

D Downtown Advisory Committee (DAC) Meeting Minutes

The 15-member Downtown Advisory Committee (DAC) met seven times during the planning process for the *Downtown Strategic Plan*. The minutes from these seven meetings are contained on the following pages.

Downtown Advisory Committee – Meeting Minutes

Village of Glen Ellyn, Illinois

April 29, 2008

Agenda

1. Introductions.
 2. The Role of the Downtown Advisory Committee (DAC).
 3. The Planning Process.
 4. The Project Management Update.
 5. Other Business and Adjourn.
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Overview

The Downtown Advisory Committee (DAC) held its first meeting on April 29, 2008, at 7:00 p.m. in the Galligan Board Room on the 3rd Floor of the Glen Ellyn Civic Center.

DAC Members in Attendance

Rinda Allison, Chairperson

Dan Anderson, Historical Society

Iain Dickie, Architectural Review Commission

Linda Dykstra, Plan Commission

Scott Hamer, Chamber of Commerce

Beth Howley, Go Downtown!

Jean Kaczmarek, Resident at Large

Tim Loftus, Historic Preservation Commission, Historical Society, Citizens for Glen Ellyn Preservation

Pat Melady, Downtown Property Owner

Jim Meyers, Economic Development Corporation (EDC)

Sandy Moore, Retail Business Owner

E. Jessica Pekny, Downtown Glen Ellyn Alliance, Downtown Business Owner

DAC Members Unable to Attend

Rob Kelley, Downtown Business Owner

Ann Riebock, School District 41

Jennifer Shannon, Downtown Restaurant and Property Owner

Others in Attendance

Staci Hulseberg, AICP, Planning and Development Director

Michele Stegall, AICP, Village Planner

Pete Ladesic, Trustee

Jim Louthen, ASLA, President, Town Builder Studios

Carrie Haberstich, AICP, Senior Planner, Town Builder Studios

Aaron Gruen, Esq., Principal, Gruen Gruen + Associates

Kerry Lantau, E.I., Project Manager, Walker Parking Consultants

Edward Torrez, AIA, Principal, BauerLatoza Studio

Stacey Contoveros, LEED AP, Graduate Architect, BauerLatoza Studio

In addition to the following narrative, please refer to the PowerPoint presentation slides titled: "Downtown Advisory Committee Meeting #1".

1. Introductions.

The meeting began with an introduction of the Town Builder Studios (TBS) Team, followed by each DAC member stating their name, whether or not they are a business owner and/or resident of Glen Ellyn, the role they will serve on the DAC, and why they said “yes” to serving on the DAC.

2. The Role of the DAC.

- The DAC is a “**sounding board**” for information and ideas prepared and presented by the TBS Team.
- Each DAC member will be a **voice for a segment of the community**. For example, a resident will speak on behalf of other residents; a business owner will speak on behalf of other business owners; etc.
- Each DAC meeting will be held in a **workshop** format, where the members will roll up their sleeves, dig in to the information and ideas, and discuss the issues associated with the Downtown Strategic Plan.
- The general public will have its opportunity to provide input on the project website and at Town Hall Meetings.

The DAC members were asked to share their thoughts regarding potential goals and objectives for the Downtown Strategic Plan. The following is the list generated by the DAC members:

- Define what constitutes “success”.
- Define what a good retail mix is.
- Draw residents Downtown and make it “cool” enough to draw people from elsewhere; make the Downtown a destination.
- Keep the businesses we have, reduce turnover.
- Don’t lease tenant spaces to “just anyone”.
- Make people want to share.
- Coordinate all groups/organizations/Village/Chamber/EDC and create a plan that everyone supports.
- Create incentives for businesses.
- Make a parking system that works.
- Create a “buzz” and a “bustling” Downtown.
- Establish better standards for property improvement and maintenance.
- Provide signage and wayfinding.
- Maximize current assets such as the theater.
- Make the Downtown a place where restaurants and stores want to be; where Glen Ellyn is being sought out.
- Ensure a friendly retailer environment.
- Make it easier for businesses to open; eliminate roadblocks.

3. The Planning Process.

There are eight steps to the planning process. Currently the process is in Step 1: Data Collection and Analysis, and Step 2: Market Analysis and Recommendations. The data collection and analysis includes land use and the built environment, parking, historic preservation, and interviews. The market analysis and recommendations includes interviews with data collection and analysis. A portion of the data collection included a Short Merchant Survey distributed to 10 merchants in the Downtown area. The sample of merchants included newer and older businesses, and retail and

restaurant businesses. Up to 50 customers for each merchant had the opportunity to complete the survey.

Market Analysis – Presentation of Preliminary Data Collection Findings by Aaron Gruen

Successful downtowns are more than retail. Where do the customers come from? Where are the other locations they shop?

Activated street fronts (“linkages”) are exciting places to be. Pedestrians could walk 100 blocks in New York City without realizing that they’ve walked a long distance. Blank, dull, and unsafe areas along a street front makes people not want to walk to their destinations.

Be realistic about where the Downtown is in relation to the surrounding commercial centers. When other commercial centers are only five to seven minutes away, establishments that meet unmet needs need to be found.

Consider what the Downtown advantages are. What is unique? What could be cultivated? What is unrelated to retail but could help reinforce the success of the Downtown?

Consider a “junior” Millennium Park. Although it does not produce direct revenue to a community, it draws in housing and reinforces retail activities.

In addition to a Short Merchant Survey and interviews, other business people, developers, and regional property brokers have been contacted to share their thoughts on the current market and Downtown Glen Ellyn.

In general, Downtown retail sales have decreased since 2001, while restaurant sales have increased.

At one time, the Downtown made up a high proportion of the retail supply in Glen Ellyn and the surrounding area; however, the retail supply has increased dramatically over the years, resulting in a reduction of the market area for Downtown merchants.

A portion of the market analysis includes a proxy analysis, where out-of-town real estate brokers are contacted to identify typical consumer behaviors and where they usually come from.

Glen Ellyn has disproportionately large number of children and mothers walking around Downtown compared to other communities. Consider building upon the strength of serving women and children in the Downtown area.

Parking – Presentation of Preliminary Data Collection Findings by Kerry Lantau

A parking inventory of the Downtown area – plus the Glenbard West High School parking facilities – was conducted over the course of two different weekdays. The commuter lots were observed to be 75% full, while a recent Metra observation estimated the lots to be 93% full.

There are a total of approximately 3,236 parking spaces, of which 1,099 are public (commuter and Village-owned parking lots), 1,723 are private (off-street parking owned by businesses and landlords), and 414 are street.

Historic Preservation - Presentation of Preliminary Data Collection Findings by Stacey Contoveros

The historic inventory and analysis was more of a “cultural and heritage” inventory that goes beyond historic preservation. The historically-significant buildings in Downtown Glen Ellyn were

generally built in the 1890s and 1920s. The 1920s-era building styles are primarily English Tudor. There is an amazing amount of historic resources and passion about the history of Glen Ellyn.

At some point, the street fronts in the Downtown become “disconnected”, where the “Main Street USA” feel disappears, and there is a temptation to turn around because one feels like he/she is leaving the Downtown.

The Ten Thousand Villages building on Pennsylvania Avenue is one of the oldest buildings in the Downtown.

There is a great potential to draw people from Downtown Chicago to Downtown Glen Ellyn on weekends. In addition, there is a potential to connect the history of Stacy’s Corners to the Downtown.

There are a few buildings that appear to have their historic elements in tact behind non-period-friendly covers.

Tuck-pointing, leaky roofs, etc. – need to balance maintenance with historic preservation. An ordinance may address the issue; however, a maintenance requirement may not have the economic return on investment (ROI) that would financially-motivate the landlord to maintain his/her building. Not all problems can be fixed with an ordinance. The existing ordinance appears to be strong and the buildings in general appear to be in good shape.

4. The Project Management Update.

An overview of the planning timeline and discussion of the near-term schedule was presented and discussed. The following next steps are anticipated for the 12-month planning timeline:

- Wrap-Up Interview Summaries
- Prepare and Distribute Preliminary Data and Analysis Report
- Hold Town Hall Meetings (Monday, June 2, and Wednesday, June 4)
- Run Charette

An item added during today’s interview:

- Meet with Elementary and High School Students Prior to the End of the School Year

5. Other Business and Adjourn.

The following list contains “next steps” that were identified during the DAC meeting discussion:

- Dan Anderson will prepare a short presentation on the history of Downtown Glen Ellyn for the next DAC meeting.
- The TBS Team and Village staff will distribute PowerPoint handouts prior to the meeting, and format the handouts in a way that allows the DAC members to make notes directly on the handouts.
- The TBS Team will “drill down” to ensure that some of the commuter parking stalls observed to be empty may actually be paid for; therefore, the stalls would be unavailable for potential Downtown customers. In addition, it will attempt to identify a potential employee parking demand, and prepare a map that identifies parking availability during different times of the day (i.e. Village commuter lots that are open to shoppers after 11:00 or 11:30 a.m.)

- During the planning process – especially during the implementation phase – provide the DAC with options to consider property maintenance incentives. Consider more positive, goal-oriented means (“carrots”), rather than more negative, heavy-handed means (“sticks”), where possible.
- The TBS Team is to find building maintenance “failures” to learn from and share these examples with the DAC.
- Provide a contact list of the TBS Team to the DAC.
- The DAC members should visit the Downtown studio and charette sessions as much as possible from June 2-4, 2008.

At the close of the meeting, Jessica Pekny expressed excitement about the planning process and gratitude to the Village of Glen Ellyn for making the arrangements to conduct the Downtown Strategic Plan.

Downtown Advisory Committee – Meeting Minutes

Village of Glen Ellyn, Illinois

August 4, 2008

Agenda

1. Roll Call and Agenda Review
 2. History of Downtown Glen Ellyn by Dan Anderson
 3. Task 1 Review and Discussion
 - a. Community Context Analysis
 - b. Public Participation Analysis
 4. Task 2 Review and Discussion
 - a. Market Analysis
 5. Overview of the Next DAC Meeting
 6. Adjourn
-

Overview

The Downtown Advisory Committee (DAC) held its second meeting on August 4, 2008, at 7:00 p.m. in the Galligan Board Room on the 3rd Floor of the Glen Ellyn Civic Center.

DAC Members in Attendance

Rinda Allison, Chairperson

Dan Anderson, Historical Society

Iain Dickie, Architectural Review Commission

Linda Dykstra, Plan Commission

Scott Hamer, Chamber of Commerce

Jean Kaczmarek, Resident at Large

Rob Kelley, Downtown Business Owner

Tim Loftus, Historic Preservation Commission, Historical Society, Citizens for Glen Ellyn Preservation

Pat Melady, Downtown Property Owner

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Steve Jones, Village Manager

Staci Hulseberg, AICP, Planning and Development Director

Michele Stegall, AICP, Village Planner

Jim Louthen, ASLA, President, Town Builder Studios

Carrie Haberstick, AICP, Senior Planner, Town Builder Studios

Aaron Gruen, Esq., Principal, Gruen Gruen + Associates
Andrew Ratchford, Research Assistant, Gruen Gruen + Associates

In addition to the narrative, please refer to the following documents with presentation slides:

- GLN 080804 DAC – History of Downtown Glen Ellyn
- GLN 080804 DAC – Community Context and Public Participation
- GLN 080804 DAC – Market Analysis

Meeting Minutes

Pat Melady moved to approve the April 29, 2008, DAC meeting minutes. Motion was seconded by Jim Meyers and passed unanimously.

1. Roll Call and Agenda Review

The meeting began with an introduction of the Town Builder Studios (TBS) Team, followed by each DAC member stating their name and the role they serve on the DAC. Rinda Allison, Chairperson, summarized the topics of what each of the DAC meetings will cover during the planning process:

- Meeting #1 – Introduction to the Planning Process and Data Collection Update
- Meeting #2 – Review of Data Collection and Analysis Chapters – Part I
- Meeting #3 – Review of Data Collection and Analysis Chapters – Part II
- Meeting #4 – Review of Plan Concepts and Reports (one or two meetings)

2. History of Downtown Glen Ellyn by Dan Anderson

Dan Anderson, DAC member and Historical Society representative, gave a 20-minute presentation on the history of Downtown Glen Ellyn. Several notable items listed below are included in the transcript that follows:

- Downtown Glen Ellyn has changed over the years.
- The Downtown retail climate peaked in the 1960's.
- "What is our history telling us?"

Thank you very much for this opportunity to bring a historical perspective to this question of how to revitalize our Downtown district. At the Historical Society, we believe that it's good to know how you got to where you are, before making decisions about moving forward.

A phrase we've heard a lot in our deliberations about Downtown Glen Ellyn is the importance of maintaining its charm and character. It has become our holy grail.

But what's interesting when you systematically review the history of our Downtown is the pattern of change ... the number of changes, the magnitude of the changes, and, in some cases, the swiftness with which the change took place.

[1. Map of Stacy's Corners]

Our story starts with a quick look at those very early days, the first 15 or 20 years. Glen Ellyn's original "Downtown" was located at Stacy's Corners (or Five Corners, if you prefer). In those days

Main Street was called Bloomingdale Road and St. Charles Road east of Stacy's Corners was called Lake Street. There actually was a very real commercial center there for more than 20 years, from about 1835 to the 1850s. At its peak, it boasted two general stores, two blacksmith shops, a wagon shop, a harness shop, a stagecoach inn, a match factory, and a small Baptist Church.

It was the arrival of the railroad in 1849 along the valley a mile to the south ... and the subsequent building of a train station there ... that led to a rapid shift in our commercial center from Stacy's Corners to the current location of our Downtown.

The early years of this new Downtown district may not seem terribly relevant to our deliberations, but they are more instructive than you might think.

[2. Main Looking North from Duane, 1905]

Clarence Kendall, an old time Village resident, described Glen Ellyn prior to 1900 as a "... small sleepy country village, a shopping place for Milton Township farmers." Note the feed store on the left in this photo.

However, between the time it was a sleepy little farm community and its emergence as a thriving suburb of Chicago, there was another phase ... a critical one in our development. This is that relatively brief era – lasting only about 15 or 20 years – when Glen Ellyn became a destination.

We tend to give the railroad a lot of credit for our early growth and success. I would describe the railroad as necessary to our growth, but not sufficient.

The railroad certainly played a huge role in enabling Glen Ellyn to be a destination. But commuter rail service was here well before that period from roughly 1895 to 1915, and it has been here since that era. And we know that Glen Ellyn today is not considered the "destination" that it was in the early 20th Century.

There were a number of other reasons why Glen Ellyn became a destination beyond the fact that the train made it easy to get here. The area was naturally beautiful with its rolling terrain and groves of trees... a great change of pace from the grit and grind of Chicago. More specifically, there was Lake Ellyn, an artificial lake built in 1889 and the resort hotel, overlooking it, which was finished in 1893.

[3. Hotel over the Lake]

With these developments came an intense advertising campaign that promoted the lake, the hotel, and the healing powers of the five mineral springs located nearby. The developers who did this also platted and sold many home sites near the lake.

Just as an aside, all of these developers, starting with Thomas E. Hill (whose wife, Ellen, lent her name to the town in 1891) were very highly respected and figured prominently in town government during that period.

[4. The Madame] & [5. Picture of the Mansion]

But there's another reason that Glen Ellyn became a destination (albeit for relatively short visits by gentlemen from Chicago). That reason was Madame Rieck who moved to Glen Ellyn in 1900 with her lovely employees who ultimately offered their services from two beautiful homes on Crescent at Riford. This was an easy walk from the Aurora & Elgin train stop near the Taylor Avenue underpass.

I'm not exactly sure how we can incorporate this piece of history into our recommendations. But it is noteworthy because Madame Rieck's clientele were wealthy, influential people who were in a good position to promote the town.

And promote they did! In 1900 the population of Glen Ellyn was 793 people. By 1910, the town's population had more than doubled to over 1,700.

By 1920, it had doubled again to almost 4,000. And by 1928 it had increased to 7,500. In just 28 years, from 1900 to 1928, our population increased by 850%. Perhaps we should consider putting a statue of Madame Rieck in our new town square.

With this population explosion came a building boom in the Downtown area.

Photographic evidence tells us that much of the building of what we now consider Downtown Glen Ellyn happened during just a 20-year period between 1908 and 1928.

[6. Aerial View, 1906]

This is an aerial view of Downtown Glen Ellyn and the surrounding neighborhoods taken in 1906. The Downtown district is clearly pretty skimpy.

The Downtown building boom actually came in two waves. The first was a smaller wave in the 1890s after the Great Glen Ellyn fire of 1891, which burned almost half of our Downtown district to the ground.

[7. Ehlers Hotel, built in 1893]

In 1893, the Mansion House hotel at the NE corner of Main and Crescent, which had survived the Great Fire of '91, burned down and was replaced by the Ehlers Hotel, a magnificent brick structure that became the architectural centerpiece of the community. We'll come back to the fate of the Ehlers Hotel later.

[8. Boyd Brothers, Main Street Looking North, 1908]

The older of the two masonry buildings visible in this photo, (the 2nd masonry structure with the pointed roof line) was built in 1892 and briefly housed Boyd Brothers Hardware. It still exists today.

[9. Boyd Brothers, 1892]

Here is a front view taken shortly after it was built in 1892.

[10. Boyd Brothers, today]

And here it is today.

These photos of buildings built before 1900 illustrate the first wave of buildings, some of which still exist today. They also are noteworthy for the types of businesses that occupied them before 1900. We see a preponderance of hardware stores, feed stores and grocery stores ... typical of a community that's still serving area farmers.

[13. Main Street South from Pennsylvania, 1906]

The second and much more dramatic wave of new construction happened after 1906 when Glen Ellyn had become more of a destination and resort community. Here's the view looking south down Main Street from Pennsylvania in 1906.

[14. Main Looking North from Crescent, 1930s]

Here's the same block looking the other way ... north from Crescent ... just over 25 years later, in the early 1930s.

[15. Main Street, 1906]

Here's that view again of Main Street looking south from Pennsylvania, only I've cropped it to emphasize the area beyond the railroad tracks.

Look beyond the tracks. The first cross street up the hill is Duane. Farther in the background is Hillside, although it's hard to see. What you can see is the total lack of commercial buildings on Main Street south of the tracks in 1906. From Duane to Hillside Avenue there is absolutely nothing there except a few homes, a church and a pasture.

The next picture is the same piece of geography, that same block of Main Street, only looking the other way, north from Hillside. This picture was taken just 22 years later in 1928.

[16. The Acacia Building, 1928]

Today, it is very difficult for us to imagine this much change happening to our Downtown district in so short a time frame. It must have seemed almost cataclysmic, bordering on scandalous, to many of the older residents of that era.

[17. Crescent Looking East past the Horse Trough, 1907]

Crescent Boulevard underwent a similar transformation between 1908 and 1928. Here we are looking east down Crescent from Main. The year is 1907, soon after the horse trough was donated to the Village by William Newton. One of the few businesses on the left (across from the train station) is an ice house.

[18. Nadelhoffer & Miller Brothers, 1913]

By 1913 the old ice house – which Herman and Otto Miller had converted to an auto repair shop – is being torn down and replaced with the Miller Brothers car dealership, interestingly located next to Nadelhoffer's Livery Stable, a last vestige of the equine era. This is directly across the street from the train station.

[19. The First Auto in Glen Ellyn, 1903]

Note the car driving past. I'm not positive, but it strongly resembles the first automobile in Glen Ellyn: A red 1903 Franklin Touring Car purchased by Samuel Jacobs, the town's postmaster.

[20a. The Ice Wagon]

I wish those Miller brothers were alive today and serving on this committee. They were very good at spotting trends and capitalizing on them. They started in the late 1800s delivering ice in town.

In 1910, while many homes were still operating with ice boxes, the Miller Brothers bailed out of the ice business and switched to the auto repair business. Get this: *in 1910*, the year they started their repair shop, there were all of FOUR automobiles in town. *In 1928*, just 18 years later, there were over 1,600 cars ... and Glen Ellyn was boasting about having more miles of paved streets per capita of any town in America.

[20b. Miller Brothers Maxwell Dealer on Crescent Boulevard, 1920]

Here's how the Miller brothers' car dealership looked in 1920. Needlehoffer's Livery is still hanging in there next door, but the handwriting is on the wall.

[21. Miller Brothers Garage and Glen Theatre, 1927]

And here's how that block looked in 1927, just 7 years later. Needlehoffer's livery stable has given up the ghost, replaced by the new Glen Theatre.

[22. Glen Theatre and Miller Brothers, today]

Fast forward another 80 years and you can see that these buildings are still very much in place and not that different in appearance.

[23. Glen Theatre, 1963]

By the way, here's the Glen Theatre in 1963, when the bowling alley was still in operation.

Moving along to some of the other significant structures built in Downtown Glen Ellyn in that incredible 20-year period between 1908 and 1928:

[24. DuPage County State Bank Building]

The DuPage County State Bank building was built in 1911 at the NW corner of Crescent and Main.

[25. Glen Ellyn State Bank, 1929]

In 1926, The Glen Ellyn State Bank started construction on its even more monumental building right across the street -- after demolishing the Ehlers Hotel.

[26. Ehlers Building at Main and Crescent, 1893]

The Ehlers Hotel, as you may recall from this earlier photo, occupied the NE corner of Crescent and Main. It had been – by far – the most architecturally significant building in town. Built in 1893, it lasted just 33 years before it was torn down to make room for the Glen Ellyn State Bank.

The fate of the Ehlers Hotel is instructive. It tells us something about the workings of external factors or trends that can influence the development of a Downtown district. The Ehlers was the last (and the grandest) of three hotels located in Downtown Glen Ellyn. At 33 years of age, it was taken down well before its physically useful life was over. This signaled the end of the era when Glen Ellyn could call itself a destination.

Here's a related observation: The Ehlers Hotel closed its doors two years after the first motel in America opened its doors in California. Roosevelt Road and North Avenue were rapidly emerging as major east-west arteries. The number of automobiles was sky rocketing. The era of the Downtown hotel in a community the size of Glen Ellyn was ending.

[27. New Duane Street School, 1928]

And finally, the last major building to go up during this era was the Duane Street School, which was built in 1928.

That building, of course, was acquired by the Village in 1970, substantially remodeled, and re-emerged in 1972 as the building we are in right now.

What we have talked about so far has focused mostly on the "built environment" and how it was influenced by major trends such as:

- the arrival of the railroad
- the transition from a farm community ... to a resort destination ... to a suburban bedroom community
- the advent of the automobile

- the explosive growth in population between 1900 and 1928
- and the corresponding explosive growth in the built environment, with many of those buildings still in place today

I'd like to conclude with some information about the history of shopping in Glen Ellyn ... since we tend, rightly or wrongly, to equate revitalizing Downtown Glen Ellyn with revitalizing the retail sales environment.

[28. View North on Main Street, 1966]

This is a view of Main Street looking north from a vantage point above the railroad tracks. It was taken in 1966. By itself, it doesn't tell us much except that the horse trough was a sitting duck when the roads were icy. But I needed some sort of graphic to show Downtown when it was at its zenith as a place to shop.

I don't have specifics for the number of stores in the Downtown district each year, or their sales volume. But there is a lot of anecdotal evidence to suggest that our retail climate peaked some 50 years ago in the 1960s ... with the 1940s, '50s and early '60s being a time when businesses in the Downtown were thriving and expanding.

Sears-Roebuck, which had come to Glen Ellyn in 1931, expanded its store in 1939.

Walgreens opened a store at Main and Crescent in 1941, the same year that McAllister-Wallace, one of Glen Ellyn's two department stores, did a major expansion.

In 1948, the A&P grocery store moved from Main Street to a new and bigger building on Pennsylvania. Soukup's Hardware immediately expanded its operation into the old A&P location.

In 1957, Larson's Meat Market moved and expanded its operations.

In 1959, McChesney's Grocery did the same thing.

In 1961, the Knippen Shoe Store opened a new location in town, at the same time that Giesche Shoes moved across the street to its new and much bigger building at Main and Hillside.

In 1962, the National Tea Company built a new and larger store on Crescent.

In 1966, the A&P moved yet again to a larger facility.

All of these moves were indicative of what our major retailers must have seen as a growing opportunity in Downtown Glen Ellyn.

But in the 1960s, the winds of change already were blowing.

In 1962, Grants Department Store came to Glen Ellyn, but not to Downtown. They chose to locate at the new Market Plaza Shopping Center on Roosevelt Road.

Even more ominous, but perhaps not so obvious at the time, Oak Brook Shopping Center – a truly regional shopping center – opened its doors in 1962.

We come now to a seminal moment in Downtown Glen Ellyn's economic history.

Around 1966 developers who had witnessed the early success of the Oak Brook Shopping Center were looking to build another major regional shopping center farther west. The south end of Glen Ellyn near Butterfield Road was one of the sites being considered.

Jerry Perkins, well-known architect, was a Trustee on the Village Board from 1963 to '67. Jerry is in his 80s now, but his memory is still very sharp. I asked him what transpired.

In a nutshell, the Village Board debated this proposed shopping center at length, and then rejected the idea because they were afraid that it would draw customers away from our Downtown businesses.

Of course they were right ... but they also were incredibly unimaginative.

The developers went ahead and built their big regional shopping center. But they built it in Lombard, called it Yorktown Center ... and the rest (as we like to say) is history.

At the time of its 1968 opening, with 1.3 million square feet of retail space, Yorktown ranked as the largest shopping center in America. So what happened? Our Downtown merchants lost their customers anyway, and Glen Ellyn lost a ton of sales tax revenue to the town next door.

It didn't take long for the Yorktown effect to be felt.

In 1972, Woolworths in Downtown Glen Ellyn closed.

In 1973, Polk Brothers opened a store in Glen Ellyn, but like Grant's Department Store, they located it out on Roosevelt Road. That same year the National Tea store in Downtown Glen Ellyn was sold to a local grocery operation which soldiered on for a while and then closed.

In 1977, the Sears store, which had been at the corner of Main and Pennsylvania for 46 years, closed its doors.

In 1982, the Village named an ad hoc committee to study ways to revitalize the Downtown business district. (Sound familiar?) This led to the Village budgeting \$1.8 million in 1984 for improvements to the Downtown business district ... most of which apparently went to rebuild the sidewalks, add trees, and provide other attractive features.

One year later, in 1985, the Village saw both of its Downtown department stores ... McAllister-Wallace and Mason's Department Store ... close their doors.

[29. Mason's Department Store, 1985]

Between 1988 and 1989 the Village saw its sales tax revenues drop by 19% in one year.

Clearly, the war was lost ... Fixing the sidewalks and planting some trees wasn't enough. Equally clear, however, is that we think we are still fighting the same war 20 years later ... defining success as some version of where we were back in the 1960s.

[29. Main and Duane, today]

The lesson I take from all of this is that a community like Glen Ellyn can't buck major trends, those external influences that shape the environment in which we live and operate our businesses.

As a community we have gone through huge periods of change, from being a farm town, to a resort destination, to a suburban bedroom community. In the past, the people in our little town have viewed these changes as opportunities and capitalized on them ... as evidenced by the rapid expansion of our Downtown district in the first half of the last century.

But, for the last 50 years, it appears that we have tended to be more reactive than proactive, trying to hold on to what we've got (or return to what we used to have), rather than recognizing that we are operating in new environment, in a world full of change.

If our focus in these deliberations is on confronting the threat posed by major shopping centers, I think it's safe to say that we've already lost that war. We've been dead in the water for decades, painfully aware that something is wrong, but finding it difficult to get our arms around the problem. Like the military establishment, we're focusing on the last war ... rather than contemplating what the next war might look like.

I also would like to stick my neck out and predict that the next battle for the consumer's dollar will involve the Internet. In fact, it's happening right now, but I'm sure it is even on the radar screen for many of us who are contemplating the future of our Downtown district.

I wish this review could end on a more upbeat note; but remember this:

After any great battle, it is the victor who gets to update the history books. At the Historical Society, we hope that someday we will get to write a chapter on the success of Glen Ellyn's Downtown revitalization.

3. Task 1 Review and Discussion

This item was taken up after Item 4: Market Analysis, to ensure ample time was allotted for the market-related questions by the DAC members. If the DAC members had any questions or comments pertaining to these sections, they are to submit them to Staci Hulseberg, AICP, Director of Planning and Development by Friday, August 8, 2008.

a. Community Context Analysis

There was a concern expressed by the DAC as to the number of trains passing through Downtown Glen Ellyn on an average day. [Editor's Note: The Fire Chief provided the original estimate since Union Pacific Railroad was not willing to share an average trains per day, citing national security concerns. The Fire Chief was contacted after the DAC meeting, and the estimate of 180 trains per day included both Metra and freight trains. The report will be updated accordingly.]

b. Public Participation Analysis

Mr. Louthen mentioned that the level of public involvement to-date for the Downtown Strategic Plan has been the most extensive for any project he has ever worked on. The TBS Team believes that – since there was broad and passionate input by the community – the plan will better reflect the community's desires and the Downtown will be a much better place in the future.

4. Task 2 Review and Discussion

This item was taken up prior to Item 3: Community Context Analysis and Public Participation Analysis, to ensure ample time was allotted for the market-related questions by the DAC members.

The transcript of Aaron Gruen's presentation follows; however, several highlights are listed below:

- Merely replicating or reproducing the past doesn't work.
- Residential, shopping, working, and recreational clusters are the primary building blocks of sustainable downtowns.
- The short merchant survey revealed that most Downtown shoppers visit their one intended destination then leave. This is not good for the Downtown.
- Avoid dead space.
- Balance parking needs with the qualities that make the Downtown unique.
- The Village needs to understand the real estate economics behind development.
- "Iconic Greenspace" doesn't sound "economic", but it is necessary for the health of the Downtown.
- In essence, the Market Analysis will be the Table of Contents for the Downtown Strategic Plan.

a. Market Analysis

Slide 1

Title

Slide 2

Unlike some museums, cities are organic living entities that must constantly reinvent themselves. The same is true for parts of cities, and particularly the downtowns of suburban communities. To be sustainable as healthy, functioning parts that contribute to the functioning of the city and region as a whole, these parts must be specialized. The mixed-use downtown must contain places that improve the lives of residents and visitors and the productivity of businesses.

Therefore, places like Downtown Glen Ellyn must facilitate physical change while enhancing the character and functions that provide comparative advantages to residents and economic activities. A goal of the Glen Ellyn strategic master plan should be to improve the physical environment, enhance comparative advantages, and help reinvent the Downtown to improve the lives of residents and visitors, and the productivity of businesses.

Slide 3

It helps a great deal if a downtown can attract residents and visitors from beyond what might otherwise serve as its immediate primary trade area. But this is frequently not easy to do because of the rise of powerful retail, businesses and entertainment agglomerations that often surround the traditional urban core or suburban downtown. As you can see from the map, Glen Ellyn's Downtown is surrounded by powerful retail agglomerations.

Slide 4

Consistent with the supply identified on the map, even within the smaller primary market area of Glen Ellyn and Wheaton, more retail space exists than retail demand attributable to the households within the market area. This suggests retail competition will be intense and explains the pick up in store vacancies and turnover.

Slide 5

The office market is also tough. The East West corridor, of which Glen Ellyn is a very small part, has over 40 million square feet of office space and a vacancy rate of over 20

percent. Excluding Downtown, about 22 percent or 115,000 square feet of space is vacant out of 532,000 square feet. Downtown has over 8,000 square feet of vacant office space.

Glen Ellyn is not an established office space location and the Downtown does not provide significant advantages of agglomeration for major office space users. Agglomeration advantages are factors related to critical mass or clusters of activities, services, and amenities that benefit all companies without costing the companies extra dollars.

Slide 6

Despite the current housing market downturn, the underlying demand determinants summarized on the residential demand slide suggest that even if Downtown captures a small share of forecast housing demand from older and younger, smaller-sized households in the next five years, considerably more housing could be added than has been created in the past – up to 1,900 units in Glen Ellyn and Wheaton.

Slide 7

Given the conditions that apply, attempts to maintain the status quo by merely preserving or reproducing yesterday's physical environment won't work. This is because consumer priorities and technology and institutions operating in today's economy are very different than those in the past. A great downtown presents a coherent blending of old and new, a distinctive sense of character and of place. Cincinnati, the town of my birth, has unfortunately provided some good examples of wasting resources and concurrently missing future opportunities by attempting to recreate the past and therefore avoid changes that would better serve the future. Two examples include:

- In the 1980s and 1990s, just as department stores started on their market-share-losing declines as retail magnets, Cincinnati heavily subsidized department stores to remain in a downtown that today continues to struggle. On Saturday one can park downtown all day for \$1.
- While it differs in type of use from Cincinnati's subsidization and allocation of key locations to department stores, Cincinnati also made a key mistake in the when it stopped the market from rebuilding the "Over the Rhine" district for fear that gentrification would harm the poor. One major effect of this decision was the exodus of the middle class and businesses from Downtown Cincinnati to the surrounding suburban municipalities.

Slide 8

What has not changed about cities and their downtowns is the palette of uses they can contain. The Greeks coined the word "civilization" to define what cities can produce, as they provide interacting:

- Markets
- Productivity-enhancing work places
- Administrative public functionaries
- Cultural and recreational gathering places and events
- Housing
- Transportation and communication links to residents and visitors
- Safety

Slide 9

While the palette of what goes into urban places or cities has not changed, the sequence or timing of what comes first into a successful suburban downtown has changed. Today, building and filling offices is not the first step in the building sequence that will create a revitalized Downtown. Office uses will be more likely to be attracted and thrive after the establishment of food, service, entertainment, and recreational uses which are supported by residents and visitors. Despite the current national housing downturn, more higher-end housing is a key element of the enhancement of the Downtown.

Slide 10

An image that should have resonance in particular with property owners and developers in the room is of the Marquis De Lafayette in the beginning of the French Revolution having a drink in a Paris café. When some one dashed in the café shouting, "where is the mob going?" Lafayette replied, "I don't know, but I must get there first because I am their leader. Lafayette's goal of FOLLOWING FROM THE FRONT, is what successful downtown property owners and developers and businesses do. They must understand and anticipate and serve the preferences and needs of demanding customers. Municipalities help them to do this.

Slide 11 and Slide 12

What will equip the downtown to be sustainable, or in other words, what are the strategic implementation actions for long term viability? By sustainable, we mean a downtown that can economically support its own maintenance and updating. Only an economically- and socially-healthy downtown can afford to pay for the maintenance of its functional real estate and the updating or replacement of its obsolete buildings and development patterns.

The primary building blocks of a sustainable downtown are the creation of residential, shopping, working and recreating clusters made up of built space that is designed, used, and most importantly, linked so as to encourage positive spillover between the clusters. I cannot over-emphasize the importance of linkage – the more spread out the uses, the more difficult it is to take advantage of the potential spillover effects, and therefore achieve longer term sustainability.

Good design, which encourages positive spillover between uses and structures, is of course a critical part of any reinvention effort. The strategic master plan should provide a framework for creating user- and visitor-friendly environments while offering the experiential attractions and convenience of mixed-use activity centers.

Slide 13

The results of our study indicate advantages to build upon include the geographic centrality of the Downtown to affluent residential neighborhoods. The Downtown includes a Metra station, which increases accessibility and stimulates demand for goods and services. The DuPage Medical Group serves as an anchor and stimulates visitation and demand for goods and services. The Downtown also includes a growing base of eating and drinking places, a grocery store that generates frequent visitation and a base of specialty stores with loyal customers due to their unique products and superior service.

Slide 14

The interviews we conducted, field research, and analysis of secondary data suggest some disadvantages apply to Downtown.

The primary disadvantages for the Downtown include that the Downtown lacks a concentration of major office space users and a large base of market rate residential units. The Downtown lacks a critical mass of retail, cultural, and other attractions that encourage multi-purpose trips. It is perceived to be disjointed with a north-south division because of the presence of the Union Pacific West train line. Some building space is obsolete and poor streetscape conditions apply to some locations. The perception of a parking shortage is another constraint. The parking consultant will address this in more detail, but one factor contributing to the perception is that the Downtown is not well-linked together with active and interesting street fronts and therefore visitors are less willing to walk more than short distances, or to multiple destinations.

Slide 15

Retaining and attracting unique eating and drinking, retail and cultural, and recreational uses in a mixed-use environment represents the primary market challenge. From a consumer's perspective, a successful downtown serves as an anti-mall agglomeration. Given the strong and large supply competition, making the Downtown more exciting and attractive is the primary goal. The basic building block of eating and drinking places should be augmented with the retention and enhancement of existing entertainment and recreational-oriented uses and attraction of new uses. The mixed-use aspect includes housing, the occupants of which increase the demand for goods and services and represents sources of labor for office uses. Given the highly competitive retail and office markets impacting Downtown, it is important to focus on nurturing and embracing the existing businesses and incubating new businesses. If the leaders of the Village wish to sustain a successful Downtown with the jobs, income, tax revenues, prestige and status they bring, you must remember the picture of the 82-year-old rich man questioning his 22-year-old chorus girl bride, "honey, if I lost all my money, would you still love me?" The chorus girl replied, "of course, I would still love you. I would miss you, but I would still love you." Capital investment flows to where it is rewarded and the businesses and middle and upper income households to where they are encouraged and nurtured. If they are not embraced, they will move elsewhere.

We've talked with officials of the College of DuPage and they are enthusiastic about and receptive to increasing connections and activities in the Downtown. Examples of opportunities for greater engagement include creating a branch of the College's Business and Professional Institute in the Downtown to provide business services, including video-conferencing facilities; relocating the Global Art Film Festival to the Glen Art Theater, and more music, theatre, and speaking events in venues Downtown. As another example, the College's Culinary Market could participate in future Taste of Glen Ellyn events.

Until more people are brought Downtown more often, the demand growth needed to motivate and support improvements to property and business expansion can be expected to be challenging. This suggests the importance of understanding the real estate economics that apply to development, redevelopment, and other enhancement options. A much stronger emphasis needs to be placed on bringing more frequent and more exciting events and programs Downtown, and these events need to be well-coordinated with the Downtown business community – and on the understanding that businesses stay open for these events. We recommend a band shell or performance venue be established and that this be coordinated with programming support from the College of DuPage.

Parking improvements is a key change desired by visitors to the Downtown and merchants. Effective parking policies must strike an appropriate balance between

convenient parking, and the maintenance of a relatively dense urban fabric that makes Downtown unique while recognizing the impact parking has on development feasibility. To encourage the establishment of a critical mass of restaurants and other attractions, it would be appropriate for the Village to facilitate the provision of extra parking. But parking uses should be designed to not create spatial disconnects or disrupt linkages and pedestrian flow between uses. Avoiding the creation of dead space is key.

The Downtown would benefit from a wayfaring or wayfinding system that better capitalizes upon and levers the geographic centrality and proximity to commercial corridors. We recommend the design and installation of an exciting way faring and signing system that can lever the high volume traffic on Roosevelt Road and North Avenue and presence of the Metra station to generate more visitation. Consider having a design competition for gateway artworks that attract people from the commercial corridors. Improved directional and tenant directory type signage is also needed.

The Union Pacific/Metra Line and associated parking lots create spatial discontinuities that separate active uses, constrain linkages, and impede pedestrian movement between the north and south parts of the Downtown. The Downtown currently lacks an exciting, iconic central gathering place. We recommend that a location for an iconic central gathering place with a signature sculpture be identified and programmed, ideally as part of the creation of a greenway that transforms the swath of the Union Pacific/Metra and parking lot corridor so as to improve the physical environment and augment linkages within the Downtown and to the Illinois Prairie Path.

The creation of an iconic central gathering place and greenway accompanied by significantly improved and more frequent Downtown programming will improve the appeal of Downtown as a residential location. Sites for housing development should be identified and integrated with the greenway and gathering place. Again, more households will help support the restaurant, retail, entertainment and cultural uses that will make the Downtown more successful.

It may help to grant variances to height and bulk restriction for projects whose designs not only meet aesthetic standards but also improve linkages.

The DAC members asked questions of Mr. Gruen after his presentation. Outside of several members expressing some concerns over the "iconic greenspace", the members didn't question the content of the report; however, they just wanted make sure they understood its conclusions and recommendations. The discussion – and question and answer – session that followed Mr. Gruen's presentation included the following:

- Mr. Anderson summarized the Market Analysis as stating that it appears that residential is the "best bet" for the future of the Downtown.
- Greenspace, signage, and wayfinding are elements that will make the Downtown a desirable place to live.
- The DAC needs to think through what the community might have "knee-jerk" reactions to. For example, the high rise condos that create "canyons" in the Downtown might also be the Downtown's salvation.
- Developers need to be involved early in the process. How do rental rates impact the feasibility and success of a project? In addition, how developments impact the Village's tax base needs to be considered and understood.

- The Village has sent too many negative signals to the development community, and they have made developers gun-shy. The relationship between the Village and the development community is amenable along Roosevelt, but not in the Downtown.
- The Downtown cannot compete with malls; therefore, the Downtown needs to be a destination.
- The affluent have choices, and they like iconic spaces.
- Millennium Park in Downtown Chicago has transformed the East Loop.
- Would like to find a way to get sales tax from internet sales at point of purchase (i.e. in Glen Ellyn).
- Ms. Dykstra expressed a concern that the Downtown wasn't big enough to handle additional residential units. Mr. Gruen replied that there is plenty of – possibly too much – space for retail in the Downtown. The 1,900 dwelling units identified in the report would be built over time in the Glen Ellyn and Wheaton market area, and a few hundred of these should be in Downtown Glen Ellyn. The units would be sized to appeal to young professionals and empty-nesters.
- The Downtown needs immediate action in addition to the long-term actions.
- Mr. Dickie described the idea of constructing an iconic gathering space as a “chicken and egg” concept (i.e. build it now or build it later). It will be more than a “green”; it will be a focus for the Downtown Strategic Plan.
- Naperville's Riverwalk is a beautiful example of a vibrant and active greenspace. It was also mentioned that it is difficult to find a parking space in Downtown Naperville – even with all of its parking decks.
- According to Mr. Gruen, the economy is at the bottom of a business cycle and the DAC needs to look beyond next year for the Downtown. Things tend to take a lot longer to achieve than what is anticipated.
- Ms. Allison stated that outside of expressing some concerns over the “iconic greenspace”, the DAC didn't object to the contents of the Market Analysis. The ombudsman idea is intriguing.
- Ms. Riebock mentioned that some people love to walk and come to the Downtown.
- Ms. Pekny stated she likes the greenspace idea but is also concerned about the businesses that could be directly impacted by a location directly across the street from the Civic Center. She understands that the Village would need to purchase those properties. She likes the idea of outdoor concerts and activities for children. The thought of moving the fire station is interesting. The Village is starting to listen to the community, and she thinks it dates back to the creation of the Downtown Glen Ellyn Alliance.
- Mr. Meyers makes frequent trips to Mexico and he sees town squares every night; therefore, he supports the idea of an iconic greenspace. He does have concerns over the location and costs associated with making the greenspace a reality, in addition to making it a nucleus for the Downtown. Mr. Gruen responded that greenspace costs needs to be associated with sources of revenue. The vision needs to be realistic. Sources of revenue include private donations and development.
- Mr. Melady is skeptical regarding the iconic greenspace. Although not in the Downtown, he first thought of Lake Ellyn Park when the idea of “iconic greenspace” was first mentioned. He needs more details before he becomes more enthusiastic about the idea for the Downtown.
- Mr. Loftus stated he felt the design of the redevelopment in the Downtown is fair to mediocre. Volunteer Park is seldom used. He would like to see “pedigree” design in the Downtown Glen Ellyn, the quality of such development can be found in Millennium Park and Michigan Avenue in Downtown Chicago.

- Mr. Kelley supports the ideas of a Downtown icon and beautification. The ideas of the final plan need to be prioritized.
- Ms. Kaczmarek stated that she spends 10-15 minutes in Prairie Path Park every day. One needs to look both ways when crossing the Illinois Prairie Path. She can never sit in the gazebo because it is full. Glen Ellyn is a big dog community.
- Mr. Hamer is in support of the iconic greenspace; however, he has a concern with how it is made a reality. The Village needs a good venue for the arts, etc.
- Ms. Allison asked about meeting with school students at the end of May. Mr. Louthen replied that the TBS Team tried to work with a small group of students from the middle, junior high, and high schools; however, the end of the year school activities for each of the schools didn't cooperate with the attempt to organize a student event.
- Downtown residents have been involved in the public participation process to-date.
- There was an expressed need to increase services for the seniors in the Downtown. Mr. Gruen stated that seniors are more active and in better health than seniors of the past, and the activities need to cater to the lifestyles of the more active seniors also.
- Ms. Kaczmarek asked if any surprises were found while preparing the Market Analysis. Mr. Gruen stated that, although Ms. Hulseberg has made great efforts in improving the development review process, he still found an unusual level of concurrence among the development community over how difficult it was to do business with the Village (i.e. obtaining building permits); therefore, he had to make recommendations he's never made before, such as an "ombudsman" to serve as the "middleman" between the Village and the development community. Ms. Hulseberg added that, in her tenure, the Planning and Development Department has been working hard to shorten the development review timeline, and the Department is open to more ideas to make the review process go more smoothly.
- Mr. Gruen mentioned that, in general, developers are OK with onerous regulations as long as things are predictable, and suggested that the report identify the changes the Department of Planning and Development have made to the building permit and commission review process to clear-up some historical misperceptions.

The DAC was asked to forward any comments regarding tonight's meeting packet to Ms. Hulseberg by Friday, August 8, 2008.

Mr. Louthen stated that the next DAC Meeting will be held in early September, and the members will receive a packet of information prior to that meeting as they did prior to this meeting. The DAC will be asked to provide questions, comments, and corrections prior to the meeting, to ensure all topics are adequately addressed so the TBS Team can develop "bubble diagram" concept plans during the month of September.

5. Overview of Next Meeting

The next DAC meeting will include discussion on land use, public policy, physical conditions, circulation and transportation, and civic spaces and events. The DAC agenda and meeting packet will be mailed out at least one week prior to the meeting, preliminarily scheduled for 7:00 p.m. on Wednesday, September 3, 2008.

It was requested that the DAC members provide their questions and comments to Staci Hulseberg prior to the next meeting so that the items can be incorporated into the presentation and discussion outline at the meeting. More information will be provided in the upcoming memo to the DAC.

6. Adjourn

Pat Melady moved to adjourn the DAC meeting at 9:15 p.m. Motion was seconded by Tim Loftus and passed unanimously.

Downtown Advisory Committee – Meeting Minutes

Village of Glen Ellyn, Illinois

September 3, 2008

Agenda

1. Roll call and agenda review.
 2. Adoption of August 4, 2008, meeting minutes.
 3. Task 1 Review and Discussion
 - a. Land Use
 - b. Public Policy
 - c. Physical Conditions
 - d. Circulation and Transportation
 - e. Civic Spaces and Events
 4. Goals and Objectives
 5. Overview of Next DAC Meeting
 6. Adjourn
-

Overview

The Downtown Advisory Committee (DAC) held its third meeting on September 3, 2008, at 7:00 p.m. in the Galligan Board Room on the 3rd Floor of the Glen Ellyn Civic Center.

DAC Members in Attendance

Rinda Allison, Chairperson

Dan Anderson, Historical Society

Iain Dickie, Architectural Review Commission

Linda Dykstra, Plan Commission

Beth Howley, Go Downtown!

Rob Kelley, Downtown Business Owner

Tim Loftus, Historic Preservation Commission, Historical Society, Citizens for Glen Ellyn Preservation

Pat Melady, Downtown Property Owner

Jim Meyers, Economic Development Corporation (EDC)

Sandy Moore, Retail Business Owner

E. Jessica Pekny, Downtown Glen Ellyn Alliance, Downtown Business Owner

Ann Riebock, School District 41

Jennifer Shannon, Downtown Restaurant and Property Owner

DAC Members Unable to Attend

Scott Hamer, Chamber of Commerce

Jean Kaczmarek, Resident at Large

Others in Attendance

Steve Jones, Village Manager

Staci Hulseberg, AICP, Planning and Development Director

Michele Stegall, AICP, Village Planner

Jim Louthen, ASLA, President, Town Builder Studios
Carrie Haberstich, AICP, Senior Planner, Town Builder Studios

In addition to the narrative, please refer to the following document with the presentation slides:

- GLN 080903 DAC – TBS – COLOR
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1. Roll Call and Agenda Review

The meeting began with an introduction of the Town Builder Studios (TBS) Team, followed by each DAC member stating their name. Rinda Allison, Chairperson, thanked the TBS Team for getting the informational packet out in advance of the meeting, and requested an even earlier distribution prior to the next DAC meeting.

2. Adoption of August 4, 2008, Meeting Minutes

Rinda Allison requested that "palette" replace the word "pallet" in the draft minutes. Pat Melady moved to approve the August 4, 2008, DAC meeting minutes with the friendly amendment. Motion was seconded by Jim Meyers and passed unanimously.

3. Task 1 Review and Discussion

The "Circulation and Transportation" item was addressed first, followed by the other four sections listed in order on the agenda. The goal of this segment of the DAC Meeting is to focus on the "big issues", with the "technical corrections" issues to be submitted by the DAC to the TBS Team by Wednesday, September 10, 2008, via email, fax, or mail.

Circulation and Transportation

During the public involvement session, the sentiment regarding Downtown parking was loud and clear: "If there isn't a parking problem, there is at least a *perception* of a parking problem".

The private off-street parking lots provide a challenge to the limitations associated with the Downtown parking supply, in that they provide parking for employees and customers specific to that property, but they don't provide parking for the general public. If someone wants to visit multiple locations, these lots are off-limits.

Sandy Moore mentioned that some employees park in the stalls identified as "general public parking". After some additional discussion with other DAC members and the TBS Team, it was determined that the TBS Team will work with the EDC on attempting to understand how many employees each Downtown business has, to establish a more thorough understanding of the merchant parking demands.

Beth Howley observed that there are fewer than 250 public parking stalls in the core Downtown area. Pat Melady stated that there are some stalls available after 11:00 a.m. in the Main/Pennsylvania lot. Eighteen stalls in this lot are not enough for a driver to consider an attempt to find a spot and likely would look elsewhere.

The parking occupancies identified in the two-page parking matrix in the report may be misleading, since there are several large vacant tenant spaces in the Downtown that – when occupied – would

increase the demand for parking. Jim Louthen asked the DAC to look at the "Parking Inventory Matrix" more closely, and provide any additional thoughts to the TBS Team in the coming week.

Dan Anderson mentioned that an issue associated with Downtown parking is that people want to park on the side of the railroad tracks where they intend to eat or shop. Beth Howley added that the parking analysis should be further broken down into a comparison of how each general public parking lot would be realistically used by shoppers. In addition, another DAC member stated that everyone needs to keep in mind that the counts were completed during ideal weather conditions, and inclement weather impacts the parking trends in the Downtown.

The number of trains passing through the Downtown is estimated by the Fire Chief at 180 per day, not the 200-plus trains mentioned in the section of the report reviewed at the August 4, 2008, DAC meeting (the Metra trains were counted twice). Carrie Haberstich stated that the Fire Chief's estimate was utilized since the Union Pacific Railroad (UPRR) representative was unwilling to share an average freight train count, citing national security concerns. The frequency and length of trains are expected to increase over the next 20 years. Pat Melady mentioned that, at the time railroad right-of-way was purchased by UPRR, the tonnage passing through the Downtown increased by 600% and the number of trains passing through the Downtown increased to 66 trains per day.

Linda Dykstra wasn't sure a parking structure was going to solve the Downtown's parking problems if shoppers are unwilling to walk very far between their cars and their destinations.

Tim Loftus mentioned that additional parking demand needs to be considered with the outcome of the preferred Downtown Strategic Plan.

Jim Louthen provided a primer on parking structures. Lot characteristics (size, topography, etc.), economics, and management issues are all factors in making a parking structure a reality and ensuring it's properly maintained. Walker Parking Consultants will be an asset in understanding these factors as the concept plans and preferred plan are considered for refinement and adoption. Below-grade parking is generally \$30-32,000/stall and above-grade parking is generally \$21-28,000/stall, not including the cost of land. A current trend is constructing a pre-cast concrete, above-grade structure, and wrapping it with retail and residential uses, limiting the potential negative impacts of the structure's features on the streetscape.

Looking to how other communities planned for and financed their parking structures will be addressed during the implementation phase of the Downtown Strategic Plan process. The number of parking structures, if deemed necessary for the success of the Downtown, will be determined during the concept and preferred plan phases.

When discussing one- and two-way traffic patterns, it was pointed out that the one-way loop around a core Downtown block only passes by one, 12-stall public parking lot. Dan Anderson added that the horse trough at the intersection of Crescent Boulevard and Main Street is not in its original location, and he has a historic photo that shows two-way traffic on Main Street with angled parking on both sides of the street. It was mentioned that the DAC needs to consider how much the community values sidewalks to understand how wide they need to be.

Tim Loftus asked if Main Street could handle 20,000 vehicles per day. Jim Louthen replied that the 20,000 vehicles per day is a factor in the chain store site-selection process, and the Market Analysis did not recommend recruiting chain stores for the Downtown; therefore, it would not be a goal to achieve such a traffic volume.

Beth Howley has been envisioning what she would like to see in the community and is very excited about the idea of having Downtown gateways at Stacy's Corners and Roosevelt Road, and having special markers and other features along Main Street from these streets leading up and through the Downtown. Jim Louthen added that her idea could be taken one step further, and the land uses and building configurations at these gateway intersections could play a role in making the gateway a noticeable feature along Roosevelt and St. Charles/Geneva Roads. It was mentioned that, although the existing gateway markers are attractive, they are not very visible to the traveling public.

Carrie Haberstick summarized the 1971 Transportation and Circulation Plan for Glen Ellyn, Illinois. The recommendations included a pedestrian-only zone on Main Street between Hillside and Pennsylvania Avenues, at-grade railroad crossings at Glenwood and Forest Avenues, a railroad overpass at Lorraine Road/Western Avenue, and a railroad underpass at Park Boulevard. The at-grade crossings would not be approved in this day and age.

Depot improvements and/or relocations would require a partnership with Metra, and include discussions regarding platforms, gate cycles, and Main Street and Park Boulevard crossing issues. An example of a train station incorporated with a parking structure and mixed-use development is located in Woodstock, Illinois.

Land Use

The recommended land uses will be strongly tied to the Market Analysis recommendations prepared by Gruen Gruen + Associates.

A discussion of density included a maximum of 17 dwelling units per acre in the "R-4" Residential District (found on the periphery of the Downtown study area and in other locations throughout the Village); a minimum of 20 dwelling units per acre to support more transit use and reduce automobile use; and the DAC and Village needing to identify what building size, bulk, and mass they are comfortable with, then determining what development intensity can be accommodated in the Downtown buildings.

Several DAC members are uncomfortable with the idea of the "iconic greenspace". Rinda Allison saw nice small squares in the downtowns of various communities along the way to New Hampshire, but not "mini-Millennium Parks". The other uses mentioned in the summary are OK, including the accessory dwelling unit concept. Sandy Moore mentioned that she could envision something the scale of Downtown Elmhurst's plaza (at the northeast corner of North York Street and East Schiller Street) in Glen Ellyn's Downtown, but not a large space. Pat Melady added that he felt the buildings along the north side of Duane Street should have a second storefront facing the Illinois Prairie Path too.

In regards to the "iconic greenspace", Jim Louthen stated that he disagrees with these DAC members. One of the charges for this plan is to have Downtown Glen Ellyn "out-compete" surrounding communities for visitors and shoppers, and the western suburbs are beginning to look alike. People want more Jazz Fest-type events. Landscape can be a powerful tool, and maybe the greenspace could be a well-adorned boulevard system. He stated that the TBS Team will look nationally and possibly internationally for precedents to consider for the Downtown. Tinley Park is moving forward on its "mini-Millennium Park" above a public parking structure in its downtown, even in these economic times. The DAC needs to consider elements that will attract people from a large population base, and ensure that any greenspace is "stellar" and "well-done". The streetscape can accentuate the greenspace. He asked that the DAC be sympathetic to the idea

and consider how it could make a difference to the community from an economic development perspective as the concept and preferred plans evolve.

Jim Meyers asked that year-round lighting be discussed at the next DAC meeting.

Public Policy

Dan Anderson recommended that the purpose statement of the Zoning Code should be expanded. Michele Stegall mentioned the purpose statement also includes the intent of each zoning district, which may address his request. Staci Hulseberg added it can be added to their ongoing list of future Zoning Code amendments, and a public hearing would be required to make any amendments to the purpose statement, and it was recommended that the DAC consider this issue later on during the plan implementation phase of the planning process.

Physical Conditions

It was requested that lighting be included in the background narrative.

The Fire Station property was donated to the Village for public purposes. According to Staci Hulseberg, the documentation recording this restriction was found approximately three years ago at DuPage County. This restriction could be removed from the property with permission from the descendents if the Downtown Strategic Plan would call for other uses at this location. If no descendents are found, a court document can be filed.

Civic Events and Spaces

According to Beth Howley, a renovated theater ("Raue Center for the Arts") in Crystal Lake, Illinois, could be a good precedent for the Glen Art Theatre. It shows movies, but it also accommodates the performing arts for theater performances and plays. It is used all week. Jim Louthen mentioned a relationship needs to be forged with the theater representatives. The DAC members stated that there may be as many as three representatives: the property owner, the theater owner, and the sublessee. Licensing issues, such as ensuring movies are shown on Fridays/Saturdays/Sundays, and ensuring the Theatre owners generate a profit, need to be taken into consideration when discussing the future of the Theatre.

Anderson's Bookshop is always looking for space for events, and maybe The Bookstore on Main Street could be interested in expanding their events too.

4. Goals and Objectives

The goals and objectives for the Downtown Strategic Plan will evolve as the planning process moves forward, and will build upon and/or refine the preliminary goals and objectives listed below. The TBS Team will prepare a more extensive list that will coordinate with the "bubble diagram" concept plans for the next DAC meeting.

Short-term successes and long-term strategies will be identified during the implementation phase of the planning process.

Define

- Define what constitutes "success".
- Define what a good retail mix is.

Attract

- Draw residents Downtown and make it “cool” enough to draw people from elsewhere; make the Downtown a destination.
- Make the Downtown a place where restaurants and stores want to be; where Glen Ellyn is being sought out.
- Don't lease tenant spaces to “just anyone”.

Retain

- Keep the businesses we have, reduce turnover.
- Ensure a friendly retailer environment.

Share

- Make people want to share with one another.

Coordinate

- Coordinate with all groups/organizations/Village/Chamber/EDC and create a plan that everyone supports.
- Make it easier for businesses to open; eliminate roadblocks.

Create

- Create incentives for businesses.
- Make a parking system that works.
- Create a “buzz” and a “bustling” Downtown.
- Establish better standards for property improvement and maintenance.
- Provide signage and wayfinding.

Maximize

- Maximize current assets such as the theater.

5. Overview of Next DAC Meeting

Subject to discussion with Village staff, the next meeting will occur on a Wednesday in mid- or late-October. Preliminary “Bubble Diagram” Concept Plans will be presented to the DAC in a charette-like atmosphere. Also, a review of updated goals and objectives will occur.

The DAC requested that the public Town Hall Meeting be scheduled prior to Thanksgiving and the busy holiday season.

6. Adjourn

Jim Meyers moved to adjourn the DAC meeting at 9:40 p.m. Motion was seconded by Sandy Moore and passed unanimously.

Downtown Advisory Committee – Meeting Minutes

Village of Glen Ellyn, Illinois

October 15, 2008

Agenda

1. Roll call and agenda review.
 2. Adoption of September 3, 2008, meeting minutes.
 3. Review and Discussion of the Bubble Diagram Concept Plans
 4. Overview of Next DAC Meeting
 5. Adjourn
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Overview

The Downtown Advisory Committee (DAC) held its fourth meeting on October 15, 2008, at 7:00 p.m. in the Galligan Board Room on the 3rd Floor of the Glen Ellyn Civic Center.

DAC Members in Attendance

Rinda Allison, Chairperson

Dan Anderson, Historical Society

Iain Dickie, Architectural Review Commission

Linda Dykstra, Plan Commission

Scott Hamer, Chamber of Commerce

Beth Howley, Go Downtown!

Jean Kaczmarek, Resident at Large

Rob Kelley, Downtown Business Owner

Tim Loftus, Historic Preservation Commission, Historical Society, Citizens for Glen Ellyn Preservation

Pat Melady, Downtown Property Owner

Jim Meyers, Economic Development Corporation (EDC)

Sandy Moore, Retail Business Owner

E. Jessica Pekny, Downtown Glen Ellyn Alliance, Downtown Business Owner

Ann Riebock, School District 41

Jennifer Shannon, Downtown Restaurant and Property Owner

DAC Members Unable to Attend

None

Others in Attendance

Steve Jones, Village Manager

Staci Hulseberg, AICP,

Planning and Development Director

Michele Stegall, AICP, Village Planner

Joe Caracci, Director of Public Works

Phil Norton, Police Chief

Pete Ladesic, Trustee

Jim Louthen, ASLA, President,

Town Builder Studios

Carrie Haberstick, AICP, Senior Planner,

Town Builder Studios

1. Roll Call and Agenda Review

The meeting began with an introduction of the Town Builder Studios (TBS) Team, followed by each DAC member stating their name. Pat Melady, Acting Chairperson, thanked the Village staff and the TBS Team for distributing the informational packet in advance of the meeting.

2. Adoption of September 3, 2008, Meeting Minutes

Dan Anderson moved to approve the September 3, 2008, DAC meeting minutes. Motion was seconded by Jim Meyers and passed unanimously.

3. Review and Discussion of the Bubble Diagram Concept Plans

Mr. Melady began the meeting by quoting Daniel Burnham. "Make no little plans, they have no magic to stir men's blood. ... Make big plans, aim high in hope and work." Melady continued by stating that he felt that both concept plans prepared by the TBS Team met Burnham's objective, and represents a renaissance for Glen Ellyn's Downtown.

Jim Louthen gave a preview of the meeting outline. The Downtown Advisory Committee's (DAC's) role for the evening was to listen to the presentation, discuss the plans, and then identify any "fatal flaws" in the planning concepts that need to be changed prior to public review. Mr. Louthen continued by presenting the two bubble diagram concept plans prepared by the Town Builder Studios (TBS) Team.

Both plans are intentionally bold. Keep in mind that Downtown Glen Ellyn experienced a huge transformation and building boom in the 1920s. At this point in the planning process, it is important to dream big, think about what is best for the Downtown and the community, and not worry about how it will become a reality. Plan implementation is considered later in the planning process.

"The Glen" concept exemplifies the Village's namesake by creating a greenway through the valley of the Downtown, along the railroad tracks. The Glen Ellyn Train Station is located at the intersection of Crescent Boulevard and Forest Avenue, and is at the center of activity for the Downtown. Parking structures are located nearby, north and south of the tracks, on the east side of Main Street. A plaza for Downtown visitors to gather is located to the south of the northern parking structure. Other features include a looped path that connects the train station to Lake Ellyn and the Glen Ellyn Public Library, a pedestrian underpass near the train station and a College of DuPage satellite campus near the Civic Center.

The "Main Street" concept reinforces the existing development orientation along Main Street between Anthony Street and Hillside Avenue. The Glen Ellyn Train Station is relocated to the southwest corner of Main Street and Crescent Boulevard. The center of activity is along Main Street. Parking structures are located near the new train station and near the existing concentration of Downtown restaurants in the South Main and St. Petronille parking lots. An outdoor marketplace is located on the existing South Main parking lot also. Other features include an urban plaza near the intersection of Main Street and the railroad tracks, a six-acre residential redevelopment near the intersection of Crescent Boulevard and Glenwood Avenue, a new mixed-use development replaces a relocated Fire Station, and a Civic, Leadership, and Learning Center transforms the current Civic Center.

Both schemes convert all one-way streets to two-way traffic patterns.

Dan Anderson began the question and answer session by stating that he thought both plans were exciting. He felt that the implementation of the plans had different implications. Components of each plan need to be scrutinized for implementation issues such as cost and private versus public ownership.

Mr. Louthen stated that those are valid issues that will be considered later on in the planning process, and asked the DAC members to use their intuition regarding these aforementioned issues tonight.

Scott Hamer stated that it seemed like one option implied “knock it down and start over” and the other one keeps more existing elements in place. In response to Mr. Hamer’s statement, Mr. Louthen stated that the colors on the map don’t represent the “knock down and start over” concept and the gray colors on the map don’t mean “ignore”.

Mr. Melady stated the six-acre redevelopment concept may or may not receive support from him. If the Crescent Boulevard and Glenwood Avenue area is closed off, he could not support the Glen Ellyn Train Station relocation, primarily for congestion reasons.

Tim Loftus asked what “Glen-Oriented Development” meant. Mr. Louthen stated that it meant that the primary façade of a building should face the greenway, and not that the properties should be redeveloped.

Ann Riebock asked if different aspects of each plan could be combined into the preferred plan. Mr. Louthen replied that in all likelihood, the more popular concept would be used as the base for the preferred plan and elements from the other concepts would be incorporated into the plan.

Sandy Moore stated that, if both of the parking structures are on the west side of Main Street, it’s not a perfect solution.

Several DAC members expressed the desire to have a pedestrian underpass regardless of which concept plan is chosen.

After this initial discussion, Mr. Louthen requested that each DAC member identify their three favorite and three least favorite ideas contained within “The Glen” and “Main Street” concepts, then pick up three blue map pins and three red map pins and stick them into the map in the locations of their most-liked and most-disliked ideas. Blue represents “like” and red represents “dislike”. The following is the general outcome of this exercise:

“The Glen”

- The liked elements were: the greenway, the Forest Avenue – North parking structure and associated pedestrian plaza, the Glen Ellyn Train Station location, the Glen Ellyn Public Library greenspace, the Illinois Prairie Path, the pedestrian underpass at the train station, the Crescent/Glenwood parking lot redevelopment, the South Main and St. Petronille parking lot redevelopment, the Civic Center, the College of DuPage satellite campus, and the connection to Lake Ellyn.
- The disliked elements were: the current Fire Station location at the northwest corner of Main Street and Pennsylvania Avenue, the Forest

Avenue – South parking structure, and the Glen-Oriented Retail¹ concept at the northeast corner of Duane Street and Forest Avenue.

- There were no mixed opinions on any of the elements contained within this concept.

“Main Street”

- The liked elements were: the Main Street gateways at Anthony Street and Hillside Avenue, and the Civic, Leadership, and Learning Center in the Civic Center.
- The disliked elements were: the relocated Glen Ellyn Train Station at the southwest corner of Main Street and Crescent Boulevard, the parking structure on the north side of Crescent Boulevard between Main Street and Glenwood Avenue, the six-acre redevelopment site that closes public access to Crescent Boulevard and Glenwood Avenue, the lack of greenspace at the Glen Ellyn Public Library, and the outbound Forest Avenue driveway access between the Train B and Train D parking lots.
- The DAC members were divided on the relocation of the McChesney and Miller Grocery and Market to the existing Fire Station property at the northwest corner of Main Street and Pennsylvania Avenue.

Beth Howley stated that she likes the greenway because the train tracks are not surrounded by asphalt and it should make the Downtown look bigger. She is not sure if Main Street can handle outdoor cafes, but she does want to see outdoor dining. Elements of “The Glen” she likes is the potential of branding/marketing of the greenway concept, the cross-axis of Main Street and the railroad tracks, and the train station in its current location. The primary element of the “Main Street” concept she likes is the parking structure in the South Main/St. Petronille lot. All aspects of parking structures need to be carefully thought out.

Mr. Anderson stated that his first reaction to the plan concepts is that “Main Street” is more for retail and “The Glen” is more for making the Downtown a destination. Success needs to be defined to make the plan successful. Does “success” equate to more retail? Does “success” equate to being able to walk around and experience the Downtown?

Ms. Moore agreed with Mr. Anderson, but she does like the overall concept of “The Glen” best since it portrays a sense of community.

Jessica Pekny stated that both plans improve the Downtown area; however, the “Main Street” concept may make the business owners without storefronts facing Main Street feel like they are second class.

Ms. Riebock likes the partnership with the College of DuPage and the McChesney and Miller relocation.

Ms. Howley stated that McChesney and Miller might need to be “rebranded” to become more of a gourmet grocery store or focus more on the quality meat component of their business.

¹ Glen-Oriented Retail (GOR) is retail that has multiple storefronts – on facing the greenway along the railroad tracks and the others facing public streets such as Duane Street and Main Street.

Mr. Meyers stated that the concern with relocating McChesney and Miller is that they would likely go from a land ownership to a lease arrangement, which may not be profitable for the business.

Police Chief Phil Norton stated that he is not pushing to have the Police Station relocated out of the Civic Center. The Police Department does need more space, and if – for the greater good of the Downtown and Glen Ellyn – he is willing to be relocated to a location near Roosevelt Road. He does like the existing arrangement of people being able to visit Downtown for other reasons and stop by the Civic Center to pay off their tickets, and for not needing a car for all police patrols.

In regards to the Fire Station relocation, Chief Norton stated that the Fire Department is a phenomenal organization, and visibility is key to their success as a volunteer department. Any new Fire Station location needs to be centrally-located to the Downtown.

Mr. Louthen mentioned that an alternative idea to what was represented in the two concepts, would be to keep the Fire Station in its current location and allow for new development immediately surrounding the station.

Rinda Allison asked if the Downtown fire ratings change if the station is relocated. Mr. Anderson stated that relocation doesn't need to mean "far", and it is likely that the station would be relocated near to where it is now. Ms. Pekny stated that maybe there could be a land swap between the Village and another Downtown property owner.

Mr. Hamer stated he felt the "Main Street" was more of the same, and "The Glen" is as close to a riverwalk as Glen Ellyn is going to get.

Linda Dykstra stated she likes "The Glen" because it's unique, different, and attractive, and it shows off nicely from the train. She also likes the Forest Avenue closure, the 1.5-mile looped path, and that it appears that it would be easy to implement.

Rob Kelley stated that implementation is a huge factor, and "The Glen" appears to be easier to implement. Keep in mind that there is an urgency to begin implementation after the Downtown Strategic Plan is adopted.

Ms. Allison stated that she likes the Downtown connection to Lake Ellyn; however, she is concerned that the retail component seems more divided and spread out. There used to be nice trees along the Illinois Prairie Path; however, some were removed due to the curvature of the right-of-way.

Mr. Louthen stated that one or more cross-sections will need to be cut through the railroad right-of-way to illustrate appropriate planting locations. The TBS Team has been in contact with Metra and Union Pacific Railroad regarding railroad right-of-way issues, and will contact them again if necessary.

Ms. Howley stated that the Downtown is already locked-in on Main Street retail; therefore, changes such as pavement materials need to be made to really get people walking around. She inquired about a pedestrian overpass in lieu of a pedestrian underpass.

Joe Caracci, Director of Public Works, stated that ADA requirements need to be met, and that an overpass in this location would require elevators because of the train clearances. He added that grant money is available, but the grade separation project will still be expensive.

Mr. Louthen stated that the underpass needs to be as bright and open as possible.

Iain Dickie felt that the underpass ramping design can work in the area of the train station.

Ms. Pekny brought up the concept of double-sided retail buildings along the railroad right-of-way.

Mr. Melady stated that he likes "The Glen" and the double-sided retail concept. In addition, he felt that the Fire Station could be moved west of its current location to open up the corner for new development. He pointed out that there is a chance that the parking structure on Forest Avenue may impact the access of the new mixed-use buildings on Crescent Boulevard near Park Boulevard.

Ms. Howley stated that Pennsylvania Avenue should be made as pedestrian-friendly as possible. The Mews and DuPage Medical Clinic are right up to the sidewalk, and new development should be set back to make the street feel more residential. Ms. Dykstra stated that the design intent for both of these developments was to have an urban feel, and that the DuPage Medical property has first floor storefronts; therefore, both buildings were pulled-up to the street.

Mr. Melady requested the burial of overhead wires.

Ms. Allison stated that she felt that "The Glen" was getting rid of Main Street; however, others may feel that the greenway is an additional Downtown feature. The two concepts to her seem that the choice comes down to more trees or Main Street retail.

Mr. Louthen began to summarize the DAC's topics of discussion. In "The Glen" concept the members have expressed a concern over the potential deficiency of parking in the southwest quadrant of the Downtown. In the "Main Street" concept, the members have expressed that they like the Civic, Leadership, and Learning Center, the Main Street aesthetics, and the Main Street and Hillside Avenue gateway.

Mr. Anderson stated that a definition of "refurbish" needs to be provided.

Mr. Loftus stated that the preferred plan should keep the Main Street retail features and redevelop around these buildings.

Ms. Moore confirmed that the one-way streets and parking details will be worked out later in the planning process.

Mr. Louthen mentioned that the Crescent Boulevard alignment could be adjusted to gain more sidewalk width to accommodate outdoor dining.

The next step in the planning process is to include the public in obtaining their preferences for different aspects between the two plan concepts, and ensuring clarity on these issues before they cast their votes. The survey will be available online 24 hours a day, and in the Civic Center during regular business hours for those who don't have internet access.

Mr. Louthen verified that a "fatal flaw" of the "Main Street" concept is the lack of vehicular connections in the six-acre residential redevelopment idea to gain access to the new train station location. Mr. Meyers stated that the Main Street Train Station is a "negative, negative, negative" issue to him.

Mr. Anderson stated that maybe there could be an overpass between the Crescent Boulevard parking structure and a new train station due south of it, west of where it is currently located in the "Main Street" concept.

All DAC members are invited and encouraged to attend the Monday, November 3, 2008, Public Open House, to discuss the two concept plans with the general public.

Staci Hulseberg, Director of Planning and Development, stated that announcements for the upcoming public involvement activities will be posted as an announcement slide on the Village's cable channel; as an article in eNews; on the Village's official website; via direct email to the Chamber of Commerce, Downtown Glen Ellyn Alliance, Economic Development Corporation, and Go Downtown! organizations; on the community announcement sign on Main Street; and the Glen Ellyn Public Library.

Ms. Hulseberg continued by saying that the requested feedback will be for the "big picture" and not the implementation details.

Mr. Anderson stated that they need to be prepared to accept the potential negative reaction by the community.

It was mentioned that it was important to consider snow removal and senior citizen issues in the Downtown as part of the implementation process.

4. Overview of Next DAC Meeting

The schedule for the next few phases of the planning process are as follows:

- Monday, November 3, 2008 Public Open House and Presentation
- Thursday, November 20, 2008 DAC Meeting #5
- Tuesday, December 9, 2008 Preferred Plan Open House

5. Adjourn

Jennifer Shannon moved to adjourn the DAC meeting at 9:15 p.m. Motion was seconded by Rob Kelley and passed unanimously.

Downtown Advisory Committee – Meeting Minutes

Village of Glen Ellyn, Illinois

November 20, 2008

Agenda

1. Roll call and agenda review.
 2. Adoption of October 15, 2008, meeting minutes.
 3. Review and Discussion of the Preferred Plan
 - a. Public Feedback
 - b. Preliminary Vision Statement
 - c. Preliminary Goals and Objectives
 - d. Preferred Plan Elements
 - e. Downtown Organization Options
 4. Preparation for the Tuesday, December 9, 2008, Public Open House.
 5. Overview of the Final DAC Meeting
 6. Adjourn
-

Overview

The Downtown Advisory Committee (DAC) held its fifth meeting on November 20, 2008, at 7:00 p.m. in the Galligan Board Room on the 3rd Floor of the Glen Ellyn Civic Center.

DAC Members in Attendance

Rinda Allison, Chairperson

Iain Dickie, Architectural Review Commission

Linda Dykstra, Plan Commission

Scott Hamer, Chamber of Commerce

Beth Howley, Go Downtown!

Jean Kaczmarek, Resident at Large

Rob Kelley, Downtown Business Owner

Tim Loftus, Historic Preservation Commission, Historical Society, Citizens for Glen Ellyn Preservation

Pat Melady, Downtown Property Owner

Jim Meyers, Economic Development Corporation (EDC)

E. Jessica Pekny, Downtown Glen Ellyn Alliance, Downtown Business Owner

Jennifer Shannon, Downtown Restaurant and Property Owner

DAC Members Unable to Attend

Dan Anderson, Historical Society

Sandy Moore, Retail Business Owner

Ann Riebock, School District 41

Others in Attendance

Steve Jones, Village Manager

Staci Hulseberg, AICP, Planning and Development Director

Michele Stegall, AICP, Village Planner

Timothy Armstrong, Trustee
Pete Ladesic, Trustee
Jim Louthen, ASLA, President, Town Builder Studios
Carrie Haberstich, AICP, Senior Planner, Town Builder Studios

1. Roll Call and Agenda Review

The meeting began with an introduction of the Town Builder Studios (TBS) Team, followed by each Downtown Advisory Committee (DAC) member stating his/her name.

2. Adoption of October 15, 2008, Meeting Minutes

Jessica Pekny stated that her "second class" comment on Page 4 was reversed from her intention, and it should read: "Jessica Pekny stated that both plans improve the Downtown area; however, the "Main Street" concept may make the business owners without storefronts facing Main Street feel like they are second class." Pat Melady moved to approve the October 15, 2008, DAC meeting minutes with Ms. Pekny's friendly amendment. Motion was seconded by Jim Meyers and passed unanimously.

3. Review and Discussion of the Preferred Plan

The DAC question and answer session began after Jim Louthen presented an overview of the preferred plan.

Rinda Allison requested that "synergy", "synergistic", and other planning jargon be removed from the plan materials. She continued by asking how many dwelling units exist in the Downtown today. Carrie Haberstich replied that, based on Milton Township Assessor condominium information and consulting team estimates of the apartment buildings, there are 427 existing dwelling units in the Downtown.

Jim Meyers requested that the following items be mentioned in the *Downtown Strategic Plan*:

- The 2008 economic downturn.
- A sense of urgency to take action on the plan.
- When construction improvements do occur, sensitivity and flexibility is necessary to minimize disruptions to the other Downtown businesses.

A request was made of the consulting team to calculate the amount of actual open space in the Downtown. Mr. Louthen mentioned that programming of the greenway ("Downtown Glen") will be considered as part of the final report.

Tim Loftus mentioned that the plan illustration doesn't appear to have enough retail space for the relocated businesses displaced by retail. Mr. Louthen replied that it shouldn't be a concern, since there are existing vacancies today. In addition, there is some flexibility inherent in a "mixed-use" designation.

Mr. Hamer stated that if Downtown living becomes popular, more retail space may be needed. Mr. Louthen responded that the market analysis stated that there is an oversaturation of retail space in the primary market area of the Downtown. If necessary, some the areas illustrated as multiple

family residential could have first floor retail along the street with residential units on the floors above.

Mr. Meyers mentioned that a potential solution to the business relocation issue would be to make a list of businesses to be relocated and make sure there is room for them elsewhere in the Downtown.

Mr. Loftus requested exploring the possibility of designing the Forest Avenue parking structure with one floor of underground parking and three floors above grade, instead of four floors above grade.

Mr. Louthen mentioned that Berwyn will be breaking ground on the construction of a new \$8.5 million parking structure. The funding sources include Illinois Department of Transportation (IDOT), Metra, and bonds.

A detailed analysis of the existing usage of the Civic Center would be necessary before converting the Civic Center to a Civic, Leadership, and Learning Center. Mr. Loftus stated that he was OK with relocating the Police Department. Mr. Louthen added that the plan needs to be flexible on this issue (i.e. relocate the Police Department to the Roosevelt Road area or keep it in the Downtown/Civic Center).

Staci Hulseberg stated that St. Petronille is open to the idea of structured parking on its property on the west side of Glenwood Avenue.

Ms. Pekny suggested combining the Police and Fire Departments in the same Downtown location.

Ms. Allison asked about locating a parking structure on the south side of Crescent Boulevard between Main Street and Prospect Avenue. Mr. Louthen stated that the depth of the property is too narrow to accommodate ramps and parking. Ms. Allison added that she wasn't so sure about locating residential at the Glenwood/Crescent lot with all the freight trains that pass by. Mr. Louthen stated the residential density could be tiered, with the lower density along the streets and railroad tracks and the higher densities mid-block and away from the railroad tracks.

It was mentioned that McChesney and Miller Grocery and Market would not survive at the potential new location north of Giesche Shoes, next to the outdoor marketplace, due to the structured parking arrangement for their customers. Mr. Hamer mentioned that McChesney and Miller would not just be moving, but changing the business plan. Mr. Louthen added that the *Downtown Strategic Plan* cannot dictate where McChesney and Miller should be relocated to if they choose to move from their current location.

Mr. Kelly asked if three public parking structures were necessary. Mr. Louthen replied that three alternative locations were illustrated; however, it was anticipated that only one or two would be constructed.

A request was made to ensure that the Village does not allow subsidized live/work units.

The alternative Downtown organizational strategy will be discussed at the next DAC meeting when the members consider implementation strategies.

4. Preparation for the Tuesday, December 9, 2008, Public Open House

Jim Louthen stated that since the November 3, 2008, Public Open House and Presentation was so successful, the Tuesday, December 9, 2008, event will be held in the 2nd floor gymnasium. Rinda Allison requested that two sets of the preferred plan display boards be prepared so participants don't need to crowd around one set of boards, and that the message of "businesses would be *relocated*, not removed" should be repeated early and often. Mr. Louthen requested the DAC members to attend this event if they are able, and he would like some DAC volunteers to be a part of the presentation.

5. Overview of the Final DAC Meeting

Review and discussion of the implementation strategy and draft report will occur, followed by the DAC making a *Downtown Strategic Plan* recommendation to the Village Board.

6. Adjourn

Rob Kelley moved to adjourn the DAC meeting at 9:30 p.m. Motion was seconded by Tim Loftus and passed unanimously.

Downtown Advisory Committee – Meeting Minutes

Village of Glen Ellyn, Illinois

February 3, 2009

Agenda

1. Roll call and agenda review.
 2. Adoption of November 20, 2008, meeting minutes.
 3. Overview of events and activities since last DAC meeting.
 - a. December 16, 2008, Village Board Meeting
 - b. December 17, 2008, Metra Meeting
 - c. January 15, 2009, Public Open House and Presentation
 - d. January 16-23, 2009, Public Survey
 4. Review and discussion of the Implementation Strategy.
 5. Overview of the Final DAC Meeting on February 10, 2009.
 6. Update on the distribution of the "DAC Draft" of the *Village of Glen Ellyn Downtown Strategic Plan*.
 7. Adjourn
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Overview

The Downtown Advisory Committee (DAC) held its sixth meeting on February 3, 2009, at 7:00 p.m. in the Galligan Board Room on the 3rd Floor of the Glen Ellyn Civic Center.

DAC Members in Attendance

Rinda Allison, Chairperson

Dan Anderson, Historical Society

Iain Dickie, Architectural Review Commission

Linda Dykstra, Plan Commission

Beth Howley, Go Downtown!

Rob Kelley, Downtown Business Owner

Tim Loftus, Historic Preservation Commission, Historical Society, Citizens for Glen Ellyn Preservation

Pat Melady, Downtown Property Owner

Jim Meyers, Economic Development Corporation (EDC)

Sandy Moore, Retail Business Owner

E. Jessica Pekny, Downtown Glen Ellyn Alliance, Downtown Business Owner

Ann Riebock, School District 41

DAC Members Unable to Attend

Jennifer Shannon, Downtown Restaurant and Property Owner

Jean Kaczmarek, Resident at Large

Scott Hamer, Chamber of Commerce

Others in Attendance

Steve Jones, Village Manager

Staci Hulseberg, AICP, Planning and Development Director

Michele Stegall, AICP, Village Planner
Jim Louthen, ASLA, President, Town Builder Studios
Jan Morel, PE, Engineering and Development Manager, Town Builder Studios
Carrie Haberstick, AICP, Senior Planner, Town Builder Studios

1. Roll Call and Agenda Review

The meeting began with an introduction of the Town Builder Studios (TBS) Team, followed by each the identification of the Downtown Advisory Committee (DAC) members in attendance.

2. Adoption of November 20, 2008, Meeting Minutes

Mr. Loftus stated that his comments in the second full paragraph on Page 3 were in reference to a house outside of the Downtown study area. Mr. Melady moved to approve the November 20, 2008, DAC meeting minutes with the aforementioned friendly amendment. Motion was seconded by Mr. Meyers and passed unanimously.

3. Overview of events and activities since the last DAC meeting.

Mr. Anderson wanted to clarify that he was not in attendance at the December 16, 2008, Village Board Meeting as noted in the January 30, 2009, memo to the DAC.

Mr. Louthen began the overview by asking how many DAC members were in attendance at the January 15, 2009, Public Open House and Presentation. Eight members indicated they were in attendance at the event.

- a. December 16, 2008, Village Board Meeting. Mr. Louthen stated that this meeting went well and thought it was successful. The TBS Team prepared preliminary site plans, cost and revenue calculations, and phasing strategies prior to the meeting.

The "Downtown Vision" (preferred plan) was presented to the Village Board during a special workshop meeting. DAC representatives included Rinda Allison, Jim Meyers, and Dan Anderson. The presentation included an overview of the tasks and activities to-date, the Downtown Vision, and potential implementation scenarios with estimated costs and revenues. Highlights of the Village Board's comments and/or concerns are as follows:

President Hase is concerned with the cost of a potential new Fire Station. She doesn't want the cost to be so expensive that it takes a long time to pay it off.

Trustee Armstrong stated that there is \$1 billion of equalized value in Glen Ellyn. A Fire Station relocation feasibility, logistics, and financing study is necessary in order to consider the idea of relocating the Fire Station to accommodate redevelopment at Main Street and Pennsylvania Avenue. More public input was requested. In response to an on-street commuter parking inquiry, Jim Louthen stated that other communities have on-street commuter parking, so it is a feasible alternative.

Trustee Comerford is concerned with 180 trains passing through the Downtown each day. The Downtown is approximately 25% of the total retail square footage in Glen Ellyn. "Fresh brand" and "government obstacles" are the two observations that stand out the

most. In response to "The Downtown Glen" programming inquiry, Jim Louthen stated that it would be more passive recreation and landscaping, and not playfields.

Trustee Ladesic disagrees with the market analysis. He feels it recommends too much residential and not enough retail. A 2005 Brookings Institute article states that for every \$1 spent by the public sector, \$10-15 is spent by the private sector when the development is complete and occupied. A review of the 2007 EDC Survey was recommended. [Note: Aaron Gruen of Gruen Gruen + Associates reviewed the EDC Survey as part of the background research for the market analysis.] More public input was requested.

Trustee Norton stated the Village should look at Downtown Wheaton's success.

Trustee Thorsell likes the parking structure on Forest Avenue north of the railroad tracks, not south.

The Village Board asked that the DAC focus on the timing of residential developments at its next meeting, and that a Village intern look into the history of how the one-way street system came into existence. (Trustee Thorsell believes she works for the firm that may have recommended and/or implemented the existing street pattern.)

- b. December 17, 2008, Metra Meeting. A meeting was held with Metra, TBS and Village Staff to discuss Metra's thoughts regarding the concept plan, commuter parking, and Metra station improvements. Metra acknowledged that they just completed an Environmental Assessment that suggested that the majority of additional future commuter parking needs could be accommodated in parking decks at the Duane Lorraine parking lot. The team explained the concept plan and suggested parking decks in the Downtown area being more desired than a structure at the Duane-Lorraine Lot. Metra was interested in this proposal and generally liked the concept plan. Metra would need to be involved with any new Metra commuter parking spaces or changes to current spaces.

The team discussed Glen Ellyn's desire to have an iconic new train station. Additionally, new platforms would be necessary and possibly a pedestrian underpass by the station. Metra explained the requirements regarding station size and platform size and length. Metra also stated that the location really needs to be in the same place as the existing station as the area west of Main is on a curve and this is not suitable for a station and platforms. A further explanation of the costs associated with these improvements is located in the implementation section of the report.

Mr. Louthen stated that this was a "phenomenal" meeting. Metra distributed its preliminary draft of the *Environmental Assessment* for the Union Pacific – West Line after the last DAC meeting. Although the report looks at the entire line, the Village received information pertinent to Glen Ellyn. The "Zone E" ticket zone calls for more parking due to the great ridership numbers. The success of the Glen Ellyn Train Station is considered a "critical priority stop". The additional parking anticipated in this zone is 1,500-1,800 stalls.

The consulting firm that studied the corridor only looked at publicly-owned land, such as the Duane-Lorraine Lot. Metra was very encouraged about the Forest Avenue North parking structure at the intersection of Pennsylvania and Forest Avenue.

The facilities are outdated by current Metra standards; therefore, the need for a new station, platforms, and warming shelters has been identified.

The *Village of Glen Ellyn Downtown Strategic Plan* will be referenced in Metra's final *Environmental Assessment* report.

In response to a question by Ms. Allison regarding Metra's "willingness" to fund the aforementioned improvements, Mr. Louthen stated that there is a backlog of projects due to the State's lack of a Capital Improvement Program, it would not be funded right away; however, now is the time to prepare, so when funding is available, any Metra-related improvements will be "shovel-ready". Mr. Melady echoed the sentiment, and stated that the Village should get the projects in the queue because all projects will take time.

- c. January 15, 2009, Public Open House and Presentation. An estimated 120 individuals attended the Public Open House and Presentation on an extremely cold evening on January 15, 2009. After introductory remarks by Rinda Allison, Dan Anderson, and Pat Melady, Jim Louthen presented the "Downtown Vision" to the general public. This presentation was videotaped and broadcast on GETV on January 21 and 23, 2009.

The presentation included an overview of the tasks and activities to-date, the Downtown Vision (preferred plan), and a potential implementation scenario. It was followed by a question and answer session. Participants were asked to complete the paper survey and return it to Village staff, or complete the survey online over the course of the coming week.

Ms. Howley felt that this meeting was well-run.

- d. January 16-23, 2009, Public Survey. The public survey was completed by 146 participants – six more than the November 2008 survey. By the numbers, the survey can be summarized as follows:
- 95% Support the goal:
"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 following corridors are listed in order of their importance to the success of the Downtown:
 1. Main Street most important
 2. Crescent Boulevard
 3. Pennsylvania Avenue
 4. "The Downtown Glen"
 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 following corridors are listed in order of their 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 following locations are listed in order of their 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 following Downtown projects are listed 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. Lead a Downtown Redevelopment or Reinvestment Effort	3%

- The participants' affiliation with Downtown Glen Ellyn (multiple answers were allowed):

1. Resident	91%
2. Shopper	81%
3. Commuter	34%
4. Other	14%
5. Business Owner	7%
6. Property Owner	6%

4. Review and discussion of the Implementation Strategy.

The implementation strategy includes a list of projects that would implement the *Downtown Strategic Plan*. It is not an exhaustive list; however, many of the projects were analyzed in detail to ensure feasibility. Due to the other events and activities that have occurred since the last DAC meeting, some amendments have been made to the "Illustrated Downtown Vision":

- Due to the desire of having a continuous line of storefronts along the south side of Pennsylvania Avenue west of Main Street, a "Mixed-Use Reinvestment" designation replaces "Multiple Family Residential" designation for the properties at the southeast corner of Pennsylvania Avenue and Glenwood Avenue.
- Due to the long-term building expansion plans of the church next door to the Civic Center, the connected parking lots and the small amphitheater have been removed.
- Due to the desire of ensuring that a public plaza is the primary preference (versus a "nice streetscape") for the area located across the street from the Glen Ellyn Train Station, the "L"-shaped parking structure concept has returned to the plan. This "middle-of-the-road" scenario, could accommodate the more conservative approach with a rectangle-shaped parking structure viewed at the January 15, 2009, Public Open House and Presentation. In addition, it could accommodate a more visionary approach where the plaza is more in keeping with "The Glen" concept plan by creating a plaza that is wider than the existing Forest Avenue right-of-way.

The implementation will occur in short- ("urgent"), mid-, and long-term phases, and be the responsibility of the public sector, the private sector, or a public-private partnership.

The Fire and Police Department relocation issues will be complex, and are considered long-term issues; however, background administrative work can begin in the short- or mid-term timeline.

Since the color "Downtown Vision" looked to many like the plan was calling for redeveloping the entire Downtown, a series of project phasing plans were prepared to illustrate that only select areas of the Downtown would potentially be redeveloped.

A preliminary new Glen Ellyn Train Station design locates the new building in a garden-like setting. The kiss-n-ride is a pull-off area directly in front of the station on Crescent Boulevard. The bus drop-off should be in the kiss-n-ride area, and the bus pick-up should be south of the tracks.

The pedestrian underpass and the south side of the Downtown Glen could be separate projects, if necessary. The preliminary design requires bicyclists to walk their bikes through the underpass, due to the lack of land area. The DAC requested that the report mention a ride-through underpass for bicyclists if detailed construction designs can make the concept work without creating a trench-like design.

The connection between the parking garage(s) and the Glen Ellyn Train Station is important.

Although the architectural motif will not be determined as part of this scope, the DAC members should consider Garfield Park as an image of the station in a park-like setting. The parking structure designs should be more conservative than the new Glen Ellyn Train Station design.

The parking structure footprints are approximately 45 stalls on the first floor (to accommodate first floor retail), and 90 stalls each on the floors above.

The DAC members like the project sheets of the implementation strategy, including the "TBD" items, knowing that the details have been thought out; however, there is something confusing about the project phasing to make it understandable for the general public. The short-, mid-, and long-term strategies should cross-reference the 18 major implementation projects. The TBS Team and the Village staff will work together after the meeting to find a solution.

The matrix in the report considers the big detailed projects only – there are other opportunities in the Downtown in addition to what is included in the report.

Mr. Meyers requested that the Downtown Strategic Plan should give guidance to the Village Board to purchase properties as they become available, and not waiting until a project is ready to be built.

Mr. Jones stated that rail has suffered due to the lack of a statewide capital funding program. The Village projects need to be on the "radar screen" of Metra and statewide decision-makers. Union Pacific takes years of administrative work before a project begins.

The DAC requested that #11 ("Mixed-Use Forest Avenue North Parking Structure") be moved ahead of "New Train Station Facilities and Pedestrian Underpass".

It is likely that all 1,100 parking spaces identified in Metra's draft *Environmental Assessment* would not be realized.

The DAC requested that the construction of the Forest Avenue North parking structure be listed prior to the construction of a new Glen Ellyn Train Station.

The short-term projects should not be construction projects, generate the most foot traffic in the Downtown, and be "public" in nature.

There should be a permanent Downtown organization. Its primary purpose should be to implement the vision of the *Downtown Strategic Plan*, and its secondary purpose should be to be a "clearinghouse" for the Downtown. The Village of Glen Ellyn cannot be taken out of the implementation process.

Ms. Stegall stated that the permanent Downtown organization would plan Downtown events, market the Downtown, and recruit businesses to the Downtown. Ms. Hulseberg continued by stating that the Village would implement public projects, review private developments, and establish public-private partnerships – all initiatives that the Village currently performs in implementing the *Comprehensive Plan*.

Mr. Anderson sees the *Comprehensive Plan* as a “passive” document; whereas, the *Downtown Strategic Plan* should be an “active” document.

Other DAC members expressed concern over the competition that could arise between the Economic Development Corporation (EDC) and the permanent Downtown organization in recruiting businesses that are open to locating in the Downtown or elsewhere in the community.

The Downtown Glen Ellyn Alliance is appreciated for its efforts on a shoestring budget.

In response to the Home Rule Sales Tax questions, Mr. Jones stated that if a 0.5% sales tax resulted in \$750,000 in revenue, and the Downtown generates 15% of the total sales tax revenue, it would receive \$112,500 for funding initiatives such as the permanent Downtown organization.

Mr. Jones mentioned that Lemont is a part of the “Main Street” program, and the funding for this downtown organization comes from the Village. An independent organization would be good for Downtown Glen Ellyn because it could come up with fresh, proactive ideas, where the Village is more “reactive” to Downtown issues. In addition, the organization can help out restaurateurs, for instance, where the Village doesn’t have the resources to spend a lot of in-depth time helping out the business community.

Ms. Allison mentioned that the report could outline two or three potential organizational structures that could be considered when the “business plan” for the permanent Downtown organization is written and finalized after the adoption of the *Downtown Strategic Plan*.

Mr. Anderson is concerned that the organization would not be legitimate if it is an all-volunteer group. An active group is needed, and it needs to meet more often than quarterly.

Ms. Howley stated that one Executive Director cannot do everything alone.

Don’t underestimate the power of the volunteer.

After much deliberation regarding the permanent Downtown organization, it was determined that the duties of the organization should be determined after looking at a few other communities’ organizations such as Downers Grove and Naperville.

Ms. Hulseberg stated that Village staff would look at the *Downtown Strategic Plan* every year during budget season, in addition to throughout the year on a regular basis.

Ms. Allison suggested that the wayfinding and signage design could be a design competition among the community, the schools, the College of DuPage, etc.

The one-way street system was established in the Downtown in 1955.

5. **Overview of the Final DAC Meeting on February 10, 2009.**

Since the Village Board review and approval will not likely occur until late March or later, the DAC members were asked if they were available Tuesday, February 17, 2009, or Tuesday, February 24, 2009, for the last DAC meeting. The members were supportive of the February 24th meeting date.

6. **Update on the distribution of the "DAC Draft" of the *Village of Glen Ellyn Downtown Strategic Plan*.**

The "DAC Draft" report will be distributed one week prior to the last DAC meeting. Town Builder Studios and the Village Staff will work through the reformatting of the Implementation Strategy at the request of the DAC to make the strategy easier to understand.

7. **Adjourn**

Mr. Anderson moved to adjourn the DAC meeting at 9:25 p.m. Motion was seconded by Mr. Melady and passed unanimously.

Downtown Advisory Committee – Meeting Minutes

Village of Glen Ellyn, Illinois

March 3, 2009

Agenda

1. Roll call and agenda review.
 2. Adoption of the February 3, 2009, meeting minutes.
 3. Review and discussion of the "DAC Draft" of the *Village of Glen Ellyn Downtown Strategic Plan*.
 4. Downtown Advisory Committee recommendation to the Village Board regarding the *Village of Glen Ellyn Downtown Strategic Plan*.
 5. Preparation for the May 2009 Village Board Meeting.
 6. Adjourn
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Overview

The Downtown Advisory Committee (DAC) held its seventh and final meeting on March 3, 2009, at 7:00 p.m. at Thippi Thai restaurant on the 2nd floor at 530 Crescent Boulevard.

DAC Members in Attendance

Rinda Allison, Chairperson

Dan Anderson, Historical Society

Iain Dickie, Architectural Review Commission

Linda Dykstra, Plan Commission

Beth Howley, Go Downtown!

Jean Kaczmarek, Resident at Large

Rob Kelley, Downtown Business Owner

Tim Loftus, Historic Preservation Commission, Historical Society, Citizens for Glen Ellyn Preservation

Pat Melady, Downtown Property Owner

Jim Meyers, Economic Development Corporation (EDC)

Sandy Moore, Retail Business Owner

Jennifer Shannon, Downtown Restaurant and Property Owner

DAC Members Unable to Attend

Scott Hamer, Chamber of Commerce

E. Jessica Pekny, Downtown Glen Ellyn Alliance, Downtown Business Owner

Ann Riebock, School District 41

Others in Attendance

Steve Jones, Village Manager

Staci Hulseberg, AICP, Planning and Development Director

Michele Stegall, AICP, Village Planner

Richard Boehm, Vice President, McDonough Associates, Inc.

Jim Louthen, ASLA, President, Town Builder Studios

Jan Morel, PE, Engineering and Development Manager, Town Builder Studios

1. Roll Call and Agenda Review

The meeting began with an introduction of the Town Builder Studios (TBS) Team, followed by each Downtown Advisory Committee (DAC) member in attendance stating their name.

2. Adoption of February 3, 2009, Meeting Minutes

Mr. Melady moved to approve the February 3, 2009, DAC meeting minutes. Motion was seconded by Mr. Meyers and passed unanimously.

3. Review and Discussion of the "DAC Draft" of the *Village of Glen Ellyn Downtown Strategic Plan*.

Mr. Louthen began the meeting by stating that the purpose of tonight's meeting is to discuss any "big picture" and "report structure" items in the draft plan, and any grammatical-types of comments in the draft report should be submitted by Tuesday, March 10, 2009. Please provide your comments to Town Builder Studios (TBS) by phone, fax, or email. Please note, however, that comments for the Downtown Organization element (starting on Page 10.12 of the draft report) are due at the end of the day tomorrow (Wednesday, March 4, 2009).

The edits will be provided to the Village staff for a final review, and the final report with any remaining staff edits will be distributed to the Village Board for its review and adoption. The upcoming April election and May swearing-in of new members will likely result in a June adoption schedule. The June presentation to the Village Board should include members of the DAC.

The DAC requested that the phasing should be brought back into the implementation chapter, and incorporate the "early start" projects and initiatives to the beginning of the chapter.

Mr. Louthen continued by stating that the DAC should continue on a temporary basis until the new Downtown Organization is established. The detailed analysis, programming, and implementation of the two-way street network is being considered for the Village's next fiscal year, and the Forest Avenue North Parking Structure has Metra's initial support and – since its implementation will be a multiple-year effort – steps should be taken immediately to make this project a reality.

Mr. Louthen introduced Mr. Boehm, Vice President, McDonough Associates, Inc. and asked him to say a few words about his company and Downtown Glen Ellyn. Mr. Boehm stated McDonough Associates is an engineering and architectural firm that is known for big civil projects. The firm has coordinated work with Metra and other transit agencies and has a good relationship with the Illinois Department of Transportation (IDOT). Mr. Boehm is a former Village Manager so he understands first-hand the issues and perspectives municipalities have regarding civil engineering projects.

Mr. Louthen stated that TBS strongly believes in implementation, and likes to be involved in the implementation phase of plans it has prepared by tracking the funding for projects and initiatives identified in the plans– including Glen Ellyn and the *Downtown Strategic Plan*.

Prior to the meeting, Mr. Boehm paged through the "DAC Draft" of the *Downtown Strategic Plan*, and commended the members for its hard work and solid report content.

Mr. Boehm wrapped-up his comments by stating that the current State Transportation Bill is set to expire in October 2009, and it could have an impact of the timing of future infrastructure projects.

Mr. Louthen stated that the Village Board appointed the DAC for the sole purpose of preparing the *Downtown Strategic Plan*. TBS recommends that the DAC should remain in place for an additional year to help with the transition in creating the new Downtown Organization. The DAC would be a resource to the Village Board in establishing the Downtown Organization, and provide recommendations for necessary organizational items such as bylaws and funding.

Ms. Allison stated that she would like to be involved after the adoption of the *Downtown Strategic Plan*, but play a smaller role than Chairperson.

4. **Downtown Advisory Committee recommendation to the Village Board regarding the *Village of Glen Ellyn Downtown Strategic Plan*.**

Ms. Allison drafted a letter of recommendation to the Village Board. The DAC members were invited to review the draft letter at their convenience and provide their comments on or before Tuesday, March 10, 2009. The draft letter was written as follows:

Exhibit 1

DRAFT FOR COMMITTEE REVIEW

To the President and Board of Trustees of the Village of Glen Ellyn:

The members of the Downtown Advisory Committee (the "DAC") have been honored to have a part in creating the Downtown Strategic Plan. Over the past year we have reviewed information and recommendations generated by Town Builder Studios and its team of consultants. We have had ringside seats ad the information gathered has been shaped into broad concepts and then refined into strategies, finally becoming the plan you have before you.

At every major step in the planning process, Town Builders also sought and responded to input from the public and on a regular basis they shared the public input and reviewed the resulting plans and recommendations with the DAC. DAC input was always accepted willingly and integrated into the plan.

It is therefore with great pleasure that the DAC recommends to the Village Board the adoption of the Downtown Strategic Plan presented to you today.

It is only fair to say that not every committee member embraces every detail of the Plan. Doubtless the Village Board will respond in the same way. But taken as a whole, the Plan captures long term dreams for our hometown. It then pairs those dreams with short- and mid-term strategies to preserve and enhance a downtown that is comfortable to live in, exciting to visit and desirable to do business in.

Further, the DAC respectfully requests that the Village Board extend its existence for another year.

This will allow the DAC to review and oversee early implementation of the Plan by the Village. It is important that the plan does not sit on a shelf, but enter into an active implementation phase. We envision meeting probably every two months to receive reports on progress toward short-term goals, especially the establishment and funding of a new downtown organization, review of engineering studies evaluating changes in traffic patterns, and possibly review the streetscape improvements and new way-finding signage, as well as grant applications and other funding resources.

Not all DAC members are able to continue their role, but many would like to do so. A chair who is not involved with any of the active downtown organizations is recommended, as the current chair will be stepping down.

We thank you for the privilege of work on the Plan and reiterate our recommendation for its adoption.

It is anticipated that the new Downtown Organization will have a Board of Directors, paid staff, and regular meetings which requires reports and helps keep the progress going to get things done.

Mr. Louthen stated that he sensed that some of the DAC members wanted to be involved after the *Downtown Strategic Plan* is adopted. The DAC will be a "transition" organization, not the anticipated "permanent" Downtown Organization.

Responding to Ms. Howley's inquiry, Ms. Hulseberg stated that once the Downtown Strategic Plan is adopted, staff will contact all the DAC members regarding their potential interest in serving on the "transitional" DAC. A Village staff liaison will be assigned to the group. The size will be reduced from the current 15-member arrangement to a nine- to 10-member group like the other existing Village committees and commissions. The frequency of meetings will be once every month or two, meeting approximately six times before the establishment of the new Downtown Organization.

Mr. Meyers expressed concern regarding the idea of taking up to a year to establishing the Downtown Organization. The Downtown Strategic Plan took more than a year to complete and a second full year will be difficult to justify when some action is needed immediately.

Mr. Jones stated that the detailed study of the two-way street network is already included in the draft budget. Along with TBS, the Village already has commenced discussions with Metra on the Forest Avenue North Parking Structure and Glen Ellyn Train Station projects. Unfortunately, the Federal stimulus package is a little too early for these projects because they are not "shovel-ready"; however, starting efforts now will hopefully have the projects ready in a few years and be funded by the State's transportation bill.

Mr. Meyers asked if the "transitional" DAC recommend land-banking to the Village Board, so the Village will purchase property as it becomes available. Mr. Jones replied that he felt the *Downtown Strategic Plan* accomplishes the communication of the land-banking concept. Ms. Hulseberg added that Village staff could research receptivity of land sales with Downtown property owners, signage for wayfinding, etc.

Mr. Meyers stated that he wants to ensure a sense of urgency is effectively communicated to everyone involved in the Downtown. Ms. Allison stated that if there is a specific project or initiative

that a DAC member is concerned with, he/she could always contact the Village staff every two weeks for an update to make sure progress is being made. She continued by stating that she felt if there was no "transitional" DAC, the forward momentum from the planning process will be lost.

Mr. Anderson stated that the timeline could be shortened to ensure the new Downtown Organization is established sooner than a year from now.

Ms. Allison, Mr. Melady, Ms. Howley, Mr. Meyers, Ms. Stegall, and Mr. Louthen met with representatives from the City of Elmhurst and Elmhurst City Centre on February 27, 2009. Mr. Meyers led gave a synopsis of the meeting, with Ms. Howley and Mr. Melady supplementing his comments as needed.

Exhibit 2

The City of Elmhurst had an Economic Development Corporation (EDC) that was originally independent of the City, funded privately by local banks. Over time, the City worked its way up to funding 85% of the EDC's budget. Economic development was incorporated into the City Hall organizational structure approximately six years ago under the Department of Planning, Zoning, and Economic Development, and is funded by the City's general fund.

Elmhurst City Centre is an organization that was created in 1992 and is funded by two Special Service Area (SSA) districts. It is independent of the City Hall organizational structure. Although the staff arrangement has changed over time, there are four current positions:

- 1. Executive Director. This part-time position is currently filled by an individual who is also a merchant and an attorney. The hours fluctuate depending on the demands of the position for a given day. It was a full-time position before the current Executive Director was hired. The "salary" for this position is on a flat rate, per-month basis. The Executive Director is the primary contact with a contracted outside marketing firm.*
- 2. Maintenance Supervisor. This full-time position plants and maintains the planters, shovels snow beyond the City's efforts, and maintains the public areas in the downtown.*
- 3. Special Events Coordinator. This part-time position includes events and promotional duties, for 25-30 hours/week.*
- 4. Administrative Assistants. This full-time position is shared by two individuals for a total of 40 hours/week.*

The annual budget for this organization is \$800-900,000.

The Board of Directors is comprised of five retailers, five land owners, and five residents. The retailers and land owners oversee, manage, and are responsible for marketing and promotions. The retailers, land owners, and residents are involved with physical enhancements and maintenance issues. The retailers and land owners are elected to three-year staggered terms with no term limits. The residents are appointed by their condo associations, with term limits established at the discretion of each condo association.

The election process includes Elmhurst City Centre office sending out a mailing to all members, inviting the nomination of individuals for Board of Directors seats. Nominations are made by petition, signed by a minimum number of merchants (for merchant nominations) or commercial property owner members (for commercial property owner member nominations). In addition, the Nominating Committee as appointed by the Board of Directors is allowed to submit additional nominations.

Merchants vote for merchant members, with one vote per merchant. Commercial property owners vote for commercial property owner members, with weighted voting based on relative equalized assessed values.

The "Elmhurst Business Alliance" meets every other month to ensure communication among the City of Elmhurst, the Elmhurst City Centre, and the Chamber of Commerce. The following individuals attend these meetings:

- *Mayor*
- *City Manager*
- *Director of Planning, Zoning, and Economic Development*
- *Elmhurst City Centre Executive Director*
- *Elmhurst City Centre Board of Directors Chairperson*
- *Chamber of Commerce Executive Director*
- *Chamber of Commerce Board of Directors Chairperson*
- *Economic Development Manager (as needed)*

There is an aggressive communication strategy among the downtown organizations, including a "cross-pollination" of organization representatives serving on each other's committees to ensure consistency in communication.

The mission of the Elmhurst City Centre is to be advocates for the central business district, and promote the downtown through radio, billboards, etc. It coordinates all marketing, events, maintenance, flowers, and snow removal (supplementing the City's snow removal efforts). In addition, its staff advances the downtown "brand", posts informational materials in the kiosks, cleans-up trash debris, and maintains a website, the downtown business directory, and the gift certificate program.

A Summer Concert Series will be new in 2009, with monthly concerts expected to be held from June through September. The success of one concert in 2008 prompted the downtown representatives to create a concert series this year.

The City's Economic Development Manager is in charge of City-wide business (retail, office, and industrial) recruitment and retention, including the downtown.

Some portions of the downtown were rezoned to accommodate the City's vision.

The railroad underpass was constructed in 1976-77 to improve York Road traffic flow and access to Elmhurst Hospital.

There is a Village grant program that assists downtown businesses with remodeling, façade improvements, moving, and other business-related costs. It is funded by a Tax Increment Finance (TIF) district and administered by the City of Elmhurst.

The level of communication between the City, Elmhurst City Centre, and the Chamber of Commerce is constant. The staff and directors of all these organizations serve on each other's committees and boards to ensure communication consistency.

Elmhurst views the incorporation of the Economic Development Corporation into City Hall as advantageous.

The City loaned money to the owner of York Theater to reinvest in this anchor downtown establishment. Retail storefronts surround the now-nine-screen theater.

Elmhurst is a city of 47,000 residents and has 6 million square feet of industrial building space.

Downtown Elmhurst has two existing parking structures, one "shovel-ready" parking structure, and future plans for a fourth parking structure.

Elmhurst views downtown residential living as critical to the downtown's success.

The downtown is on a major arterial – York Road – which makes a big difference in business recruitment, retention, and shopper traffic.

Downtown organizations need to be well-funded for employees to be interested in dealing with the headaches associated with business recruitment and retention.

Post-Meeting Comments

There was a lot of "controversy and pain" associated with reinventing Downtown Elmhurst after the York Road underpass "killed" the Downtown.

Mr. Boehm added to the Elmhurst summary by stating that there was a lot of "controversy and pain" associated with reinventing Downtown Elmhurst after the York Road underpass "killed" the Downtown in 1976-77.

Ms Hulseberg stated that the Village intern studied other Chicagoland downtown organizations. Ms. Stegall handed out a matrix summarizing the features of the downtown organizations that included the following categories:

- Village Name
 - Hinsdale
 - Naperville
 - Elmhurst
 - Lombard
 - St. Charles
 - Batavia
 - Plainfield
 - Downers Grove

- Wheaton
- Oak Park
- Skokie

- Separate Downtown Organization (yes/no)
- How Funded/Functions
- How many Staff
- Economic Development Corporation/Chamber of Commerce (yes/no)
- Functions

Mr. Louthen stated that in Elmhurst, residential is critical to its downtown's success. In addition, the location of the primary downtown corridor on a major arterial (York Road) makes a big difference with shopper traffic.

Mr. Kelley requested a written summary of the Elmhurst meeting (see Exhibit 2 above).

Discussion continued by stating that the "transitional" DAC should meet with the Elmhurst representatives again to discuss their experiences in greater detail. In addition, Mr. Louthen stated that the "transitional" DAC could also look at a different community to compare the different solutions and determine what would be best for Downtown Glen Ellyn.

Mr. Boehm stated that Hinsdale is a community that has similarities with Glen Ellyn, and it may be a good comparison community.

Mr. Anderson moved to approve the *Downtown Strategic Plan*, accompanied by a final version of the DAC letter prepared by Ms. Allison, including the recommendation to appoint a transition committee to establish a new, permanent Downtown Organization. Motion was seconded by Mr. Melady and passed unanimously.

5. Preparation for the May 2009 Village Board Meeting.

Mr. Louthen stated that several of the DAC members should be involved in the presentation of the Downtown Strategic Plan to the Village Board. Details will be worked out once the June 2009 Village Board meeting date is finalized.

6. Adjourn

Mr. Louthen thanked the members for putting in a lot of effort into their role with the DAC by attending extra meetings and reading through large packets of information to create a great report. The TBS Team thoroughly enjoyed working with each DAC member, and it is clear that the DAC – and the rest of the community – is passionate about its Downtown.

Ms. Allison thanked the DAC members and the TBS Team for its efforts to create the Village's *Downtown Strategic Plan*.

Ms. Hulseberg echoed the comments of Mr. Louthen and Ms. Allison.

Mr. Anderson moved to adjourn the DAC meeting at 9:00 p.m. Motion was seconded by Ms. Howley and passed unanimously.