



Public Input

Introduction

Public input began before the analysis of existing conditions, and continued throughout the entire planning process.

General Communication

The public was informed of opportunities to participate in the *Downtown Strategic Plan* process via the following means of communication:

- Invitation Letter. Participants in the April/May and October 2008 individual and small group interviews were asked to do so via formal invitation by mail.
- "Blast" Emails. Village staff sent announcements by email to community organization leaders, and requested that these leaders forward the announcements to its membership.
- Website Announcements. Upcoming events were posted on the official Village of Glen Ellyn website and the official Downtown Strategic Plan website.
- Posters. Posters for the June 2008 Town Hall Charette/Main Street Design Studio/Town Hall (wrap-up) Meeting, the November 2008 Public Open House and Presentation, and the January 2009 Public Open House and Presentation, were posted at the Civic Center, in Downtown storefronts, and other Downtown locations.
- GETV. Announcements for upcoming events were advertized on Glen Ellyn's local cable channel GETV. In addition, the November 2008 and January 2009 public presentations were broadcast several times the weeks that followed the live presentation.
- Village Newsletters. Articles of upcoming events and summaries of past events were included in the Village's quarterly *Glen Ellyn Newsletter* and weekly email newsletter.
- Press Releases. The press was informed of upcoming public participation events via press releases.
- Glen Ellyn News. Articles announcing upcoming events and summarizing past events were published throughout the planning process.
- Community Announcements Sign. The Downtown changeable copy sign near the southeast corner of Main Street and Crescent Boulevard announced upcoming public participation events.

* Information contained within this chapter is a general overview of what is contained in Appendix C: Data Collection and Analysis Report. Please reference the appendix for additional information.

In addition to general communication, the Village staff and the consulting team answered questions and reviewed comments from the general public that came in via phone and email. As the *Downtown Strategic Plan* was being refined, the consulting team contacted several Downtown property and business owners to discuss the potential impacts of the concepts on their specific properties and/or businesses.

Early Public Feedback

No planning process would be complete without the input from the community. Although many citizens, business owners, property owners, and elected and appointed officials, have different perspectives about Downtown Glen Ellyn, they all know the Downtown well.

Interviews

Over 90 individuals participated in the April/May 2008 interviews. During most interview sessions, maps were distributed and participants were asked to:

- Draw a boundary around the area they perceived to be the Downtown.
- Circle their three most important destinations in the Downtown area.
- Place an "X" over the worst feature of the Downtown area.
- Draw arrows where they primarily entered and exited the Downtown.

No two maps were alike. The boundaries ranged from "off the page" to all different shapes and sizes. Some of the most important destinations that more than one individual listed included the Civic Center, the Glen Ellyn train station, the Library, McChesney and Miller Grocery and Market, the Glen Art Theatre, and the Post Office. Some of the common dislikes in the Downtown included the Glen Ellyn Train Station, railroad crossings, and the Crescent/Glenwood public parking lot. Many participants indicated that they access the Downtown via Main Street, and most trips are to/from the south side of the Downtown via Main Street and Park Boulevard.

Downtown Boundary

The most interesting aspect of the mapping exercise was the size of the area of the Downtown that everyone agreed upon. The map exercise participants all agreed to a common area bounded by Pennsylvania Avenue to the north, the railroad tracks to the south, Prospect Avenue to the west, and Forest Avenue to the east. The extreme boundaries ranged from Hawthorne Boulevard to the north, Phillips Avenue to the south, Evergreen Avenue to the west, Montclair Avenue to the east, and Lake Ellyn to the northeast. In Figure 19 below, the red lines represent all the different boundaries outlined by the participants, the inner black boundary represents the smallest Downtown area (three blocks north of the railroad tracks, between Prospect Avenue and Park Boulevard) that every participant agreed to, and the outer black boundary represents the outer limits of the Downtown (including Lake Ellyn) that the participants identified, collectively.



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Figure 12: Interview Maps –
Downtown Boundaries
Source: Town Builder Studios

Most Important Destinations

Many features identified by the participants as the most important destinations in the Downtown included shopping and restaurant destinations along Main Street, Crescent Boulevard, and Pennsylvania Avenue; civic and institutional destinations such as the Civic Center, St. Petronille Church, the Library, the Glen Ellyn train station, Glenbard West High School, and Lake Ellyn; the DuPage Medical Clinic; public parking lots; and the Illinois Prairie Path. Most of these destinations are located in an area bounded by Pennsylvania Avenue to the north, Hillside Avenue to the south, Prospect Avenue to the west, and Forest Avenue to the east.

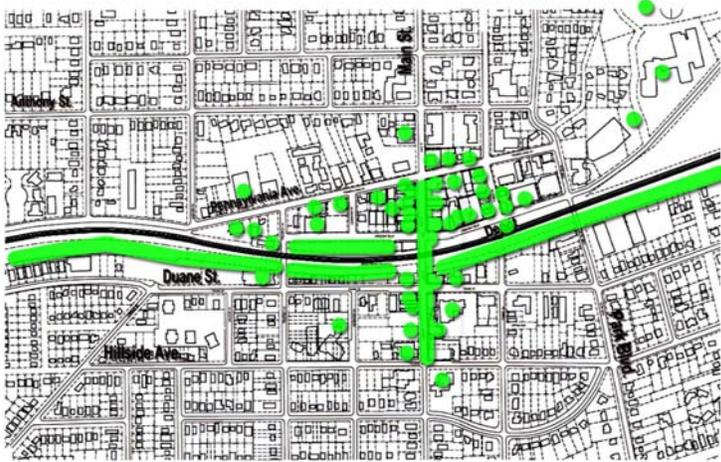


Figure 13: Interview Maps – Important Downtown Destinations
Source: Town Builder Studios

Worst Features

Some of the worst features identified by the participants are also some of the most important destinations identified above, such as the Glen Ellyn train station, the Glen Art Theatre, and public parking lots. Other worst features that were identified aren't necessarily unattractive buildings, but vacant tenant spaces. Most of the worst features are located in an area bounded by Pennsylvania Avenue to the north, Hillside Avenue to the south, Prospect Avenue to the west, and Park Boulevard to the east.

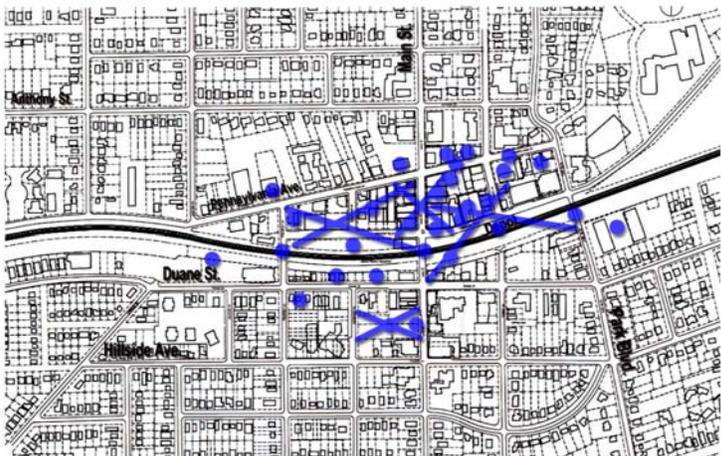


Figure 14: Interview Maps – Worst Downtown Features
Source: Town Builder Studios

Miscellaneous

Additional general comments provided during the interview sessions include:

- Working with the Village can be a positive experience – the prospective business owners who wrote their business plans around Village rules and regulations feel that the Village is their ally.
- Consider a Special Service Area (SSA) for sidewalk maintenance, snow removal, etc.
- Marketing. Marketing. Marketing.
- The “Average Joe” is forgotten, and people with deep pockets get what they want.
- Need an anchor store.
- Children and teens – need affordably-priced merchandise and activities for them to participate in.
- Need a diversity of stores.
- Consider “natural” and “green” concepts.
- The Downtown used to be a community staple.
- The Glen Art Theatre is a community asset.
- Need more entertainment – music, bowling, theater.
- Consistency results in success for events.
- Need lighting of trees and buildings – and not just during the Christmas season.
- Trees, flowerbeds (including the horse trough island at Main Street and Crescent Boulevard), awnings, and building architecture contribute to the Downtown atmosphere.
- Communicate via email, in-person meetings, direct mail, and word of mouth.
- Potential College of DuPage partnerships include speaking engagements through the Chicago Council of Global Affairs, the Global Art Film Festival at the Glen Art Theatre, student internships with local restaurants, student participation in the Taste of Glen Ellyn, and an outdoor performance series during the summer months.

Main Street Design Studio and Charette

On June 2, 2008, the TBS Team moved into 476 Main Street to prepare for two “Town Hall” meetings and be available for residents, business owners, and friends of Downtown Glen Ellyn to drop by and discuss their hopes and dreams for the future of Downtown Glen Ellyn. The turnout included more than 80 people at the Monday night Town Hall Charette, approximately 60 people during the drop-in Main Street Design Studio, and more than 50 people at the Wednesday night Town Hall meeting held in the Main Street Design Studio space.



Town Hall Charette

On Monday, June 2, following a presentation of preliminary findings by the consulting team, the participants broke out into five small groups to brainstorm and draw out ideas about the potential future of Downtown Glen Ellyn. When the groups were done with their activities, the large group reconvened, and the spokesperson for each small group presented the ideas to the entire audience. The evening was productive and enjoyable.

Main Street Design Studio

The doors were open for visitors to drop-in for 12 hours on Tuesday, June 3, and for four hours on Wednesday, June 4. A steady stream walked through the doors, keeping the ideas flowing and the design staff busy.

Town Hall Meeting

On Wednesday, June 4, a Town Hall Meeting was held in the Design Studio, and a wrap-up presentation of the three-day event was followed by a question and answer session.

Ideas Refined by the Public

Throughout the *Downtown Strategic Plan* process, the community provided insight as to what to include in the preliminary concept plans and how to choose the best elements of each of those plans to create a preferred Downtown Strategic Plan. During the plan refinement phase of the planning process, public input was primarily received during open house and presentation events and via public surveys.

Public Open Houses and Presentations

The two public open houses and presentations were huge successes. Approximately 150 people came to the November 2008 open house and presentation to review “The Glen” and “Main Street” concept plans, and approximately 120 people braved frigid temperatures in January 2009 to review the “Preferred Plan”. At each event, a PowerPoint presentation was followed by a question and answer session, and an invitation to complete a survey – either handwritten or online. Both presentations were videotaped and broadcast on Glen Ellyn’s local cable channel GETV.

Public Surveys

In all, five formal surveys were conducted during the *Downtown Strategic Plan* process. Survey #1: “Short Merchant Survey” and Survey #2: “Public Feedback Survey” were conducted during the first phase of the planning process. Survey #3: “Employee Parking Survey” was conducted at the request of the Downtown Advisory Committee to ensure that the parking needs of the Downtown merchants and their employees were understood, and that appropriate implementation strategies were made in the final report. Survey #4: “Two Concept Plans Survey” and Survey #5: “Preferred Plan Survey” were utilized during the plan development phase of the planning process to refine and finalize the *Downtown Strategic Plan*.

Survey #1: Short Merchant Survey – April 2008

More than 200 Downtown shoppers completed a short merchant survey prepared by the consulting team and distributed to 10 Downtown merchants representing a cross-section of business types (including sales, services, and restaurants) and tenures (newer and older Downtown businesses). When asked, “If you could make two changes to the Downtown, what would these two changes be in order of their importance?” Fifty-one percent (51%) of respondents cited changes to the type or mix of Downtown stores and restaurants as the most important changes they would prefer. Another 11% of respondents indicated specific retail or restaurant tenancies as important changes or additions to the Downtown. The most common store-related changes that would be preferred include:

- Larger brand-name chain stores.
- Additional restaurants, particularly breakfast or lunch establishments.
- A greater variety/mix of shops and restaurants.
- More affordable shopping alternatives.

Specific retailers or restaurants cited as important additions to the Downtown include:

- Gap, Ann Taylor, and Banana Republic.
- Restoration Hardware and Crate & Barrel.
- Walgreen’s and Whole Foods.
- Corner Bakery and Egg Harbor Café.

Parking-related (i.e. free parking, parking garage, etc.) improvements were also cited by 21% of respondents as important changes to make in the Downtown. Approximately 24% of respondents indicated that parking was the most important change, while 17% cited parking changes as the second most important change they would make to the Downtown.

Response to Preferred Changes						
<i>If you could make two changes to the Downtown, what would they be?</i>	Most Important Change		Second Most Important Change		Total	
	#	%	#	%	#	%
Store Types and/or Characteristics	89	51	79	58	168	54
Specific Tenancy Additions	19	11	16	12	35	11
Parking-related	43	24	23	17	66	21
Physical Improvements	3	2	7	5	10	3
Events	3	2	2	1	5	2
Other	19	11	9	7	28	9
Total	176	100	136	100	312	100
Source: Gruen Gruen + Associates						

Table 1: Short Merchant Survey – Response to Preferred Changes
Source: Gruen Gruen + Associates

A much smaller percentage of respondents (3%) indicated the most or second most important desired changes relate to physical improvements other than parking. Changes include improving the physical appearance of buildings and the streetscape. Five respondents indicated that additional or improved events (e.g. farmer's market, live music) would be an important change they would make.

If the aforementioned changes were made, a high proportion, 88%, indicated that they would shop or eat Downtown somewhat or a great deal more. This indicates that the respondents' preferred changes are likely to increase the frequency of visitation to the Downtown.

Change in Shopping Frequency Induced by Response to Preferred Changes		
<i>If these two changes were made, would you shop/eat in Downtown Glen Ellyn....?</i>	Number #	Percent %
...about the same	19	11.2
...somewhat more	76	44.7
...a great deal more	75	44.1
Total	170	100.0
Source: Gruen Gruen + Associates		

Table 2: Short Merchant Survey – Change in Shopping Frequency
Source: Gruen Gruen + Associates

The survey found that most customers for Downtown retailers and restaurants originate from within Glen Ellyn, Wheaton or other nearby communities. More than 80% of those responding to the merchant survey indicated that they traveled fewer than ten minutes to reach their destinations in the Downtown. The travel time results also indicate that as time traveled by shoppers increases, the number of shoppers decreases.

The primary market area for the Downtown is estimated to extend two to three miles from the Downtown, generally bounded by North Avenue to the north, Butterfield Road to the south, Naperville Road/Main Street – Wheaton to the west, and I-355 to the east.

The survey found that 71% of Downtown visitors live in the Glen Ellyn zip code. Another 14% of visitors originated from the Wheaton zip code.

A high proportion (64%) of visitors reported the origin of their visit was home, while another 10% came from work. Few respondents, (9%), reported coming from another shopping location, indicating little spill-over from

other shopping destinations. Of the 60 respondents who do not live in Glen Ellyn, one-half of those came directly from home. Fifty percent (50%) of those shoppers not originating from within the Glen Ellyn zip code came from Wheaton.

Over 85%, or 179 of the 209 respondents, indicated they drove to the Downtown. Another 12% of respondents indicated walking as their means of transportation, while very few or less than 3% indicated public transit or bicycling as their transportation modes. This indicates the importance of maintaining an adequate supply of parking.

Approximately one-half of all short merchant survey respondents make 10-30% of their expenditures in Downtown Glen Ellyn.

Survey #2: Public Feedback Survey – June 2008

In addition to the brainstorming and mapping exercise at the June 2nd Town Hall Charette, participants were asked to complete a brief survey. Extra copies of the survey were made available to the individuals who stopped by the “Main Street Design Studio”. The following summary includes all 76 survey responses received during the “Main Street Design Studio” event, from June 2nd to June 4th, 2008:

1. On average, how often do you visit the Downtown? (please check one)

More than 5 times per week	41%
1-5 times per week	50%
At least once per month	9%
Rarely	0%

2. How often do you eat at a Downtown restaurant? (please check one)

More than 5 times per week	5%
1-5 times per week	36%
At least once per month	47%
Rarely	12%
Haven't yet	0%

3. On average, how often do you purchase goods or services from Downtown Merchants? (please check one)

More than 5 times per week	9%
1-5 times per week	34%
At least once per month	40%
Rarely	16%
Haven't yet	1%

4. What do you do when you're Downtown? (check all that apply)

Shop	77%	
Eat	88%	
Recreate	41%	
Commute	40%	(Utilize Metra and/or Pace Bus)
Work	18%	
Other	26%	

5. If you could make two changes to the Downtown, what would they be?

Change #1	Change #2
Add bike lanes on every street	Build a plaza on the north side of village hall
More women's clothing stores	More practical stores for everyday needs
Create a sense of vitality through new businesses, completely fill in vacancies. Have regularly scheduled events that draw residents and others alike.	Market all these changes outside to draw non-residents in.
Parking changes (more and better handicap parking)	Bigger variety of stores
Attract eclectic chain retailers to a shopping district	Parking and a green communal space
Add parking	Bring in "name" stores (upscale) and change store hours
Make downtown into "hang"	Centralize activities
Increase variety of merchandise (type) of stores	More convenient parking- less parking restrictions
Block of Main, Crescent, Forest, and Pennsylvania	-
More shops	More food
Bring in chain-type anchor store (Gap, Ann Taylor, Banana Republic, etc.)	Get rid of high end "boutique" stores (too many)
Add more retail boxes	Add more convenient parking
Revive retail opportunities: men's clothing, women's clothing, toy store, etc.	No vacant stores
More parking	Get rid of PADS
Railroad under/over pass	Longer store hours
More lunch places	More restaurants
Fill our vacancies and retain with something other than salons and banks	Do it sustainably
Ice cream shop	More park space
Better stores; more universal appeal (i.e. upscale "name" stores)	More attractive, well-defined sense of entry into the downtown area, more movie theme nights
Change the mix of stores- hobby store, more affordable clothing	Change the hours to 7 p.m. every night
More "practical" oriented merchants - downtown grocery open after 6 p.m.	Easier parking
Put in a parking deck or 3 (spaces rented to commuters - they could pay for them)	Move the train depot west, by the library
Popcorn shop	-

Change #1	Change #2
Pedestrian underpass at Forest and the tracks	Enforce pedestrian street crossings (The drivers that drive through the central business district are pushy and rude), turn theater into 1 screen
More parking - shorter times for diagonal spots	Bike racks- there are NOT enough
Get rid of GE style banners	Add trees on the north side
Less expensive stores	Some type of department store, and stores open at night
Public green space	-
Over/underpass to train	More green space
Making a parking structure	Make Main Street a 2-lane road
Anchor stores! Reduce services in lieu of retail.	Parking Garage. Half-day school events.
Fewer salons.	Building front upgrades
Under/overpass for tracks	More stores for everyday living
Get stores with moderately priced "general merchandise"	Move the floral clock
Less boutiques and antique stores	More restaurant chains such as Jamba Juice and Potbelly
Consider making government less of a business legislature and more of a business assistant - encourage business!	Better signage along major thoroughways leading to Downtown
More retail	Less banks
More appropriate retail	Improved architectural design!
Easier reviews (for projects)	Parking deck
New buildings	Parking
Attract stores with items I shop for	Improve the maintenance and aesthetics of the buildings
Preserve charm - No more tall condos with bad retail space	More affordable/unique shops
More dining opportunities with more different ethnic food, street-scaped Alfresco dining	Carryout gourmet food (such as bread shop, homemade pizza, cheese store)
Men & women clothing shop	More shopping
Functional shopping - not just gift shops	Have "festivals" be Glen Ellyn focused, (i.e. Taste of Glen Ellyn s/b GE restaurants)
Convert Volunteer Fire Station into development: parking, boutiques, and offices	Eliminate flower clock in favor of a fountain
More shopping options	Parking
More parking	Village green
Have stores with products that I need	More entertainment venues
Improve traffic flow - more pedestrian friendly and safer	Anchor store with parking
Add a bread shop/ more window service	More outdoor dining
Low structure parking garage	Anchor store (GAP/ Banana Republic)
Renovate the lobby and front of the Glen Art Theater and encourage businesses to support customers before and after	Space for outdoor chess
Full service grocery open past 6 p.m. on weekdays	Parking garage

Change #1	Change #2
Improve streetscape- better lights and trees	Promote sustainable development that supports businesses and energy efficient
Make streets 2-way	Railroad crossings are a hindrance
Create destinations, green space	More alfresco dining
Make better use of public space at "flower clock". If this were more inviting, people might linger.	No more out-of-scale development- concentrate on small, unique businesses
We need more takeout dining options- gourmet to-go type places	More events, better publicized
Move depot west and associated parking to create a community space	Enhance ties with COD and local arts groups to transform GE into a cultural center. Refurbish the bowling alley or change the extra space into an IMAX.
More recreational areas for families indoor and outdoor	Anchor restaurant + clothing stores
Have more affordable shops for all income levels	-
Event space	Sandwich/deli - like Cosi
Train station change	Traffic flow
Tunnel of overhead crossing at Metra Station	More mid-range restaurants
Casual deli with counter service that is reasonably priced with quick service.	Couple of key chain boutiques that would be relevant to our customer base. Smith and Hawken garden store. Anthropologie or women's clothing store – upscale. J Crew clothiers.
Fill empty storefronts with "non-specialty" stores.	No more large condo/apartment projects.
Underpass at tracks.	Knockdown/rebuild small buildings.

If these changes were made, would you...

Visit the Downtown more often?

Yes	91%
No	0%
Not Sure	9%

Purchase more goods and services in the Downtown?

Yes	92%
No	0%
Not Sure	8%

6. Select your favorite Downtown building/architectural style from the images below. (please circle one)



Fifth (7 votes)



Third (11 votes)



First (16 votes)



Second (12 votes)



Sixth (1 vote)



Fourth (10 votes)

Survey #3: Employee Parking Survey – October 2008

At the request of the Downtown Advisory Committee (DAC), employee parking surveys were distributed by email and the U.S. Postal Service to 197 Downtown business owners. Seventy-two (72) responses were received, for a response rate of 37%. The respondents were asked how many full-time and part-time employees worked for the business Monday through Friday, Saturday, and Sunday. In addition, respondents were asked how many employees walk or bike to – or get dropped-off at – work year-round.

Some of the responses included miscellaneous notes in the margins. Four of these responses specifically mentioned being on the waiting list for merchant parking permits. One respondent noted that there is a three-year wait for parking permits, and there are zero stalls available in the nearby metered lot. (“Help!”) Two hundred forty (240) merchant permits are available to park in the Downtown.

A few of the surveys returned were summaries for properties with ample off-street parking. Some of these respondents chose to leave the employee counts blank.

Based on the responses, the peak employee parking demand is weekday afternoons, with weekday late mornings/early afternoons a close second. The peak weekend demand is Saturday afternoons.

Twenty-five (25) people walk, bike, get dropped-off, or take the train to work on a daily basis. One hundred thirty-eight (138) merchant parking permits have been purchased by the respondents.

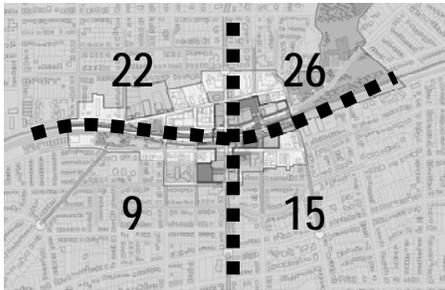


Figure 16: Employee Parking Survey – Number of Survey Responses by Quadrant
Source: Town Builder Studios

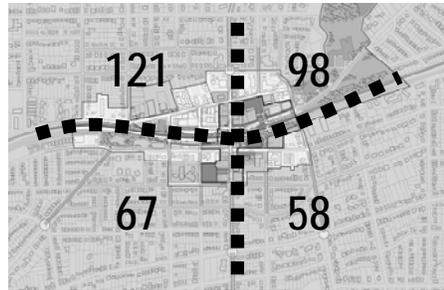


Figure 17: Employee Parking Survey – Parking Demand by Quadrant (Weekday Afternoons)
Source: Town Builder Studios

Survey #4: Two Concept Plans Survey – Paper and Online – November 2008

The purpose of this survey was to understand the public’s preferences for either “The Glen” or the “Main Street” Downtown concept plans. The survey drew responses from 140 people. The following is a summary of the feedback received from November 3 to November 12, 2008:

- | | | |
|--|----------|-----|
| 1. Overall Concept Preference | The Glen | 67% |
| 2. Activity Center Location Preference | The Glen | 56% |
| 3. Community Gathering Place Preference | The Glen | 51% |
| 4. Train Station Location Preference | The Glen | 69% |
| 5. Structured Parking Location Preference | The Glen | 56% |
| 6. One-Way Street | | |
| 67% support converting all Downtown roadways to two-way streets. | | |

7. Civic Activities
 1. Holiday Events most likely to participate
 2. Parades
 3. Active Recreation
 4. Live Performances/Taste of Glen Ellyn (tie)
 6. Passive Recreation
 7. Cardboard Regatta least likely to participate

8. Fire Station

63% support the consideration of relocating the Fire Station to accommodate private redevelopment of the northeast corner of Main Street and Pennsylvania Avenue.

9. Pedestrian Underpass

73% support the construction of a pedestrian underpass.

10. General Comments
 - Preserve and maintain historic buildings.
 - Include first floor retail in parking structures.
 - Create a green space around the Civic Center, including the area behind the building.
 - If the Police Department is relocated, keep a "satellite" presence in the Downtown.
 - Building heights should be 2, 3, or 4 stories maximum.
 - Embrace the Tudor style of architecture.
 - It is difficult to cross Main Street.
 - Main Street parkway trees are poorly pruned and overhead wires dangle in front of historic homes.
 - Accentuate the Illinois Prairie Path amenity.
 - Oppose the widening of the Taylor Avenue underpass.
 - "The Glen" is much better – parks attract people.
 - Getting around the freight train issue is essential to promoting the Downtown.
 - Cost is a concern – especially in this current economic climate.
 - More residential with a variety of price points is good.
 - East-west reinvestment will be more attractive from the train.
 - The Village must find a way to coerce/force property owners to update/maintain their properties.
 - Need new and green architecture, not Disneyesque and fake architecture.
 - Do not make the Downtown like downtown Naperville.
 - Don't have the backs of buildings face the tracks.
 - The train station should be a focal point and deserves to be a landmark building.
 - Consider how and where existing businesses will be relocated.
 - Incorporate the farmers' market into "The Glen".
 - Recruitment and financial incentives are necessary for retail businesses to come to Glen Ellyn.
 - Need retailers that offer moderately-priced merchandise and practical and useful products.
 - Draw customers in off Roosevelt Road.
 - Parking. Parking. Parking.
 - Like to have an oil change at Gearheads and shopping for groceries at the same time.
 - Leonard Funeral Home should remain.
 - Get rid of the one-way streets.
 - Need kiosk vendors in the summer.
 - Need a "buy locally" mentality with marketing efforts.
 - Keep tax dollars in Glen Ellyn.

11. General Participant Information (multiple responses were allowed)

- Downtown Shopper 77%
- Downtown Business Owner 8%
- Glen Ellyn Resident 95%
- Glen Ellyn Train Station Commuter 41%

Survey #5: Preferred Plan Survey – Paper and Online – January 2009

The purpose of this survey was to understand the public's preferences for concepts identified in the preliminary preferred Downtown Strategic Plan. The public survey was completed by 146 participants from January 15 to January 23, 2009 – six more than the November 2008 survey. By the numbers, the survey can be summarized as follows:

- 95% Support the following goal for the *Downtown Strategic Plan*:
"To create an economically-viable Downtown that is attractive to citizens and businesses."
- Six (6) participants would consider opening/relocating a retail or office business in/to the Downtown, and 30 participants are unable to do so at this time, but may want to in the future.
- The participants listed the following corridors in order of importance to the success of the Downtown:
 1. Main Street most important
 2. Crescent Boulevard
 3. Pennsylvania Avenue
 4. "The Downtown Glen" – A New Downtown Park
 5. Duane Street
 6. Park Boulevard
 7. Other least important
- 58% agree that the greatest concentration of new Downtown residential units should be within a five-minute walk of the Glen Ellyn Train Station.
- 55% believe that the Village should reevaluate its height regulations.
- The participants listed the following civic spaces in order of importance to the success of the Downtown:
 1. Main Street (closed-off during special events) most important
 2. Lake Ellyn
 3. "The Downtown Glen" – A New Downtown Park
 4. Illinois Prairie Path
 5. Civic Center Grounds
 6. Other least important
- The participants listed the following amenities in order of importance to the success of the Downtown:
 1. Area Restaurants and Bistros most important
 2. Glen Art Theatre
 3. Glen Ellyn Public Library
 4. Live Performing Arts Venue
 5. Civic Center Gymnasium
 6. Other least important

- 80% agree that a parking structure at Forest Avenue and Pennsylvania Avenue should also accommodate retail and public plaza space, as long as existing business investments are protected.
- 45% believe that the construction of a pedestrian underpass at the railroad tracks is worthwhile, even if done so at a substantial cost, while 39% disagreed and 16% had other comments.
- 66% believe music, theater, arts, and film are the College of DuPage's strongest potential contribution to the Downtown.
- The participants listed the following Downtown projects in order of most to least exciting:
 1. "The Downtown Glen" – A New Downtown Park most exciting
 2. Downtown Residential Living
 3. Forest Avenue Parking Structure(s)
 4. Two-Way Traffic on Main, Crescent, and Pennsylvania
 5. None of the Above least exciting
- The participants would like to be involved in implementing the *Downtown Strategic Plan* by (multiple answers were allowed):
 1. Dining in the Downtown 88%
 2. Shopping in the Downtown 84%
 3. Recreating/Socializing in the Downtown 70%
 4. Serving on a Downtown Committee 24%
 5. Living in the Downtown 17%
 6. Working in the Downtown 16%
 7. Serving on a Downtown Sub-Committee 12%
 8. Making a Financial Donation/Other 8%
 9. Hiring a College of DuPage Student Intern 4%
 10. Leading a Downtown Redevelopment or Reinvestment Effort 3%
- The participants' affiliation with Downtown Glen Ellyn is as follows (multiple answers were allowed):
 1. Resident 91%
 2. Shopper 81%
 3. Commuter 34%
 4. Other 14%
 5. Business Owner 7%
 6. Property Owner 6%

Two Concept Plans

The ideas provided by the participants during the early public feedback sessions, and the conclusions and recommendations developed by the consulting team during the data collection and analysis phase, resulted in two concept plans for the Downtown. These plans were reviewed by the DAC and the general public, resulting in a preferred plan, known as the “Downtown Vision”.



*Figure 18:
Concept #1: The Glen*
The primary concept for “The Glen” is to build upon the Village’s namesake – glen – and landscape the narrow valley that passes through the Downtown. In addition, some plan participants felt Lake Ellyn was a part of the Downtown, so The Glen provides an official connection between the two. The Glen Ellyn Train Station area is the center of activity, and two potential parking structures are located on either side of the railroad tracks to service the activity center and the Downtown.



*Figure 19:
Concept #2: Main Street*
The primary concept for “Main Street” is to build upon the Downtown’s primary street corridor – Main Street – and make it an exceptional street, focusing the activity center between Anthony Street and Hillside Avenue. The Glen Ellyn Train Station is relocated to the activity center at the southwest corner of Main Street and Crescent Boulevard, and two potential parking structures on either side of the railroad tracks to the west of Main Street service the new train station and the Downtown.

The preliminary preferred plan utilizes the preferred elements from the first two concept plans – and incorporates additional changes from the November 2008 “Two Concept Plans Survey”.

Preliminary Preferred Plan

The ideas provided by the participants during the concept plan review session resulted in a preliminary preferred plan for Downtown Glen Ellyn. This plan was reviewed by the DAC and the general public.

Figure 20:

Preliminary Preferred Plan: “The Downtown Glen”

The primary concept for the “The Downtown Glen” is to build upon the Village’s namesake – “glen” – and landscape the narrow valley that passes through the Downtown. Incorporating natural features into an urban area and providing a connection to Lake Ellyn creates a feature in the Village of Glen Ellyn that sets it apart from other western suburbs. A Main Street with two- and three-story building facades adjacent to the sidewalks continues the “small town” feel of the Downtown. A new Glen Ellyn Train Station with landmark-quality details, materials, colors, and proportions will be the center of Downtown activity. Options for parking structures north and south of the tracks along Forest Avenue provide additional parking for commuters, and Downtown visitors, merchants, and employees.



Source: Town Builder Studios

The final Downtown Strategic Plan utilizes the preferred elements from the first two concept plans, and the preliminary preferred plan, and incorporates additional changes from the feedback received from the January 2009 “Preferred Plan Survey”.