

ROCKTON ROAD

Existing Conditions Report

PREPARED FOR: Village of Roscoe, IL 10631 Main St, Roscoe, IL 61073



PREPARED BY:

PLACE
foundry

October 2025

Executive Summary

This comprehensive study analyzes development opportunities for the Rockton Road corridor at the I-90 interchange in Roscoe, Illinois, positioning it as a potential economic center that can better capture interstate traffic and serve the local community.

The report recommends leveraging the corridor's unique position by developing complementary retail that fills market gaps, adding hotel accommodations for interstate travelers, and creating housing and employment opportunities. The proximity to both established retail and the interstate positions the corridor to serve as a bridge between local community needs and regional visitor services.

KEY ASSETS

Recent infrastructure improvements provide cost efficiencies for development, with new water and sewer lines serving large portions of the study area. The corridor is strategically positioned between existing retail amenities (Rockton Road retail corridor with Walmart, Farm & Fleet, and Aldi) and interstate/highway access points.

The challenge lies in transforming the area from a rest stop into a destination that encourages return visits and serves both travelers and residents.

Visitor Traffic and Patterns

The corridor benefits from substantial traffic volumes, with approximately 51,000 vehicles daily on I-90 at the Rockton Road exit and over 6.5 million annual visits to the area. However, most visitors currently make brief stops (10-30 minutes) at existing gas stations before continuing their journeys, representing untapped economic potential.

HEALTHCARE SUCCESS

NorthPointe Health and Wellness Center has 285,934 annual visits that have consistently grown (13.4% year-over-year). Visitors have a high visit frequency (7.95) and longer dwell times (90 minutes), with a median household income of \$87K.

RETAIL MARKET CONTEXT

The nearby Rockton Road retail corridor (anchored by Walmart, Farm & Fleet, and Aldi) serves as a regional destination with 2.8 million annual visits and high visit frequency (9.58). This corridor demonstrates the area's capacity to attract sustained retail traffic, with visitors showing demographics similar to the broader region.

Demographics and Market Profile

The local community (zip code 61073) demonstrates strong economic indicators: median household income of \$110K (compared to \$82K statewide), low unemployment (4.1%), and high concentrations of families with young children (Gen Alpha and Gen X residents). Notably, the local daytime population (14,638) is substantially lower than the resident population (20,488), indicating many residents commute elsewhere for work, presenting an opportunity for local employment development.

EMPLOYMENT AND WORKFORCE ANALYSIS

The broader market area within a 30-minute drive shows a predominantly blue-collar workforce, with construction, manufacturing, and retail as higher than average workforce sectors. This regional workforce pattern is important for understanding the broader visitor and employment base that could support corridor development.

The area benefits from proximity to major employers including Mercyhealth Javon Bea Hospital (2,500 employees), Rockford Public Schools (3,200), and Woodward Inc. manufacturing (2,200). Local employment concentrations significantly exceed state averages in construction (207% of state average), manufacturing (162%), and agriculture/forestry/fishing (533%). Within a 30-minute drive, over 10,000 jobs are accessible, supporting both residential and commercial development potential.

Potential Uses

The report identifies four primary development opportunities for the Rockton Road corridor, each leveraging the site's strategic location at the I-90 interchange:

Commercial/Retail Development would fill identified market gaps and serve both interstate travelers and local residents. The corridor sits between existing retail amenities and gas stations, creating opportunities for complementary businesses like outdoor recreation stores, coffee shops, and restaurants. Hotel development is promising given the absence of lodging options between nearby exits.

Residential Development capitalizes on the area's mobility advantages, offering housing for the 10,000+ jobs within a 20-minute commute. The excellent local public schools continually draw families to the area. Multifamily housing could address the community's need for diverse housing options while providing homes for recent graduates and young families.

Industrial Development would complement existing businesses like PBC Linear, All World Machinery, and EcoLab, potentially establishing the corridor as a more significant employment center. Interstate proximity provides advantages for logistics and manufacturing operations.

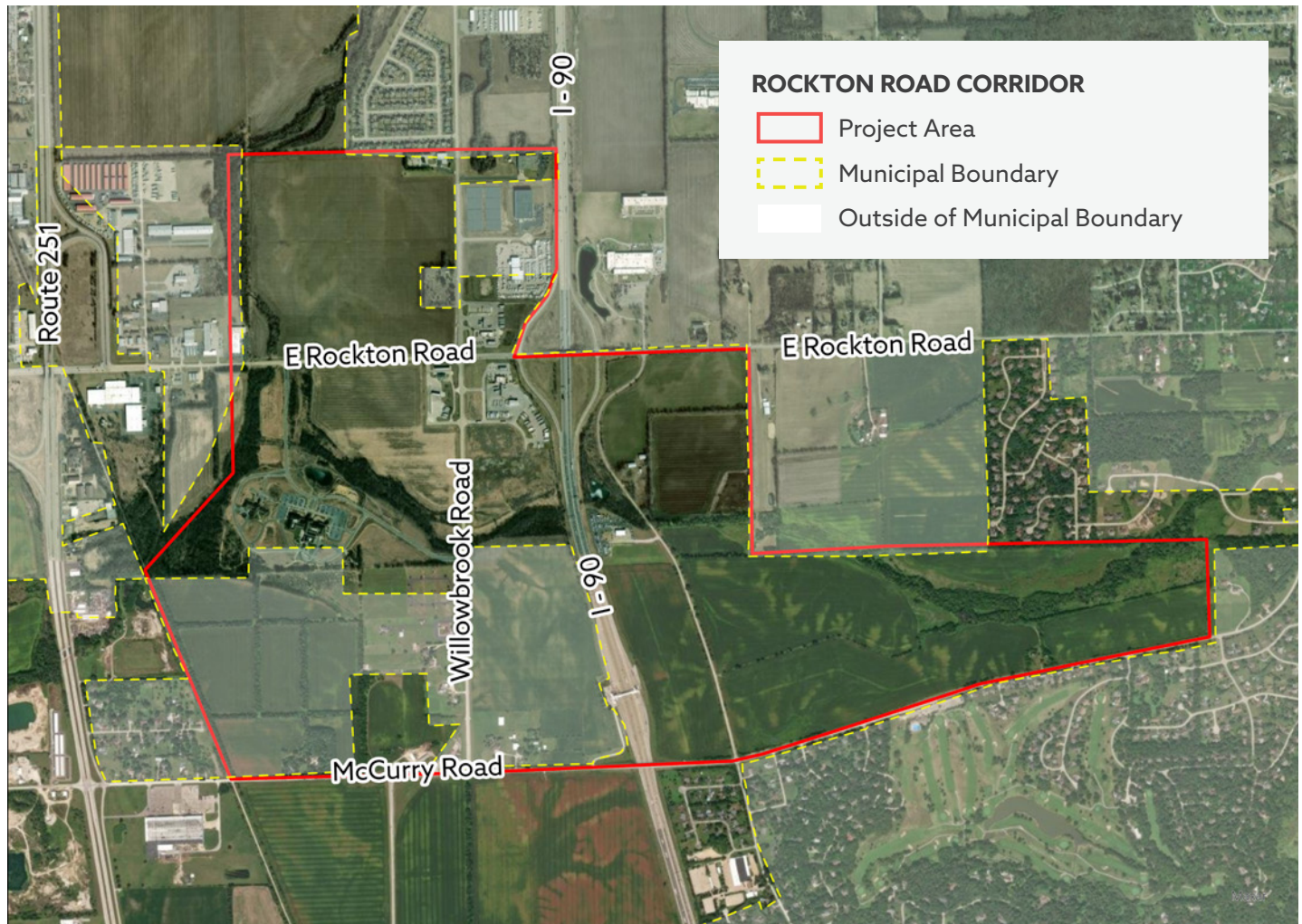
Health and Wellness Expansion would build upon the successful NorthPointe Health and Wellness Center by adding recreational facilities such as an aquatic center, indoor sports facilities, or outdoor athletic fields. This could position the corridor as a regional health and sports hub.

Introduction

Study Area Definition and Boundaries

The Rockton Road corridor study area encompasses approximately 1,200 acres of land centered on the Interstate 90 and Rockton Road interchange in Roscoe, Illinois. The focus area extends west of I-90 to include existing businesses such as Thornton's, Camping World, Love's Travel Stop, Speedway, and Northpointe Health and Wellness Center. The study boundary also stretches east of the highway to include several acres of farmland south of Rockton Road and along Love Road and McCurry Road.

This strategic location places the study area at the intersection of two major transportation corridors: Interstate 90, which carries approximately 51,000 vehicles daily past the Rockton Road exit, and Route 251, a key north-south thoroughfare connecting communities from Beloit to Bloomington. The I-90/Rockton Road interchange serves as the central hub of the study area, providing the critical link that connects interstate travelers to local amenities and services.



Placemaking Approach and Methodology

Place Foundry approaches this project through the lens of placemaking - a planning and design process that leverages a community's existing assets and potential to create meaningful spaces centered around community needs. Rather than imposing predetermined development patterns, placemaking recognizes that successful places emerge from understanding local context, existing businesses, traffic patterns, and community characteristics.

This approach requires examining multiple layers of information: the physical characteristics of the land and its infrastructure capacity, the economic patterns that drive activity in the area, the demographics and preferences of both residents and visitors, and the performance of existing businesses. By analyzing these interconnected factors, the placemaking process identifies opportunities that build on existing strengths while addressing unmet needs.

Community engagement and stakeholder input form essential components of the placemaking process. Residents, business owners, property owners, and local organizations each bring valuable perspectives about how the area currently functions and what improvements could enhance its role as an economic center. This collaborative approach ensures that development recommendations reflect real community needs rather than theoretical planning concepts.

This existing conditions report provides the analytical foundation for future planning and development decisions in the Rockton Road corridor. The report synthesizes demographic data, market analysis, traffic patterns, business performance metrics, and infrastructure capacity to paint a comprehensive picture of current conditions and future potential.

Physical Context

Location and Accessibility

The Rockton Road corridor occupies a prime position at the intersection of two critical transportation networks. Interstate 90, one of the nation's primary east-west corridors, carries approximately 51,000 vehicles daily past the Rockton Road interchange. This high-volume traffic provides exceptional access to regional markets, with Chicago approximately 90 miles southeast and the Twin Cities 200 miles northwest.

Route 251 serves as the primary north-south arterial, connecting the study area to Beloit, Wisconsin (7 miles north) and Rockford. Daily traffic counts show approximately 15,800 vehicles crossing Rockton Road at Route 251, with 15,000 vehicles traveling the retail corridor west of Route 251. The segment of Rockton Road between Route 251 and I-90 - cutting directly through the project area - handles about 12,200 vehicles daily, demonstrating substantial local circulation in addition to interstate access.



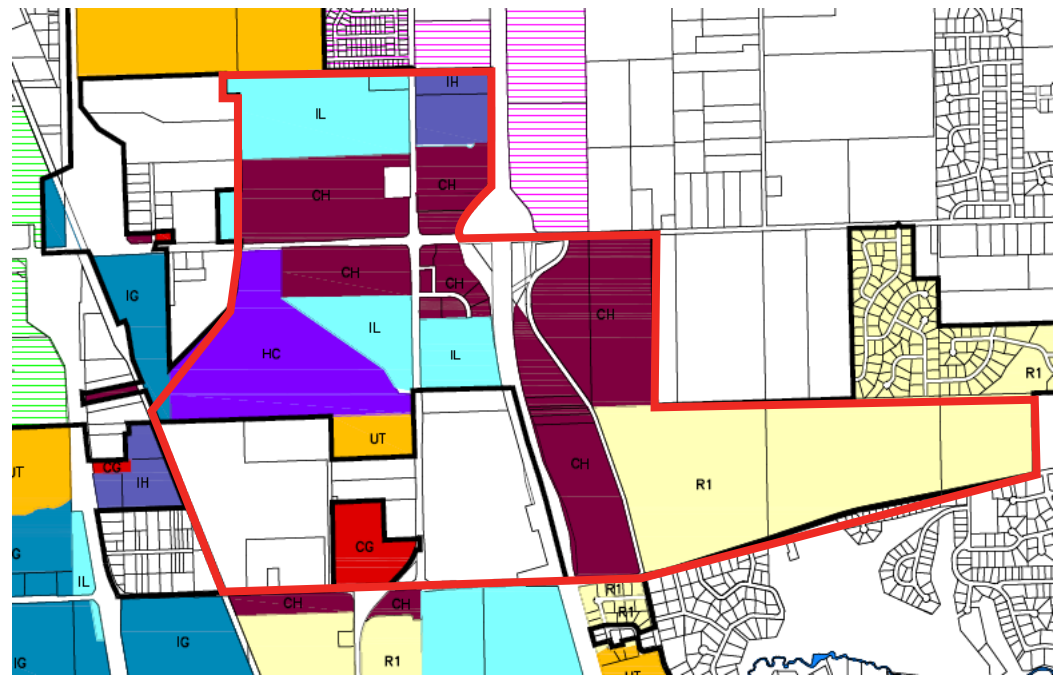
Source: Place.ai 2025

This transportation infrastructure creates multiple market capture opportunities. The area serves local residents within a 20-minute drive radius, regional visitors traveling Route 251, and interstate travelers requiring fuel, food, and lodging. The proximity to Wisconsin also positions the corridor to benefit from cross-border commerce and tourism traffic.

- VILLAGE OF ROSCOE
- CITY OF SOUTH BELOIT
- VILLAGE OF ROCKTON
- VILLAGE OF MACHESNEY PARK
- RIVER

DISTRICTS

- CO: CORPORATE OFFICE
- CR: RETAIL
- CG: GENERAL COMMERCIAL
- CH: HIGHWAY COMMERCIAL
- CPD: COMMERCIAL PLANNED
- F: FLOODWAY
- HC: HEALTH CARE
- IG: GENERAL INDUSTRIAL
- IH: HEAVY INDUSTRIAL
- IL: LIGHT INDUSTRIAL
- P: PUBLIC PARK
- R1: SINGLE FAMILY
- R2: TWO FAMILY
- RM: MULTIPLE FAMILY
- UT: URBAN TRANSITIONAL



Source: Village of Roscoe, 2019

Land Use and Zoning Analysis

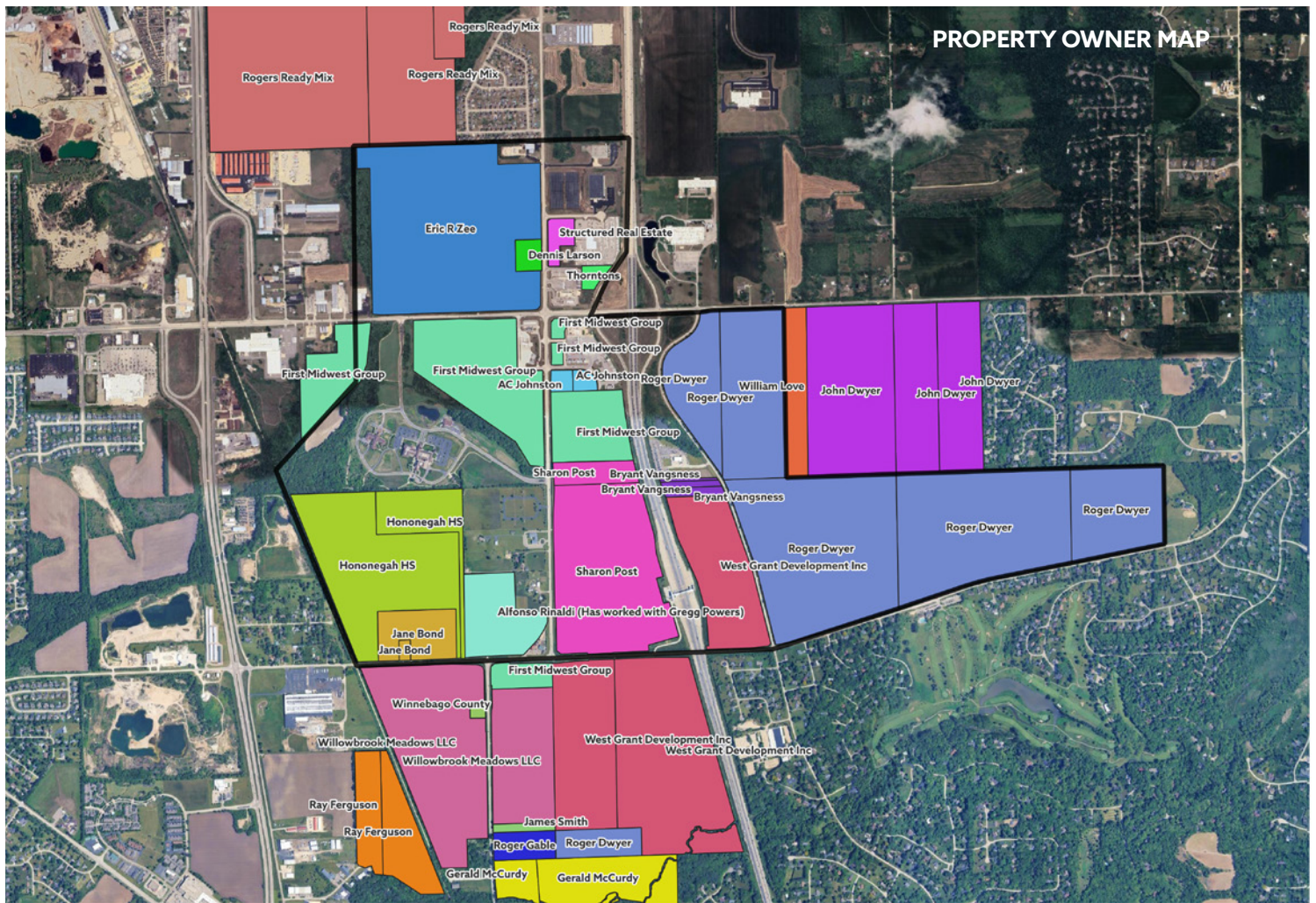
Current zoning reflects the area's evolution from agricultural land toward commercial and industrial uses. The focus area is primarily zoned as Light Industrial (IL), Highway Commercial (CH), and Healthcare (HC), with a section of Heavy Industrial (IH) adjacent to the highway.

The Highway Commercial District permits convenience stores, restaurants, hotels, business services, automobile repair, and recreational vehicle facilities - uses specifically designed to serve travelers and tourists. Special exceptions allow for multifamily housing, amusement parks, and financial institutions, providing flexibility for mixed-use development.

Light Industrial zoning accommodates manufacturing, wholesale operations, and research establishments while allowing proximity to other business districts. Permitted uses include machinery sales and rental, light manufacturing, and parks, with special exceptions for breweries, wholesaling, and bus terminals.

The Heavy Industrial designation near I-90 supports heavier manufacturing and industrial operations that benefit from highway access but should be buffered from residential areas. The Healthcare District surrounding Northpointe Health and Wellness Center enables medical campus development with related services and facilities.

Existing land use patterns show significant underdevelopment relative to zoning potential. Large parcels remain in agricultural use or vacant, particularly east of I-90 and in the northwestern portion of the study area. Current development clusters around the interstate interchange (gas stations and convenience retail) and along Rockton Road (Northpointe Health and Wellness Center).



Property Ownership Patterns

Property ownership analysis reveals a mix of private landowners, corporate entities, and some fragmented parcels that could influence development feasibility. Key existing businesses occupy relatively small footprints compared to available land, suggesting opportunities for expansion or complementary development on adjacent properties.

The property owner map shows several large parcels under single ownership, which could facilitate coordinated development projects. However, some areas exhibit more fragmented ownership patterns that may require assembly efforts for larger-scale projects.

Existing businesses demonstrate varying levels of land utilization. Love's Travel Stop occupies approximately 449,000 square feet and generates 1.55 visits per square foot annually. In contrast, smaller format gas stations like Speedway (12,275 square feet) achieve much higher visit densities of 25.41 visits per square foot. Future development could focus on higher density uses to maximize land potential.

Rockton Road Corridor Village of Roscoe

MAP KEY

Broader Study Area

- AC Johnston
- Alfonso Rinaldi
- Bryant Vangsness
- Dennis Larson
- Eric R Zee
- First Midwest Group
- First Midwest Group
- Gerald McCurdy
- Hononegah HS
- James Smith
- Jane Bond
- John Dwyer
- Ray Ferguson
- Roger Dwyer
- Roger Gable
- Rogers Ready Mix
- Sharon Post
- Structured Real Estate
- Thorntons
- West Grant Development Inc
- William Love
- Willowbrook Meadows LLC
- Winnebago County

Infrastructure Capacity

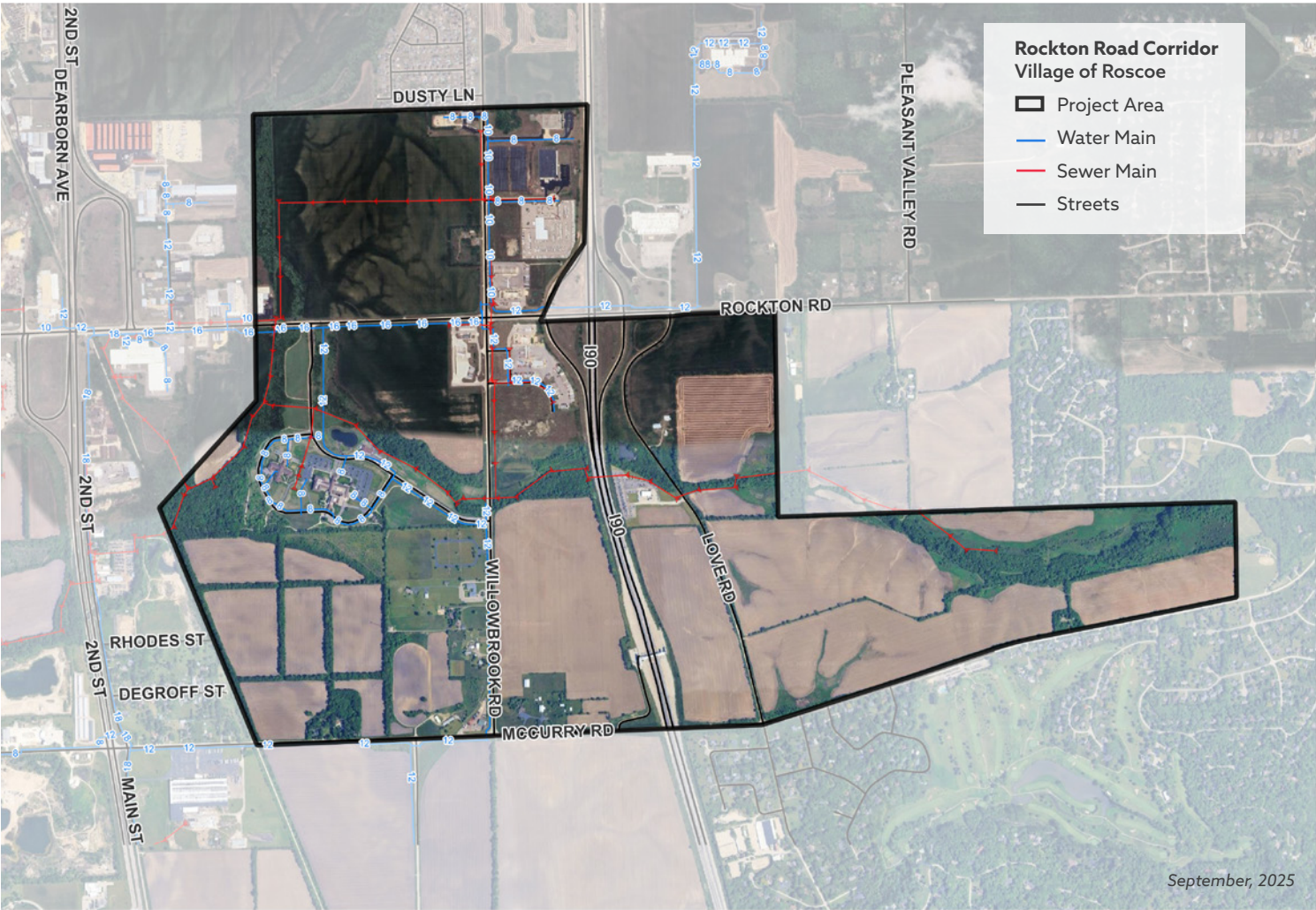
Recent infrastructure improvements create favorable conditions for development by reducing connection costs and timeline uncertainties. New and existing water and sewer mains serve large portions of the development area, with water infrastructure extending along Rockton Road, up Willowbrook Road, and across the interchange to the east.

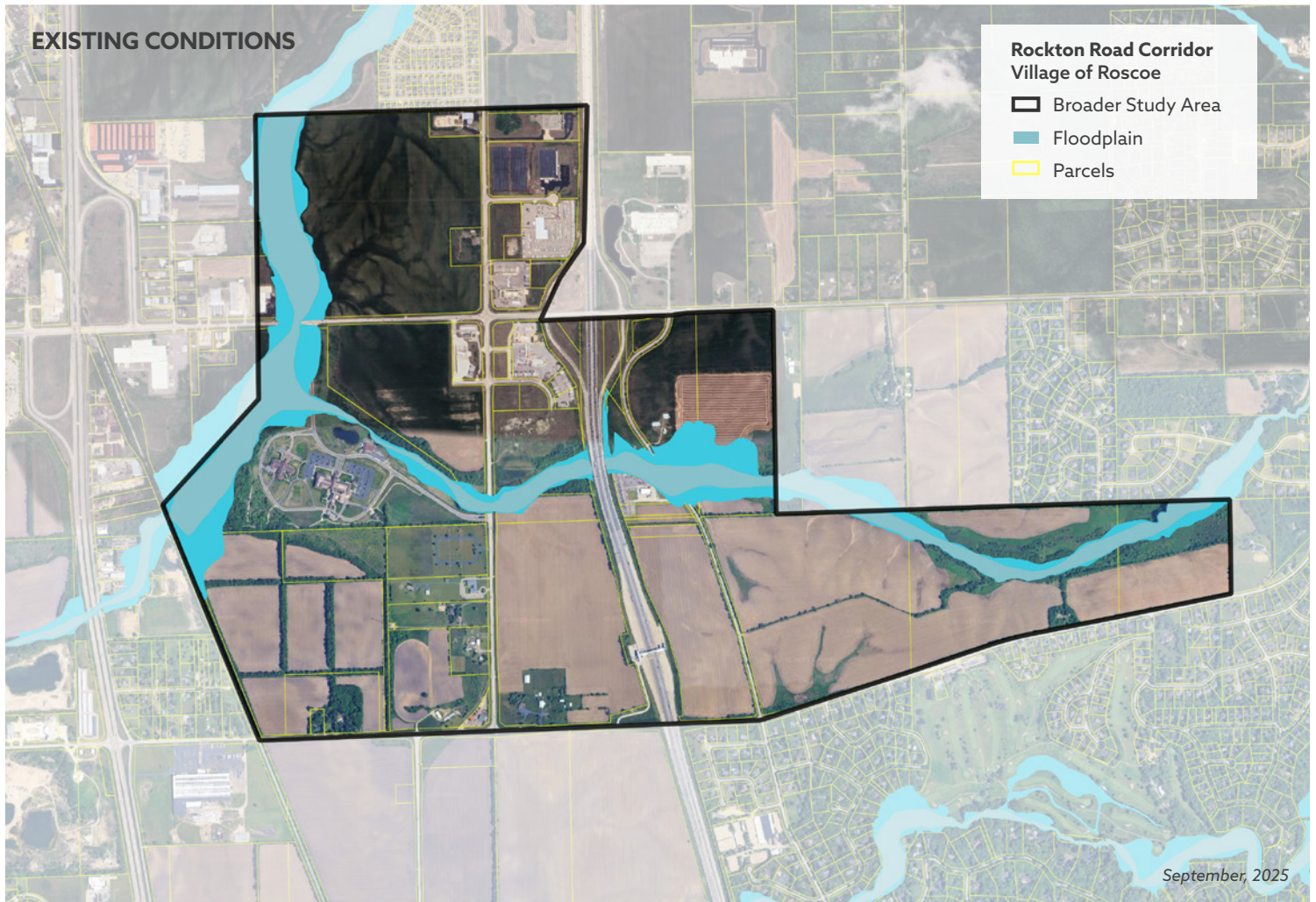
Sewer infrastructure follows a similar pattern while also extending East from I-90 to the eastern extent of the study area. This existing utility coverage significantly reduces development costs compared to areas requiring new infrastructure installation. Electric service and telecommunications infrastructure

appear adequate for current uses, though detailed engineering analysis would be required to determine capacity for large-scale industrial or commercial development. The proximity to I-90 and existing commercial uses suggests that utility providers have sized infrastructure to accommodate growth in this corridor.

Stormwater management presents both opportunities and constraints. Floodplain areas appear on the existing conditions map, and are associated with Dry Run Creek and it's tributaries running through the study area. These environmental features may limit development in some areas but could also provide amenities like trails and open space that enhance the overall development.

WATER AND SEWER





Environmental and Geographic Features

The study area's topography is relatively flat, typical of northern Illinois, which generally facilitates development and reduces construction costs. Creek systems and associated floodplains create natural amenities but also require careful consideration in site planning and stormwater management.

Existing vegetation consists primarily of agricultural crops and maintained landscapes around current businesses. Mature tree cover appears limited, suggesting that landscape improvements could enhance the area's visual appeal and environmental performance.

Soil conditions appear suitable for development based on existing construction, though geotechnical analysis would be required for specific projects. The area's agricultural history indicates generally stable soils appropriate for building foundations and infrastructure.

Access to outdoor recreational opportunities enhances the area's appeal for certain types of development. The Rock Cut State Park lies approximately 10 miles southeast, while the Rock River and associated recreational facilities are easily accessible. These regional amenities could support tourism-related development or residential projects marketed to outdoor enthusiasts.

Economic and Market Context

Demographics

The Rockton Road corridor serves a community with strong economic fundamentals and family-oriented demographics. The 61073 zip code, which encompasses the study area, has a resident population of 20,488 with a median household income of \$109,703 - significantly higher than both the Illinois state average of \$82,000 and the national median. This affluent population is also well-educated, with 37.8% holding bachelor's degrees or higher compared to lower state averages.

Metrics	61073 / Roscoe, IL
Resident Population	20,488
Resident Population YOY (1 Year Ago)	-2.12%
Daytime Population	14,638
Employees	5,838
Median Household Income	\$109,703
Bachelor's Degree or Higher	37.8%
Persons per Household	2.69
Vacancy Rate	3%
Unemployment Rate	4.1%

Source: Placer.ai (August 2024 - July 2025)

The generational composition reveals a community dominated by families with children. Gen Alpha (23.5%) and Gen X (21.5%) represent the largest population segments, indicating many households with school-age children and parents in their peak earning years. Baby Boomers comprise 20.8% of residents, while Millennials represent 16.3% of the population. This age distribution suggests strong demand for family-oriented services, recreational facilities, and educational resources.

Population by Generation	61073 / Roscoe, IL
Gen Alpha	23.5%
Gen Z	11.5%
Millennials	16.3%
Gen X	21.5%
Baby Boomers	20.8%
Silent & Greatest	6.3%

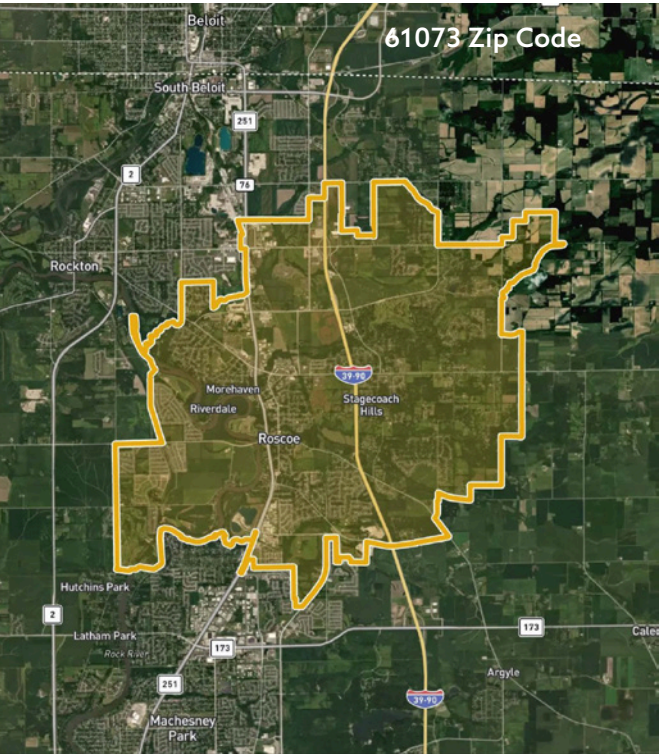
Source: Placer.ai (August 2024 - July 2025)

The area's ethnic composition is predominantly white (84.3%), with Hispanic or Latino residents representing the largest minority group at 8%. The demographic profile indicates a stable, affluent suburban community with significant purchasing power and established spending patterns.

Ethnicity	61073 / Roscoe, IL
Hispanic or Latino	8%
Two or More Races	2%
Other	<0.1%
Asian	2.3%
American Indian and Alaska Native	<0.1%
Black	3.3%
White	84.3%

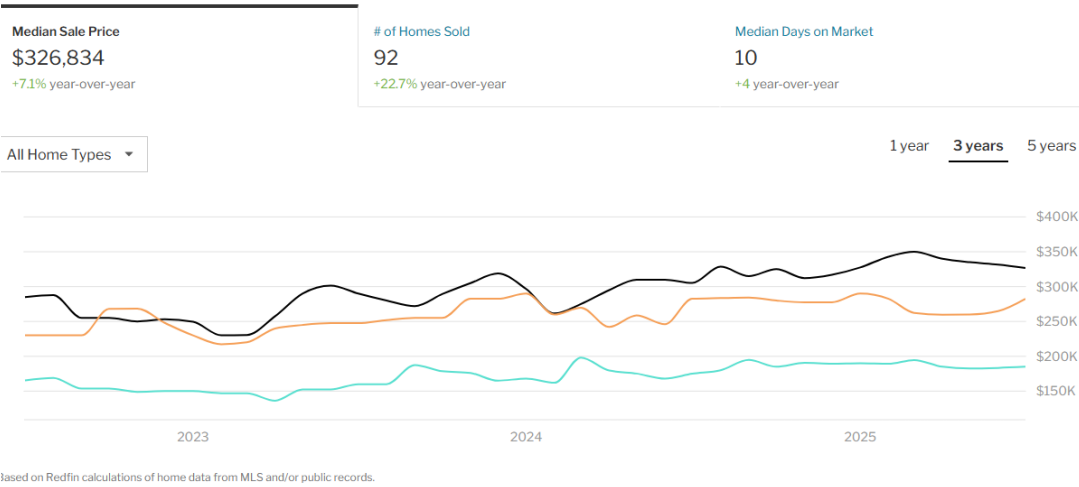
Source: Placer.ai (August 2024 - July 2025)

The daytime population of 14,638 falls substantially below the resident population of 20,488, indicating that many residents commute outside the area for employment. This presents both a challenge - lost economic activity during business hours - and an opportunity for development that could retain more local spending and provide employment closer to home.

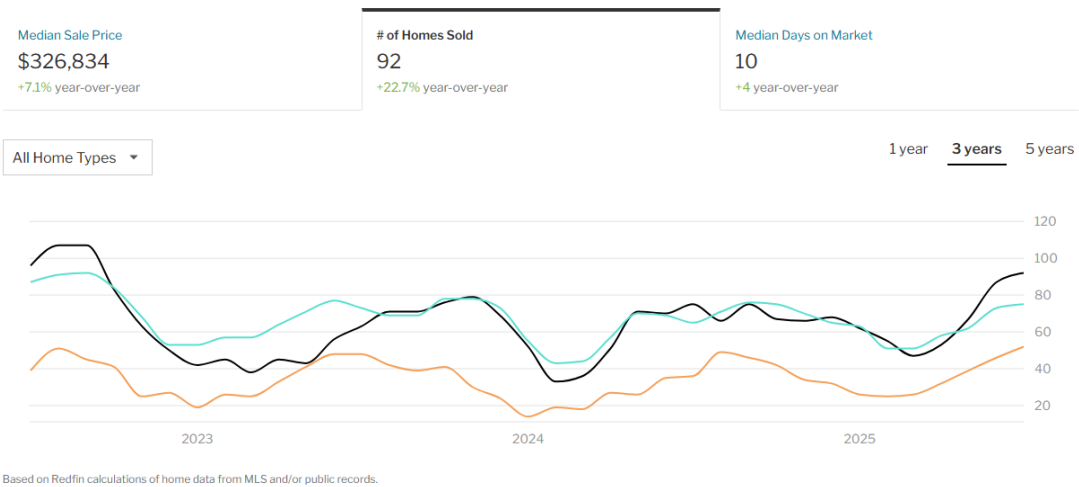


Housing Market Trends

The local housing market demonstrates strength and resilience, with Roscoe outperforming neighboring communities in both pricing and sales activity. The median sale price reached \$326,834 in 2025, representing 7.1% year-over-year growth. This pricing significantly exceeds neighboring Rockton (\$282,500) and Machesney Park (\$185,000), establishing Roscoe as a premium market within the region.



Location	Data Jul 2025	Growth % YoY	
61073, IL	\$326,834	+7.1%	
61072, IL	\$282,500	0.0%	×
61115, IL	\$185,000	+5.7%	×



Location	Data Jul 2025	Growth % YoY	
61073, IL	92	+22.7%	
61072, IL	52	+44.4%	×
61115, IL	75	+15.4%	×

Source: Redfin 2020-2025

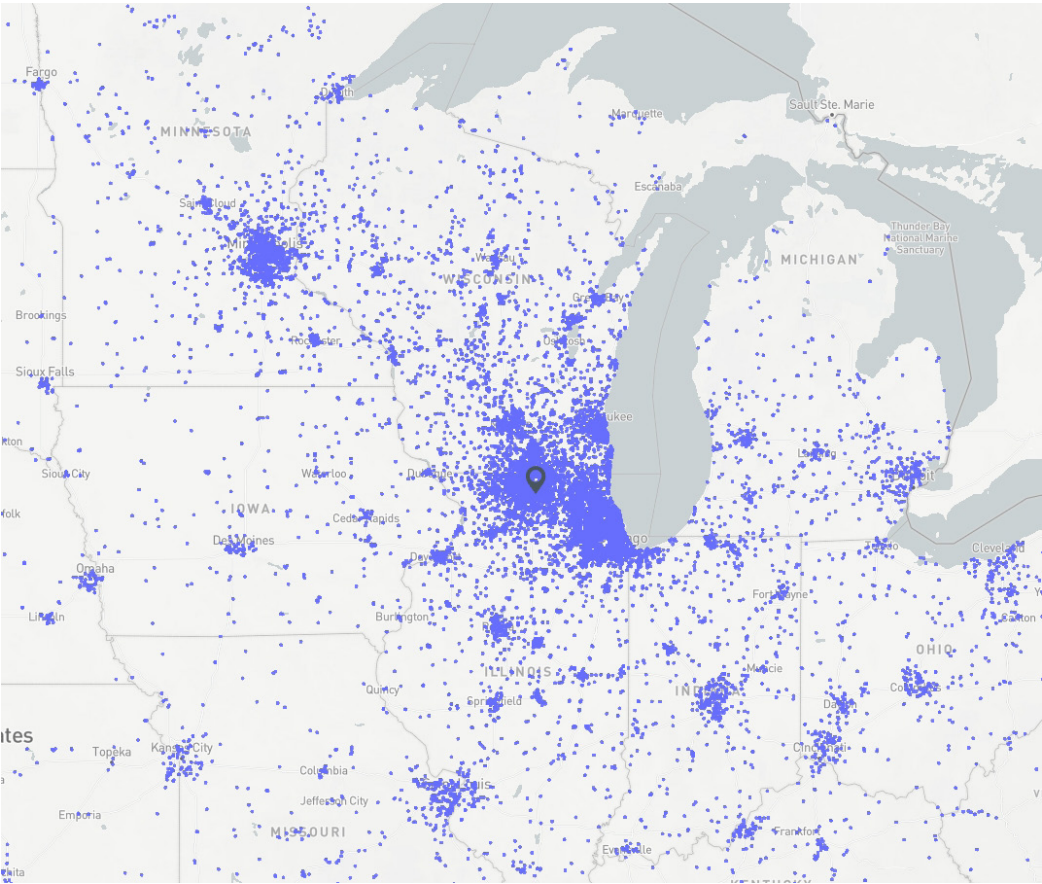
Sales volume has rebounded strongly after several years of decline, with 2025 showing 22.7% year-over-year growth in transactions. This recovery mirrors patterns in Rockton (44.4% growth) and Machesney Park (15.4% growth), suggesting broader regional housing market strength that could support residential development within the study area.

Visitation Data

Zip code 61073 demonstrates exceptional market reach far beyond its immediate geographic boundaries. Annual visitation totals 6.8 million visits - more than 330 times the local resident population of 20,488. This ratio demonstrates the area’s function as an econmic and visitor draw that compliments its role as a bedroom community.

Metrics	61073 / Roscoe, IL
Visits	6,843,148
Out-of-Market Visitors	1,115,954
Avg. Days in Market	6.132
Avg. Daily Time Spent in Market	158
Median Daily Time Spent in Market	60

Source: Placer.ai (August 2024 - July 2025)



Source: Placer.ai 2025

The visitor origin analysis reveals a market that extends well beyond the immediate region. Primary visitor sources include the Rockford metropolitan area, Chicago, and Minneapolis, indicating the corridor’s position along major travel routes. Approximately half of all visits originate from within a 20-minute drive radius, representing the local and regional market. The remaining visits come from travelers at much greater distances, many using I-90 for long-distance travel.

Out-of-market visitors represent 1.1 million annual visits, with an average stay of 6.13 days in the broader market area. These extended-stay visitors suggest tourism and business travel patterns that could support hotel development and services beyond basic travel stops. The median daily time spent in the market is 60 minutes, with average stays of 158 minutes, indicating that many visitors engage in multiple activities or services during their stops.

Visitor demographic patterns differ from local residents in ways that inform development planning. The median household income for visitors is \$73,900 - lower than local residents but still representing substantial purchasing power. Additionally, 27.1% of visitors hold bachelor's degrees or higher, indicating an educated customer base likely to demand quality services and amenities.

The visitor journey analysis provides insight into behavior patterns before and after visiting the study area. The most common previous destinations include home (56.3%), shops and services (12.2%), and work (8.3%). After visiting, the pattern shifts slightly with home remaining dominant (57.6%), but dining increases to 6.4% and hotels/casinos to 1.4%, suggesting opportunities for businesses that serve travelers continuing their journeys.

Seasonal and daily patterns show relatively stable visitation throughout the year, with slight increases during summer travel months. This consistency indicates reliable customer traffic that can support year-round business operations rather than seasonal enterprises.

Metrics	Visitors
Median Household Income	\$73.9K
Bachelor's Degree or Higher	27.1%
Person's per Household	2.49

Source: Placer.ai (August 2024 - July 2025)

Market: 61073 / Zip Code • Roscoe, IL			Show By: Category Group ▾		
Prior			Post		
Rank	Name	Visits	Rank	Name	Visits
1	Home	56.3%	1	Home	57.6%
2	Shops & Services	12.2%	2	Shops & Services	10.3%
3	Work	8.3%	3	Dining	6.4%
4	Dining	5.8%	4	Work	5.4%
5	Superstores	2.5%	5	Superstores	3.5%
6	Shopping Centers	2.2%	6	Shopping Centers	2.7%
7	Leisure	2.1%	7	Groceries	2.5%
8	Groceries	1.4%	8	Leisure	2.1%
9	Medical & Health	1.1%	9	Medical & Health	1.3%
10	Home Improvements & Furnishings	1%	10	Hotels & Casinos	1.4%

Source: Placer.ai (August 2024 - July 2025)

Employment and Major Employers

The regional employment landscape provides context for understanding both opportunities and challenges in the study area. Major employers within reasonable commuting distance include healthcare systems (Mercyhealth Javon Bea Hospital with 2,500 employees), educational institutions (Rockford Public Schools with 3,200 employees), and manufacturing firms (Woodward Inc. with 2,200 employees).

Major Employers	Industry	Employees	Distance from subject site
Mercyhealth Javon Bea Hospital	Healthcare	2,500	11 mi/12 min
Rockford Public School District 206	Education	3,200	Varies
Woodward, Inc.	Manufacturing	2,200	10 mi/13 min
Rock Valley College	Education	1,600	13 mi/16 min
Hononegah Community HS District 207	Education	1,100	Varies
JVL1 Amazon Distribution Center	Distribution	500	5 mi/10 min
Kerry North America	Manufacturing/Food	240	6 mi/10 min
PBC Linear	Manufacturing	160	1 mi/2 min

Local employment shows concentrations in specific industries that align with regional economic strengths. Manufacturing represents 10.19% of local employment (162% of state average) indicating significant regional specialization. Construction (5.63% of employment, index 207) and Agriculture/Forestry/Fishing (0.85% of employment, index 533) also show high concentrations relative to state norms.

However, the most significant employment categories are in service sectors: Health Care and Social Assistance (17.13%), Retail Trade (16.62%), and Educational Services (11.68%). This employment mix suggests a community that serves regional needs while supporting local families and businesses.

Major Industry	Percentage of Employees	Index
Health Care and Social Assistance	17.13%	60
Educational Services	11.68%	151
Retail Trade	16.62%	154
Manufacturing	10.19%	162
Construction	5.63%	207
Agriculture, Forestry, Fishing, and Hunting	0.85%	533

Source: Placer.ai (August 2024 - July 2025)

The employment data aligns with commuting patterns indicated by daytime population figures. Many residents work in Rockford's larger employment centers but live in Roscoe for its residential amenities and school quality. This pattern creates opportunities for development that could provide local employment while serving the existing retail and service needs of the community.

Within a 30-minute drive of the study area, approximately 400,000 people live and work, expanding the potential market significantly beyond immediate residents. This broader market includes median household income of \$83,000 and similar employment concentrations in manufacturing, construction, and retail, suggesting regional consistency in economic patterns and consumer preferences.

The proximity of major regional employers, combined with interstate accessibility and strong local demographics, **positions the Rockton Road corridor to serve multiple market segments** simultaneously:

- local residents seeking convenient retail and services
- regional workers requiring accessible employment
- interstate travelers needing fuel, food, and accommodations

Existing Business Environment

Current Businesses in Study Area

The study area contains several established businesses that provide a foundation for understanding market dynamics and development potential. These existing enterprises demonstrate both the area's current economic activity and opportunities for enhancement and expansion.

Metrics	Love's Travel Stop 13477 Quality Dr, Roscoe, IL 61073	Thorntons 13555 Willowbrook Rd, Roscoe, IL 61073	Speedway 5951 East Rockton Rd, Roscoe, IL 61073
Visits	693,816	515,307	311,942
Visits / sq ft	1.55	38.98	25.41
Size - sq ft	449,027	13,221	12,275

Source: Placer.ai (August 2024 - July 2025)

Gas Stations and Travel Services form the most visible business cluster, capitalizing on interstate traffic. Love's Travel Stop occupies the largest footprint at 449,027 square feet and generates 693,816 annual visits, though with relatively low visit density of 1.55 visits per square foot. The facility serves as a full-service truck stop with fuel, food, and traveler amenities. Thornton's (13,221 square feet) and Speedway (12,275 square feet) operate more compact formats but achieve much higher visit densities of 38.98 and 25.41 visits per square foot respectively.

Northpointe Health and Wellness Center represents the area's largest non-travel business, occupying 100,377 square feet and generating 285,934 annual visits. The facility demonstrates strong performance with 13.4% year-over-year visit growth and high visit frequency (7.95 visits per visitor annually), indicating a loyal customer base and successful service delivery. The center serves visitors with median household income of \$87,000, with 56.9% earning \$75,000 or more, confirming its appeal to the area's affluent demographics.

Camping World serves the recreational vehicle market, complementing travel-oriented businesses while targeting a specialized customer segment. This business benefits from interstate visibility and access while serving both local and traveling RV enthusiasts.

NorthPointe Health and Wellness Campus 5605 E Rockton Rd, Roscoe, IL 61073	
Visits	285,934
Visits / sq ft	2.85
Size - sq ft	100,377
Visitors	35,977
Visit Frequency	7.95
Visits YoY	+13.4%

Source: Placer.ai (August 2024 - July 2025)

Nearby Retail Corridor

Approximately one mile west of the study area, the Rockton Road retail corridor represents a major economic anchor that influences development potential within the project area. This established retail district features anchor tenants including Walmart, Blain’s Farm and Fleet, and Aldi, alongside smaller convenience retailers and restaurants.

The retail corridor generates 2.8 million annual visits with high visit frequency (9.58 visits per visitor), demonstrating its role as a primary shopping destination for regional residents. Visitor demographics show median household income of \$84,000 with 28.9% holding bachelor’s degrees or higher - slightly lower than immediate area residents but still representing substantial purchasing power.

Employment analysis of retail corridor visitors reveals 64.9% blue collar workers, with many employed in manufacturing, construction, retail, and education. This employment pattern aligns with regional economic concentrations and suggests opportunities for businesses serving working families and trade professionals.

The retail corridor’s success creates both opportunities and challenges for study area development. The established retail cluster attracts significant traffic to Rockton Road, providing potential customers for complementary businesses. However, new retail development must offer differentiated services or capture different market segments to avoid oversaturating the market.

Rockton Road Retail Corridor	
4000 E Rockton Road, Rockton, IL 61073	
Visits	2,887,497
Visitors	301,434
Visit Frequency	9.58
Visits YoY	+0.5%

Industrial Facilities

All World Machinery, located within the northern portion of the study area near Camping World, provides industrial equipment supply and repair services. This business illustrates the area’s industrial potential and serves regional manufacturing and construction companies.

Several industrial operations demonstrate the area’s potential for manufacturing and logistics development. **PBC Linear**, located east of the I-90 interchange, manufactures bearings, shafts, and guides for industrial applications. With 160 employees, this facility illustrates successful manufacturing operations that benefit from highway access while providing local employment.

Ecolab, positioned outside the westernmost boundary of the study area, produces water treatment and sanitation chemicals. This major manufacturer employs regional workers and demonstrates the area’s ability to support specialized industrial operations requiring transportation access and technical workforce.

Additional smaller industrial sites east of Route 251 house tool manufacturing, automotive services, and trucking operations. While individually modest in scale, these businesses collectively contribute to the area’s industrial employment base and demonstrate market demand for industrial services.

The presence of these established industrial operations creates opportunities for complementary businesses, including suppliers, logistics services, and employee-serving retail and food establishments. The industrial base also provides potential customers for expanded commercial services within the study area.



Rock Cut State Park | Source: GoRockford.com

Regional Attractions

Ho-Chunk Gaming Beloit represents a significant regional development that will influence future activity in the study area. Located 3.5 miles north and scheduled to open in 2026, this casino and hotel complex will include 1,500 slot machines and over 300 hotel rooms. The facility's position between I-90 and Willowbrook Road, positions the Rockton Road corridor as a service point for casino visitors requiring fuel, food, and additional accommodations.

The casino's impact extends beyond direct visitor services. Construction employment, ongoing operations jobs, and increased regional tourism will generate additional economic activity throughout the area.

Regional recreational amenities enhance the area's appeal for tourism-related development. Rock Cut State Park, the Rock River, the Stone Bridge regional trail, and various outdoor recreation facilities provide attractions that could support lodging, dining, and retail businesses serving recreational visitors.



Stone Bride Trail | Source: TripAdvisor.com

Market Opportunities

Void Analysis by Business Category

Market analysis reveals significant opportunities for business development across multiple categories, with demographic fit scores indicating strong potential for various retail, service, and hospitality establishments. The analysis compares the study area's demographic profile to successful locations of major chains nationwide, providing data-driven guidance for tenant recruitment and development planning.

Big Box and Anchor Retail shows strong potential for outdoor and recreational businesses. Farm & Home Supply ranks highest with a demographic fit score of 96, followed by Dunham's Sports (91) and Academy Sports + Outdoors (91). These retailers align well with the area's employment concentrations in agriculture, construction, and manufacturing, while serving both local residents and interstate travelers. Bass Pro Shops (fit score 86) could capitalize on regional outdoor recreation opportunities and tourism traffic.

Entertainment and Attractions present opportunities for family-oriented businesses serving the area's high concentration of Gen Alpha and Gen X residents. Putt Putt Fun Center (100% fit score) tops this category, followed by Round1 Entertainment (99.4% fit score) for bowling and arcade facilities. These venues could serve both local families and travelers with children, particularly given the area's position between regional gaming destinations.

Food and Beverage opportunities span multiple segments. Coffee establishments show strong potential, with local chain Meg's Daily Grind (94 fit score) leading the category, followed by BIGGBY Coffee (93) and Scooter's Coffee (91). Full-service restaurants show excellent demographic alignment, with Cracker Barrel Old Country Store (98 fit score) and LongHorn Steakhouse (96 fit score) ranking highest. These establishments would serve both local residents and interstate travelers seeking quality dining options.

Fitness and Health Services align with the success of Northpointe Health and Wellness Center and could complement existing facilities. World Gym (100% fit score) and Amped Fitness (95.9% fit score) show strong demographic alignment, potentially serving both local residents and travelers seeking fitness access.

Hotel and Lodging represents perhaps the most significant opportunity given the absence of accommodations within the immediate area. Econo Lodge (95 fit score), Microtel Inn & Suites (91 fit score), and WoodSpring Hotels (81 fit score) all show strong demographic alignment. The nearest hotels are 2.5 miles north, creating a clear market gap for interstate travelers and visitors to regional attractions.

Potential Tenants

Big Box/Anchor	Nearest Location	# of Locations State / US	Demographic Fit Score
Farm & Home Supply	159 mi	10 / 16	96
Dunham's Sports	18 mi	10 / 271	91
Academy Sports + Outdoors	121.2 mi	3 / 310	91
Bass Pro Shops	50.6 mi	3 / 133	86
TJ Maxx	6.9 mi	51 / 1K	85
Entertainment			
Putt Putt Fun Center	153.7 mi	0/26	100
Round1 Entertainment	53.1 mi	3/55	99
Coffee			
Meg's Daily Grind	9.9 mi	1 / 1	94
BIGGBY COFFEE	37.7 mi	6 / 448	93
Scooter's Coffee	5.9 mi	55 / 896	91
7 Brew Coffee	36.3 mi	14 / 455	88
Restaurants			
Cracker Barrel Old Country Store	12.9 mi	22 / 682	98
LongHorn Steakhouse	13.3 mi	15 / 605	96
Smokey Bones Bar & Fire Grill	13.2 mi	2 / 53	93
Red Robin Gourmet Burgers	13.2 mi	19 / 490	92
Olive Garden	13.3 mi	33 / 394	91
Fitness and Health Services			
World Gym	321 mi	0/18	100
Amped Fitness	477.1 mi	0/28	95
Fitness Premier	72.5 mi	15/17	94
Hotels			
Econo Lodge	13 mi	11 / 611	95
Microtel Inn & Suites	17.6 mi	4 / 277	91
WoodSpring Hotels	9.6 mi	12 / 270	81

Unmet Consumer Demand

Analysis of consumer spending patterns reveals substantial unmet demand across multiple retail categories, indicating opportunities for businesses that could capture spending currently directed to other markets. The data compares local consumer demand to available supply within the trade area.

Lawn and Garden Equipment and Supplies shows the highest unmet demand at \$4.4 million annually, aligning with the area's agricultural employment concentration and suburban residential patterns. This category's strong performance in the void analysis (Farm & Home Supply ranking highest) reinforces the opportunity for businesses serving outdoor and agricultural needs.

Health and Personal Care Stores represent \$21.6 million in unmet annual demand, suggesting opportunities for pharmacy chains, health specialty retailers, and personal care services. This demand likely reflects the area's affluent demographics and aging Baby Boomer population (20.8% of residents).

Clothing Stores show \$15.9 million in unmet demand, indicating that residents currently travel elsewhere for apparel purchases. The lack of any clothing retail supply in the immediate area creates opportunities for various clothing concepts, from family-oriented chains to specialty retailers.

Full-Service Restaurants show \$9.0 million in unmet demand despite existing supply, indicating room for additional dining establishments. This aligns with void analysis results showing strong fit scores for multiple restaurant concepts and reflects both growing local population and substantial visitor traffic.

The magnitude of unmet demand across these categories indicates that residents currently travel to other markets for many purchases, representing opportunities for appropriately positioned businesses to capture local spending while serving visitor traffic.

Category	Key	Rockton Rd. Retail Corridor Benchmark State Top 30% of visits
Overview	Total Demand	\$503,599,794
Overview	Total Supply	\$265,003,881
Lawn & Garden Equipment & Supplies	Demand	\$4,864,094
Lawn & Garden Equipment & Supplies	Supply	\$497,951
Lawn & Garden Equipment & Supplies	Unmet Demand (Demand-Supply)	\$4,366,143
Health & Personal Care Stores	Demand	\$31,673,973
Health & Personal Care Stores	Supply	\$10,070,369
Health & Personal Care Stores	Unmet Demand (Demand-Supply)	\$21,603,604
Department Stores	Demand	\$7,697,813
Department Stores	Supply	\$2,559,802
Department Stores	Unmet Demand (Demand-Supply)	\$5,138,011
Clothing Stores	Demand	\$15,854,529
Clothing Stores	Supply	
Clothing Stores	Unmet Demand (Demand-Supply)	\$15,854,529
Electronic & Appliance Stores	Supply	\$6,077,650
Electronic & Appliance Stores	Demand	
Electronic & Appliance Stores	Unmet Demand (Demand-Supply)	\$6,077,650
Full-Service Restaurants	Supply	\$32,602,213
Full-Service Restaurants	Demand	\$23,559,186
Full-Service Restaurants	Unmet Demand (Demand-Supply)	\$9,043,027

Visitor Market Segments

Understanding visitor behavior patterns provides insight into business opportunities that align with customer needs and spending patterns. The analysis reveals distinct market segments with different requirements and spending capabilities.

Interstate Travelers represent the largest visitor segment, characterized by 10-30 minute stays and travel distances exceeding 250 miles. These visitors primarily seek fuel, food, and restrooms but may require longer stays for vehicle maintenance, weather delays, or rest breaks. Business opportunities include expanded food service beyond convenience items, traveler services like vehicle maintenance, and potentially lodging for weather-related or schedule delays.

Regional Visitors typically travel 20-250 miles and may combine multiple activities during visits. These customers show higher propensity for dining, shopping, and entertainment activities beyond basic travel needs. Business opportunities include restaurants that justify destination trips, specialty retail that serves regional markets, and entertainment venues that attract families from throughout northern Illinois and southern Wisconsin.

Local and Commuter Traffic includes residents and workers traveling shorter distances for specific services. This segment provides consistent baseline traffic but may have different peak hours and service needs than traveler segments. Opportunities include convenience services for commuters, businesses serving local employment centers, and daily-needs retail that reduces residents' need to travel elsewhere.

Extended-Stay Visitors average 6.13 days in the market area and represent opportunities for lodging, longer-term services, and higher-value transactions. This segment likely includes business travelers, tourists exploring regional attractions, and visitors to area hospitals or family. Business opportunities focus on accommodations, extended-stay services, and amenities that serve multi-day visitors.

The visitor journey data shows that 1.4% of visitors continue to "hotels & casinos" after visiting the study area, providing early indication of demand that will likely increase with the 2026 opening of Ho-Chunk Gaming Beloit.

Population within 30-Minute Drive

The broader market analysis reveals substantial population and purchasing power within convenient driving distance, expanding the potential customer base far beyond immediate area residents. Within a 30-minute drive, approximately 400,000 people represent potential customers for destination businesses and specialized services.

This expanded market shows median household income of \$83,000 with similar employment concentrations in manufacturing (8.83%), construction (6.94%), and retail (16.02%). The consistency of demographics and employment patterns across the broader region indicates reliable market characteristics for businesses planning regional service areas.

Industry Concentrations within the 30-minute radius show above-average employment in agriculture, forestry, and fishing (340% of state average), construction (170% of state average), and manufacturing (152% of state average). These concentrations suggest opportunities for businesses serving trade professionals, agricultural interests, and manufacturing support services.

The broader market’s **demographic stability** and **economic strength** provide confidence for businesses requiring larger trade areas to achieve viability. Specialty retailers, destination restaurants, entertainment venues, and professional services could successfully serve this expanded market while maintaining the study area as their base of operations.

Industry	Percentage of Employees	Index
Health Care and Social Assistance	14.67%	56
Educational Services	9.73%	125
Retail Trade	16.02%	123
Manufacturing	8.83%	152
Construction	6.94%	170
Agriculture, Forestry, Fishing, and Hunting	1.37%	340

Source: Placer.ai (August 2024 - July 2025)

Retail Gaps within the broader market mirror those identified locally, suggesting regional rather than merely local demand for categories like lawn and garden supplies, clothing, electronics, and full-service dining. This pattern indicates that successful businesses could capture market share from multiple communities rather than competing solely for local spending.

The combination of substantial visitor traffic, strong local demographics, and significant population within convenient driving distance creates multiple pathways to business success. Establishments can focus on serving interstate travelers, local residents, regional customers, or combinations of these markets depending on their business model and positioning strategy.

Development Scenarios

Potential Land Uses and Rationale

The analysis of existing conditions, market opportunities, and regional context supports several complementary land use categories that could transform the Rockton Road corridor into a thriving mixed-use destination. Each land use addresses specific market needs while building on the area's inherent advantages.

Commercial and Retail Development represents the most logical extension of existing activity, building on the success of current gas stations and the nearby retail corridor. The study area's position between established retail west of Route 251 and interstate-oriented services creates opportunities for businesses that serve both markets. Void analysis indicates strong potential for outdoor retailers, restaurants, coffee establishments, and specialty services that could capture the \$238 million in unmet consumer demand across multiple categories.

Hotel development emerges as a particularly compelling opportunity given the complete absence of lodging within the immediate area despite 6.8 million annual visits and 51,000 daily interstate vehicles. The nearest accommodations are 2.5 miles away, creating clear market demand that will likely increase with the 2026 opening of Ho-Chunk Gaming Beloit.

Industrial Development builds on existing operations like PBC Linear and All World Machinery while capitalizing on exceptional highway access. Light manufacturing, logistics operations, and industrial services could provide employment for local residents currently commuting elsewhere while serving regional manufacturing and distribution needs. The area's industrial zoning and infrastructure capacity support expansion of this sector.

Residential Development addresses housing demand demonstrated by strong local market performance and provides workforce housing for new commercial and industrial operations. The area's premium residential pricing relative to neighboring communities indicates high quality of life and access to great public schools.

Health and Wellness Expansion leverages the proven success of Northpointe Health and Wellness Center, which shows 13.4% annual visit growth and high customer loyalty. Additional recreational facilities, medical services, or wellness amenities could create a regional health and fitness destination while serving the area's affluent, family-oriented demographics.

Development Scenario Descriptions

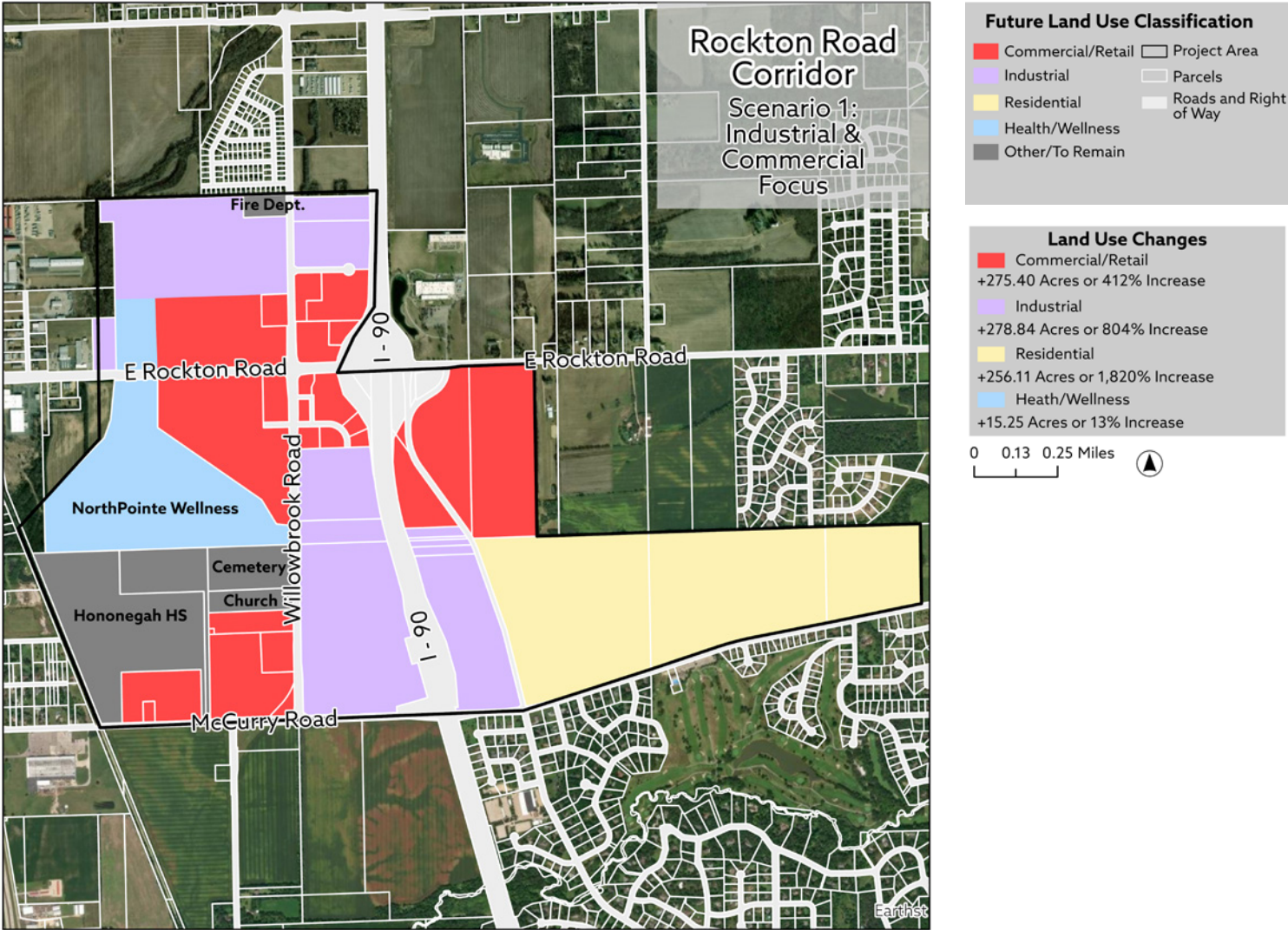
SCENARIO 1: INDUSTRIAL AND COMMERCIAL FOCUS

This scenario emphasizes economic development through expanded commercial services and industrial capacity. Commercial development concentrates along Rockton Road to serve both interstate travelers and local residents, featuring retail stores, restaurants, and hotel accommodations positioned for maximum visibility and accessibility from the interchange.

Industrial expansion occurs on parcels adjacent to I-90, maintaining highway access while buffering commercial areas from heavier industrial operations. This positioning allows industrial businesses to benefit from transportation infrastructure while keeping retail and hospitality uses prominently visible to interstate traffic.

Residential development occupies eastern parcels beyond I-90, connecting with existing residential areas while remaining separated from industrial and heavy commercial activities. A modest health and wellness component provides community recreation facilities.

Land use allocation includes approximately 275 acres of commercial/retail development, 278 acres of industrial expansion, 256 acres of residential development, and 15 acres dedicated to health and wellness facilities. This scenario maximizes employment generation and commercial activity while providing supporting residential capacity.



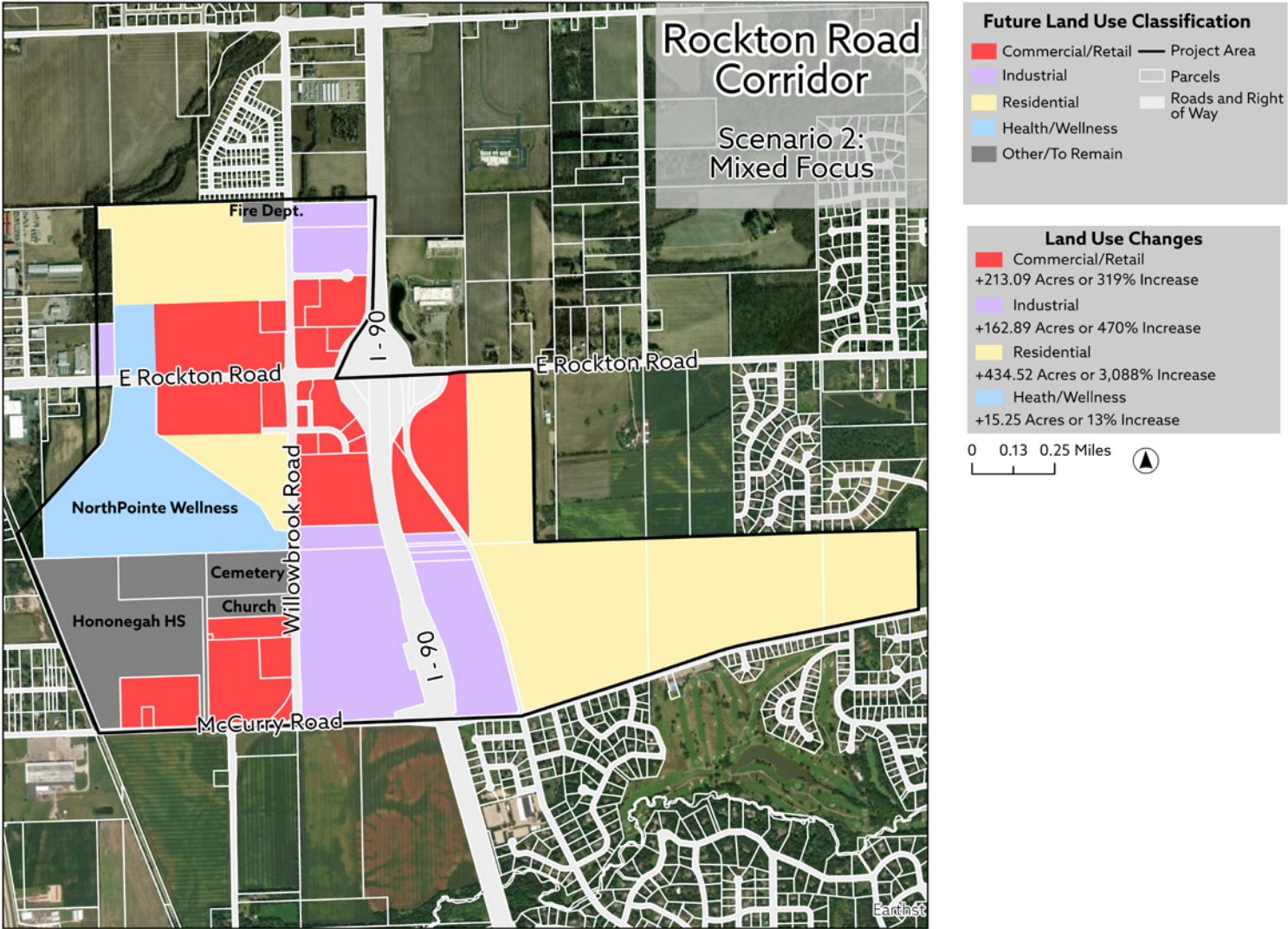
SCENARIO 2: MIXED DEVELOPMENT

This scenario balances commercial, industrial, and residential uses while expanding housing options to serve both local needs and incoming workforce. Commercial development along Rockton Road maintains focus on serving travelers and residents, while industrial capacity provides regional employment opportunities.

The key difference involves expanded residential development that includes multifamily housing near commercial and wellness areas. This positioning provides convenient access to services while creating housing diversity that serves different income levels and household types. Additional residential development near Willowbrook Road creates opportunities for higher-density housing that takes advantage of proximity to health and wellness amenities.

Mixed-use development patterns encourage walkability between residential, commercial, and recreational uses, reducing vehicle trips while creating a more integrated community environment. This scenario addresses the area’s current pattern of residents commuting elsewhere for both work and shopping.

Land use allocation includes 213 acres of commercial/retail, 163 acres of industrial, 434 acres of residential (including multifamily options), and 15 acres for health and wellness. The increased residential component provides workforce housing while creating larger customer base for commercial establishments.



This scenario leverages Northpointe's success by creating a comprehensive health and wellness destination that serves regional markets while supporting complementary commercial and residential development. A substantial expansion of recreational and wellness facilities includes indoor sports complexes, outdoor athletic fields, and specialized health services.

Commercial development focuses on services that complement health and wellness activities, including restaurants emphasizing healthy dining, retail serving

Residential development serves both local needs and provides housing for families attracted to the health and wellness amenities. The scenario creates synergies between recreational facilities, supporting commercial services, and residential development that appeals to active families.

Land use allocation includes 164 acres of commercial/retail, 163 acres of industrial, 434 acres of residential, and 64 acres dedicated to health and wellness facilities. This scenario positions the corridor as a regional health and recreation destination while maintaining commercial and industrial economic development.



Land Use Change Calculations

The three scenarios represent different approaches to developing approximately 900 acres of currently underutilized land within the study area. Each scenario transforms agricultural and vacant land into productive economic uses while respecting existing businesses and infrastructure.

Development Intensity Comparisons show Scenario 1 emphasizing commercial (30.6% of developed area) and industrial (30.9%) uses that generate maximum employment and economic activity. Scenario 2 balances commercial (21.0%), industrial (16.1%), and residential (42.8%) development to create a more integrated mixed-use community. Scenario 3 reduces industrial development (16.1%) in favor of expanded health and wellness facilities (6.3%) while maintaining substantial residential (42.8%) and commercial (16.2%) components.

Infrastructure Implications vary by scenario, with higher-density development requiring greater utility capacity and transportation improvements. Scenario 1's emphasis on commercial and industrial development demands higher water, sewer, and electrical capacity but generates sufficient economic activity to support infrastructure investments. Scenarios 2 and 3 distribute infrastructure demands more evenly while creating residential development that helps finance infrastructure through property taxes and utility fees.

Employment Generation Potential differs significantly among scenarios. Scenario 1 maximizes job creation through expanded commercial and industrial development, potentially providing employment for local residents currently commuting elsewhere. Scenario 3's health and wellness focus creates specialized employment in recreation, healthcare, and related services while generating visitor traffic that supports commercial development. Scenario 2 provides balanced employment opportunities across multiple sectors.

Each scenario addresses identified market opportunities while responding to different development priorities and community visions. The scenarios provide frameworks for detailed planning and community input rather than prescriptive development plans, allowing flexibility in implementation while maintaining strategic focus on the corridor's potential as a regional economic center.

The Path Forward

Implementation Recommendations

The transformation of the Rockton Road corridor from underutilized agricultural land to a magnetic destination requires coordinated action across multiple fronts. Success depends on strategic sequencing of development, proactive infrastructure planning, and sustained collaboration between public and private stakeholders.

Infrastructure Development Priority may precede major private investment to ensure adequate capacity and reduce development costs. While existing water and sewer infrastructure serves portions of the study area, expanded commercial and industrial development may require capacity upgrades and strategic extensions. The Village of Roscoe should conduct detailed infrastructure capacity analysis and develop improvement plans that can accommodate projected development scenarios.

Coordinating infrastructure improvements with development timing reduces costs and minimizes disruption. Early-phase development should focus on areas with existing infrastructure capacity while planning future extensions to support later phases. This approach allows development revenue to help finance infrastructure expansion while maintaining development momentum.

Zoning and Regulatory Framework requires review and potential updates to support mixed-use development and streamline approval processes. Current zoning provides flexibility for many desired uses, but mixed-use projects may require modifications to height, density, or use restrictions. The Village should consider developing specific overlay districts or planned unit development provisions that encourage integrated development while maintaining appropriate controls.

Expedited permitting processes for projects that align with corridor goals can provide competitive advantages that attract quality developers. Clear development standards, predictable approval timelines, and coordinated review processes reduce uncertainty and development costs while ensuring community objectives are met.

Public-Private Partnership Opportunities can accelerate development while sharing risks and costs. The Village might consider tax increment financing districts, special service areas, or other mechanisms that capture increased property values to fund infrastructure improvements. Strategic public investment in key infrastructure or amenities can catalyze private development that generates long-term economic benefits.

Land assembly assistance may be necessary where fragmented ownership patterns complicate larger development projects. The Village could facilitate negotiations, provide information resources, or consider strategic acquisition of key parcels that enable coordinated development.

Phased Development Strategy should prioritize projects with highest market demand and lowest barriers to implementation. Hotel development represents immediate opportunity given clear market demand, existing infrastructure capacity, and straightforward development requirements. Success with initial projects builds confidence for more complex mixed-use developments.

Commercial development serving interstate travelers provides near-term economic benefits while establishing the corridor's identity as a destination. These projects can succeed independently while creating synergies for subsequent phases. Industrial development offers employment generation and tax base expansion but requires longer development timelines and greater infrastructure investment.

Next Steps

Developer Recruitment Strategy should target experienced firms with track records in mixed-use development, highway commercial projects, and industrial development. The Village should prepare marketing materials highlighting the area's advantages, available incentives, and development opportunities while showcasing successful local projects.

Regional real estate brokers, development consultants, and economic development organizations can assist with developer outreach and project marketing.

Regulatory Preparation should address potential zoning modifications, impact fee structures, design standards, and approval processes before development interest intensifies. Clear, predictable regulations reduce uncertainty while ensuring development quality meets community expectations.

Environmental review processes, traffic impact requirements, and infrastructure connection standards should be clearly defined to provide developers with accurate cost and timeline projections. Streamlined processes for projects meeting community objectives can provide competitive advantages while maintaining necessary protections.

The Rockton Road corridor's transformation represents a significant opportunity to create economic growth, provide local employment, and establish the area as a regional destination. Success requires sustained commitment to strategic planning, infrastructure investment, and collaborative implementation while maintaining the community characteristics that make Roscoe an attractive place to live and work.

The combination of exceptional accessibility, strong demographics, substantial visitor traffic, and available land creates conditions for successful development that serves multiple markets simultaneously. With appropriate planning and implementation, the corridor can evolve from its current role as a convenient stopping point to a destination that generates economic activity, provides employment, and enhances community amenities for both residents and visitors.