTS WHO VISIT ROOSEVELT ROAD AT LEAST WEEKLY



TOP PRIORITIES & PREFERENCES



77%



IDENTIFIED SAFER CROSSINGS AS MOST LIKELY TO INCREASE CORRIDOR USAGE

76%



SUPPORT OUTDOOR DINING - THE HIGHEST-RATED PLACEMAKING IMPROVEMENT

70%



SUPPORT CONSISTENT STREET TREES ALONG THE CORRIDOR

83%



SUPPORT MAIN STREET MIXED-USE DEVELOPMENT STYLE

68%



SUPPORT VACANT LOT ACTIVATION WITH MARKETS AND EVENTS

Key Takeaways

The feedback from 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. The plan seeks to address each of these takeaways.



⤴ First Open House, Salerno's

TAKEAWAY 1: ROOSEVELT ROAD IS A FUNCTIONING CORRIDOR WITH INFRASTRUCTURE DEFICITS.

According to feedback, neighbors visit this corridor frequently. The majority of community engagement 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. They 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: THERE IS STRONG DEMAND FOR WALKABILITY DESPITE INFRASTRUCTURE BARRIERS.

Based on community feedback, improving pedestrian safety and accessibility is the community's number one objective. 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 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.

TAKEAWAY 3: PEDESTRIAN AMENITIES ARE HIGHLY DESIRED.

The community strongly supports the addition of street trees, greenery, street furniture, and shade structures. Community 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 ability to walk along the corridor, both of which would support an active commercial district.

TAKEAWAY 4: PARKING SOLUTIONS SHOULD BALANCE ACCESS WITH WALKABILITY OBJECTIVES.

Parking difficulties emerged as a usage and visitation barrier, and community members would like to balance parking spaces with corridor functionality and access. The community supports parking structures, municipal parking lots, and shared parking arrangements that would facilitate multiple business visits without having to relocate vehicles. They also want to ensure that there are methods of providing convenient parking without detracting from the pedestrian experience. This includes parking lot screening and parking placement behind buildings rather than adjacent to street frontages.

TAKEAWAY 5: TRAFFIC CONFIGURATION AND CONGESTION IS A PRIMARY CHALLENGE.

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. Community members understand that Roosevelt Road is an important transportation route, but they indicate that current infrastructure serves no user group well. Drivers experience delays, pedestrians cannot cross safely, and many cyclists avoid the corridor entirely.

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

COMMUNITY MEMBER

“I find it dangerous to turn onto Roosevelt Road from side streets in Oak Park due to visibility limitations when cars are parked near the corners. Multiple accidents have happened at the intersection of Harvey and Roosevelt so we avoid turning onto Roosevelt when possible.”

COMMUNITY MEMBER

“I want to enjoy walking to different venues restaurants and stores. Slow cars down and allow more pedestrian foot traffic.”

COMMUNITY MEMBER



Second Open House, FitzGerald's

TAKEAWAY 6: ENTERTAINMENT VENUES ARE SOME OF THE CORRIDOR'S PRIMARY ECONOMIC ANCHORS.

Community feedback reveals that businesses like FitzGerald's, Friendly, Distro, Kinshlager, and others provide Roosevelt Road with its unique regional identity. Roosevelt Road's entertainment venues, restaurants, and bars complement each other and help create a destination that draws visitors from across the Chicago metropolitan area. These businesses also provide the corridor with authentic character that sets it apart from other areas. Many stated that any planning interventions must protect and enhance these existing assets while developing complementary businesses and supporting infrastructure. Some said they envision Roosevelt Road becoming recognized as the western suburbs' premier entertainment district, anchored by these institutions and businesses.

TAKEAWAY 7: DINING ESTABLISHMENTS ARE AN ECONOMIC DEVELOPMENT ASSET.

Dining establishments along Roosevelt Road are highly valued by community members. Businesses like Salerno's, Bodhi Thai, Baby Gold, Autre Monde, Pete's Red Hots, Berwyn Chicken Company, and others were identified frequently. The community recognizes Roosevelt Road has a strong foundation as a dining destination, and that there is potential to expand into this market. The majority of respondents indicated that additional dining options would increase their corridor usage, and outdoor dining received strong support among placemaking improvements.

TAKEAWAY 8: AUTHENTIC CHARACTER PRESERVATION IS A PRIORITY.

Based on feedback, the community wants to preserve and enhance Roosevelt Road's authentic character, rather than pursuing generic redevelopment. During engagement events, community members gravitated toward architectural styles with historic, main-street style character. This preference extends beyond architectural styling to include urban design principles. The community prefers buildings positioned directly adjacent to sidewalks, pedestrian-friendly storefronts, and human-scale development patterns that support walkability. They emphasize that new development should be compatible with existing character.

TAKEAWAY 9: DISINVESTMENT CREATES DISTRICT-WIDE ECONOMIC IMPACTS.

The portion of Roosevelt Road from Ridgeland Avenue to Austin was consistently noted as one of the corridor's most challenging areas. According to feedback, this area is characterized by vacant lots, safety concerns, and underutilized properties. Some community members 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 vacant lots that leave gaps in the streetscape and detract from the pedestrian experience. This pattern of disinvestment may actively discourage visitation to the entire corridor, potentially hurting the economic viability of other Roosevelt Road businesses.

TAKEAWAY 10: COMMUNITY PROGRAMMING AND PUBLIC SPACE ACTIVATION IS DESIRED.

Community members 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 future Berwyn Arts Plaza concept and are supportive of additional public spaces that facilitate community gathering and events.

"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'd like community service events! In the winter, fire pits with warm drinks! In the summer, a pop-up splash pad! A "Taste of Roosevelt Road" event! Pop-up markets and tiny shops in the style of the Berwyn Shops!"

COMMUNITY MEMBER



03

Pedestrian Safety & 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

Overview

Pedestrian Safety & Mobility

This section focuses on pedestrian safety infrastructure, traffic management, multimodal accessibility, and parking management solutions.

Solutions support Roosevelt Road's dual role as a neighborhood commercial corridor and a regional transportation route connecting Oak Park and Berwyn to the broader Chicago metropolitan area. Community feedback consistently identified pedestrian safety as a top priority, with residents expressing a desire to cross Roosevelt Road safely to access businesses, amenities, and entertainment venues on both sides of the street. The recommendations in this section address community concerns while recognizing that meaningful infrastructure improvements along this IDOT-jurisdictional corridor will require close coordination between Oak Park, Berwyn, and state transportation partners.

The following chapter provides an existing conditions analysis, visions for streetscape and intersection improvements, and a list of actionable recommendations for each of the **Pedestrian Safety & Mobility** goals.

PEDESTRIAN SAFETY & MOBILITY GOALS

GOAL #1

Improve pedestrian mobility and safety.


GOAL #2

Balance Roosevelt Road's regional transportation function with safe local access for all users.

GOAL #3

Provide convenient parking access to contribute to the overall success of the corridor.


What We Heard



RESIDENTS NOTED THAT THEY DO NOT FEEL SAFE WALKING ALONG OR ACROSS ROOSEVELT ROAD DUE TO SPEEDING AND CONGESTION

77%

SAID SAFER CROSSINGS AND BETTER WALKABILITY WOULD BRING THEM TO THE CORRIDOR MORE OFTEN



NARROW SIDEWALKS, ADA BARRIERS, AND NON-FUNCTIONING PEDESTRIAN BEACONS WERE FREQUENTLY MENTIONED AS KEY CORRIDOR CHALLENGES

30

THE NUMBER OF CRASHES INVOLVING PEDESTRIANS FROM 2020-24.

71%

COMMUNITY ENGAGEMENT PARTICIPANTS WHO TRAVEL THE CORRIDOR BY FOOT



THE COMMUNITY IS SUPPORTIVE OF MID-BLOCK CROSSINGS, RAISED MEDIANS, AND OTHER TRAFFIC CALMING MEASURES

75%

SUPPORTED ENHANCED CROSSWALKS AS A PRIORITY IMPROVEMENT

Corridor Function

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 Boulevard. 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.

Roosevelt Road is currently at capacity. 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.

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 4: 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 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 Boulevard. 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.

The recommendations in this section address these safety concerns through targeted interventions and improvements to the pedestrian and bicycle environment across the corridor. Many of these safety interventions reinforce broader physical improvements recommended elsewhere in this plan. For example, curb bump-outs that shorten pedestrian crossing distances also function as traffic calming measures, as narrowed travel lanes encourage vehicles to reduce speed through intersections. Taken together, these strategies reflect a coordinated approach to improving safety for all users of Roosevelt Road.



⤴ Biker navigating Roosevelt Road alongside moving vehicles. The roadway cannot accommodate bicycle infrastructure, but traffic calming measures can make conditions safer for cyclists.

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

COMMUNITY MEMBER

“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

“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

Figure 5: 5-Year Crash Data



The Crash Map depicts a heat map of crash data in the study area. Most crashes along Roosevelt Road have occurred at the Harlem Avenue, Oak Park Avenue, Ridgeland Avenue, and Austin Boulevard intersections, though there is a high incidence of crashes throughout the corridor.

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.

This plan identifies 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. In addition to examining crossing locations, the planning team explored enhancements to existing and proposed crosswalks, such as curb bump-outs, flashing beacons, and pedestrian refuge islands. The [Streetscape Improvement Diagram on page 50](#) provides a vision of how Roosevelt Road can be transformed to create a safe environment that comfortably serves all roadway users.



⬆️ Vision for an additional pedestrian crosswalk, raised median, and pedestrian refuge island at Highland Ave.

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

COMMUNITY MEMBER

BICYCLE INFRASTRUCTURE

Roosevelt Road does not currently provide bicycle infrastructure within the study area. Based on 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 not recommended 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. This plan considers north-south connectivity for the planned bike accommodations in Oak Park and Berwyn to ensure continuous routes across the corridor. See the full [Streetscape Improvements Diagram on page 50](#).



- ⤴ Vision for 'bike boxes' on East Avenue, aligning with proposed bicycle improvements from both communities (Neighborhood Greenway route in Oak Park and a planned bike route in Berwyn).

Intersection Improvements

Pedestrian safety improvements are most legible when they can be seen at a human scale. The following pages show three-dimensional renderings of proposed intersection improvements at four locations along the corridor: Oak Park Avenue, Euclid Avenue, East Avenue, and Lyman Avenue. These intersections were selected to represent the range of conditions found along Roosevelt Road, from higher-volume signalized crossings to mid-block locations where pedestrian demand is high but infrastructure is limited. The renderings allow residents, planners, elected officials, and potential partners to visualize what these improvements would actually look and feel like from street level.

To demonstrate that these interventions are proven and achievable, the planning team identified precedent intersections along comparable urban corridors, including segments of Lawrence Avenue, North Avenue, and Roosevelt Road in Chicago. These examples show that the treatments proposed here, including enhanced crosswalks, curb bump-outs, pedestrian islands, and other infrastructural improvements, are already functioning in similar contexts. They reflect standard tools of roadway design that have been successfully implemented on arterial roadways serving mixed commercial and residential uses, and they are likely to be just as beneficial and effective on this portion of Roosevelt Road.



Euclid Avenue and Roosevelt Road

OAK PARK AVENUE

This intersection diagram shows how minor improvements, such as parking screening, improved crosswalks, covered bus stops, and more street trees can enhance the pedestrian and experience and corridor mobility.

- ① Improved Crosswalk
- ② Parking Screening
- ③ Additional Trees
- ④ Corridor Identifier
- ⑤ Paving Zones
- ⑥ Covered Bus Stop
- ⑦ Bump-outs



IN PRACTICE

Lawrence Avenue, Chicago.

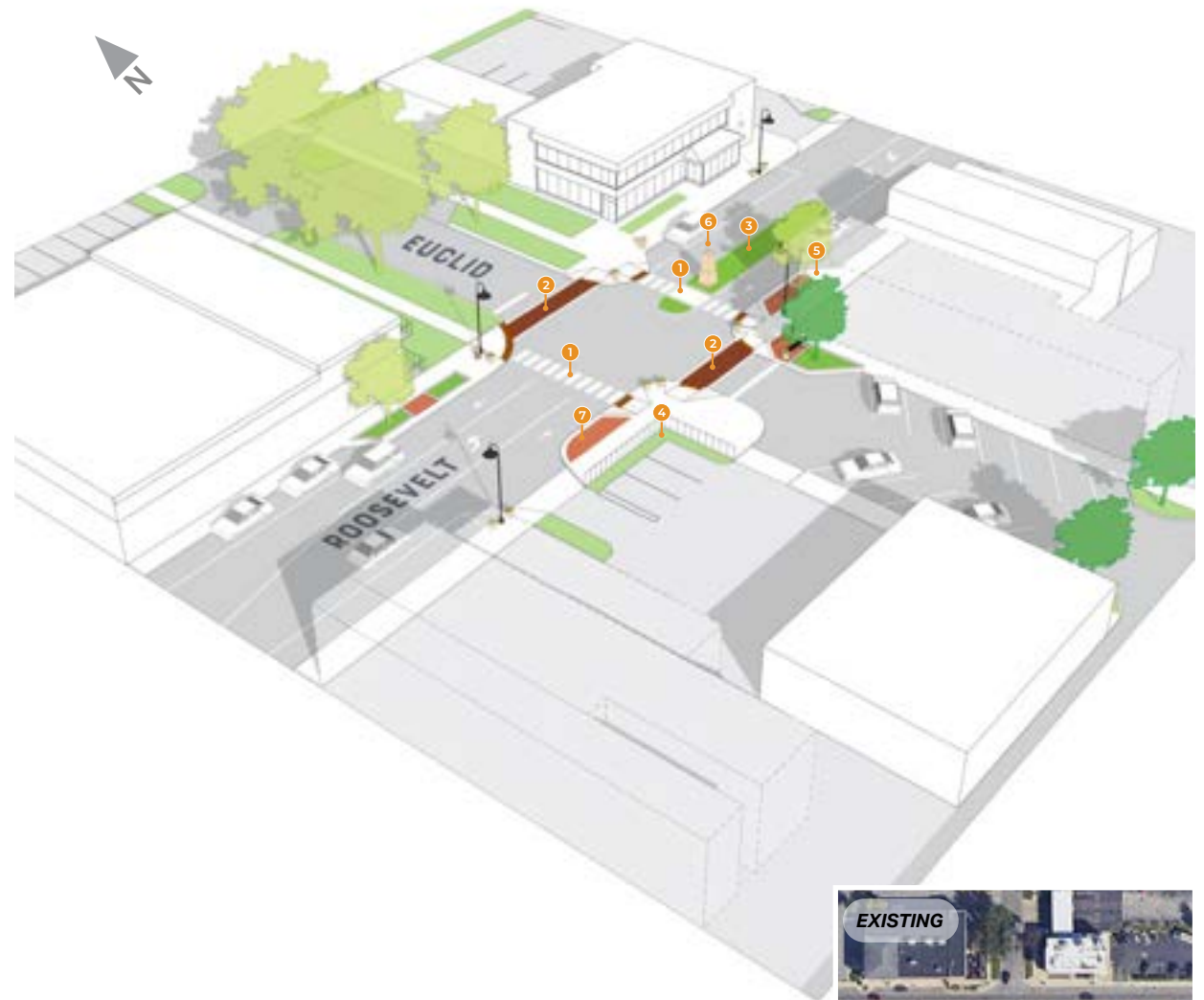
Existing intersections were improved along Lawrence by adding contrasting paving at crossings and shortening crossing distances with bump-outs.



EUCLID AVENUE

This intersection diagram shows how additional crosswalks, raised medians, pedestrian islands, and corridor identifiers can be implemented along Roosevelt Road.

- 1 Additional Crosswalk
- 2 Improved Crosswalk
- 3 Raised Median
- 4 Parking Screening
- 5 Additional Trees
- 6 Corridor Identifier
- 7 Paving Zones



IN PRACTICE

North Avenue, Chicago.

Pedestrian refuge islands and crosswalks across North Avenue were constructed at the unsignalized North Avenue/Orchard Street intersection.



EAST AVENUE

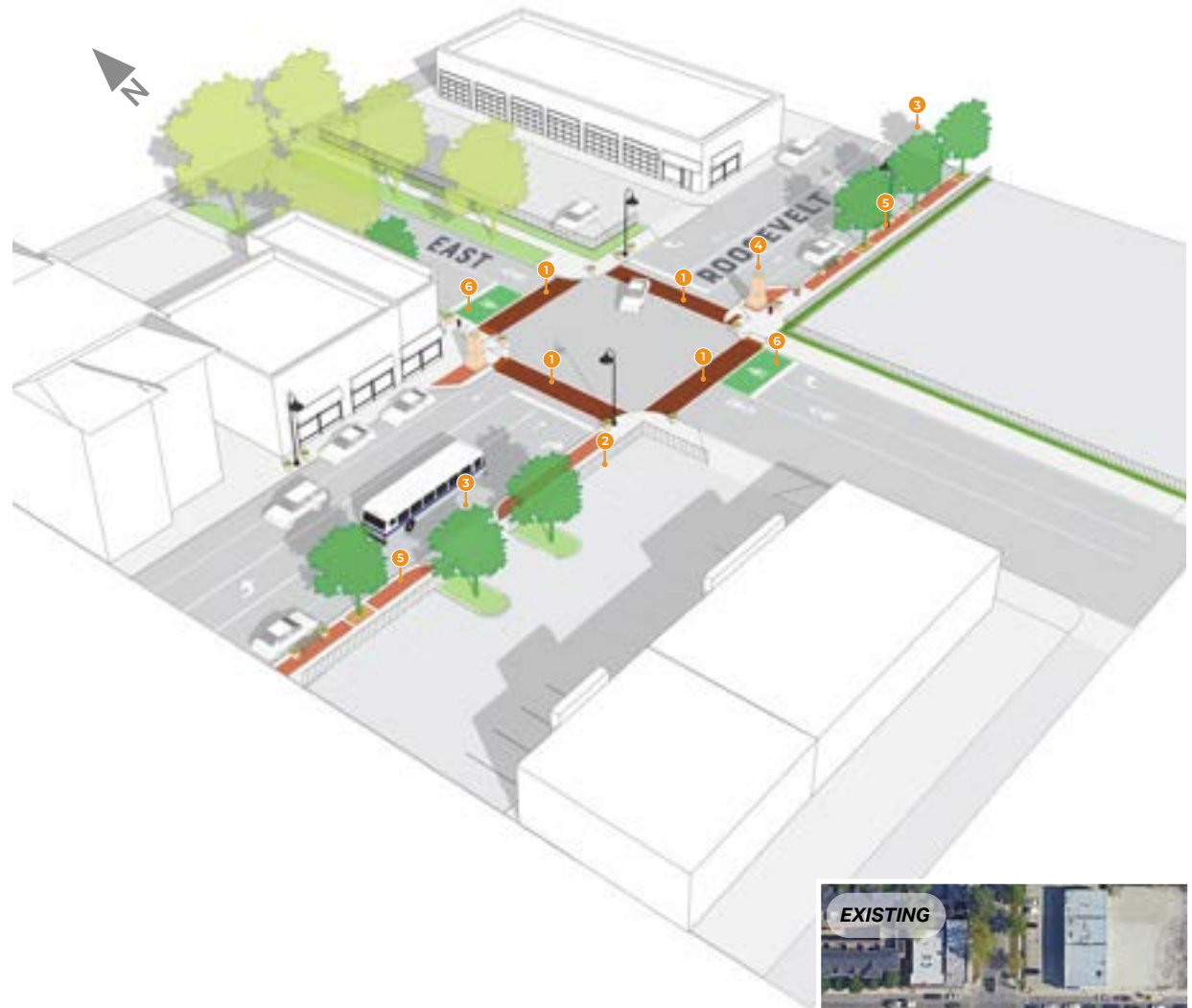
This intersection diagram shows how portions of the corridor that are not susceptible to significant change (industrial areas) can still benefit greatly from minor improvements, such as additional trees, decorative paving zones, small bump-outs and parking screening. Bike boxes on cross streets can help improve cyclist safety as they traverse local bike networks.

- 1 Improved Crosswalk
- 2 Parking Screening
- 3 Additional Trees
- 4 Corridor Identifier
- 5 Paving Zones
- 6 Bike Box

IN PRACTICE

Lawrence Avenue, Chicago.

In order to improve the pedestrian and cyclist experience/safety, improved crosswalks, bike boxes, and bump-outs were implemented along Lawrence.



LYMAN AVENUE

This intersection diagram shows how the pedestrian environment can be greatly improved by additional crosswalks, bump-outs, large paving zones with street furniture, mini pocket plazas, and additional tree coverage.

- 1 Additional Crosswalk
- 2 Improved Crosswalk
- 3 Parking Screening
- 4 Additional Trees
- 5 Paving Zones with Street Furniture
- 6 Mini Pocket Plaza

IN PRACTICE

Roosevelt Road, Chicago.

Pedestrian refuge islands and crosswalks across North Avenue were constructed at the unsignalized North Avenue/Orchard Street intersection.



Goal #1

Improve pedestrian mobility and safety.

From concerts at Fitzgerald's to sports games at Euclid Square Park, the wide range of destinations on or near Roosevelt Road makes it an important corridor for pedestrians headed in all directions. In addition to the aesthetic components of walk quality, enhancements to pedestrian safety and connectivity, particularly through crossing infrastructure, are important to the pedestrian experience and cultivating an attractive and comfortable Roosevelt Road for residents and visitors of all ages and abilities. As with any infrastructure improvement along the corridor, coordination with the Illinois Department of Transportation (IDOT) will be essential.

Recommendations

- A. Install pedestrian-oriented infrastructure at existing crosswalks.** Use methods such as pavement color differentiation, curb bump-outs, and refuge islands. These crosswalk enhancements promote a safe and comfortable pedestrian experience that can improve walk quality, increase walk tolerance and willingness to park further away.
- B. Identify locations for new crosswalks, particularly north-south across Roosevelt Road.** New crosswalks will increase safe pedestrian crossing points and reduce uncontrolled crossings mid-block. New crosswalks should be established at convenient intervals across the corridor, considering proximity to parks or schools (Grove Avenue, Wesley Avenue, Cuyler Avenue), entertainment venues (Grove Avenue, Clarence Avenue), and other frequent pedestrian attractors. A precedent for preferred crosswalk frequency is Roosevelt Road east of Austin Blvd. This stretch of the corridor has pedestrian crosswalks at most intersections.
- C. Identify location(s) for new Rectangular Rapid Flashing Beacons (RRFBs).** In addition to other crosswalk improvements, RRFBs provide enhanced pedestrian warning for vehicles via rapid flashing beacons activated by push buttons. The existing flashing beacons at Home Avenue, Gunderson Avenue, and Lombard Avenue can be updated to RRFBs, and the rest of the corridor can be evaluated to identify any feasible and desirable locations for new RRFBs. Priority locations are those near activity generators, schools, and other frequent pedestrian attractors.
- D. Coordinate with the Illinois Department of Transportation (IDOT) to advance pedestrian infrastructure improvements.** As a principal arterial under IDOT jurisdiction, any modifications to Roosevelt Road require IDOT review and approval. Coordinate with IDOT during project scoping to identify any permitting requirements, design standards, and potential funding opportunities. Establish a working relationship with IDOT staff to streamline any future project approvals and explore opportunities for joint funding applications.

Goal #2

Balance Roosevelt Road's regional transportation function with safe local access for all users.

Roosevelt Road provides regional access between Downtown Chicago and the west suburbs, as well as direct local access to Oak Park and Berwyn's commercial and residential areas adjacent to the corridor. Mobility and infrastructure improvements should equally consider the corridor's regional traffic flows and its vehicle, transit, and bike trips generated by the local businesses, neighborhoods, and other attractors within the communities.

Recommendations

- A. Implement traffic calming measures that discourage speeding while maintaining capacity and mobility through the corridor.** Curb bump-outs and strategically-placed center medians/refuge islands can reduce travel speeds through intersections without significantly disrupting traffic flows, while also enhancing pedestrian safety. These infrastructure improvements should be designed to accommodate emergency vehicle access throughout the corridor.
- B. Employ access management strategies at vehicle access points.** Where possible, opportunities to consolidate or remove existing driveways on Roosevelt Road should be explored, and municipal policy can be established to require new (re)developments to provide vehicle access via side streets or alleys. Limiting driveways on Roosevelt Road reduces conflict points and can mitigate vehicle congestion by removing maneuvers directly to/from the corridor.
- C. Facilitate broader bicycle network connectivity.** Enhance Roosevelt Road's intersections with future bike routes, as planned in the Oak Park Bike Plan and Berwyn Active Transportation Plan. Oak Park and Berwyn's existing bike plans include plans for north-south bike routes that intersect with Roosevelt Road (Home Avenue, Clinton Avenue, Oak Park Avenue, East Avenue, Ridgeland Avenue, Lombard Avenue), and these locations can be supplemented with green pavement markings, bike boxes, signage, etc., to increase awareness and safety for cyclists.
- D. Improve transit stop infrastructure and accessibility.** Coordinate with Pace to identify feasible locations for new bus stop shelters, particularly at higher ridership stops and/or major intersections along the corridor. Bus stop positioning along the corridor should be reviewed for potential near side/far side relocations to strategically improve stop accessibility and bus mobility.

Goal #3

Provide convenient parking access to contribute to the overall success of the corridor.

The wide variety of businesses along Roosevelt Road generate parking demand that is distributed between the corridor's public on-street parking and private parking lots. Portions of the corridor lack sufficient parking at select times, particularly near event venues and specific businesses. Parking regulations on the north (Oak Park) and south (Berwyn) sides of the street are inconsistent. Opportunities should be explored to provide additional parking in areas of need, standardize existing parking regulations, and establish new parking agreements, as convenient parking contributes to the overall success of the corridor.

Recommendations

- A. Coordinate between Oak Park & Berwyn to implement consistent parking regulations along both sides of Roosevelt Road.** The current 2-hour (Oak Park) and 3-hour (Berwyn) parking restrictions are in effect during different times of the day and can be confusing for parkers. Standardized regulations across both sides of the street establish consistent expectations that simplify parking conditions for locals and visitors alike.
- B. Identify opportunities for additional public parking throughout the corridor.** Preferably, any additional parking spots should be located behind buildings or otherwise screened to maintain a walkable, welcoming, and pedestrian-friendly streetscape. Additionally, where possible, the first half-block of north-south cross streets can provide additional on-street parking for nearby businesses. Existing parking facilities should be evaluated for opportunities to maximize parking capacity, and the remainder of the corridor should be evaluated for locations where new side-street, building-rear, or screened parking can be installed. Confining these parking locations to the first half-block off Roosevelt Road maintains Separation between commercial and residential parking should be maintained by confining any additional corridor parking to the first half-block of Roosevelt Road.
- C. Coordinate with businesses to establish shared parking agreements and maximize use of private parking facilities.** Parking can be shared among proximate businesses with different peak operation hours, allowing the same parking spaces to be used by multiple traffic generators. Shared parking agreements can be established not only between specific businesses, but also between a municipality and a business to contribute to the general public parking supply during certain days and times.



04

Streetscape & Public Realm

"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

"We need more shade and street trees, as well as a better buffer between traffic and pedestrians"

COMMUNITY MEMBER

Overview

Streetscape & Public Realm

This section focuses on creating a comfortable and attractive pedestrian environment through improvements to street trees, landscaping, pedestrian-scale lighting, shade structures, parking screening, and furnishings. It addresses infrastructure maintenance needs and aging streetscape elements, and includes recommendations for gathering places, outdoor dining, and corridor identity.

Solutions support Roosevelt Road's evolution from a traffic-dominated arterial into a welcoming commercial destination that serves both Oak Park and Berwyn residents and the broader community. The recommendations in this section address both the physical upkeep of existing infrastructure and the longer-term vision of Roosevelt Road as a place where people want to spend time, not just pass through.

The following chapter provides an existing conditions analysis, visions for streetscape and intersection improvements, and a list of actionable recommendations for each of the **Streetscape & Public Realm** goals.

STREETSCAPE & PUBLIC REALM GOALS

GOAL #1

Create comfortable pedestrian conditions through street trees, landscaping, and corridor amenities.

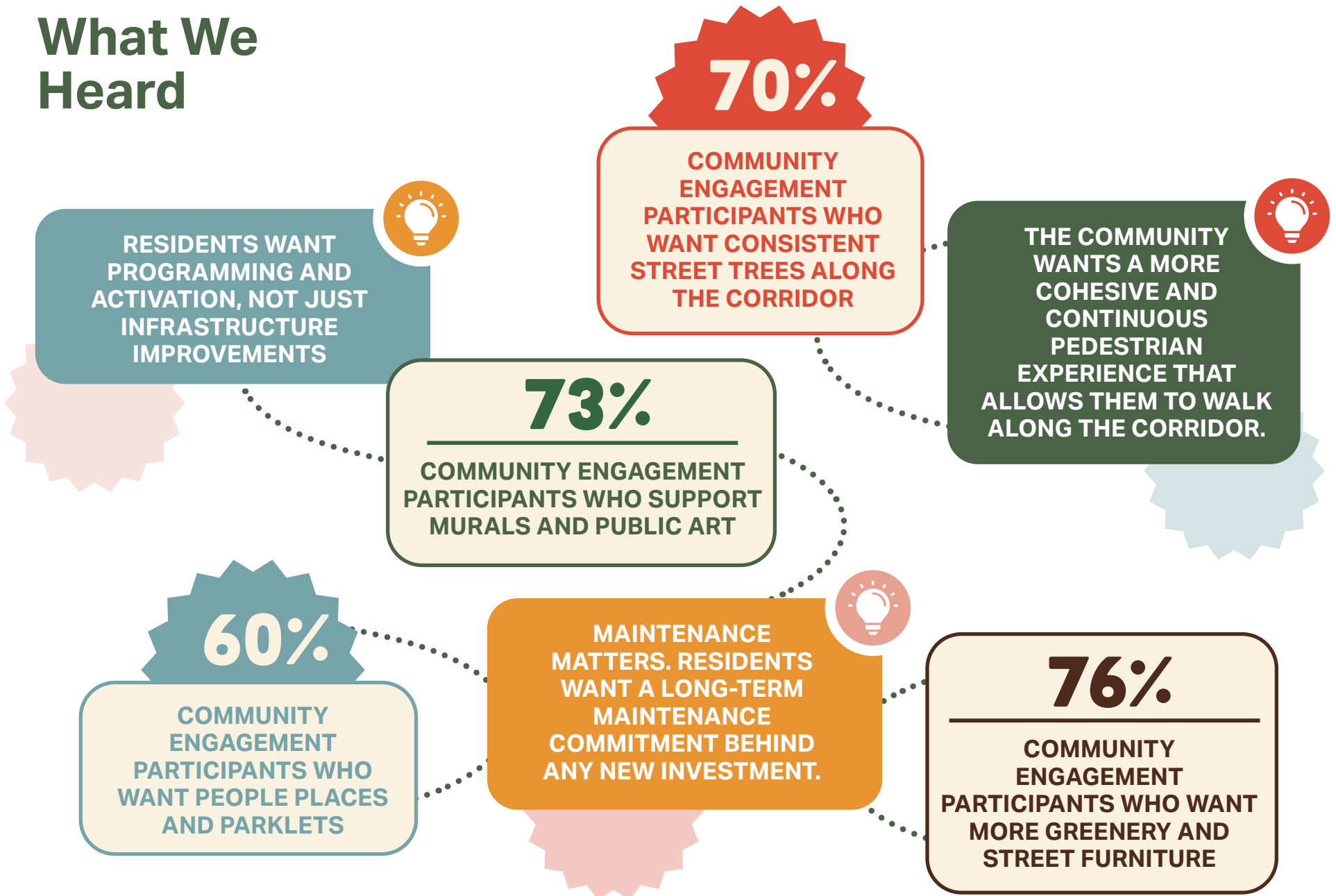
GOAL #2

Create opportunities for community gathering, public art, and regular programming along the corridor.

GOAL #3

Strengthen corridor identity and functionality as a business district through wayfinding and gateway elements.

What We Heard



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



Existing Planters



District Branded Lighting

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.

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 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.

✓ Outdoor Dining on Roosevelt Road



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.

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.



⤴ Parking lot near sidewalk



⤴ Vinyl Signage

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.

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

“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

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. The Implementation chapter of this plan identifies which plan recommendations are appropriate for each character area.



➤ Happiness Chinese, Pedestrian -Scale Character Area

Legend










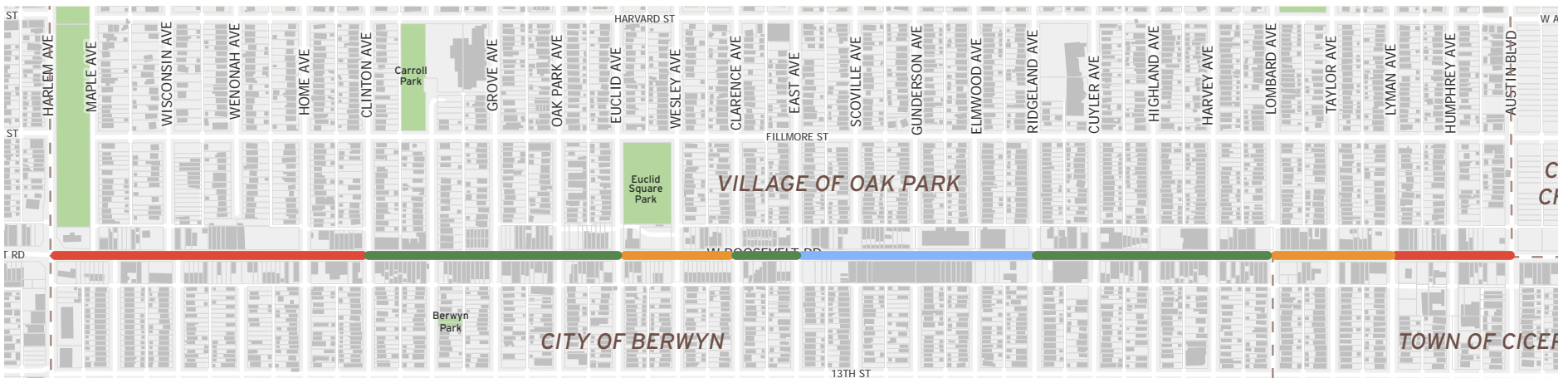
-  Municipal Boundary
-  Parks & Open Space
-  Roads
-  Parcels
-  Buildings
-  Pedestrian Scale
-  Transitional
-  Auto-Oriented
-  Industrial

Figure 6: Character Areas Map



PEDESTRIAN-SCALE

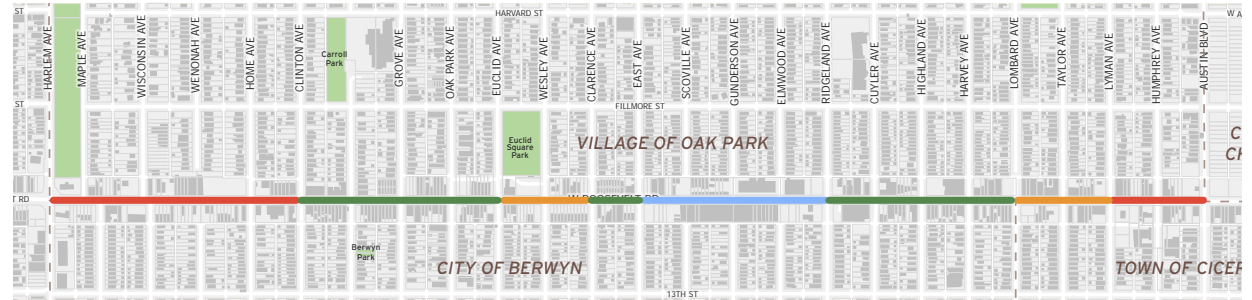
These areas are distinguished by mostly-continuous street walls created by buildings constructed to the edge of lot lines, neighborhood-serving commercial uses, and active Roosevelt Road commercial institutions, such as Friendly's and Fitzgerald's. With some exceptions, parking lots are minimal and there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

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



— Pedestrian Scale

✓ Pedestrian-Scale Area



✓ Pedestrian-Scale Area



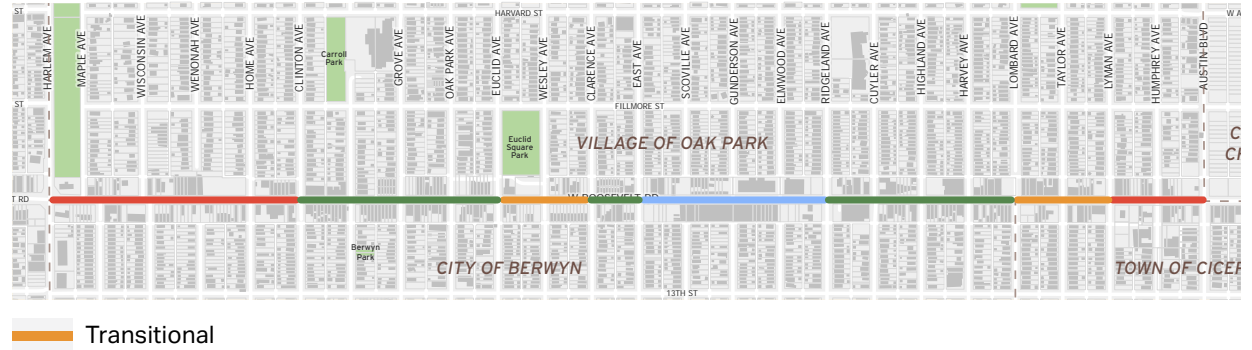
TRANSITIONAL

Transitional character areas are located adjacent to or 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 include enhancing pedestrian amenities, screening parking areas, reducing curb cuts, and widening sidewalks.

Transitional character areas:

- Euclid Ave to Clarence Ave
- Lombard to Lyman Ave



✓ Transitional Area



✓ Transitional Area



AUTO-ORIENTED

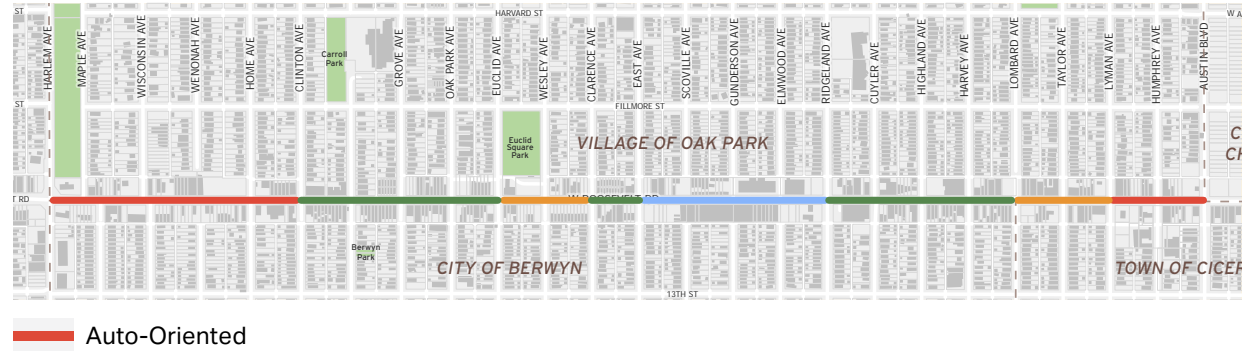
Much of Roosevelt Road's length is characterized by auto-oriented development patterns that prioritize vehicular access and parking. These areas are defined by buildings set back significantly from the street, with large surface parking lots occupying the majority of street frontage. Frequent curb cuts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

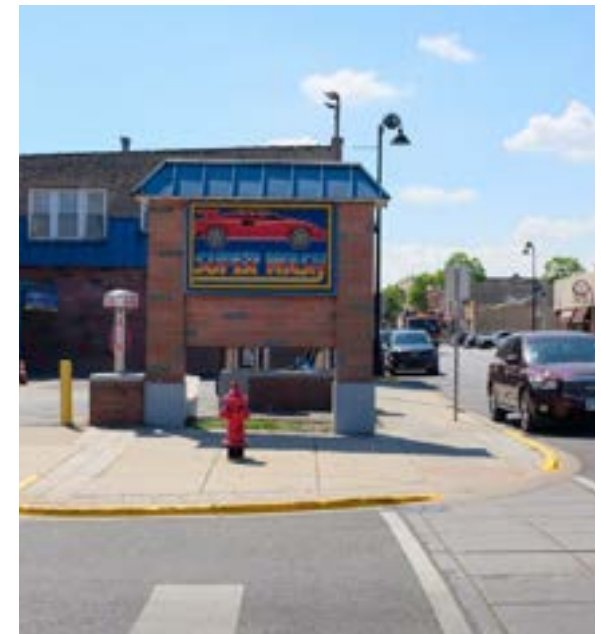
- Harlem Avenue to Clinton Avenue
- Lyman Ave to Austin Blvd



✓ Auto-Oriented Area



✓ Auto-Oriented Area



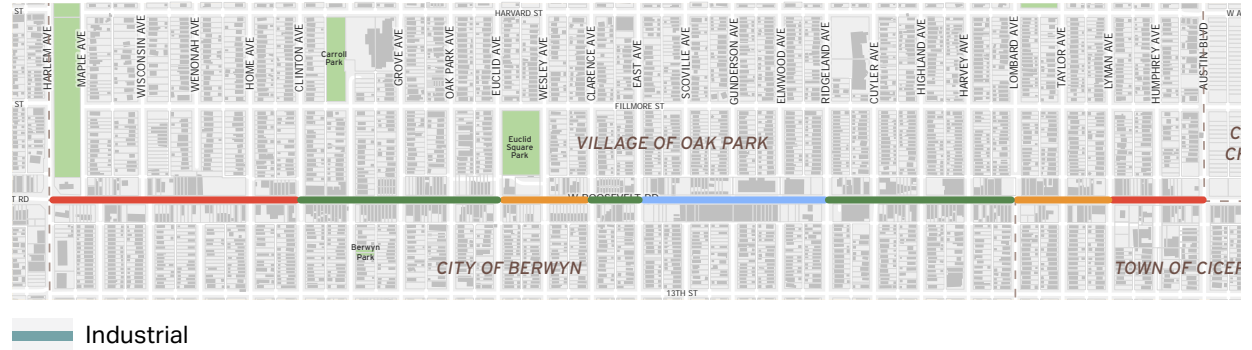
INDUSTRIAL

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:

- East Avenue to Ridgeland Avenue



Industrial Area



Industrial Area



Streetscape Improvements Diagram

The Streetscape Improvements Diagram illustrates a vision for Roosevelt Road that prioritizes safety, comfort, and identity across the full length of the corridor. Drawing from an analysis of roadway conditions, traffic movements, crash locations, and business distribution, the diagram identifies recommended locations for a range of physical improvements that collectively support a safer more walkable, and more inviting corridor experience.

The improvements shown represent ideal conditions and are intended to be aspirational while remaining grounded in what is physically and functionally feasible. Given that Roosevelt Road operates under IDOT jurisdiction, some improvements may require additional coordination, design refinement, or phased implementation to meet state standards. The diagram should be read as a long-range vision that guides incremental progress over time rather than a prescriptive plan.



Additional/Enhanced Crosswalks

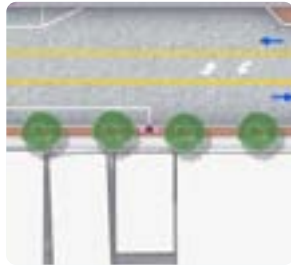
More frequent crosswalks increase safe crossing opportunities along the corridor and serve as a mid-block traffic calming measure. Crosswalks that pass through raised medians add an additional layer of safety and visibility for pedestrians navigating longer crossing distances.

Curb Bump-outs

Curb bump-outs installed at pedestrian crossing locations reduce crossing distances and improve driver visibility at key points along the corridor. They also draw attention to crossing locations, making pedestrians more conspicuous to approaching vehicles.

Raised Medians and Pedestrian Islands

Raised medians and pedestrian islands provide a midpoint refuge for pedestrians to queue or pause at longer crossings. They also function as a traffic calming measure by narrowing the effective travel lane width and encouraging reduced vehicle speeds.



Additional Street Trees

Street trees provide shade and create a physical buffer between moving vehicles and pedestrians on the sidewalk. They significantly improve the comfort of the walking environment and encourage people to spend more time along the corridor.



Pocket Plazas

Pocket plazas are small, activated spaces furnished with pedestrian amenities such as seating, trash receptacles, and bike parking. When located near businesses, they can also support outdoor dining and informal gathering, contributing to a more vibrant street life.



Programmable Cul-de-Sacs

Several cul-de-sacs already exist along the corridor and present an underutilized opportunity for placemaking. While their core functionality should remain intact, they can be occasionally activated with small events, pop-up markets, or community programming.

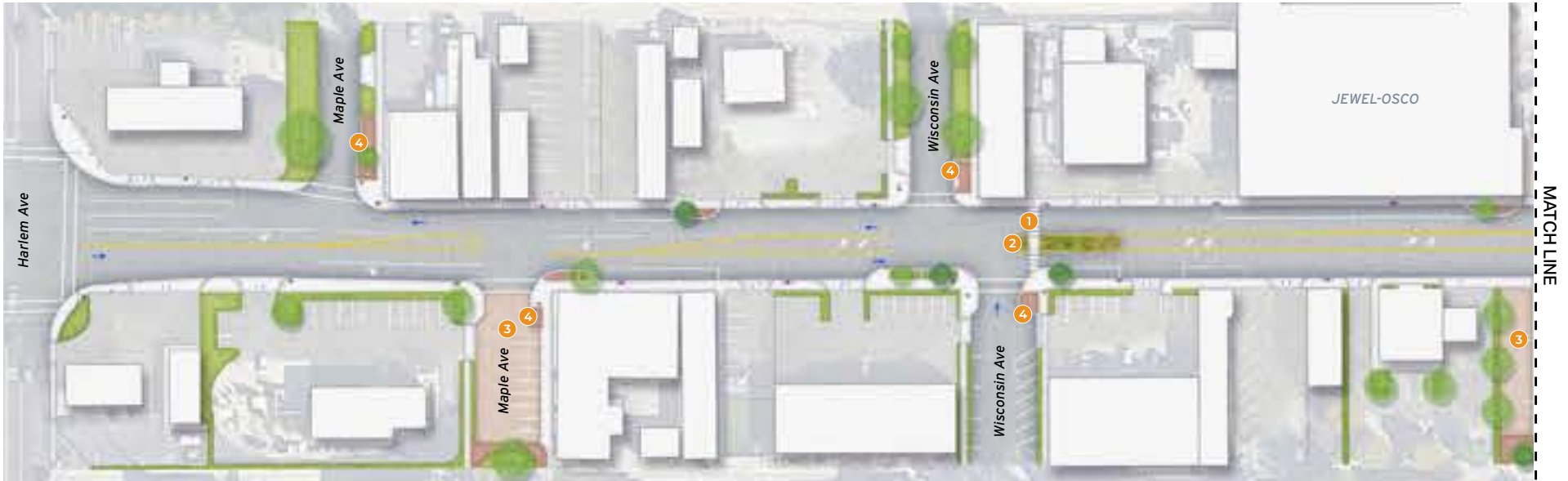


Corridor Identifiers

Corridor identifiers placed at key entry points alert visitors that they have arrived on Roosevelt Road and contribute to the overall recognizability of the district. They reinforce a sense of place and help establish the corridor as a distinct destination worth returning to.
















The improvements shown represent ideal conditions and are intended to be aspirational while remaining grounded in what is physically and functionally feasible. Given that Roosevelt Road operates under IDOT jurisdiction, some improvements may require additional coordination, design refinement, or phased implementation to meet state standards.

Figure 7: Streetscape Improvements Diagram*



*Diagram has been resized for this report. Please contact the Village of Oak Park or the City of Berwyn for a full-size, detailed diagram.

LEGEND

- | | | |
|---|--|--|
|  Paved Bump-Outs |  Bus Shelter |  Additional Crosswalk |
|  Brick Pavers |  Existing Tree |  Raised Median |
|  Concrete Pavers |  New Tree |  Flexible Cul-de-Sac |
|  Grass Lawn |  Corridor Identifier |  Mini Pocket Plaza |
|  Landscaped Median |  Street Furniture, Planters | |
|  Bike Box | | |

This portion of the corridor is more automobile-oriented. Improvements may include an additional crosswalk with raised median and pedestrian refuge area at Wisconsin Avenue. Cul-de-Sacs and parking areas to the south of Roosevelt Road may function as flexible, programmable spaces for small events and activations. To the north, enhanced lawn areas, mini paved plazas, and additional street furniture along Maple Avenue and Wisconsin Avenue improve the pedestrian experience. Added bump-outs along this stretch reduce crossing distances, serve as traffic calming measures, and reduce risk of wrong-way turns onto one-way streets.

Figure 8: Streetscape Improvements Diagram*



*Diagram has been resized for this report. Please contact the Village of Oak Park or the City of Berwyn for a full-size, detailed diagram.

LEGEND

- | | | |
|-------------------|----------------------------|----------------------|
| Paved Bump-Outs | Bus Shelter | Additional Crosswalk |
| Brick Pavers | Existing Tree | Raised Median |
| Concrete Pavers | New Tree | Flexible Cul-de-Sac |
| Grass Lawn | Corridor Identifier | Mini Pocket Plaza |
| Landscaped Median | Street Furniture, Planters | |
| Bike Box | | |
















This portion of the corridor transitions from automobile oriented to pedestrian oriented at Clinton Avenue. Improvements may include parking lot screening and additional crosswalks at Clinton Avenue and Kenilworth Avenue. Cul-de-Sacs and parking areas to the south of Roosevelt Road may function as flexible, programmable spaces for small events and activations. Added bump-outs along this stretch reduce crossing distances, serve as traffic calming measures, and reduce risk of wrong-way turns onto one-way streets.

Figure 9: Streetscape Improvements Diagram*



*Diagram has been resized for this report. Please contact the Village of Oak Park or the City of Berwyn for a full-size, detailed diagram.

LEGEND

- | | | |
|---|--|--|
|  Paved Bump-Outs |  Bus Shelter |  1 Additional Crosswalk |
|  Brick Pavers |  Existing Tree |  2 Raised Median |
|  Concrete Pavers |  New Tree |  3 Flexible Cul-de-Sac |
|  Grass Lawn |  Corridor Identifier |  4 Mini Pocket Plaza |
|  Landscaped Median |  Street Furniture, Planters | |
|  Bike Box | | |















This portion of the corridor is more pedestrian-oriented. Improvements may include an additional crosswalk with raised median and pedestrian refuge area at Euclid Avenue. Cul-de-Sacs and parking areas to the south of Roosevelt Road may function as flexible, programmable spaces for small events and activations. Enhanced lawn areas, mini paved plazas, and additional street furniture along Roosevelt Road improve the pedestrian experience. Added bump-outs along this stretch reduce crossing distances, serve as traffic calming measures, and reduce risk of wrong-way turns onto one-way streets.

Figure 10: Streetscape Improvements Diagram*



*Diagram has been resized for this report. Please contact the Village of Oak Park or the City of Berwyn for a full-size, detailed diagram.

LEGEND

- | | | |
|---|--|--|
|  Paved Bump-Outs |  Bus Shelter |  Additional Crosswalk |
|  Brick Pavers |  Existing Tree |  Raised Median |
|  Concrete Pavers |  New Tree |  Flexible Cul-de-Sac |
|  Grass Lawn |  Corridor Identifier |  Mini Pocket Plaza |
|  Landscaped Median |  Street Furniture, Planters | |
















This portion of the corridor is more pedestrian-oriented, with transitional areas to the west characterized by large surface parking lots. Improvements may include additional crosswalks at Wesley Avenue and Clarence Avenue. A large pocket plaza on Wesley Avenue may function as a flexible, programmable space for small events and activations. Mini paved plazas and additional street furniture along Roosevelt Road improve the pedestrian experience. A bike box on East Avenue links to planned bike network improvements in Oak Park and Berwyn. Added bump-outs along this stretch reduce crossing distances, serve as traffic calming measures, and reduce risk of wrong-way turns onto one-way streets.

Figure 11: Streetscape Improvements Diagram*



*Diagram has been resized for this report. Please contact the Village of Oak Park or the City of Berwyn for a full-size, detailed diagram.

LEGEND

- | | | |
|---|--|--|
|  Paved Bump-Outs |  Bus Shelter |  1 Additional Crosswalk |
|  Brick Pavers |  Existing Tree |  2 Raised Median |
|  Concrete Pavers |  New Tree |  3 Flexible Cul-de-Sac |
|  Grass Lawn |  Corridor Identifier |  4 Mini Pocket Plaza |
|  Landscaped Median |  Street Furniture, Planters | |
|  Bike Box | | |
















This portion of the corridor is industrial. Improvements may include additional street trees, decorative brick-paved areas, and street furniture that improve the pedestrian experience.

Figure 12: Streetscape Improvements Diagram*



*Diagram has been resized for this report. Please contact the Village of Oak Park or the City of Berwyn for a full-size, detailed diagram.

LEGEND

- | | | |
|---|--|--|
|  Paved Bump-Outs |  Bus Shelter |  Additional Crosswalk |
|  Brick Pavers |  Existing Tree |  Raised Median |
|  Concrete Pavers |  New Tree |  Flexible Cul-de-Sac |
|  Grass Lawn |  Corridor Identifier |  Mini Pocket Plaza |
|  Landscaped Median |  Street Furniture, Planters | |
|  Bike Box | | |

This portion of the corridor transitions from industrial to pedestrian oriented. Improvements may include additional crosswalks with raised medians and pedestrian refuge areas at Cuyler Avenue and Highland Avenue. Cul-de-Sacs and parking areas to the south of Roosevelt Road may function as flexible, programmable spaces for small events and activations. Enhanced lawn areas, mini paved plazas, and additional street furniture along Roosevelt Road, Ridgeland Avenue, and Cuyler Avenue improve the pedestrian experience. Added bump-outs along this stretch reduce crossing distances and serve as traffic calming measures.

Figure 13: Streetscape Improvements Diagram*



*Diagram has been resized for this report. Please contact the Village of Oak Park or the City of Berwyn for a full-size, detailed diagram.

LEGEND

- | | | |
|-------------------|----------------------------|----------------------|
| Paved Bump-Outs | Bus Shelter | Additional Crosswalk |
| Brick Pavers | Existing Tree | Raised Median |
| Concrete Pavers | New Tree | Flexible Cul-de-Sac |
| Grass Lawn | Corridor Identifier | Mini Pocket Plaza |
| Landscaped Median | Street Furniture, Planters | |
| Bike Box | | |
















This portion of the corridor is pedestrian-oriented and transitional. Improvements may include additional crosswalks at Harvey Avenue, Lombard Avenue, Taylor Avenue, and Lyman Avenue. Raised medians and pedestrian refuge areas enhance pedestrian safety. Enhanced lawn areas, mini paved plazas, and additional street furniture along Roosevelt Road and each of these cross streets improve the pedestrian experience. Added bump-outs along this stretch reduce crossing distances and serve as traffic calming measures. The south side of Roosevelt Road from Lombard Avenue to the east is within Town of Cicero jurisdiction and the implementation of improvements will require coordination between Oak Park and Cicero.

Figure 14: Streetscape Improvements Diagram*



*Diagram has been resized for this report. Please contact the Village of Oak Park or the City of Berwyn for a full-size, detailed diagram.

LEGEND

- | | | |
|---|--|--|
|  Paved Bump-Outs |  Bus Shelter |  1 Additional Crosswalk |
|  Brick Pavers |  Existing Tree |  2 Raised Median |
|  Concrete Pavers |  New Tree |  3 Flexible Cul-de-Sac |
|  Grass Lawn |  Corridor Identifier |  4 Mini Pocket Plaza |
|  Landscaped Median |  Street Furniture, Planters | |
|  Bike Box | | |

This portion of the corridor is auto-oriented. Improvements may include parking lot screening, improved lawn areas, and mini pocket plazas that enhance the pedestrian experience. The south side of Roosevelt Road is within Town of Cicero jurisdiction and the implementation of improvements will require coordination between Oak Park and Cicero.

Goal #1

Create comfortable pedestrian conditions through street trees, landscaping, and corridor amenities.

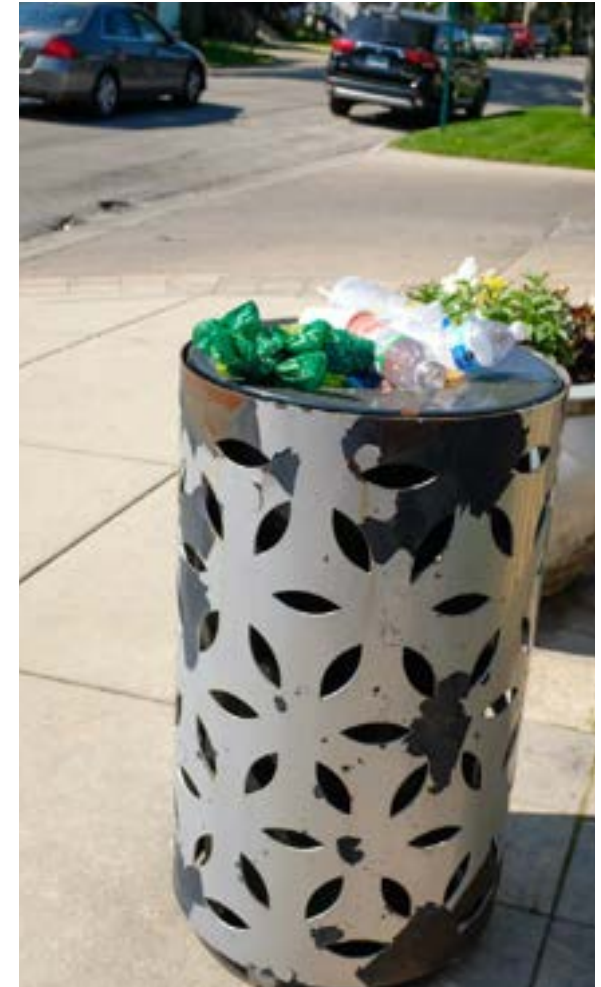
Roosevelt Road's pedestrian environment requires systematic enhancements to evolve from a traffic-dominated arterial into a more welcoming commercial destination. The 2012 improvements established a foundation of quality infrastructure along the corridor. However, years of use have revealed both maintenance needs and opportunities for improvements. Community members specifically identified the stretch between Harlem and Oak Park Avenues and the eastern corridor from Ridgeland to Austin as priorities for streetscape improvements, though continuity will be key to a successful streetscape and pedestrian environment that encourages extended visits.

Recommendations

- A. Implement a comprehensive street tree program that establishes consistent canopy coverage throughout the corridor.** Develop a multi-year tree planting program, targeting gaps with inadequate shade coverage. Trees should be spaced approximately 30-feet and disease-resistant species should be prioritized. Consistent street tree coverage will encourage pedestrian activity along the corridor, benefiting businesses and enhancing pedestrian comfort. The health of existing shade trees should be assessed and dead or dying trees should be replaced.
- B. Enhance planters and landscaping with seasonal color and native plantings.** Develop a coordinated planting program for Roosevelt Road, prioritizing native plantings that require less maintenance, while still bringing greenery and color to the corridor. Many of the existing landscape areas need a refresh by replacing dead or dying plants or adding additional species.
- C. Upgrade pedestrian-scale lighting to improve safety.** Install new pedestrian-scale lighting fixtures at priority areas where evening activity requires enhanced lighting for pedestrian visibility and safety. Priority should be given to locations near FitzGerald's, Friendly Tap, and other activity-generators like busy restaurants and the future Berwyn Arts Plaza.
- D. Implement systematic parking lot screening along the corridor.** Establish and enforce landscaping standards requiring four- to six-foot screening areas between parking lots and sidewalks. Screening can include plantings, decorative screening, and ornamental metal fencing. Consider creating screening guidelines and providing technical assistance and potential cost-sharing for participating property owners. Priority areas include drive-throughs, strip retail areas, large parking lots, auto repair lots, and any new developments.

Recommendations

- E. Repair and replace deteriorating streetscape elements.** Conduct a comprehensive inventory of existing planters, benches, bike racks, trash receptacles, and decorative pavers. Address broken elements that create accessibility hazards and replace other deteriorating elements that detract from the overall streetscape and the area's curb appeal. Repair any non-functioning equipment, such as the flashing beacon at Gunderson Avenue. Consider establishing a joint five-year capital improvement schedule for ongoing maintenance.
- F. Establish a coordinated maintenance and waste pickup program with clear municipal responsibilities.** Oak Park and Berwyn should formalize maintenance agreements specifying responsibilities for street furniture, landscaping, litter pickup, trash bin pickup, and snow removal, creating shared tracking systems that ensure accountability and consistent service delivery throughout the corridor.



⤴ Deteriorating garbage receptacle

Goal #2

Create opportunities for community gathering, public art, and regular programming along the corridor.

Community feedback and conversations indicate an overall enthusiasm for better activation and programming along the corridor. Neighbors support event ideas like live music pop-ups, farmers markets, holiday events, and a variety of other activities that will encourage people to gather and linger on Roosevelt Road. This support for programming paired with the widespread interest in all-day activity along the corridor indicates that the community is ready for Roosevelt Road to function as a social destination rather than simply a pass-through roadway. The community also voiced strong support for community gathering spaces, such as the planned Berwyn Arts Plaza concept. There is an opportunity for gathering spaces like the Berwyn Arts Plaza to be extended throughout the corridor to create multiple activity nodes that draw visitors and support local businesses. To reinforce Roosevelt Road as a community destination, murals and public art can be commissioned to highlight the corridor's identity and enhance sense of place.

Recommendations

- A. Support outdoor dining expansion through streamlined permitting and technical assistance.** While many of the corridor's sidewalks are too narrow to accommodate outdoor dining, there are several areas along Roosevelt Road that could support it. These include wider sidewalks along side streets (see Brooklyn's Berwyn Subs as a precedent), the periphery of cul-de-sacs, underutilized parking lots, and bump-outs. Berwyn and Oak Park can support outdoor dining by offering technical assistance including sample site plans and barrier specifications, as well as streamlined application processes and quick approval timelines.

- B. Develop additional 'people places' with flexible programming space on vacant lots, underutilized sites, select cul-de-sacs, and new developments, as appropriate.** Using the Berwyn Arts Plaza as a precedent, develop additional small-scale gathering places along the corridor. These could feature movable furniture, shade structures, seating areas, sculptures, murals, and infrastructure that support diverse activities ranging from passive gathering to programmed events. Consideration should be given to the small vacant lots along Roosevelt Road. Existing cul-de-sac spaces located on the south side of the corridor at Maple Ave, Wenonah Ave, Clinton Ave, Grove Ave, Wesley Ave, and Highland Ave should also be considered for flexible, shared use spaces that can be closed down to vehicular traffic for special events.

Recommendations

- C. Establish a corridor-wide public art program that celebrates local identity and history.** Work with partner organizations, such as The Berwyn Public Art Initiative and The Oak Park Area Arts Council, to identify local artists and commission both large- and small-scale murals at 5 to 10 priority locations along the corridor. Work with local artists to design murals that highlight the area’s history and identity. Priority locations include large, blank walls fronting Roosevelt Road, areas on side streets leading to Roosevelt Road, and prominent businesses that agree to take part and dedicate wall space.

- D. Establish an inter-municipal activation programming calendar.** Partner with businesses and local organizations to create a coordinated schedule featuring events like monthly farmers markets, quarterly seasonal events, festivals (e.g., Rockin’ on Roosevelt), and First Friday programs. Co-sponsor events to draw people from both communities and rotate through different locations along the corridor. A regular calendar will help create predictable evening and weekend activation, drawing repeat visitors to the corridor. More cross-municipal coordination of events will help increase awareness and attendance and bring these communities together.



Food truck activation


Goal #3

Strengthen corridor identity and functionality as a business district through wayfinding and gateway elements.

In order to operate as a unified destination district, Roosevelt Road would benefit from a more cohesive identity that can be established through coordinated wayfinding and gateway treatments. Gateway elements signal arrival into the corridor and establish visual continuity across municipal boundaries, while wayfinding systems help visitors navigate to key businesses, amenities located near the corridor, such as parks, and nearby neighborhoods. These elements should complement the corridor's character and address navigation needs including parking locations and connections to corridor assets.

Recommendations

- A. Develop enhanced gateway elements at corridor entry points.** Design and install gateway features at key intersections, such as Harlem Avenue, Austin Boulevard, and Oak Park Avenue incorporating Roosevelt Road branding, decorative paving, enhanced landscaping, and potentially public art installations that signal entry into the district and establishes visual identity.
- B. Create comprehensive wayfinding signage directing visitors to businesses and destinations.** Install pedestrian-scale directional signs at major intersections indicating distances and directions to key landmarks, cross streets, and gathering places along the corridor, as well as destinations, such as Euclid Square Park. Consider incorporating QR codes linking to digital maps and business directories.



“While I like going to individual locations along Roosevelt Road, they seem disconnected. There is no reason to want to walk between the places because the business in between aren’t along the same vein and the traffic/congestion/lack of crosswalks don’t encourage walking.”

COMMUNITY MEMBER



05

Development & Urban Design

“Roosevelt feels more welcoming than many nearby corridors because its infrastructure is built at a human scale. The stretches where buildings line the sidewalk without gaps and rise about three to four stories create a sense of enclosure that makes the street feel like a room. That kind of infrastructure gives me a natural sense of psychological safety.”

COMMUNITY MEMBER

Overview

Development & Urban Design

This section focuses on zoning recommendations to help create a vibrant and cohesive corridor, including both community-specific and corridor-wide strategies. It also addresses design principles that encourage human-scale, Main Street-style development in key areas.

Solutions support Roosevelt Road's continued evolution as a mixed-use destination by addressing vacant and underutilized properties, modernizing zoning frameworks on both sides of the corridor, and establishing design standards that reinforce the corridor's established character.

The recommendations in this section are aimed at working toward a corridor where new development complements existing character, vacant sites become community assets, and zoning supports the kind of businesses and building types that residents and visitors want to see on Roosevelt Road.

The following chapter provides an existing conditions analysis, development typologies, and a list of actionable recommendations for each of the **Development & Urban Design** goals.

DEVELOPMENT & URBAN DESIGN GOALS

GOAL #1

Address vacant properties and disinvestment through strategic interventions.

GOAL #2

Modernize zoning regulations to support cohesive, pedestrian-friendly development along the Roosevelt Road Corridor.

GOAL #3

Promote context-sensitive mixed-use development that increases residential presence and supports corridor vitality.

What We Heard

RESIDENTS NOTED THAT VACANT AND UNDERUTILIZED PROPERTIES AFFECT THE PERCEPTION OF THE CORRIDOR



87%

RATED FACADE IMPROVEMENTS FAVORABLY AS A STRATEGY FOR ENHANCING THE CORRIDOR



THE EASTERN CORRIDOR FROM RIDGELAND TO AUSTIN WAS THE SECTION MOST OFTEN IDENTIFIED AS IN NEED OF INTERVENTION AND ADDITIONAL DEVELOPMENT

83%

COMMUNITY ENGAGEMENT PARTICIPANTS WHO PREFER MAIN STREET MIXED-USE DEVELOPMENT STYLE

83%

COMMUNITY ENGAGEMENT PARTICIPANTS WHO SUPPORT 2-3 STORY INFILL DEVELOPMENT

RESIDENTS WANT ACTIVE, PEDESTRIAN-ORIENTED STOREFRONTS, NOT SETBACKS OR PARKING IN FRONT



80%

WANT NEW DEVELOPMENT TO COMPLEMENT THE EXISTING HISTORIC CHARACTER OF THE CORRIDOR

Land Use Assessment

The Roosevelt Road corridor from Harlem Avenue to Austin Boulevard 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 Boulevard.

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 Boulevard, 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



Mixed-Use Residential



Industrial

community needs. The Turano 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.

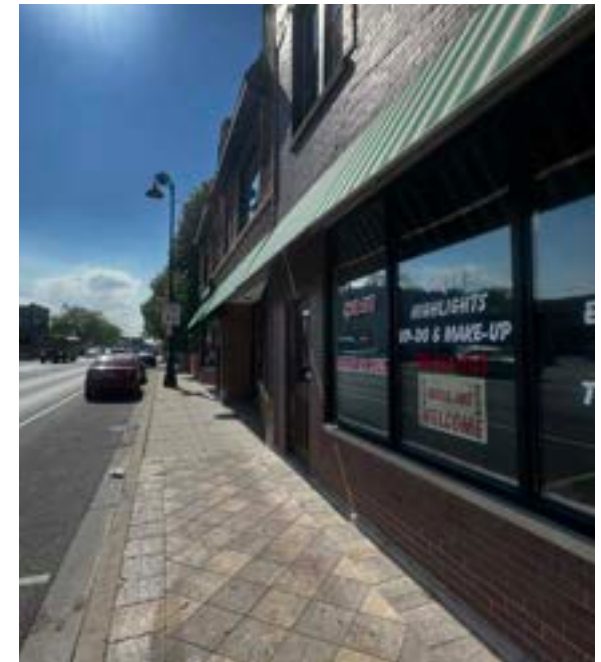
LAND USE CONSIDERATIONS

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.

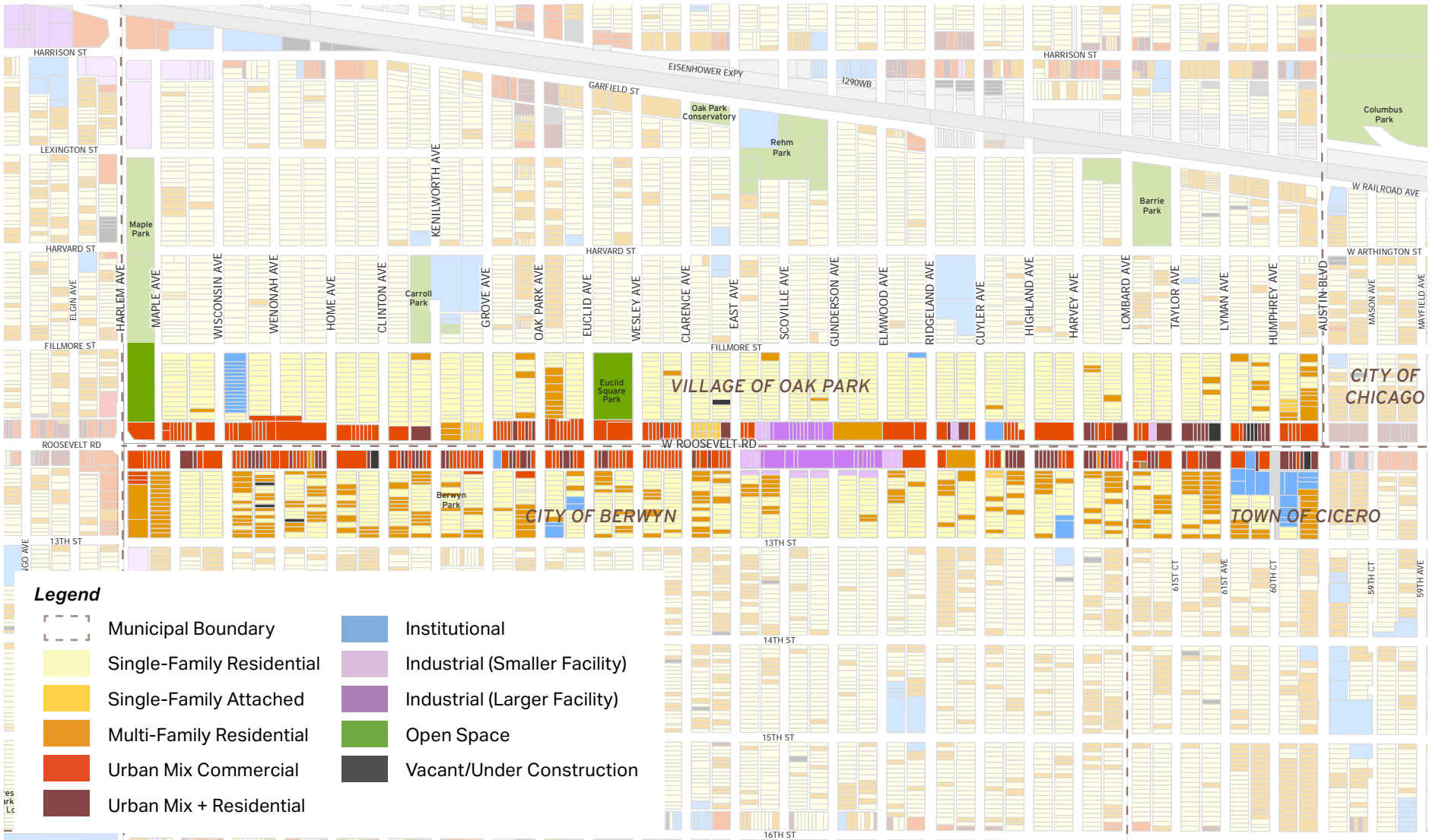


Pedestrian Scale Commercial



Pedestrian Scale Commercial

Figure 15: Study Area Land Use Map, CMAP Land Use Inventory 2020



The Roosevelt Road corridor from Harlem Avenue to Austin Boulevard exhibits the mixed-use character typical of established suburban commercial corridors, though with variations in development intensity, building typology, and character along its length.

Zoning Assessment

Roosevelt Road was once regulated by a unified Roosevelt Road Form-Based Code, adopted in 2009 as a collaborative effort between Oak Park, Berwyn, and Cicero. That code served as a single set of development regulations spanning the entire corridor from Austin Boulevard to Harlem Avenue. Today, Oak Park and Berwyn each regulate their respective sides of Roosevelt Road through their own zoning ordinances, and Cicero has since stepped back from the shared regulatory framework entirely.

OAK PARK

Oak Park regulates development on the north side of Roosevelt Road through the Roosevelt Road Form-Based District, or RR District. The RR District uses three subzones to accommodate the corridor's varied character: the RR-P Pedestrian Oriented District, the RR-T Transitional District, and the RR-A Auto-Oriented District. These subzones mirror those found in the original shared Form-Based Code.

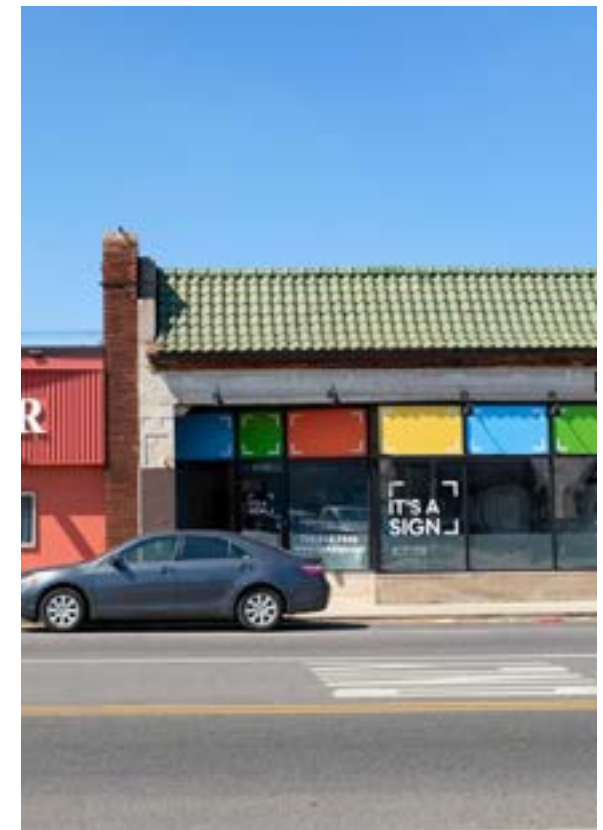
Building height in the RR District is not regulated uniformly. Instead, height varies by both subzone and building type, with allowances ranging from two stories in

the RR-A for single-use buildings up to six stories in the RR-T for mixed-use buildings with underground parking. Density is regulated through minimum land area per dwelling unit, generally ranging from 750 to 1,200 square feet depending on residential building type and subzone. Setbacks are governed by a build-to-zone that establishes both minimum and maximum distances from the sidewalk, with different standards applied by building type.

In terms of uses, the RR District permits a wide range of retail, service, office, and institutional uses. Drive-throughs require special use approval. Residential uses above the ground floor are permitted, while multi-family dwellings, townhomes, and live/work units require special use approval. The RR District also includes detailed design standards regulating parking placement, street frontage, window transparency, building materials, and entrance locations.

In general, stakeholders find Oak Park's RR District regulations complex and difficult to navigate. The framework includes multiple overlapping regulatory layers, with use regulated simultaneously by building type and a separate use table,

creating a system that can be challenging for developers to interpret. The RR District will likely need systematic adjustments as a result of this planning process.



It's a Sign, Oak Park

BERWYN

Berwyn regulates development on the south side of Roosevelt Road through the C-2 Traditional Mixed-Use District, which also covers Cermak Road. The C-2 District is intended to accommodate moderate-intensity mixed-use and pedestrian-oriented development across a range of retail, service, office, and institutional uses.

The C-2 District allows a maximum building height of 65 feet and five stories, though most existing buildings along the corridor are one to three stories tall. Buildings must have a minimum front setback of 10 feet, and the City may want to consider whether a maximum front setback would be more appropriate than a minimum along Roosevelt Road to better support a pedestrian-oriented environment. Berwyn's design standards require that at least 75 percent of a building's frontage be located directly adjacent to the sidewalk, that parking be placed to the rear or interior side of buildings, and that ground-floor windows facing the sidewalk be at least 50 percent transparent.

In general, stakeholders find Berwyn's C-2 regulations relatively straightforward and conducive to development. The C-2 District may benefit from minor adjustments (see page 79).

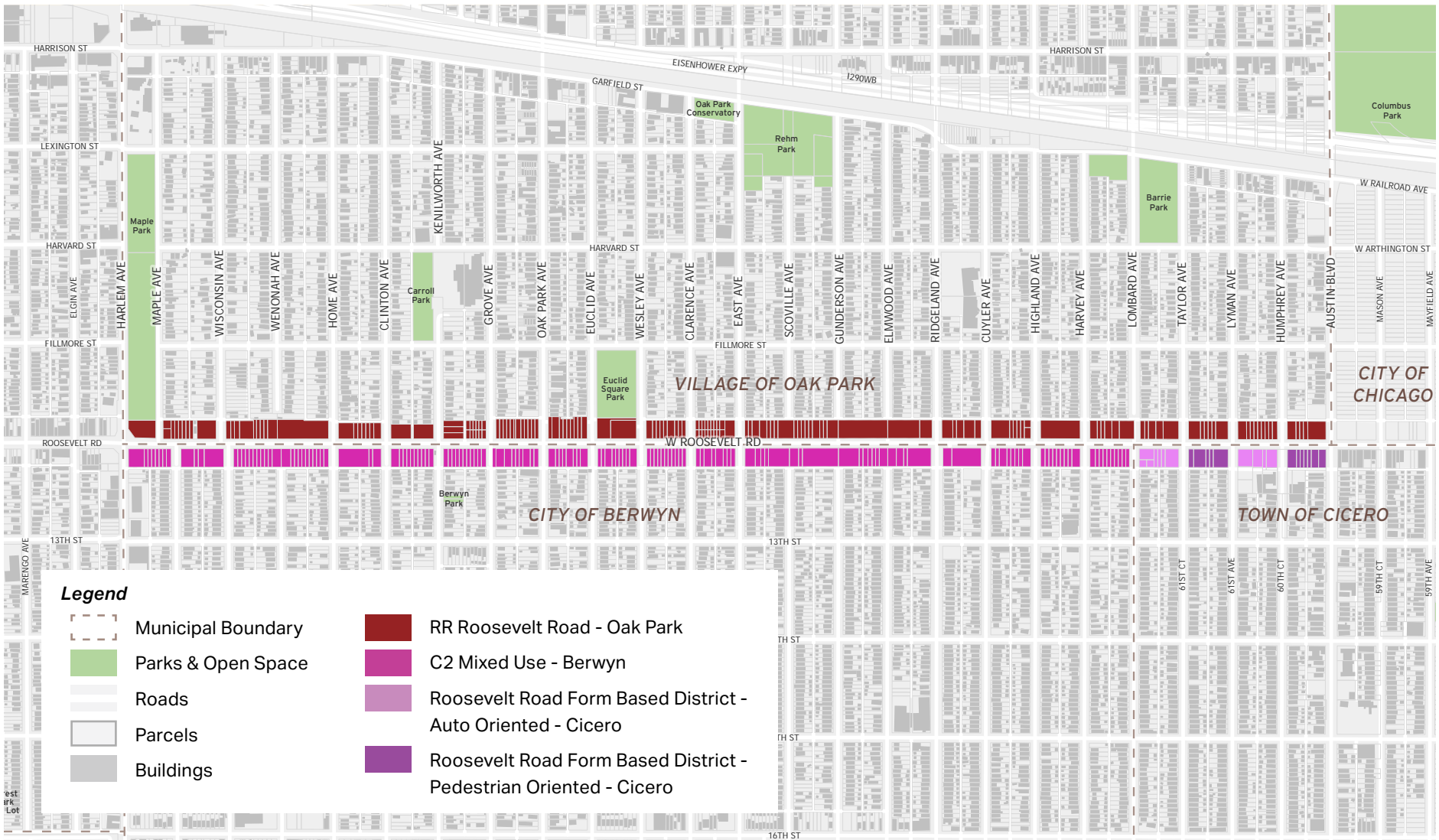
SHARED CONSIDERATIONS

Looking ahead, both Oak Park and Berwyn may want to evaluate their zoning frameworks in light of the corridor plan's goals. explore opportunities for inter-municipal coordination on zoning approaches. Since Roosevelt Road crosses municipal boundaries, complementary regulatory strategies could help create a more cohesive corridor experience for businesses, property owners, and visitors alike.



📍 Culver's, Berwyn

Figure 16: Study Area Zoning Map, Village of Oak Park, City of Berwyn, Town of Cicero



Today, Oak Park, Berwyn, and Cicero each regulate Roosevelt Road through their own zoning ordinances. This can at times lead to regulatory complexity and confusion, especially for developers and property owners.

Building 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.

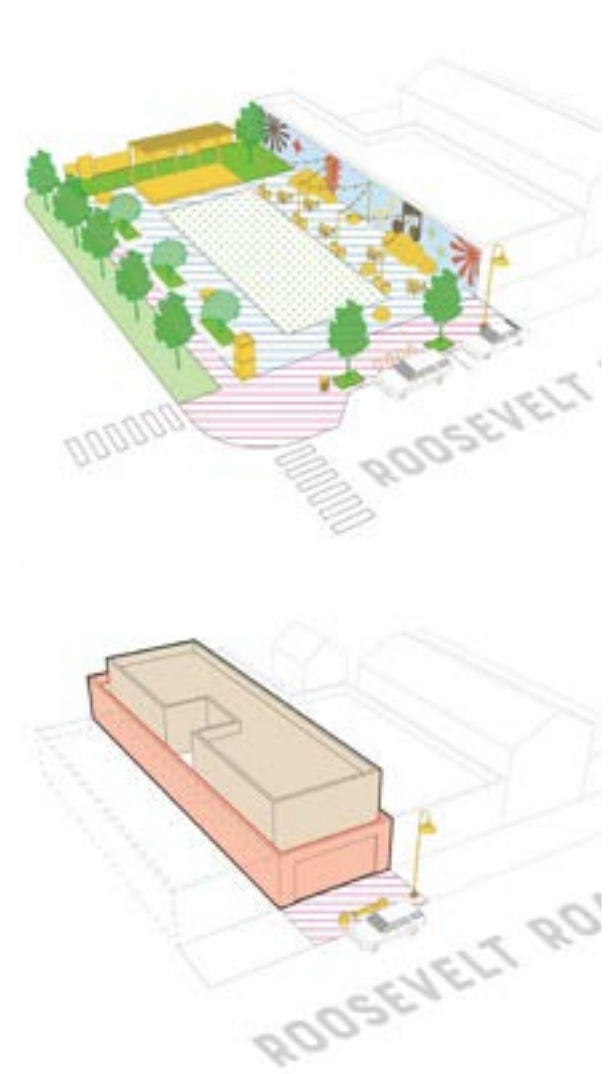


Range of building conditions along Roosevelt Road. Historical features are often paired with contemporary improvements. Some buildings are more dilapidated and could benefit from facade improvements.

Development Typologies

Vacant and underutilized properties represent both a challenge and an opportunity along Roosevelt Road. Rather than prescribing a single development template, this section presents a range of development typologies scaled to the variety of lot sizes, contexts, and ownership conditions found along the corridor. From small parklets and gathering plazas to infill commercial buildings and mixed-use development, these typologies function as flexible building blocks that can be applied depending on the size of a given site and its surrounding uses. Some concepts may require minor revisions to existing zoning code in Oak Park or Berwyn depending on development type.

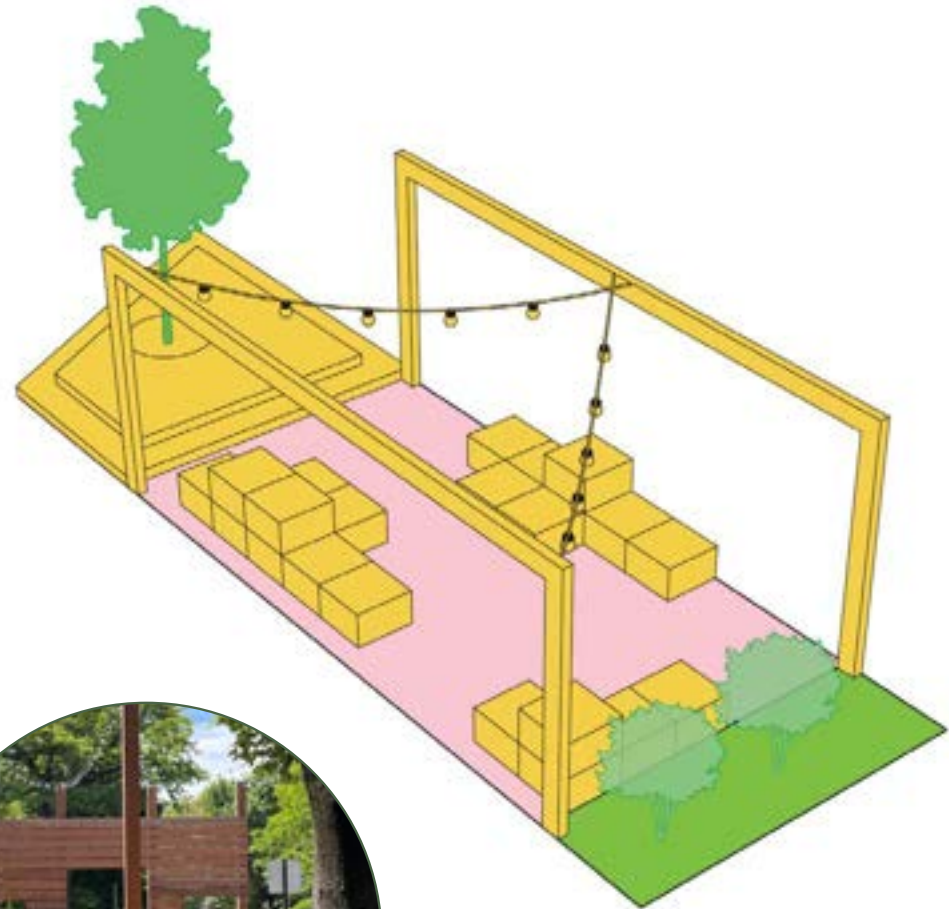
Community input informed which typologies resonated most strongly. Two- and three-story mixed-use infill received the most support. This is consistent with the community's stated preference for human-scale, Main Street-style development that adds housing and ground-floor commercial activity without overwhelming the existing character of the street. Gathering plazas and parks were also preferred, reflecting the broader community desire for public space and social infrastructure along the corridor. The typologies presented on the following pages reflect both what the market can support and what the community has indicated it wants to see.



Typology diagrams: Gathering Park/Plaza and 2-3 Story Mixed Use Development

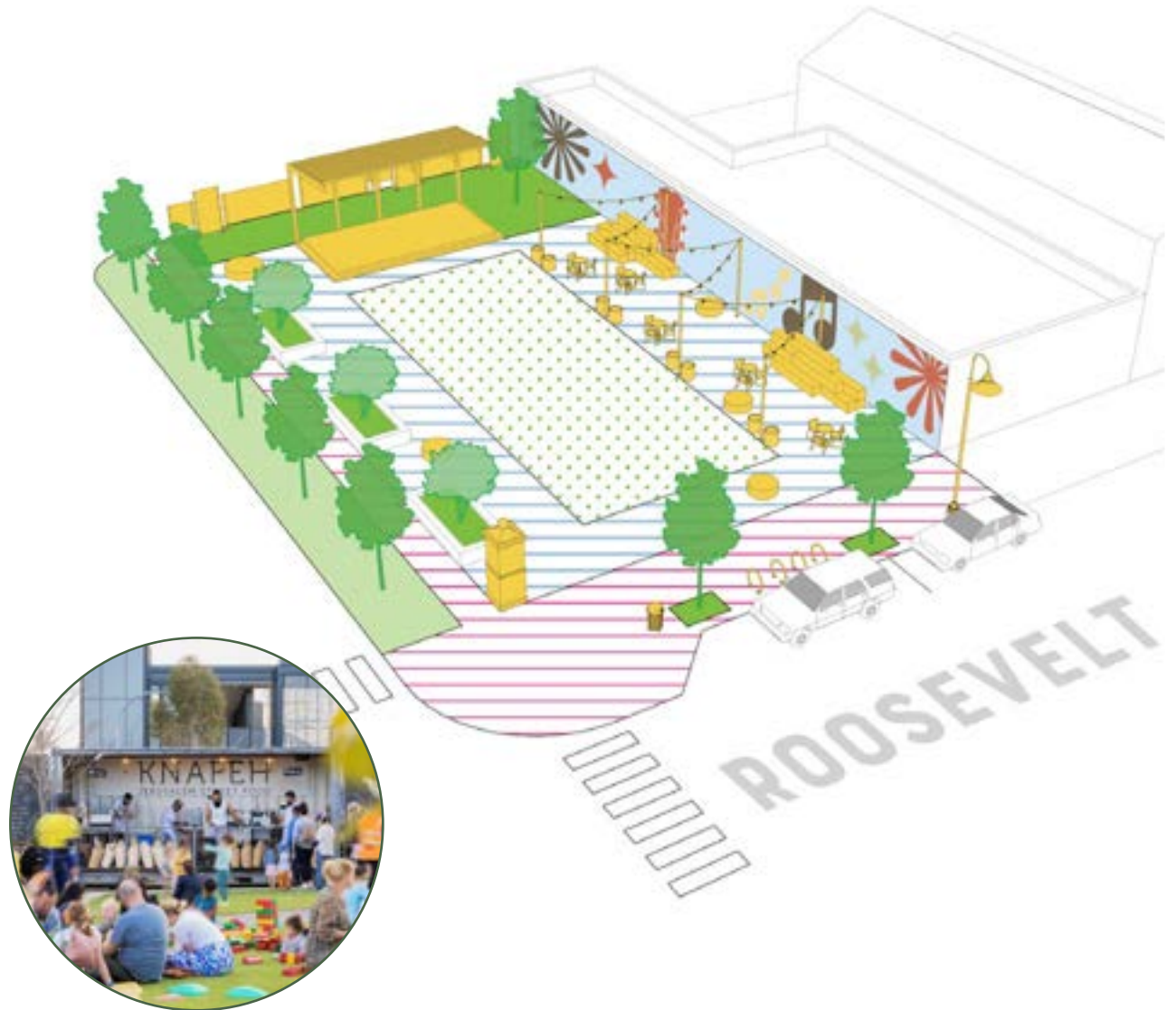
SMALL PARKLET

A small parklet is a low-cost, high-impact intervention that can be installed within the right-of-way where space allows or developed on small vacant lots that are otherwise difficult to activate. Parklets provide seating, greenery, and gathering space in locations where a full development project may not be feasible. They can serve as a first step toward longer-term investment by demonstrating pedestrian activity and community use of a site. They are also easily combined with adjacent development concepts, functioning as an outdoor amenity that extends the usable public realm of a neighboring building or plaza.



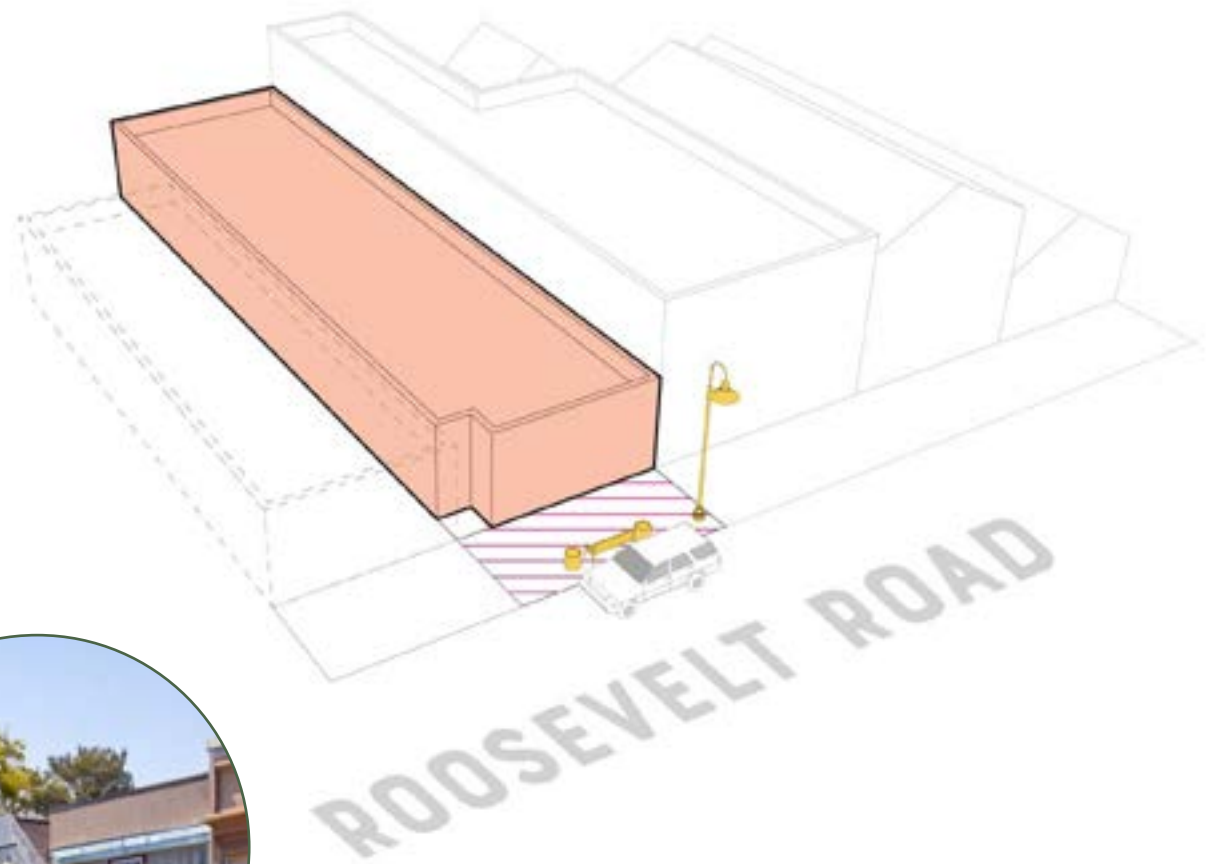
GATHERING PLAZA OR PARK

A gathering plaza or park is a more substantial public space investment suited to infill or corner lots where visibility and foot traffic are highest. These spaces are designed to incorporate public art, wayfinding elements, and amenities that reinforce the corridor's identity and help visitors orient themselves within the district. When programmed with markets, performances, or community events, a gathering plaza becomes an asset for nearby businesses, drawing people to the corridor and encouraging them to linger. Along Roosevelt Road, strategically placed plazas could serve as the connective tissue between anchor destinations and everyday commercial uses. Typically development of small plazas or parks requires municipal ownership of the parcel.



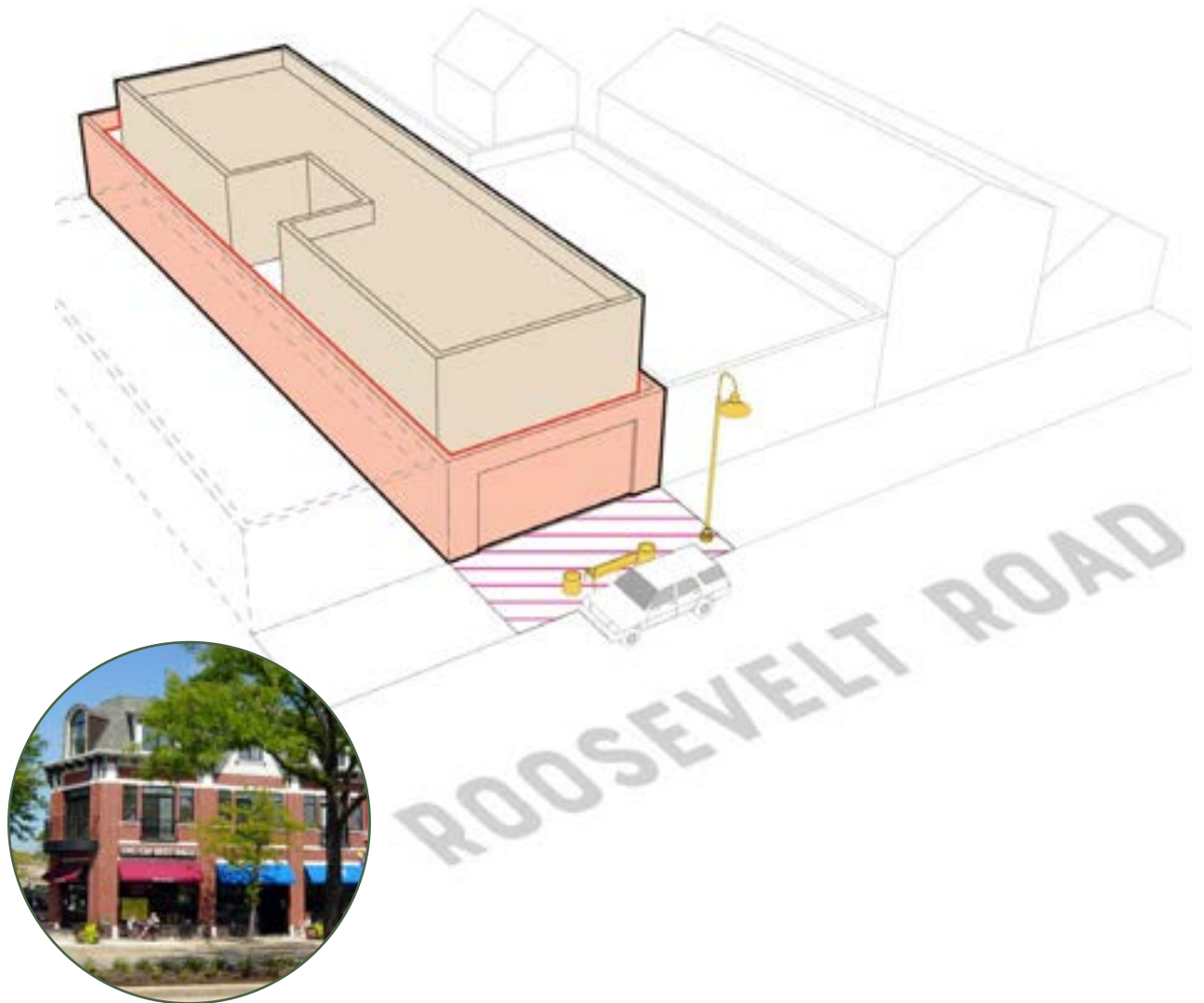
1-STORY INFILL COMMERCIAL

One-story infill commercial is a traditional Main Street development typology well suited to Roosevelt Road's existing scale and character. These buildings place active ground-floor commercial uses directly at the sidewalk, reinforcing the pedestrian environment and filling gaps left by vacant lots or underutilized parcels. Where lot depth allows, a five-foot build-to line setback should be considered to widen the sidewalk and create space for outdoor dining, planters, or other pedestrian amenities without sacrificing the building's relationship to the street. Parking can be placed at the rear of the lot, where feasible.



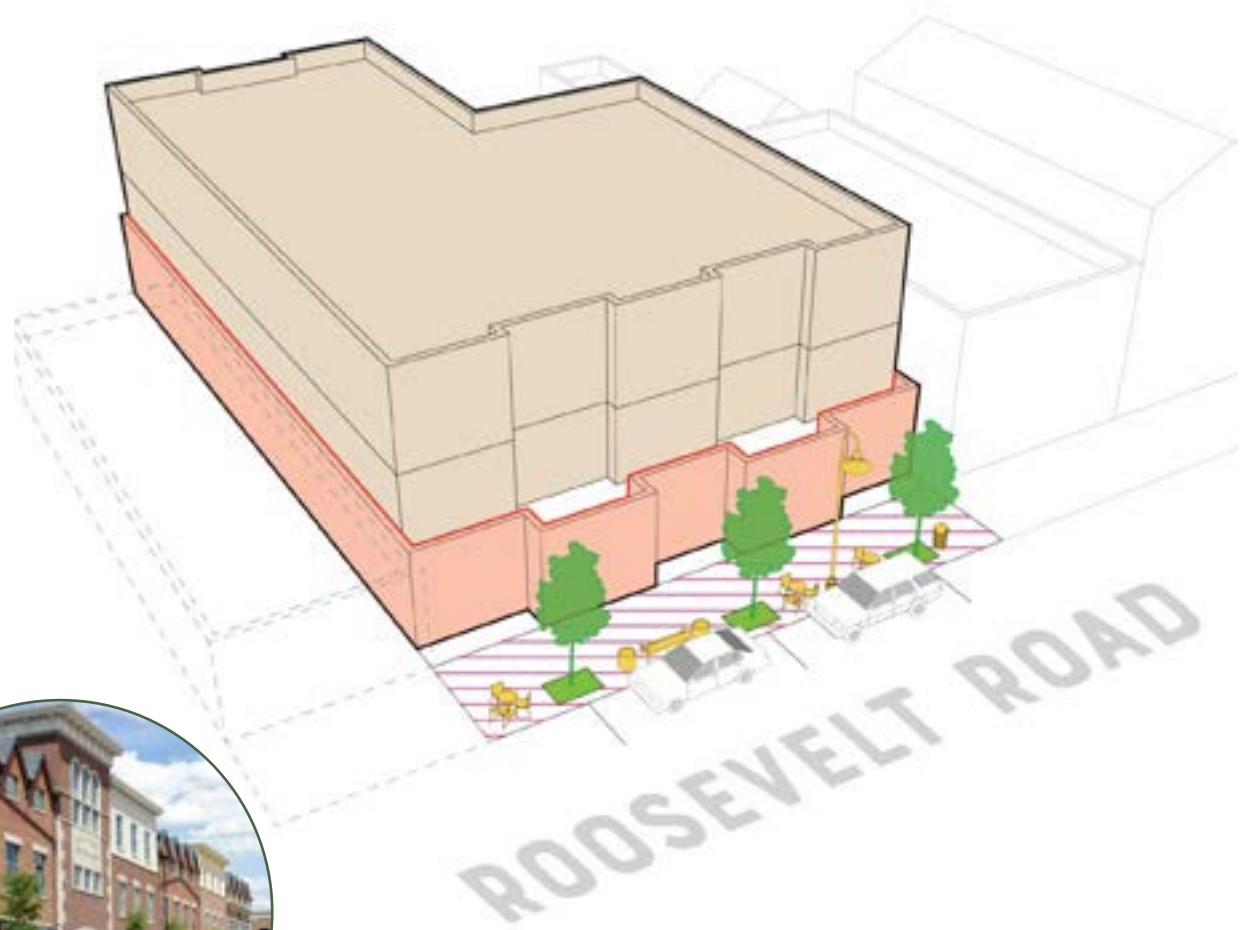
2- TO 3-STORY MIXED-USE INFILL

Two- to three-story mixed-use infill is the corridor's most versatile and community-supported development typology. It combines ground-floor commercial uses with residential or other active uses on upper floors. This is the classic Main Street building form, and it is well represented in the stronger-performing stretches of Roosevelt Road today. New infill development of this type adds housing close to transit and neighborhood services while reinforcing the pedestrian environment at street level. As with one-story commercial development, a five-foot build-to line setback should be considered where lot conditions allow, creating additional sidewalk space for outdoor dining or landscaping. Parking at the rear is recommended, where feasible.



MID-SIZE 3-STORY MIXED-USE

Mid-size three-story mixed-use development follows the same ground-floor commercial and upper-floor residential model as smaller infill typologies, but on larger lots where a more substantial building presence is appropriate. These buildings can accommodate a wider range of commercial tenants on the ground floor, including larger restaurant spaces or retail, while delivering a greater number of residential units above. A five-foot build-to line setback should be considered to create sidewalk space for outdoor dining and pedestrian amenities, which is particularly valuable at this scale given the increased foot traffic these buildings can generate. Parking should be located at the rear of the lot or incorporated into a portion of the ground floor in a way that does not interrupt the active street frontage.



LARGE 4-STORY MIXED-USE

Large four-story mixed-use development is the most intensive building typology considered for the corridor, and is allowable by-right under current zoning. These buildings are best suited to corner lots, where greater height and massing can be absorbed without overwhelming adjacent lower-scale development, and where visibility from two street frontages maximizes ground-floor commercial viability. A five-foot build-to line setback is recommended to widen the sidewalk and create space for outdoor dining, parklets, or other pedestrian amenities that complement the activity a building of this scale can generate. Parking should be located at the rear or integrated into the building itself, as the lot coverage and intensity of use at this scale make surface parking in front incompatible with corridor goals. When paired with well-designed public realm improvements, four-story mixed-use buildings can serve as anchoring elements that signal investment and help establish the corridor's long-term character.



Goal #1

Address vacant properties and disinvestment through strategic interventions.

Vacant and underutilized properties create a cycle of disinvestment that affects corridor-wide perception and economic performance. These sites, if left vacant, limit the corridor's function as a destination. Strategic public intervention is required to catalyze private investment and transform vacant and underutilized properties into community assets. Success depends on focusing resources on catalytic opportunity sites that can establish development precedents, supported by coordinated infrastructure improvements and financial tools that make quality development feasible.

Recommendations

- A. Pursue strategic property acquisition for key opportunity sites.** Oak Park and Berwyn should consider acquiring key parcels, which will enable coordinated development approaches that are in-line with the community vision.
- B. Develop a comprehensive redevelopment strategy for 7100 West Roosevelt Road (Wisconsin Avenue and Roosevelt Road).** This site is considered a catalytic redevelopment opportunity site due to its susceptibility to change and stakeholders' desire to see it redeveloped into a community asset. Oak Park should consider negotiating a 1-year purchase option with the property owner and then issue a Request for Proposals (RFP) for mixed-use development featuring ground-floor commercial space and upper floor residential units. Environmental remediation needs can be addressed through brownfield grants and developer cost-sharing arrangements. Ideal ground-floor uses include a coffee shop or café, which have been identified by the community as needs in this area.
- C. Leverage public infrastructure improvements to attract private investment.** High visibility projects, such as street tree planting, enhanced pedestrian crossings, lighting upgrades, and temporary or permanent art installations can signal that Oak Park and Berwyn are committed to the success of the Roosevelt Road corridor. This can help attract private developers to the corridor.
- D. Consider establishing a Roosevelt Road TIF District or utilizing other funding mechanisms to support development and improvements on the northern side of the corridor.** The City of Berwyn has established a Roosevelt Road TIF District that spans from Maple Avenue to Lombard Avenue. The Village of Oak Park should consider establishing a TIF District along Roosevelt Road or other funding mechanisms such as an SSA in order to fund infrastructural improvements and provide development/redevelopment assistance.

Goal #2

Modernize zoning regulations to support cohesive, pedestrian-friendly development along the Roosevelt Road Corridor.

The division between Oak Park and Berwyn creates both opportunities and challenges for coordinated development. Currently, Oak Park's Roosevelt Road Form-Based District (RR District) regulates development on the north side of Roosevelt Road and Berwyn's C-2 Traditional Mixed-Use District regulates development on the south side of the corridor. While both frameworks aim to support mixed-use development, stakeholders have identified opportunities to streamline regulations, improve predictability for developers, and ensure new development preserves the corridor's historic character and Main Street scale. Coordinated approaches between Oak Park and Berwyn can create a more cohesive experience for residents, visitors, and businesses alike.

Recommendations

- A. Streamline Oak Park's Roosevelt Road zoning framework to reduce regulatory complexity.** Oak Park's current RR District includes multiple subzones (RR-P, RR-T, RR-A) and seven building types, creating layers of regulations that developers must navigate to address development and redevelopment projects. The Village should consolidate regulations where possible. These efforts will maintain quality design outcomes while making the development process more accessible. The Village can consolidate regulations by:
- Eliminating the subzones;
 - Clarifying, reducing, or eliminating the building types;
 - Standardizing height and density requirements to provide more predictable development parameters;
 - Simplifying setback standards to reinforce the street wall; and
 - Integrating RR District design standards with existing village-wide design standards to eliminate redundancy.
- B. Refine Berwyn's C-2 District or create a unique Roosevelt Road zoning district to better support pedestrian-oriented development.** While stakeholders find Berwyn's regulations straightforward, targeted adjustments can strengthen the corridor's walkable character. These include:
- Replacing the minimum 10-foot front setback with a maximum front setback (such as 5 feet) to bring buildings closer to the sidewalk and create a more continuous street wall;

Recommendations

- To maintain the pedestrian experience of Roosevelt Road, building to the lot line at 0 feet directly adjacent to the sidewalk may be the most effective strategy;
- Evaluating adjustments to building height limits to support the existing mixed-use development character while respecting surrounding residential neighborhoods; and
- Considering expanding special use categories for certain business types, such as drive-throughs, to provide greater oversight on uses that may impact corridor character.

C. Establish complementary parking strategies to support small businesses. Both Oak Park and Berwyn face challenges accommodating parking on small sites on Roosevelt Road. The municipalities should expand and align fee-in-lieu programs to give property owners flexibility while generating funds for shared parking facilities. Berwyn should consider adopting a small-building parking exemption comparable to Oak Park’s existing provision, which eliminates off-street parking requirements for non-residential uses under 2,500 square feet. Both communities should explore establishing a corridor-wide parking benefit district that could fund shared parking facilities serving both sides of Roosevelt Road. Additionally, both communities should evaluate whether current parking requirements create unnecessary barriers for locally-serving retail and service businesses.

When planning, consideration should be given to the **People Over Parking Act** (Article 5 of the Northern Illinois Transit Authority Act), which will go into effect in June of 2026. This act eliminates parking requirements within 1/8 mile of public transportation corridors where there is a frequency of bus service interval of 15 minutes or less during AM/PM peaks. This may apply to Pace Route 307 (Harlem) and Pace Route 315 (Austin), which both have peak frequency of 15 minutes. This does not apply to Pace Route 305 (Roosevelt Road East), which does not reach a peak frequency of 15 minutes.



⬆️ Parking and sidewalk conditions along Roosevelt Road

Recommendations

D. Develop coordinated approaches to shape the corridor's business mix. Both Oak Park and Berwyn should examine their use regulations to complement placemaking efforts and facilitate its identity as a music, dining, and shopping destination. This may include:

- Establishing use limitations for certain business categories that tend to cluster (e.g. video gaming). Regulatory tools include limiting the percentage of frontage devoted to specific uses, implementing a 500 foot separation requirement, or capping the number of business licenses available on the Roosevelt Road Corridor;
- Identifying priority business types that would fill gaps in the corridor's commercial offerings; and
- Creating incentive programs or expedited approval processes for desired business types.
- Coordination between municipalities can help ensure the corridor develops complementary, rather than competing, commercial districts.

E. Create coordinated design regulations that preserve historic character while accommodating growth. Working jointly, Oak Park and Berwyn should build on existing design regulations within their respective zoning ordinances to address building design along Roosevelt Road. Design requirements should address building scale and massing that is appropriate to the corridor's Main Street character; architectural styles and materials that complement existing historic structures; storefront design that maintains transparency and pedestrian engagement; and integration of new development with surrounding neighborhoods. These regulations should be flexible enough to encourage quality development while providing clear expectations for developers and residents. Design regulations should be coordinated between municipalities to create visual continuity along the corridor, but do not need to be identical.

F. Establish commercial signage standards that improve visual quality while maintaining business visibility. Address existing low-quality signage materials, oversized signs, and excessive window signage through updated standards. These standards should balance business marketing needs with visual continuity objectives. Standards should provide clear guidance on appropriate signage types, sizes, materials, and placement, while offering some flexibility for businesses to market themselves.

“Ensure that materials are consistent with existing buildings. This will give the area a more historic feel.”

COMMUNITY MEMBER

“Make it enticing for other types of businesses, not just music and dining. I want to see boutiques, bookshops, toy shops, cafes, artisanal food and liquor shops as well.”

COMMUNITY MEMBER

Goal #3

Promote context-sensitive mixed-use development that increases residential presence and supports corridor vitality.

Roosevelt Road's largely built-out character includes many mixed-use buildings with commercial ground-floor and residential upper stories. Maintaining this character and expanding residential presence along the corridor will enhance built-in customer base for businesses while adding vitality to the street throughout the day and evening. Multiple vacant and underutilized sites present opportunities for strategic infill development that can strengthen the corridor's neighborhood-serving function while respecting the established Main Street scale that community members value.

Recommendations

- A. Prioritize Mixed-use development on opportunity sites.** Focus redevelopment efforts on identified opportunity sites, vacant lots, and underutilized properties, such as surface parking lots. Mixed-use projects should incorporate ground-floor commercial space with residential units above, providing housing options that support corridor business.
- B. Reference preferred development typologies that align with corridor character and community preferences.** Development should follow context-sensitive patterns including: one-story infill commercial for vacant lots and infill sites; two to three-story infill mixed-use; three-story mid-size mixed-use; and limited four-story mixed-use development at appropriate locations where height can be accommodated. All typologies should emphasize minimal setback (e.g. five feet), active ground-floor uses, transparent storefronts, and creative parking solutions. See associated typology diagrams.
- C. Encourage integrated parking solutions in new development, where appropriate.** New mixed-use development should prioritize incorporating parking behind or within buildings. See additional parking recommendations (Goal 2, Recommendation D; Pedestrian Safety and Mobility Goal 3, All Recommendations).



06

Economic Development

“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

Overview

Economic Development

This section focuses on creating a cohesive economic district identity and establishing Roosevelt Road as a recognized music, dining, and shopping destination. It also includes recommendations for business support and retention.

Solutions support the corridor's growth as a vibrant, locally-rooted commercial district by building on existing assets, filling business gaps, and coordinating economic development efforts across both municipalities.

Roosevelt Road is home to a number of well-known, beloved businesses that draw visitors from across the Chicagoland area, but the corridor has yet to fully realize its potential as a unified destination district. Building upon existing assets will require a coordinated approach to marketing, programming, business support, and physical identity.

The following chapter provides an existing conditions analysis and a list of actionable recommendations for each of the **Economic Development** goals.

ECONOMIC DEVELOPMENT GOALS

GOAL #1

Establish Roosevelt Road as a recognized music, dining, and entertainment destination district.

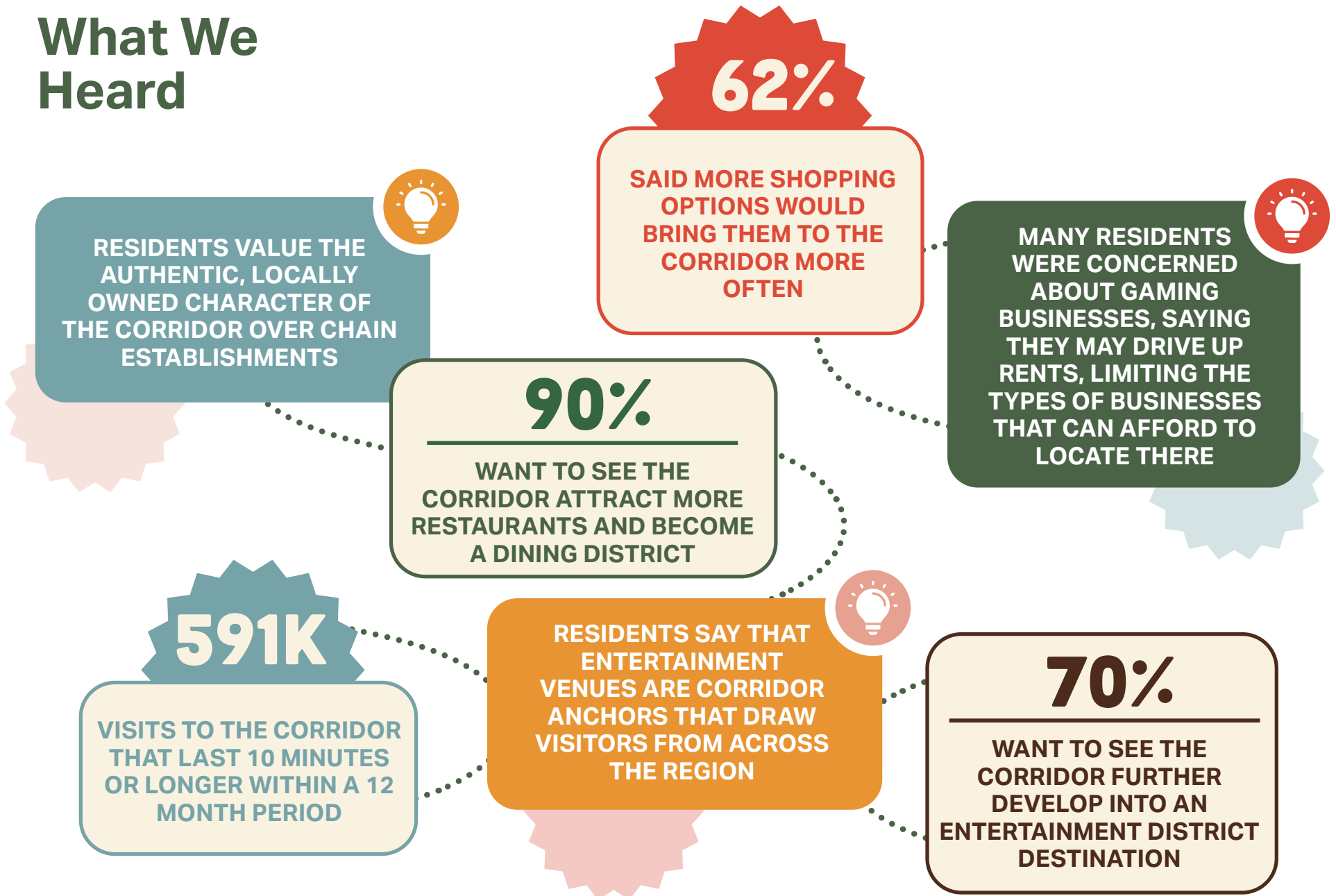
GOAL #2

Support and retain existing local businesses through façade improvement programs and small business assistance.

GOAL #3

Diversify commercial uses and fill business gaps to create a more complete and resilient business district.

What We Heard



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:

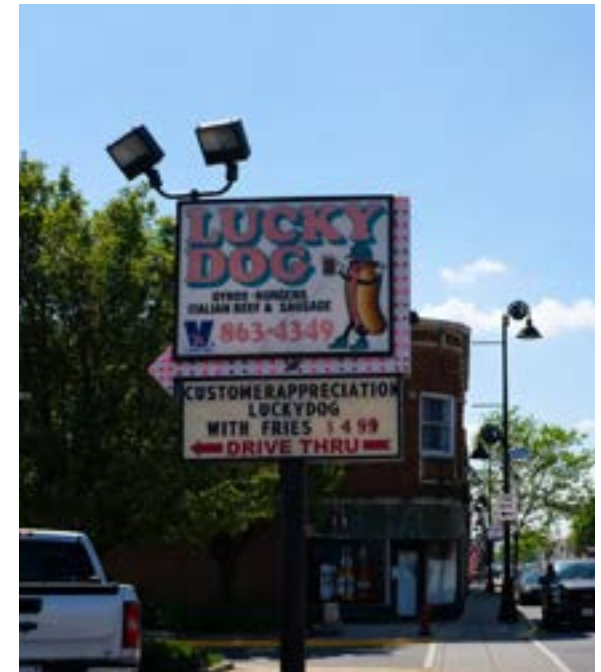
1. The households who live near the corridor
2. The commuters who pass through the corridor

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



 Lucky Dog Drive Thru

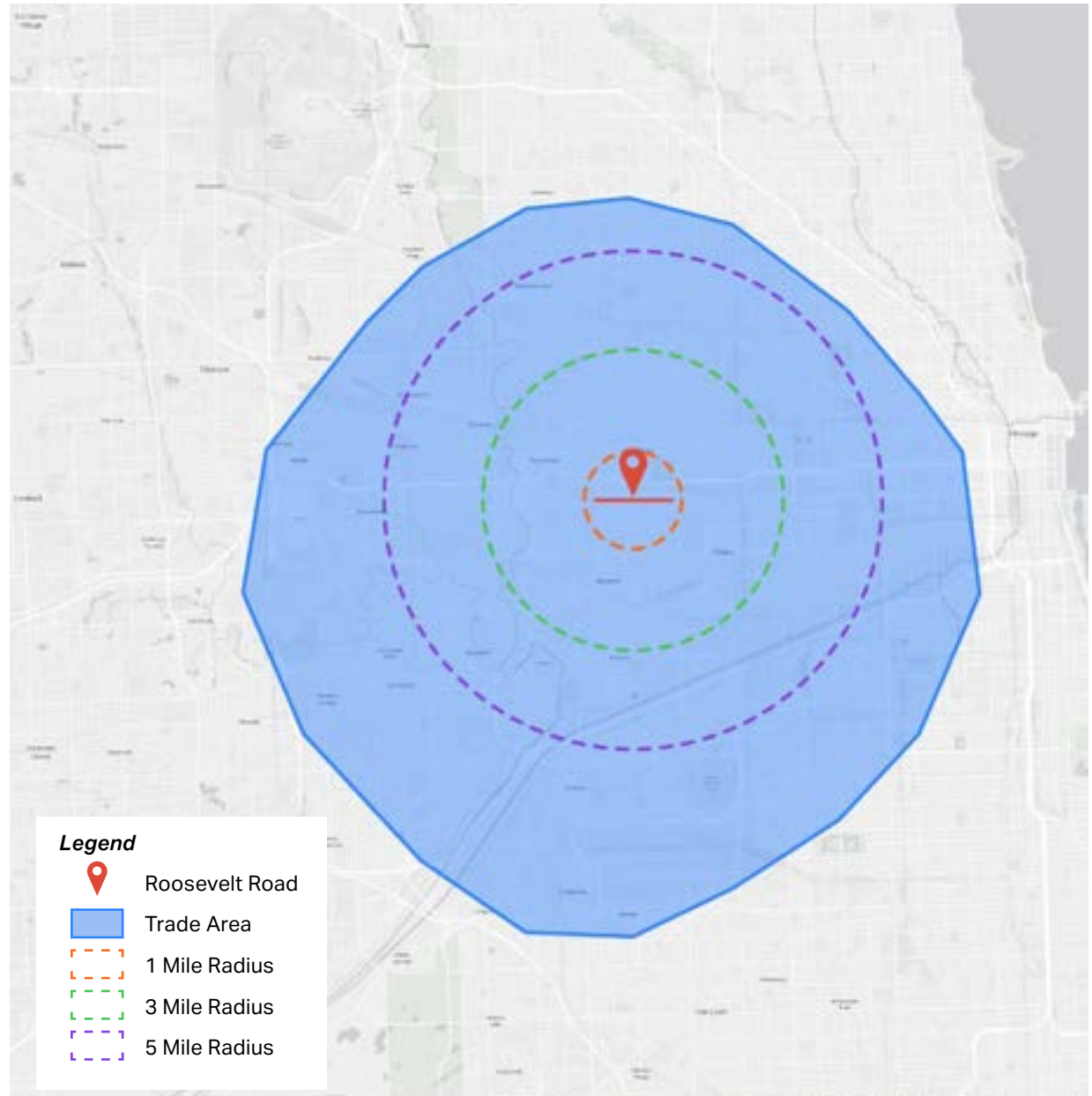
polygon with a radius of approximately 6-8 miles from the midpoint of the road contains the home location of the 591,000 visitors who stay on Roosevelt Road longer than 10 minutes. ***This shows that the customer base for Roosevelt Road is local, but it is not confined to Berwyn or Oak Park.***

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 (~62%). Several other Chicago zip codes – not shown in the table – each account for less than 1% of visitors.

Figure 17: 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 18: Trade Area



DEMOGRAPHICS

The planning team analyzed demographic data for a quarter-mile buffer around Roosevelt Road. This immediate area 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.

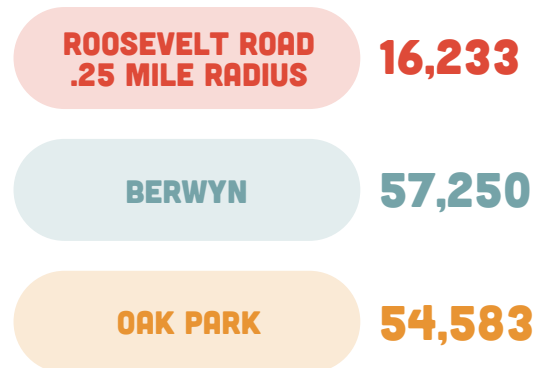
POPULATION

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.)

POPULATION 2020



MEDIAN HOUSEHOLD INCOME 2025 EST.

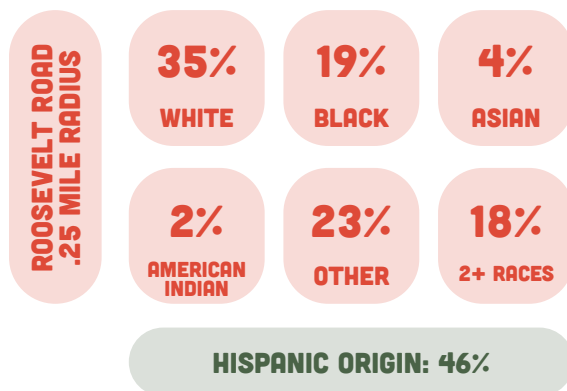


RACE AND ETHNICITY

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.

RACE & ETHNICITY 2025 EST.



CONSUMER SPENDING

Household spending is closely tied to income and is analyzed here through three lenses: aggregate spending for the corridor area, per-household spending by purchase category, and the Spending Potential Index (SPI). Data is sourced from the Bureau of Labor Statistics and updated annually by ESRI. The most corridor-relevant categories include food at home, food away from home, entertainment and recreation, and personal care products and services.

The SPI benchmarks households against a national average of 100, with scores above 100 indicating above-average spending potential. SPIs across most categories in the Roosevelt Road quarter-mile buffer cluster near that midpoint. These scores are not positioned to attract

high-end retail or fine dining, but they do support commodity retail, such as groceries, convenience, pharmacy, as well as the restaurants and services that serve middle-income households.

PLANNING IMPLICATIONS

The demographic profile of Roosevelt Road points to a corridor with a clear and viable market identity. The surrounding population is middle-income, highly diverse, and stable, which are characteristics that favor everyday commercial uses. There is support for groceries, convenience goods, personal care services, and casual dining, which aligns well with the corridor's existing business mix. Future growth is tied to the development pipeline, and new residential development on underutilized or vacant parcels could modestly expand the local customer base over time.

Figure 19: 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

Business & 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.

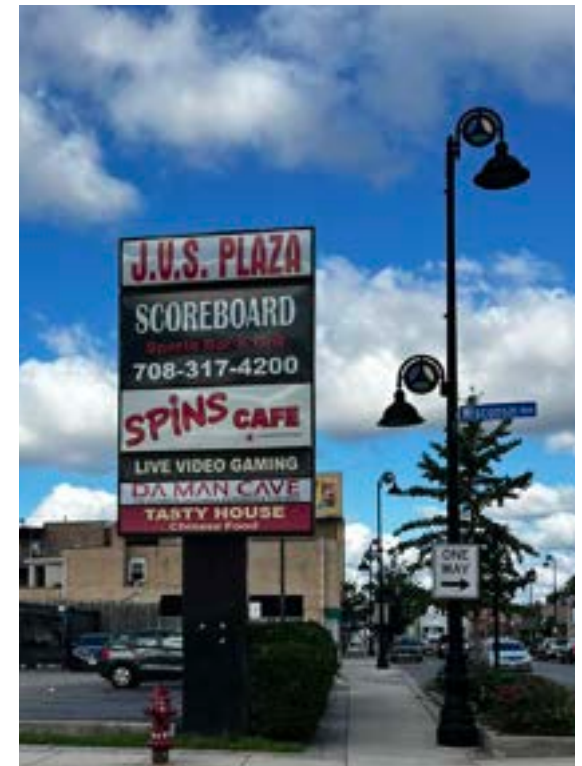
As noted, from the consumer perspective, there is not a “Berwyn side” and an “Oak Park side,” so it is more useful to treat the Roosevelt Road business inventory as one, irrespective of municipality. However, some observed differences are worth

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

Market Based Strategy

A market-based strategy is an intentional economic direction grounded in an honest assessment of a corridor's existing assets, consumer demand, and competitive position within its regional context. Rather than pursuing generic commercial growth, a market-based approach identifies the uses and district identities that are most likely to succeed given what is already present, what the surrounding population wants, and where gaps in the local market exist. For Roosevelt Road, this means building on demonstrated strengths.

DINING AND ENTERTAINMENT DISTRICT

Of the strategies considered for this corridor, a dining and entertainment district represents the clearest alignment between existing market conditions and community aspiration. Roosevelt Road already hosts an established cluster of food and beverage businesses, including Fitzgerald's, Autre Monde, Kinslahger Brewing, and Friendly Tap. The success of these businesses demonstrates sustained consumer demand for dining and social experiences along this stretch. Approximately 90% of community survey respondents selected a dining district as

a top priority strategy and 70% selected an entertainment district as a top priority strategy. Additionally, 70% indicated that more dining options would increase their corridor usage and outdoor dining received the highest support of any placemaking improvement. This feedback suggests that the community envisions Roosevelt Road as a lively place to linger, gather, and return to.

Achieving a dining and entertainment district requires more than recruiting new restaurants or entertainment establishments. It requires creating the physical and programmatic conditions that allow all businesses to thrive and reinforce one another. A successful district is multifaceted. Dining and entertainment may serve as the primary draw, but boutique retail, specialty shops, coffee shops, and everyday services help broaden the district's appeal across different times of day and different customer types. The goal is to create a layered mix of uses where a visitor might grab a coffee in the morning, browse a shop in the afternoon, and stay for dinner and live music in the evening.

Evolving into a more consolidated district requires investing in the pedestrian environment and public realm to make sidewalk activity comfortable and visually engaging. It also requires coordinating parking and wayfinding so that visitors can park once and walk between multiple establishments. The addition of public art, street furniture, and infrastructural improvements can signal to visitors and potential tenants that a place has character and investment behind it. A cohesive visual identity expressed through art, signage, and streetscape design can help visitors experience Roosevelt Road as a unified district rather than a collection of unrelated businesses. Programming such as seasonal markets, restaurant weeks, and outdoor events can activate the district identity in the near term while longer-term physical investments take shape.

Realizing this vision also depends on meaningful coordination between Oak Park and Berwyn to align business attraction and retention efforts toward a complementary mix of uses across the full length of the corridor. Together, these improvements can position Roosevelt Road as a distinct regional destination that is locally rooted. The following pages present examples of these targeted improvements.

Facade Improvements

Facade improvements are upgrades to the front or exterior of buildings, especially storefronts, to make them look more attractive and welcoming. These changes can include new paint, better lighting, updated signs, or added decorative elements like awnings, planters, and murals.

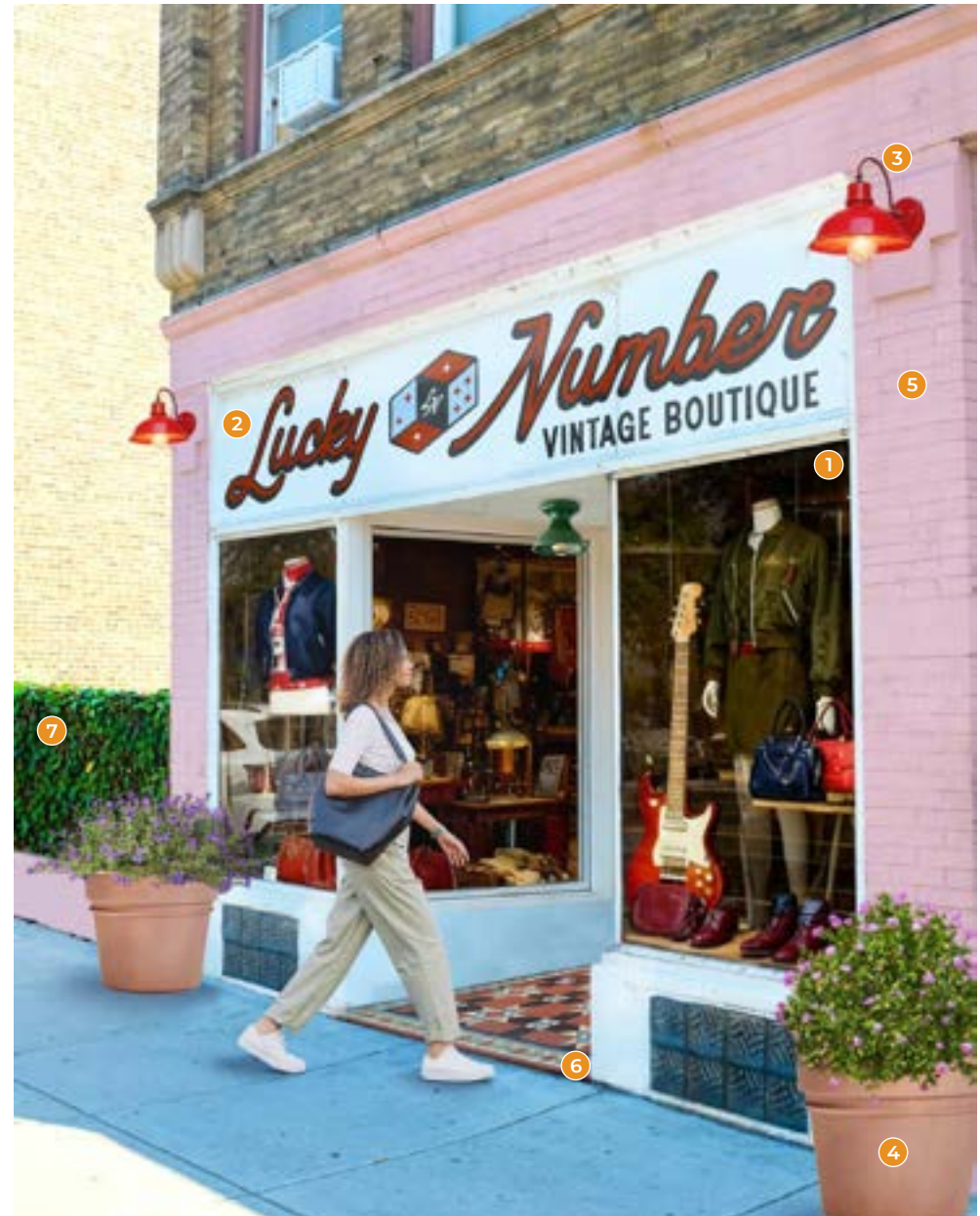
In a commercial district or corridor, facade improvements can help businesses attract more customers and create a lively, vibrant atmosphere. Well-designed facades can also give the area a fresh, cohesive look, encouraging people to spend more time lingering, which benefits both local businesses and the community.

This concept shows a storefront transformed into a local vintage store. A painted sign, new lighting, decorative planters, and mosaic tiles create an inviting entrance. Large windows and vibrant window displays draw customers in, while improving the overall look and feel of Roosevelt Road. Similar improvements can be applied to storefronts along the corridor. Oak Park and Berwyn can provide owners with grants or assist in finding resources for improvements.

- 1 Transparent windows & window displays
- 2 Improved signage
- 3 Enhanced lighting
- 4 Decorative planters
- 5 Fresh paint
- 6 Enhanced entry materials
- 7 Screened parking



Figure 20: Conceptual rendering of facade improvements



Murals & Public Art

Murals represent a cost-effective placemaking strategy that simultaneously addresses multiple corridor challenges while building authentic identity. Large blank walls adjacent to pedestrian pathways create visual 'dead zones' that undermine pedestrian comfort and district cohesion.

Strategic mural installations transform these street facing walls into assets that attract attention, slow traffic, and provide compelling visual interest for both pedestrians and passing motorists. Murals can reinforce the corridor's unique identity, create place-based character, spur additional investment, and attract customers.

This mural concept builds off the Dining and Entertainment District strategy. Inspired by colorful murals in other well-known music locales like Austin, TX and Nashville, TN, this mural is bold, vibrant and playful. *Please note that this is not a final concept and has been created for illustrative purposes only.*

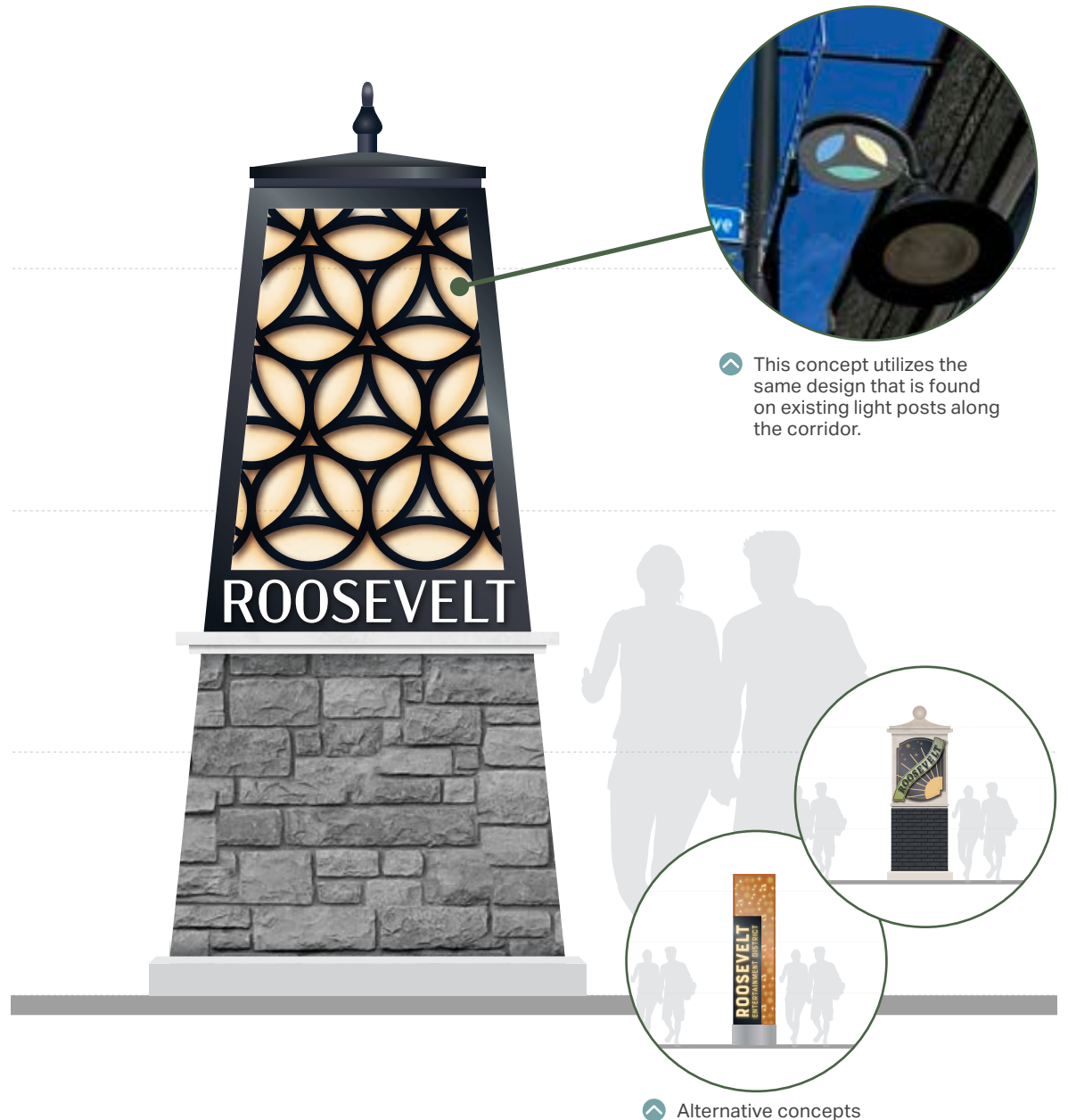
Figure 21: Conceptual rendering of a mural along Roosevelt Road



Corridor Identifiers

One of the first steps toward creating a recognizable, thriving commercial district is a distinct brand identity applied to signage, wayfinding, and other identifiers. This lets people know when they've entered a district and ensures it is memorable enough to draw return visits. For corridors spanning multiple municipalities, unified wayfinding becomes particularly essential, signaling to visitors that they are experiencing one cohesive destination. Additional gateway elements and district identifiers that reinforce Roosevelt Road's character can begin to create a stronger sense of place.

This concept shows a corridor identifier that is inspired by existing Roosevelt Road branding elements. This concept received the most support from the community, indicating that many community members prefer a traditional design approach that feels established and enduring.



⤴ This concept utilizes the same design that is found on existing light posts along the corridor.

⤴ Alternative concepts

Goal #1

Establish Roosevelt Road as a recognized music, dining, and entertainment destination district.

While several businesses along Roosevelt Road are well-known throughout the Chicagoland area, the corridor is less likely to be thought of as a district with its own distinct identity. A cohesive district identity can be created by building off the corridor's most recognized assets, supporting business operators, and coordinating marketing initiatives across municipalities. These actions can serve to strengthen Roosevelt Road's regional presence while encouraging visitors to explore and enjoy the entire corridor.

Recommendations

- A. Establish a Roosevelt Road business association or partnership spanning both municipalities.** Work with property owners, business operators, and representatives from both municipalities to support the development of a business organization that serves the entire corridor. This business organization can coordinate marketing initiatives and programming. Ensure balanced representation from both communities.
- B. Pursue a cohesive strategy, across both municipalities, to reinforce and grow the music and entertainment identity of the corridor.** Currently, entertainment businesses maintain their own marketing efforts, including website calendars, email contact lists, and social media. A cohesive strategy would create a music and dining identity for Roosevelt Road with a central hub and social channels for all events, and links to individual venues. Businesses in both Oak Park and Berwyn should market themselves as a cluster.
- C. Work with existing bars, cafes, and restaurants to add entertainment to their programming.** Additional programming on Roosevelt Road will further cement its identity as a destination and draw additional people, supporting additional businesses.
- D. Install music-themed public art along the corridor. Public art may include music-themed murals, benches, or bike racks.** It may also include interactive musical sculpture that invites participation, such as painted pianos, metal drums, or other interactive art installations in key locations and gathering spaces.

Recommendations

- E. Consider adding outdoor music through live music pop-ups or the installation of speakers on the corridor at key locations.** The addition of music in the public realm can serve as a kind of identity and branding, drawing attention to the entertainment cluster. Music should be coordinated across both sides, with shared permitting and booking for live music and/or shared installation and licensing costs for any permanent speakers. Specifically coordinate/align pop-ups and improvements with the location of public gathering places.
- F. Support venue operators.** To support the dining and entertainment cluster, staff from both Berwyn and Oak Park should meet jointly with business owners to understand their needs and barriers, and to help bring appropriate resources and problem-solving.



Pop-up Music



FitzGerald's and Babygold Barbecue

Goal #2

Support and retain existing local businesses through façade improvement programs and small business assistance.

Local establishments, operating in traditional commercial buildings form the backbone of the corridor's identity. Supporting the continued success and physical improvement of these businesses strengthens the overall corridor while preserving its character. Strategic investment in façade improvements and business support services can encourage private reinvestment, enhance corridor appearance, and improve business performance across both municipalities.

Recommendations

- A. Promote façade improvement programs.** Both the Berwyn Development Corporation and the Village of Oak Park offer façade improvement matching grant programs. Information about these programs should be proactively shared with businesses along the corridor, particularly those with visible deferred maintenance. Grants should include professional design assistance to ensure quality outcomes that respect historic character and enhance the overall appearance of the corridor. Program requirements should address window transparency by limiting or mitigating window signage and vinyl applications that block transparency.
- B. Survey Roosevelt Road businesses to identify areas where support is needed.** Survey and assess corridor businesses to understand barriers, technical assistance needs, and opportunities for municipal support. Focus on marketing and promotion capabilities, storefront design, regulatory or permitting challenges, and access to business development resources. Findings should inform the development of technical assistance programs, such as social media marketing services or business planning support.

Goal #3

Diversify commercial uses and fill business gaps to create a more complete and resilient business district.

Roosevelt Road’s business mix includes successful destination businesses and independently owned establishments alongside vacant storefronts and some business concentrations that do not align with corridor goals. Business composition skews heavily toward certain categories including personal care and fast-food establishments, and there is a gap in retail and dining options. By supporting entrepreneurs and property owners, Berwyn and Oak Park can diversify and strengthen its business mix. The most effective business development occurs when communities grow local entrepreneurs and support expansion of successful existing businesses rather than pursuing external recruitment. Strategic tools including business incubation, tenant improvement assistance, and creative lease structures can reduce barriers for new businesses. Simultaneously, property owner education and targeted incentives can help activate vacant spaces with uses that serve corridor-wide goals.

Recommendations

- A. Establish a permanent Roosevelt Road business incubator. Berwyn established the “Berwyn Shops,” an incubator project that is open seasonally.** As a next step, partners can work to establish a year-round incubator in Oak Park or on both sides of the street. This could be accomplished in several ways. For example, a new corridor management entity could take a master lease on a vacant storefront and offer short-term leases to entrepreneurs. Or an incubator storefront could be negotiated as a developer concession in a new mixed-use development.
- B. Offer “white box” improvement grants. White box grants are designed to put unoccupied storefronts back into retail service by readying the interior for occupancy.** These are typically offered as matching grants to a property owner to help them attract a tenant. White box grants typically pay for items like drywall and floors, permanent lighting fixtures, HVAC or fire-suppression equipment. The grants do not typically pay for tenant improvements.
- C. Facilitate percentage-of-sales leases for new businesses.** Percentage-of-sales leases allow a property owner to have a stake in a new business’ success by participating in the business’ growth. These leases have a low base rent plus a percentage of gross sales. Village and BDC leaders can help to familiarize property owners with this option and encourage its use in appropriate situations.
- D. Identify businesses elsewhere in Oak Park and Berwyn (or in neighboring communities) that would benefit from an additional location on Roosevelt Road.** Business development is typically most successful with local expansion opportunities by well-run businesses that already know the market. Help potential targets (particularly in the dining and entertainment categories) identify appropriate spaces and develop business plans.



07

Coordination & Implementation

“One of the corridor’s biggest challenges is the lack of coordination between Oak Park, Berwyn, and Cicero. The municipalities along this corridor need to work together to make meaningful progress.”

COMMUNITY MEMBER

Overview

Coordination & Implementation

This section presents a framework for coordinated action between Oak Park and Berwyn, organized around the resources, partnerships, and mechanisms needed to carry this plan's recommendations forward. While each section of this document has addressed a distinct aspect of the corridor, implementation cuts across all of them. Progress will depend on how well the two communities work together in tandem with other partners and stakeholders.

Roosevelt Road spans several municipal boundaries, and its long-term success requires sustained collaboration, shared investment, and formal structures. This chapter establishes the coordinating bodies, agreements, and accountability tools needed to keep both municipalities aligned and moving in the same direction. They are paired with a full implementation matrix that consolidates all recommendations from this plan. This matrix identifies timeframe, responsible party, potential funding sources, and key partners. Together, these tools are intended to give Oak Park, Berwyn, and other stakeholders a clear and actionable roadmap for the years ahead.

The implementation section is underpinned by an overarching inter-municipal coordination goal. This goal recognizes that the corridor's challenges and opportunities do not stop at municipal boundaries, and that meaningful progress on shared infrastructure, economic development, and placemaking will require both municipalities to act with intention and in coordination. The recommendations associated with this goal focus on establishing the formal structures, shared commitments, and ongoing engagement mechanisms that make sustained collaboration possible, from a joint implementation committee and inter-municipal agreements to shared funding tools and regular stakeholder forums.



Image from second Open House

Coordination Goal

Foster coordinated inter-municipal planning and sustained stakeholder engagement.

Roosevelt Road’s success requires sustained collaboration between Oak Park and Berwyn, as well as meaningful participation from property owners, businesses, and residents. Community feedback emphasized the importance of coordinated planning and investment from both municipalities, while also highlighting the need for ongoing stakeholder involvement. Effective coordination mechanisms ensure both municipalities work toward shared objectives and effectively uplift the entire Roosevelt Road corridor. Stakeholder engagement ensures that those most invested in the corridor’s future continually inform implementation. Formal structures for inter-municipal cooperation and community participation build broader ownership of corridor revitalization and maintain momentum for long-term success.

Recommendations

- A. Establish a Roosevelt Road Corridor Implementation Committee with representation from both municipalities.** Create a formal coordinating body including municipal staff, elected officials, business owners, and community representatives. The committee can provide ongoing oversight of plan implementation and coordination. A committee can also help identify and address issues that may require inter-municipal collaboration.
- B. Establish regular community roundtable meetings that can provide forums for stakeholder input and updates.** Both municipalities should facilitate quarterly or semi-annual meetings to bring together business owners, property owners, and municipal representatives for ongoing communication about corridor issues and emerging needs. This will provide a platform for stakeholder concerns while keeping the business community informed of any corridor development, news, or improvements.
- C. Create a shared digital implementation matrix to track progress on plan recommendations.** A shared implementation matrix or dashboard will help keep track of implementation progress and maintain momentum and accountability. The matrix will track specific initiatives, funding, completed projects, and performance metrics. Consider creating a publicly accessible dashboard to promote transparency.

Recommendations

- D. Develop inter-municipal agreements that establish shared commitments and responsibilities.** Formalize agreements clarifying roles and responsibilities for implementing specific recommendations, particularly those requiring coordinated action, addressing funding responsibilities, maintenance commitments, and decision-making processes for corridor improvements.
- E. Conduct regular joint planning meetings to maintain coordination and address any issues as they arise.** Municipal staff should hold quarterly or bi-annual meetings ensuring ongoing communication about development proposals, policy changes, and corridor issues. This will help prevent uncoordinated actions while identifying opportunities for collaborative initiatives.
- F. Consider establishing a pilot joint funding pool to support coordinated corridor improvements.** Each municipality should commit modest annual contributions to create a shared corridor improvement fund. This can begin with a two to three-year pilot focused on small-scale, high-visibility projects such as gateway signage, wayfinding, or streetscape enhancements. After the pilot period, evaluate outcomes and consider program expansion.
- G. Consider developing a shared marketing budget funded by both municipalities.** Pooling marketing resources may help support initiatives that are beyond what either municipality could accomplish independently. Oak Park and Berwyn should develop clear processes for budget approval and resource allocation. Alternatively, the two municipalities could establish two Special Service Areas on both sides of the road to fund one management entity.



 Image from First Open House

Implementation Matrix

The following Implementation Matrix outlines the key actions that will advance the goals of the Roosevelt Road Corridor Plan across Oak Park and Berwyn. It organizes recommendation by goal and provides details to guide implementation over time, including priority level, timeframe, responsible parties, and target character area.

This matrix is a shared tool for the Village of Oak Park, the City of Berwyn, and corridor partners to track progress, identify priorities, and coordinate efforts. To ensure the plan remains relevant and responsive to changing conditions, the matrix should be reviewed and updated on a regular basis by the Roosevelt Road Corridor Implementation Committee. This allows implementing partners to adjust timelines, update priorities, and identify new funding or collaboration opportunities as they arise.

MATRIX DEFINITIONS

PRIORITY LEVEL

Each action is assigned a High, Medium, or Low priority based on urgency, potential community impact, and feasibility. High-priority items are typically those that address urgent needs, unlock other opportunities, or align with significant community concerns. Medium and low-priority items remain important but may be deferred until resources become available or conditions become more favorable.

TIME FRAME

Each action includes an estimated timeframe for completion:

- Short-term: 1–3 years
- Mid-term: 3–5 years
- Long-term: 5–10 years or more
- Ongoing: Implemented in the short-term and continuously across the life of the plan

PARTNERS

Potential partners and lead stakeholders are identified to support implementation. These may include local organizations, property owners, businesses, community institutions, and public agencies.

Village of Oak Park

The Village of Oak Park will play a central role in advancing plan recommendations on the north side of the corridor. Village staff will coordinate with the Berwyn Development Corporation, support business and property owners, and help lead outreach and partnership-building efforts. The Village will also be instrumental in identifying funding sources, guiding development review, and tracking plan progress. Important departments include Communications & Engagement, Development Services, Public Works, and the Economic Vitality Office, as well as the special events team.

City of Berwyn and the Berwyn Development Corporation (BDC)

The BDC will serve as the primary implementation lead on the Berwyn side of the corridor, coordinating with City

of Berwyn staff and elected officials, supporting business and property owners, and advancing economic development initiatives. The BDC will be a key partner in identifying funding, facilitating corridor programming, and sustaining momentum for long-term corridor improvement. Outside of the BDC, important City departments include Building Permits, Blight, and Public Works.

Illinois Department of Transportation (IDOT)

As the jurisdictional authority over Roosevelt Road, IDOT will be a critical partner for any roadway improvements, including pedestrian crossings, signalization, and streetscape enhancements within the right-of-way. Early and sustained engagement with IDOT is essential for advancing mobility recommendations.

Chicago Metropolitan Agency for Planning (CMAP)

CMAP can provide technical assistance, planning support, and connections to state and regional funding programs. CMAP is currently engaged in planning efforts along Roosevelt Road in the Village of Maywood. Coordination can help

advance corridor initiatives at a regional scale. CMAP's Local Technical Assistance (LTA) program has also supported corridor planning efforts across the region and may be a resource for implementation-phase work, including zoning updates and transportation studies.

Regional Transportation Authority (RTA)

The RTA can support transit-oriented improvements along the corridor, including enhanced bus stop infrastructure and connections to the CTA Blue Line stations located approximately one-half mile north of Roosevelt Road. The RTA's planning and funding programs can help advance multimodal access goals. RTA is currently engaged in planning efforts along Roosevelt Road in the Village of Maywood. Coordination can help advance corridor initiatives at a regional scale.

Adjoining and Regional Municipalities

Roosevelt Road extends well beyond Oak Park and Berwyn, running through Forest Park, Maywood, and Broadview to the west, and Cicero and the City of Chicago to the east. Coordination with these neighboring communities can support consistent streetscape standards and

regional efforts to improve Roosevelt Road across municipal boundaries.

Private Development Community and Property Owners

Engagement with developers and commercial property owners will be essential to achieving corridor transformation goals. Oak Park and the BDC should work proactively with these stakeholders to encourage redevelopment that aligns with the plan's vision. Public-private partnerships can be leveraged to support targeted investments.

Nonprofit Organizations and Community Institutions

Local nonprofits, cultural organizations, and anchor institutions can serve as valuable partners in programming, public art, business development, and community outreach. Their involvement ensures that corridor improvements reflect and reinforce the community's authentic, locally-rooted character.

Local Businesses and Business Associations

Local business owners are essential partners in placemaking, corridor branding, and public space activation. They can contribute to storefront improvements, outdoor dining, facade upgrades, and community events that enhance the vitality of the corridor

Financing and Funding Organizations

Successful implementation will require access to diverse funding sources. Organizations such as the Community Development Financial Institutions (CDFIs), the Illinois Department of Commerce and Economic Opportunity (DCEO), the Cook County Bureau of Economic Development, and regional philanthropic foundations can offer grants, low-interest loans, and technical assistance to support corridor investment.

Partners Key

- **OP-DS:** Oak Park Development Services
- **OP-EV:** Oak Park Economic Vitality Office
- **OP-PW:** Oak Park Public Works
- **OP-CE:** Oak Park Communications & Engagement
- **OP-SE:** Oak Park Special Events

- **BDC:** Berwyn Development Corporation
- **B-PW:** Berwyn Public Works
- **B-BP:** Berwyn Building Permits
- **B-BI:** Berwyn Blight
- **IDOT:** Illinois Department of Transportation
- **CMAP:** Chicago Metropolitan Agency for Planning
- **RTA:** Regional Transportation Authority
- **Pace:** Pace Suburban Bus
- **Dev:** Private Developers/Property Owners
- **Non-profit:** Nonprofits/Community Institutions
- **Bus:** Local Businesses
- **Fund:** Financing & Funding Organizations

COST

Each action is assigned a relative cost indicator to help prioritize investments and inform budget planning. These indicators are not precise estimates but are intended to provide a general sense of resource requirements relative to other actions in the matrix.

- **\$:** Low cost; Achievable through existing staff capacity, small grants, or modest municipal budgets

- **\$\$:** Medium Cost; Requires some dedicated funding but achievable within normal municipal or organizational budgets
- **\$\$\$:** High Cost; Requires significant capital investment, major grant funding, public-private partnership, or a multi-year phased investment strategy

CHARACTER AREAS

Where applicable, each action is associated with one or more of the character areas identified in the Streetscape and Public Realm section of this plan: Pedestrian-Scale, Transitional, Auto-Oriented, and Industrial. Some actions apply corridor-wide and are not specific to a single character area. Character area designations help implementing partners understand where a given action is most relevant and ensure that investments are tailored to the distinct conditions and goals of each segment of the corridor.

Character Areas Key

- **PS:** Pedestrian Scale
- **T:** Transitional
- **AO:** Auto-Oriented
- **Ind:** Industrial

FUNDING

This funding matrix identifies key financing tools and programs that can support plan implementation over time.

The funding sources outlined here span multiple categories, including commercial development, infrastructure, transportation, placemaking, and public realm investment. Many align directly with the corridor’s priority strategies and are can support multi-jurisdictional, community-driven revitalization.

Oak Park, Berwyn, and their implementation partners should treat this matrix as a living reference, returning to it regularly as projects move from planning to action. By layering complementary funding sources and coordinating grant applications across both municipalities, the corridor’s partners can stretch limited resources further and build the sustained investment needed to bring this plan’s vision to life. These funding sources are meant to serve as a starting point, and additional research into available resources is recommended.

TYPE	PROGRAM	DESCRIPTION	AMOUNT
MULTIPLE	Tax Increment Financing (TIF)	Tool for infrastructure, land remediation, and residential/commercial development. Berwyn maintains a TIF district along the southern portion of the corridor.	Variable
COMMERCIAL/ MIXED USE	RePurpose Capital	Offers financing for adaptive reuse of older and historic properties: Predevelopment Lines of Credit (\$50K-\$500K), Construction to Mini-Perm Loans (\$200K-\$1.25M), and Bridge Loans (\$5M-\$8M).	Pre-development \$50,000-\$500,000; Mini-Perm \$200,000-\$1.25M; Bridge \$5M-\$8M
PARK/OPEN SPACE	Open Space Lands Acquisition and Development (OSLAD) Grant Program	Illinois Department of Natural Resources grants covering up to 50% of costs to acquire/develop outdoor recreation areas.	Up to \$345,000 per eligible project.
PARK/OPEN SPACE	ComEd/ Exelon Energy Empowerment in Our Communities Grant	Funds environmental quality improvements, conservation, cleaner energy, and neighborhood beautification. Available to 501(c)(3) nonprofits.	Variable
PLACEMAKING	National Association of Realtors Placemaking Grants	Level 1 grants (up to \$3,000) for temporary outdoor projects. Level 2 grants (up to \$7,500) for permanent outdoor public spaces like trails, playgrounds, pocket parks, and gathering spots. Only state/local REALTOR associations can apply.	\$3000-\$7500

TYPE	PROGRAM	DESCRIPTION	AMOUNT
PLACEMAKING	Illinois Arts Council (IAC) Creative Projects Grant (CPG)	Supports artists and organizations for public arts projects including murals and public art. Projects must include public presentation during grant period.	\$12,000
PLACEMAKING	National Endowment for the Arts (NEA) Grants for Art Projects (GAP): Our Town	National Endowment for the Arts grants for creative placemaking projects integrating arts, culture, and design to advance local economic and community outcomes. Place-specific, project-based with cost-sharing requirement.	\$10,000 - \$100,000
TRANSPORTATION	Illinois Department of Transportation (IDOT) Illinois Transportation Enhancement Program (ITEP)	Funds smaller-scale transportation projects supporting alternate modes, preservation of cultural resources, and quality of life improvements. Bi-annual competitive cycle. Supports bike/ pedestrian facilities and streetscapes.	Up to \$3M
TRANSPORTATION	Cook County Department of Transportation and Highways Invest in Cook Program	Gap funding for transportation projects including transit, pedestrian, bicycle, freight, and road improvements. Covers planning, engineering, right-of-way acquisition, and construction.	Variable
HOUSING	Community Investment Corporation (CIC) Multifamily Loan	Provides affordable acquisition, rehabilitation, refinancing, and energy efficiency lending for multifamily, mixed-use, or cooperative properties.	Variable



📍 Roosevelt Road Branded Light Post

IMPLEMENTATION MATRIX

RECOMMENDATION	PRIORITY	TIME FRAME	PARTNERS	COST	CHARACTER AREA
PEDESTRIAN SAFETY & MOBILITY					
GOAL 1: Improve pedestrian mobility					
A: Install pedestrian-oriented infrastructure at existing crosswalks.	HIGH	Short	OP-PW, OP-DS, B-PW, BDC, IDOT	\$\$	<i>Entire Corridor</i>
B: Identify locations for new crosswalks, particularly north-south across Roosevelt Road.	HIGH	Short	OP-PW, OP-DS, B-PW, BDC, IDOT	NA	<i>PS, T, Entire Corridor</i>
C: Identify location(s) for new Rectangular Rapid Flashing Beacons (RRFBs).	MEDIUM	Short	OP-PW, B-PW, IDOT	NA	<i>PS, T, Entire Corridor</i>
D: Coordinate with the Illinois Department of Transportation (IDOT) to advance pedestrian infrastructure improvements.	HIGH	Short, Ongoing	OP-PW, OP-DS, B-PW, BDC, IDOT	\$\$\$	<i>Entire Corridor</i>
GOAL 2: Balance Roosevelt Road's regional transportation function with safe local access for all users					
A: Implement traffic calming measures that discourage speeding while maintaining capacity and mobility through the corridor.	HIGH	Mid	OP-PW, B-PW, IDOT	\$\$\$	<i>Entire Corridor</i>
B: Employ access management strategies at vehicle access points.	MEDIUM	Mid	OP-DS, OP-PW, B-PW, IDOT, Dev	\$	<i>AO, T</i>
C: Facilitate broader bicycle network connectivity.	LOW	Mid	OP-PW, OP-DS, B-PW, IDOT	\$	<i>Entire Corridor</i>
D: Improve transit stop infrastructure and accessibility.	MEDIUM	Mid	OP-PW, B-PW, RTA, PACE	\$\$	<i>Entire Corridor</i>

RECOMMENDATION	PRIORITY	TIME FRAME	PARTNERS	COST	CHARACTER AREA
GOAL 3: Provide convenient parking access					
A: Coordinate between Oak Park & Berwyn to implement consistent parking regulations along both sides of Roosevelt Road.	MEDIUM	Short	OP-PW, OP-DS, BDC, B-PW	NA	<i>Entire Corridor</i>
B: Identify opportunities for additional public parking throughout the corridor.	MEDIUM	Short	OP-PW, OP-DS, B-PW, BDC, Dev	NA	<i>PS, T</i>
C: Coordinate with businesses to establish shared parking agreements.	MEDIUM	Short	OP-EV, OP-DS, BDC, Bus, Dev	NA	<i>PS, T, AO</i>

RECOMMENDATION	PRIORITY	TIME FRAME	PARTNERS	COST	CHARACTER AREA
STREETSCAPE & PUBLIC REALM					
GOAL 1: Create comfortable pedestrian conditions through street trees, landscaping, and corridor amenities					
A: Implement a comprehensive street tree program that establishes consistent canopy coverage throughout the corridor.	MEDIUM	Mid	OP-PW, B-PW, IDOT	\$\$	<i>Entire Corridor</i>
B: Enhance planters and landscaping with seasonal color and native plantings.	HIGH	Short	OP-PW, B-PW	\$	<i>PS, T, Entire Corridor</i>
C: Upgrade pedestrian-scale lighting to improve safety.	MEDIUM	Mid	OP-PW, B-PW	\$\$	<i>PS, T</i>
D: Implement systematic parking lot screening along the corridor.	MEDIUM	Short, Ongoing	OP-DS, OP-PW, B-BI, B-BP, B-PW, Dev, Bus, Fund	\$\$	<i>AO, PS, T</i>
E: Repair and replace deteriorating streetscape elements.	HIGH	Short, Ongoing	OP-PW, B-PW	\$\$	<i>Entire Corridor</i>
F: Establish a coordinated maintenance and waste pickup program with clear municipal responsibilities.	HIGH	Short, Ongoing	OP-PW, B-PW	\$	<i>Entire Corridor</i>
GOAL 2: Create opportunities for community gathering, public art, and regular programming along the corridor					
A: Support outdoor dining expansion through streamlined permitting and technical assistance.	MEDIUM	Short, Ongoing	OP-DS, OP-EV, OP-SE, BDC, Bus	NA	<i>PS, T</i>
B: Develop additional 'people places' with flexible programming space on vacant lots, underutilized sites, select cul-de-sacs, and new developments, as appropriate.	HIGH	Mid	OP-PW, OP-DS, B-PW, BDC, Non-profit, Fund	\$\$	<i>PS, T</i>
C: Establish a corridor-wide public art program that celebrates local identity and history.	HIGH	Short	OP-CE, OP-SE, BDC, Non-profit, Local arts orgs	\$	<i>PS, T, Entire Corridor</i>
D: Establish an inter-municipal activation programming calendar.	HIGH	Short	OP-SE, OP-CE, BDC, Bus, Non-profit	\$	<i>Entire Corridor</i>

RECOMMENDATION	PRIORITY	TIME FRAME	PARTNERS	COST	CHARACTER AREA
GOAL 3: Strengthen corridor identity and functionality as a business district through wayfinding and gateway elements.					
A: Develop enhanced gateway elements at corridor entry points.	MEDIUM	Mid	OP-PW, OP-DS, B-PW, BDC, IDOT	\$\$	AO
B: Create comprehensive wayfinding signage directing visitors to businesses and destinations.	MEDIUM	Mid	OP-DS, OP-EV, B-PW, BDC	\$\$	Entire Corridor

STRATEGY	PRIORITY	TIME FRAME	PARTNERS	COST	CHARACTER AREA
DEVELOPMENT & URBAN DESIGN					
GOAL 1: Address vacant properties and disinvestment through strategic interventions.					
A: Pursue strategic property acquisition for key opportunity sites.	HIGH	Mid, Ongoing	OP-DS, BDC, Dev, Fund	\$\$\$	<i>AO, T, PS</i>
B: Develop a comprehensive redevelopment strategy for 7100 West Roosevelt Road (Wisconsin Avenue and Roosevelt Road).	HIGH	Mid	OP-DS, OP-EV, Dev, Fund	\$\$\$	<i>AO</i>
C: Leverage public infrastructure improvements to attract private investment.	HIGH	Ongoing	OP-PW, OP-DS, B-PW, BDC, Dev, CMAP, Fund	\$	<i>Entire Corridor</i>
D: Consider establishing a Roosevelt Road TIF District in Oak Park or utilizing other funding mechanisms to support development and improvements on the northern side of the corridor.	MEDIUM	Short	OP-DS, OP-EV, Fund	NA	<i>OP side of corridor</i>
GOAL 2: Modernize zoning regulations to support cohesive, pedestrian-friendly development along the Roosevelt Road Corridor.					
A: Streamline Oak Park's Roosevelt Road zoning framework to reduce regulatory complexity.	HIGH	Short	OP-DS	NA	<i>PS, T, AO (OP side)</i>
B: Refine Berwyn's C-2 District or create a unique Roosevelt Road zoning district to better support pedestrian-oriented development. .	HIGH	Short	BDC, B-BP	NA	<i>PS, T, AO (Berwyn side)</i>
C: Establish complementary parking strategies to support small businesses.	HIGH	Short	OP-DS, B-BP, BDC	NA	<i>Entire Corridor</i>
D: Develop coordinated approaches to shape the corridor's business mix.	MEDIUM	Short, Ongoing	OP-DS, B-BP, BDC	NA	<i>Entire Corridor</i>
E: Create coordinated design regulations that preserve historic character while accommodating growth.	MEDIUM	Short	OP-DS, B-BP, BDC, Dev	\$	<i>Entire Corridor</i>
F: Establish commercial signage standards that improve visual quality while maintaining business visibility.	HIGH	Short	OP-DS, B-BP, BDC, Bus	\$	<i>Entire Corridor</i>

STRATEGY	PRIORITY	TIME FRAME	PARTNERS	COST	CHARACTER AREA
GOAL 3: Promote context-sensitive mixed-use development that increases residential presence and supports corridor vitality.					
A: Prioritize Mixed-use development on opportunity sites.	MEDIUM	Ongoing	OP-DS, BDC, B-BP, Dev, Fund	NA	<i>AO, T, PS</i>
B: Reference preferred development typologies that align with corridor character and community preferences.	HIGH	Ongoing	OP-DS, BDC, B-BP, Dev	NA	<i>AO, T, PS</i>
C: Encourage integrated parking solutions in new development, where appropriate.	HIGH	Ongoing	OP-DS, B-BP, Dev	NA	<i>AO, T, PS</i>

STRATEGY	PRIORITY	TIME FRAME	PARTNERS	COST	CHARACTER AREA
ECONOMIC DEVELOPMENT & PLACEMAKING					
GOAL 1: Establish Roosevelt Road as a recognized music, dining, and entertainment destination district.					
A: Establish a Roosevelt Road business association or partnership spanning both municipalities.	HIGH	Short	OP-EV, BDC, Bus, Non-profit, Fund	\$	<i>Entire Corridor</i>
B: Pursue a cohesive strategy, across both municipalities, to reinforce and grow the music and entertainment identity of the corridor.	MEDIUM	Short	OP-EV, OP-CE, BDC, Bus	\$	<i>Entire Corridor</i>
C: Work with existing bars, cafes, and restaurants to add entertainment to their programming.	LOW	Short Ongoing	OP-EV, BDC, Bus	\$	<i>PS, T</i>
D: Install music-themed public art along the corridor.	LOW	Mid	OP-CE, OP-SE, BDC, Non-profit, Local arts orgs	\$	<i>PS, T</i>
E: Consider adding outdoor music through live music pop-ups or the installation of speakers on the corridor at key locations.	LOW	Short	OP-SE, OP-EV, BDC, Bus, Non-profit	\$	<i>PS, T</i>
F: Support venue operators.	MEDIUM	Ongoing	OP-EV, BDC, Bus	\$	<i>AO, T, PS</i>
GOAL 2: Support and retain existing local businesses through façade improvement programs and small business assistance.					
A: Promote façade improvement programs.	HIGH	Ongoing	OP-EV, OP-DS, BDC, B-BI, Bus, Dev, Fund	\$	<i>Entire Corridor</i>
B: Survey Roosevelt Road businesses to identify areas where support is needed.	HIGH	Ongoing	OP-EV, BDC, Bus	NA	<i>Entire Corridor</i>

STRATEGY	PRIORITY	TIME FRAME	PARTNERS	COST	CHARACTER AREA
GOAL 3: Diversify commercial uses and fill business gaps to create a more complete and resilient business district.					
A: Establish a permanent Roosevelt Road business incubator.	MEDIUM	Long	OP-EV, OP-DS, BDC, Dev, Fund, Non-profit	\$\$	<i>PS, T</i>
B: Offer “white box” improvement grants.	MEDIUM	Short, Ongoing	OP-EV, OP-DS, BDC, B-BI, Dev, Fund	\$	<i>PS, T, AO</i>
C: Facilitate percentage-of-sales leases for new businesses.	MEDIUM	Ongoing	OP-EV, BDC, Dev	\$	<i>PS, T, AO</i>
D: Identify businesses elsewhere in Oak Park and Berwyn (or in neighboring communities) that would benefit from an additional location on Roosevelt Road.	MEDIUM	Ongoing	OP-EV, BDC, Bus, Dev	NA	<i>PS, T, AO</i>

STRATEGY	PRIORITY	TIME FRAME	PARTNERS	COST	CHARACTER AREA
INTER-MUNICIPAL COORDINATION & IMPLEMENTATION Entire Corridor					
GOAL 1: Foster coordinated inter-municipal planning and sustained stakeholder engagement.					
A: Establish a Roosevelt Road Corridor Implementation Committee with representation from both municipalities.	HIGH	Short, Ongoing	OP-DS, OP-EV, BDC, Bus, Non- profit	NA	<i>Entire Corridor</i>
B: Establish regular community roundtable meetings that can provide forums for stakeholder input and updates.	HIGH	Short, Ongoing	OP-EV, OP-CE, BDC, Bus, Non- profit	NA	<i>Entire Corridor</i>
C: Create a shared digital implementation matrix to track progress on plan recommendations.	HIGH	Short, Ongoing	OP-DS, BDC	NA	<i>Entire Corridor</i>
D: Develop inter-municipal agreements that establish shared commitments and responsibilities.	HIGH	Short, Ongoing	OP-DS, BDC	NA	<i>Entire Corridor</i>
E: Conduct regular joint planning meetings to maintain coordination and address any issues as they arise.	HIGH	Short, Ongoing	OP-DS, OP-EV, BDC	NA	<i>Entire Corridor</i>
F: Consider establishing a pilot joint funding pool to support coordinated corridor improvements.	MEDIUM	Short, Ongoing	OP-DS, OP-EV, BDC, Fund	\$	<i>Entire Corridor</i>
G: Consider developing a shared marketing budget funded by both municipalities.	LOW	Short, Ongoing	TB OP-EV, BDC, Bus, Fund D	\$	<i>Entire Corridor</i>

ROOSEVELT RD.



CORRIDOR PLAN