

Adopted by the Village Board of Trustees on  
March 21, 2005

*A Plan for the Redevelopment of*

# R O O S E V E L T R O A D

A JOINT-MUNICIPALITY STUDY OF THE ROOSEVELT ROAD CORRIDOR



*Sponsored by:* The City of Berwyn, Illinois  
Berwyn Development Corporation  
The Village of Oak Park, Illinois

*Funded by:* Illinois Tomorrow Grant, IDOT  
The City of Berwyn, Illinois  
The Village of Oak Park, Illinois

**Sponsoring Organizations:**

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Note: The information contained in this document is time sensitive. Research for the report was performed from November 2001 to November 2002.

## Background

The Roosevelt Road corridor is a major asset for both Berwyn and Oak Park. Along its one and a quarter mile length between Harlem Avenue on the west and Austin Avenue on the east, the corridor is made up of hundreds of businesses employing thousands of people providing goods and services for still other tens of thousands. Because it is so long and spread out, it comes as a surprise that Roosevelt Road contains more than 1 million square feet of commercial space, roughly the size of a large shopping center or a thirty-story office building.

*Roosevelt Road contains more than 1 million square feet of commercial space, roughly the size of a large shopping center or a thirty-story office building.*

Despite its economic and community significance, the Roosevelt Road corridor has never benefited from cooperative development strategies. This changed in 2000 when Berwyn Development Corporation, in partnership with the City of Berwyn and the Village of Oak Park, secured an "Illinois Tomorrow" Grant through the Illinois Department of Transportation to do a first-ever comprehensive redevelopment study of the corridor. This

planning document, prepared by a consulting team lead by Farr Associates, is the resulting work product.

The kickoff meeting for this study provided an historic opportunity to bring together the leadership of both communities. In speaking to a gathering, Oak Park Village President Joanne Trapani and Berwyn Mayor Thomas Shaughnessy both stressed the importance of intergovernmental cooperation in the redevelopment of the Roosevelt Road corridor.

*Community leaders stressed the importance of intergovernmental cooperation in the redevelopment of Roosevelt Road.*

The consultant team solicited robust public input, compiling the results of over 500 business and resident surveys and also holding two public input meetings attended by more than 200 residents and business owners. They identified a broad range of issues ranging from site specific concerns, opportunities for new businesses, and a broad consensus that despite many notable strengths, the corridor is in a slow-motion decline.

To provide a framework to assess these community comments, the consultants reviewed relevant studies and regulations and surveyed

the physical assets of the corridor. The survey covered the size and use of buildings, the supply of on- and off-street parking, the pedestrian-friendliness of the streetscape, street access and circulation issues, and potential redevelopment sites. A limited market study was undertaken to determine the demand for new uses in the corridor.

## Strategic Findings

### Land Use: Alternative Uses to Retail

The trend in retail spending patterns toward big box development as exists along nearby Harlem Avenue means that the Roosevelt Road corridor has no demand for national-level retail tenants. While the rents are low enough to allow "mom and pop" style retail and commercial to subsist, only a small percentage of these corridor businesses have found a successful niche or formula to compete over the long term against national chains. This means that new uses must be found for many of the buildings along the corridor. Residential uses such as multifamily and live/work/flex units are identified as suitable in defined areas of the corridor. Additionally, it is recommended that light industrial uses, designed to accommodate the pedestrian, would be appropriate along certain segments of the corridor.

### Urban Design: Build on Existing "Main Street" Character

At one time the Roosevelt Road corridor was nearly built out with traditional one and two story "main street" buildings. Two relatively intact patches of a traditional main street still exist on the corridor (see subareas 2 and 5) with relatively viable pedestrian-oriented retail. This report recommends that these mini-Main Streets be retained and strengthened by promoting new complementary businesses and by directing new housing development to other nearby parts of the corridor.

### Regulations: Adopt Pedestrian-Friendly Zoning

Most of the newer development along the corridor

*The Roosevelt Road corridor has no demand for national-level retail tenants.*

*New zoning standards should be adopted that require buildings to be built up to the sidewalk with display windows facing the street and parking in the rear.*



## EXECUTIVE SUMMARY

is made up of auto-oriented building types, such as strip malls and drive-throughs. This auto-oriented pattern of development undermines the beauty, continuity and pedestrian-friendliness of the entire corridor. Also, new industrial buildings present windowless faces to the street, decreasing its appeal and vitality. Current zoning standards provide no protection against this inappropriate development. New zoning standards should be adopted which require buildings to be built at the back of the sidewalk with display windows facing the street and parking in the rear.

*IDOT indicated a willingness to allow the lane widths to be narrowed to allow the sidewalks to be widened.*

*A comprehensive streetscape program is sorely needed.*

### Infrastructure: Sidewalks, Streetscape, Driveways and Cul-de-Sacs

Roosevelt Road has extremely narrow sidewalks, as little as five feet, and wider-than-needed travel lanes, making the entire street feel pedestrian-hostile. In recent decades, traffic counts on Roosevelt Road have actually been slowly declining. Because of the reduced traffic, the Illinois Department of Transportation indicated a willingness to allow the lane widths to be narrowed and to allow the sidewalks to be widened and landscaped, as part of a comprehensive streetscape initiative. (See Urban Design Objective 1, page 22)

To improve pedestrian-friendliness, driveways along the corridor should be reduced in number and width. At the same time, the access to alleys from Roosevelt Road must be improved to allow needed parking and service access. This will involve reconfiguring a number of the Berwyn cul-de-sacs. A comprehensive streetscape program is sorely needed. (IDOT will fund a repaving of Roosevelt Road and additional funding for the streetscape improvements may be available from the district engineer's discretionary funds.)

### Implementing the Plan

This study establishes cooperative municipal goals, recommends objectives, outlines specific actions, and identifies some of the funding sources available to improve the Roosevelt Road corridor. While significant change

won't happen overnight, some low-cost improvements may be made quickly. Many recommendations will require years of consistent action. It takes time to make policy changes, to generate support, to establish and enforce new zoning and redevelopment guidelines, and to obtain the funding necessary for major streetscape and infrastructure improvements. At the same time, it is clear that without a commitment to cooperation and a common vision, there is no chance for significant, coordinated corridor improvements to benefit the residents and businesses within the Roosevelt Road corridor, the Village of Oak Park and the City of Berwyn. This study is only the first, major step.

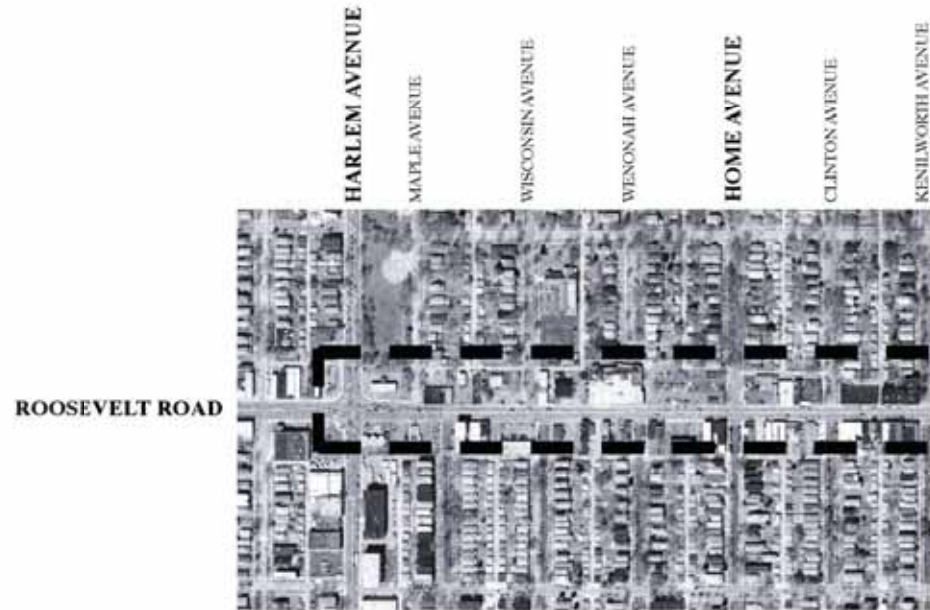
### Governance: Encourage Cooperation Between the Two Municipalities

To be successful, these redevelopment initiatives must apply to both sides of the corridor; therefore, the City and the Village must work together to create a unified corridor. To speed change, the two municipalities ultimately should form a Joint Redevelopment Authority. This authority will create a forum to ease decision-making, encourage discourse, and implement the more difficult findings of the study. This entity would be governed by a board appointed by both municipalities. This new authority should be municipally financed and legally chartered with the power to buy, sell and condemn land, and enter into development and service contracts.

*This plan is only the first step. Ultimately the corridor will be re-introduced to the community as a wonderful, vibrant place to live and work.*

Prior to establishment of the Joint Redevelopment Authority, many of the initial tasks can be accomplished separately by each municipality. In order to take the first step forward, Berwyn and Oak Park must officially adopt this plan. Halting the spread of inappropriate development is the most urgent need; therefore, the zoning standards outlined in the report must be adopted to protect both sides of the corridor. These standards will encourage development appropriate for a thriving corridor district and encourage developers to pursue new multifamily and live/work/flex housing projects. Ultimately, upon completion of the tasks outlined in this document, the corridor will be re-introduced to the community as a vibrant, wonderful place to live and work.

# INTRODUCTION



## INTRODUCTION

This study was initiated to analyze conditions along the Roosevelt Road corridor in Berwyn and Oak Park, Illinois; to identify goals in keeping with the community's desires; and to develop a series of recommended actions designed to meet specified objectives.

In the latter half of the twentieth century, the Roosevelt Road corridor changed from a bustling, pedestrian-oriented Main Street to an auto-oriented street. In recent decades, many of the traditional shops were replaced with fast food restaurants, gas stations, strip shopping centers with suburban-style parking lots, and industrial uses. In the early 1980s, the Illinois Department of Transportation (IDOT) designated Roosevelt Road as a state highway, which further increased the intensity of vehicular domination, sealing its fate administratively. The communities on either side of Roosevelt Road wish to retain a pedestrian feel and keep the corridor

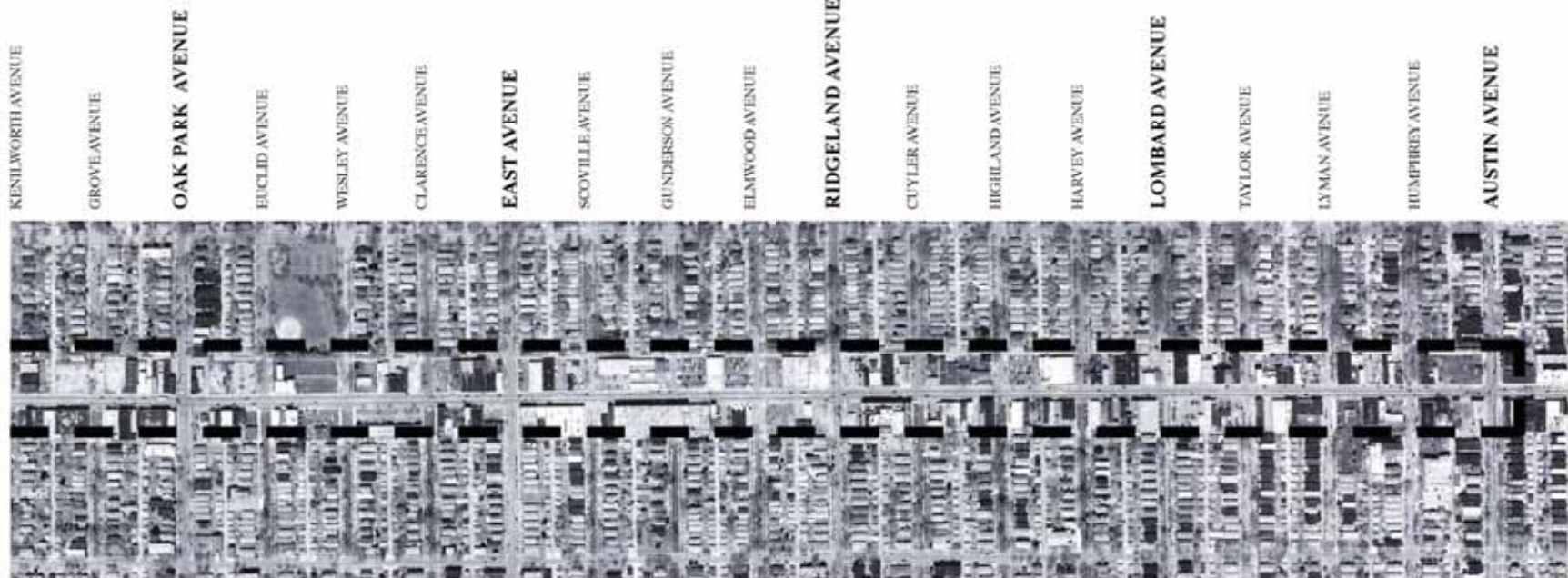
from adopting the character of a highway. Thus, the purpose of this project is to address the mismatch between community preference which favors a pedestrian-friendly street and the existing automobile-oriented character, and to identify solutions to guide its development in the coming decades.

The City of Berwyn and the Village of Oak Park are collaborating on this study to consider both sides of Roosevelt Road as a whole rather than as a dividing line between the two municipalities. This commitment to cooperation will encourage the implementation of a coordinated planning process, benefitting both municipalities and making the corridor a strong, unifying element.

The Berwyn Development Corporation initiated this study, securing a grant from IDOT to the City of Berwyn with funds earmarked for community

building. To implement this study, Berwyn hired the project team, comprised of Farr Associates Architecture and Urban Design as the project leader, Community Economic Redevelopment Corporation as economic development consultants, and Fish Transportation as transportation consultants.

This planning document serves as a guide for development and improvements along Roosevelt Road. Action items are outlined to attain the goals and objectives outlined in this report, and many tasks can be implemented within the first two to four years. This plan should be revised as implementation progresses, and priorities should be reevaluated after five years or as needed. Substantial progress should be made within 15 years, at which time goals should be reviewed in the context of implemented changes.



*Project Boundary delineated on an aerial photograph of the corridor and surroundings.*



## PROCESS

The project team initiated the study by collecting data on current and historical conditions along Roosevelt Road and by visiting the site to observe the conditions along the corridor. Several community meetings were then set up to obtain input from members of the community. Three meetings were held to encourage the community to participate in the planning process and to ensure that the consultant team thoroughly considered any comments or remarks. During the planning process, the consultant team updated the community on the progress of the study and also strove to gain approval on the project from the community to increase the likelihood of creating desirable, implementable recommendations. Additionally, a community survey was performed to further inform the planning process, especially from a land use perspective.

The planning process was complicated by the corridor's location in separate jurisdictions. The north side of Roosevelt Road is located in Oak Park, whereas the south side is in Berwyn, with a small portion located in Cicero. These challenges were addressed by holding two meetings that were attended by representatives of the governments of Oak Park and Berwyn to jointly discuss goals, concerns, and other issues for the corridor.

In addition, the state's input was required because of Roosevelt Road's status as a state highway. The consultant team met with IDOT to discuss the scope of the project and to gain support for the study.



Map of corridor illustrating the municipalities involved. The delineation between the village of Oak Park and the city of Berwyn is the centerline of Roosevelt Road. The presence of multiple municipalities is further complicated by the involvement of the Illinois Department of Transportation, as it holds jurisdiction over Roosevelt Road.

### Project Kickoff

September 19, 2001

The purpose of this meeting was to introduce key staff from each municipality to each other. Each attendee introduced him or herself and said where they were from and what their role in the process. Doug Farr gave a brief background on the project, emphasizing the purpose of this meeting was to have both municipalities come to the table, become familiar with each other, and to discuss and agree on the next steps in the study process. Corridor-related issues and concerns were discussed in general terms as well as available funding and marketing strategies. Doug suggested that this group plus a couple mayors and aldermen should become an implementation committee. It was agreed that the next meeting should include the elected officials from both municipalities.

### Public Officials' First Project Meeting

November 15, 2001



A meeting with public officials from both Berwyn and Oak Park was held in November 2001. The purpose of this meeting was to give the elected officials from both communities an opportunity to meet and discuss the proposed goals for the corridor. Oak Park Village President Joanne Trapani and the Mayor of Berwyn, Thomas Shaughnessy, pledged their support and commitment to improving Roosevelt Road. This meeting also provided the opportunity for the public officials to meet the consultants hired for this project and share their goals and concerns.

### First Community Workshop

March 14, 2002



A large crowd of Berwyn and Oak Park constituents turned out to share in the first community workshop for Roosevelt Road along with the Village of Oak Park President, Joanne Trapani; the Mayor of Berwyn, Tom Shaughnessy; several aldermen; and other elected officials. A series of planning tools was used to gather input from the community and to record their concerns.

#### "Pin the Tail on the Problem"

This tool is used to locate problem areas and situations along the corridor concerning traffic issues, crime, service related issues, and pedestrian-related issues.

#### SWOT Analysis

This tool asks the community to list the strengths, weaknesses, opportunities and threats within their community. These issues are then ranked in order of importance and reported back to the community. (See appendix.)

#### "Where do you shop, Where do you live?"

This planning tool asks the community to place dot stickers on retail establishments along the corridor that they frequent and where along the corridor they live. This determines which uses are crucial to remain or where an anchor could be.

These tools then help the planners and public officials reach conclusions on how to help the corridor and help form the plan.

#### PROJECT TIMELINE



# PROCESS

## Community Survey

March to April 2002

Surveys were given to business owners along the corridor as well as residents abutting the corridor as a tool to quantify and document their concerns for the corridor. Businesses were asked about their hours of operation, the length of time they have been operating, how customers arrive to their store, parking issues, as well as any traffic concerns that may affect their business.

Residents were asked if they frequent the businesses along Roosevelt Road, how often and how they travel to the corridor. Questions were posed in reference to traffic issues stemming from living so close to the corridor and any service related issues that may affect them such as spillover noise, delivery hours, and parking concerns.

Responses	Business Responses	Residential Responses
Oak Park	20	359
Berwyn	17	116

## Second Community Workshop

June 26, 2002



The second community workshop provided feedback to the community on the initial findings along the corridor. It also provided an opportunity to gather further input from the community through a more informal discussion as well as index cards for those wishing to remain anonymous.

Different tools used by the planners as well as strategies for gaining more parking were explained to the public. For example, the PedZone<sup>SM</sup> Analysis indicated where along the corridor is pedestrian-friendly, uncomfortable but not unsafe for pedestrians, and pedestrian hostile.

## Meeting with Illinois Department of Transportation (IDOT)

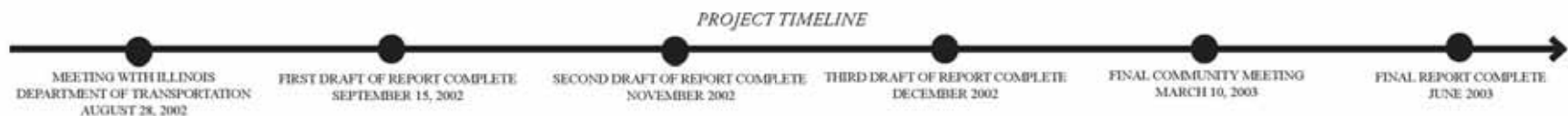
August 28, 2002

In an effort to prevent barriers to implementation, the consultants discussed planned recommendations along the corridor and their feasibility with key IDOT officials. Consensus was reached on certain proposed elements such as: center lane medians, bulb-outs, landscaping, the elimination of the continuous center turn lane as well as smaller design details. Information was provided to the consultants on obtaining standards for these proposed elements and some funding sources available to finance these recommendations as well (see List of Potential Funding Sources in the Implementation Section). For further detail on this meeting, refer to meeting minutes in the appendix section of this report.

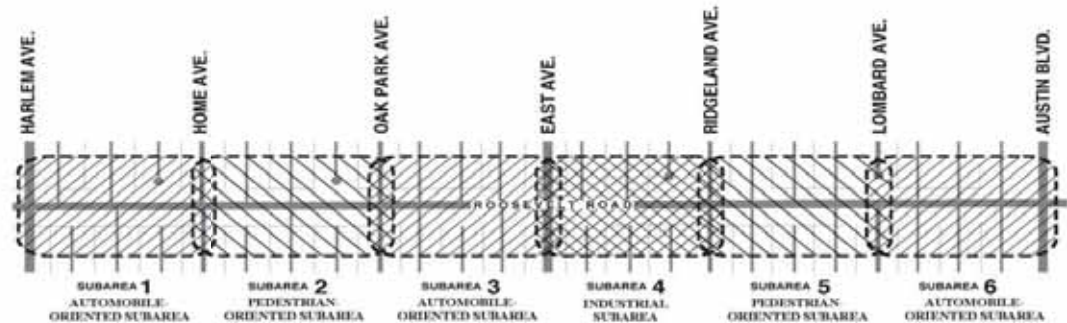
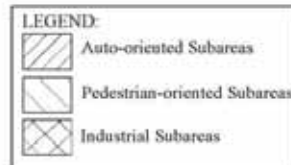
## Final Community Meeting

March 10, 2003

The final community meeting and presentation of the report was held at Fitzgerald's. The meeting was attended by public officials from Oak Park and Berwyn, as well as community members from both municipalities. After the meeting, several members of the community and public officials provided additional comments, which were addressed in the final report.







## OVERALL CORRIDOR

The site of the project is Roosevelt Road from Harlem Avenue (7200W) to Austin Boulevard (6000W), which has a total length of approximately 1.5 miles. Roosevelt Road divides the Village of Oak Park and the City of Berwyn. There is a common desire among residents and stakeholders to retain a pedestrian feel and keep the corridor from adopting the character of a highway.

The length of the corridor and the different identities prompted the consultant team to divide the site into subareas for clarity and ease of understanding. The subareas are based on character and use, and the site is divided into the six subareas shown above. The following section addresses corridor-wide goals, objectives, and recommended actions that will be applied later in this report to specific locations throughout the study area.



## CORRIDOR-WIDE GOALS

During the Community workshops, goals and objectives emerged within three main categories: transportation, urban design, and land use and development. These general goals help organize this document into three cohesive topics. Each goal is briefly described below.

### *Goals, Objectives and Recommended Actions*

The information continues to get more specific as the document progresses. Corridor-wide objectives for each goal are outlined on the following pages, with one objective per two-page spread. General corridor-wide

recommended actions needed to achieve each objective are outlined and designated with an abbreviation of the objective (for example, Land Use Objective 3 is abbreviated as LU3), then lettered consecutively (such as LU3-A).

### *Goals by Subarea*

These goals, objectives and recommended actions are applied to each subarea type. Organized by the three subarea types: pedestrian-oriented, auto-oriented and industrial, this section applies the objectives and

recommended actions for each goal to each subarea and includes site specific details and recommendations.

### *Implementation*

The final section of this document addresses implementation strategies. Each action item is listed according to priority, and specific parties are identified as responsible for each action. The actions are keyed back to the goals and objectives from previous sections.

## TRANSPORTATION

### Overall Goal: Create an Accessible Site for All Visitors.

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The transportation goal for Roosevelt Road is to create an accessible site for all visitors to or through the corridor. All must have easy access to the site, including cars, pedestrians, bicyclists, busses, and service vehicles. Conflicts between these various modes must also be minimized.

### *TRAFFIC CALMING*

Speeding traffic and congestion have been issues along the corridor; therefore, effective signalization and clearly marked crosswalks are crucial to maintain safety. Traffic-calming design elements will help pedestrians cross streets by clearly delineating pedestrian areas and narrowing streets at major crossings.

### *PARKING*

Regional visitors to the corridor must be able to drive through the corridor and park easily. Visitors must be encouraged to park once and walk throughout segments of the corridor. Parking must be convenient and strategically located throughout the corridor to accommodate these visitors.

### *PEDESTRIANS*

Further, once visitors park and exit their cars, they become pedestrians, as are transit riders who visit the corridor. A comfortable streetscape must be created, with limited areas of potential conflict between vehicles and pedestrians.

### *BICYCLISTS*

Bicyclists also need to be accommodated with well-marked paths separate from vehicular traffic. Bicycle racks also encourage this mode of transport by offering a welcoming, dedicated place to lock bicycles.

### *ALLEY ACCESS*

For economic viability, service vehicles must be able to efficiently navigate local roads and alleys when making deliveries to businesses along the corridor. Truck drivers should be able to quickly and effectively make service visits and exit the corridor.



*Existing pedestrian realm along corridor is uncomfortable and unsafe in many areas.*

TRANSPORTATION OBJECTIVES defined by these specific issues and addressed on the following pages:

### *Transportation*

**OBJECTIVE 1: Create a Continuous Pedestrian-Friendly Experience**

### *Transportation*

**OBJECTIVE 2: Provide Parking in Strategic Locations**

### *Transportation*

**OBJECTIVE 3: Create Alley Access for All Businesses**

### *Transportation*

**OBJECTIVE 4: Provide Traffic Calming for a Safer Corridor**

## CORRIDOR-WIDE GOALS

### URBAN DESIGN

**Overall Goal: Create an Identity that will Draw Visitors & Businesses.**

---

The urban design goal for the study area is to create a character or sense of place that will draw visitors to the site and attract businesses to locate on the corridor.

Urban design is key to creating a comfortable site for pedestrians as well. Design related to the streetscape, as well as how the buildings relate to the streetscape, will be addressed. Existing building facade renovation, as well as guiding the development of new buildings on the corridor, will be addressed.

URBAN DESIGN OBJECTIVES addressed on the following pages:

Urban Design  
OBJECTIVE 1: Create a Pedestrian-Oriented Streetscape

Urban Design  
OBJECTIVE 2: Enhance Storefronts & Building Facades

Urban Design  
OBJECTIVE 3: Guide the Design of Future Development



*An example of a well designed storefront on the corridor.*

### LAND USE & DEVELOPMENT

**Overall Goal: Determine & Encourage Appropriate Development.**

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Maintaining economic livelihood is necessary to boost the vibrancy of the corridor. The land use and development goal for Roosevelt Road is to identify and encourage appropriate redevelopment opportunities throughout the study area. Locations for redevelopment must be determined and particular business types must be encouraged for different types of sites.

The study area includes low-density development, industrial uses, and vacant sites in both pedestrian-friendly and automobile-oriented forms. The objectives for this goal will encourage a mix of uses, considering that new development should reinforce and complement the existing community.

LAND USE OBJECTIVES addressed on the following pages:

Land Use  
OBJECTIVE 1: Identify Re-Use & Redevelopment Sites

Land Use  
OBJECTIVE 2: Tap the Market for Appropriate Land Uses

Land Use  
OBJECTIVE 3: Encourage Residential & Mixed-Use Development



*Empty parcels provide opportunities for positive redevelopment.*

# TRANSPORTATION GOAL

Create an Accessible Site for All Visitors.

## Transportation

### Objective 1: CREATE A CONTINUOUS PEDESTRIAN-FRIENDLY EXPERIENCE

The overall transportation goal of creating an accessible site for all visitors is perhaps most important for pedestrians. Transportation Objective 1 concentrates on the need to create comfortable access continuously throughout the corridor for pedestrians.

The need to create a continuous pedestrian-friendly experience is all the more salient for a corridor such as Roosevelt Road, which includes several predominantly pedestrian-friendly subareas that are separated by auto-oriented subareas. As illustrated in the Subarea Relationship Diagram below, the destination for most pedestrians is most likely one of the two subareas designated as pedestrian-oriented, Subarea 2 or 5 (note the asterisks). Most pedestrians accessing these subareas come from or are passing through the other less pedestrian-friendly subareas along Roosevelt Road.

#### Prioritization

Initially, subareas 2 and 5 should be given priority for implementation of this objective. While shared parking that can serve retail in the pedestrian-oriented areas is negotiated within adjacent auto-oriented subareas, pedestrian-friendly elements should be extended to parking areas in the more auto-oriented zones. After those connections are established, the industrial subarea should be linked with the neighboring subareas using pedestrian amenities. Finally, the auto-oriented corners at the arterial streets (Harlem Avenue, Ridgeland Avenue, and Austin Boulevard) should be redeveloped with pedestrian connections to completely extend the pedestrian network.

Regardless of character, each subarea must include pedestrian uses that continue through the entire corridor, connecting it entirely. Despite the presence of different land uses, the subareas should be linked together with pedestrian amenities such as wide, continuous sidewalks, limited curb cuts, clearly marked crosswalks, and medians.

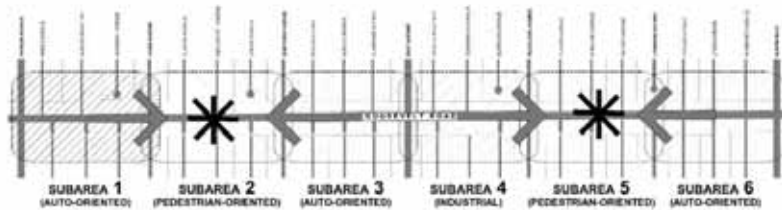
The following recommended actions are the initial step toward reaching this objective of a continuous pedestrian-friendly experience. These actions, however, cannot stand alone. Urban design recommendations outlined in following sections address the aesthetics

of the streetscape and the comfort of the pedestrian. Additionally, urban design guidelines address the design of buildings adjacent to the sidewalk, defining a human scale space for the corridor and creating interest along the sidewalk for the pedestrian. Finally, land uses along the corridor relate to this objective as well. As outlined in the Land Use and Development section, mixed-use developments should encourage pedestrian-oriented retail on the ground floor with office or residential uses on upper floors, creating a safer street with activity twenty-four hours a day.

#### Pedestrian Zone Analysis

To analyze the existing continuity along the corridor, the consultants utilized a unique tool, the Pedestrian Zone analysis. Within each subarea section, the level of pedestrian comfort and safety was measured and recorded on an aerial photograph. Green delineates fairly wide sidewalks and buildings with large windows adjacent to the sidewalk, signalling a relatively rewarding pedestrian experience. Yellow indicates sidewalks adjacent to parking lots or blank building walls, signalling a safe but unrewarding experience. Red areas signal potential conflicts with automobiles at driveways crossing sidewalks or in crosswalks at intersections.

To illustrate the lack of existing continuity along the corridor, the green areas are shown in the diagram below for the entire corridor. As a result of implementing the recommended actions, the continuity of the pedestrian experience should read in the diagram below as green the entire length of the corridor, with the exception of the crosswalks.



Subarea Relationship Diagram Illustrating Proposed Pedestrian Draw to Existing Pedestrian Subareas



This PedZone<sup>SM</sup> diagram illustrates the lack of pedestrian continuity throughout the existing corridor. Note that the green bars indicating a rewarding pedestrian experience have significant breaks signalling a lack of continuity. The red bars indicate the existing crosswalks, illustrating their infrequency throughout the corridor.



# TRANSPORTATION GOAL

Create an Accessible Site for All Visitors.

## Corridor-Wide RECOMMENDED ACTIONS for Implementing Transportation Objective 1 (T1):

### T1-A. RELOCATE & NARROW EXISTING DRIVEWAYS

Remove existing driveways on the corridor and relocate them to side streets or off the alley. For driveways that remain during the interim, reduce the width to a maximum of 22'.

### T1-B. RECONFIGURE STREET LAYOUT (Reference Transportation Objective 4 for more detail)

- **Reconfigure Lane Widths**  
Reference T4-A
- **Install Crosswalks & Traffic Signals**  
Reference T4-B
- **Add Bulb-outs at Intersections**  
Reference T4-A
- **Construct Center Medians**  
Reference T4-A

Reconfiguring lane width will allow for widening of sidewalks. Installing crosswalks with bulb-outs on corners will reduce crossing distances for pedestrians. Center medians will provide refuge for crossing pedestrians.



*Storefronts at the sidewalk edge provide a rewarding pedestrian experi-*



*Auto-dominated uses erode the streetwall and should be buffered until redeveloped.*

### T1-C. INSTALL STREETScape (Reference Urban Design Objective 1 for more detail)

- **Widen and Regrade Sidewalks**  
Existing sidewalks along the corridor range in width from 5' to 10'. Reducing the traffic lane and center turning lane widths per IDOT minimum standards allows for increasing the sidewalk widths in most areas. Additionally, increased width is needed to flatten the slope of many of the sidewalks.
- **Maintain Existing On-Street Parking**  
Maintain existing on-street parking to buffer pedestrians from traffic.
- **Install Street Trees**  
Reference UD1-A
- **Increase Transparency**  
Reference UD2-A

### T1-D. BUFFER EXISTING AUTO-ORIENTED USES

(Reference UD1-G) Ultimately, construct buildings along sidewalks where existing uses are set back or where parking lots exist at the sidewalk. During the interim, install landscape buffers along auto-oriented uses and parking lots.



# TRANSPORTATION GOAL

Create an Accessible Site for All Visitors.

## Transportation Objective 2: PROVIDE PARKING IN STRATEGIC LOCATIONS




Currently, parking is concentrated at the most auto-oriented uses—shopping areas that feature large, suburban-style box or strip developments. Pedestrian-oriented subareas would be enhanced by the availability of parking at borders with auto-oriented subareas. Large parking lots should be more effectively utilized as shared parking. Excess or obsolete curb cuts should be removed.

There are three broad strategies related to parking. One focus is increasing the supply of on-street parking by removing curb cuts and changing to head-in parking on side streets where the right-of-way allows this configuration. A second issue is identifying and negotiating shared parking agreements with owners of large parking lots to more effectively use parking resources. The

third point is combining rear parking lots with shared parking agreements to increase the supply of parking spaces in a way that scatters parking in an unobtrusive location.

Currently parking is located mainly in the auto-oriented subareas, 1 and 3, see parking diagram. Incentives to provide shared parking and creative schemes for on-street parking will increase the availability of parking throughout the corridor.

Additionally, the municipalities should research the feasibility of constructing municipally owned lots or parking structures in locations especially serving subareas 2 & 5. As noted below.

- KEY
-  Existing Parking Lots
  -  Existing Vacant Parcels
  -  On-street Parking

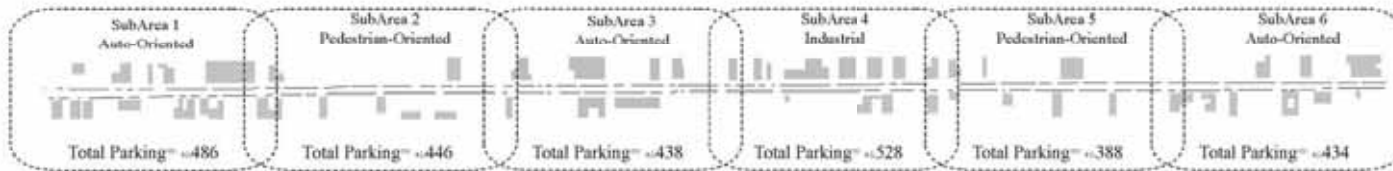


Diagram of Existing Parking Areas throughout the Corridor. Parking counts are for on-street and off-street parking currently existing along the corridor.

Total = 2720

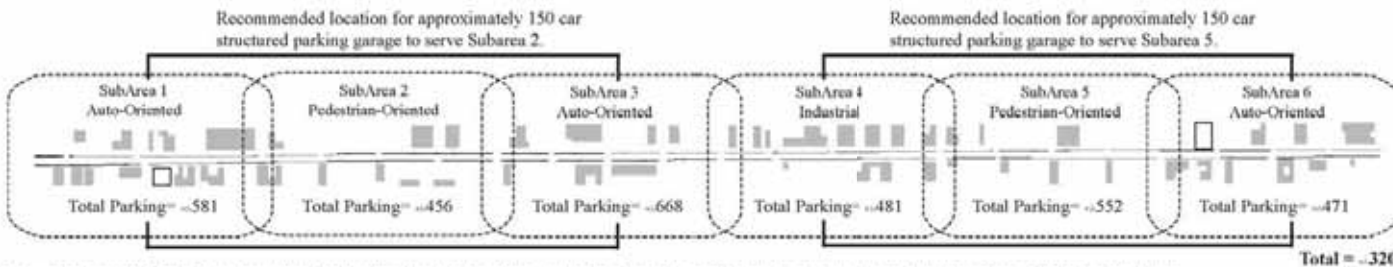


Diagram of Proposed Parking Areas throughout the Corridor. Proposed parking counts include existing parking plus new on-street and off-street parking as well as potential structured parking totalling approximately 300 spaces. This diagram does not specify how many spaces would potentially be municipal spaces.

## TRANSPORTATION GOAL

Create an Accessible Site for All Visitors.

### Corridor-Wide RECOMMENDED ACTIONS for Implementing Transportation Objective 2 (T2):



*On-street parking is convenient to store entrances, and it also buffers pedestrians from travelling cars.*



*Potential sites for parking structures with ground-floor retail have been designated along the corridor.*



*Large under-utilized parking lots could be partially leased for public parking.*

#### T2-A. INCREASE ON-STREET PARKING

On-street parking should be maintained and increased wherever possible along the corridor.

- **Relocate & Narrow Existing Driveways**  
Remove existing driveways on the corridor and relocate them to side streets or off the alley. By eliminating driveway curb cuts, the number of on-street parking spaces can be increased.
- **Create Head-In Parking on Side Streets**  
Reconfigure existing parallel on-street parking into head-in parking on side streets in designated areas with available right-of-way.

#### T2-B. LEASE PORTIONS OF EXISTING LOTS

Negotiate municipal leases for public use of portions of designated existing, large parking lots.

#### T2-C. CREATE INCENTIVES FOR SHARING PARKING & COMBINING SMALLER LOTS

Determine the feasibility of providing funding for landscaping or repaving parking lots for owners that have established a shared parking agreement between multiple businesses.

#### T2-D. CONSTRUCT PUBLICLY-OWNED PARKING LOTS

Purchase or lease vacant land or existing parking lots to construct strategically placed, publicly-owned parking lots along the corridor available for public use.

#### T2-E. RESEARCH THE FEASIBILITY OF CONSTRUCTING PUBLICLY-OWNED PARKING GARAGES

For the long term and as residential development increases along the corridor, the possibility of either municipality constructing a parking structure in place of an existing development should be researched. Municipally owned structures should be located within the corridor to serve existing pedestrian-oriented subareas (2 and 5) and protect existing, traditional buildings from demolition for parking lot construction.

#### T2-F. ESTABLISH NEW PARKING REQUIREMENTS FOR RETAIL

Reduce or exempt the number of parking spaces required for small scale retail and restaurant uses along the corridor.


# TRANSPORTATION GOAL

Create an Accessible Site for All Visitors.

## Transportation Objective 3: CREATE ALLEY ACCESS FOR ALL BUSINESSES

Pedestrian-oriented corridors require that delivery access to buildings occurs in the rear to avoid conflict between delivery trucks and pedestrians. Typically, the alley system serves this purpose. Mainly on the southern side of Roosevelt Road, several of the alleys have been cut off from the corridor, and access to them is only possible from the residential streets. In order to connect service alleys to businesses, as well as decrease the number of curb cuts required, the cul-de-sac and traffic system on this side of Roosevelt Road should be evaluated. With effectively-routed service traffic via connected alleys, and two-way residential access to all cross streets, navigation through the corridor will be improved.

 Proposed Locations for Alley Reconfigurations

 Existing Designated One-Way Streets Proposed for Reconfiguration to Two-Way Streets (All other Streets are Two-Way to Allow Full Access Once Alleys are Reconfigured)



Alley on South Side of Roosevelt Road: Alley is not accessible from the commercial properties



Alley on North Side of Roosevelt Road: Alley is accessible from the commercial properties



Diagram of Proposed Locations for Alley Reconfigurations and One-Way Streets to be Revised



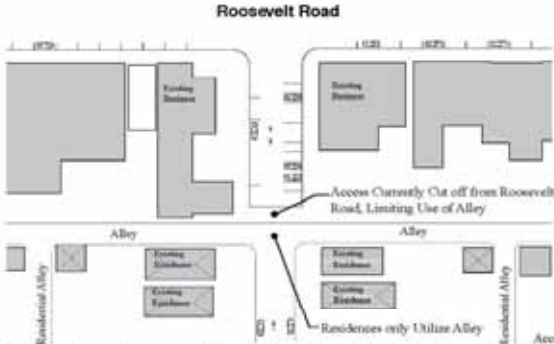
# TRANSPORTATION GOAL

Create an Accessible Site for All Visitors.

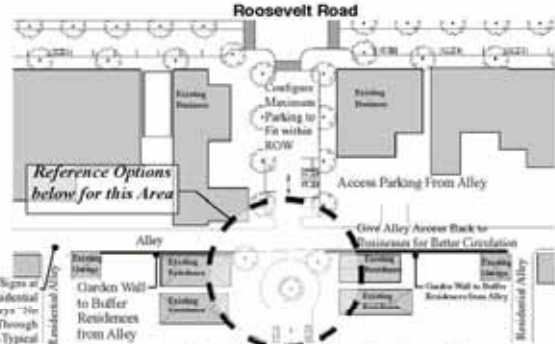
## Corridor-Wide RECOMMENDED ACTIONS for Implementing Transportation Objective 3 (T3):

**T3-A. RECONFIGURE CUT OFF ALLEYS**  
 Reconfigure all alleys for access off Roosevelt Road to serve the commercial and mixed-use buildings of the corridor. Provide screening for affected residential properties. Reference options below for reconfigurations.

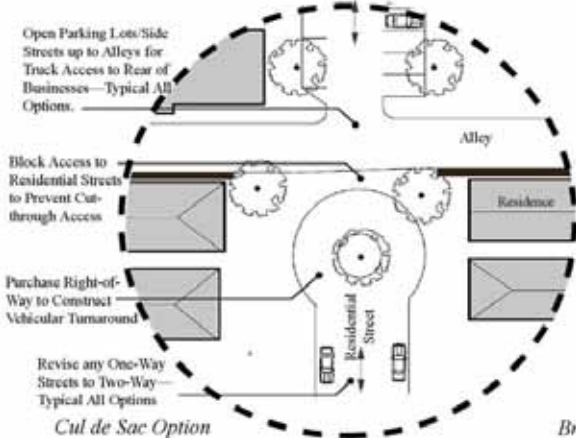
**T3-B. REVISE ALL ONE-WAY CROSS STREETS TO TWO-WAY**  
 To reconfigure the cut off alleys, all one-way streets must be reconfigured to two-way to allow access to residences previously served by the alleys.



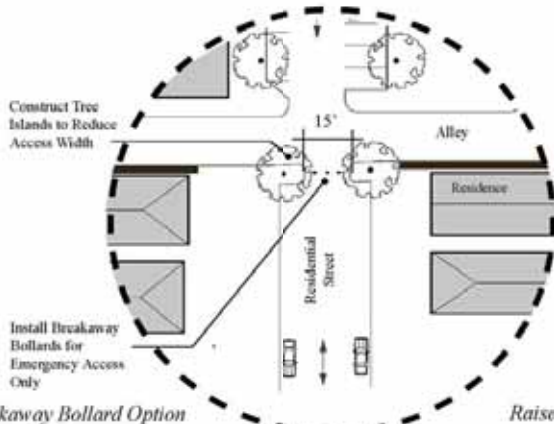
Illustrative Diagram of Typical Existing Alley Configuration



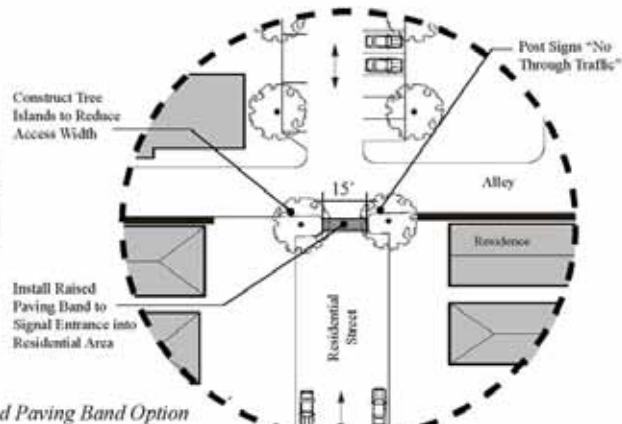
Illustrative Diagram of Typical Proposed Alley Reconfiguration



Cul de Sac Option



Breakaway Bollard Option



Raised Paving Band Option

# TRANSPORTATION GOAL

Create an Accessible Site for All Visitors.

## Transportation Objective 4: PROVIDE TRAFFIC CALMING FOR A SAFER CORRIDOR

Because an exit from the Eisenhower Expressway is just blocks away from the study area, Roosevelt Road tends to absorb additional overflow traffic when drivers seek a short-cut. This traffic is also important to the economic viability of the corridor because it provides exposure to the businesses along the corridor to persons living in nearby communities. However, the community has expressed concern for the speed of traffic on the corridor.

Slowing traffic and providing buffers to the pedestrians on the streets is an effective way of maintaining visibility of the commercial corridor while limiting conflicts with pedestrians. Effective traffic-calming methods and strategic signalization are required to slow traffic and decrease the attractiveness of the shortcut for commuters who are using Roosevelt Road merely to avoid expressway traffic. The congested intersection at Roosevelt Road and Ridgeland Avenue should be evaluated to ensure that the lane configuration and signalization is appropriate.

The narrow width of the right-of-way makes it difficult to facilitate different transportation uses on the corridor. Further, the width of the right-of-way must be maintained to allow for the existing buildings constructed up to the sidewalk. Input from IDOT supports these findings and guides the following recommendations.

Pedestrian access must be facilitated, particularly in areas where the sidewalk is narrow or has too steep a grade. Creation of a center median will allow turn lanes while providing an opportunity for greening and improving pedestrian safety. On-street parking is a primary concern to business owners and customers, and it also helps buffer the sidewalk.

Providing adequate sidewalks, installing a center median, and maintaining on-street parking limit the availability of space for bicycle lanes. To facilitate transportation by bicycle, an intermunicipal effort should be launched to establish a bicycle plan or strategy to encourage safe connections to and through the corridor. Links from adjacent neighborhoods to Roosevelt Road will improve access to the corridor. Should the community decide that bicycle lanes are a greater priority than a center median, bicycle lanes six feet wide could be provided. Still, because of the limited right-of-way, any bicycle lanes would merge with auto traffic at intersections allowing left-turn lanes.



Shown above is a wide expanse of pavement for mother and child to cross without crosswalk.



Bulb-outs drastically reduce amount of pavement to cross and allow space for pedestrian amenities.

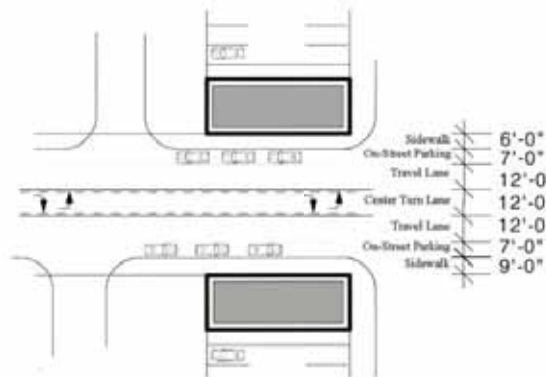


Diagram of Typical Existing Lane Configuration

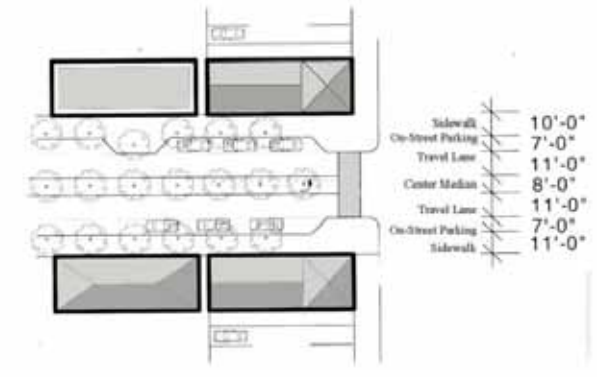


Diagram of Proposed Lane Configuration

# TRANSPORTATION GOAL

Create an Accessible Site for All Visitors.

## Corridor-Wide RECOMMENDED ACTIONS for Implementing Transportation Objective 4 (T4):

### T4-A. RECONFIGURE STREET LAYOUT

Reconfiguration of the curb locations and the paving allows for use of the right-of-way in a more pedestrian-friendly way.

#### ■ Reconfigure Lane Widths

Existing traffic lane and turning lane widths are generally 12' for the majority of the corridor. Reconfiguring traffic lanes to the minimum IDOT standard of 11' wide and turning lanes to the minimum 8' wide will not only calm and slow traffic but will allow for additional width added to sidewalks.

#### ■ Add Bulb-outs at Intersections

Construct bulb-outs at all intersections and driveways to shorten the crosswalk length and to make crossing pedestrians more visible to traffic. Gently curving bulb-out geometry can allow easy access for snowplowing and street cleaning.

#### ■ Construct Center Medians

Construct medians within existing center turning lanes for the length of the study area, with the exception of the stacking distance back from the Harlem Avenue intersection. Allow left-turn lanes at other major intersections (Home Avenue, Oak Park Avenue, Ridgeland Avenue, Lombard Avenue, and Austin Boulevard). With removed driveway curb cuts, most mid-block left turns will be eliminated, allowing the left-turn lane to be replaced with median.



Center medians provide a refuge for pedestrians when crossing the street and narrow drivers' cone of vision, forcing them to slow down.

### T4-B. INSTALL CROSSWALKS

Install crosswalks with a pavement change at all intersections and designated mid-block crossings.



Clearly marked crosswalks create safer crossings for pedestrians.

### T4-C. INSTALL TRAFFIC SIGNAL

Perform a warrant analysis for installation of a traffic signal at Home Avenue. Consider pedestrian activity levels in analysis.

### T4-D. ESTABLISH COMMUNITY BICYCLE PLAN

Create an intermunicipal bikeway plan or strategy and establish preferred routes for bicyclists. Side streets should remain available to bicyclists to improve connections from residential neighborhoods to the south and north of the corridor. At locations where the side streets are not continuous, the curbs should be slotted to allow bicycles through to the corridor.

### T4-E. EVALUATE LANE CONFIGURATION AND SIGNALIZATION AT RIDGELAND AVE.

Initiate analysis of intersection at Roosevelt Road and Ridgeland Avenue. Determine whether the left-turn lanes on Ridgeland Avenue are an appropriate length for managing the volume of cars queuing to turn onto Roosevelt Road. Evaluate whether the timing of the signal for left turns onto Roosevelt is appropriate.



An intermunicipal bicycle plan will help identify the communities' transportation priorities and establish preferred routes.

# URBAN DESIGN GOAL

Create an Identity that will Draw Visitors & Businesses.

## Urban Design Objective 1: CREATE A PEDESTRIAN-ORIENTED STREETScape

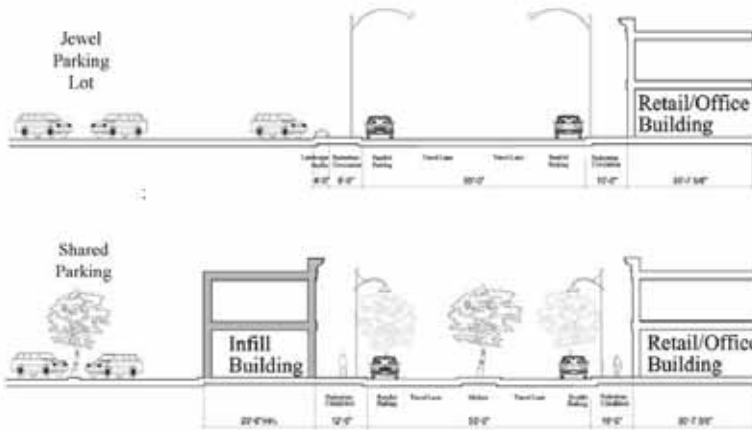
To create a successful shopping district, visitors to the site must feel comfortable walking throughout the corridor. A well-lit, active streetscape, occupied at all hours can create a safer corridor, key to the comfort of the pedestrian. Pedestrian-scaled lighting should focus light down on the sidewalk providing more visibility at night. Sidewalk cafes and on-street parking locate people on the street. Upper floor residences combined with a consistent police presence create "eyes on the street" twenty-four hours everyday. Additionally, wide sidewalks, on-street parking, bulb-outs with enhanced crosswalks, and street trees provide physical and psychological buffers from traffic, making pedestrians feel safer.

Visitors to the site must also be encouraged to walk throughout the corridor, so the streetscape of the corridor should be interesting and scaled to the pedestrian's focus. Decorative lighting, signage oriented to the sidewalk, decorative street furniture such as benches and trash receptacles, and public art are ways to make the streetscape more captivating. Buildings built up

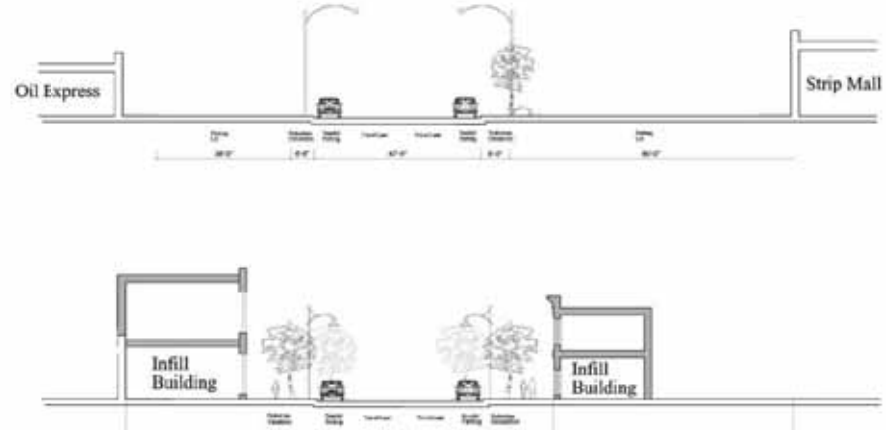
to the sidewalk create a more intimate scale to the space of the streetscape. Transparent facades with large storefront displays are perhaps the best way to create interest and draw the visitors down the street.

The creation of an identity for the corridor can help develop a sense of place. Street furniture and banners or seasonal decorations provide a visual reinforcement that both sides of the street are considered a continuous entity. Further, plantings of the same types of tree along the corridor will provide the same continuity. Construction of gateway buildings that help indicate the character of the corridor, or other gateway features, can be used to signal to visitors that they have arrived at the corridor.

A set of streetscape guidelines has been created to apply to all segments and sides of the corridor consistently. These guidelines should be used to create a set of streetscape construction drawings to be contracted and implemented.



Section of Proposed Typical Streetscape



Section of Proposed Typical Streetscape With Long Term Relocation of Buildings at Sidewalk



## URBAN DESIGN GOAL

Create an Identity that will Draw Visitors & Businesses.

### Corridor-Wide RECOMMENDED ACTIONS for Implementing Urban Design Objective 1 (UD1):

#### UD1-A. INSTALL STREETScape

Reconfiguration of the curb locations and the paving allows for use of the right-of-way for pedestrian-related improvements. The following streetscape items should be included in the master plan.

- **Widen Sidewalks**

Widen sidewalks to allow for development of the streetscape and provide a wide enough corridor to allow for passing pedestrians.

- **Install Street Trees**

Choose an appropriate or a series of appropriate trees to serve as the corridor tree and develop a standard installation method and location for each type. Install street trees in sidewalk areas in front of buildings, in center medians, and along side streets to the alley.

- **Install Light Fixtures**

Street lights are the perfect opportunity for designating an identity throughout the corridor. Choose an appropriate fixture or series of fixtures to replace the existing cobra-style street light standards. Decorative street lights should be smaller in scale than the existing with some embellishment designating this corridor. Fixtures should focus light down on the sidewalk and roadway as opposed to lighting up the sky.



Existing conditions indicate a need for pedestrian amenities illustrated on the right.



Street trees and attractive light posts with banners improve the pedestrian environment.

- **Install Street Furniture**

Choose a line of street furniture, including trash receptacles, benches, tree grates and other items for installation, along the corridor. All items do not need to match; however, choosing an overall style will help to develop a unique character for the corridor.

#### UD1-B. INSTALL BANNERS ON LIGHTPOLES

During the interim period, prior to purchasing and installing corridor specific light fixtures, banner arms are available for mounting on street lights. Install banner arms and purchase banners to designate the corridor and announce the names of businesses along the corridor.

#### UD1-C. ESTABLISH PROMOTIONAL EVENTS

Create a committee to establish and direct promotional events for the corridor. Coordinate retail and restaurants along the corridor to become involved. Events should be based on a unique aspect of the corridor, such as an appropriate cultural holiday.



Sidewalk cafes make an inviting streetscape, increasing the number of people on a street.

#### UD1-D. ESTABLISH PUBLIC ART PROGRAM

Create a program to guide and encourage public art throughout the corridor, especially at gateways. Designate areas to allow for installation of public art, including sculpture and murals. For example, side walls of buildings without windows are excellent opportunities for commissioning murals.

#### UD1-E. ORGANIZE STREET CLEANUP SYSTEM

Establish a Street Cleanup Program to remove litter, weeds and debris from the sidewalk and street. The program could fund youth groups to clean on a regular basis. The program should also address issues with snow removal.

#### UD1-F. ESTABLISH SIDEWALK CAFE ORDINANCE

Allow sidewalk cafes and sales to occur within the right-of-way, where the width allows. Activity on the sidewalk breeds more activity and makes the sidewalk feel safer.

#### UD1-G. BUFFER EXISTING AUTO-ORIENTED USES

Install landscape buffers or low decorative walls between the sidewalk and existing parking lots until these lots can be redeveloped with liner buildings or parking garages.



Public art, such as this mural, conveys both character and a sense of community.

# URBAN DESIGN GOAL

Create an Identity that will Draw Visitors & Businesses.

## Urban Design Objective 2: ENHANCE STOREFRONTS & BUILDING FACADES

In retail, storefront character is a key feature to draw customers into shops. However, a significant percentage of existing buildings on the corridor have outdated or inappropriate facades. Often, existing storefronts feature blank walls with no windows, particularly for industrial or set-back retail buildings. Windowless walls can be made into an asset to the street with the addition of windows to the facade, allowing pedestrians to look in to see displays and providing the added safety feature of "eyes on the street" from inside.

In the near term, only those facades of buildings constructed up to the sidewalk need to be enhanced. Over time, as more set-back buildings are redeveloped and constructed closer to the street, those structures constructed under the urban design guidelines will better address the street and will more easily attract customers into the stores.



*Avoid blank facades, which are unfriendly to pedestrians.*

### Corridor-Wide RECOMMENDED ACTIONS for Implementing Urban Design Objective 2 (UD2):

#### UD2-A. ADOPT BUILDING FACADE GUIDELINES

Adopt a series of design guidelines for use during building renovations and new construction along the corridor. Guidelines should include the following items:

- **Maintain Clear Transparent Windows**  
Windows should comprise 60 to 75% of the front facades of buildings between 2' and 8' above the walk to allow views in and out of the businesses. Signage should be kept to a minimum within windows to not distract from views into the interior.
- **Maintain Existing Transom Windows**  
Transom windows let natural light into stores and are historic for the style of existing buildings along much of the corridor. Avoid bricking over or permanently covering up these windows.



*Interesting window displays draw pedestrians along the street into*

- **Awnings**  
Awnings can be installed over transom windows, with open ends to allow light in. Awnings should be canvas rather than plastic.



- **Materials**  
Avoid the use of temporary or impermanent materials including residential quality materials. Materials should match or fit within the historic context of the corridor.

Also, avoid the use of false materials, such as false stucco or false masonry. These materials do not fit within the context of the street and appear impermanent to visitors on the corridor.

- **Maintain Historic Facade Elements**  
During renovations, maintain elements occurring on facades that are historic to the corridor, including pediments, cornices, and horizontal expression lines. Windows should be vertically oriented to match existing character.



# URBAN DESIGN GOAL

Create an Identity that will Draw Visitors & Businesses.

- **Exterior Lighting**  
Exterior lighting of existing buildings should provide enough light at night to illuminate signage. Display windows should remain lit as well.
- **Entrances**  
All businesses on the corridor should locate their primary entrances on Roosevelt Road. These doors should remain unlocked during business hours.
- **Security Bars**  
Security bars should be the type that is rolled up or drawn during business hours. During business hours, the bars should not be visible but opened and stored in a recess. Preferably, these bars should be located on the inside of the stores so that during nonbusiness hours the window displays are visible to the public.
- **Residential Buildings**  
Residential building guidelines should address the issues that arise from locating ground-floor residential uses along a commercial corridor. Design options to be explored include courtyard buildings and raising the first floor 3 to 4 feet off the sidewalk, incorporating a stoop for an appropriate transition.



Security bars convey a lack of safety.



Nice facade on corridor to maintain.

## UD2-B. HOLD FACADE RENOVATION WORKSHOP

The City of Berwyn and the Village of Oak Park both have facade renovation programs that provide a 50% match in funding up to certain maximums. (Contact: the Berwyn Development Corporation or the Oak Park Development Corporation for more information.) Encourage facade renovation by holding a workshop on the corridor to aid building owners in understanding and utilizing the programs. Specifically invite owners of buildings with key facades (see below).

## UD2-C. PRIORITIZE KEY FACADES

Key facades have been designated within each subarea. These facades exemplify the historic character of the corridor and should receive priority funding and encouragement for renovation.

## UD2-D. ESTABLISH BUILDING MAINTENANCE GUIDELINES

Create a set of guidelines that can set a standard and be distributed throughout the corridor to encourage all businesses to continuously maintain their buildings.



Avoid backlit box signage.



Avoid pole-mounted signage.

## UD2-E. ADOPT & ENFORCE A CONSISTENT SIGNAGE ORDINANCE

Signage should be small enough in scale to be visible to both vehicles and pedestrians on the street. Orient signage perpendicular to the building face or mount flat against building.

Avoid backlit box signs and use pin mounted letter signage. Pole mounted signs should be phased out on the street as buildings move up to the sidewalk edge. All signage should be mounted on buildings. Reference examples of signage dimensioning below





## URBAN DESIGN GOAL

Create an Identity that will Draw Visitors & Businesses.

### Urban Design Objective 3: GUIDE THE DESIGN OF FUTURE DEVELOPMENT

General design guidelines are provided to guide redevelopment and future development projects. Any new construction should follow the recommendations included in this document, particularly regarding location of building on site and access to parking.

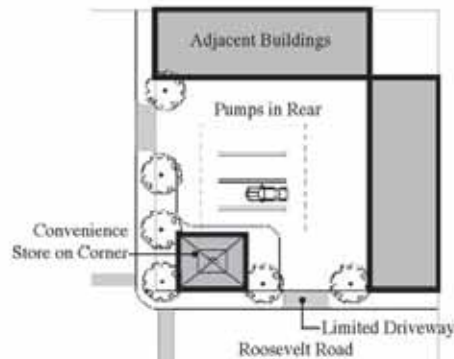
Site planning is a primary issue to ensure that new construction is built to the street and addresses the sidewalk with entrances facing the street. Even auto-oriented businesses such as gas stations can be strategically positioned on a parcel so that the convenience store is an asset to the street for pedestrians. Further, use of transparent windows, awnings, and small-scale signage help create a pedestrian-friendly environment. Whenever possible, historic elements of buildings should be retained and restored.



Existing gas station has no buffer.



This corner building serves as a gateway to a shopping areas.



Plan of buffered gas station.



Future auto-oriented uses along the Roosevelt Road corridor should include buildings constructed to the sidewalk and holding the corner, like the gas station shown above.



Provide access points from parking behind buildings to stores along Roosevelt Road.

## URBAN DESIGN GOAL

Create an Identity that will Draw Visitors & Businesses.

### Corridor-Wide RECOMMENDED ACTIONS for Implementing Urban Design Objective 3 (UD3):

#### UD3-A. ESTABLISH GUIDELINES FOR PEDESTRIAN-ORIENTED BUILDINGS

##### ■ Site Layout

Buildings to be built to the front and side property lines, especially at corners. Parking should be located behind buildings.

##### ■ Gas Station & Drive-Through Designs

Gas stations should be designed with the convenience store located at the front and side property lines and the gas pumps located in the rear. Curb cuts should be minimized, utilizing the alleys where possible.

##### ■ Building Facade Design

Require all new construction to follow guidelines set forth in UD2.

##### ■ Maintain the Scale of Existing Buildings

Most historic buildings along the corridor are two stories in height. New construction should be a minimum of two stories with a mix of uses, including ground-floor pedestrian oriented uses.

##### ■ Rear Entrance From Parking Lots

Build entrances to parking lots and to establishments behind the building at the rear of the lot.



Examples of the existing scale of buildings along the corridor.

#### UD3-B. DESIGNATE GATEWAY PROPERTIES

Especially in subareas 1 and 6, redevelopment towards the entrances to the corridor should be designated as gateway opportunities. Buildings at the corners or otherwise designated should be prominent, with some physical announcement of the corridor's beginning, such as a tower or turret. Reference subarea diagrams in the next section.



Typical block layout utilizing guidelines for pedestrian-oriented buildings (UD-3A).

# LAND USE & DEVELOPMENT GOAL

Determine & Encourage Appropriate Development.

## Land Use Objective 1: IDENTIFY RE-USE & REDEVELOPMENT SITES

A number of sites in the study area are unimproved lots or vacant buildings. Identification of these sites will effectively target the parcels with the most significant redevelopment potential. Both large and small sites should be identified to encourage redevelopment with different types of businesses.

Redevelopment of existing vacant buildings or parcels is the first priority to strengthen the most visible under-utilized parcels through infill development. Underdeveloped parcels or parcels with excessive parking should then be targeted for redevelopment. Once these parcels have been improved, deteriorated buildings and parcels with inappropriate auto-oriented development should be targeted.

Any noteworthy physical assets should be given special attention. Historic structures should be renovated and preserved, and natural assets like large trees should be maintained. Small parcels can be converted into pocket parks for a break in the urban landscape.



Eventually auto-oriented sites like strip malls and fast food should be redeveloped to enhance pedestrian character like image on the right.

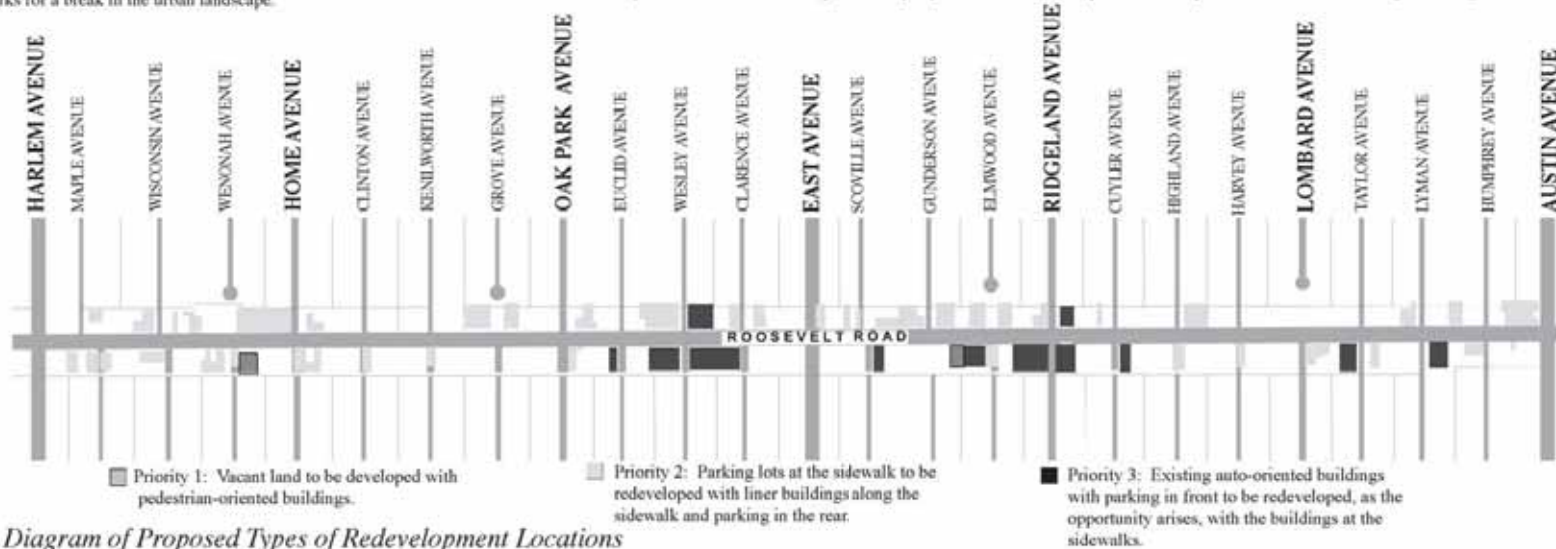


Diagram of Proposed Types of Redevelopment Locations

# LAND USE & DEVELOPMENT GOAL

Determine & Encourage Appropriate Development.

## Corridor-Wide RECOMMENDED ACTIONS for Implementing Land Use Objective 1 (LU1):

### LU1-A. DESIGNATE PROPERTIES PRIME FOR REDEVELOPMENT

#### ■ Identify Existing Vacant Parcels

Identification of existing vacant parcels is a priority to allow for opportunities for infill development and potential public parking construction.



*Available redevelopment parcel.*

#### ■ Identify Underdeveloped Parcels

Identification of existing underdeveloped parcels or parcels with parking lots is a second priority to allow for opportunities for infill development and potential public parking construction.

#### ■ Identify Parcels with Auto-Oriented Development

Existing automobile-oriented developments, including gas stations, drive-through food businesses, and strip shopping centers, should be redeveloped as the existing buildings deteriorate or the opportunity arises.



*This site should be targeted for redevelopment eventually with a building brought up to the sidewalk.*

### LU1-B. CREATE INCENTIVES FOR RETAINING KEY HISTORIC STRUCTURES

Existing structures true to the historic identity of the corridor should be maintained and renovated for modern use, preserving the character of the building. Refer to the subarea sections for designations.

### LU1-C. PROVIDE SMALL OPEN SPACES

Small undeveloped parcels spaced throughout the corridor have been designated in the subarea sections to be developed as public or semi-private open spaces. These spaces provide relief from the continuous streetscape. Large existing trees should be maintained in these open spaces. Develop these spaces as pocket parks, paseos to the rear parking lots, outdoor eating areas, or small plazas.

### LU1-D. PURCHASE PROPERTIES FOR REDEVELOPMENT

Study the feasibility for the municipalities to purchase key parcels and redeveloping them as an example along the corridor. Important projects are noted within the subarea sections as key to the development of the corridor.



*Maintain and restore historically valuable buildings rather than tearing them down.*



# LAND USE & DEVELOPMENT GOAL

Determine & Encourage Appropriate Development.

## Land Use Objective 2: TAP THE MARKET FOR APPROPRIATE LAND USES

### FINDINGS & RECOMMENDATIONS SUMMARY

The following summary is based on Community Economic Redevelopment Corporation's (CERC) market report for the Roosevelt Road Corridor. These recommendations are based on extensive analysis of current demographics and market conditions research, detailed in the report. The report in its entirety is attached in Appendix 1.

#### COMMERCIAL USE

**RECOMMENDATION:** Shrink square footage of retail space & target retail to fill existing gaps in the market.

Roosevelt Road corridor is overbuilt in terms of retail space. The corridor maintains a high vacancy rate and is struggling to attract additional retail. With three main shopping areas providing a variety of retail goods and services within a 1 to 2-mile radius of the study area, it is difficult for Roosevelt Road to find an untapped market that has not already been satisfied by the adjacent shopping areas.

**Action:** Concentrate marketing efforts on the following sizes and types of businesses.

Although as a whole Roosevelt Road is saturated in terms of retail space, based on consumer expenditure patterns, there is support for specific types of retail, which are either underrepresented along the corridor or not represented at all. Based on availability of space, typical sales per square foot, and demographic support, the corridor could support the following uses:

- 20,000 sq. ft. for restaurants and/or cafés
- 15,743 sq. ft. for an Entertainment Outlet (i.e., small community theater, arcade, etc.)
- 5,957 sq. ft. for TV, Radios, Sound Equipment (i.e., smaller scale electronic store)

**Action:** Limit new commercial space & concentrate rehabilitation of existing space.

The recommended retail can occupy the vacant storefronts available, either in its current condition, (meaning no major structural changes) or in a rehabilitated unit. There are a number of adjoining vacant storefronts that could be combined to accommodate larger sized retail. We do not suggest newly constructed space for these uses. According to local real estate brokers, the going rate for retail space along Roosevelt Road is between \$12 and \$13 dollars a square foot. The cost of rent for new construction units is roughly \$30 to \$32 dollars a square foot. The rent for new construction

exceeds market rents, making new construction less feasible for Roosevelt Road.

Contrary to many of the residents' suggestions, we do not recommend a convenience store or bookstore be placed on the corridor. The existing Walgreens, CVS Pharmacy, Jewel, and Fair Share Foods absorb any market potential for a convenience store. And, as presented in Table C-4, the market only supports 1,400 square feet in the reading category. Bookstores, even at the lower range, require at least 2,000 square feet of space (the median is 3,446). In addition, a smaller increment of consumer spending is allocated to reading (less than 2 percent) and two major bookstores are already located less than two miles from the study area.

Due to the limited availability of contiguous space, current uses, and the presence of competing centers in the area, it is unlikely that Roosevelt Road will be able to attract big box retail. Roosevelt Road serves the area best as a neighborhood retail center. The Roosevelt Road corridor's success is dependent upon its ability to compliment nearby retail and identify underrepresented uses. Its retail strength has to lie within the quality of products provided and service to its customers.

**Action:** Increase linkages between businesses and the community.

The key to successful small business operations lies within their relationship with the community. With a number of shopping centers within a short distance of Roosevelt Road that compete for market share, it is imperative that businesses in the study area link with community programs and activities for additional exposure and the opportunity to build community relationships. Partnerships can be formed between Roosevelt Road businesses and the municipalities to sponsor activities such as street festivals and neighborhood events. These partnerships not only bring added visibility and marketing opportunities to retailers, but also provide more opportunity for civic involvement by local businesses.

#### LIGHT INDUSTRIAL USES

**RECOMMENDATION:** Encourage & allow the expansion of light industrial within the corridor.

Oak Park and Berwyn should encourage light industrial development along the corridor. Light industry appears to be emerging in the near west suburbs and, with active businesses located on the corridor already, the municipalities should take advantage of their expansion. Industrial businesses make up a significant portion of the occupied space on the corridor (approximately 13 percent) and these businesses are anticipating expansion in the near future. If the space is not available for expansion, their operations may be located elsewhere. This could potentially weaken the tax base of the municipalities and increase vacancy along Roosevelt Road. Providing opportunities for industrial businesses to stay promotes jobs for area residents and economic stability for taxing bodies.

Heavy industry would not be compatible with the surrounding retail and residential uses and its development may be of concern to community residents and local business owners.

Alternative types of light industrial should also be marketed. Flexible types of spaces such as live/work space and artist studios could provide a unique character to the corridor, as well as bridge the gap between industrial and residential uses. The presence of printing studios could be expanded and related businesses, such as graphic design and printing supplies, could be encouraged to create a printing district.

## LAND USE & DEVELOPMENT GOAL

Determine & Encourage Appropriate Development.

### RESIDENTIAL USES

**RECOMMENDATION:** Develop a variety of housing types along the corridor.

The Village of Oak Park and the City of Berwyn have very different needs in terms of housing market demand. Oak Park has an increasing income, a shrinking household size and very low vacancy rates for owner and renter-occupied housing. Berwyn's demographics and housing trends suggest that more family housing is needed. Like Oak Park, Berwyn has low vacancy rates for housing. However, the city has a growing population, household size, and a less significant increase in income (refer to Table D-4 in the Market Analysis section, page 6).

**Action:** Target multifamily units, including condominiums and rental apartments to satisfy Oak Park's market needs.

Oak Park's growing markets are empty nesters and small non-family households. Although the current costs for housing is high given community and regional benchmarks, the cost is appropriate for the current population's income. Market rate condominiums and apartments would be the best housing options for Oak Park. Currently, the owner-occupied housing stock (mostly made up of single family homes) of 3 to 4 bedrooms does not match the demographic of its residents. The population of empty nesters who desire to stay in Oak Park would have an opportunity to transition from larger homes into smaller units. Condominiums better accommodate smaller household sizes, are (typically) less expensive than large single family homes, and could potentially alleviate the housing crunch in Oak Park. Oak Park appears to be addressing some of the demand for condominium units. New units have been developed near downtown and in other parts of northern Oak Park. Additional units can be placed in southern Oak Park.

For smaller, non-family households in Oak Park (i.e. single or roommate households), apartments are the best housing option. The size and amenities of apartment units best fit smaller households. Also, non-family households would likely prefer to rent rather than own, especially in temporary living situations. Currently, there are no plans in place for apartment development throughout Oak Park. The Roosevelt Road corridor could serve as a potential site for apartment development.

**Action:** Target larger residential units such as townhomes and multifamily units to satisfy Berwyn's market needs.

Larger units with three bedrooms are the preferred housing alternative for Berwyn. Larger units would be more suitable for growing families and give Berwyn households a chance to transition from smaller homes to bigger units as their families grow. The units can be a mix of owner and renter-occupied, to accommodate households who desire and can afford home ownership and other households that prefer rental housing. With nearly half of all Berwyn households having the incomes to support owner-occupied housing, additional owner-occupied units can be developed to fit within a price range that is affordable. Also, since Berwyn households have seen the smallest increase in income compared to area communities, rental units would be a good addition for households who earn lower incomes.

There are certain factors impacting the development of different housing styles. Per our interview with Betty Wojcik, Executive Director of Berwyn Development Corporation, there is concern about the development of additional family housing in Berwyn. Because of the increase in youth over the last decade (see Table D-1 in the Market Analysis Section, page 3), Berwyn schools are overcrowded. According to the Illinois State Board of Education, the two grade school districts in Berwyn, South Berwyn School District 100 and North Berwyn School District 98 have average classroom sizes of 22.6 and 28.1, respectively. More family housing can potentially increase the number of school-age children in the city. Although the development of specific styles of residential units does not have to be restricted to specific sides of the corridor, the overcrowding of schools may be an issue that Berwyn needs to address in the future.

### MIXED-USES & DISTRICT

**RECOMMENDATION:** Provide ground-floor pedestrian-oriented uses in residential units to expand existing mixed-use districts.

The mix of housing and retail can be best utilized through mixed-use development. Mixed-use development positively impacts both the resident and the business. It provides consumer goods and services within walking distance from people's homes and provides businesses with a larger consumer base. Many of the units along the corridor exist as mixed-use developments, but we suggest increasing the number of housing units to provide more housing opportunities for residents.

The difficulty exists in incorporating already overburdened square footages of commercial on the corridor into the ground floor of the mixed-use buildings. Although a variety of types of commercial uses are flourishing on the corridor due to low rents, other uses than traditional retail can serve as ground-floor, pedestrian oriented uses. Artist's studios, light industrial businesses such as printers and upholsterers, and other businesses can create interesting visuals for the pedestrian.

Districts of types of uses can be created, building on the uses existing on the site. For example, the aforementioned printing businesses can be expanded upon to include graphic designers. Marketing to these types of businesses could create an agglomeration of these services. Another potential district could be a musician's district, building on the success of Fitzgerald's. Artist housing could be developed and other types of businesses associated with the music industry could be marketed, such as recording studios or music stores. The entertainment outlet recommended in the market analysis could also be located in this district.

# LAND USE & DEVELOPMENT GOAL

Determine & Encourage Appropriate Development.

## Land Use Objective 3: ENCOURAGE RESIDENTIAL & MIXED-USE DEVELOPMENT

Mixed-use development should be encouraged throughout the corridor to enhance the street for pedestrian uses and to create a high enough density to take advantage of retail services. Ideally, Roosevelt Road would include a host of uses, including offices, restaurants, shops, and residences, so that people would be encouraged to take care of multiple tasks along the corridor. Fewer car trips would be made, resulting in decreased traffic volumes, if there were places for office workers to eat lunch or shop after work.

### Existing Zoning

The Oak Park zoning code designates the properties along the corridor Commercial District (C) or General Business District (B1 and B2). For multi-use buildings including residential, both of these zoning districts require front yard setbacks consistent with the existing Multiple Family district (R7). This district, in turn, requires a minimum 20' front yard setback. We recommend establishing a build-to line of a *maximum* 5' front setback, requiring parking in back accessed off the alley. The Berwyn zoning code designates the properties along the corridor General Commercial District (C-2).

Currently, there are several multifamily dwellings located on Roosevelt Road. Additional multifamily residential uses will be appropriate for certain areas on the corridor. Residences will foster activity along the corridor at all times of day and provide added safety by increasing the "eyes on the street."

### Corridor-Wide RECOMMENDED ACTIONS for Implementing Land Use Objective 3 (LU3):

#### LU3-A. ESTABLISH ZONING OVERLAY WITHIN EACH MUNICIPALITY

Existing zoning along the corridor within each municipality does not specifically require pedestrian-oriented development. New base zoning should be established as follows. These districts are defined on the corridor within each subarea section.

#### BASE ZONES:

- **Mixed-Use District**  
Most areas of the corridor should be rezoned to require two to three story development with ground-floor pedestrian uses and residential and some office in the upper floors.
- **Light Industrial District**  
Subarea 4 should be mainly rezoned to allow light industrial uses, yet still require the urban design guidelines outlined in this document. Pedestrian-oriented uses should be included in the ground floor of these developments whenever possible.

- **Incorporate Build-To Line into Zoning**  
Incorporate building design guidelines referred to in Urban Design Objective 3 into all of the zoning codes applied to the corridor, including the multifamily districts.

#### FLOATING ZONES:

Based on the market analysis, the demand for residential development along the corridor is much higher than the demand for additional commercial space. Floating zones would be defined but not necessarily located on the zoning map. This allows development along the lines of the base zoning to occur, but also provides flexibility, allowing these types of developments to occur in locations requested by the developer. These types of developments should be limited to appropriate locations along the corridor. General locations to allow these zones to be applied are defined on the corridor within each subarea section.





# LAND USE & DEVELOPMENT GOAL

Determine & Encourage Appropriate Development.

- Multifamily District**  
 Some locations are designated to receive multifamily residential zoning. Multifamily zoning should be grouped to create a district as opposed to distributed throughout the corridor.
- Live/Work/Flex District**  
 Some locations within the corridor have been designated appropriate to apply a live/work district. This zoning category would allow commercial or light industrial flexible space on the ground floor with adjacent residential in the same unit. The flexible space on the ground floor would be accessible directly off the sidewalk, allowing a small

business, gallery, or artist to operate from home. The space could also be used as residential living space should the market not support other uses. This district provides an excellent buffer district between residential and industrial uses.

## LU3-B. ADOPT COMPATIBILITY STANDARDS

Increasing residential uses along the corridor is recommended in the land use section of this report; therefore, it is necessary to adopt some level of compatibility standards between differing uses.

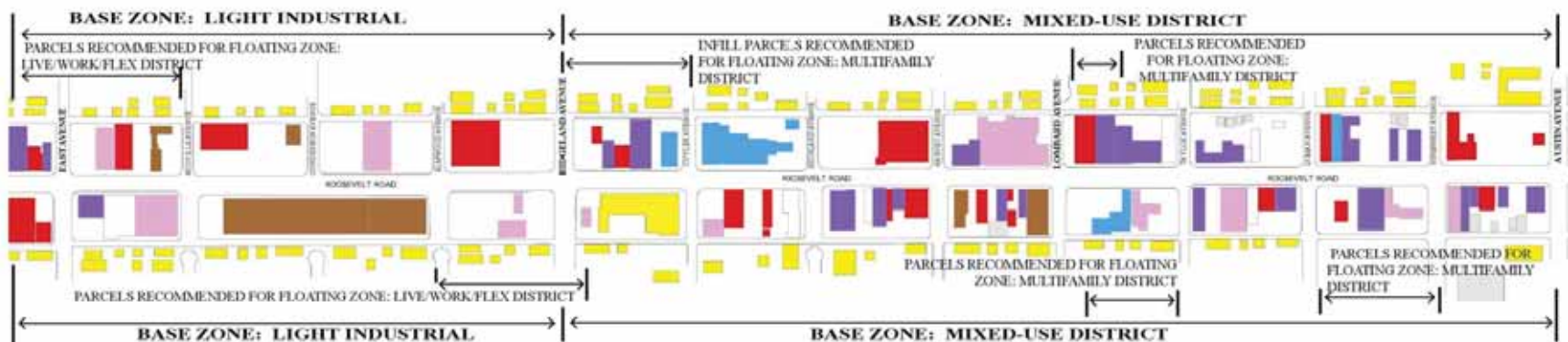
- Drive-throughs**  
 Drive-throughs should be phased off the corridor to decrease the automobile orientation of the corridor. During the interim, hours of operation should be limited to reduce negative impacts on adjacent residential.



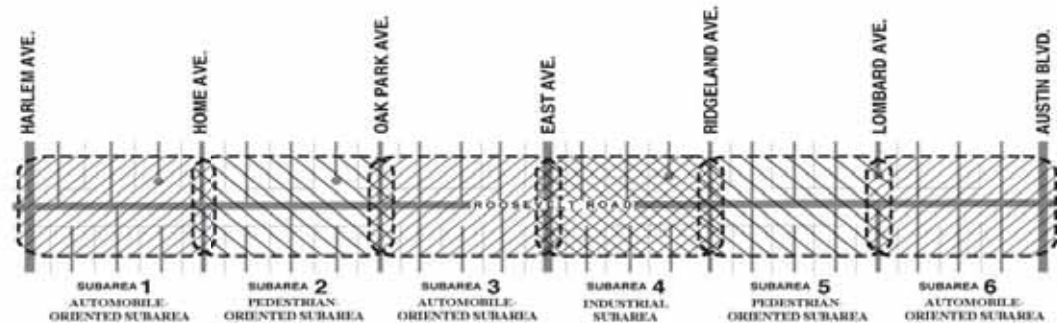
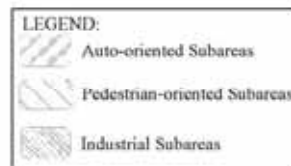
A thriving mixed-use district.



Existing multifamily residential on the corridor.







## SUBAREAS BY TYPE

The corridor-wide goals, objectives, and recommended actions discussed in previous sections of this study have been applied, in more detail, to the six subareas defined along Roosevelt Road. The subareas are based on character and use, as follows, and the site will be divided into a total of six subareas in following sections. Specific conditions are addressed and recommendations are presented in the following sections for two pedestrian-oriented subareas, three automobile-oriented subareas, and one industrial subarea.

The *automobile-oriented subarea* is the most prevalent type, including

three sections of the study area. This subarea is identified by multiple curb cuts, parking lots, auto-oriented uses and large-scale signage.

The *pedestrian-oriented subarea* is present for two sections of Roosevelt Road. These segments include intact portions of traditional retail establishments with a Main Street character.

The *industrial subarea* applies to only one segment of Roosevelt Road. This section includes the portion of the study area that is almost entirely geared to industrial uses, with limited retail services and very little pedestrian activity.



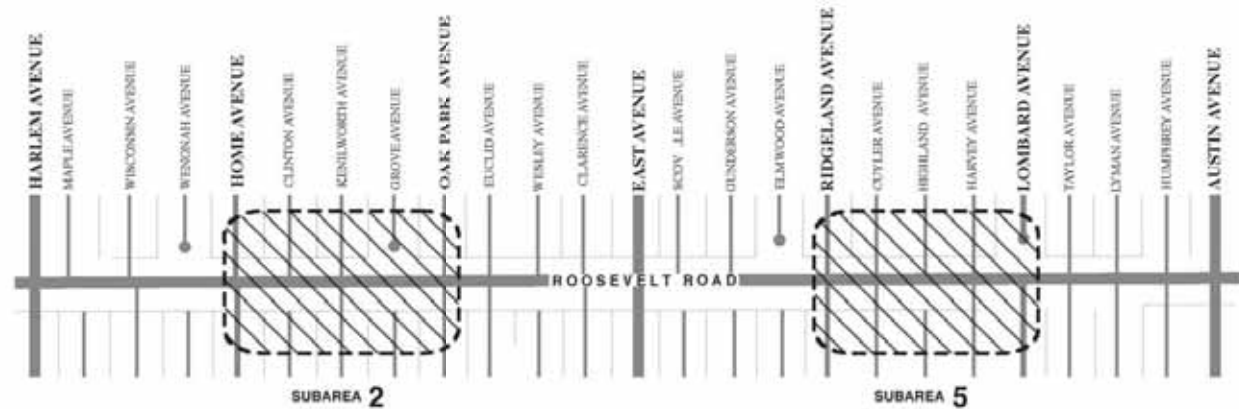


# PEDESTRIAN-ORIENTED SUBAREAS

Subareas 2 and 5 are designated as pedestrian-oriented because of the limited parking lots and curb cuts, as well as the dominance of pedestrian-oriented buildings. Pedestrian-oriented buildings are built up to the sidewalk, with high levels of transparent glass for the pedestrian to see through. Pedestrian-oriented streets tend to be partially eroded with auto uses; these two subareas are no different. This character must be carefully protected and those sections that have an auto-oriented character should be enhanced to encourage pedestrians to walk throughout the corridor.

These two pedestrian-oriented subareas are separated by an auto-oriented subarea and the industrial subarea, thus making linkages through Subareas 3 and 4 crucial. However, both of these less pedestrian-oriented sections should serve as an asset to the pedestrian-oriented Subareas 2 and 5 by providing parking on its periphery.

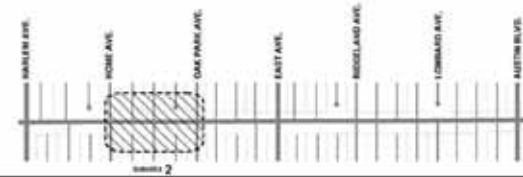
Subareas 2 and 5 should receive priority in all realms of redevelopment, including marketing, funding streetscape development, and concentrating retail development.



# PEDESTRIAN-ORIENTED SUBAREAS

## SUBAREA 2: Home Ave. (7000W) to Oak Park Ave. (6800W)

TRANSPORTATION GOAL: Create an Accessible Site for All Visitors.



### Transportation Objective 1: CREATE A CONTINUOUS PEDESTRIAN-FRIENDLY EXPERIENCE

Several blocks within Subarea 2 are the most intact pedestrian zones in the study area. These blocks have almost entirely intact streetwalls and few driveways, as designated by the substantial portions of green in the Pedestrian Zone Analysis map below. The pedestrian connections across Roosevelt at Kenilworth, Grove and Clinton Avenues should be well marked for safety. The proposed traffic signal at Home Avenue would allow traffic to be staggered so that pedestrians could cross easily. Medians the length of the subarea will provide further pedestrian crossing safety.

Bulb-outs located at each intersection will narrow the street width and allow pedestrians to more easily cross the street. The crosswalks at Home and Oak Park Avenues should be particularly easy to navigate, because some parking for Subarea 2 will be located in Subareas 1 and 3. Crosswalks will also be effective at Grove Avenue.

### PedZone<sup>SM</sup> Analysis

	STREET FRONTAGE	
	Existing	Ped-Friendly
Green	50%	80%
Yellow	30%	10%
Red	20%	10%
STREET CROSSINGS		
	1 per 1320' Street Length	8 per 1320' Street Length

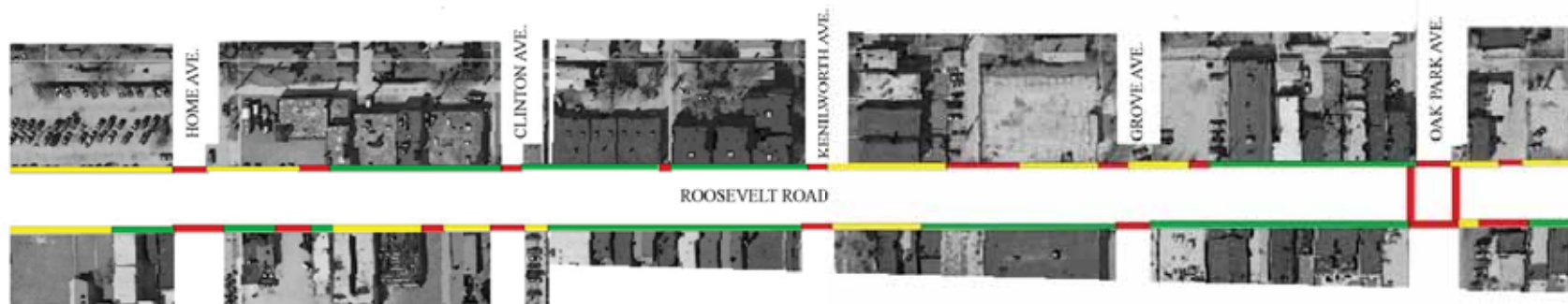
### Key:

- Comfortable Pedestrian Experience
- Unrewarding Pedestrian Experience
- Pedestrian/ Auto Conflict Areas

Shown above are the percentages of green (pedestrian-friendly), yellow (pedestrian-unfriendly), & red (pedestrians in direct conflict with automobiles) for this subarea. There are many opportunities for elimination of driveway cuts and improvements to existing facades.



Pedestrian Zone Analysis applied to a photograph.



Pedestrian Zone (PedZone<sup>SM</sup>) Analysis

# PEDESTRIAN-ORIENTED SUBAREAS

## SUBAREA 2: Home Ave. (7000W) to Oak Park Ave. (6800W)

URBAN DESIGN GOAL: Create an Identity that will Draw Visitors & Businesses.

**Transportation Objective 2:  
PROVIDE PARKING IN STRATEGIC LOCATIONS**  
Some additional on-street parking could be added by removing the four existing driveway curb cuts along the street. The large Giovanni's lot on the north side of the street could be used for shared parking during some business hours.

	S.F. of Bldg	# of Spaces	Current Ratio x1000sf
Off-Street	302,000	239	.8
On-street		207	.7
Comb. Parking		446	1.5

Conventional Requirement is 2.7 per 1000 sf of retail space.

**Transportation Objective 3:  
CREATE ALLEY ACCESS FOR ALL BUSINESSES**  
Alley access should be reconfigured on the southern portions of Clinton and Grove Avenues. The north portion of Grove Avenue also needs some reconfiguring to allow the businesses access to the alley.

**Transportation Objective 4:  
PROVIDE TRAFFIC CALMING FOR A SAFER CORRIDOR**

Traffic calming is perhaps most important on this segment of the corridor, with its current pedestrian orientation. The bulb-outs and crosswalks, with changes in pavement signal drivers, could greatly improve the safety of crossing pedestrians. Reducing the lane widths to 11' to provide wider sidewalks and slow traffic is another recommendation. Reference the illustrative plan drawing on the following page for these improvements.

**Urban Design Objective 1:  
CREATE A PEDESTRIAN-ORIENTED STREETSCAPE**  
The streetscape of this segment of the corridor should receive high priority for development to continue and increase the pedestrian activity.

The Flowers by Romani storefront is an excellent example of a pedestrian-oriented storefront with large transparent windows and interesting displays. Reference Corridor-Wide Recommended Actions for guidelines.



*Build off of strong existing storefronts with large windows, pedestrian-scaled signage, awnings, entrances off the sidewalk & interesting displays.*

**Urban Design Objective 2:  
ENHANCE STOREFRONTS & BUILDING FACADES**  
Although the Buona Beef Catering building creates an effective streetwall, it would be more pedestrian-friendly with an enhanced facade, incorporating windows instead of a blank wall.



*Renovate blank facades to insert transparent windows and provide entries.*

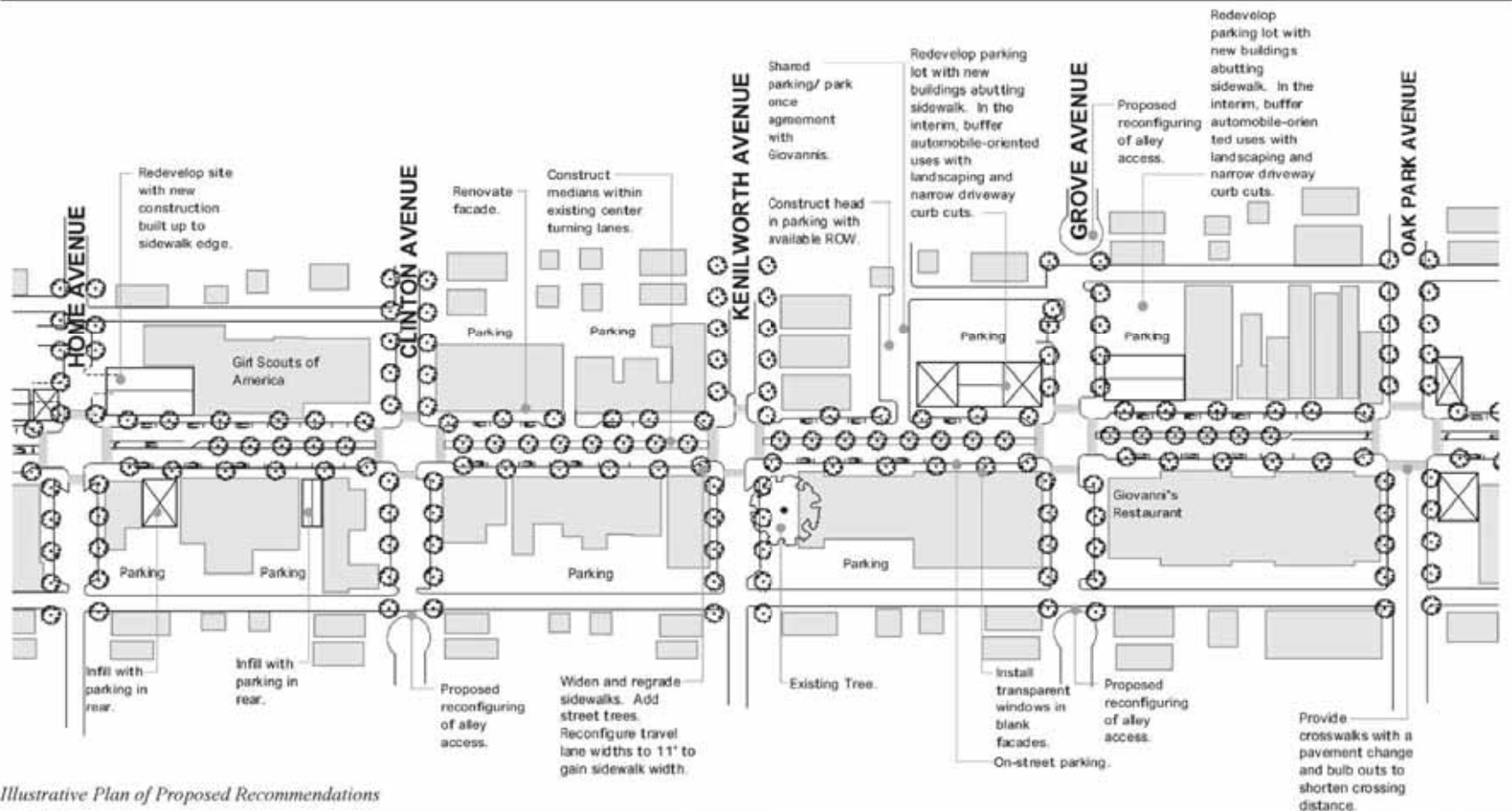
**Urban Design Objective 3:  
GUIDE THE DESIGN OF FUTURE DEVELOPMENT**  
Guidelines addressing build-to lines and facade transparency for all new developments are included in the Corridor-Wide Recommended Actions. Particular care should be given to enhance the character of the most pedestrian-oriented sections of the corridor.



*Continuous streetwalls create special definition & pedestrian scale.*

# PEDESTRIAN-ORIENTED SUBAREAS

## SUBAREA 2: Home Ave. (7000W) to Oak Park Ave. (6800W)



Illustrative Plan of Proposed Recommendations



# PEDESTRIAN-ORIENTED SUBAREAS

## SUBAREA 2: Home Ave. (7000W) to Oak Park Ave. (6800W)

**Land Use & Development Goal: Determine & Encourage Appropriate Development.**

**Land Use Objective 1:**

**IDENTIFY RE-USE & REDEVELOPMENT SITES**

This subarea has many buildings to preserve, therefore, the potential redevelopment sites are limited. There are no vacant parcels, only underdeveloped parcels. Two large parking lots on either side of Grove Avenue should be developed with buildings at the street, maintaining parking in the rear. Additionally, there are several small parking lots on the south side of the road that should be redeveloped with infill buildings to continue the streetwall.

Auto-oriented uses are very limited in this subarea. Eventually, the buildings occupied by these uses should be redeveloped and replaced with pedestrian-oriented uses.

On the south side at the corner of Kenilworth and Roosevelt, a vacant parcel with an existing tree could be developed as a small open space, either for public use or semi-private associated with an adjacent building.

**Land Use Objective 2:**

**TAP THE MARKET FOR APPROPRIATE LAND USES**

Vacant buildings along this portion of the corridor should be a priority to fill with retail uses. Although the overall recommendation is to limit the amount of retail uses on the corridor, in order to maintain the existing levels of activity, the pedestrian-oriented subareas should receive all new retail attention.

The existing Mixed-Use structures within this subarea should be maintained as much as possible. Retrofitting upper floors of existing multi-story structures to accommodate residential should be a priority.

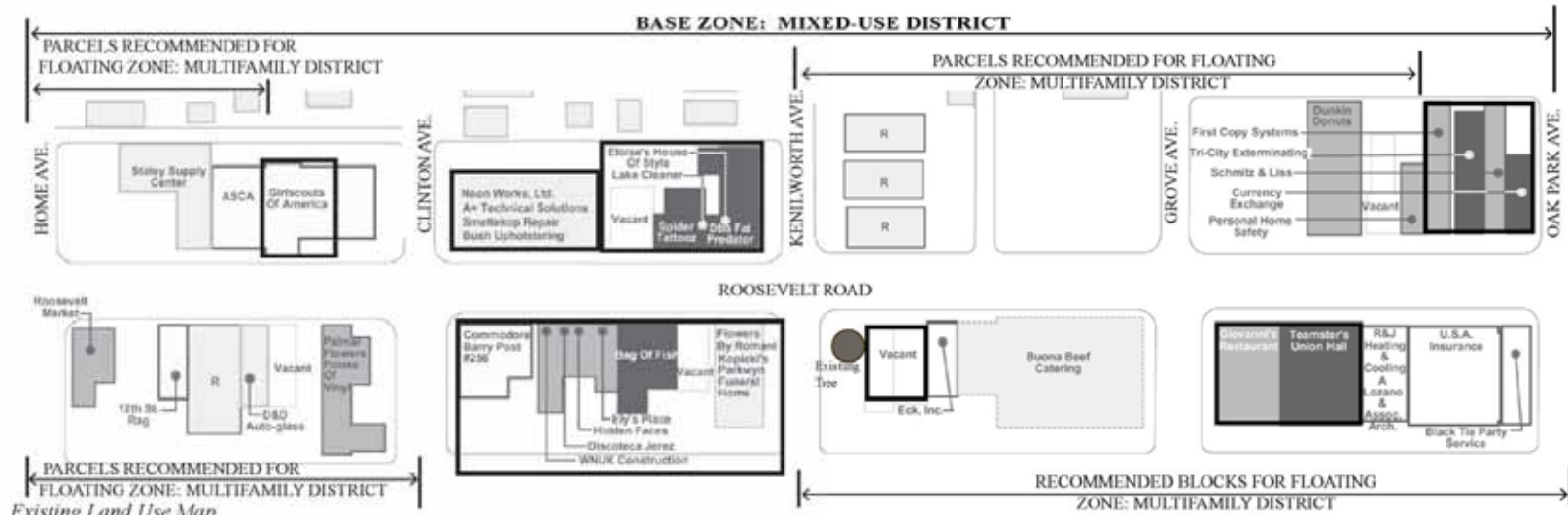
**Land Use Objective 3:**  
**ENCOURAGE RESIDENTIAL & MIXED-USE DEVELOPMENTS**

This entire subarea should be rezoned to allow Mixed-Use buildings constructed at the build-to line and to the urban design guidelines outlined

in this document. Because of the existing pedestrian orientation of this subarea, ground-floor uses should be commercial or light industrial geared toward visitors. The multifamily floating zone described in the corridor-wide recommendations could occur on blocks noted below.

**LEGEND**

- Existing Uses
- Retail, Commercial, Restaurant & Services
  - Auto-Oriented - Commercial & Services
  - Office/Institutional/Professional Office (Law Firms, Judges, Police Hall)
  - Mixed Use
  - Light Industrial (Brew, Commercial Warehouse (Lightbulb/Carving/Printing)
  - Residential
  - Vacant
  - Recommended Key Historic Structures

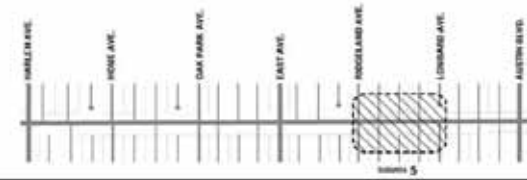


Existing Land Use Map

# PEDESTRIAN-ORIENTED SUBAREAS

## SUBAREA 5: Ridgeland Ave. (6400W) to Lombard Ave. (6200W)

TRANSPORTATION GOAL: Create an Accessible Site for All Visitors.



### Transportation Objective 1: CREATE A CONTINUOUS PEDESTRIAN-FRIENDLY EXPERIENCE

The core of the pedestrian zone in this subarea is located from Cuyler Ave. east to midway between Highland and Harvey Avenues. Here, both sides of Roosevelt Road have mostly intact streetwall, with very limited curb cuts. The pedestrian zone is very intact on the south side of Roosevelt Road throughout all of Subarea 5. Improvements made to the north side of the street will help continue the pedestrian zone east to Harvey Avenue.

Bulb-outs located at each intersection will narrow the street width and allow pedestrians to more easily cross the street. Further, a center median the length of the subarea will facilitate pedestrian crossings in both directions. This pedestrian refuge in the middle of the street will link the two sides of the street with safer crosswalks at the all intersections.

### PedZone<sup>SM</sup> Analysis

	STREET FRONTAGE	
	Existing	Ped-Friendly
Green	50%	80%
Yellow	30%	10%
Red	20%	10%
STREET CROSSINGS		
	1 per 1320' Street Length	8 per 1320' Street Length

### Key:

- Comfortable Pedestrian Experience
- Unrewarding Pedestrian Experience
- Pedestrian/ Auto Conflict Areas

*Shown above are the percentages of green (pedestrian-friendly), yellow (pedestrian-unfriendly), & red (pedestrians in direct conflict with automobiles) for this subarea. There are many opportunities for elimination of driveway cuts and improvements to existing facades.*

### Transportation Objective 2:

#### PROVIDE PARKING IN STRATEGIC LOCATIONS

Parking is very limited in Subarea 5, so available resources should be used creatively. Fair Share Foods should be approached to set up a "park once" agreement that would allow customers to keep their cars in their lot while they visit other nearby businesses on foot.

A few additional on-street parking spaces can be obtained by removing the existing driveway cuts on the corridor.



Pedestrian Zone (PedZone<sup>SM</sup>) Analysis

# PEDESTRIAN-ORIENTED SUBAREAS

## SUBAREA 5: Ridgeland Ave. (6400W) to Lombard Ave. (6200W)

URBAN DESIGN GOAL: Create an Identity that will Draw Visitors & Businesses.

	S.F. of Bldg.	# of Spaces	Current Ratio without
Off-Street	353,500	214	.6
On-street		174	.5
Comb. Parking		388	1.10

Conventional Requirement is 2.7 per 1000sf of retail space.

### Transportation Objective 3: CREATE ALLEY ACCESS FOR ALL BUSINESSES

The parking lot created in the southern right-of-way of Highland Avenue should be reconfigured for access directly off the corridor. This reconfiguration should also include providing access to the alley at this location.

### Transportation Objective 4: PROVIDE TRAFFIC CALMING FOR A SAFER CORRIDOR

Traffic calming measures recommended for use within this subarea are similar to those applied to most other subareas, although the pedestrian orientation of this segment warrants a priority for streetscape elements that would include median, crosswalk, and bulbout installation.



*The Fair Share Foods located in this Subarea serves as an anchor, bringing shoppers to this segment of the corridor to visit smaller businesses as well.*



*Update facades while preserving historic features.*

**Urban Design Objective 1:  
CREATE A PEDESTRIAN-ORIENTED STREETScape**  
Installation of streetscape to create an identity for this existing district should be a top priority.

Additionally, in the interim before redevelopment, existing parking should be buffered with landscaping or low walls to continue a pleasant pedestrian way east to Harvey Avenue.

**Urban Design Objective 2:  
ENHANCE STOREFRONTS & BUILDING FACADES**  
Façade and storefront improvements will make this block more pedestrian-friendly and continue the comfortable path from the core of the pedestrian zone in the center of this subarea.

Facades that have been renovated with inappropriate materials should receive priority for funding. Guidelines have been provided for renovating these facades while preserving the historic character.

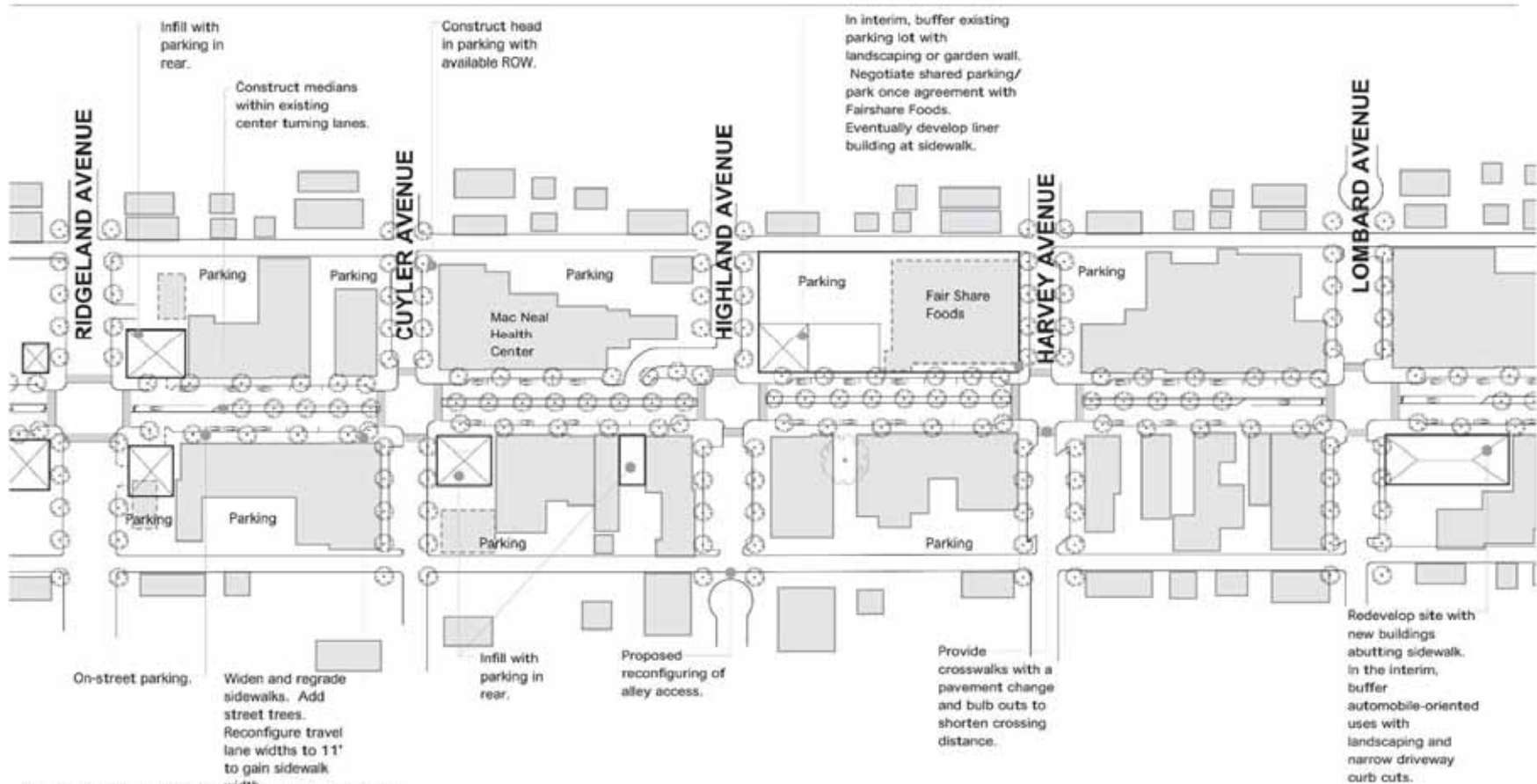
**Urban Design Objective 3:  
GUIDE THE DESIGN OF FUTURE DEVELOPMENT**  
Any new development at the Fair Share Foods and other parking lots should include building to the build-to line along the property line abutting Roosevelt Road to continue the streetwall. New facades should also be constructed utilizing the guidelines outlined in UD2.

Subarea 5 is also the gateway into the City of Berwyn from the east. The property located at the southeast corner of Lombard and Roosevelt Road should receive special treatment when redeveloped, such as a corner tower, sign, or public art. Refer to the Land Use Map on page 45.



# PEDESTRIAN-ORIENTED SUBAREAS

## SUBAREA 5: Ridgeland Ave. (6400W) to Lombard Ave. (6200W)



Illustrative Plan of Proposed Recommendations



# PEDESTRIAN-ORIENTED SUBAREAS

## SUBAREA 5: Ridgeland Ave. (6400W) to Lombard Ave. (6200W)

**Land Use & Development Goal: Determine & Encourage Appropriate Development.**

**Land Use Objective 1: IDENTIFY RE-USE & REDEVELOPMENT SITES**  
 There are few vacant parcels in this subarea. With key existing structures throughout, the area lends itself better to smaller infill redevelopment than large scale redevelopment.

Auto-oriented parcels should eventually be redeveloped for pedestrian orientation. The corners on the east side of Ridgeland are potential redevelopment sites.

One vacant parcel with an existing tree in the southern block between Highland and Harvey should serve as open space. This parcel could be developed with the adjacent vacant building as an outdoor seating area.

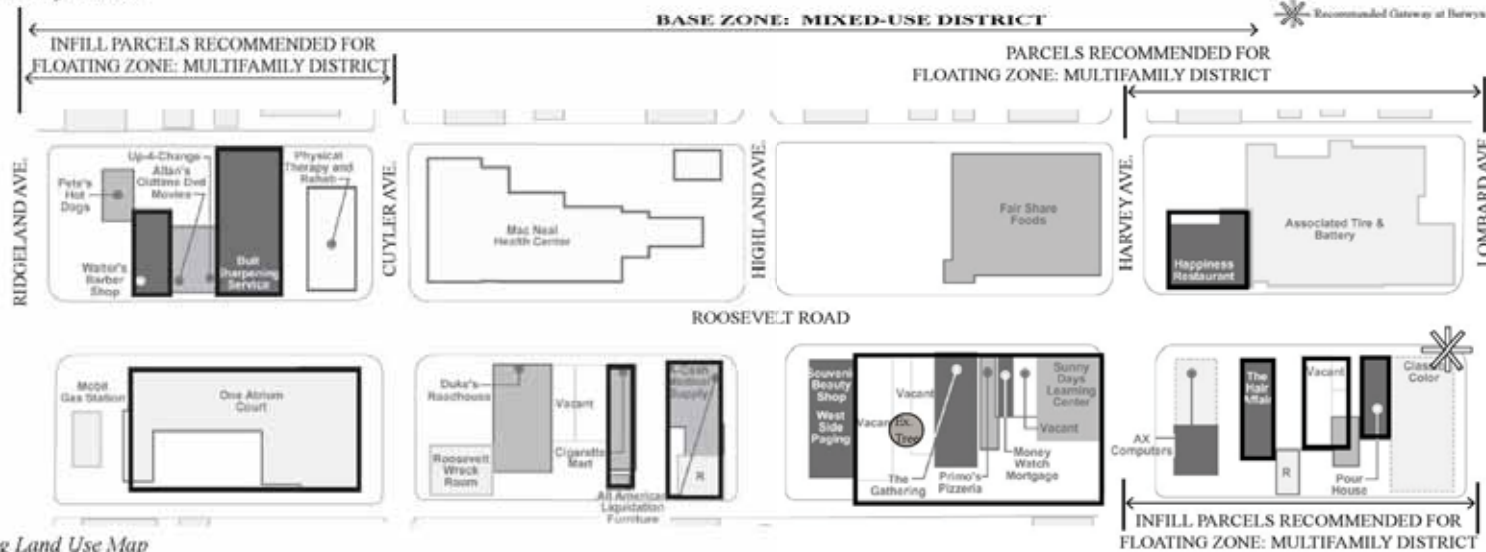
**TAP THE MARKET FOR APPROPRIATE LAND USES**  
 Fair Share Foods is a primary anchor for the corridor and the strongest draw to Subarea 5. The vacant buildings surrounding the Cigarette Mart are key for redevelopment because they are within the core pedestrian zone of the subarea.

**Land Use Objective 3: ENCOURAGE RESIDENTIAL & MIXED-USE DEVELOPMENT**  
 The base zone for this district should be Mixed-Use, with a focus on retail as this district is a pedestrian-oriented subarea. Development of multi-story structures should be encouraged and should include upper floors with residential uses and ground-floor pedestrian-oriented uses.

Smaller scale multifamily developments could occur within this subarea

as infill development. Especially in the eastern zone of the subarea where fewer key structures and less compatible uses (such as bars) exist. Parcels recommended to receive the floating multifamily zoning should a developer become available, are designated below.

**Land Use Objective 2:**



Existing Land Use Map

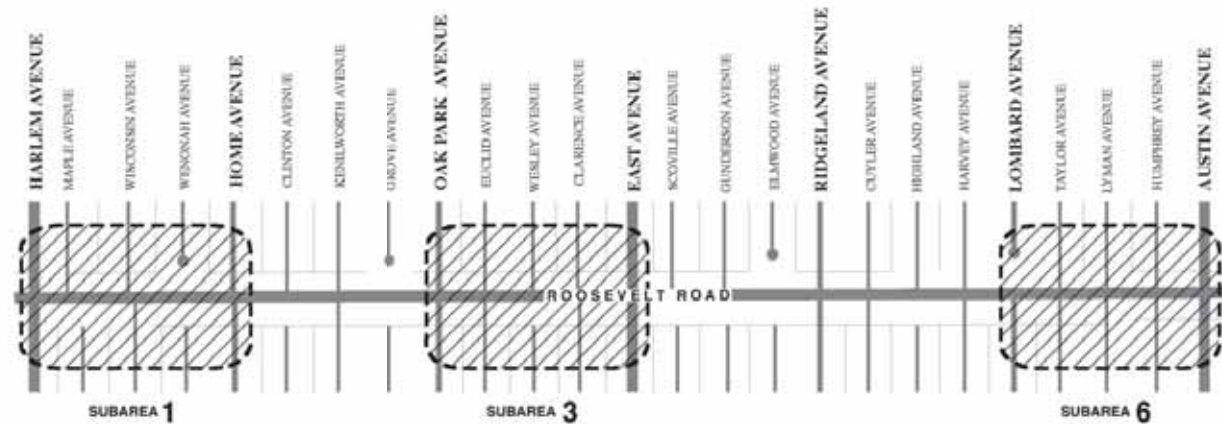


# AUTOMOBILE-ORIENTED SUBAREAS

Three of the six subareas are auto-oriented, with most development geared toward people arriving in cars. The auto-oriented Subareas 1, 3, and 6 include the two subareas on either end of the study area. These "gateway" subareas are oriented to major intersections where the cross streets also experience a significant amount of auto uses.

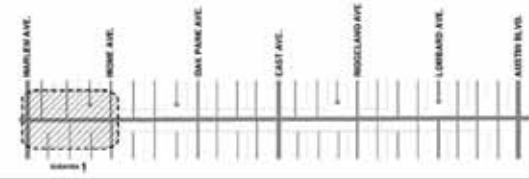
The auto-oriented subareas will likely retain some of their character, although efforts must be made to link them with the adjacent pedestrian-oriented subareas to attain a more continuous character. Also, because the auto-oriented subareas are located next to pedestrian subareas, parking meant to serve the pedestrian-oriented shops should be located in the zones bordering the two types of subareas. The auto-oriented subareas should become more pedestrian-friendly at these borders with other subareas to more comfortably transition the pedestrian into the auto-dominated subareas.

Subarea 3 contains several anchor businesses and should receive the next priority for redevelopment after the pedestrian-oriented subareas.



# AUTOMOBILE-ORIENTED SUBAREAS

## SUBAREA 1: Harlem Ave. (7200W) to Home Ave. (7000W)



TRANSPORTATION GOAL: Create an Accessible Site for All Visitors.

### Transportation Objective 1: CREATE A CONTINUOUS PEDESTRIAN-FRIENDLY EXPERIENCE

Although this area is designated as auto-oriented, pedestrian access from the parking lots within the area to the adjacent pedestrian area (Subarea 2) require streetscape improvements from Wisconsin to Home at a minimum.

Bulb-outs and crosswalks at all intersections and a mid-block pedestrian crossing between Wisconsin and Home Avenues, aligned with the entrance to Jewel, are recommended to increase pedestrian connectivity. Relocation and reduction of the number and size of driveways throughout this section of the corridor will also reduce pedestrian and auto conflict areas (designated on the Pedestrian Zone Analysis with red). Driveways to eliminate or relocate to side streets include one curb cut for Jewel onto Roosevelt Road, one for McDonald's, two at the strip shopping center at Wisconsin, and various other locations as illustrated. Driveways at BP and Shell at Harlem should be narrowed and reduced to one per frontage.

Installation of transparent windows on blank facades such as the Jewel grocery store will help to reduce mediocre pedestrian experiences designated in yellow on the Pedestrian Zone Analysis, below.

### PedZone<sup>SM</sup> Analysis

	STREET FRONTAGE	
	Existing	Ped-Friendly
Green	20%	80%
Yellow	46%	10%
Red	34%	10%
STREET CROSSINGS		
	1 per 1320'	8 per 1320'
	Street Length	Street Length

### Key:

- Comfortable Pedestrian Experience
- Unrewarding Pedestrian Experience
- Pedestrian/ Auto Conflict Areas

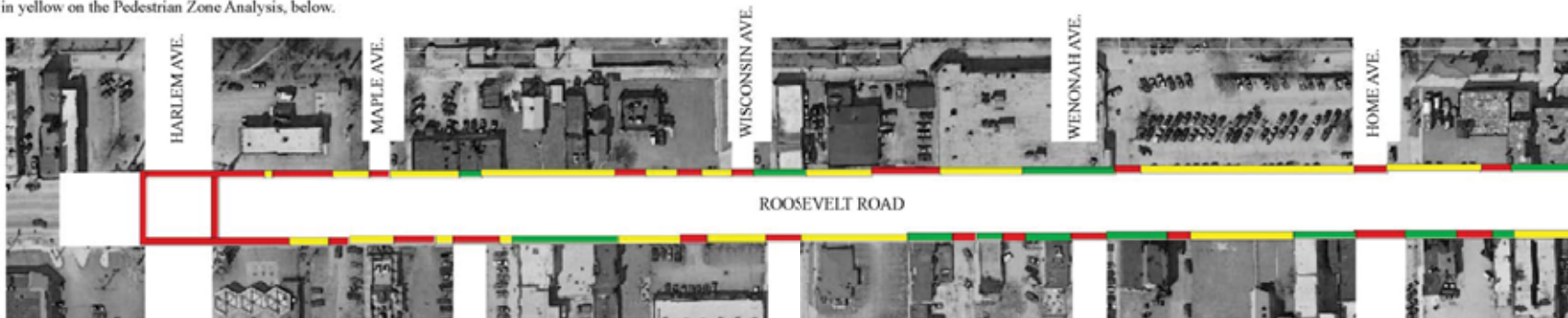
*Shown above are the percentages of green (pedestrian-friendly), yellow (pedestrian-unfriendly), & red (pedestrians in direct conflict with automobiles) for this subarea. There are many opportunities for elimination of driveway cuts and improvements to existing facades.*

### Transportation Objective 2: PROVIDE PARKING IN STRATEGIC LOCATIONS

There is a significant amount of parking available in Subarea 1; however, most of it is designated parking for individual businesses. Creation of an

	S.F. of Bldg	# of Spaces	Current Ratio w/1000sf
Off-Street	155,000	356	2.3
On-Street		130	.8
Comb. Parking		486	3.1

Conventional Requirement is 2.7 per 1000sf of retail space.



Pedestrian Zone (PedZone<sup>SM</sup>) Analysis



# AUTOMOBILE-ORIENTED SUBAREAS

## SUBAREA 1: Harlem Ave. (7200W) to Home Ave. (7000W)

URBAN DESIGN GOAL: Create an Identity that will Draw Visitors & Businesses.

agreement allowing Jewel shoppers to keep their cars in that lot while they visit other nearby businesses on foot is recommended. Such a "park once" agreement would cut down on the number of car trips while encouraging shoppers to frequent businesses in the adjacent pedestrian-oriented subarea.

Parking could also be increased and decentralized by reducing excessive curb cuts and replacing them with on-street parking. By eliminating the 480 feet of driveway curb cuts, 24 parking spaces are gained. A vacant lot at the southeast corner of Wisconsin Avenue could be purchased for development of a public parking lot to serve pedestrian-oriented businesses in Subarea 1, as well as the western edge of subarea 2. Also, the northern portion of Wisconsin could potentially allow for head-in parking to serve the corridor.

### Transportation Objective 3: PROVIDE ALLEY ACCESS FOR ALL BUSINESSES

The southern portion of Maple Avenue should be reconfigured to allow alley access for the businesses along the corridor.

### Transportation Objective 4: PROVIDE TRAFFIC CALMING FOR A SAFER CORRIDOR

A key traffic calming measure is a median stretching from Wisconsin Avenue to Home Avenue with a break at the Jewel entrance. A median in this location will work in tandem with the proposed pedestrian crosswalks and a new traffic signal at Home Avenue. Refer to the illustrative plan on the following page.



*Reduce driveways to a maximum 22' in width & buffer auto-dominated uses.*

**Urban Design Objective 1:  
CREATE A PEDESTRIAN-ORIENTED STREETSCAPE**  
This being the entranceway to the corridor from the west, streetscape character should be established as soon as one enters the corridor at Harlem. Auto-oriented uses, however, are appropriate for such a major intersection. Streetscape investment should initially be concentrated from Maple Avenue east to subarea 2. During the interim, auto-oriented uses should be buffered along the sidewalk with landscape planting or garden walls.

**Urban Design Objective 2:  
ENHANCE STOREFRONTS & BUILDING FACADES**  
Guidelines for updating and establishing a successful identity for the corridor are included in the overall guidelines. Specifically, the solid portions of the Jewel façade would benefit by adding windows to break up the blank wall.

**Urban Design Objective 3:  
GUIDE THE DESIGN OF FUTURE DEVELOPMENT**  
Any major renovation to existing buildings or new construction should include expanded building footprints or additions that maintain a continuous



*Infill missing streetwall.*

streetwall. The parking lots in front of Ino's Tacos, H.D. Body Craft, and the strip mall housing Lovely Nails, as well as the lots next to Jewel and Kashley's Jewelry and Loan, could provide an effective streetwall with future additions or renovations extending along the edges of the parking lots.

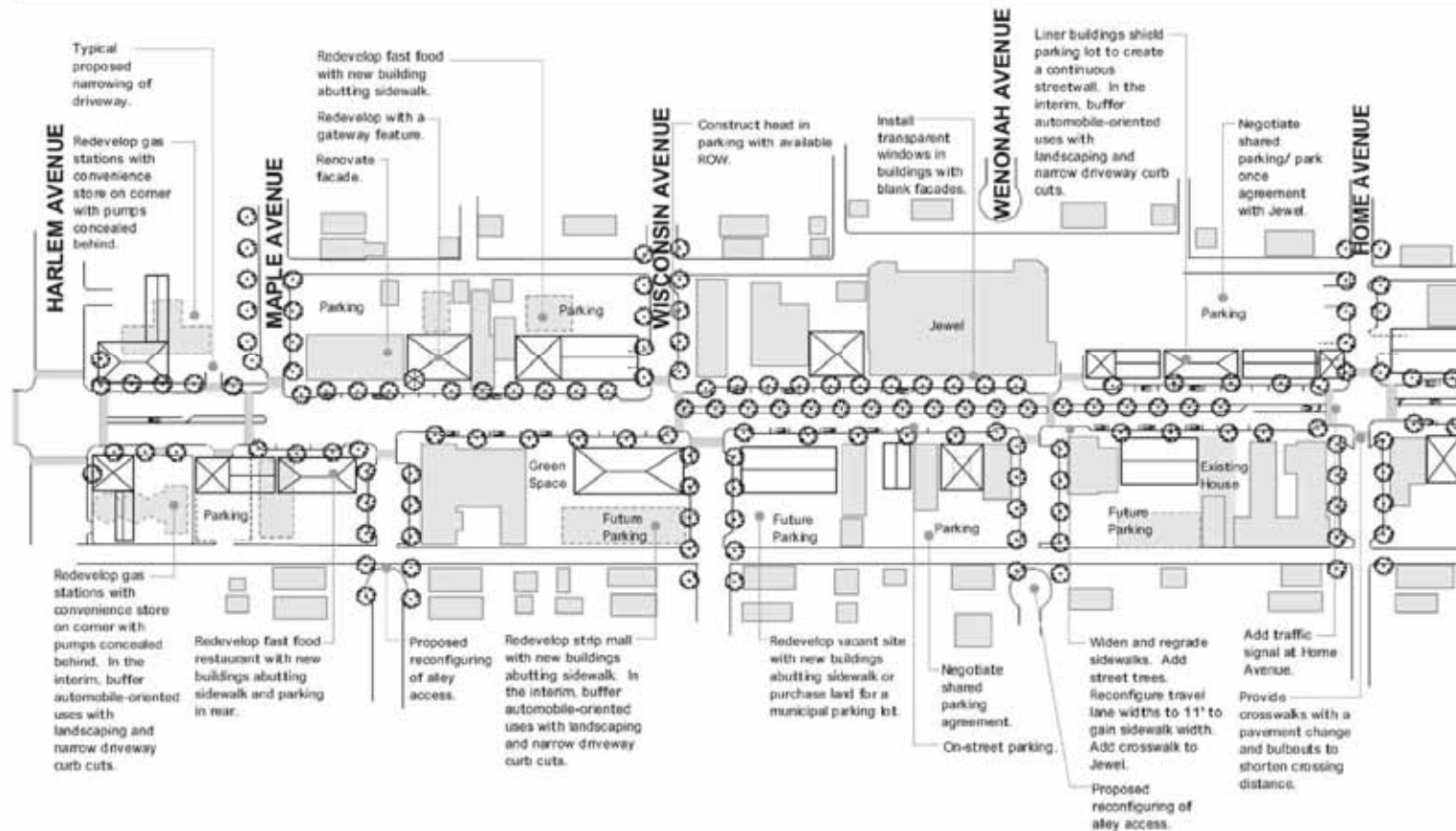
Subarea 1 is the western anchor of the corridor and should create opportunities for gateway features. Because the corner properties at Harlem Avenue will likely remain gas stations, the next properties to the east have been designated to receive special treatment, marking the gateway into the corridor. Refer to the Land Use Map on page 51.



*Renovate blank facades and add fenestration (window openings).*

# AUTOMOBILE-ORIENTED SUBAREAS

## SUBAREA 1: Harlem Ave. (7200W) to Home Ave. (7000W)



Illustrative Plan of Proposed Recommendations

# AUTOMOBILE-ORIENTED SUBAREAS

## SUBAREA 1: Harlem Ave. (7200W) to Home Ave. (7000W)

**Land Use & Development Goal: Determine & Encourage Appropriate Development.**

**Land Use Objective 1:  
IDENTIFY RE-USE & REDEVELOPMENT SITES**  
Subarea 1 has the most redevelopment potential of all the corridor. Very few structures in this area are recommended for retention as key historic structures and many existing developments are auto-oriented. This subarea is key for development of additional parking, especially to serve subarea 2. Vacant parcels are recommended for development as a municipal parking lot.

There are many parking lots on the site as well as existing underdeveloped residential lots. One residential lot with 125' frontage is currently for sale just east of Maple Avenue on the north side. Infill buildings should be constructed at the sidewalk and deteriorated buildings behind demolished to create rear parking lots. The existing green space on the south side of the street should be enhanced and maintained.

Finally, the auto-oriented uses in this subarea should be redeveloped in a more pedestrian-friendly manner. The gas stations at the intersection

of Harlem and Roosevelt Road should be redeveloped keeping the same use, but the convenience stores for the BP and Shell gas stations should be constructed at the front and side property lines on the corner to anchor the entrance corners to the corridor. As existing shopping centers deteriorate, replacement buildings should be constructed at the sidewalk and the parking moved to the rear.

**Land Use Objective 2:  
TAP THE MARKET FOR APPROPRIATE LAND USES**  
Several key buildings are currently vacant and available for rehabilitation.

**Land Use Objective 3:  
ENCOURAGE RESIDENTIAL & MIXED-USE DEVELOPMENT**  
Given the current auto orientation of this subarea, light industrial uses would be appropriate for these structures, reserving retail uses for the existing pedestrian-oriented subareas. Base zoning should be Mixed-Use and new development in this subarea

should focus on Mixed-Use. A multifamily district could also be established as noted by the recommended floating zone allowable locations below. Gateway buildings should also be developed at the entrance to the corridor as noted below.

**LEGEND**

- Existing Uses**
- Retail, Commercial, Restaurant & Services
  - Auto-Oriented - Commercial & Services
  - Office/Classroom & Institutional Office (Gift Stores, Lodges, Etc. also Hall)
  - Mixed Use
  - Light Industrial (Brew) Commercial Warehouse (Lighting) Carving/Printing
  - Residential
  - Vacant
- Recommended Key Historic Structure
- \* Recommended Gateway Building



Existing Land Use Map

# AUTOMOBILE-ORIENTED SUBAREAS

## SUBAREA 3: Oak Park Ave. (6800W) to East Ave. (6600W)

TRANSPORTATION GOAL: Create an Accessible Site for All Visitors.



**Transportation Objective 1:**  
**CREATE A CONTINUOUS PEDESTRIAN-FRIENDLY EXPERIENCE**  
 Because of the key anchor businesses in this subarea and its location adjacent to a pedestrian-friendly subarea (2), Subarea 3 should generally become more pedestrian-friendly.

Crosswalks and bulb-outs should be located at each intersection to reduce pedestrian auto conflicts, which are designated in red on the Pedestrian Zone Analysis diagram. Medians should be constructed along the entire length of this subarea, with openings at each road intersection to allow left turns. Left-turn lanes should be included only at major intersections.

Driveways should be reduced in width, redundant ones removed, and appropriate ones relocated to side streets or the alley to further reduce pedestrian/ auto conflicts. Blank facades should be renovated to include high levels of transparency to reduce the yellow areas of the Pedestrian Zone Analysis diagram and make the corridor more interesting and comfortable for pedestrians.

### PedZone<sup>SM</sup> Analysis

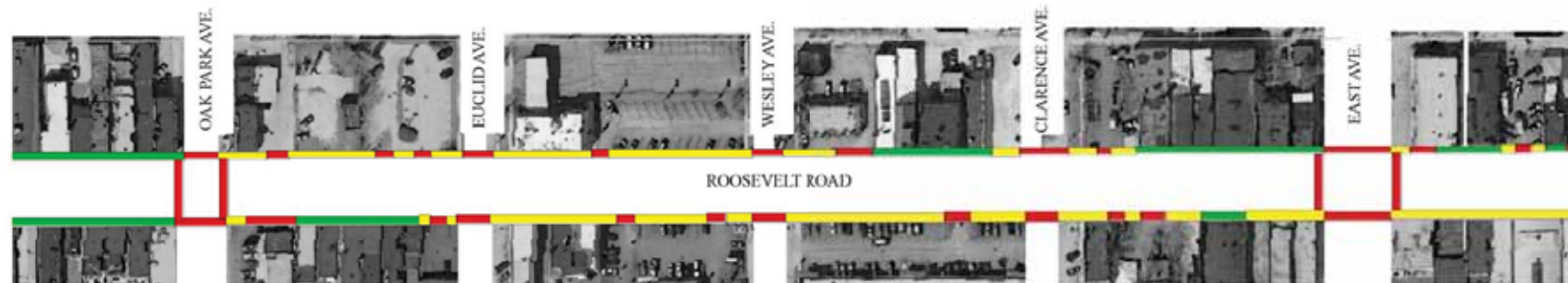
	STREET FRONTAGE	
	Existing	Ped-Friendly
Green	33%	80%
Yellow	42%	10%
Red	25%	10%
STREET CROSSINGS		
	1 per 1320'	8 per 1320'
		Street Length

- Key:**
- Comfortable Pedestrian Experience
  - Unrewarding Pedestrian Experience
  - Pedestrian/ Auto Conflict Areas

*Shown above are the percentages of green (pedestrian-friendly), yellow (pedestrian-unfriendly), & red (pedestrians in direct conflict with automobiles) for this subarea. There are many opportunities for elimination of driveway cuts and improvements to existing facades.*



*Pedestrian Zone Analysis applied to site photo.*



*Pedestrian Zone (PedZone<sup>SM</sup>) Analysis*



# AUTOMOBILE-ORIENTED SUBAREAS

## SUBAREA 3: Oak Park Ave. (6800W) to East Ave. (6600W)

URBAN DESIGN GOAL: Create an Identity that will Draw Visitors & Businesses.

**Transportation Objective 2:  
PROVIDE PARKING IN STRATEGIC LOCATIONS**

As in other auto-oriented subareas, parking is abundant. The largest, LaSalle Bank, should be targeted for a shared parking agreement that would allow bank customers to keep their cars in their lot while they visit other nearby businesses on foot.

Parking could also be increased by reducing excessive curb cuts and replacing them with on-street parking. Locations for curb cuts to potentially be reduced include Oil Express and CVS.

	S.F. of Bldg	# of Spaces	Current Ratio #/1000sf
Off-Street	242,600	307	1.26
On-street	X	131	.5
Comb. Parking	X	438	1.8

Conventional Requirement is 2.7 per 1000sf of retail space.

**Transportation Objective 3:  
CREATE ALLEY ACCESS FOR ALL BUSINESSES**

There are no alley access issues within this corridor. Additionally, allowing two-way traffic on Euclid and Clarence will provide more connectivity throughout the corridor and allow driveways and alley access off these streets to serve parking lots.

**Transportation Objective 4:  
PROVIDE TRAFFIC CALMING FOR A SAFER CORRIDOR**

Traffic calming recommendations throughout this subarea are similar to all other subareas. Reconfiguring the traffic lanes to reduce their width to the IDOT minimum of 11' will allow for widening of sidewalks and will also slow traffic. The proposed center median and reduction in number of driveway curb cuts will also calm traffic by limiting the number of left turns occurring on the corridor.



*When auto-oriented properties such as this strip mall get redeveloped, mid-story buildings should be constructed at the sidewalk.*



*Negotiate shared parking agreements where large under-utilized parking lots currently exist.*

**Urban Design Objective 1:  
CREATE A PEDESTRIAN-ORIENTED STREETSCAPE**  
Streetscape is necessary to create a comfortable pedestrian environment. Landscaping along the sidewalk adjacent to the Oil Express and Burger King would encourage pedestrians to walk along these auto zones. Landscape improvements along parking lots will encourage pedestrians to walk between neighboring businesses rather than take a short car trip.

Otherwise, corridor identity streetscape should continue through this corridor toward the pedestrian-oriented subarea to the west and the industrial subarea to the east.

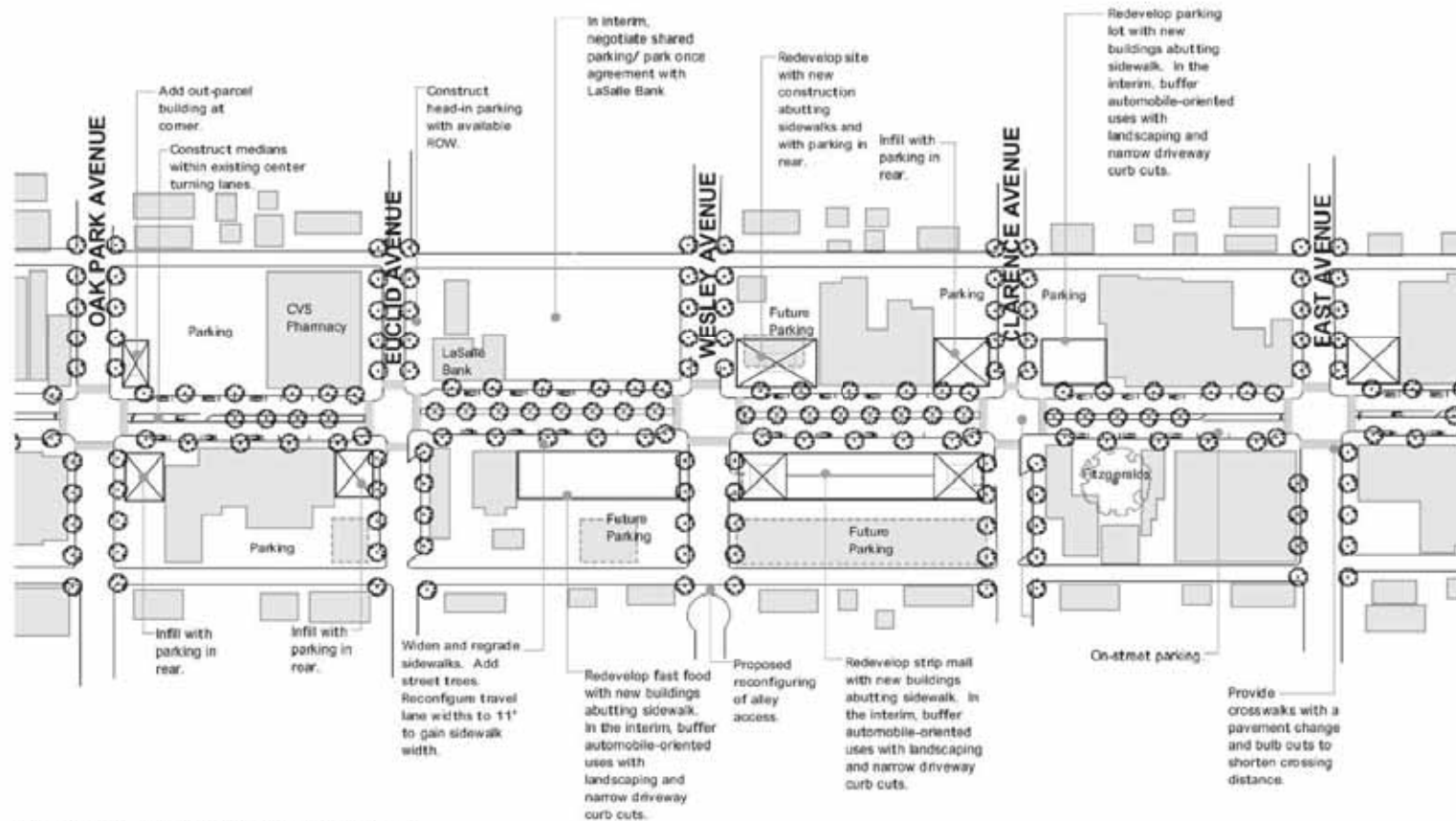
**Urban Design Objective 2:  
ENHANCE STOREFRONTS & BUILDING FACADES**  
Several existing buildings would benefit from some facade renovation. CVS and LaSalle Bank would have a greater presence on the street to pedestrians with increased windows on their facades. Dan's Bike Shop in this subarea of the corridor should serve as an example of preferred facade treatment.

Utilization of a facade improvement program would encourage minor, relatively inexpensive enhancements to signage and awnings. To further the cause of improving the pedestrian character of this subarea, it is recommended that this funding be available to buildings built up to the sidewalk.

**Urban Design Objective 3:  
GUIDE THE DESIGN OF FUTURE DEVELOPMENT**  
Any major renovation to existing buildings or new construction should include expanded building footprints or additions that maintain a continuous streetwall.

# AUTOMOBILE-ORIENTED SUBAREAS

## SUBAREA 3: Oak Park Ave. (6800W) to East Ave. (6600W)



Illustrative Plan of Proposed Recommendations

# AUTOMOBILE-ORIENTED SUBAREAS

## SUBAREA 3: Oak Park Ave. (6800W) to East Ave. (6600W)

**Land Use & Development Goal: Determine & Encourage Appropriate Development.**

**Land Use Objective 1:**

**IDENTIFY RE-USE & REDEVELOPMENT SITES**

This subarea, similar in character to Subarea 1 although not quite as auto-oriented, is also prime for redevelopment. A large amount of parking lots adjacent to the street should be redeveloped with liner buildings, maintaining the parking in the rear. An outparcel building in the parking lot of CVS pharmacy would hold the corner at Oak Park Avenue.

Existing auto-oriented uses, including the strip shopping center and the fast food restaurant, should eventually be redeveloped, bringing the building up to the street edge. For open space, the Fitzgerald's parking lot contains a nice size tree and could be redeveloped as semi-private open space. An alternative location for parking would be necessary.

**Land Use Objective 2:**

**TAP THE MARKET FOR APPROPRIATE LAND USES**

Subarea 3 should receive the next highest priority for retail development after the pedestrian-oriented subareas, 2 and 5. Although the recent developments along the corridor tend towards auto-oriented, the fairly new construction on the north side between Wesley and Clarence as well as the recent CVS Pharmacy prove investment in this subarea. There are very few vacant buildings in this section of the corridor.

**Land Use Objective 3:**

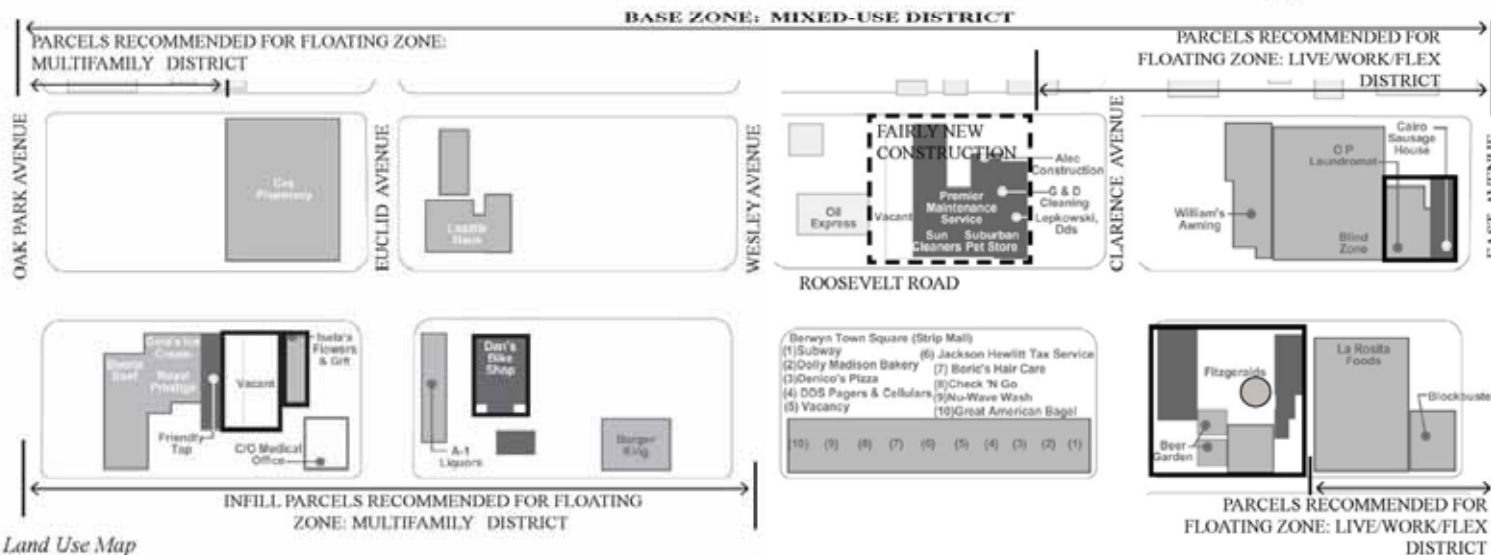
**ENCOURAGE RESIDENTIAL & MIXED-USE DEVELOPMENT**

New developments within this subarea are encouraged to be mixed-use, utilizing the recommended base zoning. The key to this subarea is the

potential for the development of artist housing in the eastern blocks adjacent to Fitzgerald's. This could create a music district that could serve as a regional draw. Floating zoning districts have been designated below:

**LEGEND**

- Existing Uses**
- Retail, Commercial, Restaurant & Services
  - Auto-Oriented - Commercial & Services
  - Office (General & Institutional Office (Gov't, Legal, & Law Firm))
  - Mixed Use
  - Light Industrial (Box) Commercial Warehouse (Lighter) Carling/Painting
  - Residential
  - Vacant
  - Recommended Key Historic Structure



# AUTOMOBILE-ORIENTED SUBAREAS

## SUBAREA 6: Lombard Ave. (6200W) to Austin Blvd. (6000W)



TRANSPORTATION GOAL: Create an Accessible Site for All Visitors.

### Transportation Objective 1: CREATE A CONTINUOUS PEDESTRIAN-FRIENDLY EXPERIENCE

In general, all of Subarea 6 should become more pedestrian-friendly to reflect that it is located adjacent to a pedestrian-oriented subarea and to better connect these two neighboring subareas.

Crosswalks and bulb-outs should be located at each intersection to reduce pedestrian auto conflicts, which are designated in red on the Pedestrian Zone Analysis diagram. Medians should be constructed along the entire length of this sub area with openings at each road intersection to allow left turns. Left-turn lanes should be included only at major intersections.

Driveways should be reduced in width, redundant ones removed and appropriate ones relocated to side streets or the alley to further reduce pedestrian auto conflicts. Renovate blank facades to include high levels of transparency to reduce the yellow areas of the Pedestrian Zone Analysis diagram and make the corridor more interesting and comfortable for pedestrians.

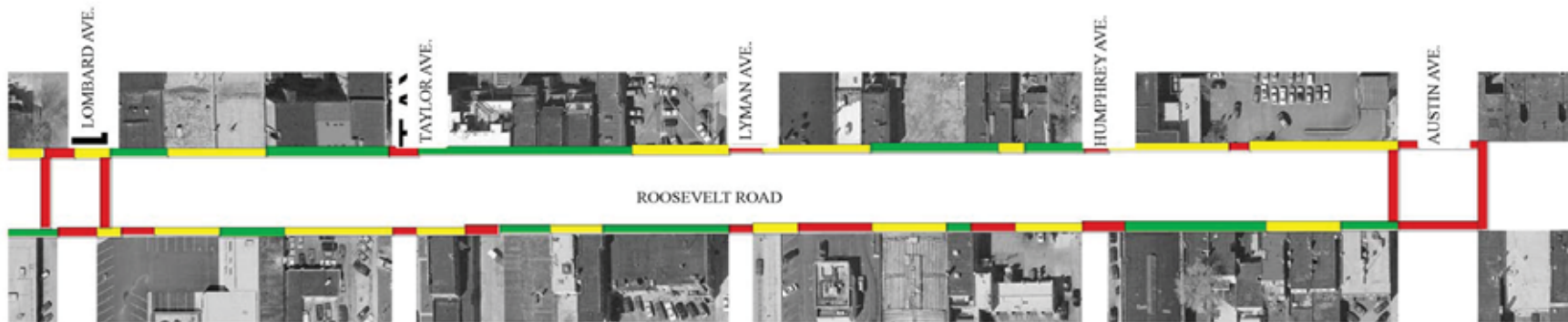
### PedZone<sup>SM</sup> Analysis

	STREET FRONTAGE	
	Existing	Ped-Friendly
Green	40%	80%
Yellow	40%	10%
Red	20%	10%
STREET CROSSINGS		
	0 per 1320' Street Length	8 per 1320' Street Length

### Key:

- Comfortable Pedestrian Experience
- Unrewarding Pedestrian Experience
- Pedestrian/ Auto Conflict Areas

*Shown above are the percentages of green (pedestrian-friendly), yellow (pedestrian-unfriendly), & red (pedestrians in direct conflict with automobiles) for this subarea. There are many opportunities for elimination of driveway cuts and improvements to existing facades.*



Pedestrian Zone (PedZone<sup>SM</sup>) Analysis



## AUTOMOBILE-ORIENTED SUBAREAS

### SUBAREA 6: Lombard Ave. (6200W) to Austin Blvd. (6000W)

**URBAN DESIGN GOAL:** Create an Identity that will Draw Visitors & Businesses.

**Transportation Objective 2:**

**PROVIDE PARKING AT STRATEGIC LOCATIONS**

As in other auto-oriented subareas, parking is abundant. Target the largest, Charter One Bank, for a shared parking agreement allowing bank customers to keep their cars in that lot while they visit other nearby businesses on foot. Such an agreement would cut down on the number of car trips, while encouraging shoppers to frequent the pedestrian-oriented businesses in the subarea, as well as the businesses in the adjacent pedestrian-oriented subarea.

Increase parking by reducing excessive curb cuts and replacing them with on-street parking. Potential locations for curb cuts to be reduced include The Lucky Dog Restaurant, Quickwash Carwash, and Truck Connections.

	S.F. of Bldg	# of Spaces	Current Ratio in/1000sf
Off-street	178,500	283	1.6
On-street	X	151	.8
Comb. Parking	X	434	2.4

Conventional Requirement is 2.7 per 1000sf of Mixed-Use space.

**Transportation Objective 3:**

**CREATE ALLEY ACCESS FOR ALL BUSINESSES**

There are no alley access issues within this corridor. Additionally, allowing two-way traffic on Lyman Avenue will provide alley access to serve parking lots.

**Transportation Objective 4:**

**PROVIDE TRAFFIC CALMING FOR A SAFER CORRIDOR**

Traffic calming throughout this subarea is similar to all other subareas. Reconfiguring the traffic lanes to reduce their width to the IDOT minimum of 11' will allow for widening of sidewalks and will also slow traffic. The proposed center median and reduction in the number of driveway curb cuts will also calm traffic by limiting the number of left turns occurring on the corridor.

**Urban Design Objective 1:**

**CREATE A PEDESTRIAN-ORIENTED STREETScape**

Pedestrian character along the most intensely auto-oriented uses would benefit from a landscape buffer. Landscaping along the sidewalk adjacent to the Lucky Dog, Charter One Bank and Quickwash Carwash would encourage pedestrians to walk along these auto zones. Landscape improvements along parking lots will encourage pedestrians to walk between neighboring businesses rather than take a short car trip.

Otherwise, corridor identity streetscape should continue through this subarea toward the pedestrian-oriented subarea to the west and the industrial subarea to the east.



*Some areas of Subarea 6 have eroded streetwalls and need major redevelopment.*

**Urban Design Objective 2:**

**ENHANCE STOREFRONTS & BUILDING FACADES**

Several existing buildings would benefit from some facade renovation. Charter One Bank, Aeron's Car Care, Alko Automotive, the Drug/ Medical Center, and the Cigarette Mart would have a greater presence on the street to pedestrians with increased windows on their facades.

Creation of a facade improvement program would encourage minor, relatively inexpensive enhancements to signage and awnings. To further the cause of improving of the pedestrian character of this subarea, we recommend that this funding be available for buildings built up to the sidewalk.



*Some areas of Subarea 6 have intact streetwalls and need some renovations only.*

**Urban Design Objective 3:**

**GUIDE THE DESIGN OF FUTURE DEVELOPMENT**

Any major renovation to existing buildings or new construction should include expanded building footprints or additions that maintain a continuous streetwall. The parking lot adjacent to Charter One Bank could provide an effective streetwall with a future addition of storefronts along the edges of the parking lots.

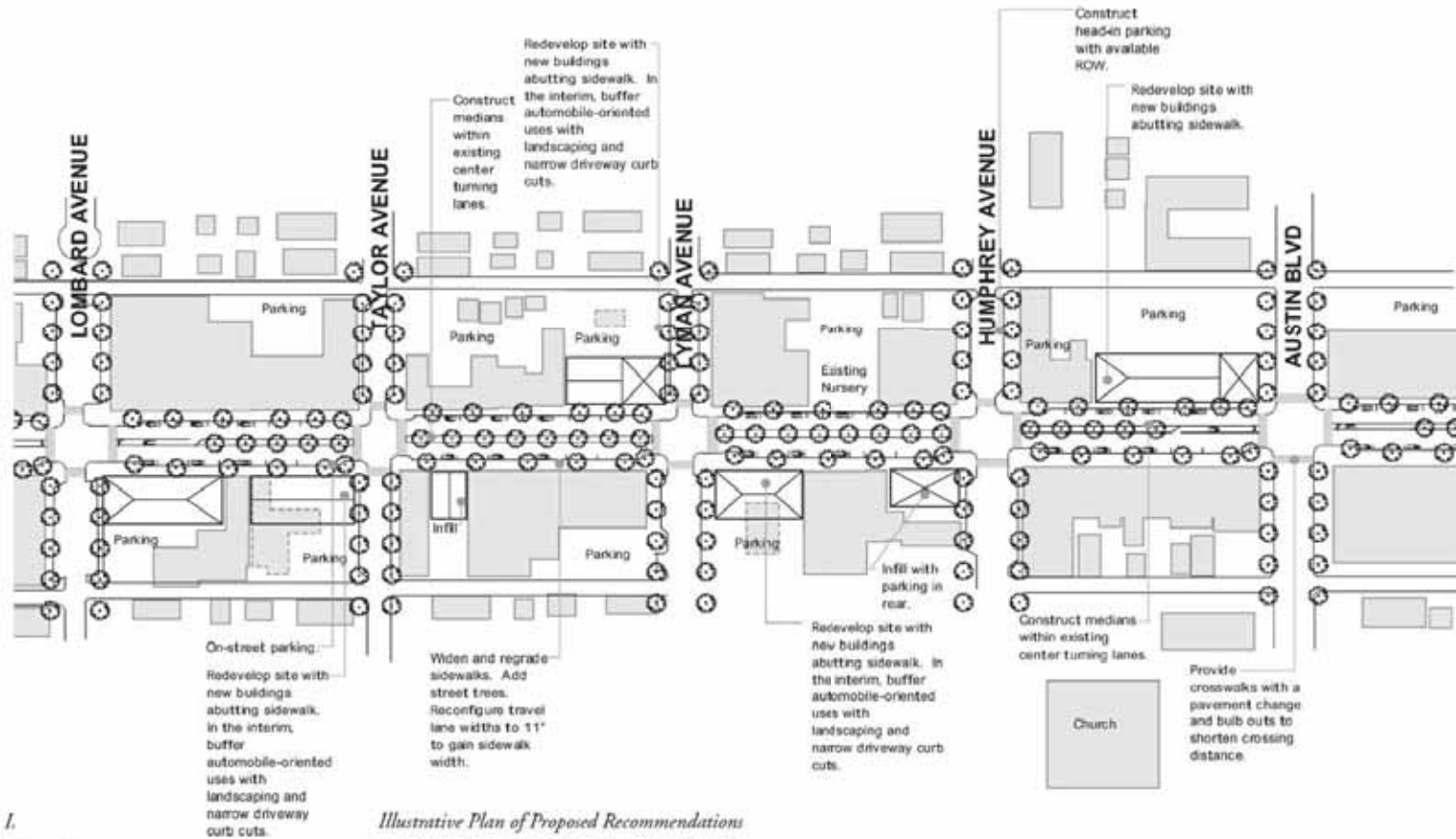
As the eastern entrance to the corridor for Oak Park and Cicero, two locations for potential gateway features have been designated. Refer to the Land Use Map on page 59.



*Urban Farm's Nursery contributes positively to the street.*

# AUTOMOBILE-ORIENTED SUBAREAS

## SUBAREA 6: Lombard Ave. (6200W) to Austin Blvd. (6000W)



I.

*Illustrative Plan of Proposed Recommendations*

# AUTOMOBILE-ORIENTED SUBAREAS

## SUBAREA 6: Lombard Ave. (6200W) to Austin Blvd. (6000W)

**Land Use & Development Goal: Determine & Encourage Appropriate Development.**

**Land Use Objective 1:  
IDENTIFY RE-USE & REDEVELOPMENT SITES**

Subarea 6 has many physical characteristics of a pedestrian-oriented subarea, although the uses tend towards auto-oriented. Many key buildings are located on this section of the corridor, especially on the north side.

Any redevelopment of existing auto-oriented developments should result in a building constructed at the front property line with the parking in rear. The northwest corner of Lyman has a vacant used car dealership that is a very good potential redevelopment site. Auto-oriented structures such as the Lucky Dog and the two carwashes should be eventually redeveloped with more pedestrian-oriented building placement at the front of the lot and parking in the rear.

The intersection of Austin Avenue has buildings intact at all corners except the northwest corner with Charter One Bank.

**Land Use Objective 2:  
TAP THE MARKET FOR APPROPRIATE USES**

The uses in subarea 6 appear to be fairly successful as there are few vacancies in this subarea. The auto-orientation of many of the uses, especially on the south side of the street, should be phased out or pushed towards the eastern portion of the subarea.

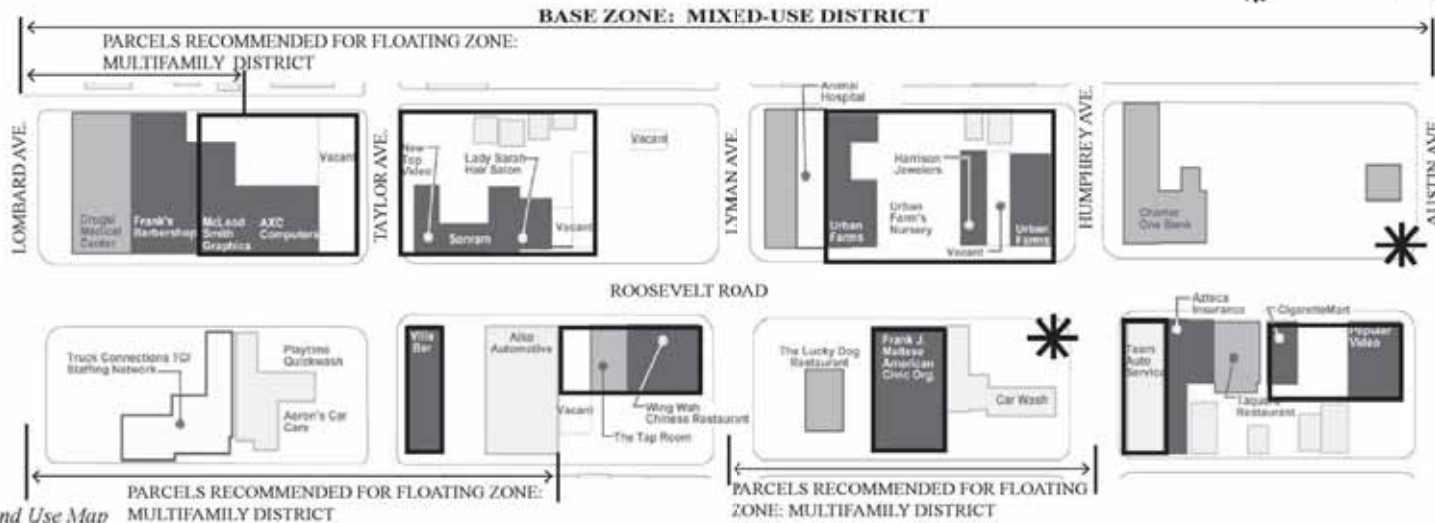
**Land Use Objective 3:  
ENCOURAGE RESIDENTIAL & MIXED-USE DEVELOPMENT**

New development should be multi-story Mixed-Use. The western portions of this subarea, adjacent to pedestrian-oriented subarea 5, should receive

retail priority after subareas 2, 5 and auto-oriented subarea 3. Small, multifamily buildings could be infilled into the subarea, especially in the western portions.

**LEGEND**

- Existing Uses**
- Retail, Commercial, Restaurant & Services
  - Auto-Oriented - Commercial & Services
  - Office Oriented & Institutional Office (Gov't, Lodges, & other Hall)
  - Mixed Use
  - Light Industrial (Brew, Commercial Warehouse (Lighters/ Carving/ Printing)
  - Residential
  - Vacant
- Recommended Key Historic Structures**
- 
- Recommended Outway Buildings**
- ✱



Existing Land Use Map

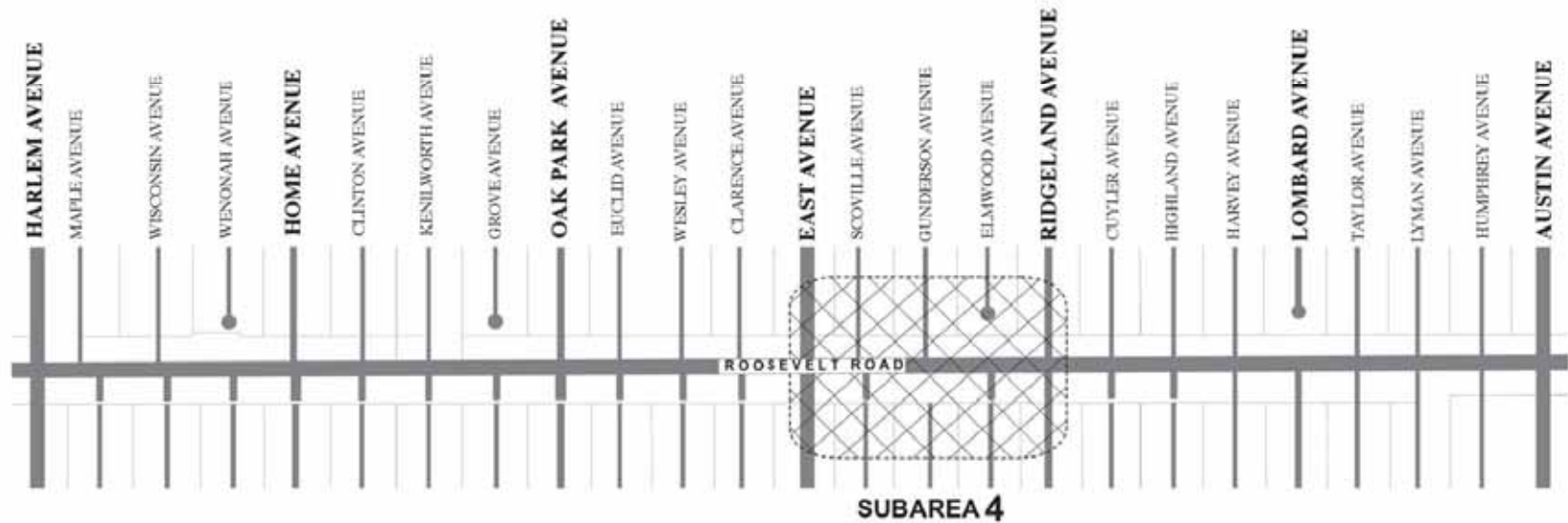




# INDUSTRIAL SUBAREAS

Only one of the six subareas has primarily industrial uses, with several key industrial properties and an abundance of auto-oriented uses. Subarea 4 is bounded by an auto-oriented subarea to the west and a pedestrian-oriented subarea to the east.

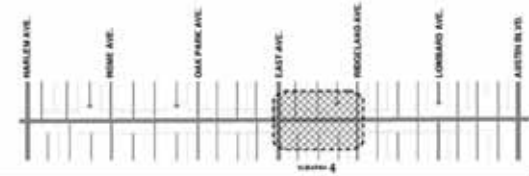
The industrial businesses within this subarea are anchors for the corridor; therefore, the primary goal for this subarea is to create the streetscape component to allow comfortable pedestrian activity.



# INDUSTRIAL SUBAREA

## SUBAREA 4: East Ave. (6600W) to Ridgeland Ave. (6400W)

TRANSPORTATION GOAL: Create an Accessible Site for All Visitors.



**Transportation Objective 1:  
CREATE A CONTINUOUS PEDESTRIAN-FRIENDLY  
EXPERIENCE**  
Subarea 4 is the least pedestrian-friendly of the subareas because of the prevalence of parking lots and windowless facades.

Bulb-outs located at all intersections will narrow the street width and allow pedestrians to more easily cross the street. The crosswalks at Scoville and Gunderson Avenues should be easy to navigate because of the pedestrian traffic from Turano's Bakery, which is located on both sides of Roosevelt Road. A center median the length of the corridor will further ease pedestrian crossings.

### PedZone<sup>SM</sup> Analysis

	STREET FRONTAGE	
	Existing	Ped-Friendly
Green	8%	80%
Yellow	70%	10%
Red	22%	10%
STREET CROSSINGS		
	1 per 1320' Street Length	8 per 1320' Street Length

### Key:

- Comfortable Pedestrian Experience
- Unrewarding Pedestrian Experience
- Pedestrian/ Auto Conflict Areas

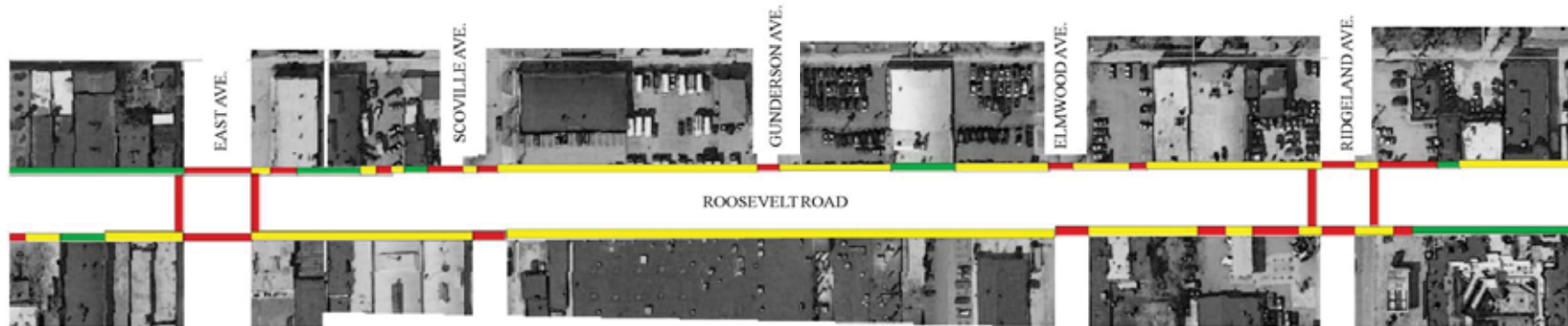
### Transportation Objective 2:

#### PROVIDE PARKING IN STRATEGIC LOCATIONS

Currently, there is a substantial amount of parking in lots adjacent to the sidewalk. These lots should be buffered until liner buildings can be constructed.

Parking could be increased and decentralized by reducing excessive curb cuts and replacing them with on-street parking. By eliminating the current 440 feet of driveway curb cuts, 22 parking spaces may be gained. On-street head-in parking may also be possible within the Elmwood Avenue right-of-way.

*Shown above are the percentages of green (pedestrian-friendly), yellow (pedestrian-unfriendly), & red (pedestrians in direct conflict with automobiles) for this subarea. There are many opportunities for elimination of driveway cuts and improvements to existing facades.*



Pedestrian Zone (PedZone<sup>SM</sup>) Analysis

# INDUSTRIAL SUBAREA

## SUBAREA 4: East Ave. (6600W) to Ridgeland Ave. (6400W)

URBAN DESIGN GOAL: Create an Identity that will Draw Visitors & Businesses.

	S.F. of Bldg	# of Spaces	Current Ratio <i>(S.F. per space)</i>
Off-Street	291,000	374	1.3
On-street		154	.5
Comb. Parking		528	1.8

Conventional Requirement is 2.7 per 1000sf of Mixed-Use space.

**Transportation Objective 3:  
CREATE ALLEY ACCESS FOR ALL BUSINESSES**  
Seoville, Gunderson, and Elmwood Avenues, on the southern portion of the corridor, should be reconfigured to allow alley access from the corridor for the businesses.

**Transportation Objective 4:  
PROVIDE TRAFFIC CALMING FOR A SAFER CORRIDOR**

Many of the recommendations for the streetscape also serve to calm the traffic, including the center median, bulb-outs and crosswalks. Additionally, reducing the lanes to an 11' width for traffic lanes and 8' for left-turn lanes or the center median allows for an additional 6' of sidewalk to be distributed to both sides of the corridor. These slightly narrower lanes also tend to calm and slow the traffic.



*Buffer Turano's trucks until redevelopment can occur on this site.*



*Prohibit buildings in the future from having long, blank lengths of facade.*

**Urban Design Objective 1:  
CREATE A PEDESTRIAN-ORIENTED STREETScape**  
Because of the lack of existing streetscape character along this segment of the corridor, as well as its central location within the corridor, streetscape improvements for this subarea are important. Streetscape improvements may also be the only improvements to be made to this subarea, given recent investments in the existing industrial and auto-oriented uses.

Continuing the streetscape theme through this subarea, combined with buffering the existing uses from the pedestrian, will help guide the pedestrians through this corridor.

**Urban Design Objective 2:  
ENHANCE STOREFRONTS & BUILDING FACADES**  
Several existing buildings would benefit from updated facades. Installation of windows to break up the blank facades at Kubik's Auto Service, Werco Automotive Supply, Turano's Manufacturing, and Walgreen's would allow the buildings to better relate to the street.

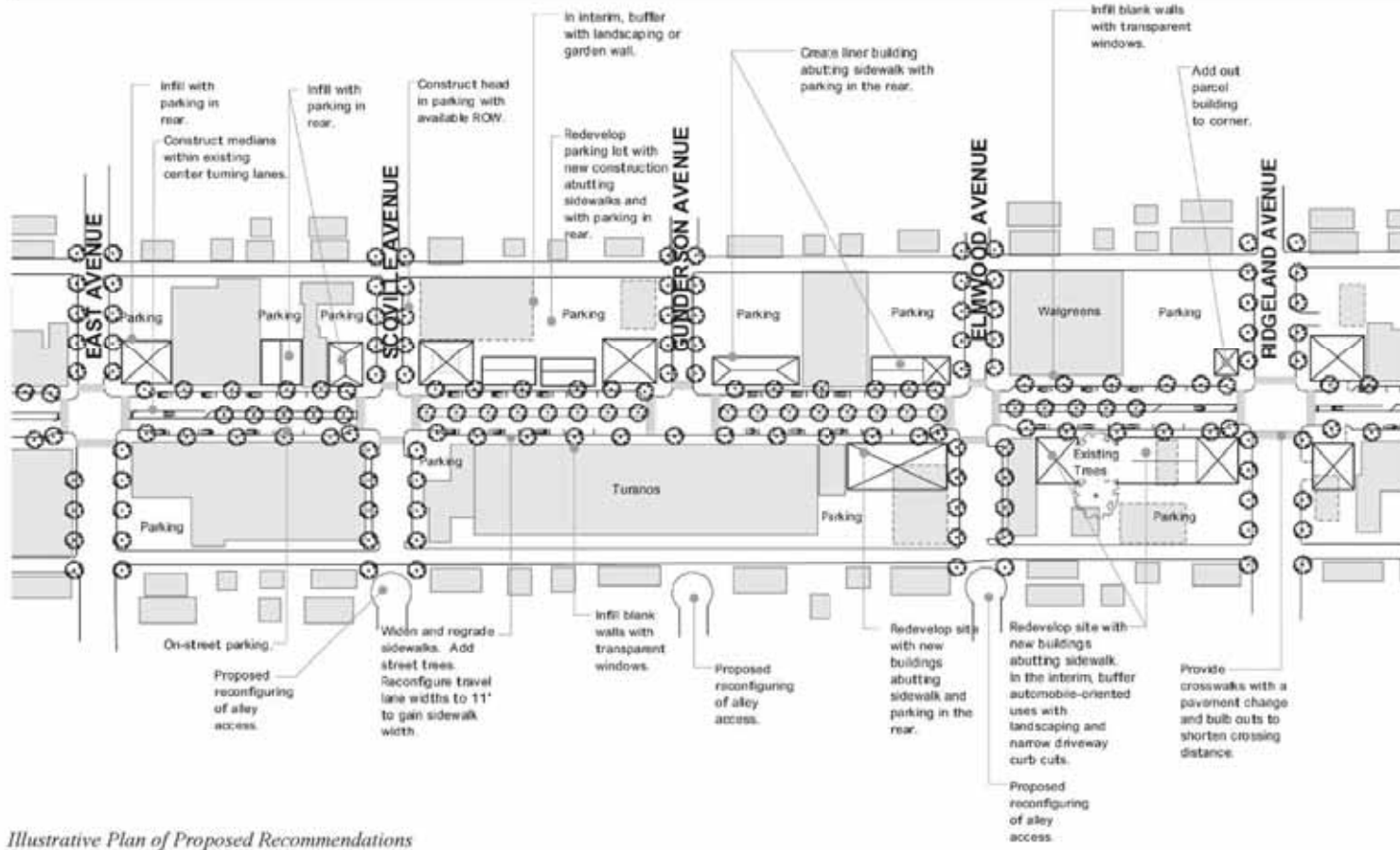
**Urban Design Objective 3:  
GUIDE THE DESIGN OF FUTURE DEVELOPMENT**  
Major renovations to existing buildings or new construction should focus on bringing the buildings to the street rather than setting them back. Shallow infill development or outbuildings along the street at Wheels of Oak Park, Walgreen's, and Turano's would help shore-up the streetwall.



*Shell gas station at the intersection of Ridgeland Avenue and Roosevelt Road needs buffering.*

# INDUSTRIAL SUBAREA

## SUBAREA 4: East Ave. (6600W) to Ridgeland Ave. (6400W)



Illustrative Plan of Proposed Recommendations



# INDUSTRIAL SUBAREA

## SUBAREA 4: East Ave. (6600W) to Ridgeland Ave. (6400W)

**Land Use & Development Goal: Determine & Encourage Appropriate Development.**

**Land Use Objective 1:  
IDENTIFY RE-USE & REDEVELOPMENT SITES**

Currently, there are no vacant parcels available for redevelopment. Any new development should fill in parking lots at the sidewalk, with parking areas moved to the rear.

**Land Use Objective 2:  
TAP THE MARKET FOR APPROPRIATE USES**

The majority of Subarea 4 is currently light industrial with Turano's Bakery fronting much of the subarea. Subarea 4 should continue to grow as a light industrial subarea. There are not many buildings with historic value worth retaining. The block between East and Scoville on the north side has only one building worth preserving, the rest of the block could be redeveloped

as light industrial or flex commercial. Both ends of Subarea 4 could be redeveloped this way and bleed into the adjacent subareas.

**Land Use Objective 3:  
ENCOURAGE RESIDENTIAL & MIXED-USE DEVELOPMENT**

Base zoning for this subarea of the corridor is mainly light industrial to encourage and allow Turano's and other light industrial uses to expand. This category still requires the development of multi-story structures constructed at the sidewalk edge and including some level of ground-floor pedestrian-oriented uses, such as a retail bakery.

Locations to allow alternative developments, including residential, in this area have been designated. The Live/Work/Flex floating zone described

in this document would allow residential units with semi-public spaces accessible from the sidewalk that could be used by visual artists, musicians or small businesses. These uses also provide a buffer between the industrial uses and other areas of the corridor.

**LEGEND**

- Existing Uses
- Retail, Commercial, Restaurant & Services
  - Auto-Related - Commercial & Services
  - Office (General & Institutional Office (Gov't, Legal, & Law Firm))
  - Mixed Use
  - Light Industrial (Brew, Commercial Warehouse (Lighter/ Cooler/ Printing))
  - Residential
  - Vacant
  - Recommended Key Historic Structure



Existing Land Use Map



# IMPLEMENTATION STRATEGIES

Implementation strategies are outlined on the following pages. Of the utmost importance is establishing an entity that can span the various governments present on the corridor, to implement the plan consistently along the corridor within all jurisdictions. Next is clearly implementing the recommended actions discussed throughout this report and outlined in order of implementation in the Implementation Table. Finally, included for reference, are several potential funding sources to be contacted by the implementation authority established to supplement existing funds.





# STRATEGIES FOR IMPLEMENTING THE PLAN

## ESTABLISH A JOINT REDEVELOPMENT AUTHORITY

Implementing recommendations from land-use redevelopment studies are often difficult due to their complexity and cost, as well as uncertainty on the part of elected officials and staff about the role of the municipality in getting these things done. An implementation strategy, however, is key to the success of the Roosevelt Road corridor. The main challenge is funding; however, it will also be difficult to implement recommendations on both sides of the corridor, given the separate governing bodies. In order to comprehensively implement the recommendations specified in this plan, a formal partnership must be made among the three municipalities included in the study area. Berwyn and Oak Park must jointly agree to the creation of a joint redevelopment authority. It is also recommended that the City of Cicero be included in the authority to cover the few blocks of the study area within their jurisdiction. The Roosevelt Road Business Association, which was established in 2002, should be encouraged to work with the joint redevelopment authority.

This redevelopment authority should have the power to raise funds, either through the creation of a tax-increment financing district, the collection of special service area taxes, or through bonds. The authority should also have the power to condemn parcels as needed for the good of the corridor. Additionally, the authority should have the power to construct, for example, contracting for the construction of the recommended streetscape. Finally, the authority should have the power to operate a facility, such as a parking structure constructed for public use, including parking lots and garages. Businesses may also be operated through the redevelopment authority to facilitate leasing space and running parking facilities.

## INTERMUNICIPAL COORDINATION

Although the first, most crucial task outlined in the implementation table—the creation of a Joint Redevelopment Authority—may be daunting, there is no reason to hold off on initiating other tasks. A Joint Redevelopment Authority would assure the cooperation of Berwyn, Oak Park, and Cicero; however, tasks can and should be implemented even before an authority is established. An implementation committee should be formed with key

stakeholders from each municipality to advance the joint agenda. The intermunicipal coordination required to advance the various action items might well encourage the formation of an authority. It will become clear that the municipalities can strengthen their assets by working together.

## TIMING

Either the Joint Redevelopment Authority or the individual municipalities should complete the first five tasks within two years of the plan's introduction. By the end of four years, the first six tasks should be completed. Depending on progress and success of the implemented actions, the remaining tasks should be completed within 10 to 15 years from the introduction of the plan. If full implementation is not achieved by the end of this timeframe, the goals and objectives of the plan should be revisited.

Some of these tasks, such as researching funding sources, should be continued throughout the planning process. Note that there is a summary of ongoing tasks at the end of the implementation table.

## Proposed Duties of the Joint Redevelopment Authority

The duties of the Joint Redevelopment Authority should include the implementation of the recommendations included in this document as well as any other actions deemed related to the success of the corridor. The recommendations within this document can be organized in the following categories: implementing construction, establishing guiding regulations, funding implementation, establishing agreements, and marketing the corridor.

### Implementing Construction

Coordinating the design and contracting the installation of a consistent streetscape throughout the corridor, including the reconstruction of paving and sidewalk widening, installation of new light standards, installation of street trees, installation of median, and installation of street furniture.

Purchasing land and contracting the construction of public parking lots, parking garages, and the retail associated with them.

### Establishing Guiding Regulations

Coordinating zoning regulations with the separate municipalities to guide future development as described in the plan.

Establishing sign ordinances, parking landscape requirements, and regulations for sidewalk cafes and other public area uses.

### Funding Implementation

Applying for funding from a variety of sources to implement components of the plan.

Establishing a facade improvement funding mechanism and other funding help for struggling privately-owned businesses on the corridor.

Managing funding and distribution of funds for programs and construction contracts.

### Establishing Agreements

Establishing parking agreements between Redevelopment Authority and local businesses.

Coordinating shared parking agreements between separate businesses.

### Marketing the Corridor

Coordinating the installation of banners throughout the corridor, advertising businesses, and defining the identity of the corridor.

Installing seasonal decorations and plantings to improve the character of the corridor.

# IMPLEMENTATION TABLE

## EXPLANATION OF TABLE ORGANIZATION

The following table is intended to serve as a checklist for the involved municipalities. The table assumes the creation of the Joint Redevelopment Authority described on previous pages is successful. Otherwise, each municipality would be responsible for completing each task outlined on the table for their jurisdiction.

The table is organized by tasks in order of recommended occurrence. Keyed Actions are referenced with more detail within this document. LU3-A, for example, refers to Land Use Objective 3, Recommended Action A on page 35. UD refers to Urban Design Objectives and T refers to Transportation Objectives.

Task	Responsible Party	Keyed Action based on Goals & Objectives	Recommended Action in Recommended Order (for those keyed, reference the document for more detailed explanation)	Page Ref. In Document
1 Create Joint Redevelopment Authority (JRA)	Berwyn & Oak Park Municipalities		Establish an authority to concentrate efforts on the corridor and create a common ground between the different municipalities	69
2 Establish funding sources and mechanisms for redevelopment	Oak Park		Establish TIF district to fund actions by the Authority	69
	Berwyn		Allow existing TIF district to fund actions by the Authority	69
3 Establish overlay district to receive specific regulations	Oak Park		Establish Oak Park overlay district giving JRA authority to establish and enforce guidelines and standards for the corridor, and to fund activities.	69
	Berwyn		Establish Berwyn overlay district giving JRA authority to establish and enforce guidelines and standards for the corridor, and to fund activities.	69
4 Obtain additional funding sources	Joint Redevelopment Authority		See included List of Potential Funding Sources for federal, state and regional funding/matching programs Join Illinois Main Street Program for technical assistance Consider parking meters on portions of the street and side streets	73
5 Regulatory actions	Joint Redevelopment Authority	LU3-A	ESTABLISH ZONING OVERLAY WITHIN EACH MUNICIPALITY	32
		LU3-B	ADOPT COMPATIBILITY STANDARDS	33
		T2-F	ESTABLISH NEW PARKING REQUIREMENTS FOR RETAIL	17
		T4-D	ESTABLISH COMMUNITY BICYCLE PLAN	21
		UD1-F	ESTABLISH SIDEWALK CAFE ORDINANCE	23
		UD2-A	ADOPT BUILDING FACADE GUIDELINES	24
		UD2-E	ADOPT & ENFORCE A CONSISTENT SIGNAGE ORDINANCE	25
		UD3-A	ESTABLISH GUIDELINES FOR PEDESTRIAN-ORIENTED BUILDINGS	27
UD3-B	DESIGNATE GATEWAY PROPERTIES	27		

## IMPLEMENTATION TABLE

<b>Task</b>	<b>Responsible Party</b>	<b>Keyed Action based on Goals &amp; Objectives</b>	<b>Recommended Action in Recommended Order (for those keyed, reference the document for more detailed explanation)</b>	<b>Page Ref. In Document</b>
6 Interim Improvement Steps (less costly)	Joint Redevelopment Authority	UD1-B	INSTALL BANNERS ON LIGHTPOLES	23
		UD1-C	ESTABLISH PROMOTIONAL EVENTS	23
		UD1-D	ESTABLISH PUBLIC ART PROGRAM	23
		UD1-E	ORGANIZE STREET CLEANUP SYSTEM	23
		T1-D, UD1-G	BUFFER EXISTING AUTO-ORIENTED USES	15, 23
		UD2-D	ESTABLISH BUILDING MAINTENANCE GUIDELINES	25
		LU1-B	CREATE INCENTIVES FOR RETAINING KEY HISTORIC STRUCTURES	29
		T2-B	LEASE PORTIONS OF EXISTING LOTS	17
		T2-C	CREATE INCENTIVES FOR SHARING PARKING & COMBINING SMALLER PARKING LOTS	17
7 CAPITAL IMPROVEMENTS: Street Improvements	Joint Redevelopment Authority	T3-A	RECONFIGURE CUT OFF ALLEYS	19
		T3-B	REVISE ALL ONE-WAY CROSS STREETS TO TWO-WAY	19
		T1-A	RELOCATE & NARROW EXISTING DRIVEWAYS	15
		T1-B, T4-A	RECONFIGURE STREET LAYOUT	15, 21
		T4-B	INSTALL CROSSWALKS	21
		T4-C	INSTALL TRAFFIC SIGNAL	21
		T4-E	EVALUATE LANE CONFIGURATION AND SIGNALIZATION AT RIDGELAND AVE.	21
		T1-C, UD1-A	INSTALL STREETSCAPE	15, 23
		T2-A	INCREASE ON-STREET PARKING	17
8 CAPITAL IMPROVEMENTS: Parks	Joint Redevelopment Authority	LU1-C	PROVIDE SMALL OPEN SPACES	29

## IMPLEMENTATION TABLE

Task	Responsible Party	Keyed Action based on Goals & Objectives	Recommended Action in Recommended Order (for those keyed, reference the document for more detailed explanation)	Page Ref. In Document
9 CAPITAL IMPROVEMENTS: Parking	Joint Redevelopment Authority	T2-D	CONSTRUCT PUBLICLY OWNED PARKING LOTS	17
		T2-E	RESEARCH THE FEASIBILITY OF CONSTRUCTING PUBLICLY OWNED PARKING GARAGES	17
10 CAPITAL IMPROVEMENTS: Façade Renovation Program	Joint Redevelopment Authority	UD2-B	HOLD FACADE RENOVATION WORKSHOP	25
		UD2-C	PRIORITIZE KEY FACADES	25
11 Encourage Redevelopment	Joint Redevelopment Authority	LU1-A	DESIGNATE PROPERTIES PRIME FOR REDEVELOPMENT	29
		LU1-D	PURCHASE PROPERTIES FOR REDEVELOPMENT	29
12 Ongoing Tasks	Joint Redevelopment Authority		<p>Banners and events</p> <p>Community processes for capital improvements</p> <p>Researching effects of codes and regulations</p> <p>Maintaining memberships to helpful organizations and funding organizations.</p> <p>Contacting and researching new funding sources.</p> <p>Enforcing building maintenance, street cleanup.</p> <p>Enforcing design guidelines for new developments.</p> <p>Reviewing facade renovation projects</p> <p>Reviewing proposed public art projects, facade renovations, new construction, streetscape improvements.</p> <p>Tracking vacancies and for-sale properties</p>	



# LIST OF POTENTIAL FUNDING SOURCES

## CAPITAL IMPROVEMENT FUNDING PROGRAMS

The following is a list of funding programs that may provide some assistance in public planning, engineering and constructing infrastructure improvements.

### Program Illinois Transportation Enhancement Program (ITEP)

**Program Type**  
State

**Assistance Type**  
Fund

**Source of Funds**  
IDOT

**Applicant Type(s)**  
A) Local Government

**Primary Class**  
A) Transportation

**Secondary Classes**  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

#### Contact Info

Keith Sherman (217) 782-0378  
Steve Ponder (217) 785-8695  
Traci Sisk (800) 493-3434

**Application Dates** Anticipated approval 2003; apply Fall 2004

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### Program Congestion Mitigation and Air Quality (CMAQ)

**Program Type**  
Federal

**Assistance Type**  
Grant

**Source of Funds**  
US DOT

**Applicant Type(s)**  
A) Local Government

**Primary Class**  
A) Transportation

**Secondary Classes**  
 A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

#### Contact Info

Patricia Berry, Director of TIP Program  
Chicago Area Transportation Study (CATS)  
300 West Adams Street, 2nd Floor  
Chicago, IL 60606  
(312) 793-3471

**Application Dates** After T3 reauthorization

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### Program Description

Illinois Transportation Enhancement Program (ITEP) allocates resources to well-planned projects that provide and support alternate modes of transportation, enhance the transportation system through preservation of visual and cultural resources and improve the quality of life for members of the communities. ITEP requires communities to coordinate efforts to develop and build worthwhile projects in a timely manner. Project areas include landscaping and scenic beautification.

#### Qualifications

Projects must have a local government or state agency sponsor. Requires an interagency/joint funding agreement that details the project scope of work and cost participation project sponsors must provide the matching funds, follow the appropriate federal and state guidelines, manage the project and maintain the project after completion.

#### Add'l. Info

<http://www.dot.state.il.us/opp/itep.html>

### Program State Transportation Improvement Program (STIP)

**Program Type**  
State

**Assistance Type**  
Grant

**Source of Funds**  
IDOT

**Applicant Type(s)**  
A) Local Government

**Primary Class**  
A) Transportation

**Secondary Classes**  
 A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

#### Contact Info

IL Dept. of Transportation, Division of Highways 2300  
South Dirksen Parkway  
Springfield, IL 62764  
(217) 786-5011

**Application Dates** Summer 2003, every three years

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### Program Section 26 Planning and Research Funds (DOT)

**Program Type**  
Federal

**Assistance Type**  
Grant

**Source of Funds**  
DOT

**Applicant Type(s)**  
A) Local Government

**Primary Class**  
A) Transportation

**Secondary Classes**  
 A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

#### Contact Info

USDOT  
John Spencer  
(202) 366-4050

**Application Dates** After T3 reauthorization

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The Illinois Department of Transportation identifies and outlines improvement projects, funding and scheduling for implementation through the State Transportation Improvement Program (STIP) every three years. The STIP is a culmination of the entire state's local Transportation Improvement Plans. The STIP is the final step in the surface transportation programming process. This process integrates state highways, local roads, and public transportation through a statewide public involvement process.

#### Qualifications

N/A

#### Add'l. Info

The ongoing strategy for public involvement involves the following steps:  
\*A general invitation to participate is included in the introduction of the multi-year programs and in press releases for these programs.  
\*Notification is mailed to contractors, local officials, and interested groups advising them about the opportunity to participate and review the public involvement procedures.  
\*IDOT sends a press release to the media statewide

[www.dot.state.il.us/stip.html](http://www.dot.state.il.us/stip.html)

Provides funds for research, planning, training, and design of local transportation facilities and projects

#### Qualifications

N/A

#### Add'l. Info

<http://www.dot.gov>

## HOUSING FUNDING PROGRAMS

The following is a list of funding programs that may provide incentives for housing development.

### Program

#### FannieMae American Community and Neighborhood Fund

National Philanthropy and Community Initiatives

**Program Type**  
Non-governmental organization

**Assistance Type**  
Loan

**Source of Funds**  
Fannie Mae Foundation

**Applicant Type(s)**  
B) Private Developer

### Contact Info

Fannie Mae—Midwestern Regional Office  
(312) 368-6288

Washington D.C. Office  
(800) 732-6643

**Application Dates** Ongoing

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### Program

#### HUD Program: Home Investments Partnership (HOME)

**Program Type**  
Federal Grant

**Assistance Type**  
Grant

**Source of Funds**  
HUD

**Applicant Type(s)**  
A) Local Government

### Contact Info

Mary Somarak-Arey, HOME Program Director  
Illinois Housing Development Authority  
401 N. Michigan Ave., Suite 900  
Chicago, IL 60611  
(312) 836-5364

**Application Dates** February 2004

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### Program Description

The Fannie Mae American Communities Fund invests debt or equity in housing developments that support neighborhoods and community revitalization efforts. ACF invests with partners using a variety of funding, and investment tools that can help lenders, government entities, developers, and nonprofit housing sponsors achieve their housing goals.

### Qualifications

Local developer must have site control, financing and development plan, demonstrated market viability. Eligible transactions include rental and for-sale housing as well as mixed-use properties, historic buildings, and other property types that directly support residential communities.

### Add'l. Info

Financing terms vary from project to project. Loans bear interest at below-market rates ranging from 0-2% with terms from 1-5 years.

For additional information about potential debt and equity investments, please contact the Fannie Mae regional community development business manager for your region.

Refer to [www.fanniemae.com/hcd/cormm\\_invest/acfact.html](http://www.fanniemae.com/hcd/cormm_invest/acfact.html).

### Program

#### Illinois Housing Development Authority (IHDA) Bond Financing Program

**Program Type**  
State

**Assistance Type**  
Financial Incent.

**Source of Funds**  
IHDA

**Applicant Type(s)**  
G) Various

### Contact Info

IHDA  
401 N. Michigan Ave., Suite 900  
Chicago, IL 60611  
(312) 838-5362 or (312) 836-5200

**Application Dates** Ongoing

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### Program

#### Illinois Housing Development Authority (IHDA) Single-Family Program

**Program Type**  
State

**Assistance Type**  
Tech. Assist.

**Source of Funds**  
IHDA

**Applicant Type(s)**  
B) Private Developer

### Contact Info

IHDA (312) 836-5200

**Application Dates** N/A

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IHDA sells tax-exempt and taxable bonds on the national markets and uses proceeds to offer low-interest mortgages to first-time homebuyers and to finance the development of rental housing. IHDA also administers several federal & state affordable housing programs.

### Qualifications

N/A

**Add'l. Info**  
<http://www.ihda.org/>

### Primary Class

B) Housing

### Secondary Classes

- A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

Single family programs

### Qualifications

N/A

**Add'l. Info**  
<http://www.ihda.org/frameihda.htm?progevcx.htm-main>

### Primary Class

B) Housing

### Secondary Classes

- A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

# LIST OF POTENTIAL FUNDING SOURCES

## HOUSING FUNDING PROGRAMS

The following is a list of funding programs that may provide incentives for housing development.

**Program**  
**Illinois Housing Development Authority (IHDA)**  
**Multi-family Financing**  
**Program Type** State  
**Assistance Type** Various  
**Source of Funds** IHDA  
**Applicant Type(s)** B) Private Developer

**Primary Class**  
 B) Housing

**Secondary Classes**  
 A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

**Program Description**  
 Low-interest Loans, Bond Financed or Mortgage Participation.

**Qualifications**  
 - A minimum of 20% of units must be set aside for households earning at or below 50% of the area median income, etc.  
 - Low-, mid-, or high-rise apartments.  
 - At the outset, developers must have legal control of their proposed site, ensure that their proposal complies with all local zoning regulations and select a property outside the 100-year flood plain.  
 - More information on found on the URL.

**Add'l. Info**  
 Minimum \$2,000,000 - Mortgage participation.  
 Minimum \$5,000,000 - Bond financed.

<http://www.ihda.org/>

**Contact Info**  
 Illinois Housing Development Authority  
 401 N. Michigan, Suite 900  
 Chicago, Illinois 60611  
 (312) 836-5383  
**Application Dates** Mortgage app. due February 2004

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**Program**  
**Illinois Housing Development Authority (IHDA)**  
**Affordable Housing Trust Funds**  
**Program Type** State  
**Assistance Type** Grant, Fund  
**Source of Funds** IHDA  
**Applicant Type(s)** B) Private Developer

**Primary Class**  
 B) Housing

**Secondary Classes**  
 A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

Below prevailing commercial rate loans. Grants are available to non-for-profits under certain circumstances. The source of Trust Fund revenue is half of the state real estate transfer fee. This provides approximately \$20 million to \$22 million each year. The maximum award from the Trust Fund for a project is typically \$750,000. Sponsors are generally limited to applying for up to \$1.5 million in any 12-month period.

**Qualifications**  
 The application must be complete and fee must be paid. The sponsor of the project must be an eligible sponsor. The project must be financially feasible. The application must contain evidence of site control. The application must contain evidence that the sponsor has applied for the other funding sources required to complete the project. The development team must have the capacity to complete the project. The project must have local support.

**Add'l. Info**  
<http://www.ihda.org/>

**Contact Info**  
 Illinois Housing Development Authority  
 401 N. Michigan, Suite 900  
 Chicago, Illinois 60611  
 (312) 836-5383  
**Application Dates** January 13, April 21, September 8

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**Program**  
**Illinois Housing Development Authority (IHDA)**  
**Low Income Housing Tax Credits**  
**Program Type** State  
**Assistance Type** Various  
**Source of Funds** IHDA  
**Applicant Type(s)** A) Local Government

**Primary Class**  
 B) Housing

**Secondary Classes**  
 A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

Low Income Housing Credits to assist developers in building or renovating affordable rental housing across the state.

**Qualifications**  
 Must fill out a compliance form.

**Add'l. Info**  
 N/A

**Contact Info**  
 IHDA  
 401 N Michigan Ave, Suite 900  
 Chicago, IL 60611  
 IHDA (312) 836-5300  
<http://www.ihda.org/>  
**Application Dates** N/A

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## ECONOMIC DEVELOPMENT FUNDING PROGRAMS

The following is a list of funding programs that may provide some assistance to local governments in economic development.

### Program

#### Experience Illinois! (Pilot Project)

#### Program Type

State

#### Assistance Type

Loan

#### Source of Funds

Illinois Dept of Tourism

#### Applicant Type(s)

G) Various

#### Primary Class

D) Economic Development

#### Secondary Classes

- A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

### Contact Info

Office of State Treasurer  
 Judy Baar Topinka, IL State Treasurer  
 Experience Illinois Pilot Program  
 1 West Old State Capitol Plaza  
 Springfield, IL 62701  
 (217) 557-2673

**Application Dates** Ongoing

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### Program

#### Small Business Development Centers

#### Program Type

State

#### Assistance Type

Tech. Assist.

#### Source of Funds

DCCA

#### Applicant Type(s)

D) Business Owner

#### Primary Class

D) Economic Development

#### Secondary Classes

- A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

### Contact Info

Illinois Dept. of Commerce & Community Affairs  
 James R. Thompson Center  
 100 W. Randolph, Suite 3-400  
 Chicago, IL 60601-3219  
 (800) 252-2923

**Application Dates** Deadline expected to be end of 2004

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### Program Description

This loan program is intended to help fund projects designed to provide tourism destinations, restore historic buildings, and rejuvenate public areas. Loans will be given to the applicant's financial institution who will lend the money at a rate of interest no more than 3% above the Treasurer's deposit rate.

#### Funding levels:

Historic Preservation—minimum \$25,000; maximum \$2,000,000.  
 Tourism Development—minimum \$10,000; maximum \$5,000,000.  
 Community Enhancement—minimum \$10,000; maximum \$2,500,000.

#### Qualifications

The applicant must be an individual, group or organization residing in or lawfully doing business in Illinois. An eligible project must focus on Historic Preservation, Tourism Development, and/or Community Enhancement and the applicant must explain the benefit to the people of Illinois.

#### Add'l. Info

Applications for funding may be submitted throughout the year, with no deadline. For more information on eligible uses of funds, refer to [www.state.il.us/treas/Programs/Experience.htm](http://www.state.il.us/treas/Programs/Experience.htm).

### Program

#### US Small Business Association 7 (a) Loan

#### Guaranty Program

Federal

#### Assistance Type

Loan

#### Source of Funds

Private lenders

#### Applicant Type(s)

D) Business Owner

#### Primary Class

D) Economic Development

#### Secondary Classes

- A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

### Contact Info

Lending institutions

**Application Dates** Ongoing

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### Program

#### Economic Development Technical Assistance

#### Program Type

Federal

#### Assistance Type

Grant

#### Source of Funds

US Dep. of Commerce  
 EDA

#### Applicant Type(s)

G) Various

#### Primary Class

D) Economic Development

#### Secondary Classes

- A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

### Contact Info

Economic Development Admin  
 14th & Constitution Ave., N.W.  
 Washington, DC 20230

**Application Dates** Ongoing

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This program provides loans to small businesses unable to secure financing on reasonable terms through normal lending channels. The program operates through private-sector lenders that provide loans which are, in turn, guaranteed by the SBA — the Agency has no funds for direct lending or grants.

#### Qualifications

Use of proceeds: expand or renovate facilities; purchase machinery, equipment, fixtures and leasehold improvements; finance receivables and augment working capital; refinance existing debt with compelling reason; finance lines of credit; construct commercial buildings; and/or purchase land or buildings.

#### Add'l. Info

Terms, interest rates and fees vary. Your business must be operated for profit and fall within size standards set by the SBA.  
[www.sba.gov](http://www.sba.gov)

Economic Development Administration (EDA) of the US Department of Commerce targets grants to solving specific economic development problems, determining development opportunities, and expanding local organizational capacity in distressed areas

#### Qualifications

N/A

#### Add'l. Info

<http://www.osec.doc.gov/eda/>

# LIST OF POTENTIAL FUNDING SOURCES

## ECONOMIC DEVELOPMENT FUNDING PROGRAMS

The following is a list of funding programs that may provide some assistance to local governments in economic development.

### Program

#### Community Development Loans

##### Program Type

Private

##### Assistance Type

Loan

##### Source of Funds

Lending institutions

##### Applicant Type(s)

E) Property Owner

##### Primary Class

D) Economic Development

##### Secondary Classes

- A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

### Contact Info

Community Development Lending Team  
 Harris Bank  
 (312) 461-2181

**Application Dates** Ongoing

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### Program

#### Minority, Women and Disabled Participation

##### Loan Program

##### Program Type

State

##### Assistance Type

Loan

##### Source of Funds

DCCA

##### Applicant Type(s)

D) Business Owner

##### Primary Class

D) Economic Development

##### Secondary Classes

- A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

### Contact Info

Illinois Dept. of Commerce & Community Affairs  
 Business Finance Division  
 James R. Thompson Center  
 100 W. Randolph, Suite 3-400  
 Chicago, IL 60601  
 (312) 614-2308

**Application Dates** Ongoing

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### Program Description

Construction and mortgage credit to build or rehab buildings in the Chicago area. Finances new construction, purchasing of property, rehab of existing buildings.

### Qualifications

Single-family, multi-family, mixed-use and commercial properties may be applicable. Properties needs to be located in low or moderate income areas or connect housing and jobs.

### Add'l. Info

N/A

The Illinois Department of Commerce and Community Affairs (DCCA) helps small businesses obtain financing through Illinois banks, development corporations, and lending institutions for business startup, expansion, modernization and competitiveness improvement.

Program funding may not exceed 50 percent of the project, subject to a maximum of \$50,000. Funds available through these programs can be used for a number of business activities, such as purchase and installation of machinery and equipment, working capital, purchase of land, construction or renovation of buildings. Funds cannot be used for debt refinancing or contingency funding.

### Qualifications

Any for-profit small business operating in Illinois which has, including its affiliates, fewer than 500 full-time employees is eligible. A Minority, Women or Disabled owned business is a business which is at least 51 percent owned by one or more minority, women or disabled persons and the management and daily operations of the business are controlled by one or more of the minority, women or disabled persons who own it.

### Add'l. Info

Refer to <http://www.commerce.state.il.us/doingbusiness/finance/financial.htm>

### Program

#### Affordable Financing of Public Infrastructure (AFPI)

##### Program Type

State

##### Assistance Type

Loan

##### Source of Funds

DCCA

##### Applicant Type(s)

G) Various

##### Primary Class

D) Economic Development

##### Secondary Classes

- A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

### Contact Info

Illinois Dept. of Commerce and Community Affairs  
 Attn: Mark Gauss  
 620 E. Adams, Third Floor  
 Springfield, IL 62701  
 (217) 785-6193

**Application Dates** Ongoing

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### Program

#### Business Development Public Infrastructure

##### Program (BDPI)

State

##### Assistance Type

Loan

##### Source of Funds

DCCA

##### Applicant Type(s)

G) Various

##### Primary Class

D) Economic Development

##### Secondary Classes

- A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

### Contact Info

Illinois Dept. of Commerce and Community Affairs  
 Attn: Mark Gauss  
 620 E. Adams, Third Floor  
 Springfield, IL 62701  
 (217) 785-6193

**Application Dates** Ongoing

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The AFPI provides funds for infrastructure improvements that address health, safety, and economic development needs that inhibit development in the state. This program is not intended to duplicate or replace existing financing options. Program funds may be used for acquisition, construction and improvements of local public facilities and sites and associated equipment. The maximum amount of infrastructure funds which may be invested in any one project is \$100,000. Infrastructure project loans will be at a fixed, low interest rate for a term not to exceed 10 years. The interest charged will increase as the term increases.

### Qualifications

Eligible applicants include local governments as defined by Article 7, Section 1 of the Illinois Constitution; local public entities as defined by Section 1-206 of the Local Governmental and Governmental Employees Tort Immunity Act; and medical facilities and public health clinics as defined by subsection (a) and (c) of the Local Governmental and Governmental Employees Tort Immunity Act.

### Add'l. Info

Refer to [www.commerce.state.il.us/doingbusiness/finance/financial.htm](http://www.commerce.state.il.us/doingbusiness/finance/financial.htm).

The Business Development Public Infrastructure Program provides funds for a wide variety of infrastructure improvements needed to induce job creation and retention. Funding is available only for infrastructure projects which lead directly to private sector expansion or retention activities. No maximum amount of infrastructure funds that may be invested in a project, however, the amount must be commensurate with the number of jobs created or retained. At least 1 private sector job must be created or retained for every \$10,000 awarded by the department. Typically, DCCA limited to \$500,000 or less. Approved infrastructure projects will be financed as loans at a fixed, low or no-interest rate for a term not to exceed 10 years.

### Qualifications

Any general purpose local government (as defined by Article 7, Section 1 of the Illinois Constitution) may apply to the department for funding under the Business Development Public Infrastructure Program.

### Add'l. Info

Refer to [www.commerce.state.il.us/doingbusiness/finance/financial.htm](http://www.commerce.state.il.us/doingbusiness/finance/financial.htm).



## ECONOMIC DEVELOPMENT FUNDING PROGRAMS

The following is a list of funding programs that may provide some assistance to local governments in economic development.

### Program

#### State Treasurer's Economic Program (STEP)

##### Program Type

State

##### Assistance Type

Loan

##### Source of Funds

State

##### Applicant Type(s)

D) Business Owner

##### Primary Class

D) Economic Development

##### Secondary Classes

A) Transportation

B) Housing

C) Financing/Tax Incentive

D) Economic Development

E) Open Space

F) Historic Preservation

G) Health and Safety

H) Green Building

J) Environmental

K) Other

##### Contact Info

Illinois State Treasurer, July Baar Topinka

Attn: John Cieslik

Economic Development

100 W. Randolph St., Suite 4-100

Chicago, IL 60601

(312) 814-1788

Application Dates Ongoing

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### Program Description

STEP provides Illinois companies with access to affordable capital to expand their operations and retain or create jobs in the state. For each permanent full-time job (or two part-time jobs) that is created or retained, the Treasurer can deposit up to \$25,000 at below market rates into the borrower's financial institution. That institution will then lend the money at below prevailing interest rates to the borrower. The terms of the loan range from 1 to 5 years. Every STEP project is approved at the exclusive discretion of the Treasurer's Office. The financial institution that receives the discounted deposit determines the credit worthiness of the borrower.

##### Qualifications

1. Every project must create, expand or retain permanent jobs or demonstrate other economic benefits for the state.
2. The borrower must have the financial ability to carry out the project.
3. The borrower must be able to demonstrate that the State will gain long-term benefits from the project.
4. A minimum of 5 full-time jobs (or 10 part-time jobs) must be created.

##### Add'l. Info

Contact Office of Illinois State Treasurer for further qualifications. Refer to [www.state.il.us/treas/Programs/step.htm](http://www.state.il.us/treas/Programs/step.htm) for more information.

### Program

#### The Chicago Community Trust

##### Program Type

Non-Gov. Org.

##### Assistance Type

Grant

##### Source of Funds

Chicago Community Trust

##### Applicant Type(s)

G) Various

##### Primary Class

D) Economic Development

##### Secondary Classes

A) Transportation

B) Housing

C) Financing/Tax Incentive

D) Economic Development

E) Open Space

F) Historic Preservation

G) Health and Safety

H) Green Building

J) Environmental

K) Other

##### Contact Info

Chicago Community Trust

111 E. Wacker Drive, Suite 1400

Chicago, IL 60601

(312) 616-8000

fax (312) 616-7955

info@ccct.org

Application Dates Ongoing

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Since 1915, the Chicago Community Trust has helped Chicago-area residents build a better life for the people of Cook County and greater Chicago. Through strategic grant making and strong relationships with donors, the Trust is one of the nation's most successful community foundations.

The majority of the Trust's annual support is awarded as grants, organized around five program areas: 1. Arts and Culture, 2. Basic Human Needs, 3. Community Development, 4. Education, 5. Health. The Community Development program includes support of economic development, community revitalization, public systems improvement and planning, strengthening of the not-for-profit sector, and civic engagement.

##### Qualifications

Submit a Letter of Inquiry, per directions on website, to initiate the application process.

##### Add'l. Info

<http://www.cct.org/index.html>

The Trust's Executive Committee, its governing board, meets three times each year (January, May and September) to consider grant proposals. As proposals are received by the Trust, they are assigned for review at one of these meetings.

### Program

#### Illinois Department of Commerce and Community Affairs / Renewable Energy Resources Program (RERP)

##### Program Type

State

##### Assistance Type

Grant

##### Source of Funds

DCCA

##### Applicant Type(s)

G) Various

##### Primary Class

D) Economic Development

##### Secondary Classes

A) Transportation

B) Housing

C) Financing/Tax Incentive

D) Economic Development

E) Open Space

F) Historic Preservation

G) Health and Safety

H) Green Building

J) Environmental

K) Other

##### Contact Info

Illinois Dept. of Commerce & Community Affairs

Bureau of Energy & Recycling

Attn: Energy Devel. Sect. RERP

Attn: Rex Subrmeister

325 West Adams, Room 300

Springfield, IL 62704-1892

(217) 557-1923

Application Dates Ongoing; Submissions before April 30 will be

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The Illinois Department of Commerce and Community Affairs administers the RERP in order to foster investment in and the development and use of renewable resources within the state of Illinois. The RERP will fund projects focused on increasing the utilization of alternative energy technologies. The focus will include wind, solar thermal energy, photovoltaic systems, dedicated crops grown for energy production, organic waste biomass and hydropower dams.

##### Qualifications

Owners of renewable energy systems may apply for a renewable energy grant by meeting a list of requirements and submitting a form found at <http://www.illinoisbiz.biz/com/energy/alternats.html>.

##### Add'l. Info

[http://www.illinoisbiz.biz/com/energy/utility\\_dereg.html](http://www.illinoisbiz.biz/com/energy/utility_dereg.html)

### Program

#### MacArthur Foundation

##### Program Type

Non-Gov. Org.

##### Assistance Type

Grant

##### Source of Funds

MacArthur Foundation

##### Applicant Type(s)

G) Various

##### Primary Class

D) Economic Development

##### Secondary Classes

A) Transportation

B) Housing

C) Financing/Tax Incentive

D) Economic Development

E) Open Space

F) Historic Preservation

G) Health and Safety

H) Green Building

J) Environmental

K) Other

##### Contact Info

MacArthur Foundation

Office of Grants Management

140 S. Dearborn Street

Chicago, IL 60603-6285

(312) 726-6000

Fax: (312) 920-6258

TDD: (312) 920-6255

Ray Boyer

Tel: (312) 726-8000;

email: [rboyer@macfound.org](mailto:rboyer@macfound.org)

<http://www.macfound.org/>

Application Dates Ongoing

Since 1986, the MacArthur Foundation has provided nearly \$15.2 million in support for more than 100 media centers, with an increasing focus on community-based centers that promote social justice and democracy through media and that serve people and communities typically at a disadvantage with respect to the media. Under present guidelines, the Foundation funds projects that support child and youth development, build community capacity, and explore welfare, workforce and related economic issues.

##### Qualifications

Applicable programs and priority areas include Program-Related Investments (Affordable Housing Preservation, Community Development Venture Capital, Community Development Financial Institutions) and Human and Community Development. Refer to web site for application information.

##### Add'l. Info

The Foundation supports community development on a national scale through its investment and involvement in the National Community Development Initiative, a consortium of banks, foundations, and the Federal government working to create and sustain healthy neighborhoods and competitive cities in 23 locations nationwide.

[www.macfound.org](http://www.macfound.org)

# LIST OF POTENTIAL FUNDING SOURCES

## FINANCING/TAX INCENTIVES

The following is a list of programs that may provide financing assistance or tax incentives.

### Program

#### Federal Energy Credit

##### Program Type

Federal

##### Assistance Type

Financial Incent.

##### Source of Funds

IRS

##### Applicant Type(s)

E) Property Owner

### Contact Info

Internal Revenue Service  
Investment Credit Form 3468

**Application Dates** Submit with federal tax return

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### Program Description

Tax credit for owners of energy property, which is defined as: a) equipment that uses solar energy to generate electricity, to heat or cool a structure, or to provide solar process heat, or b) equipment used to produce, distribute, or use energy derived from a geothermal deposit.

### Qualifications

The energy property must be constructed by the taxpayer or the taxpayer has to be the original user of the property.

### Add'l. Info

N/A

### Program

#### Local Government Bond Product

##### Program Type

State

##### Assistance Type

Bond

##### Source of Funds

Illinois Development Finance Authority

##### Applicant Type(s)

A) Local Government

### Contact Info

Illinois Development Finance Authority  
Suite 5310, Sears Tower  
Chicago, Illinois 60606  
(312) 793-5586

**Application Dates** Ongoing

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### Primary Class

C) Financing/Tax Incentive

### Secondary Classes

A) Transportation

B) Housing

C) Financing/Tax Incentive

D) Economic Development

E) Open Space

F) Historic Preservation

G) Health and Safety

H) Green Building

J) Environmental

K) Other

Tax exempt bonds issued through the Local Government Bond section of IDFA's statute. These bonds are exempt from both federal and state taxes.

### Qualifications

IDFA ranks bond applications according to their selection criteria, including number of jobs created and whether the project is in an economically distressed area.

### Add'l. Info

The first offering is in mid-February (75% of original state allocation). A second offering is in June (15% of unused from first offering) and a third in September (10% plus any remaining from prior two offerings.) Fees apply.

## OPEN SPACE AND ENVIRONMENTAL PROGRAMS

The following is a list of programs that may provide assistance for open space and environmental initiatives.

### Program

#### Chicago Botanic Garden

**Program Type** Primary Class  
Non Gov. Org. E) Open Space

**Assistance Type** Secondary Classes  
Material Donations  A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

### Contact Info

Chicago Botanic Garden  
Community Garden  
1000 Lake Cook Road  
Glencoe, IL 60022  
(847) 835-8352

**Application Dates** January 2004

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### Program Description

Provides plants to community groups

### Qualifications

N/A

### Add'l. Info

www.chicago-botanic.org

### Program

#### Urban Resources Partnership (URP)

**Program Type** Primary Class  
Other E) Open Space

**Assistance Type** Secondary Classes  
Various  A) Transportation  
 B) Housing  
 C) Financing/Tax Incentive  
 D) Economic Development  
 E) Open Space  
 F) Historic Preservation  
 G) Health and Safety  
 H) Green Building  
 J) Environmental  
 K) Other

### Contact Info

Avery Patillo  
Urban Resources Partnership  
77 W. Jackson Street, 24th Floor  
c/o Department of Housing and  
Urban Development  
Chicago, IL 60604  
tel: (312) 353-2473  
fax: (312) 353-0117  
e-mail: avery.patillo@il.nrcs.usda.gov

**Application Dates** N/A

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The Urban Resources Partnership (URP) in Chicago during its first four years of operation has sponsored over 60 projects, leveraged over 4.5 million dollars, involved more than 5,000 volunteers, restored or enhanced over 750 acres of urban land, and provided educational opportunities for hundreds, maybe thousands, of students. In 1998, URP sponsored 15 projects ranging from streambank and dune restoration to park and public housing enhancement.

### Qualifications

N/A

### Add'l. Info

Provides grants to develop community gardens (fence, tools, plants, soil, etc.)

# LIST OF POTENTIAL FUNDING SOURCES

## HISTORIC PRESERVATION FUNDING PROGRAMS

The following is a list of funding programs that may provide assistance for renovating historic buildings.

### Program

#### Historic Tax Credits

##### Program Type

State

##### Assistance Type

Financial Incent.

##### Source of Funds

HPA

##### Applicant Type(s)

E) Property Owner

##### Primary Class

F) Historic Preservation

##### Secondary Classes

A) Transportation

B) Housing

C) Financing/Tax Incentive

D) Economic Development

E) Open Space

F) Historic Preservation

G) Health and Safety

H) Green Building

J) Environmental

K) Other

### Program Description

Incentives are given to taxpayers that contribute to the preservation of historic buildings by rehabilitating them. The credits are available for the rehabilitation of both income-producing historic properties and owner-occupied historic residences. State and federal tax credits may be used to reduce income taxes. An owner of a potentially "certified historic structure" or a lessee with a lease term of 27.5 years for residential property and 39 years for a nonresidential property may qualify for tax credits.

##### Qualifications

Buildings must be either 1) Listed individually as "certified historic structures" on the National Register of Historic Places, 2) Located within and contributing to a National Register Historic District, and/or 3) Located within and contributing to a local historic district certified by the National Park Service.

##### Add'l. Info

[www.state.il.us/HPA](http://www.state.il.us/HPA)

### Contact Info

Illinois Historic Preservation Agency  
(217) 785-4512

### Application Dates

Ongoing

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### Program

#### Federal Historic Tax Credits

##### Program Type

Federal

##### Assistance Type

Financial Incent.

##### Source of Funds

HPA

##### Applicant Type(s)

E) Property Owner

##### Primary Class

F) Historic Preservation

##### Secondary Classes

A) Transportation

B) Housing

C) Financing/Tax Incentive

D) Economic Development

E) Open Space

F) Historic Preservation

G) Health and Safety

H) Green Building

J) Environmental

K) Other

Tax credits for substantial rehabilitation of commercial, agricultural, industrial or rental residential buildings that are certified as historic.

##### Qualifications

Not applicable to private residences. Must follow the Secretary of the Interior's Standards for rehabilitation.

##### Add'l. Info

Equal to 20 percent of the rehabilitation expenditures for certified historic buildings or 10% for non-historic buildings dating to before 1936.

### Contact Info

Illinois Historic Preservation Agency  
Old State Capital  
Springfield, IL 62701  
(217) 785-4512

### Application Dates

Ongoing

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### Program

#### Advisory Counsel on Historic Preservation

##### Save America's Treasures Grants

##### Program Type

Federal

##### Assistance Type

Grant

##### Source of Funds

National Park Service

##### Applicant Type(s)

A) Local Government

##### Primary Class

F) Historic Preservation

##### Secondary Classes

A) Transportation

B) Housing

C) Financing/Tax Incentive

D) Economic Development

E) Open Space

F) Historic Preservation

G) Health and Safety

H) Green Building

J) Environmental

K) Other

Since its creation in 1999 in recognition of the approaching new millennium, the Save America's Treasures program has provided \$125 million for preservation of historic properties and cultural artifacts. Historic properties receiving funds must be nationally significant and be threatened, endangered, or otherwise demonstrate an urgent preservation need.

##### Qualifications

Funded by the Federal Historic Preservation Fund and administered by the National Park Service (NPS) in partnership with the National Endowment for the Arts, the grants require a dollar-for-dollar nonfederal match. The maximum grant is \$1 million, and the minimum is 250,000 for historic property projects.

##### Add'l. Info

\$50,000 for cultural artifact projects.

[www2.or.nps.gov/treasures/](http://www2.or.nps.gov/treasures/)

### Contact Info

National Park Service  
Heritage Preservation Service  
1849 C Street, NW NC330  
Washington, D.C. 20240  
(202) 243-9970  
Alt: Save America's Treasures

### Application Dates

Yearly, typically due in March

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# APPENDICES

APPENDIX 1: Market Report by Community Economic Redevelopment Corporation (CERC)

APPENDIX 2: Community Meeting Results: Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

APPENDIX 3: Illinois Department of Transportation (IDOT) Meeting Minutes

APPENDIX 4: Community Survey Results

## MARKET REPORT

# MARKET REPORT

## EXECUTIVE SUMMARY

The Village of Oak Park and the City of Berwyn are near west suburban communities just outside Chicago's city limits. Communities surrounding Oak Park and Berwyn include the town of Cicero, the Village of Forest Park, the Village of River Forest, and the Village of North Riverside. Oak Park is a more affluent suburb. Most of its households are middle to higher income and most householders have obtained at least a bachelor's degree. Berwyn is a lower to middle income community. A number of Berwyn residents are employed in blue-collar professions and most residents have not attained education beyond high school.

The area of study is the Roosevelt Road Corridor, extending from Austin Avenue (6000 west) to Harlem Avenue (7200 west). The corridor serves primarily as neighborhood retail for area residents but it also contains a number of light industrial developments and residential units.

The Village of Oak Park and the City of Berwyn have very different demographic characteristics. Oak Park's population is declining and has a growing number of non-family and empty nester households. Berwyn's population is growing and has larger household sizes. Most of Berwyn's growth is due to the increase in family households and families having multiple children.

The purpose of this report is to evaluate the Roosevelt Road corridor to determine what uses best fit the area. A significant portion of our analysis focused on evaluating general demographics and identifying potential commercial and housing uses for the corridor. Industrial development was also considered as an alternative for development.

Based upon our analysis of recent demographics and current market conditions, Community Economic Redevelopment Corporation (CERC) suggests that the Roosevelt Road Corridor can support the following:

### Residential

#### Oak Park

- Ø Multi-family units
  - Condominiums (1 to 2 bedrooms)
  - Apartments (1 to 2 bedrooms)

#### Berwyn

- Ø Single-family attached
  - Townhomes (2 to 4 bedrooms)
- Ø Multi-family units
  - Apartments (2 to 4 bedrooms)

### Retail

- Ø Entertainment outlet
- Ø TV, Radios, Sound Equipment store

### Light Industrial

- Ø Expansion of existing light industrial uses

## HISTORY AND DESCRIPTION OF LOCATION

The Roosevelt Road corridor is a 1.5-mile stretch of residential, commercial, and light industrial development. The area of study extends from Austin Avenue to the east and Harlem Avenue to the west. Roosevelt Road is a political boundary that bisects the Village of Oak Park and the City of Berwyn, both located in West Cook County. The corridor also covers a small section of the Village of Cicero, from Austin Ave. to Lombard Ave. The portion of the corridor that extends into Cicero is beyond the scope of this study.

The corridor is divided into six subareas:

- Subarea 1: Harlem Ave to Home Ave
- Subarea 2: Home Ave to Oak Park Ave
- Subarea 3: Oak Park Ave to East Ave
- Subarea 4: East Ave to Ridgeland Ave
- Subarea 5: Ridgeland Ave to Lombard Ave
- Subarea 6: Lombard Ave to Austin Ave (Oak Park only)

These subareas represent a mix of uses. They are classified into three sections according to their character and current use. The subareas are designated as automobile-oriented, pedestrian-oriented, and/or industrial subareas. The automobile-oriented subareas have developments that cater to the automobile. This includes multiple curb cuts, drive-thru restaurants, and automotive uses such as automotive repair and service stations. The pedestrian-oriented subareas are more pedestrian friendly and have more traditional retail establishments such as sit-down restaurants and specialty retail. The industrial subarea holds mostly light industrial uses, which includes Turano's Bakery. Currently, Subareas 1, 3, and 6 are automobile-oriented uses but includes a mix of retail. Subareas 2 and 5 are pedestrian-oriented uses with a mix of retail and residential units, and Subarea 4 is an industrial subarea.

## METHODOLOGY

We have considered a number of uses for the Roosevelt Road corridor. Commercial, industrial and residential uses are possible alternatives for development. We researched commercial properties in the area and assessed demand, current lease rates, and the cost of development for new commercial space. We analyzed what types of businesses were underserved in the area and evaluated the existing uses' compatibility with the current market in terms of size, cost and market demographics. Industrial uses were evaluated based upon the characteristic of size, current business, and cost for industrial space. For residential uses, we specifically evaluated the housing markets in Berwyn and Oak Park. Our analysis of housing also includes the adjacent communities of Cicero and Forest Park and Cook County overall.

# MARKET REPORT

## MARKET ANALYSIS

### GENERAL DEMOGRAPHIC OVERVIEW

#### Population

The demographic characteristics of Oak Park and Berwyn are vastly different. While Oak Park has seen a decrease in its population since 1990, Berwyn has experienced an increase. As shown in Table D-1, Oak Park's population dropped by 2.1 percent between 1990 and 2000, with the largest decrease occurring in the young adult (age 20 to 34) and senior (age 65 and older) populations. The only age group to show a significant increase when taken as a percentage of the total population is the 45 to 54 age group. This age group is commonly referred to as the "empty-nesters", families whose children have permanently left the home. This 45 to 54 age group in particular is a substantial economic resource for the Village of Oak Park. This age group represents people who have reached the peak in their careers and income potential.

Since 1990, Berwyn's population has increased nearly 20 percent. This increase is mostly due to a surge in the number of youth (age 0 to 19). Age groups between zero and nineteen in Berwyn increased by more than 60 percent between the years 1990 and 2000. This increase directly impacts household size and the size of housing units demanded by these households. Berwyn also experienced an increase in population for the age groups from 35 to 54 years. These increases in youth and adults 35 to 54 indicate that more families inhabited Berwyn between 1990 and 2000. The largest decrease has occurred in the senior population (55 years and older), with more than a 30 percent decrease in 65 to 74 age group. The decrease in the senior population suggests that Berwyn may not have appropriate housing types to serve this population.

Age (years)	1990	% of Total	2000	% of Total	% Change (1990 to 2000)
0-9	7,304	13.6%	7,083	13.5%	-3.0%
10-19	6,220	11.6%	6,496	12.4%	4.4%
20-34	14,643	27.3%	11,718	22.3%	-20.0%
35-44	10,245	19.1%	9,409	17.9%	-8.2%
45-54	5,481	10.2%	8,653	16.5%	57.9%
55-64	3,572	6.7%	4,158	7.9%	16.4%
65-74	3,021	5.6%	2,341	4.5%	-22.5%
75 and older	3,162	5.9%	2,666	5.1%	-15.7%
<b>Total</b>	<b>53,648</b>		<b>52,524</b>		<b>-2.1%</b>

Source: U.S. Census Bureau, 1990 & 2000.

Age (years)	1990	% of Total	2000	% of Total	% Change (1990 to 2000)
0-9	5,246	11.5%	8,449	15.6%	61.1%
10-19	4,428	9.7%	7,066	13.1%	59.6%
20-34	11,138	24.5%	12,536	23.2%	12.6%
35-44	6,220	13.7%	8,404	15.6%	35.1%
45-54	4,249	9.4%	6,314	11.7%	48.6%
55-64	4,406	9.7%	3,966	7.3%	-10.0%
65-74	5,124	11.3%	3,259	6.0%	-36.4%
75 and older	4,615	10.2%	4,022	7.4%	-12.8%
<b>Total</b>	<b>45,426</b>		<b>54,016</b>		<b>18.9%</b>

Source: U.S. Census Bureau, 1990 & 2000.

#### Race

The Village of Oak Park and the City of Berwyn are increasingly becoming more racially diverse. Although the White race is the most represented race in percentage terms, both communities have seen decreases in the White population when taken as a percentage of the total population since 1990. As shown in Table D-2, Whites represent 66 percent (66.2%) of Oak Park's total population in 2000. This percentage has decreased 9 percent since 1990. All minority groups (race other than White) between 1990 and 2000 in Oak Park have increased. The Black population now represents 22.2 percent of the population, compared to 18.1 percent in 1990. The Hispanic/Latino and Asian/Pacific Islander populations are also growing. The Hispanic/Latino and Asian/Pacific Islander communities have grown 24 and 48 percent, respectively since 1990.

Berwyn is experiencing a racial shift in population. As shown in Table D-2 below, Berwyn's White population has decreased from 90.2 in 1990 to 56.4 in 2000. This represents a decrease of 33.8 percent since 1990. The fastest growing population in Berwyn is the Hispanic/Latino population. Hispanics/Latinos represented only 7.9 percent in 1990. In 2000, they represent 38 percent of the population, a difference of over 30 percent.

The changing racial demographic in both Oak Park and Berwyn become important when evaluating demand for goods and services. With a number of different cultures represented in a community, goods and services can be tailored to specific populations.

Race	1990	% of Total	2000	% of Total <sup>b</sup>	Change in % (1990 to 2000)
White	40,140	75.2%	34,767	66.2%	-9.0%
Black	9,651	18.1%	11,685	22.2%	4.2%
Hispanic/ Latino	1,915	3.6%	2,374	4.5%	0.9%
American Indian	60	0.1%	61	0.1%	0.0%
Asian or Pacific Islander	1,478	2.8%	2,187	4.2%	1.4%
Other	134	0.3%	185	0.4%	0.1%

Source: US Census, 1990 & 2000.  
<sup>a</sup>Remaining total of 2.4% are individuals who identify themselves as two or more races. This category was pulled from the original table because it is inconsistent with categories in 1990 census data.

Race	1990	% of Total	2000	% of Total <sup>b</sup>	Change in % (1990 to 2000)
White	40,976	90.2%	30,476	56.4%	-33.8%
Black	51	0.1%	588	1.1%	1.0%
Hispanic/ Latino	3,573	7.9%	20,543	38.0%	30.2%
American Indian	57	0.1%	88	0.2%	0.0%
Asian or Pacific Islander	751	1.7%	1,355	2.5%	0.9%
Other	18	0.0%	70	0.1%	0.1%

Source: US Census, 1990 & 2000.  
<sup>a</sup>Remaining total of 1.3% are individuals who identify themselves as two or more races. This category was pulled from the original table because it is inconsistent with categories in 1990 census data.

#### Educational Attainment and Employment

Oak Park has the highest level of educational attainment when compared to its neighboring communities. Over 60 percent of Oak Park's residents have at least a bachelor's degree, and more than 80 percent of the population has pursued education beyond high school. In Berwyn,

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only 17 percent of the residents have a bachelor's degree or higher and only 45 percent of residents have some college education.

**Table D-2: Population 25+ by education level**

	Oak Park	Berwyn	Cicero	Forest Park	Cook County
Elementary	1.7%	11.0%	31.0%	4.3%	9.6%
Some High School	3.9%	14.4%	20.7%	7.4%	12.7%
H.S. Graduate	10.4%	29.1%	25.7%	21.4%	24.2%
Some College	17.0%	22.2%	12.9%	24.2%	20.3%
Associate Degree	4.9%	6.0%	3.6%	6.4%	5.2%
Bachelor's Degree	31.3%	11.3%	4.0%	21.0%	17.2%
Graduate Degree	30.9%	5.9%	2.2%	14.0%	10.8%

Source: U.S. Census Bureau, 1990

These education levels reflect occupations held by Oak Park and Berwyn residents. Sixty percent of Oak Park's residents are employed in management, professional, and related occupations. These white-collar professional jobs usually require some college education. Although management and sales/office occupations are popular occupations in Berwyn, the city has a larger percentage of its population working in blue-collar professions such as production, transportation, and materials moving.

**Table D-3: Top Three Occupations held by Oak Park and Berwyn Residents**

		Population in Labor Force
<b>Oak Park</b>		
Description of Occupation	Management, professional, and related occupations	60.2%
	Sales and Office Occupations	23.8%
	Service occupations	7.9%
<b>Berwyn</b>		
Description of Occupation	Sales and Office Occupations	30.0%
	Management, professional, and related occupations	26.2%
	Production, transportation, and material moving occupations	20.1%

Education levels and occupations reflect the income that households earn. Oak Park has a higher proportion of individuals employed in white-collar professions, which typically pay higher wages and salaries than blue-collar jobs. While Berwyn has a number of residents employed in white-collar jobs, the city also has a strong presence of blue-collar workers, unlike Oak Park. Consequently, the income levels of Berwyn households are lower than those of Oak Park.

## Household Income

Without adjustments made for inflation, Oak Park and Berwyn have both seen increases in household income of over 40 percent. Since 1990, Oak Park and Berwyn have realized increases of \$18,730 and \$12,507, respectively, in household median income. When inflation is accounted for (at 30.3 percent over a 10 year period)<sup>1</sup>, median income has risen 16 percent in Oak Park and 9.6 percent in Berwyn from 1990 to 2000. In comparison to its adjoining communities, Oak Park's income has increased the most while Berwyn's increase has been the least significant. However, both communities have become richer over the last 10 years, positively impacting residents' purchasing power. Increased purchasing power impacts both the housing and

<sup>1</sup> The ten-year inflation rate was calculated by taking the average of inflation rates from 1990 to 2000. Source: Economic History Services.

commercial/retail markets, which will be addressed in both the Housing and Commercial sections of this document.

**Table D-4: Median Household Income**

	1990	2000	% change w/o inflation	% change w/ inflation
Oak Park	\$40,453	\$59,183	46.3%	16.0%
Berwyn	\$31,326	\$43,833	39.9%	9.6%
Cicero	\$27,170	\$38,644	40.0%	9.7%
Forest Park	\$30,572	\$44,103	44.3%	14.0%
Cook County	\$32,673	\$45,922	40.0%	10.3%

Source: 1990 & 2000 US Census, Economic History Services



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## COMMERCIAL AND RETAIL

The purpose of this section is to provide an analysis of the current commercial and retail market within Oak Park, Berwyn and the competing surrounding communities. The objectives of this section are to:

- Evaluate market support for various commercial uses (existing and new)
- Identify key issues related to commercial and retail development
- Discuss current and future development opportunities

CERC will use this analysis to inform our findings and recommendations for the potential commercial and retail components. The commercial market study draws upon demographic data from Claritas, Inc., the Urban Land Institute's Dollars and Cents of Shopping Centers: 2000, and current market data, including local field work by CERC staff and interviews with local real estate professionals and developers.

### COMMERCIAL/RETAIL OVERVIEW

The Roosevelt Road Corridor has the general characteristics of a neighborhood retail center. A neighborhood retail center is a commercial area that generally serves the immediate neighborhood (one mile or less) by selling consumer goods and services. These centers are mostly comprised of convenience retail and household and consumer services including but not limited to grocery, dry cleaning, and medical/dental offices. Along the Roosevelt Road corridor there is also the presence of light industrial uses such as Tiram's Bakery and automotive repair centers. The commercial developments along the corridor consist of mostly sole-ownership, "mom and pop" businesses with a relatively small consumer base. Business owners along the corridor estimate that most of their customers live within one to three miles of their establishment. Despite a small customer base, there is national chain presence on the corridor, including businesses such as CVS Pharmacy, Walgreens, and Jewel.

### Community Input

The Roosevelt Road area residents in Oak Park and Berwyn have strong opinions about the types of businesses that they desire to see on the corridor. According to a survey administered to residents in March 2002, the most popular responses for retail were sit-down restaurants, coffee shop, hardware store, convenience store, and bookstore. Other resident suggestions included video stores, dry cleaners, clothing/shoe stores, and specialty stores (i.e. antique stores).

### Current Space and Availability

The total estimated ground floor square footage on the corridor is 973,350 square feet (sq. ft.). Of this total space, 421,050 sq. ft. is on the northern side of the corridor (Oak Park) while the southern side of the corridor (Berwyn) holds 552,300 sq. ft. There is approximately 212,300 sq. ft. of light industrial use, including businesses such as automotive repair and mass-producing food services; 50,695 sq. ft. of commercial/office space; 33,700 sq. ft. of residential space; and a total of ~~676,655~~ sq. ft. of retail space. There are a total of 58 sites along the corridor that are potential redevelopment sites<sup>2</sup>. Thirty-five of these development sites (165,225 sq. ft.) are in Oak Park and 23 units (160,618 sq. ft.) are in Berwyn.<sup>3</sup>

<sup>2</sup> Includes vacant structures and potential rehabilitation units

<sup>3</sup> All figures are estimated from aerial photographs of the corridor. The square footage calculations are for the building structures only; it does not include land allocated to parking.

### Current Business

We inventoried existing businesses to quantify what industries are already present on the corridor. This process gives a general overview of what businesses are non-existent or underrepresented. Below is the number and types of business/industry located on Roosevelt Road:

Food Services	20	Heating and Air Conditioning (HVAC)	3
Other Retail	17	Liquor	3
Beauty/Barber Services and Supply	16	Service Station/Gas	3
Other Service	15	Video Rental	3
Automotive	11	Accounting/Tax Services	2
Tavern/Lounge	8	Drug Store	2
Other Commercial (general)	7	Industry (food)	2
Printing/Graphic Design	6	Laboratory/retail	2
Medical/Dental office	5	Medical Supply	2
Banking/ Financial services	4	Pet Care, Service, Supplies	2
Grocery	4	Clothing/Specialty	1
Office (general)	4	Daycare	1
Cleaning/Laundry	3	Funeral services	1
Community/Fraternal Organizations	3	Insurance	1
Florist/ Gift Shop	3		
Miscellaneous	10	<b>Total</b>	<b>164</b>

Source: CERC 2002- Extracted from the Village of Oak Park and City of Berwyn Business Inventory

The most popular business category on Roosevelt Road is food services, which includes mostly fast food and carryout restaurants. The current amount of food services is slightly underrepresented but it does adequately serve the corridor. Food Services make up approximately 85,000 sq. ft. of the retail space on Roosevelt Road. The corridor can support an additional 20,000 sq. ft. of restaurants (see Table C-4, page 11). Other Retail (includes businesses that sell distinctive goods such as cellular phones and signs) and Beauty/Barber businesses also have strong representation along the corridor. With a total of 16 establishments along the corridor, Beauty/Barber businesses are overrepresented.

### CONSUMER EXPENDITURES AND MARKET POTENTIAL: TRADE AREA ANALYSIS

To evaluate potential development opportunities, we researched retail properties in the area and assessed demand. We analyzed what types of businesses were underserved in the area and determined their compatibility in terms of size, cost, and demographic for the corridor. These demographics were analyzed for the corridor's trade area. A trade area is a designated zone in which consumption patterns can impact a local consumer market. When utilizing trade areas to analyze consumer demand, the market is separated into two distinct categories- primary and secondary trade markets. The primary trade is a specified radius of households that immediately impact a consumer market. Primary trade areas are usually contained within a ½ mile to one-mile radius. A secondary trade area includes households that may consume in a given market but live outside of the immediate neighborhood (primary trade area). Secondary trade areas can range from one to ten miles, depending on the market. A neighborhood retail center may have a 1 to 2

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mile secondary trade area while larger retail centers, such as North Riverside Mall in North Riverside have secondary trade areas extending as far as 10 miles.

The following figure presents the primary trade area, a one-mile radius from the central point of the Roosevelt Road corridor.

Figure 1: Primary Trade Area



The primary trade area, inclusive of southern Oak Park and northern Berwyn, is growing in population. With an increase of 12 percent over the past two decades, the trade area's population has grown approximately 0.5 percent per year. The number of households increased by 16.5 percent between 1980 and 2001, which is consistent with the increase in population during that same period. The average household size within the primary trade area has remained virtually unchanged over the last 20 years. The static household size in the primary trade area balances (overall) Berwyn's increase and Oak Park's decrease in housing size (see Table H-3, page 17 in the Housing Section). There has been a larger increase among non-family households in this area, suggesting that retail development should focus more towards the trends of single or roommate lifestyles. The trade area's household income has steadily increased over the last two decades. When adjusted for inflation (averaged at 3 percent per year), the trade area has realized an increase of over 81 percent since 1980 (22 percent since 1990). The increase in income expands the purchasing power of local residents and strengthens the market base for Roosevelt Road.

Table C-2 summarizes the demographic characteristics for the trade area.

	1980	1990	2001 (projected)	2006 (projected)	Percent Change 1980-2001
Population	44,908	44,185	50,347	52,356	+12.1%
Number of Households	17,908	17,719	20,036	20,856	+16.5%
Median Income	\$18,250	\$34,477	\$53,543	\$61,489	+81.2%*
Average household size	2.49	2.48	2.50	2.50	+0.4%

\*Number has been adjusted for inflation (at 3% per year). Without inflation: +193.4%  
Source: Claritas, Inc. 2002

Based on the data presented in Table C-2, available income for consumption for the primary trade area is \$429 million<sup>4</sup>. If all households were to spend all of their disposable income on Roosevelt Road, it would potentially generate \$430 million dollars in revenue.

A commercial center of any magnitude does not "capture" 100 percent of all consumer expenditures. Therefore, capture rates are used as an adjustment to determine the expenditure potential for a trade area. Capture rates help account for the fact that consumers do not make all of their retail expenditures close to home. Capture rates are divided into three categories: (1) Comparative goods- which are items such as clothes and shoes that people tend to shop around for on the basis of price and quality; (2) Eating and drinking- which represents both restaurants and grocery stores; and, (3) Convenience goods- which includes items such as newspapers or coffee that people tend to not travel for to purchase.

Capture rates in the primary trade area for comparative goods are 4 percent; for eating and drinking they are 25 percent; and for convenience goods, capture rates are 20 percent. The low capture rate for comparative goods reflects consumers' tendency to make choices based on price, and not necessarily the store's proximity to home. Eating and drinking activities and convenience purchases often take place in one's own neighborhood, as reflected by the higher capture rates. Table 2 shows the following capture rates by category.

	Capture Rate Primary Trade Area	Capture Rate Secondary Trade Area
Comparison	4%	3%
Eating/Drinking	25%	20%
Convenience	20%	8%

The secondary trade area estimates the capture rates for consumers who live outside of the primary trade area. Secondary trade area capture rates are substantially lower because households in the secondary trade area are more likely to shop in their own immediate neighborhood. Because of the negligible impact that the secondary trade area market would have on our estimation of retail demand, our focus will be on the impacts of the primary trade area only.

<sup>4</sup> This figure was determined by multiplying the number of households in the primary trade area and the median income for the primary trade area. This product was then multiplied by 40 percent as an allocation for consumption.

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Table C-4 estimates, based on income and consumption patterns, what Roosevelt Road's primary trade area can support. Total net retail potential for this corridor is 307,094 square feet.

	Total Consumer Expenditures	Captured Expenditures (a)	Median Sales per sq ft (b)	Net Retail Potential in sq ft (a/b)
<b>Comparison Goods</b>				
Apparel and Services	\$54,748,179	\$2,189,927	\$150	14,600
Footwear	\$7,664,035	\$306,561	\$200	1,533
Other apparel products and services	\$6,918,921	\$276,757	\$150	1,384
Entertainment	\$72,418,038	\$2,896,722	\$184	15,743
TV, Radios, Sound Equipment	\$21,147,061	\$845,882	\$142	5,957
Reading	\$5,748,027	\$229,921	\$170	1,437
Household furnishings and equipment	\$58,651,160	\$2,346,046	\$134	17,508
			<b>Subtotal</b>	<b>58,162</b>
<b>Eating and Drinking</b>				
Food at home	\$106,009,615	\$27,249,904	\$200	136,250
Meals at Restaurants, Carry-Outs & Others	\$77,279,024	\$19,319,756	\$178	108,538
			<b>Subtotal</b>	<b>244,788</b>
<b>Convenience</b>				
Personal Care Products/Services	\$15,540,961	\$621,638	\$150	4,144
			<b>Subtotal</b>	<b>4,144</b>
			<b>Total Net Retail Potential</b>	<b>307,094</b>

Of the 164 businesses currently operating along the corridor, there are a number of businesses that serve as active retail for the categories listed in Table C-4. For instance, under the personal care products/service category, Lovely Nails (Berwyn) and Frank's Barber Shop (Oak Park) represent active businesses in this category. Underrepresented retail categories include apparel and services, entertainment, household furnishings and equipment, and TV, radios, and sound equipment.

The data in Table C-4 suggest that the primary trade area cannot support additional retail expansion. Roosevelt Road's retail space is currently overbuilt. The corridor has 645,000 sq. ft. of retail space yet when analyzed in conjunction with consumption patterns, number of households, and disposable income, the market only supports roughly 307,000-sq. ft. of retail space. This represents less than half of the retail space that is along the corridor. Currently, the Roosevelt

<sup>5</sup> See Appendix for expanded data table

Road corridor has commercial vacancy rate of roughly 23 percent.<sup>6</sup> This high vacancy can be largely attributed to the lack of consumer support. Additionally, there are a number of active competing shopping centers on the periphery of our primary trade area.

## Competing Centers

There are a number of retail centers and corridors in the vicinity of the Roosevelt Road corridor in direct competition for market share. These centers close proximity to the corridor impacts what businesses can survive in our study area. Three of the main retail centers and strips that are nearby include North Riverside Mall (North Riverside), Harlem and Lake (Oak Park), and Madison Street (Forest Park). North Riverside Mall and Harlem and Lake maintain national chain, big box retail that tends to have larger trade areas (5 to 10 miles) than does neighborhood retail. Roosevelt Road lies within the primary trade area of both the North Riverside Mall and Harlem and Lake. Madison Street is a neighborhood retail strip but has an old-town, antique character. The center has a number of antique shops and restaurants that cater to a more upscale or trendy consumer.

Figure 2 shows the locations of the three competing centers. Harlem and Lake shopping center is labeled as #1, Madison Street is #2, and North Riverside Mall is #3.

Figure 2: Competing Centers



<sup>6</sup> The number of vacant parcels (including storefronts) extracted from Village listings and field research equals 51. The vacancy rate was calculated by dividing the number of vacant structures (51) by the sum of the vacant parcels and number of businesses:  $51 / (51 + 164)$

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## FINDINGS AND RECOMMENDATIONS

Roosevelt Road corridor is overbuilt in terms of retail space. The corridor maintains a high vacancy rate and is struggling to attract additional retail. With three main shopping areas providing a variety of retail goods and services within a 1 to 2-mile radius of the study area, it is difficult for Roosevelt Road to find an untapped market that has not already been satisfied by the adjacent shopping areas.

We do believe however that there are some underrepresented businesses that could be added to the corridor. Although as a whole, Roosevelt Road is saturated in terms of retail space, based on consumer expenditure patterns, there is support for specific types of retail, which are either underrepresented along the corridor or not represented at all. Based on availability of space, typical sales per square foot, and demographic support, the corridor could support the following uses:

- 20,000 sq. ft. for restaurants and/or cafe
- 15,743 sq. ft. for an Entertainment Outlet (i.e. small community theater, arcade, etc.)
- 5,957 sq. ft. for TV, Radios, Sound Equipment (i.e. smaller scale electronic store)

After a search of retail in the area (within a 1 to 2 mile radius), we found that these uses exist but are not saturating the local market. An entertainment outlet and electronic store would be feasible developments for residents around the corridor and meet any unmet demand outside of the primary trade area.

This retail can occupy the vacant storefronts available either in its current condition, (meaning no major structural changes) or in rehabilitated unit. There are a number of adjoining vacant storefronts that could be combined to accommodate larger size retail. We do not suggest newly constructed space for these uses. According to local real estate brokers, the going rate for retail space along Roosevelt Road is between \$12 and \$13 dollars a square foot. The cost of rent for new construction unit is roughly \$30 to \$32 dollars a square foot. The rent for new construction exceeds market rents, making new construction less feasible for Roosevelt Road.

Contrary to many of the residents' suggestions, we do not recommend a convenience store or bookstore be placed on the corridor. The existing Walgreens, CVS Pharmacy, Jewel and Fair Share Foods absorb any market potential for a convenience store. And, as presented in Table C-4, the market only supports 1,400 square feet in the reading category. Bookstores, even at the lower range require at least 2,000 square feet of space (the median is 3,446). In addition, a smaller increment of consumer spending is allocated to reading (less than 2 percent) and two major bookstores are already located less than two miles from the study area. A bookstore on Roosevelt Road is not a development option.

Due to the limited availability of contiguous space, current uses, and the presence of competing centers in the area, it is unlikely that Roosevelt Road will be able to attract big box retail. Roosevelt Road serves the area best as a neighborhood retail center. The Roosevelt Road corridor's success is dependent upon its ability to compliment nearby retail and identify underrepresented uses. Its retail strength has to lie within the quality of products provided and service to its customers.

The key to successful small business operations lies within their relationship with the community. With a number of shopping centers within a short distance of Roosevelt Road that compete for

market share, it is imperative that businesses in the study area link with community programs and activities for additional exposure and the opportunity to build community relationships. Partnerships can be formed between Roosevelt Road businesses and the municipalities to sponsor activities such as street festivals and neighborhood events. These partnerships not only bring added visibility and marketing opportunities to retailers but also provide more opportunity for civic involvement by local businesses.

<sup>7</sup> Source: The Urban Land Institute (ULI)

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## INDUSTRIAL

According to the industrial market update released by Colliers B & K, as of midyear 2001, the Chicago Metropolitan Market, encompassing the City of Chicago and surrounding suburbs, went through an economic slowdown. Speculative construction was reduced to 2.4 million square feet, the lowest rate since early 1990's.

Despite the diminishing demand for industrial space in the prior year, there is promise for industrial development in the near west suburban communities. According to the 2002 Second Quarter report from Grubb and Ellis, the manufacturing industry in the western suburbs, inclusive of Oak Park and Berwyn, is rebounding from economic downturn. The current vacancy rate of 9.4% for industrial space for the Chicagoland area has decreased slightly since 2002 1<sup>st</sup> quarter (9.6%). Grubb and Ellis state that most of this decrease was attributed to the expansion of small and mid-size companies in west suburban Cook County. The near west suburbs have some of the most competitive asking rates for industrial space, at \$3 to \$4 per square foot. They lead most comparable regions by a margin of \$1.50 per square foot. Their proximity to O'Hare Airport and major highways also makes the near west suburban communities competitive.

There is currently a significant presence of active industrial businesses along Roosevelt Road. A majority of this development is concentrated in the center of the corridor (Sub-Area 4). There are a number of automotive uses (i.e. Associated Tire and Battery and Werco Automotive Supply) laboratories, and food distributors that are classified as light industrial operations. The largest industrial use, Turano's Bakery, occupies nearly 100,000 sq. ft of space along the corridor and is in the process of expanding. Turano's states that the company is in the process of developing an additional 40,000 square feet of space to serve their business for the next 5 to 10 years. They are looking to expand their production and renew their plant's facility. They are happy with their current location and hope to stay and further expand their enterprise on Roosevelt Road.

### FINDINGS AND RECOMMENDATIONS

Oak Park and Berwyn should encourage light industrial development along the corridor. Light industry appears to be emerging in the near west suburbs and with active businesses located on the corridor already, the municipalities should take advantage of their expansion. Industrial businesses make up a significant portion of the occupied space on the corridor (approximately 13 percent) and these businesses are anticipating expansion in the near future. Light industrial expansion would eliminate much of the vacant retail space along the corridor and add to the tax base of their communities.

We propose that any expansion be limited to light industry and stay within the central area of the corridor. Heavy industry would not be compatible with the surrounding retail and residential uses and its development may be of concern to community residents and local business owners. By keeping light industrial use concentrated in the center of the corridor, it allows retail businesses to be located closer to major arterial streets (Austin Ave. and Harlem Ave.) for better access and visibility and residential development to be located closer to transportation links.

## HOUSING

The purpose of this section is to provide an analysis of the current housing markets within Oak Park and Berwyn and the competing and surrounding communities. The objectives of this section are to:

- Evaluate market support for various housing types
- Identify the housing price points for rental and ownership housing
- Identify key issues related to housing development
- Discuss current and future development opportunities

CERC will use this analysis to inform our findings and recommendations for the potential housing components as well as other housing efforts Oak Park and Berwyn may wish to undertake. The residential Market Study draws upon data from the 1990 and 2000 US Census, area data, Chicago Board of Realtors Multiple listing service information for the west suburban region, and current market data, including local field work by CERC staff and interviews with local real estate professionals and developers.

### HOUSING OVERVIEW AND CHARACTERISTICS

Oak Park and Berwyn are older communities in Cook County. The housing stock in both communities exceeds the age of units throughout Cook County. With the majority of their housing built before 1940, Oak Park and Berwyn have older housing stock than the adjacent communities of Cicero and Forest Park. Although the housing is old in comparison to nearby communities, it is in good condition. There is no need for extensive rehabilitation or replacement of units.

	Total Housing Units	Percentage of Total Housing Units Constructed Between			
		1990- Mar 2000	1970- 1989	1940- 1969	Before 1940
Oak Park	23,723	1.9	8.1	24.1	66.0
Berwyn	20,691	1.5	5.5	43.6	49.4
Cicero	24,640	2.2	10.2	47.3	40.3
Forest Park	7,981	3.2	17.8	40.0	38.9
Cook County	2,096,121	6.4	20.7	46.0	26.8

Source: US Census, 2000

Since 1990, the number of housing units has increased in both Oak Park and Berwyn. As summarized in Table H-2, Oak Park has gained 152 units while Berwyn has gained 647 units. This has resulted in a 0.6 percent increase in total housing units in Oak Park and a 3.1 percent increase in total housing units in Berwyn. This growth is also consistent with the county and the Village of Forest Park.

Both communities have high occupancy rates for housing, which narrows the amount of units available for rent or for sale. The Department of Housing and Urban Development (HUD) indicates that 6 percent vacancy rate is representative of a fluid and healthy housing market. With vacancy rates well below 6 percent, (2.7 and 4.8 percent for Oak Park and Berwyn, respectively), the housing market is tight, meaning it is difficult to obtain housing in these two communities.



# MARKET REPORT

**Table H-2: Housing Characteristics of Oak Park, Berwyn and Surrounding Communities**

	Oak Park	Berwyn	Cicero	Forest Park	Cook County
Change in total housing units (1990 to 2000)	+0.6%	+3.1%	-0.8%	+2.1%	+3.7%
Occupied units	97.3%	95.2%	93.8%	95.6%	94.2%
Owner occupied	56.3%	61.5%	55.2%	44.8%	57.9%
Renter occupied	43.7%	38.5%	44.8%	55.2%	42.1%
Vacant	2.7%	4.8%	6.2%	4.4%	5.8%

Source: U.S. Census Bureau 1990 and 2000

Of Oak Park and Berwyn's occupied housing, both municipalities closely represent the "ideal" 60/40 market<sup>5</sup> of owners to renters with 56.3 percent of units in Oak Park owner-occupied and 61.5% of units in Berwyn owner-occupied. The owner-occupied housing stock in Oak Park and Berwyn consists of mostly single-family homes. Single-family homes in Oak Park are larger and range from 3 to 4 bedroom units with at least 2 bathrooms. Berwyn's housing stock is smaller, with 2 to 3 bedroom homes with many having only 1 or 2 bathrooms.

In both municipalities, rental units are typically in small multi-family buildings (2 and 3 flat buildings) but larger apartment complexes are scattered throughout the communities as well. Apartment sizes range from studio to 4 bedrooms units.

## HOUSING DEMAND

### Population and Households

The change in housing units is disproportional when compared to the changes in households in Oak Park. The increase in the number of housing units in Oak Park has lagged behind the increase in the number of households during the same period. As indicated in Table H-3, while the number of households increased by 472 between 1990 and 2000, the number of housing units have only increased by 152 units. Berwyn experienced the opposite during the same period. The number of households increased by 404, and the number of housing units increased by 647. Despite this, vacancy in Berwyn is still below the HUD optimal vacancy rate of 6 percent.

Oak Park has a decreasing population and a shrinking household size. However, despite its declining population, the number of households in Oak Park increased by 2 percent between 1990 and 2000. This is primarily due to the increase in the number of non-family households and "empty nester" households. Oak Park generally consists of 1 and 2 person households, with nearly half of all households (43.8%)<sup>6</sup> classified as non-family households. Combined with the population and age shifts in Oak Park (see Market Analysis, Table D-1, page 3), these findings support our assertion that Oak Park is increasingly populated by empty-nester families and non-family households.

Berwyn has a growing population and an increasing household size. As shown in Table H-3, between 1990 and 2000, the population has grown by 18.9 percent, an increase of 8,590 people. The average household size has increased 16.7 percent, from approximately a 2-person household to a 3-person household. Despite these factors, the number of households did not increase significantly in Berwyn between 1990 and 2000. The number of households increased by 404 to 19,702 households in 2000, representing a change of only 2.1 percent. This supports our findings that suggest Berwyn's population growth has directly impacted its family size.

<sup>5</sup> CERC, 2002

<sup>6</sup> This figure was determined by taking the difference between 100% and 56.2% (the percentage of family households in Oak Park as shown in Table H-4, page 18).

**Table H-3: Comparison of Population Changes in Households 1990-2000: Oak Park**

	1990 Number	2000 Number	Number Change 1990-2000	% Change 1990-2000
Total Housing Units	23,571	23,723	152	+0.6%
Total Households	22,607	23,079	472	+2.1%
Total Population	53,648	52,524	-1,124	-2.1%
Avg. Household Size	2.35	2.26	---	-3.8%

Source: U.S. Census Bureau, 1990 and 2000

**Table H-3: Comparison of Population Changes in Households 1990-2000: Berwyn**

	1990 Number	2000 Number	Number Change 1990-2000	% Change 1990-2000
Total Housing Units	20,044	20,691	647	+3.2%
Total Households	19,298	19,702	404	+2.1%
Total Population	45,426	54,016	8,590	+18.9%
Avg. Household Size	2.34	2.73	---	+16.7%

Source: U.S. Census Bureau, 1990 and 2000

As summarized in Table H-4, the number of family households has decreased in Oak Park by nearly 3 percent since 1990. This reduction is consistent with the decline in population and smaller household size. The percentages of married households (74.9%) and female-headed households (20.6%) in Oak Park have remained the same over the last 10 years (less than a 1 percent difference). With less family households and static figures for married and female-headed households, the increase in total households (of 2.1%, as indicated in Table H-3) is attributed to the increase in non-family households.

Berwyn, on the other hand, shows a 3.5 percent increase in families (see Table H-4). Married households represent the most common type of family, but have declined 5.5 percent since 1990. The growing family types in Berwyn are female-headed households. Female-headed households have risen 2 percent (2.4%) and represent nearly 20 percent of Berwyn's total family population. Whereas the increase in total households in Oak Park is due to non-family household increases, Berwyn has growing family households.

**Table H-4: Family Characteristics and Change over Time: Oak Park**

	1990		2000	
	Number	% of Total	Number	% of Total
Total HH	22,607	---	23,079	---
Total Family HH	13,364	59.1%	12,980	56.2%
Total Married w/ Family HH	10,059	75.3%	9,716	74.9%
Total Female Headed HH	2,718	20.3%	2,676	20.6%

**Table H-4: Family Characteristics and Change over Time: Berwyn**

	1990		2000	
	Number	% of Total	Number	% of Total
Total HH	19,298	---	19,702	---
Total Family HH	11,986	62.1%	12,931	65.6%
Total Married w/ Family HH	9,226	77.0%	9,251	71.5%
Total Female Headed HH	2,056	17.2%	2,531	19.6%

# MARKET REPORT

## Income and Employment

Housing affordability, whether for rental or for-sale housing, is critical to maintaining a healthy housing market within any community. Median income is important in determining the relative buying power of households to rent or purchase housing within any community. The U.S. Department of Housing and Urban Development (HUD) defines the housing affordability threshold as 30% of income. When this percentage is applied to the 1999 median household income of \$59,183 for Oak Park and \$43,833 for Berwyn, monthly total housing costs should not exceed \$1,480 in Oak Park and \$1,096 in Berwyn to remain within HUD's affordability index.

There are significant differences between housing costs in Oak Park and Berwyn. Oak Park exceeds neighboring communities and Cook County in owner occupied housing costs by a margin of more than \$300. It's 2000 median mortgage of \$1628 per month is \$332 more than the City of Berwyn, \$466 more than Cicero, and \$311 more than Forest Park. The same trend occurs for rental housing, with Oak Park median rent exceeding those of the county and neighboring communities. Despite these high housing costs relative to neighboring communities, Oak Park residents have the lowest percentage of households paying more than 30 percent of income on housing. Although housing in Oak Park is the most expensive in the area, the costs are appropriate for most of the current households in the community.

Berwyn's cost for housing is consistent with housing costs for Cook County and adjoining communities. The 2000 median monthly mortgage of \$1,296 for owner-occupied housing and the 2000 median monthly rent of \$593 for renter-occupied housing place Berwyn's housing costs between mortgages and rents in surrounding communities. The percentage of households paying more than 30 percent of their income is also comparable to the area. Nearly 30 percent (28.1%) pay outside of the affordability index for housing (see Tables H-5 and 6).

	2000 Median Mortgage	Percent HH paying more than 30% income toward mortgage and related costs
Cook County	\$1,324.00	25.1%
Community		
<b>Oak Park</b>	<b>\$1,628.00</b>	<b>21.6%</b>
<b>Berwyn</b>	<b>\$1,296.00</b>	<b>28.1%</b>
Cicero	\$1,162.00	30.8%
Forest Park	\$1,317.00	29.5%

Source: U.S. Census 2000

	2000 Median Gross Rent	Percent HH paying more than 30% income toward rent
Cook County	\$648.00	37.1%
Community		
<b>Oak Park</b>	<b>\$710.00</b>	<b>28.9%</b>
<b>Berwyn</b>	<b>\$593.00</b>	<b>33.8%</b>
Cicero	\$561.00	34.8%
Forest Park	\$670.00	30.8%

Source: U.S. Census 2000

To determine a margin of affordability for Oak Park and Berwyn residents, Tables H-7 through H-10 will analyze the number of households in both communities that can support the average cost for housing in their given municipalities.

Table H-7 summarizes the income distribution of households in the Village of Oak Park and the City of Berwyn for years 1990 and 2000. The income distribution among households shows the number and percentage of households at specific income intervals. This table will be used as a basis for determining the number (percentage) of households that can afford to live in Oak Park and Berwyn, based on median housing costs.

1990 Distributions			2000 Distributions		
TOTAL HOUSEHOLDS	22,007		TOTAL HOUSEHOLDS	23,079	
1989 MEDIAN HOUSEHOLD INCOME	<b>\$40,453</b>		1999 MEDIAN HOUSEHOLD INCOME	<b>\$59,183</b>	
<b>Household income</b>	<b># Of HH</b>	<b>% of Total HH</b>	<b>Household income</b>	<b># of HH</b>	<b>% of Total HH</b>
Less than \$10,000	1,667	7.4%	Less than \$10,000	1,318	5.7%
\$10,000 - \$14,999	1,133	5.0%	\$10,000 - \$14,999	835	3.6%
\$15,000 - \$24,999	2,983	13.2%	\$15,000 - \$24,999	1,693	7.3%
\$25,000 - \$34,999	3,698	16.4%	\$25,000 - \$34,999	2,419	10.5%
\$35,000 - \$49,999	4,566	20.2%	\$35,000 - \$49,999	3,536	15.3%
\$50,000 - \$74,999	4,732	20.9%	\$50,000 - \$74,999	4,430	19.2%
\$75,000 - \$99,999	1,988	8.8%	\$75,000 - \$99,999	2,942	12.7%
\$100,000 - \$149,999	1,220	5.4%	\$100,000 - \$149,999	3,115	13.5%
\$150,000 OR MORE	664	2.9%	\$150,000 or more	2,819	12.2%

1990 Distributions			2000 Distributions		
TOTAL HOUSEHOLDS	19,298		TOTAL HOUSEHOLDS	19,702	
1989 MEDIAN HOUSEHOLD INCOME	<b>\$31,326</b>		1999 MEDIAN HOUSEHOLD INCOME	<b>\$43,833</b>	
<b>Household income</b>	<b># Of HH</b>	<b>% of Total HH</b>	<b>Household income</b>	<b># of HH</b>	<b>% of Total HH</b>
Less than \$10,000	2,323	12.0%	Less than \$10,000	1,347	6.9%
\$10,000 - \$14,999	1,572	8.1%	\$10,000 - \$14,999	943	4.8%
\$15,000 - \$24,999	3,473	18.0%	\$15,000 - \$24,999	2,626	13.3%
\$25,000 - \$34,999	3,323	17.2%	\$25,000 - \$34,999	2,757	14.0%
\$35,000 - \$49,999	3,875	20.1%	\$35,000 - \$49,999	3,515	17.8%
\$50,000 - \$74,999	3,399	17.6%	\$50,000 - \$74,999	4,527	23.0%
\$75,000 - \$99,999	781	4.0%	\$75,000 - \$99,999	2,197	11.1%
\$100,000 - \$149,999	271	1.4%	\$100,000 - \$149,999	1,292	6.6%
\$150,000 OR MORE	93	0.5%	\$150,000 or more	493	2.5%

Source: U.S. Census Bureau 1990 & Claritas, Inc.

NOTE: The median income is highlighted in the appropriate range for the given year

Table H-8 describes the mortgage affordability range within respective income ranges.

# MARKET REPORT

**TABLE H-8 - PROJECTED 2000 HOUSEHOLD INCOME AND HOUSING BUYING POWER**

Household Income	Monthly Income		30% of Monthly Income		Mortgage Affordability*	
	Low	High	Low	High	Low	High
Less than \$5,000	\$ 208	\$ 375	\$ 62.50	\$ 112.50	\$ -	\$ -
\$5,000 - \$9,999	\$ 417	\$ 833	\$ 125.00	\$ 249.98	\$ -	\$ 14,301.00
\$10,000 - \$14,999	\$ 833	\$ 1,250	\$ 250.00	\$ 374.98	\$ 14,301.00	\$ 32,178.00
\$15,000 - \$24,999	\$ 1,250	\$ 2,083	\$ 375.00	\$ 624.98	\$ 32,178.00	\$ 67,930.00
\$25,000 - \$34,999	\$ 2,083	\$ 2,917	\$ 625.00	\$ 874.98	\$ 67,930.00	\$ 103,684.00
\$35,000 - \$49,999	\$ 2,917	\$ 4,167	\$ 875.00	\$ 1,249.98	\$ 103,684.00	\$ 143,014.00
\$50,000 - \$74,999	\$ 4,167	\$ 6,250	\$ 1,250.00	\$ 1,874.98	\$ 143,014.00	\$ 218,099.00
\$75,000 - \$99,999	\$ 6,250	\$ 8,333	\$ 1,875.00	\$ 2,499.98	\$ 218,099.00	\$ 286,032.00
III*	\$ 8,333	\$ 12,500	\$ 2,500.00	\$ 3,749.98	\$ 286,032.00	\$ 464,804.00
IV*	\$ 12,500	-	\$ 3,750.00	-	\$ 464,804.00	-
MORE	-	-	-	-	-	-

Mortgage affordability assumes \$150 per month taxes and insurance, 30 yr amortization @ 7.2% interest  
Mortgage amounts over \$100,000 assumes \$250 per month taxes and insurance, 30 yr amortization @ 7.2% interest  
Mortgage amounts over \$200,000 assumes \$350 per month taxes and insurance, 30 yr amortization @ 7.2% interest  
Mortgage amounts over \$300,000 assumes \$500 per month taxes and insurance, 30 yr amortization @ 7.2% interest

Source: CERC 2002.

NOTE: The 2000 median income is highlighted in the appropriate range for mortgage affordability.

Table H-9 shows the distribution of household income in Oak Park and Berwyn in relation to mortgage affordability (referencing Table H-8). This reveals the supportable mortgage ranges for Oak Park and Berwyn households at specific income levels.

**Table H-9<sup>1</sup>: 2000 Estimated mortgage Affordability by # of Households distribution (Oak Park)**

TOTAL HOUSEHOLDS	1999 MEDIAN HOUSEHOLD INCOME		2000 MEDIAN HOUSE VALUE	
	Low	High	Low	High
23,079	\$59,183		\$231,300	

Household income	# of HH	% of HH	MORTGAGE AFFORDABILITY RANGE	
			Low	High
Less than \$10,000	1,318	5.7%	\$ -	\$ 14,301.00
\$10,000 - \$14,999	835	3.6%	\$ 14,301.00	\$ 32,178.00
\$15,000 - \$24,999	1,693	7.3%	\$ 32,178.00	\$ 67,930.00
\$25,000 - \$34,999	2,419	10.5%	\$ 67,930.00	\$ 103,684.00
\$35,000 - \$49,999	3,536	15.3%	\$ 103,684.00	\$ 143,014.00
\$50,000 - \$74,999	4,430	19.2%	\$ 143,014.00	\$ 218,099.00
\$75,000 - \$99,999	2,942	12.7%	\$ 218,099.00	\$ 286,032.00
\$100,000 - \$149,999	3,115	13.5%	\$ 286,032.00	\$ 464,804.00
\$150,000 OR MORE	2,819	12.2%	\$ 464,804.00	-

Source: CERC 2002, Census 2000.

**Table H-9<sup>1</sup>: 2000 Estimated mortgage Affordability by # of Households distribution (Berwyn)**

TOTAL HOUSEHOLDS	1999 MEDIAN HOUSEHOLD INCOME		2000 MEDIAN HOUSE VALUE	
	Low	High	Low	High
19,702	\$43,833		\$132,900	

Household income	# of HH	% of HH	MORTGAGE AFFORDABILITY RANGE	
			Low	High
Less than \$10,000	1,357	6.9%	\$ -	\$ 14,301.00
\$10,000 - \$14,999	943	4.8%	\$ 14,301.00	\$ 32,178.00
\$15,000 - \$24,999	2,626	13.3%	\$ 32,178.00	\$ 67,930.00
\$25,000 - \$34,999	2,757	14.0%	\$ 67,930.00	\$ 103,684.00
\$35,000 - \$49,999	3,515	17.8%	\$ 103,684.00	\$ 143,014.00
\$50,000 - \$74,999	4,527	23.0%	\$ 143,014.00	\$ 218,099.00
\$75,000 - \$99,999	2,197	11.1%	\$ 218,099.00	\$ 286,032.00
\$100,000 - \$149,999	1,292	6.6%	\$ 286,032.00	\$ 464,804.00
\$150,000 OR MORE	493	2.5%	\$ 464,804.00	-

NOTE: The median income is highlighted in the appropriate range for the given year

Table H-10 presents the distribution of value for owner-occupied housing. This table depicts that a majority of Oak Park housing (60.7%) is valued at more than \$200,000 while Berwyn's homes are mainly within the \$100,000 to \$150,000 range. Compared to the median home values in 1990 (\$138,700 in Oak Park and \$90,200 in Berwyn), the 2000 median home value has increased by 68 and 47 percent in Oak Park and Berwyn. Adjusted for inflation, averaged at 3 percent per year, the median home values rose 38 percent in Oak Park and 37 percent in Berwyn between 1990 and 2000.

**Table H-10: 2000 Distribution of Owner-Occupied Property Values**

Property Value	Percent of Total	
	Oak Park	Berwyn
Less than \$50,000	0.5	1.1
\$50,000 TO \$99,999	2.1	11.0
\$100,000 TO \$149,999	12.6	64.2
\$150,000 TO \$199,999	24.0	21.2
\$200,000 TO \$299,999	31.1	2.4
\$300,000 +	29.6	0.2
<b>Median Property Value</b>	<b>\$231,300</b>	<b>\$132,900</b>

Source: Census 2000

Given a 2000 median home value of \$231,300 for Oak Park and \$132,900 for Berwyn, 38% of Oak Park households and 61% of Berwyn households could affordably support a mortgage at or above the level necessary to own homes priced at the median level without stretching their affordability threshold. In 1990, the median home values for Oak Park and Berwyn were \$138,700 and \$90,200, respectively, and 58.2% of Oak Park households and 60.8% of Berwyn households could support the median home value. Our analysis suggest that between 1990 and 2000, housing costs have increased at a faster rate than household income in Oak Park, making housing less affordable for current and new residents. Berwyn's housing costs have increased proportionally with household income. The percentage of households that can afford the median home value has virtually remained unchanged since 1990.

# MARKET REPORT

## OWNER OCCUPIED HOUSING

In comparison to the adjacent communities and Cook County, both Oak Park and Berwyn have the lowest vacancy rate for owner-occupied housing. The vacancy rate is one measure used to evaluate demand for housing and the ability for households to migrate in and move within a community. HUD defines a fluid housing market as one where not less than 6 percent of the dwelling units are vacant. According to Table H-11, with vacancy rates of 0.8 percent in Oak Park and 1.3 percent in Berwyn, the owner-occupied housing market in both communities is tight, meaning it is more difficult to find and purchase a home in Oak Park and Berwyn than in any of the surrounding communities. However, this does not take away from the fact that all of the neighboring municipalities have tight owner-occupied housing markets.

Community	Percentage of Owner Occupied Housing Units	Owner Occupied Vacancy Rate
Cook County	57.9%	1.4
<b>Oak Park</b>	<b>56.3%</b>	<b>0.8</b>
<b>Berwyn</b>	<b>61.5%</b>	<b>1.3</b>
Cicero	55.2%	2.0
Forest Park	44.8%	1.6

Source: US Census 2000

## Unit Make-up and Price Points

Table H-12 summarizes the median value of recently sold homes. According to the Chicago Tribune, the median value for homes in Oak Park has declined over the last year. The 2000 3<sup>rd</sup> quarter median home value was approximately \$217,000. The 2001 3<sup>rd</sup> quarter value decreased to \$191,000, a difference of \$26,000 (see Table H-12). This decrease is similar to the housing value change occurring in Forest Park. This decrease may be an indicator that home values were somewhat inflated in the prior year or recent condominium developments may have brought the average value down.

Berwyn has experienced an increase in housing value since 2000. With the 2001 3<sup>rd</sup> quarter housing value at \$158,000 (compared to \$139,800 in the 3<sup>rd</sup> quarter of 2000), the value for homes has increased over \$18,000 in the last year. Despite this increase, housing in Berwyn remains affordable to most of its current population.

Community	County	2001 3 <sup>rd</sup> Qtr Median Home Value	Number of Sales	% Inc(Dec) same period 2000
<b>Oak Park</b>	<b>Cook</b>	<b>\$191,000</b>	<b>182</b>	<b>-12%</b>
<b>Berwyn</b>	<b>Cook</b>	<b>\$158,000</b>	<b>157</b>	<b>+13%</b>
Cicero	Cook	\$127,000	144	+9%
Forest Park	Cook	\$107,500	37	-18%

Source: Chicago Tribune Price Pulse

## New Construction

Since 2000, there have been a number of new owner-occupied units constructed in Oak Park. According to the Village of Oak Park Office of Development Services, there have been a total of 86 owner-occupied units built post 2000. The average sale price for these new units is \$162,000. Most of these units are condominiums with the exception of 12 single-family attached

(townhomes) that were developed on Harlem Ave. and Padua St. All of these new housing developments have occurred north of Roosevelt Road.

According to the Berwyn Development Corporation, Berwyn has not developed any residential units post 2000. The most recent construction of owner-occupied housing units was condominium units that were developed in South Berwyn. The development was completed in 2000.

## RENTER OCCUPIED HOUSING

Oak Park has one of the lowest vacancy rates for rental housing in the area. According to Table H-13, the current vacancy rate for renter-occupied housing in Oak Park is 2.7%, indicating that rental units are very difficult to obtain. Berwyn's vacancy rate of 4.4 percent is higher than its neighboring communities but according to HUD standards, its rental housing market is still tight. An individual or family wanting to rent a residence in Berwyn may still have difficulty finding a suitable vacant unit.

County	Percentage of Renter Occupied Housing Units	Rental Vacancy Rate
Cook County	42.1%	5.3
<b>Oak Park</b>	<b>43.7%</b>	<b>2.7</b>
<b>Berwyn</b>	<b>38.5%</b>	<b>4.4</b>
Cicero	44.8%	3.4
Forest Park	55.2%	3.8

Source: US Census 2000

## Make-up and Price point

Per the 2000 Census, median gross rent in Oak Park was \$710. For Berwyn, the median rent was \$593. Compared to the current rents for apartments in the Oak Park and Berwyn area, the rents in the two communities has increased dramatically. Table H-14 summarizes the going rate for rents in a sample of multifamily complexes in Oak Park and Berwyn.

Property	Total Units	Vacancy Rate	Studio/One Bdrm Rents*	Two Bdrm Rents*	Three Bdrm Rents*
Berwyn Hotel (Berwyn)	43	0%	\$149-\$160 (weekly)	---	---
Bon Villa Apartments (Oak Park)	93	15.1% (14 units)	\$600-\$800	---	---
Oak Park Vintage Properties (Oak Park)	90	7.8% (7 units)	\$660-\$860	\$950-\$1350	---

Source: CERC survey, 2002  
\*Note: All rents are monthly costs unless specified otherwise

The 1999 estimated fair market rents (FMR) for the suburban Cook County (inclusive of Oak Park and Berwyn) is \$634 for a one-bedroom, \$765 for a two-bedroom and \$934 for a three bedroom apartment<sup>19</sup>. With rents as high as \$1350 for a 2-bedroom apartment (as indicated in Table H-14), the pricing for rental units in the Oak Park and Berwyn area are very high given the

<sup>19</sup> Regional Rental Market Analysis Summary Report. Metropolitan Planning Council, 2000.

# MARKET REPORT

FMR for suburban Cook County. As in the costs for owner-occupied housing, increasing rents are making these communities less affordable for current and potential residents.

## New Construction

There has been no new construction or permits issued for rental-occupied housing in Oak Park or Berwyn post 2000. All housing developments in recent years have been designated for home ownership.

## Housing Absorption

Based on the current number of households, vacancy rates, and HUD's optimal vacancy standard for healthy housing markets (at 6 percent), our findings suggest that Oak Park and Berwyn can support the development of additional housing units. We based our calculations for additional housing units on the assumption that both municipalities want to uphold HUD standards. As explained in Table H-15, Oak Park can support the development of 632 additional owner-occupied housing units and 354 additional renter-occupied units. Berwyn can support the development of 606 additional owner-occupied units and 129 additional renter-occupied units.

Table H-15 calculates the number of housing units by tenure (owner and renter-occupied households) that the municipalities can support.

	# of Housing Units (2000)	Current Vacancy (2000)	Proposed Housing units at 6 percent vacancy	Additional Housing Units Proposed
<b>Owner</b>				
Oak Park	12,986	0.8%	13,704	632*
Berwyn	12,122	1.3%	12,728	606
<b>Renter</b>				
Oak Park	10,093	2.7%	10,447	354
Berwyn	7,580	4.4%	7,709	129

Source: US Census 2000, HUD, and CERC 2002  
\*This calculation takes into account the 66 owner-occupied units that were built post 2000.

## Findings and Recommendations

The Village of Oak Park and the City of Berwyn have very different needs in terms of housing market demand. Oak Park has an increasing income, a shrinking household size and very low vacancy rates for owner and renter-occupied housing. Their growing markets are empty nesters and small non-family households. Although the current costs for housing is high given community and regional benchmarks, the cost is appropriate for the current population's income. Market rate condominiums and apartments would be the best housing options for Oak Park. Currently, the owner-occupied housing stock (mostly made up of single family homes) of 3 to 4 bedrooms does not match the demographic of its residents. The population of empty nesters who desire to stay in Oak Park would have an opportunity to transition from larger homes into smaller units. Condominiums better accommodate smaller household sizes, are (typically) less expensive than large single family homes, and could potentially alleviate the housing crunch in Oak Park. Oak Park appears to be addressing some of the demand for condominium units. New units have been developed near downtown and in other parts of northern Oak Park. Additional units can be placed in southern Oak Park.

For smaller, non-family households in Oak Park (i.e. single or roommate households), apartments are the best housing option. The size and amenities of apartment units best fit smaller households. Also, non-family households would likely prefer to rent rather than own, especially in temporary living situations. Currently, there are no plans in place for apartment development throughout Oak Park. The Roosevelt Road corridor could serve as a potential site for apartment development.

Berwyn's demographics and housing trends suggest that more family housing is needed. Like Oak Park, Berwyn has low vacancy rates for housing. However, the city has a growing population, household size, and a less significant increase in income (refer to Table D-4 in the Market Analysis section, page 6). Larger units with three bedrooms are the preferred housing alternative for Berwyn. Larger units would be more suitable for growing families and give Berwyn households a chance to transition from smaller homes to bigger units as their families grow. The units can be a mix of owner and renter-occupied, to accommodate households who desire and can afford home ownership and other households that prefer rental housing. With nearly half of all Berwyn households having the incomes to support owner-occupied housing, additional owner-occupied units can be developed to fit within a price range that is affordable. Also, since Berwyn households have seen the smallest increase in income compared to area communities, rental units would be a good addition for households who earn lower incomes.

We suggest a higher concentration of these residential units be placed towards the ends of the corridor (Subarea 1 and 5) with low density units (i.e. townhomes, smaller mixed-use developments) moving inward (Subareas 2 and 3). Locating residential units in these specific locations along the corridor enables residents to take advantage of access to public transportation. Residents would be in walking distance to two bus lines (Harlem and Austin bus routes) and the CTA Blue Line train, making the need for an automobile less necessary.

There are certain factors impacting the development of different housing styles. Per our interview with Betty Wojcik, Executive Director of Berwyn Development Corporation, there is concern about the development of additional family housing in Berwyn. Because of the increase in youth over the last decade (see Table D-1 in the Market Analysis Section, page 3), Berwyn schools are overcrowded. According to the Illinois State Board of Education, the two grade school districts in Berwyn, Berwyn South School District 100 and Berwyn North School District 98 have average classroom sizes of 22.6 and 28.1, respectively. More family housing can potentially increase the number of school-age children in the city. Although the development of specific styles of residential units does not have to be restricted to specific sides of the corridor, the overcrowding of schools may be an issue that Berwyn needs to address in the future.



# MARKET REPORT

## CONCLUSION

Overall, CERB suggests shrinking the square footage of retail space on Roosevelt Road and targeting retail to existing gaps in the market, developing more housing, and allowing the expansion of light industrial. The mix of housing and retail can be best utilized through mixed-use development. Mixed-use development positively impacts both the resident and the business. It provides consumer goods and services within walking distance from people's homes and provides businesses with a larger consumer base. Many of the units along the corridor exist as mixed use developments but we suggest increasing the number of housing units to provide more housing opportunities for residents. Currently, both the Village of Oak Park and the City of Berwyn have low vacancy rates for housing (see Table H-11 and H-13 in the Housing Section, pages 22 & 23) and have seen an increase in households over the 10-year period. Additional housing would help balance the housing market, as well as add market power to existing Roosevelt Road retail. This mixed-use development should be more concentrated at the poles of the corridor, with higher density of housing towards Harlem and Austin. This housing concentration on the east and west ends of the corridor would enable residents to take advantage of access to public transportation, minimizing the need for an automobile.

Light industrial expansion should also be encouraged along Roosevelt Road. Turano's, Buona Beef and other light industry along the corridor are thriving businesses that are interested in expanding. If the space is not available for expansion, their operations may be located elsewhere. This could potentially weaken the tax base of the municipalities and increase vacancy along Roosevelt Road. Providing opportunities for industrial businesses to stay promotes jobs for area residents and economic stability for taxing bodies.

The following suggestions are separated by the different sub-areas of Roosevelt Road:

### Sub-Area 1: Harlem Ave to Home Ave

- ii Create an entryway to the corridor on both sides of the street, starting at Maple Avenue.
- ii Create mixed-use development along subarea, with residential (i.e. multifamily units) on top and ground floor retail.
- ii Redevelop entire block from Maple to Wisconsin on Oak Park side. To deepen the lot size for commercial and housing development, we suggest taking out first two homes just north of the block development and reconstruct driveway and create a greenway as a buffer for larger development on Roosevelt Road.
- ii Develop southwestern corner (Berwyn) as mixed use (with ground floor retail).
- ii Development opportunity for housing at the corner of Wisconsin and Roosevelt, vacant lot and Sportman Lounge. Redevelopment can also include Kahley's Jewelry and Loan (pawnshop).

### Sub-Area 2: Home Ave to Oak Park Ave

- ii Redevelop as a mixed-use development (storefront/housing) on block from Home to Clinton on Berwyn side.
- ii From Clinton to Kenilworth on Berwyn side, redo façade for current businesses.

- ii Redevelop Kenilworth to Grove on both sides of Roosevelt Road with mixed-use units (only up to Buona Beef catering on Berwyn side).
- ii Establish Grove Ave to Clarence Ave (subarea 3) as a commercial retail cluster. No residential should exist here; it should mirror what development is already present.

### Sub-Area 3: Oak Park Ave to East Ave

- ii Establish Grove Ave (subarea 2) to Clarence Ave as a commercial retail cluster. No residential should exist here; it should mirror what development is already present.
- ii Eliminate Wilkes Super Foodmart. It currently displays signs that says "Closed for Remodeling." With two established grocery stores (Fair Share and Jewel) and other national chains that serve as convenience stores (Walgreens and CVS Pharmacy) within a half-mile radius, the food mart would not be competitive in the local marketplace. This can be developed as other commercial/retail.

### Sub-Area 4: East Ave to Ridgeland Ave

- ii Establish East Avenue to Cuyler Ave (subarea 5) as a light industrial corridor to match the existing uses for this portion of the corridor. Also, efforts should be made to consolidate the various automotive businesses in this subarea, particularly along this strip of the corridor to be more compatible with the Turano's bakery. To be compatible with the surrounding uses of retail and residential, light industrial businesses can redevelop their space to be more pedestrian friendly by including trees and landscaping (see Farr Associates report for more information).

### Sub-Area 5: Ridgeland Ave to Lombard Ave

- ii Establish East Avenue (subarea 4) to Cuyler Ave as a light industrial strip to match the existing uses for this portion of the corridor. Also, efforts should be made to consolidate the various automotive businesses into one area, particularly along this strip of the corridor to be more compatible with the Turano's bakery.
- ii Rehabilitate block from Ridgeland Ave to Cuyler Ave on Oak Park side either as mixed-use or residential, to match use across the street (residential multi-family complex- One Atrium Court)
- ii The block between Cuyler and Highland needs improvement. The area should be redeveloped to match development on Ridgeland to Cuyler (i.e. if the block between Ridgeland to Cuyler is developed to be commercial, then block between Cuyler and Highland should be commercial as well).

## MARKET REPORT

Sub-Area 6: Lombard Ave to Austin Ave (Oak Park only):

- ii Current automotive businesses can be moved further west towards the commercial/ industrial subarea (Subarea 4 and western edge of Subarea 5)
- ii Redevelopment opportunities for mixed use are present at northwestern corner of Lyman and Roosevelt (Oak Park). Currently, there is a business license pending for this parcel to be utilized as a used car lot. We suggest that this business should be located towards the center of the corridor to be more compatible with automotive and industrial uses in Subarea 4.
- ii Mixed-use can be developed on the eastern fringe of the subarea.

# COMMUNITY MEETING RESULTS: SWOT ANALYSIS

## Strengths

### SHOPPING & DESTINATIONS

- *Variety of shops & diversity makes it interesting*
- *Restaurants-Fitzgeralds, Road House Grill, Giovanni's, Salernos*
- *2 Large grocery stores*
- *Walkable area with many destinations*

### ECONOMY

- *High sales tax revenue*
- *Jobs including Turtanos: 30-40% local employment*

### GOOD STABLE PLACE

- *Stability/ Stable housing stock*
- *Well established businesses*
- *Good place to live/ Great parks/Clean Safe*

### MOBILITY

- *Easy to get around, good access including to Eisenhower*
- *Free parking*
- *Cul-de-sacs and one-ways reduce cut through traffic*

## Weaknesses

### TRAFFIC AND PARKING

- *Tunano's parking (trucks)*
- *Cut-through traffic (Wisconsin St.)*
- *Designated parking is wasted real estate*
- *1 way cul-de-sacs, confusing and annoying for businesses*
- *No bike parking*

### CRIME / NUISANCES

- *24 hour bus- Dunkin Donuts delivery @ 1:15 AM/ Drive-through order heard in the middle of the night (Dunkin Donuts)*
- *Homeless people camp in park*
- *Crime/ Drug dealing/Prostitution / litter*
- *Snow removal on sidewalks - no clear path*

### APPEARANCE ISSUES

- *Beat up truck in front of Giovanni's*
- *Roosevelt Road is unattractive, needs streetscape*

# COMMUNITY MEETING RESULTS: SWOT ANALYSIS

## Opportunities

### COOPERATIVE STRATEGIES

- *Business owners to work together re: sidewalk cleaning, snow removal*
- *Improving neighborliness between businesses and residents*

### PUBLIC INFRASTRUCTURE

- *Beautify streetscape with trees, flowers, murals, similar to Madison in Forest Park*
- *Alley improvement program, including traffic calming opportunities*
- *Bicycle facilities- racks, lockers, lanes*

### DEVELOPMENT

- *Development opportunities at vacant parcels (Maple)*
- *Build off the good anchors already along Roosevelt Road*
- *Turano improvements re: truck traffic and staging, dock improvements*
- *Development brings environmental clean up*
- *Interesting store fronts and building design*
- *Noise buffering- businesses along Roosevelt provide this*

## Threats

### TRANSPORTATION AND MOBILITY

- *IDOT has jurisdiction over Roosevelt Rd.*
- *Cul-de sacs prevent residents and shoppers from circulating around*

### BUSINESS INVESTMENT AND MARKETING

- *Lack of knowing what businesses are there*
- *Businesses outdated on inside as well as outside*

# IDOT MEETING MINUTES

Monadnock Building  
53 West Jackson, Suite 1661  
Chicago, Illinois 60604  
312.409.1661 Farr Associates  
Fax: 408.1496 Architecture and Urban Design

## MEETING MINUTES

Present: Steven Coffinbargar- IDOT  
Pat Pechnick- IDOT  
Doug Farr- Farr Associates  
Cindy Fish- Fish Transportation Group  
Debbie Ahmari- Farr Associates

Date: August 28th, 2002

Location: IDOT Office

Subject: Long-term plans for Roosevelt Road

Distribution: Betty Wojcik- BDC  
Mike Chen- VOP

Prepared by: Debbie Ahmari, Farr Associates

### Road Categorization/ Future IDOT plans for Roosevelt Road

#### Recent work performed by IDOT on Roosevelt Road

New signals put in at all intersections.

#### Planned work

No work planned for next ten years. Currently, Roosevelt road is rated 5.3 for resurfacing. IDOT standards are anything below 5.8 should get resurfaced. Technically it qualifies for resurfacing, but since it is un-routed it is a lower priority and won't get the funding to be resurfaced.

Another long-term concern for IDOT is using Roosevelt Road as an alternate route if there is reconstruction of the Eisenhower. Due to this, IDOT would be less willing to hand over jurisdiction of the corridor to another entity. They don't anticipate needing Roosevelt Road as an alternate for another ten years.

### Traffic Calming Measures

#### Narrowing of traffic lanes/ Widening of sidewalks

11' usual minimum  
8' turn lanes  
Gutter flag 24"

It is possible to reduce number of left turns.

IDOT controls travel lanes and center lanes. Municipalities control on-street parking and sidewalks.

#### Parking bulb-outs

Need permit from IDOT and must pass IDOT standards.

-Due to Eisenhower reconstruction (in ten years) we may need on-street parking lanes for travel lanes or perhaps we would use center lane or perhaps it would have to be removed on one side only.

#### Median Planters

We have a psuedo set of standards we use with the City of Chicago since Daley is fond of them. Can get standards from Bureau of Traffic Review.

#### Mid-block Crosswalks

Are feasible. Not much discussion held, but were not ruled out.

#### Additional Traffic signals at Home & Lombard Avenues

In order to get approval for new signals, a warrant analysis would have to be performed. Location may be determined to warrant a signal, but that doesn't mean it will get one because of a shortage of funding.

#### Reduction of curb cuts

Falls within jurisdiction of municipalities, IDOT is not involved.

#### Relocation of cul de sacs

Falls within jurisdiction of municipalities only.

#### End Goal:

IDOT supports our endeavors and wishes it had more funds available in the implementation phase to help Roosevelt Road.



# IDOT MEETING MINUTES

## Misc.

### **Lighting Levels**

Illumination standards are regulated by IDOT.

### **Implementation Funding**

Motor Fuel Tax dollars are available

Tea 21 & ISTEA Enhancements- now T-3

Ask state to do resurfacing as part of bigger streetscaping plan could bump the municipality up on list. Or dollars for resurfacing could apply towards streetscape. Typically 90-110,000 lane/ mile

### **Parking Replacement Policy**

The only way IDOT will assist with any parking subsidizing is if they took on-street parking off RR. We relayed to them that this would never be one of our recommendations. In circumstances where this happens, IDOT buys up land for replacement parking and gives it to municipalities.

# COMMUNITY SURVEY RESULTS

## ROOSEVELT ROAD CORRIDOR

The following document reveals the results from the Roosevelt Road corridor survey administered in March 2002. Surveys were distributed to businesses and residents in Oak Park and Berwyn, with a particular focus on businesses along the corridor as well as its neighboring residents. Out of the 1000 and 1400 surveys distributed in Oak Park and Berwyn, respectively, we received responses from 359 residents and 17 businesses in Oak Park and 116 residents and 20 businesses in Berwyn. The following information represents the findings and conclusions of both business owners and residents, as well as provides a general overview of where Roosevelt Road is today.

- ◊ Most businesses along the corridor have been very stable over time, with most businesses in operation (on the corridor) over 10 years.
- ◊ The size of businesses is diverse, ranging from small service and retail space of less than 1,000 sq. feet to large warehouses of over 30,000 sq. feet.
- ◊ A greater majority of business owners in Oak Park own their business property (approximately 65 percent) over business owners in Berwyn, representing half of all business owners that own property on the corridor.

### Other Findings

- ◊ Most businesses along the corridor only operate from one location, indicating that the number of franchises is fairly limited along this portion of Roosevelt Road.
- ◊ No businesses indicated that their customers use public transit or use bicycles as transportation to their place of business.
- ◊ While a large majority of Berwyn business owners conclude that most of their clientele resides within a 3 mile radius, Oak Park business owners claim to have a customer base that extends (on average) over a 10 mile radius.

\*\*\*\*\*

The businesses along the Roosevelt Road corridor generally have the same concerns in both Oak Park and Berwyn. Although some of the same issues were broached in both towns, more emphasis was placed on specific subjects over others. Business owner concerns are as follows:

- ◊ Parking availability
- ◊ Sanitation/ lack of cleanliness of streets, alleys, sidewalks, etc.
- ◊ Lack of funding for local business to beautify, renovate, advertise, etc.
- ◊ Excess traffic on Roosevelt Road, congestion and speeding
- ◊ Visibility and the need for more/ better signage
- ◊ Security
- ◊ Stronger customer base

Parking, sanitation, and traffic were significant concerns of Oak Park business owners, while Berwyn owners reported that parking and funding to assist local business were major concerns for their businesses.

# COMMUNITY SURVEY RESULTS

## Roosevelt Road Corridor Business Survey Results

### Berwyn Business Survey Results n=20

#### Quantitative Data:

Business Type	Frequency
Department Store	0
Restaurant/ Bar	7
Furniture	0
Automotive Station	0
Appliance & Repair	0
Agricultural & Manufacturing	0
Service (Beauty and Barber)	1
Pet Grooming	0
Service (Gifts, Hobbies, Music Photo, etc.)	1
Food (Grocery, Convenience, Bakery, Butcher)	0
Apparel	0
Lumber, Building Supply, Hardware	0
Pharmacy	0
Services (Medical, Dentist, etc.)	1
Services (Legal, Real Estate, Accounting, Insurance)	1
Services (Architecture, Planning, Interior Design, Engineering)	0
Service (Day Care)	1
Other	8
Types	
auto part/repairs	
carry out/quarter	
beauty supply	
florist	
gas station	
electrical contractor	
free press	
sig. candy, misc	
<b>TOTAL</b>	<b>20</b>

#### Square Footage Information

median sq. footage	1450
average sq. footage	2888

#### Length of time at Location

median time (years)	7.00
average time (years)	16.00

#### Lease versus Ownership

Lease	Own	Missing	Both	Total
10	9	0	1	20
50.0%	45.0%	0.0%	5.0%	100.0%

### Oak Park Business Survey Results n=17

#### Quantitative Data:

Business Type	Number
Department Store	0
Restaurant/ Bar	0
Furniture	0
Automotive Station	0
Appliance & Repair	0
Agricultural & Manufacturing	0
Service (Beauty and Barber)	0
Pet Grooming	0
Service (Gifts, Hobbies, Music Photo, etc.)	0
Food (Grocery, Convenience, Bakery, Butcher)	0
Apparel	0
Lumber, Building Supply, Hardware	1
Pharmacy	0
Services (Medical, Dentist, etc.)	3
Services (Legal, Real Estate, Accounting, Insurance)	0
Services (Architecture, Planning, Interior Design, Engineering)	1
Service (Day Care)	0
Other	10
Types	
Auto body repair	
Tire/ battery sales	
HVAC supplies	
Carpet cleaner	
Plumbing	
Service plus retail	
Store windows & doors	
Rental property	
Computers	
Thrift store	
<b>TOTAL</b>	<b>15</b>
not counted	2

#### Square Footage Information

median square footage	2000
average square footage	5985

#### Length of time at Location

median time (years)	12.50
average time (years)	19.00

#### Lease versus Ownership

Lease	Own	Missing	Total
5	11	1	17
29.4%	64.7%	5.9%	100.0%

# COMMUNITY SURVEY RESULTS

## Notes from Roosevelt Road Corridor Residential Survey

Overwhelmingly, Berwyn and Oak Park residents are concerned with three main issues on the Roosevelt Street Corridor: Cleanliness, Parking, and Traffic. The following is adapted from residents' responses:

- ◇ Clean up is desperately needed. Businesses should be responsible for cleaning the storefronts and should avoid dirtying the alley behind stores. Patrons of local bars/taverns should take more responsibility for their customers leaving litter in residents' yards. The Salvation's Army clutter should be taken care of. Better sanitation by the each municipality is needed for cleaning up Roosevelt Road overall.
- ◇ Traffic is a large and significant problem on Roosevelt Road, especially speeding, making it unsafe for pedestrians, especially children and the elderly. Trucks from Turano's consistently block traffic and park in the middle of the road, making traffic even more congested. To avoid traffic on Roosevelt Road, people use alleys as alternative routes and speed down these paths as well. When there are not people speeding in the alley, there are trucks there, blocking alley traffic for residents. More needs to be done to make Roosevelt Road more pedestrian and bike friendly.
- ◇ Parking availability has been an issue, especially with the local bar/tavern's customers (e.g. Fitzgeralds). Parking on the street is very limited and is too restricted (with only 2 hour limits) for local customers. People often have to walk too far from their homes when parking, from their parking space. Each municipality should consider more off-street parking and larger lots for businesses.

Other issues that concern Berwyn residents are the following:

- ◇ Noise (from traffic, loud music, and local taverns)
- ◇ Traffic complications with Turano's
- ◇ Residents that don't have cul de sacs are forced to deal with more traffic
- ◇ Snow removal on sidewalks
- ◇ Empty and unsightly storefronts

Berwyn residents also suggested possible improvements that could make Roosevelt Road more appealing to both residents and consumers. The most popular suggestions were as follows:

- ◇ Trees/ Planters

- ◇ Improved/ Better Lighting
- ◇ Improved Sidewalks (widened and repaved)
- ◇ Roosevelt Road widened to four lanes
- ◇ Turn arrows
- ◇ Speed Bumps (in alleys and out of driveways of businesses)
- ◇ Stop sign in front of Jewel

Residents of Oak Park suggestions in addition to the ones mentioned above. They include:

- ◇ Model corridor after Madison St. in Forest Park
- ◇ Overall facelift for the businesses on the corridor
- ◇ More street lights and traffic lights
- ◇ More police patrols

The residents of Berwyn and Oak Park have a number of ideas about what they would like to see in terms of business on the Roosevelt Road Corridor. However, some suggestions for development differed between the two towns. Some of the overwhelming responses included:

### Berwyn

- |   |  |
|---|--|
| ◇ More restaurants, particularly sit-down, family style restaurants, also fast food | ◇ Bookstore                              |
| ◇ Coffee shop*  | ◇ Dry Cleaners                           |
| ◇ Hardware store*   | ◇ Video Store                            |
| ◇ Convenience store (e.g. White Hen Pantry)   | ◇ Clothing/ Shoe Stores                  |
|   | ◇ Bakery                                 |
|   | ◇ Specialty Stores (e.g. Antique Stores) |

### Oak Park

- |   |  |
|---|--|
| ◇ More restaurants, particularly sit-down, upscale, ethnic restaurants are preferred. Also family restaurants* NO fast food | ◇ Dry Cleaners                           |
| ◇ Coffee shop* (e.g. Starbucks, Caribou Coffee)   | ◇ Video Store                            |
| ◇ Hardware store*   | ◇ Clothing/ Shoe Stores                  |
| ◇ Bookstore*  | ◇ Bakery                                 |
| ◇ Convenience store (e.g. White Hen Pantry)   | ◇ Specialty stores (e.g. Antique Stores) |
|   | ◇ Post office                            |
|   | ◇ Card/gift shops                        |
|   | ◇ Health food store                      |
|   | ◇ Movie Theater                          |
|   | ◇ Art gallery                            |

\*Indicating most popular responses

Residents in Oak Park were also very adamant about what they did not want in their neighborhood. There were staggering responses against currency exchanges, liquor stores or taverns, pawnshops, tattoo parlors, and nail/hair salons.

## COMMUNITY SURVEY RESULTS

### Recommendations/ Next Steps

The information extracted from this survey gives us a general overview of what businesses and residents desire. However, we need to advance to the next level and define specific uses and developments that would be compatible with Oak Park and Berwyn. In the next few weeks, we need to address the following:

- ◊ What uses/ developments can this section of Oak Park and Berwyn support physically, financially, etc.?
- ◊ What financial instruments or incentives are available through the village/ city for new or existing business?
- ◊ How do we address the needs and concerns of existing businesses?
- ◊ What impact will new development have on traffic patterns?

Once the preceding questions have been answered, we can proceed with an in depth analysis for the Roosevelt Road Corridor.