

# ROOSEVELT RD. CORRIDOR PLAN



Oak Park  
Village Board Meeting  
March 24, 2026



## WHAT ARE WE COVERING TODAY?

- Planning Process Overview
- Community Engagement
- Plan Framework: Goals and Recommendations
- Implementation
- Next Steps
- Discussion

# OUR TEAM

## THE LAKOTA GROUP.

- » Landscape Architecture
- » Urban Planning + Design
- » Market Analysis
- » Economic Development
- » Community Engagement
- » Historic Preservation



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# OUR TEAM



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SENIOR  
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ENGINEER



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PLANNER



**Sophia Camp, EIT**  
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## SIGHTLINE PLANNING & ZONING



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FOUNDING  
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# PROCESS



## PHASE 1

*Analyze existing conditions, opportunities, and constraints; engage local stakeholders; and create a solid foundation for the next phase*

## PHASE 2

*Explore a range of options to enhance the built environment; develop alternative concepts for improvements; and draft strategies for economic development*

## PHASE 3

*Develop the Roosevelt Road Corridor Plan and create implementation strategies, prioritizing improvements and policies along the corridor*

# PLANNING GOALS

## WHAT ARE WE TRYING TO ACHIEVE?

- **Cohesion** - Create a sense of identity through consistent signage, art, landscaping, and urban design
- **Safety** - Address high traffic speeds and improve pedestrian crossings
- **Walkability** - Address narrow sidewalks and improve the pedestrian experience along the corridor
- **Economic Vibrancy** - Address vacancies, support business owners, and encourage a diverse mix of businesses along the corridor
- **Collaboration & Coordination** - Work together to create consistent regulations and uplift the corridor



# COMMUNITY ENGAGEMENT

2

STEERING COMMITTEE MEETINGS

2

OPEN HOUSES

2

COMMUNITY SURVEYS

17

FOCUS GROUP CONVERSATIONS

200+

OPEN HOUSE ATTENDEES

342

SURVEY RESPONDENTS



# COMMUNITY ENGAGEMENT

## KEY TAKEAWAYS

- Roosevelt Road functions as a corridor, but lacks the pedestrian infrastructure to serve as a destination.
- Traffic volumes and unsafe crossing conditions discourage visitation and undermine walkability.
- The corridor's strongest assets are its dining establishments, performance venues, and historic built character - and the community wants to build on them.
- For some, disinvestment in the eastern corridor affects perception and visitation across the full length of Roosevelt Road.



# COMMUNITY ENGAGEMENT



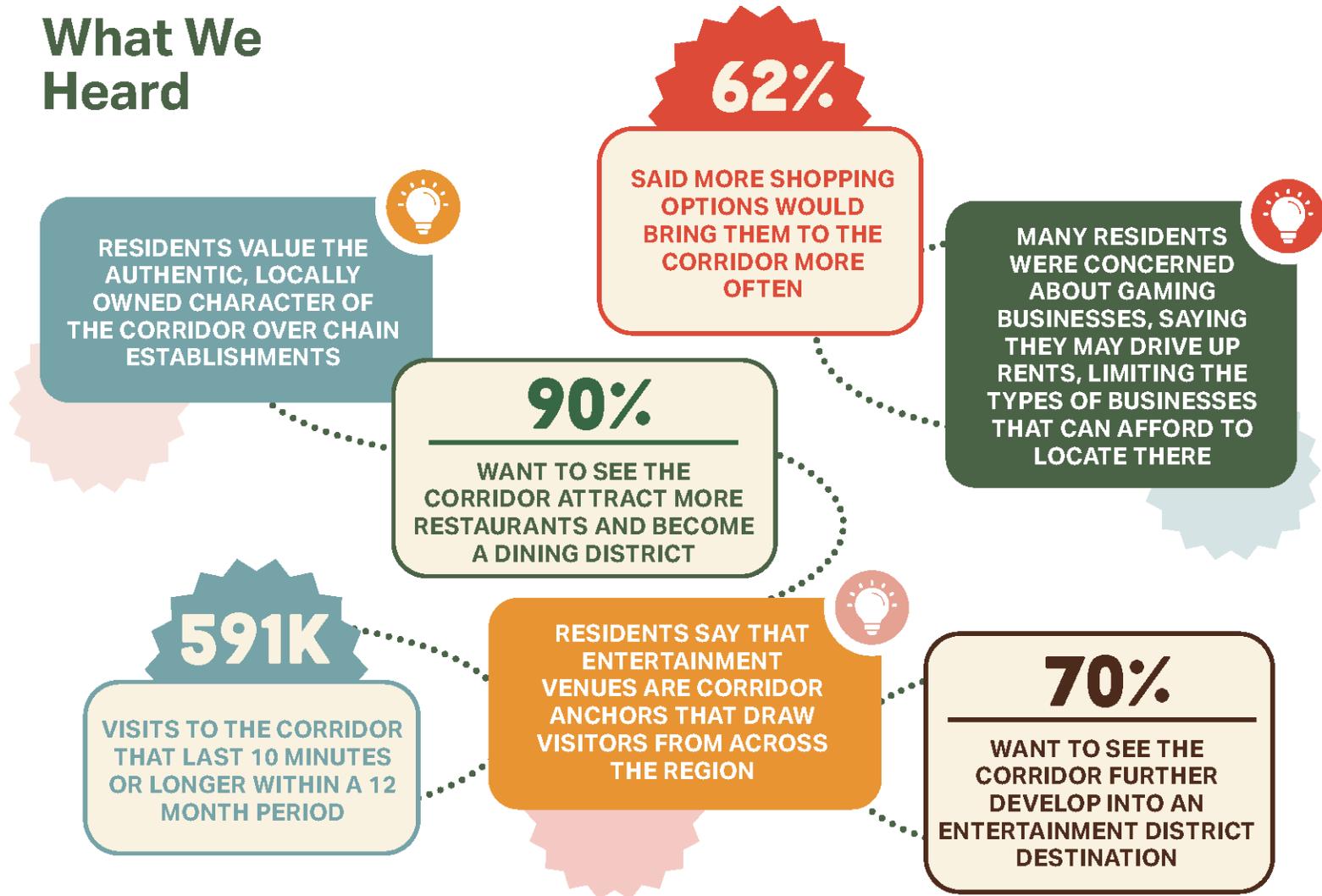
## KEY TAKEAWAYS CONTINUED

- There is strong community support for streetscape improvements (including street trees, shade structures, and street furniture) to improve comfort and encourage longer stays.
- Programming and public space activation (markets, festivals, parklets) are priorities for establishing the corridor as a true community destination.
- Parking solutions should improve access without compromising the pedestrian environment.
- The community is ready for strategic, character-sensitive investment that preserves and amplifies what makes Roosevelt Road distinct.



# COMMUNITY ENGAGEMENT

## What We Heard



# ABOUT THE PLANNING FRAMEWORK

- **The Framework:** Informed by Oak Park and Berwyn stakeholders, community feedback, municipal staff conversations, field work, and analysis of existing conditions
- **Five Chapters:** The primary topical areas that the plan focuses on
- **Goals:** Outline the aspirations we hope to achieve for Roosevelt Road
- **Recommendations:** Actionable measures and methods that will help to achieve goals

**PEDESTRIAN SAFETY  
AND MOBILITY**

**STREETSCAPE  
AND PUBLIC REALM**

**DEVELOPMENT  
AND URBAN DESIGN**

**ECONOMIC  
DEVELOPMENT**

**INTER-MUNICIPAL  
COORDINATION  
AND IMPLEMENTATION**

# PREVIOUS REVIEW

- We sought feedback from Oak Park Plan Commission and Berwyn ZPD Commission to help confirm alignment and focus. We asked the following questions and incorporated feedback into the document:
  1. **Are there any goals or recommendations that feel missing or underrepresented?** *Implementation and delegation is key*
  2. **Which goals or recommendations best reflect your short-term and long-term vision for Roosevelt Road?** *Pedestrian Safety and Corridor Activation*
  3. **Are there areas where the plan should go further or provide more clarity?** *Call out where improvements should occur*
  4. **Which recommendations feel most achievable or most impactful in the near term?** *Placemaking and Streetscape Improvements*

# **PEDESTRIAN SAFETY AND MOBILITY**

PEDESTRIAN SAFETY INFRASTRUCTURE, TRAFFIC MANAGEMENT,  
MULTIMODAL ACCESSIBILITY, AND PARKING MANAGEMENT SOLUTIONS

# PEDESTRIAN SAFETY AND MOBILITY

## Goal #1 *Improve pedestrian mobility*

### Recommendations

*Install pedestrian-oriented infrastructure at existing crosswalks.*

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*Identify locations for new crosswalks, particularly north-south across Roosevelt Road.*

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*Identify location(s) for new Rectangular Rapid Flashing Beacons (RRFBs).*

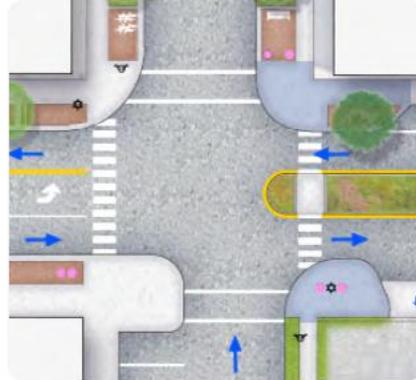
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*Coordinate with the Illinois Department of Transportation (IDOT) to advance pedestrian infrastructure improvements.*

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## ADDITIONAL & ENHANCED CROSSWALKS

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**Info:** More frequent crosswalks can act as a midblock traffic calming measure that provide enhanced accessibility for pedestrians. Crosswalks that pass through medians add an extra level of safety and visibility.

## BUMPOUTS

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**Info:** Curb bumpouts can be installed at pedestrian crossing locations to improve safety and visibility to drivers. Curb bumpouts call attention to crossing locations and reduce crossing distances for pedestrians.

# PEDESTRIAN SAFETY AND MOBILITY

**Goal #2** *Balance Roosevelt Road's regional transportation function with safe local access for all users*

## Recommendations

*Implement traffic calming measures that discourage speeding while maintaining capacity and mobility through the corridor.*

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*Employ access management strategies at vehicle access points.*

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*Facilitate broader bicycle network connectivity*

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*Improve transit stop infrastructure and accessibility.*

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## BIKE BOX

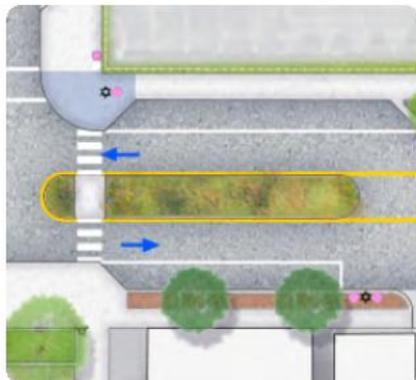
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**Info:** Bike Boxes can be placed at intersection approaches ahead of the vehicle stop bar to provide cyclists with a designated queuing area ahead of vehicular traffic. Bike boxes improve cyclist visibility to drivers and can facilitate safer left-turn movements for cyclists.

## RAISED MEDIANS

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**Info:** Raised medians and pedestrian islands provide a midpoint space for pedestrians to queue or pause at longer crossing locations. They also function to slow vehicular traffic.

# PEDESTRIAN SAFETY AND MOBILITY

## Goal #3 *Provide convenient parking access*

### Recommendations

*Coordinate between Oak Park & Berwyn to implement consistent parking regulations along both sides of Roosevelt Road.*

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*Identify opportunities for additional parking along cross street commercial frontages.*

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*Coordinate with businesses to establish shared parking agreements*

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# **STREETSCAPE AND PUBLIC REALM**

CREATING A COMFORTABLE AND ATTRACTIVE PEDESTRIAN  
ENVIRONMENT, ADDRESSING INFRASTRUCTURE MAINTENANCE NEEDS,  
SUPPORTING GATHERING PLACES AND OUTDOOR DINING

# STREETSCAPE AND PUBLIC REALM

**Goal #1** *Create comfortable pedestrian conditions through street trees, landscaping, and corridor amenities.*

## Recommendations

*Implement a comprehensive street tree program that establishes consistent canopy coverage throughout the corridor.*

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*Enhance planters and landscaping with seasonal color and native plantings.*

---

*Upgrade pedestrian-scale lighting to improve safety.*

---

*Implement systematic parking lot screening along the corridor.*

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*Repair and replace deteriorating streetscape elements.*

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*Establish a coordinated maintenance and waste pickup program with clear municipal responsibilities.*

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## STREET TREES, FURNITURE, AND PLANTERS PRECEDENTS



# STREETSCAPE AND PUBLIC REALM

**Goal #2** *Create opportunities for community gathering, public art, and regular programming along the corridor.*

## Recommendations

*Support outdoor dining expansion through streamlined permitting and technical assistance.*

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*Develop additional 'people places' with flexible programming space on vacant lots, underutilized sites, select cul-de-sacs, and new developments, as appropriate.*

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*Establish a corridor-wide public art program that celebrates local identity and history.*

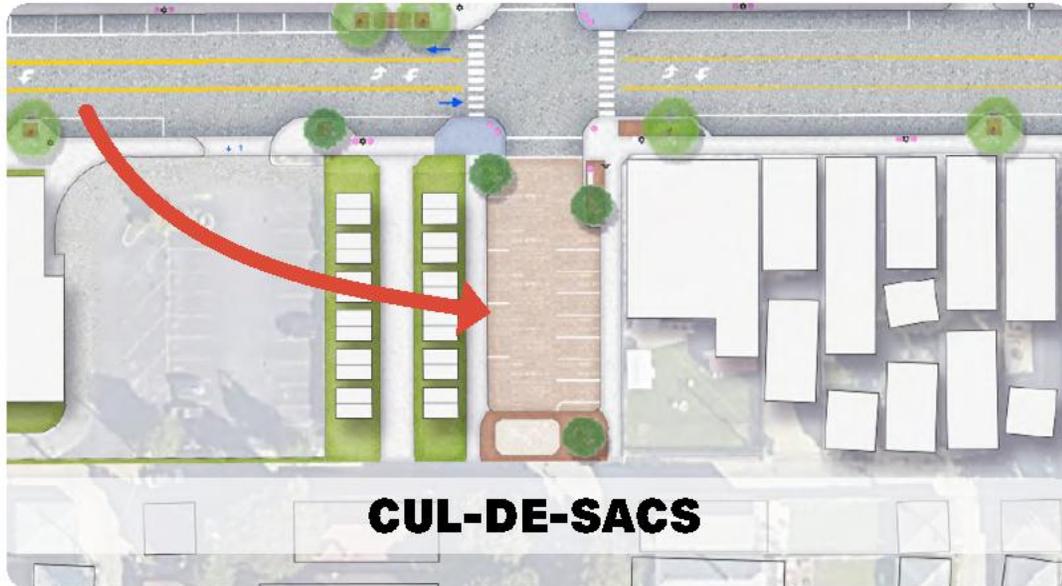
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*Establish an inter-municipal activation programming calendar.*

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**INFILL PEOPLE PLACES**



**CUL-DE-SACS**

# STREETSCAPE AND PUBLIC REALM

**Goal #3** *Strengthen corridor identity and functionality as a business district through wayfinding and gateway elements.*

## Recommendations

*Develop enhanced gateway elements at corridor entry points.*

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*Create comprehensive wayfinding signage directing visitors to businesses and destinations.*

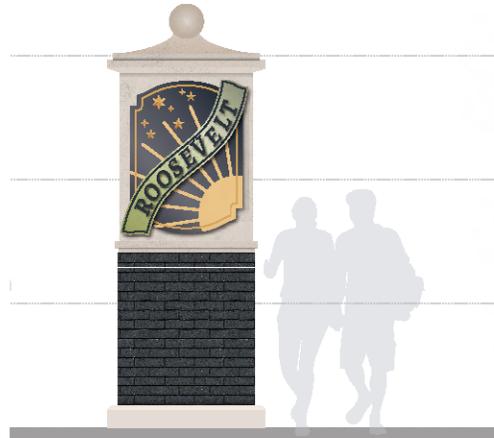
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# DISTRICT IDENTIFIERS

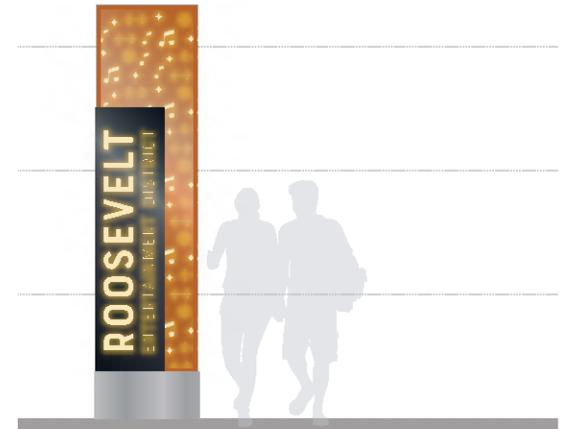
Community Favorite!



- 1 Bold & Traditional.** This concept utilizes the same design that is found on existing light posts along the corridor.



- 2 Historically Inspired.** This concept takes inspiration from art-deco style features on buildings along Roosevelt Road, but has a contemporary twist.



- 3 Modern & Backlit.** This concept is contemporary with a backlit panel and a pattern that aligns with Roosevelt Road's role as a music and entertainment destination.

# STREETSCAPE IMPROVEMENT DIAGRAM - EXAMPLE



## 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		

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.

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.

# STREETSCAPE IMPROVEMENT DIAGRAM - EXAMPLE



## 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	

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.

# INTERSECTION IMPROVEMENT DIAGRAM - EXAMPLE



## LEGEND

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

# DEVELOPMENT AND URBAN DESIGN

ZONING RECOMMENDATIONS, DESIGN PRINCIPLES, ENCOURAGING  
HUMAN-SCALE DEVELOPMENT

# DEVELOPMENT AND URBAN DESIGN

**Goal #1** *Address vacant properties and disinvestment through strategic interventions.*

## Recommendations

*Pursue strategic property acquisition for key opportunity sites.*

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*Develop a comprehensive redevelopment strategy for 7100 West Roosevelt Road (Wisconsin Avenue and Roosevelt Road).*

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*Leverage public infrastructure improvements to attract private investment.*

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*Consider establishing a Roosevelt Road TIF District or utilizing other funding mechanisms to support development and improvements on the northern side of the corridor.*

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# DEVELOPMENT AND URBAN DESIGN

**Goal #2** *Modernize zoning regulations to support cohesive, pedestrian-friendly development along the corridor.*

## Recommendations

*Streamline Oak Park's Roosevelt Road zoning framework to reduce regulatory complexity.*

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*Refine Berwyn's C-2 District or create a unique Roosevelt Road zoning district to better support pedestrian-oriented development.*

---

*Establish complementary parking strategies to support small businesses.*

---

*Develop coordinated approaches to shape the corridor's business mix.*

---

*Create coordinated design regulations that preserve historic character while accommodating growth.*

---

*Establish commercial signage standards that improve visual quality while maintaining business visibility.*

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# DEVELOPMENT AND URBAN DESIGN

**Goal #3** *Promote context-sensitive mixed-use development that increases residential presence and supports corridor vitality.*

## Recommendations

*Prioritize Mixed-use development on opportunity sites.*

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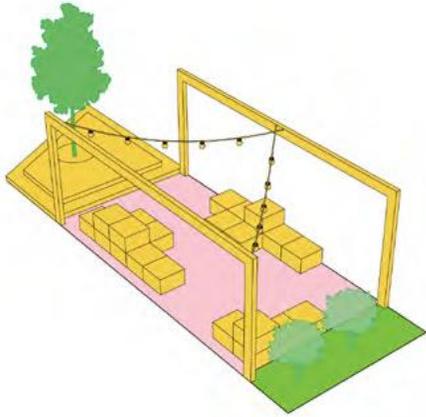
*Reference preferred development typologies that align with corridor character and community preferences.*

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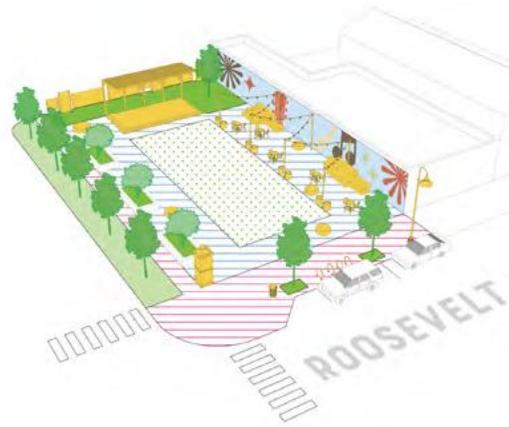
*Encourage integrated parking solutions in new development, where appropriate.*

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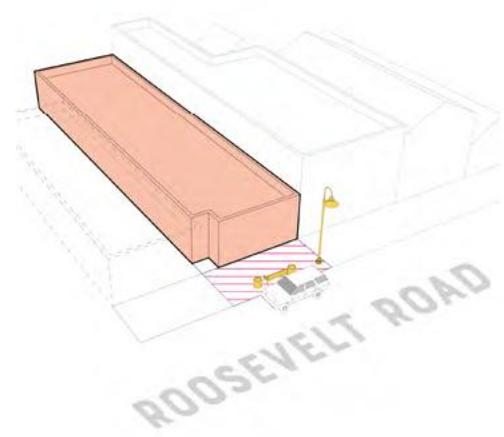
### SMALL PARKLET



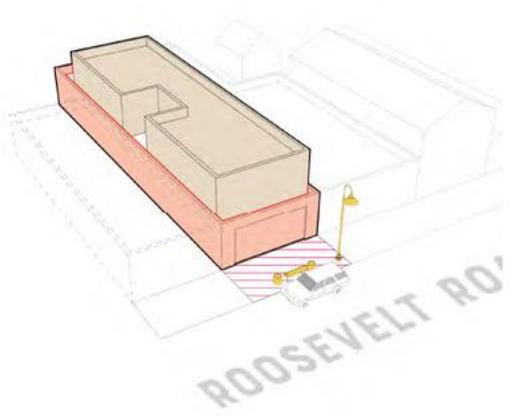
### GATHERING PLAZA/PARK



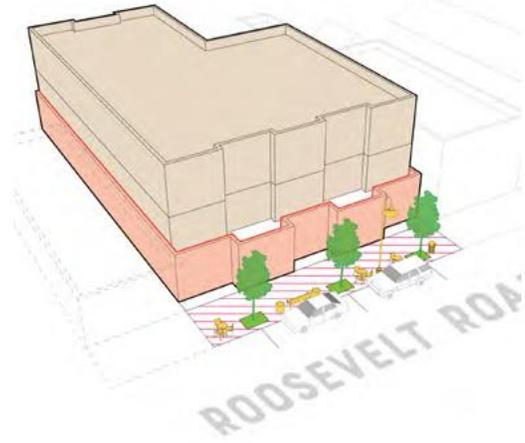
### 1-STORY INFILL COMMERCIAL



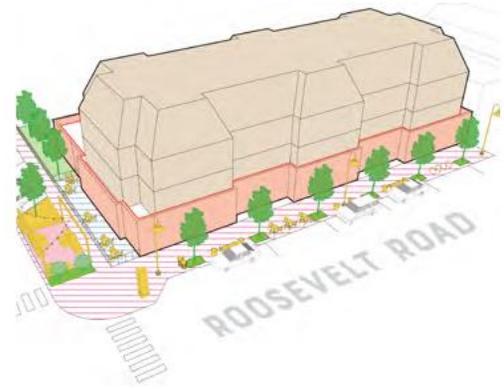
### 2/3-STORY MIXED-USE INFILL



### MID-SIZE 3-STORY MIXED-USE



### LARGE 4-STORY MIXED-USE



# **ECONOMIC DEVELOPMENT**

**COHESIVE ECONOMIC DISTRICT IDENTITY, ESTABLISHING ROOSEVELT  
ROAD AS A DESTINATION, BUSINESS SUPPORT**

# ECONOMIC DEVELOPMENT AND PLACEMAKING

**Goal #1** *Establish Roosevelt Road as a recognized music, dining, and entertainment destination district.*

## Recommendations

*Establish a Roosevelt Road business association or partnership spanning both municipalities.*

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*Pursue a cohesive strategy, across both municipalities, to reinforce and grow the music and entertainment identity of the corridor.*

---

*Work with existing bars, cafes, and restaurants to add entertainment to their programming.*

---

*Install music-themed public art along the corridor.*

---

*Consider adding outdoor music through live music pop-ups or the installation of speakers on the corridor at key locations.*

---

*Support venue operators.*

---

## PUBLIC ART CONCEPT



## INTERACTIVE MUSIC-BASED ART



# ECONOMIC DEVELOPMENT AND PLACEMAKING

**Goal #2** *Support and retain existing local businesses through façade improvement programs and small business assistance.*

## Recommendations

*Promote façade improvement programs.*

---

*Survey Roosevelt Road businesses to identify areas where support is needed.*

---

FACADE  
IMPROVEMENT  
CONCEPT  
(RETAIL)



# ECONOMIC DEVELOPMENT AND PLACEMAKING

**Goal #3** *Diversify commercial uses and fill business gaps to create a more complete and resilient business district.*

## Recommendations

*Establish a permanent Roosevelt Road business incubator.*

---

*Offer "white box" improvement grants.*

---

*Facilitate percentage-of-sales leases for new businesses.*

---

*Identify businesses elsewhere in Oak Park and Berwyn (or in neighboring communities) that would benefit from an additional location on Roosevelt Road.*

---

## INCUBATOR EXAMPLE



# **INTER-MUNICIPAL COORDINATION AND IMPLEMENTATION**

**COORDINATED PLANNING, INVESTMENT,  
ONGOING COLLABORATION**

# COORDINATION & IMPLEMENTATION

**Goal #1** *Foster coordinated inter-municipal planning and sustained stakeholder engagement.*

## Recommendations

*Establish a Roosevelt Road Corridor Implementation Committee with representation from both municipalities.*

---

*Establish regular community roundtable meetings that can provide forums for stakeholder input and updates.*

---

*Create a shared digital implementation matrix to track progress on plan recommendations.*

---

*Develop inter-municipal agreements that establish shared commitments and responsibilities.*

---

# COORDINATION & IMPLEMENTATION

**Goal #1** *Foster coordinated inter-municipal planning and sustained stakeholder engagement. (Continued)*

## Recommendations

*Conduct regular joint planning meetings to maintain coordination and address any issues as they arise.*

---

*Consider establishing a pilot joint funding pool to support coordinated corridor improvements.*

---

*Consider developing a shared marketing budget funded by both municipalities.*

---

# IMPLEMENTATION MATRIX



- **Goal:** An aspiration we hope to achieve for Roosevelt Road
- **Recommendation:** Actionable measures and methods that will help to achieve goals
- **Priority Level:** Degree of urgency and strategic focus.
- **Timeframe:** Anticipated implementation horizon.
- **Partners:** Potential internal and external collaborators that may support implementation.
- **Cost:** Estimated cost indicator to help prioritize investments and inform budget planning
- **Character Area:** Areas where recommendations will be most relevant; or where implementation should be prioritized (where applicable)

# IMPLEMENTATION MATRIX



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

# NEXT STEPS: IMPLEMENTATION

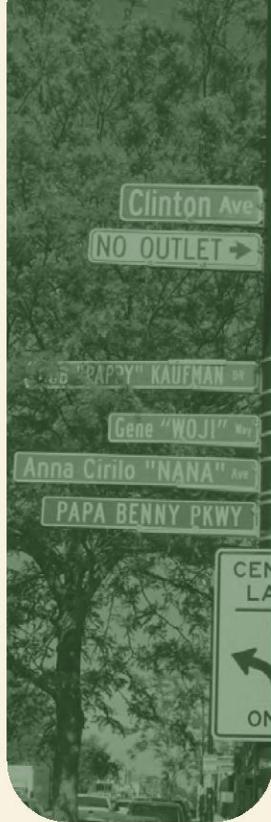


- Establish a Roosevelt Road Corridor Implementation Committee with representation from both municipalities. Conduct regular meetings.
- Develop inter-municipal agreements that establish shared commitments and responsibilities.
- Actively share Plan with developers and key corridor stakeholders.
- Establish a coordinated maintenance and waste pickup program.
- Begin conversations with IDOT.
- Establish a pilot joint funding pool to support coordinated corridor improvements.
- Plan and market a joint Roosevelt Road event series.

# NEXT STEPS: PLANNING PROCESS



- Oak Park Village Board to provide conditional approval for adoption of Plan - or provide edits.
- Plan to be presented to Berwyn City Council for adoption.
- Establish Roosevelt Road Corridor Implementation Committee.



**LET'S DISCUSS!**

