

# PowerPoint Presentations

Presentations were made at Downtown Advisory Committee (DAC) meetings, Public Events, and Village Board Meetings. The following presentations are contained in this appendix:

April 29, 2008	DAC Meeting #1
June 2, 2008	Public Presentation ("Town Hall" Meeting and Charette Event)
August 4, 2008	DAC Meeting #2 (TBS, Gruen Gruen + Associates, and History Presentations)
September 3, 2008	DAC Meeting #3
October 15, 2008	DAC Meeting #4
November 3, 2008	Public Presentation
November 20, 2008	DAC Meeting #5
December 16, 2008	Village Board Meeting (as updated on December 31, 2008)
January 15, 2009	Public Presentation
February 3, 2009	DAC Meeting #6
July 20, 2009	Village Board Meeting and Public Presentation

# Downtown Advisory Committee Meeting #1

Downtown Strategic Plan  
Village of Glen Ellyn, Illinois

Tuesday, April 29, 2008

## Agenda

1. Introductions
2. The Role of the DAC
3. The Planning Process
4. The Project Management Update
5. Other Business and Adjourn

## 1. Introductions

- The Town Builder Studios Team
- The Downtown Advisory Committee (DAC)

## The Town Builder Studios Team



## The Downtown Advisory Committee

- Name
- Are you a resident and/or business owner in Glen Ellyn?
- How long have you lived/run your business in Glen Ellyn?
- What group affiliation are you representing on the DAC?
- Why did you say "yes"?

## 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.

### 3. The Planning Process

- Eight Steps
- Data Collection and Analysis
  - Land Use and the Built Environment
  - Market
  - Parking
  - Historic Preservation



### Eight Steps

1. Data Collection and Analysis
2. Market Analysis and Recommendations
3. Vision Statement and Two Concept "Bubble Diagram" Concept Plans
4. Refinement of a Preferred Downtown Strategic Plan
5. Parking, Circulation, and Access Analysis
6. Implementation Strategies
7. Draft Report
8. Final Report



### Land Use and the Built Environment

"Planning is bringing the future into the present so you can do something about it now."

- Alan Lakein



### Land Use and the Built Environment

- Comprehensive Plan
- Village Organizations
- Maps
  - Region
  - Preliminary Core and Study Areas
  - Property Ownership
  - Building Height
- Interviews
  - Interview Exercise

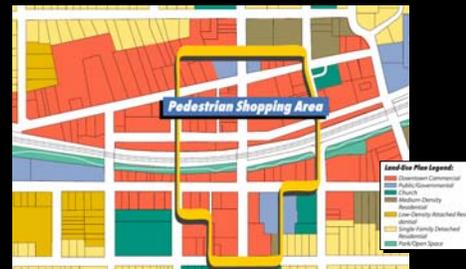


### Comprehensive Plan: Excerpts

- The Downtown is the "historic commercial and multi-purpose focal point" in Glen Ellyn.
- Retail is primarily along Main Street and Crescent Boulevard.
- Glen Ellyn's Depot is the Union Pacific West Line's busiest commuter station.
- Parking is not well-distributed.
- "Upgrade the image, appearance and convenience" of the Village's Downtown streets, buildings, parking lots, and open spaces.



### Comprehensive Plan: Land Use



Source: Comprehensive Plan, Glen Ellyn, Illinois (April 2001)  
Prepared by: TMA, Pettigrew, Allen and Payne, Inc. with Parsons Transportation Group



### Comprehensive Plan: Downtown Guidelines



Source: Comprehensive Plan, Glen Ellyn, Illinois (April 2001)  
Prepared by: Tikka, Pettigrew, Alkin and Payne, Inc. with Parsons Transportation Group



### Comprehensive Plan: Development Sites



Source: Comprehensive Plan, Glen Ellyn, Illinois (April 2001)  
Prepared by: Tikka, Pettigrew, Alkin and Payne, Inc. with Parsons Transportation Group



### Organizations Involved with the Downtown

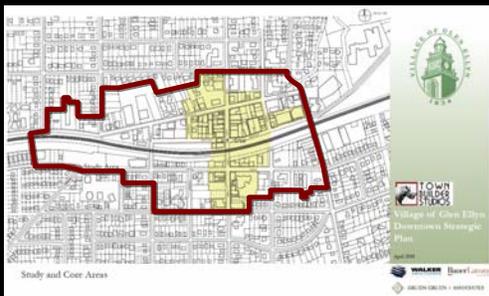
- Village of Glen Ellyn
- Glen Ellyn Economic Development Corporation
- Glen Ellyn Chamber of Commerce
- Downtown Glen Ellyn Alliance
- Go Downtown! ("Grassroots")



### Maps: Region



### Maps: Preliminary Core and Study Areas



### Maps: Property Ownership



## Maps: Building Height



## Market

"Change is inevitable –  
except from a vending machine."

- Robert Gallagher



## Market Analysis

- Interviews
- Short Merchant Survey



## Market Analysis

Share of Total Glen Ellyn Retail  
Sales Captured by Downtown Retailers and Restaurants

	2001	2002	2004	2005
	%	%	%	%
Downtown Restaurants	31	33	33	36
Downtown Retailers	18	19	16	17
<b>Downtown Total</b>	<b>20</b>	<b>20</b>	<b>21</b>	<b>19</b>

Sources: Village of Glen Ellyn; Illinois Department of Revenue; Gruen Gruen + Associates.



## Parking

"Restore human legs as a means of travel.  
Pedestrians rely on food for fuel and need no special  
parking facilities."

- Lewis Mumford



## Parking: Demand

- Metra Commuters
- Downtown Businesses, Restaurants, Retail, etc.
- Employees
- High School Students, Staff and Visitors
- Special Events



### Parking: Inventory

- Study zone bounded by:
  - Anthony Street (north)
  - Park Boulevard (east)
  - Hillside Avenue (south)
  - Western Avenue (west)
- High School parking also included in inventory.
- Total inventory of 3,236 spaces:
  - 1,099 public
  - 1,723 business (private)
  - 414 street



### Parking: Study Zone Map



### Parking: Categories Map



Source: Village of Glen Ellyn



### Historic Preservation

"We shape our buildings; thereafter, our buildings shape us."

- Winston Churchill



### Historic Preservation: Overview

- Heavy concentration of historic commercial buildings along Main Street
  - Secondary Pennsylvania, Crescent, Duane
- Buildings typically from 1890's or 1920's era
- Many buildings well preserved with minimal alterations
- Disconnection along Pennsylvania & Crescent



### Map: Historic Inventory

Preliminary Historic Resources Survey Map



Red = Landmarks, Outstanding Historic Significance  
 Orange = Historically Significant  
 Yellow = Contributes to Historic Character  
 Gray = Non-contributing, Less than 50 yrs old





## 4. The Project Management Update

- Schedule
- Charette and First Town Hall Meeting

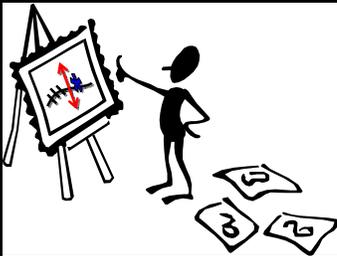


## Schedule

- Approximate 12-Month Planning Timeline
- Next Steps
  - Wrap-Up Interview Summaries
  - Prepare and Distribute Preliminary Data and Analysis Report
  - Hold Town Hall Meeting #1
  - Run Charette



## Charette and First Town Hall Meeting



*Charette: A design-based brainstorming session.*



## 5. Other Business and Adjourn

Thank you for your participation!



# Town Hall Meeting Meeting #1

Downtown Strategic Plan  
Village of Glen Ellyn, Illinois

Monday, June 2nd, 2008



## Meeting Purpose

- Community can share ideas and concerns re Glen Ellyn's Downtown
- Participants can learn about the Strategic Planning Project
- The Project Consultants will share findings
- You can react to the findings and influence direction for the Project
- Springboard from analysis into planning, design and ideation



## Agenda

- Moment of Reflection and then Introductions
- Glen Ellyn's Downtown Strategic Plan
- Presentation of Findings
  - Land Use and Built Environment
  - Market
  - Parking
  - Historic Architecture
- Q & A
- Charette



## Introductions

- The Town Builder Studios Team
- The Board of Trustees
- The Downtown Advisory Committee (DAC)
- Public Participants



## Vacant Space

### ▪ RETAIL - DOWNTOWN

- 600 and 600 485 Main St.
- 800, 850 and 1,200 454 Pennsylvania Ave.
- 900 534 Crescent Blvd.
- 900 up to 1,350 413 Main
- 1,900 up to 2,500 485 Main St.
- 2,500 up to 5,100 460 Main St.
- 2,650 up to 3,300 538 Crescent Blvd.
- 3,200 530 Crescent Blvd.
- 3,279 462 Park Blvd. lease
- 3,600 476 Main St.
- 5,500 530 Pennsylvania Ave.
- 7,800 535 Pennsylvania Ave.



## Organizations Involved with the Downtown

- Village of Glen Ellyn
- Glen Ellyn Economic Development Corporation
- Glen Ellyn Chamber of Commerce
- Downtown Glen Ellyn Alliance
- Go Downtown! ("Grassroots")



## Downtown Strategic Plan The Planning Process

- Eight Steps
- Data Collection and Analysis
  - Land Use and the Built Environment
  - Market
  - Parking
  - Historic Preservation



## Eight Steps

1. **Data Collection and Analysis**
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## Schedule

- Approximate 12-Month Planning Timeline
- Current Steps
  - Wrap-Up Data Collection work
  - Summarize all of the interviews
  - Enjoy tonight's Town Hall Meeting #1
  - Charette!
  - Interact with Downtown Advisory Committee
  - Develop Preliminary Concepts



## Public Interviews

- Individual Interviews
- Chamber of Commerce Executive Board
- Economic Development Corporation
- Downtown Glen Ellyn Alliance
- Go Downtown!
- Downtown Retail and Restaurant Owners
- Downtown Business Owners
- Downtown Property Owners
- Community At-Large
- Other Government Agencies
- Chairpersons of Village Commissions
- Former Elected Officials
- College of DuPage



## Public Interviews - Themes

Parking	employee, customer, commuter, garage
Businesses – recruit	anchor, men's, kids, teens
Businesses – retain	keep what we've got
Circulation	consider eliminating the one-way streets, build a pedestrian underpass
Design	buildings, streetscape

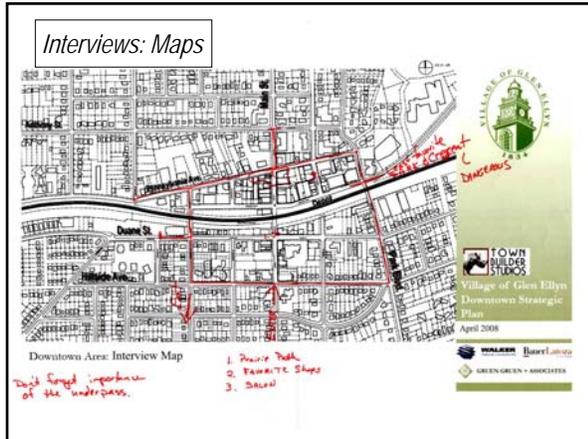


## Public Interviews - Themes

Ambiance	historic, Tudor, trees, flowers, plants, awnings, brick sidewalks and crosswalks, signs
Organizations	overlapping functions
Events	Jazz Festival, Taste of Glen Ellyn, Trick or Treat, Holiday Walk, want more
Maintenance and Upgrades	building exteriors, building interiors, streetscape



## Interviews: Maps



## Market



## What Sustainable Downtowns Do

- Facilitate physical improvements
  - enhance the character and functions
  - provide comparative advantages to residents and economic activities
- Reinvent Downtown as a place that improves:
  - lives of residents
  - productivity of businesses and institutions and
  - appeal to visitors

## National Trend of Shifting Sequence and Pattern of Land Use Development

- Traditional model of Downtown development/growth:
  - separation of land uses
  - office emphasized as first part of sequence, followed by cultural/retail
  - housing permitted on fringes or on sites not suitable for preferred core uses
- New model for many Downtowns:
  - market rate housing key component
  - retail/recreational and cultural development, followed by
  - offices with knowledge-based jobs following workers to their homes

## Disadvantages in Downtown Glen Ellyn

- Disadvantages include:
  - lacks concentration of major office and large base of residential units
  - lacks critical mass of attractions
  - perception of parking constraints
  - obsolescence of building space
  - poor streetscape conditions in some locations
  - growth of retail outside Downtown
  - disjointed, divided by train tracks



## Directing Future of Downtown Glen Ellyn

What Will Equip Downtown to be Sustainable, to Support Maintenance, Updating and Replacement of Obsolete Buildings and Development Patterns

- Create user- and visitor-friendly environment while offering experiential attractions of a true mixed-use activity center
- Encourage residential, shopping, recreational and office clusters linked together to generate positive spillover between clusters

## Advantages to Build-Upon

- Geographic centrality to affluent neighborhoods
- Accessibility to highway linkages and Metra station enhances accessibility and stimulates commuter demands
- DuPage Medical Group serves as employment/health care anchor and source of demand
- Growing base of restaurants, grocery store, and specialty retail

## Recommended Strategy

1. Facilitate development of a critical mass of dining, cultural and recreational magnets, and market rate residential units.



## Recommended Strategy

2. Nurture and retain existing businesses, and incubate new businesses.



## Recommended Strategy

3. Enhance connections and engagements with the College of DuPage (e.g. Global Art Festival, a band shell, event programming, business assistance, a culinary market, etc.)



## Recommended Strategy

4. Enhance community event programming.



## Recommended Strategy

5. Augment parking.
6. Enhance wayfinding and signage.
7. Create an iconic gathering space and greenway, and integrate it with housing.

## Parking

## Importance of Downtown Parking

- Downtown parking should be:
  - Easy to find
  - Convenient (close to destination points)
  - Provide a good level of comfort
  - Serve many different types of land uses
  - Promote a vibrant, interesting Downtown

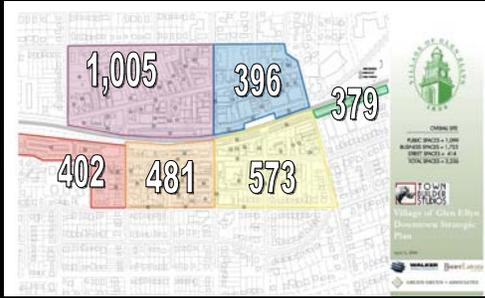
## Parking: Demand

- Metra Commuters
- Downtown Businesses, Restaurants, Retail, etc.
- Employees
- High School Students, Staff and Visitors
- Special Events

## Parking: Inventory

- Study zone bounded by:
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- High School parking also included in inventory.
- Total inventory of 3,236 spaces:
  - 1,099 public
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  - 414 street

## Parking: Study Zone Map



## Parking – Findings...

- How many parking spaces were occupied on a typical weekday?
  - Purple zone: 45% full
  - Blue zone: 70% full
  - Green zone: 83% full
  - Yellow zone: 64% full
  - Orange zone: 57% full
  - Red zone: 66% full
  - Overall: 60% full

## Parking: Categories Map



## Parking – Findings...

- How full were the large public parking lots on a typical weekday?
  - Duane/Lorraine: 80% full
  - Main/Pennsylvania: 30% full
  - Schocks: 75% full
  - Crescent/Glenwood: 90% full
  - U.P. West: 90% full
  - Train A: 90% full
  - Train B: 75% full
  - Train C: 100% full
  - Train D: 75% full
  - Park/Montclair: 60% full
  - South Main: 50% full
  - CC Lot: 75% full

## Parking - Conclusions

- Points for Consideration:
  - Current parking restrictions (permits, time limits, etc.)
  - Proximity of parking to destination points
  - Perception of how easy or hard it is to find a space
  - Special event parking
  - Is current traffic flow user-friendly?
  - Is more parking needed in the Downtown area?

## Historic

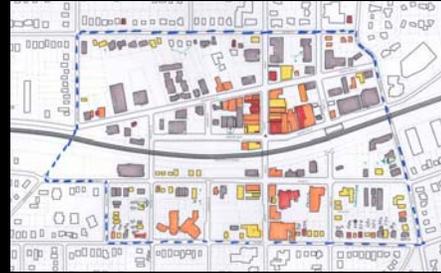
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## Historic Preservation: Architectural Styles



## Historic Preservation: Disconnection on Pennsylvania



## Historic Preservation Programming Notes

- Preserve special character of Glen Ellyn
- Maintain/restore original facades and storefronts
- Infill and new construction sensitive to the character of the Downtown
  - Materials
  - Details
  - Roof lines
  - Massing
  - Style
  - Scale
- Glen Ellyn heritage key asset to the development revitalization



## Planning

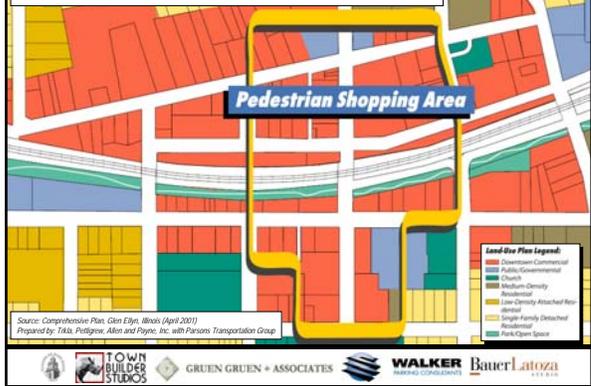


## Existing Comprehensive Plan: Excerpts

- The Downtown is the “historic commercial and multi-purpose focal point” in Glen Ellyn.
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- Parking is not well-distributed.
- “Upgrade the image, appearance and convenience” of the Village’s Downtown streets, buildings, parking lots, and open spaces.



## Existing Comprehensive Plan: Land Use



## Existing Comprehensive Plan: Downtown Guidelines

### Improvement Guidelines:

- Continue to improve and enhance the heart of Downtown as a pedestrian-oriented shopping and business area.
- Reorganize and redevelop the northwest quadrant of Downtown on an attractive and convenient office and service area.
- Continue streetscape and other design enhancements, particularly along the east-west streets within Downtown.
- Provide “gateway” design features that denote entry into the Downtown and delineate its boundaries.
- Work with Metra to replace the existing commuter station with a new Downtown facility.
- Improve pedestrian connections between the north and south sides of Downtown.
- Promote replacement of older structures with high-quality townhomes and similar multi-family developments.
- Maintain, preserve and protect surrounding neighborhoods. See text for additional improvement and development guidelines.

### Improvement & Development Guidelines



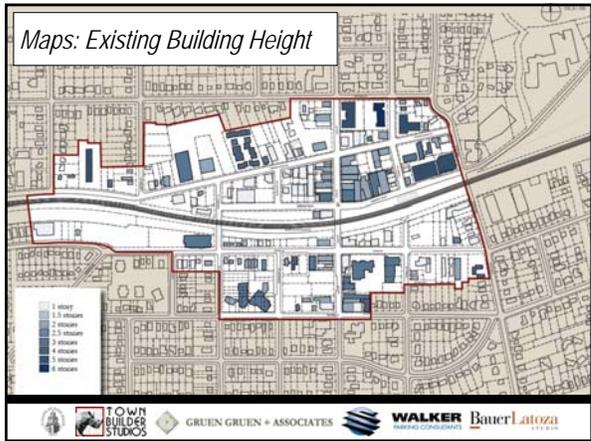
## Existing Comprehensive Plan: Development Sites

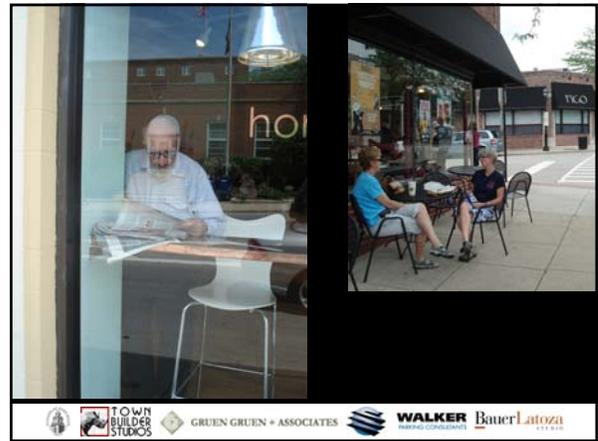


## Maps: Existing Public/Private Property Ownership

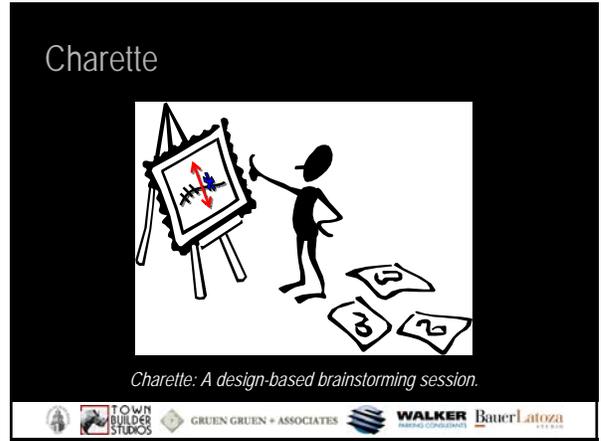


## Maps: Existing Building Height









# Downtown Advisory Committee Meeting #2

Downtown Strategic Plan  
Village of Glen Ellyn, Illinois

Monday, August 4, 2008



# History of Downtown Glen Ellyn



# Community Context Analysis



## The Region



## Community Organizations

- Chamber of Commerce
- Downtown Glen Ellyn Alliance
- Economic Development Corporation
- Go Downtown!
- Historical Society
- Citizens for Glen Ellyn Preservation



## Village Resources

- Department of Planning and Development
- Police Department
- Volunteer Fire Company
- Public Library
- Park District



### *Other Public Resources*

- Schools
  - College of DuPage
  - Glenbard Township High School District 87
  - Glen Ellyn School District 41
  - Community Consolidated School District 89
- Milton Township
- DuPage County



### *Neighbors – Downtown Wheaton*

- Downtown is a Focus of Community Representatives
- First Trust Portfolio Headquarters (Office, Retail, Parking)
- Courthouse Square (Residential)
- Hired a Retail Consultant (Recruit and Retain Businesses)
- Pedestrian Underpass
- Affordable Housing
- Green Initiatives



### *Neighbors – Downtown Downers Grove*

- Village is Focusing on Public Plazas and Greenspaces
- Lots of Interest in Housing
- Downtown Parking Garage
- Developer-Friendly Attitude
- Tax Increment Financing (TIF) Use Encouraged
- Downtown Management Corporation
- Pattern Book
  - An "existing conditions" report of downtown buildings – a precursor to the development of design guidelines.



### *Downtown Glen Ellyn – Key Thoughts*

- Strong history
- Nurture and incorporate into Downtown's "brand"
- Enhance
  - Historic character
  - Downtown events
  - Coordination
  - Communication



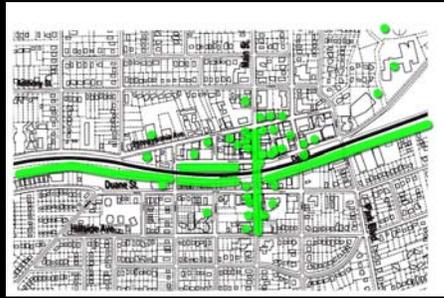
## Public Participation Analysis



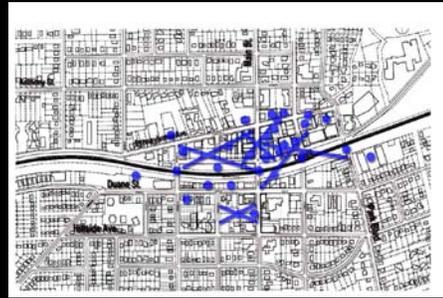
### *Downtown Boundaries*



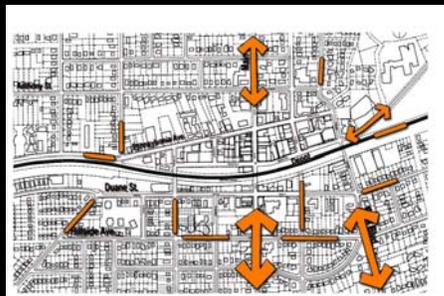
### Downtown Destinations



### Downtown Dislikes



### Downtown Points of Access



### Main Street Design Studio

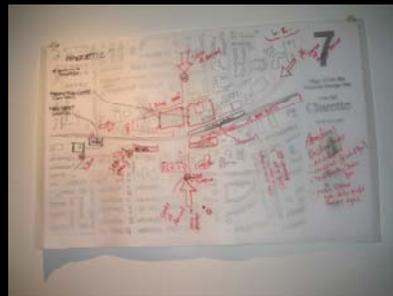


### Town Hall Charette – Key Words

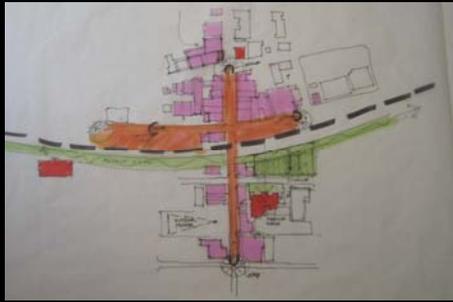
- Connectivity
- Cultural
- Aesthetic Identity
- Lively
- Cohesive
- Financially Viable
- Train Issues
- Parking
- Attractions
- Arts-Related Gathering Place
- New Train Station
- Men's and Teen/Young Adult Clothing Lifestyle Stores



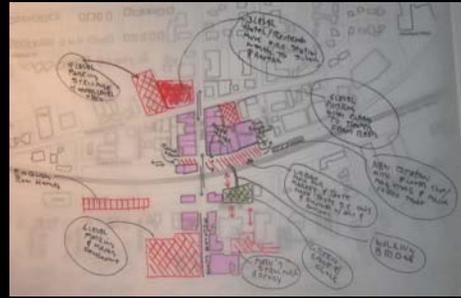
### Charette



*Design Studio – Annotated Conversations*



*Design Studio – Community Drawings*



*Town Hall Meeting – Main Street Design Studio Review*

- Retain Character
- Address Parking
- Sustainable Retail, Entertainment, Shopping, and the Arts
- Create an Arts District
- Historic Tourism
- Retail Exit Interviews
- Underpass or Overpass at RR
- Eliminate the Perception of "Red Tape"



*Design Studio – Potential Reinvestment Locations*



*Design Studio – Potential Parking Locations*



*Design Studio – Potential Greenspaces*



### Design Studio – Potential Circulation Issues



### Design Studio – Potential Depot Locations



### Survey – Response Summary

- 91% Visit the Downtown at least one time per week.
  - 50% of which visit the Downtown 1-5 times per week.
  - 41% of which visit the Downtown more than 5 times per week.
- 47% Dine at a Downtown restaurant at least once per month.
- 40% Purchase goods and services from Downtown merchants at least once per month.



### Survey – Downtown Activities

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

Note: Respondents were asked to check all that applied to their situation.



### Survey - Images



### Other Ideas from the Community



### Other Ideas from the Community



Just add people and life

Oak Brook Promenade



### Public Comments - Themes

Parking	employee, customer, commuter, garage, event
Businesses – recruit	anchor, men's, kids, teens, <u>affordable</u>
Businesses – retain	keep what we've got
Circulation	consider eliminating the one-way streets, keep the one-way streets, build a pedestrian underpass at the tracks
Design	buildings, streetscape, signage



### Public Comments - Themes

Ambiance	historic, Tudor, trees, flowers, plants, awnings, brick sidewalks and crosswalks, signs, "plaza streets", greenspace
Organizations	overlapping functions, might need all
Events	Jazz Festival, Taste of Glen Ellyn, Fourth of July, Trick or Treat, Holiday Walk... want more
Maintenance and Upgrades	building exteriors, building interiors, streetscape



## Market Analysis



## Schedule

### Next Steps

- DAC Meeting #3
  - Land Use
  - Public Policy
  - Physical Conditions
  - Circulation and Transportation
  - Civic Spaces and Events
  - Vision, Goals and Objectives
- DAC Meeting #4
  - Concept "Bubble Diagram" Review



**CREATING AN ENHANCED,  
SUSTAINABLE DOWNTOWN GLEN ELLYN**

Glen Ellyn  
Downtown Advisory Committee

August 4, 2008

By Aaron N. Gruen

Gruen Gruen + Associates  
*Urban Economists, Market Strategists  
and Land Use/Public Policy Analysts*

**CITIES ARE ORGANIC LIVING ENTITIES  
THAT MUST CONSTANTLY REINVENT THEMSELVES**

To be sustainable, Downtown must:

- contribute to the health and functionality of the Village
- be a highly specialized mixed-use cluster
- improve lives of residents and productivity of businesses

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN

**DOWNTOWN GLEN ELLYN SURROUNDED  
BY POWERFUL COMPETING AGGLOMERATIONS**

**DOWNTOWN GLEN ELLYN SUPPLY COMPETITION**



CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN

**RELATIONSHIP BETWEEN RETAIL SUPPLY & DEMAND  
IN GLEN ELLYN & WHEATON MARKET AREA**

Estimated Balance of Primary Market Area Retail Supply and Demand: 2008-2013		
	2008 # Square Feet	2013 # Square Feet
Estimated Retail Demand	1,414,000	1,509,000
Estimated Retail Supply <sup>1</sup>	2,965,000	2,995,000
Estimated Supply Surplus	(1,551,000)	(1,486,000)

<sup>1</sup> 2013 estimate includes future identified supply of approximately 30,000 square feet of retail space.

Source: Gruen Gruen + Associates

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN

**OFFICE MARKET**

**Office Market Conditions**

- The East-West Corridor office submarket - 40 million square feet of office space and a high vacancy rate of over 20 percent.
- Of the approximately 532,000 square feet of office space in Glen Ellyn not in the Downtown, approximately 115,000 square feet of space is vacant - 22 percent.
- Gross annual rental rates range from approximately \$13 to \$20 per square foot, below the East-West Corridor average for Class B office space.

**Position in the Office Market**

- Downtown Glen Ellyn does not have an image as, or inventory of space for, corporate office users.
- Glen Ellyn does not currently contain a critical mass of office space users, office space inventory, and set of support services and amenities that corporate office space users require.
- The Downtown does not provide significant agglomerational advantages for major office space users.

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN

**RESIDENTIAL DEMAND IN  
GLEN ELLYN & WHEATON MARKET AREA**

Estimated Annual Demand from Younger-Age and Older-Age Households in the Primary Market Area: 2008 - 2013							
	2008	2009	2010	2011	2012	2013	Total 2008-2013 (Annual Average)
Number of Younger-Age Households With Annual Income Greater than \$50,000 that May Move Within a Year <sup>1</sup>	211	211	212	212	212	212	1,270 (212)
Number of Older-Age Households that May Move Within a Year <sup>2</sup>	155	160	165	171	177	183	1,011 (169)
<b>TOTAL DEMAND</b>	<b>366</b>	<b>371</b>	<b>377</b>	<b>383</b>	<b>389</b>	<b>395</b>	<b>2,281</b>

<sup>1</sup> Based on potential annual turnover rate of 7.7 percent.  
<sup>2</sup> Based on potential annual turnover rate of 2.2 percent.

Sources: U.S. Census, 2000 Census, 2006 American Community Survey, Claritas, Demographic Trends Report; Gruen Gruen + Associates.

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN

### ATTEMPTING TO MAINTAIN STATUS QUO BY REPLICATING THE PAST WON'T WORK

A successful Downtown:

- ❑ presents a coherent blending of old and new
- ❑ presents a distinctive sense of character and of place
- ❑ responds to shifting consumer priorities and preferences
- ❑ relates to technologies and institutions operating in today's economy

Cincinnati as an Example of Failing to Capture Opportunities by Attempting to Recreate the Past and Avoid Change



Mistakes Made:

1. Subsidizing Department Stores
2. Over the Rhine, Cincinnati

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN



### THE PALLET OF USES CONTAINED IN URBAN CORES AND DOWNTOWNS HAS NOT CHANGED

Urban Cores and Downtowns provide interacting:

- ❑ markets
- ❑ productivity-enhancing work places
- ❑ administrative public functionaries
- ❑ cultural and recreational gathering places and events
- ❑ housing
- ❑ transportation and communication links
- ❑ safety

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN



### THE SEQUENCE OR TIMING OF DEVELOPMENT OF LAND USES IN DOWNTOWNS HAS CHANGED

Traditional model of development and growth:

1. Separation of land uses
2. Office emphasized as first part of sequence
3. Followed by cultural/retail
4. Housing permitted on fringe or on sites not suitable for preferred core uses

New model for many Downtowns:

1. High-end housing a key component
2. Retail/recreational and cultural uses
3. Offices with knowledge-based jobs following workers to their homes

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN



"FOLLOWING FROM THE FRONT"

Paris Café, French Revolution

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN



### PRIMARY BUILDING BLOCKS OF A SUSTAINABLE DOWNTOWN

Creation of residential, shopping, working and recreation clusters

- ❑ Create user- and visitor-friendly environment while offering experiential attractions of a true mixed-use activity center
- ❑ Encourage clusters to be linked together to generate positive spillover between clusters
- ❑ Linkage between uses critical. The more disjointed and spread out, the more difficult it is to realize spillover benefits and achieve longer-term sustainability



Pedestrian trails, streetscape linkages, signage, and outdoor gathering spaces encourage pedestrian movement and connect activity nodes in Downtown Bethesda (MD)

A central plaza and public gathering space link historic mill buildings now redeveloped as dense clusters of housing, commercial and civic uses in Downtown Lowell (MA)



CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN



The Third Street Promenade in Downtown Santa Monica (CA) connects small street front shops and boutiques, restaurants, and entertainment uses with the Santa Monica Place shopping mall and various civic buildings

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN



### ADVANTAGES TO BUILD UPON

- Geographic centrality to affluent neighborhoods
- Accessibility to highway linkages and Metra station enhances accessibility and stimulates commuter demands
- DuPage Medical Group serves as employment/health care anchor and source of demand
- Growing base of restaurants, grocery store, and specialty retail

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN



### DISADVANTAGES IN DOWNTOWN GLEN ELLYN

Disadvantages include:

- lacks concentration of major office and large base of residential units
- lacks critical mass of attractions
- perception of parking constraints
- obsolescence of building space
- poor streetscape conditions in some locations
- growth of retail outside Downtown
- disjointed, divided by train tracks

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN



### HOW TO MAKE DOWNTOWN REVITALIZATION HAPPEN WITH MUNICIPAL ENTREPRENEURSHIP

- Listen carefully to private players in order to gain benefit of their experience and market insight but don't wait for the developers to tell you how the market works when they respond to city plans or ask for variances to it
- Capital actions and direct assistance to private property developers must be informed by understanding of real estate economic dynamics within the downtown area, as well as the competitive conditions of regional markets that must be profitably served
- Planners and policy makers should have their own play book of local real estate economics
- Use real estate investment models that indicate land values likely to be supported by candidate uses at prevailing and expected rents

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN



### RECOMMENDED STRATEGIES

- Grant variances to height and bulk restrictions for projects whose designs meet not only aesthetic standards but will create effective pedestrian linkages and positive spillover to adjoining buildings and agglomerations
- Facilitate development of a critical mass of dining, cultural and recreational magnets and market rate residential units
- Nurture and retain existing and incubate new businesses

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN



### RECOMMENDED STRATEGIES

- Enhance Connections and Engagement with College of DuPage (e.g., Global Art Festival, band shell, event programming, business assistance, Culinary Market)
- Enhance Event Programming
- Augment Parking
- Enhance Way-finding and Signage
- Create Iconic Gathering Space and Greenway, Integrated with Housing

CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN



CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN





## GRUEN GRUEN + ASSOCIATES (GG+A)

The urban economists, sociologists, market and financial analysts, demographers and statisticians of Gruen Gruen + Associates (GG+A) are dedicated to helping make the best use of land, real property and urban and environmental resources. GG+A provides public and private entrepreneurs with contract research and analysis, consulting, and pre-development services. Our clients develop, lease, manage, sell and influence real property. GG+A helps them realize the highest returns from their efforts.

All of GG+A's work is bounded together by a common thread: the economics of land use. Land use is a complex phenomenon involving public policy, fiscal resources, market dynamics, demographic trends, finance, infrastructure, and a host of other factors that collectively comprise the urban system. As specialists in the economics of land use, GG+A serves a broad variety of public and private sector clients.

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***APPLYING KNOWLEDGE, CREATING RESULTS, ADDING VALUE***

**CREATING AN ENHANCED, SUSTAINABLE DOWNTOWN GLEN ELLYN**





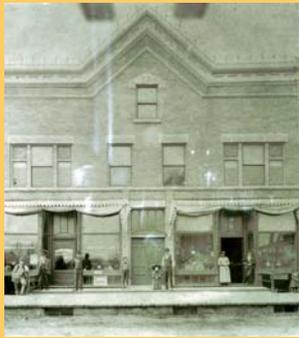
1893 – The Ehlers Hotel  
Corner of Main & Crescent looking north



1908 – Main Street  
Looking north toward Pennsylvania



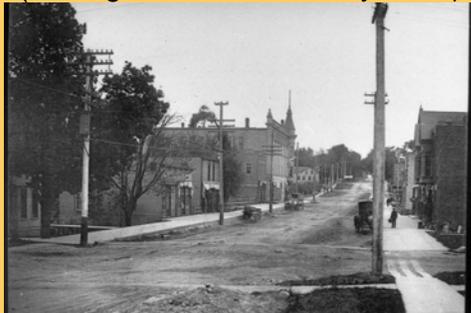
Boyd Brothers Hardware in 1892



1892 Boyd Brothers Hardware  
as it looks today



1906 – Main Street  
(looking south from Pennsylvania)



c.1931- the same block 25 years later  
(looking north from Crescent)



**1906** – Main Street looking south  
across the railroad tracks



**1928** – just 22 years later  
Main Street looking north from Hillside



**1907** – Crescent Blvd. at Main St.  
Looking east past the train station



**1913** – Crescent Blvd.  
Across from the train station



**1903** – First auto in Glen Ellyn  
(A red Franklin Touring Car)



**c.1900** – The Miller brothers  
and their ice wagon



1920 – The Miller brothers auto dealership and garage on Crescent



1927 – Miller brothers dealership is joined by the Glen Theatre



The same scene today



1963 – The Glen Theatre (with bowling alley)



1911 – DuPage County State Bank building at NW corner of Crescent and Main



c. 1929 – Glen Ellyn State Bank at NE corner of Crescent and Main



1893 – The Ehlers Hotel  
at the same corner



1928 –  
The new Duane Street School



1966 – Looking north on Main Street  
(from above the railroad tracks)



Mason's Department Store  
1932 – 1985



What is our history telling us?



The Glen Ellyn Historical Society History in  
the Making



Stacy's Tavern Museum  
571 Geneva Road, Glen Ellyn  
Glen Ellyn Center for Historical Research  
800 N. Main Street, Glen Ellyn

Our mission is to research, preserve and present  
the history of our community.

# Downtown Advisory Committee Meeting #3

Downtown Strategic Plan  
Village of Glen Ellyn, Illinois

Wednesday, September 3, 2008

# Tonight's Primary Goal

Receive feedback on the

*"big issues"*

## Review and Discussion

1. Circulation and Transportation
2. Land Use
3. Public Policy
4. Physical Conditions
5. Civic Spaces and Events
6. Goals and Objectives
7. Next Steps



# Circulation and Transportation



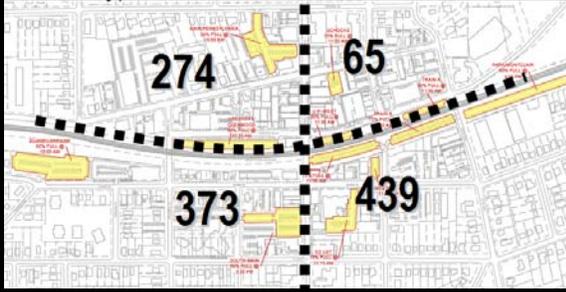
## Circulation and Transportation

- Short-Term Parking Recommendations
- Long-Term Parking Recommendations
- Structure Concepts



# Parking Supply

### Off-Street Parking – Public



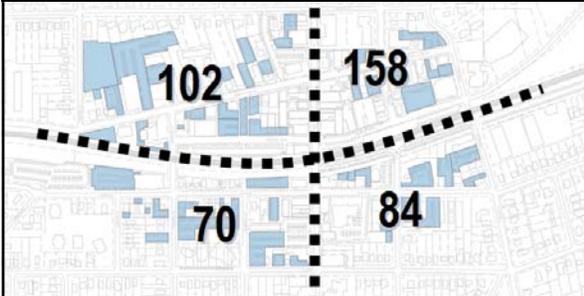
TOWN BUILDER STUDIOS | GRUEN GRUEN + ASSOCIATES | WALKER PARKING CONSULTANTS | BauerLatoza

### Off-Street Parking – Private



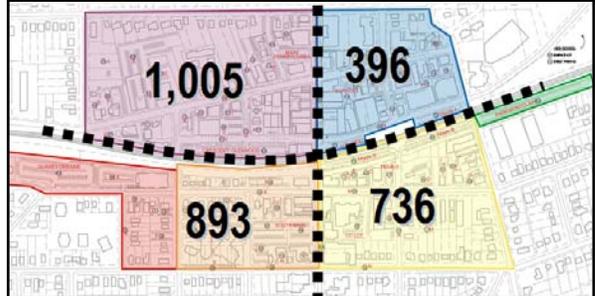
TOWN BUILDER STUDIOS | GRUEN GRUEN + ASSOCIATES | WALKER PARKING CONSULTANTS | BauerLatoza

### On-Street Parking



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### Total Parking



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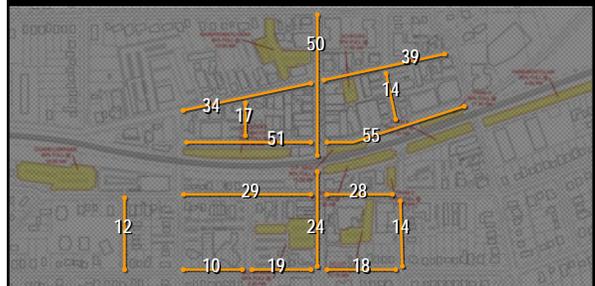
### General Parking Stalls – Off-Street



\* Average number of stalls available Monday-Friday.  
\*\* Includes parking for Civic Center employees.

TOWN BUILDER STUDIOS | GRUEN GRUEN + ASSOCIATES | WALKER PARKING CONSULTANTS | BauerLatoza

### General Parking Stalls – On-Street



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# Parking Structure

## Parking Structures – Ramp Concepts

**SINGLE HELIX Two Way Traffic**

**3 BAY DOUBLE THREAD HELIX**

**4 BAY SIDE BY SIDE One Way Traffic**

Logos: TOWN BUILDER STUDIOS, GRUEN GRUEN + ASSOCIATES, WALKER PARTNERING CONSULTANTS, BauerLatoza

## Suggested Structured Parking

**Ideal "Basic" Structure**

Logos: TOWN BUILDER STUDIOS, GRUEN GRUEN + ASSOCIATES, WALKER PARTNERING CONSULTANTS, BauerLatoza

## Suggested Structured Parking

Site Description	Site Dimensions	Demolition	Street Access
Main/Pennsylvania lot	250' x 500'	Yes, some required	Anthony/Main/Pennsylvania
East of Glenwood between Pennsylvania and Crescent	300' x 300'	Yes, some required	Pennsylvania
Crescent/Glenwood lot	800' x 65'	Minimal or none	Prospect/Crescent
Southwest corner of Pennsylvania and Forest	300' x 200'	Yes, some required	Pennsylvania/Forest
East of Park between Crescent and the tracks	250' x 500'	Minimal or none	Crescent
Duane/Lorraine lot	600' x 150'	Minimal or none	Duane
South Main lot	450' x 180'	Minimal or none	Main/Glenwood
Civic Center lot	230' x 100'	Minimal or none	Duane
Park/Montclair lot	900' x 65'	Minimal or none	Park/Montclair

Logos: TOWN BUILDER STUDIOS, GRUEN GRUEN + ASSOCIATES, WALKER PARTNERING CONSULTANTS, BauerLatoza

## Sample Parking Structure Illustration

**3-Dimensional Diagram**

- elevator/ stairwell and columns
- Retail Space and Retail parking
- Metro Parking
- residential parking

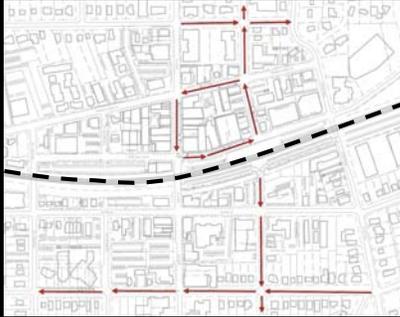
**Floor Plans**

Source: URS Corporation

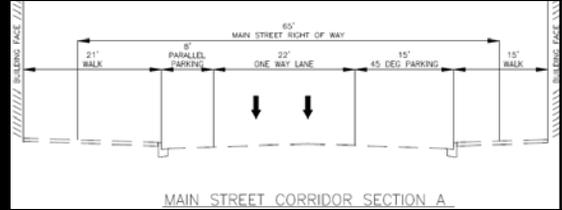
Logos: TOWN BUILDER STUDIOS, GRUEN GRUEN + ASSOCIATES, WALKER PARTNERING CONSULTANTS, BauerLatoza

# Two-Way Traffic

## Existing One-Way Traffic Patterns

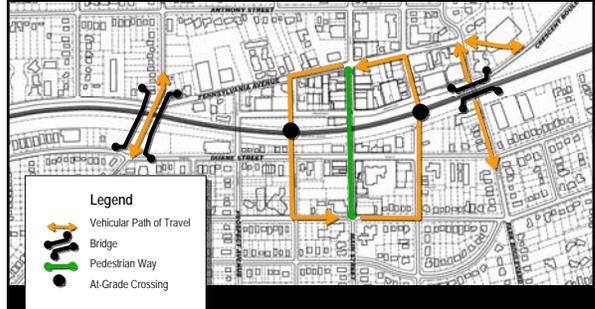


## Existing Main Street Cross-Section



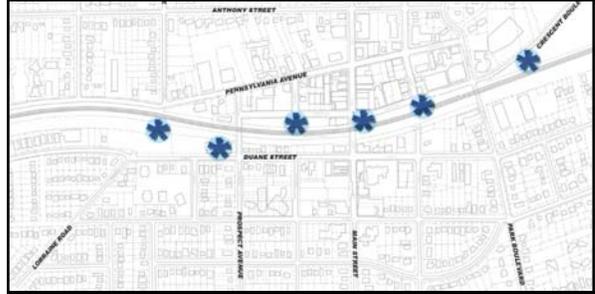
## Overpass/Underpass

## 1971 Transportation and Circulation Plan



## Train Station Location

## Suggested Depot Locations



## Preliminary DAC Feedback

- Review and implement short-term parking strategies
- If a parking structure is supported, plan, finalize, and implement ASAP



## Land Use



## Land Use

- Community Greenspace
- Mixed-Use
- Office and Service
- Multiple Family Residential
- Single Family Residential with Accessory Dwelling
- Civic and Institutional
- Parking



## Public Policy



## Public Policy

- Zoning
- Appearance Review Guidelines
- Sign Code



## Preliminary DAC Feedback

- Most immediate changes in the Central Business District (CBD)
  - Outdoor dining
  - Outdoor beautification and signage
- Keep “Shoe Repair” and “Locksmith” as-is
- Keep “Laundry”...it’s an opportunity to shop



## Preliminary DAC Clarification

"Wholesale merchandising and storage warehousing may be considered as a special use, provided the use is incidental to a permitted use and not within the first 20 feet of a storefront."

Page 4-5 C5A Special Use #45  
Page 4-8 C5B Special Use #37



## Physical Conditions

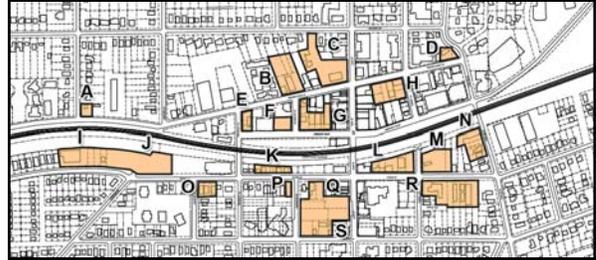


## Physical Conditions

- Historic Preservation
- Streetscape
- Financing
- Sustainability



## Properties Susceptible to Change



## Fire Station Property



## Preliminary DAC Feedback

- Walkable year-round
- Immediate repair
- Long-term use of pavers and tree grates
- Snow and ice removal



# Civic Spaces and Events



- ## Civic Spaces and Events
- Events
  - Programming
  - College of DuPage
  - Iconic Gathering Space
- 

- ## Preliminary DAC Feedback
- Fountains/running water displays and benches – whenever possible
  - Downtown Glen Ellyn Alliance
    - Formed several years ago
    - Event programming
    - Funding a major concern
    - Volunteers have businesses to run, but have great ideas
    - Need paid event planners to oversee the events
- 

# Goals and Objectives



- ## Goals and Objectives – Themes
- Define
  - Attract
  - Retain
  - Share
  - Coordinate
  - Create
  - Maximize
- 

- ## Goals and Objectives
- Define
- Define what constitutes “success”.
  - Define what a good retail mix is.
- 

## Goals and Objectives

### 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".



## Goals and Objectives

### Retain

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



## Goals and Objectives

### Share

- Make people want to share with one another.



## Goals and Objectives

### 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.



## Goals and Objectives

### 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.



## Goals and Objectives

### Maximize

- Maximize current assets such as the theater.



Next Steps



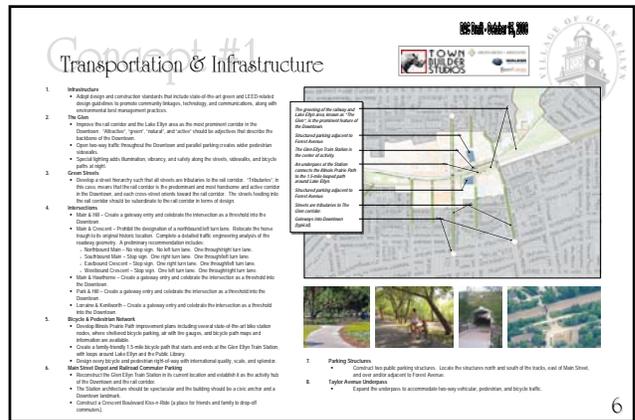
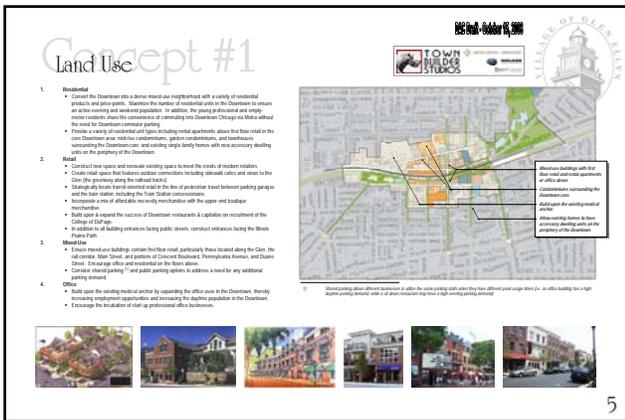
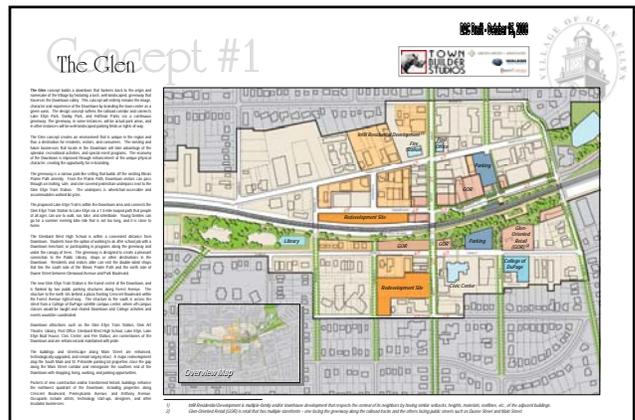
Thank you!





# Table of Contents

- Concept #1: The Glen
  - Land Use
  - Transportation & Circulation
  - Civic and Open Space
- Concept #2: Main Street
  - Land Use
  - Transportation & Circulation
  - Civic and Open Space
- Vignettes
  - Main Street Streetscape
  - The Glen Plaza
  - Pennsylvania Avenue Residential
  - McChesney and Miller
  - Outdoor Marketplace

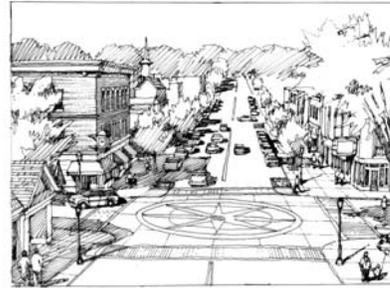




# Vignettes



## Main Street Streetscape



Main Street will be transformed into a pedestrian street with new public spaces, parking, bike racks, benches, and special pavement in the intersection, around the existing public fountain in the center of the building north along Main Street. The new street would be located in the southeast corner of Main Street and Concord Boulevard as shown in the lower right corner of the illustration.

2007 Fall - October 15, 2008



14

## The Glen Plaza



Franklin Avenue is transformed into a public plaza across the street from the Glen Glen Station. Street parking will be moved underground and the new street parking will be located along Concord Boulevard to the east and an existing plaza to the west. The site is conceptual.

2007 Fall - October 15, 2008



15

## Pennsylvania Avenue Residential



Franklin Avenue will be transformed into a residential neighborhood street with new energy centers and green professional architecture and design.

2007 Fall - October 15, 2008



16

## McChesney and Miller



The site is transformed into a mixed-use development with the McChesney and Miller property and will occupy the site with other mixed-use residential uses along Main Street concept only.

2007 Fall - October 15, 2008



17

## Outdoor Marketplace



An outdoor marketplace and new mixed-use building north of Glen Glen Station in the existing South Main parking lot. Main Street concept only.

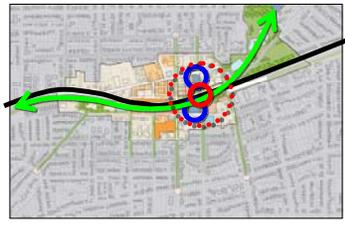
2007 Fall - October 15, 2008



18

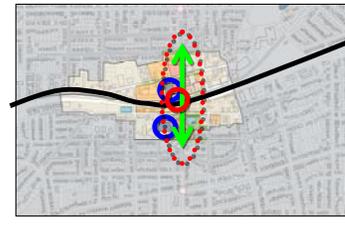
# Bubble Diagram #1

## The Glen



# Bubble Diagram #2

## Main Street





## Background

### Planning Process

1. Data Collection and Analysis
2. Market Analysis and Recommendations
3. **Two Concept "Bubble Diagram" Concept Plans**
4. Refinement of a Preferred Downtown Strategic Plan
5. Parking, Circulation, and Access Analysis
6. Implementation Strategies
7. Draft Report
8. Final Report



## Background

### Market Analysis Recommendations

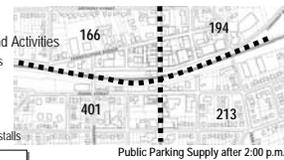
- 1900 new residential units to be added to trade area
  - Goal: Capture 10 to 20 % into Downtown
- 255,000 s.f. of retail & restaurant in Downtown
  - Condition = Saturation
- **Primary Challenge: Creating a critical mass of a mix of synergistic uses:**
  - Eating and Drinking Establishments
  - Cultural and Recreational Uses
    - Enhance Event Programming
    - Augment Parking
    - Create an Iconic Gathering Space and Greenway
  - Nurture Existing and Incubate New Retail and Office Businesses



## Background

### Parking

- Existing Parking Supply
  - Uneven Distribution
  - Private Parking limited
- Future Parking Supply
  - Additional Parking is Needed
    - New Residential Development
      - Existing Standard: 1.5 - 2.0 stalls/unit
    - New and Existing Downtown Events and Activities
      - Waiting List for Merchant Parking Permits
      - Parking Loss During Events
      - Future Event Demand to be Determined
    - Commuter Parking
      - Current Expectation: 300-500 additional stalls



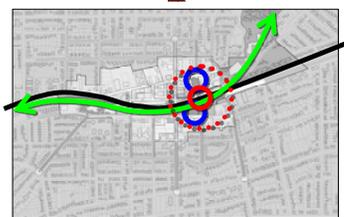
## Background

### Schedule To-Date

- Community Stakeholder Interviews
  - Several Days
  - 91 Individuals Interviewed
- Main Street Design Studio
  - "Town Hall" Charette
  - Moved into Downtown for Three Days
  - Wrap-Up Meeting
- Downtown Advisory Committee Meetings
  - Four Summer and Early Fall Meetings
  - 15 Representatives



## Concept #1: The Glen



## Concept #1

### Legend

- Downtown Supporting Development
- Glen
- New Mixed Use
- Front of Main Use (Restaurants)
- Parking Structure
- Park/Open Space
- Residential Reinforcement
- Improved Facade
- Trees
- Fountain
- Trails and Stairs



### Concept #1 Land Use - Residential



- Increase Downtown density to improve retail consumption
- Create a downtown urban neighborhood oriented along the Glen
- Promote residential above first floor retail
- Graduate to less density toward periphery
- Accessory dwelling units to be occupiable when possible



### Concept #1 Land Use - Retail



- Construct new and renovate existing retail buildings
- Focus views, sidewalk cafes, and building entrances onto the greenway
- Balance well-priced with high-end boutique merchandisers
- Build upon the success of Downtown restaurants
- Promote mixed-use



### Concept #1 Land Use - Office



- Build upon the success of existing medical office anchor
- Encourage the incubation of start-up professional office businesses



### Concept #1 Transportation & Infrastructure



- Introduce two-way traffic on select one-way roads
- Capital improvements to LED design standard for green infrastructure
- Attractive, natural, and active greenway and cross-streets
- Celebrate gateways at critical intersections



### Concept #1 Transportation & Infrastructure



- Develop new Glen Ely Train Station in current location and center of activity
- Incorporate kiss n ride, concessionaire and civic element
- Parking structures east of Main Street
- Reconstruct and improve Taylor Avenue underpass



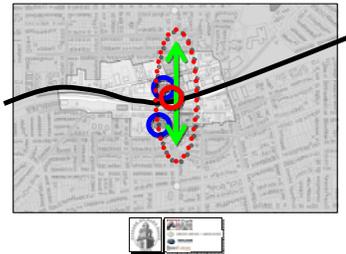
### Concept #1 Civic & Open Space



- Greenway connects Lake Ely to the Glen Ely Public Library, and parks beyond
- The Glen Plaza across from Glen Ely Train Station in existing Forest Avenue right-of-way
- Upgrade all existing civic structures, and expand to include a College of DuPage satellite campus



# Concept #2: Main Street



# Concept #2



# Concept #2

## Main Street Residential

- A 6-acre major residential redevelopment in the northwest quadrant of the Downtown
- Create a downtown urban neighborhood oriented along the Main Street
- Promote residential above first floor retail
- Graduate to less density toward periphery



# Concept #2

## Main Street Retail

- Orient anchor commercial and building entrances on Main Street
- Construct new and renovate existing
- Build upon the success of Downtown restaurants and promote location along Main Street corridor
- Promote mixed-use



# Concept #2

## Main Street Office

- Build upon the existing medical anchor
- Encourage the incubation of start-up professional office businesses
- Promote office-use associated with proposed shared parking garages



# Concept #2

## Transportation & Infrastructure

- Introduce two-way traffic onto Main Street and select roads
- A handsome, elegant, and vibrant Downtown Main Street
- Glen Ellyn Train Station relocated to the southwest corner of Main Street and Crescent Boulevard
- Celebrate gateways at critical intersections at Hillside and Anthony



## Concept #2 Civic & Open Space

- Glen Ellyn Train Station is ADA accessible
- Outdoor marketplace on Main Street north of Hillside Avenue
- Establish "Civic, Leadership, and Learning" Center, incorporating the College of DuPage
- Relocate the Fire and Police Stations
- A tree-lined boulevard from Roosevelt Road to St. Charles/Geneva Roads

TOWN OF GLEN ELLYN  
VILLAGE OF GENEVA

## Vignettes

### Vignettes Main Street Streetscape

Main Street will be transformed into a hometown street with two-way traffic, parallel parking, wide sidewalks, street trees, and special pavement in the intersection, viewed from a vantage point elevated above the railroad tracks looking north along Main Street. The horse trough would be relocated to the southeast corner of Main Street and Crescent Boulevard as shown in the lower right corner of the illustration.

### Vignettes The Glen Plaza

Forest Avenue is transformed into a public plaza across the street from the Glen Ellyn Station. Informal gatherings and street performances will keep this alcove along Crescent Boulevard active and an interesting place to visit. The Glen concept only.

### Vignettes Pennsylvania Avenue Residential

Pennsylvania Avenue will be transformed into a residential neighborhood street with new empty-nester- and young professional-accommodating unit designs.

### Vignettes Main and Pennsylvania Mixed-Use

The fire station transformed into a mixed-use development with retail occupying the first floor, with office and/or residential uses above. Main Street concept only.

## Vignettes

### Outdoor Marketplace



An outdoor marketplace and new mixed-use building north of Giesche Shoes in the existing South Main parking lot. Main Street concept only.



## Downtown Strategic Plan

### Short-Term Goals

- Two-way traffic on Main Street will provide more efficient downtown access and consumer traffic.
- Gateway features at Roosevelt/Main, Hill Avenue, and Five Corners will announce and attract consumers from each primary arterial.
- The looped-path will expand the Prairie Path through the Downtown.
- Enhanced storefronts will provide a uniform, clean, and architecturally attractive appearance.
- Wayfinding signage will signal a fresh image and help orient visitors to and around the Downtown.
- Public awareness of an improved parking systems will orient new customers and visitors, providing clarity to large Downtown parking locations.



## Downtown Strategic Plan

### Long-Term Goals

- Parking structures will increase capacity for commuters, visitors, and merchants and their employees, and free-up storefront parking for shoppers of Downtown businesses.
- The Civic Center and other civic features will provide cultural, educational, and recreational activities, and draw visitors to the Downtown.
- Residential living will draw more citizens to the Downtown, and reduce the dependency on the automobile.
- A new Glen Ellyn Train Station development will create a Downtown architectural landmark for the community and an inter-modal hub.
- Downtown parks offer additional opportunities for community events such as the Taste of Glen Ellyn, live musical and theatrical performances, and other community events.



## Downtown Strategic Plan

### Initiatives & Partnerships

- Downtown business owners.
- Prospective developers.
- College of DuPage.
- Residents.
- Metra and the Union Pacific Railroad.
- Neighboring communities.



## Downtown Strategic Plan

### Your Input & Next Steps

- Civic Center Display
  - November 3-7, 2008
  - November 10-12, 2008
- Online Feedback
  - November 3-12, 2008



## Downtown Strategic Plan

### Your Input & Next Steps

- Visit
  - [www.glenellyn.org](http://www.glenellyn.org)
- Select
  - Downtown Strategic Plan Project Website
  - News Button
  - Survey Link



# Downtown Advisory Committee Meeting #5

Downtown Strategic Plan  
Village of Glen Ellyn, Illinois

Thursday, November 20, 2008

## Review and Discussion

- Public Feedback Summary
- Preliminary Goals and Objectives
- Preliminary Vision Statement
- Preferred Plan
- Downtown Organizations
- Next Steps



## Public Feedback Summary



## Online Survey Preferences

- The Glen, 2:1 over the Main Street concept
- Two-Way Streets
- Holiday Events
- Fire Station Relocation
- Pedestrian Underpass
- General Participant Information
  - Downtown Shopper 77%
  - Downtown Business Owner 7%
  - Glen Ellyn Resident 95%
  - Commuter from Glen Ellyn Train Station 41%



## Employee Parking Survey

Responses: 72 of 197

- Percent 37%
- Walk/Bike/Transit 25
- Permit Holders 138

### Top Three:

- Mon-Fri 2:00 p.m. to 6:00 p.m. (271 full, 73 part)
- Mon-Fri 10:00 a.m. to 2:00 p.m. (257 full, 62 part)
- Sat noon to 5:00 p.m. (148 full, 50 part)

Waiting List with 90 People



## Preliminary Goals and Objectives



## Sample of Downtown's Problems

- No critical mass of synergistic retail, culture, and other attractions
- Lack of Downtown living
- Perception of cumbersome development review and approval process
- Low traffic volumes
- Extensive retail competition in the market area
- High lease rates and property taxes
- Deficient maintenance of building exteriors and obsolete building interiors
- Lack of convenient parking
- Unsafe intersections
- Lengthy parking permit waiting list



## Primary Challenge

The Downtown lacks a critical mass of synergistic retail, restaurant, entertainment, cultural, recreational, and other attractions to improve the appeal of Downtown living.



## Other Challenges

- Village not perceived as business-friendly
- Buildings and streetscapes need maintenance and upgrades
- The Downtown is disjointed
- Inconvenient to travel to and within the Downtown



## Preliminary Goals and Objectives

1. Residential
2. Retail and Restaurant
3. Events and Activities
4. Civic and Open Space
5. Office
6. Business and Development
7. Maintenance and Upgrades
8. Physical Conditions
9. Access



## Goal #1 – Residential

Increase the number of Downtown dwelling units by 456 units, or 91 units per year, over a five-year period.

*Source: Market Analysis and Strategic Action Plan for Downtown Glen Ellyn, Gruen Gruen + Associates*



## Goal #2 – Retail and Restaurant

Ensure a variety of Downtown retail and restaurant establishments.



### Goal #3 – Events and Activities

Nourish and improve upon popular events and create new traditions with more community activities.



### Goal #4 – Civic and Open Space

Establish Downtown Glen Ellyn as a unique destination.



### Goal #5 – Office

Nurture existing and establish additional creative professional office opportunities.



### Goal #6 – Business and Development

Improve the Village's development and review process and the Downtown organizational clarity and capacity, and identify conditions for success.



### Goal #7 – Maintenance and Upgrades

Reinvest in buildings and public ways to improve the overall image and success of the Downtown.



### Goal #8 – Physical Conditions

Create continuity between neighboring buildings and across the railroad tracks.



## Goal #9 – Access and Circulation

Establish a pedestrian, train, bicycle, and automobile circulation system that is pleasant and convenient.



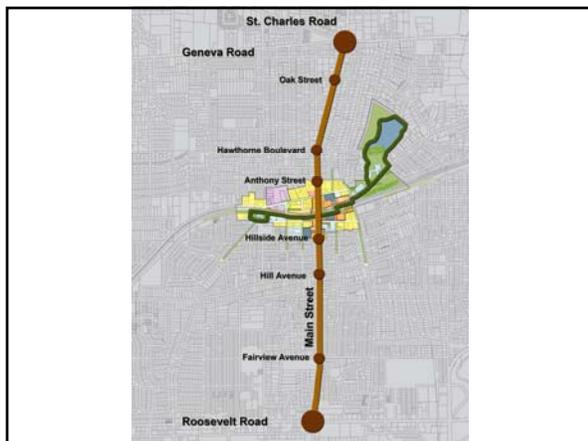
## Preliminary Vision Statement



## Preferred Plan



## Land Use



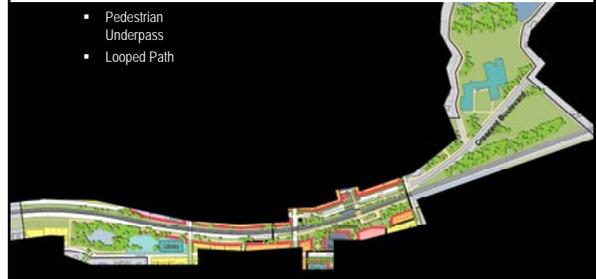
## Implementation – Overview

- Early Success Projects and Initiatives
- Short-Term Projects and Initiatives
- Long-Term Projects and Initiatives



## Preferred Plan – Greenway

- Pedestrian Underpass
- Looped Path



## Implementation – Greenway

1. Relocate Public Parking
2. Install Looped Path
3. Install Pedestrian Underpass
4. Plant Landscaping



## Preferred Plan – Main Street

- Two-Way Streetscape
- Gateways
- Horse Trough



## Implementation – Main Street

- Streetscape Design
- Construction Documents and Phasing Plan
- Temporary Relocation of On-Street Parking
- Permanent Relocation of Horse Trough
- Street Reconstruction
- Installation of Landscaping, Wayfinding Signage, Street Furniture, etc.



## Implementation – Events and Activities

1. Establish a New Downtown Organization
2. Plan and Coordinate New and Existing Downtown Activities



## Preferred Plan – NE Quadrant

- Glen Ellyn Train Station
- Glen Art Theatre
- Forest Avenue Parking Structure



## Implementation – Zone A Parking

1. Purchase Private Properties
2. Relocate Existing Businesses
3. Utilize Public Right-of-Way and Public Property
4. Design and Construct Forest Avenue Parking Structure



## Preferred Plan – SE Quadrant

- Civic, Leadership, and Learning Center
- Duane Street Parking Structure



## Implementation – Zone B Parking

1. Purchase Private Properties
2. Relocate Existing Businesses
3. Utilize "Train C" Parking Lot
4. Coordinate Illinois Prairie Path Realignment
5. Design and Construct Duane Street Parking Structure



## Implementation – College of DuPage

1. Meet with New COD President, Robert Breuder
2. Meet with Faculty:
  - Business
  - Hospitality
  - Foodservice and Culinary Arts
  - Theater, Arts, and Film
  - Facility Management
  - Marketing
3. Program and Coordinate New Downtown Partnerships, Events, and Activities



## Preferred Plan – SW Quadrant

- Mixed-Use Development and Outdoor Marketplace
- Hillside Avenue Parking Structure



## Implementation – Zone C Parking

1. Partner with St. Petronille Church
2. Purchase Hillside Avenue Properties
3. Relocate Existing Businesses
4. Utilize South Main Parking Lot (west side)
5. Design and Construct Glenwood Parking Structure



## Implementation – Mixed-Use South

1. Relocate Public Parking
2. Utilize South Main Parking Lot (east side)
3. Design and Construction by a Private Developer



## Preferred Plan – NW Quadrant

- Main and Pennsylvania Mixed-Use Development
- Fire Station Relocation
- Residential Redevelopment



## Implementation – Mixed-Use North

1. Purchase Pennsylvania Avenue Properties
2. Relocate Existing Businesses
3. Design and Construct a New Fire Station
4. Relocate Fire Station
5. Reassign Public Parking
6. Design and Construction by a Private Developer

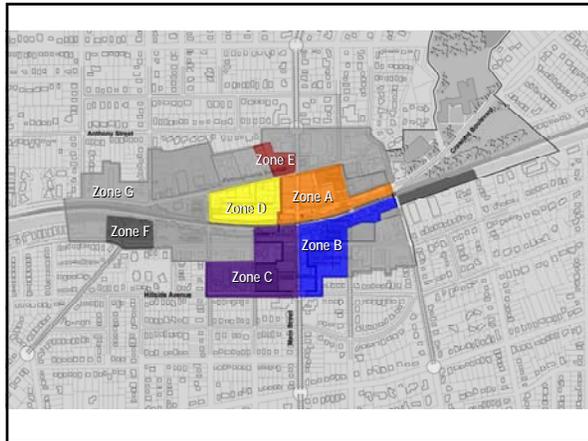


## *Circulation and Access*

## Parking Needs

- Convenient Parking
- Merchant Parking Permits
  - 90 on waiting list
- Commuter Stalls
  - 300 to 500 additional stalls
- Replacement Parking
  - Public
  - Commuter
  - Merchant
  - Church and School





## Parking Zones

### Parking Structure Areas

- Zone A: Forest Avenue
- Zone B: Duane Street
- Zone C: Hillside Avenue

### Redevelopment Areas

- Zone D: Crescent and Glenwood Residential  
On-site parking, plus 50-100 stalls
- Zone E: Main and Pennsylvania Mixed-Use  
On-site parking, plus 50 stalls

### On-Site Parking Only

- Zone F: Commuter Parking Lots
- Zone G: On-Site Parking



### Parking – Zone A

Retail  
Public Parking  
Commuter Parking

Relocated Train A Lot Stalls	32
Relocated UP West Lot Stalls	21
Relocated Schocks Lot Stalls	12
Relocated On-Street Parking Adjustment in NE Quadrant	31
New Public and Commuter Parking	397
Total Forest Avenue Structure Estimate	493

### Parking – Zone B

Retail  
Public Parking  
Commuter Parking  
Bicycle Parking

Relocated Train B Lot Stalls	87
Relocated Train C Lot Stalls	27
Relocated Train D Lot Stalls	82
Relocated Civic Center Lot Stalls	28
New Public and Commuter Parking	106
Total Duane Street Structure Estimate	330

### Parking – Zone C

Public Parking  
Church Parking  
Commuter Parking  
Residential

	Three Levels	Four Levels
Relocated Duane/Lorraine Lot Stalls	19	
Relocated South Main Lot Stalls	126	
Relocated St. Petronille Lot #1 Stalls	20	
Relocated St. Petronille Lot #2 Stalls	90	
New Public and Commuter Parking	-44	28
Total Glenwood Avenue Structure Estimate	211	283

## Downtown Organizations

## Downtown Organizations

1. Village
2. Chamber
3. EDC
4. Alliance
5. Go Downtown!



## Next Steps



## Next Steps – Estimated Timeline

Public Open House – December 2008  
DAC members wanted!

DAC Meeting #6 – January 2009  
Implementation  
Draft Downtown Strategic Plan Report

Village Board Meeting – January 2009  
Final Presentation  
DAC spokesperson/spokespeople wanted!



## Thank you!





## Workshop Agenda

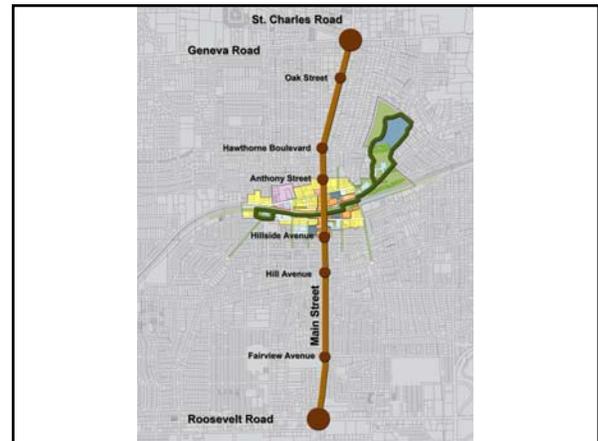
- Background
  - Existing Conditions
  - Vision, Goals, and Objectives
  - Consultant's Program and Analysis
  - Public Input
- Preferred Plan Review and Discussion
- Next Steps

TOWN BUILDER STUDIOS | GRUEN GRUEN + ASSOCIATES | WALKER BauerLatoza

## Why a Strategic Plan?

- Concerned about the economy of our Downtown.
- Short term 2008/09 recession
- Long term vision
- Creating a traditional town center "Downtown" – is a unique process!

TOWN BUILDER STUDIOS | GRUEN GRUEN + ASSOCIATES | WALKER BauerLatoza



## Background Project Management Update

■

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## Strategic Plan – In-progress

- Status of the Downtown Strategic Plan
  - Task 1: Data Collection and Analysis
  - Task 2: Market Analysis and Recommendations
  - Task 3: Two Concept Plans
  - *Task 4: Preferred Plan Refinement*
  - *Task 5: Parking, Circulation, and Access Analysis*
  - Task 6: Implementation Strategies
  - Task 7: Draft Report
  - Task 8: Final Report

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## Downtown Advisory Committee

- 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 Pekry, Downtown Glen Ellyn Alliance, Downtown Business Owner
- Ann Riebeck, School District 41
- Jennifer Shannon, Downtown Restaurant and Property Owner

### DAC Meetings:

- April
- August
- September
- October
- November
- January 2009



## Existing Conditions



## Downtown Trends of Concern

### Retail vacancy

- 40% of Glen Ellyn's vacancy is Downtown.
- 2-3% vacancy rates from 2002 to 2005 in the Downtown.
- Downtown's share of Village-wide sales is down to 19% in 2005 from 21% in 2004.
- Downtown establishments are increasingly service-oriented – consistent with national trends.



## Regional & National Trends

### Transit usage

*Record ridership strains CTA, Metra, Pace—  
and it's likely to get worse*

*Lack of capital improvement catches up to transit agencies*  
Chicago Tribune, September 2, 2008

### Shrinking Downtowns

- Our Downtown is enveloped by single family residential neighborhoods
- The trend is weaving greenspace into these communities to make them more active



## Glen Ellyn's Appetite for Change?

- People say they want change
- People say they want preservation
- We need to protect the business "legends"
  - Each and every merchant
  - McChesney and Miller
  - Leonard Memorial Funeral Home
  - Giesche Shoe Store
  - and more...
- We need to consider the businesses lost
  - Spice 'n Easy
  - Dafy Down Dilly
  - and more...



## Glen Ellyn's appetite to change - 1920's 1906 – Main Street (looking south from Pennsylvania)



## Glen Ellyn's appetite to change - 1920's c. 1931 - the same block (looking north from Crescent)



## Consultants Opinions



## Market Analysis

- Cities are organic living entities that must constantly reinvent themselves
- Retail
  - Estimated Demand: 1.4 million square feet
  - Estimated Supply: 3.0 million square feet
  - Estimated Surplus: 1.6 million square feet
- Office
  - East-West Corridor (I-88) Submarket: 20% Vacant
  - The Downtown does not provide significant advantages for major office space users.
- Residential (five-year period)
  - Estimated Demand in the Market Area: 2,280 Units
  - Estimated Future Supply in Downtown Glen Ellyn: 450 Units



## Historic Preservation



## Traffic & Public Parking

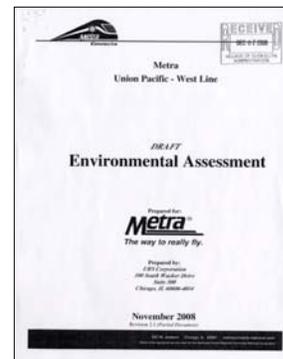
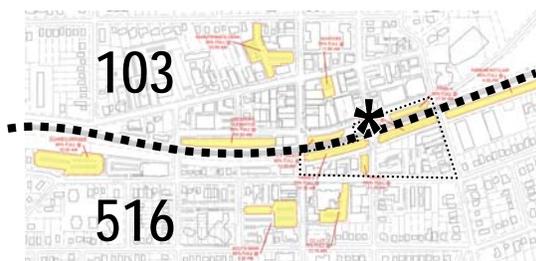




Table 2-24: Parking Additions at Glen Ellyn Station

Parking Area (by priority)	Lot size (acres)	Action	Parking Type	Number of new parking spaces	Notes
1	0.5	Reconfigure	Surface	3	Flattening of B.5
2	2.3	Expand	Deck	454	Existing parking deck over existing (2 levels)
2a	0.2	New	Surface	15	Acquisition of commercial property
2b	1.2	New	Deck	240	Check over existing surface (if history parking)
3	1.6	New	Surface	123	
4	1.3	New	Surface	95	Acquisition of commercial property
5	0.6	New	Surface	40	Village Hall parking
6	1.2	New	Surface	122	See notes for deck
<b>Total</b>	<b>8.9</b>			<b>1,190</b>	

## Parking Needs

- Convenient Parking
- Merchant Parking Permits
  - 90 on waiting list
- Commuter Stalls
  - 300 to 500 additional stalls
- Replacement Parking
  - Public
  - Commuter
  - Merchant
  - Church and School



## Our Observations

- Lack of an appropriate mix and supply of retail establishments
- Lack of appropriate population density (consumers) within walking distance of Downtown
- A steady decline in the condition of many buildings including inefficient and outdated retail space in the downtown district



## Our Observations

- A shortage of office space that will attract the type of small businesses that can enhance the image of Glen Ellyn
- A lack of amenities including such destinations as recreation, entertainment, parkland, that should be available both day and evening hours



## Our Observations

- A shortage of "events" (cultural and general entertainment) that will make downtown Glen Ellyn a destination for residents and non-residents alike
- The perception of government-imposed obstacles that make Glen Ellyn a difficult place to open and operate a business



## Our Observations

- Existing traffic patterns, (pedestrian, bicycle and automobile), including the one-way streets, are not conducive to an efficient flow of traffic to and through the Downtown
- Parking is inadequate including the supply and unbalanced distribution north and south of the tracks
- Lack of a fresh brand that differentiates the Downtown from adjacent villages



## Public Feedback Summary



## Voice of Glen Ellyn – Public Input

▪ November Public Open House:	150
▪ November On-Line Survey Responses:	140
▪ Employee Parking Survey:	72
▪ Comments through Website:	14
▪ General Emails:	4
▪ April Merchant Surveys:	209
▪ April, May, October Individual and Group Interviews:	101
▪ June Town Hall Charette:	80
▪ June Main Street Design Studio:	40
▪ June Town Hall Meeting:	50
▪ October Downtown Organization Meetings:	15
▪ Calls/Meetings with Downtown Business/Property Owners:	9
▪ DAC Volunteers:	15
<b>Total</b>	<b>899</b>

## Online Survey Preferences

- The Glen, 2:1 over the Main Street concept
- Two-Way Streets
- Holiday Events
- Fire Station Relocation
- Pedestrian Underpass
- General Participant Information
  - *Downtown Shopper* 77%
  - *Downtown Business Owner* 7%
  - *Glen Ellyn Resident* 95%
  - *Commuter from Glen Ellyn Train Station* 41%

## Employee Parking Survey

Responses:	72 of 197
▪ Percent	37%
▪ Walk/Bike/Transit	25
▪ Permit Holders	138
Top Three:	
1. Mon-Fri	2:00 p.m. to 6:00 p.m. (271 full, 73 part)
2. Mon-Fri	10:00 a.m. to 2:00 p.m. (257 full, 62 part)
3. Sat	noon to 5:00 p.m. (148 full, 50 part)

Waiting List with 90 People

## The Preferred Plan



## How to Create a Preferred Plan

- Visionary
- Practical
- Implementable
- Financeable
- Phasing – short-term vs. long-term
- Accomplishes the goal

## Vision & Goal

To create an economically viable Downtown that is attractive to both citizens and businesses.



## Residential

	Existing	Proposed
Northwest Residential Redevelopment 1	0	60
Northwest Mixed Use Redevelopment 2	0	168
Northwest Residential Redevelopment 3	0	24
Existing Fire Station Site	0	0
Main Street South Mixed-Use Redevelopment	0	30
Residential Redevelopment – Church Area	0	84
Forest Avenue North Parking Structure	0	0
Crescent and Main Street Improvements	0	0
Train Station and Greenway	0	0
Forest Avenue South Parking Structure	0	0
<b>Totals</b>	<b>0</b>	<b>366</b>
<b>Surpluses / (Deficits)</b>		<b>366</b>

## Retail

	Existing	Proposed
Northwest Residential Redevelopment 1	15,795	0
Northwest Mixed Use Redevelopment 2	24,278	18,000
Northwest Residential Redevelopment 3	0	0
Existing Fire Station Site	0	12,000
Main Street South Mixed-Use Redevelopment	0	18,000
Residential Redevelopment – Church Area	0	0
Forest Avenue North Parking Structure	7,619	13,000
Crescent and Main Street Improvements	0	0
Train Station and Greenway	0	0
Forest Avenue South Parking Structure	4,750	14,000
<b>Totals</b>	<b>52,442</b>	<b>75,000</b>
<b>Surpluses / (Deficits)</b>		<b>22,558</b>

## Office

	Existing	Proposed
Northwest Residential Redevelopment 1	0	0
Northwest Mixed Use Redevelopment 2	0	0
Northwest Residential Redevelopment 3	0	0
Existing Fire Station Site	0	0
Main Street South Mixed-Use Redevelopment	0	0
Residential Redevelopment – Church Area	5,850	0
Forest Avenue North Parking Structure	6,552	19,552
Crescent and Main Street Improvements	0	0
Train Station and Greenway	0	0
Forest Avenue South Parking Structure	3,120	0
<b>Totals</b>	<b>15,522</b>	<b>19,552</b>
<b>Surpluses / (Deficits)</b>		<b>4,030</b>

## Public Parking

	Existing	Proposed
Northwest Residential Redevelopment 1	0	0
Northwest Mixed Use Redevelopment 2	63	111
Northwest Residential Redevelopment 3	48	0
Existing Fire Station Site	50	0
Main Street South Mixed-Use Redevelopment	84	84
Residential Redevelopment – Church Area	0	0
Forest Avenue North Parking Structure	12	12
Crescent and Main Street Improvements	103	103
Train Station and Greenway	0	0
Forest Avenue South Parking Structure	0	18
<b>Totals</b>	<b>360</b>	<b>328</b>
<b>Surpluses / (Deficits)</b>		<b>(32)</b>

## Metra Parking

	Existing	Proposed
Northwest Residential Redevelopment 1	0	0
Northwest Mixed Use Redevelopment 2	16	16
Northwest Residential Redevelopment 3	0	0
Existing Fire Station Site	0	0
Main Street South Mixed-Use Redevelopment	0	0
Residential Redevelopment – Church Area	42	42
Forest Avenue North Parking Structure	0	215
Crescent and Main Street Improvements	32	32
Train Station and Greenway	0	0
Forest Avenue South Parking Structure	0	350
<b>Totals</b>	<b>90</b>	<b>655</b>
<b>Surpluses / (Deficits)</b>		<b>565</b>

## The Vision



## Short-Term Projects

- Organizational structure – Ombudsman
- Code improvements and streamline permits
- College of DuPage partnership
- Signage & wayfinding
- Grant-writing
- Paths
- Promotions & public relations
- Recruitment of specific businesses enterprises



## Short-Term Projects

- Main Street Streetscape and Conversion to Two Way Traffic
- Crescent Boulevard Streetscape and Conversion to Two Way Traffic
- Construct the north Glen



## Mid-Term Projects

- Train Station, platforms and optional pedestrian underpass
- Mixed-use Forest Avenue parking structure
- Main Street mixed-use redevelopment
- Residential redevelopment of existing Church and Village parking lots.



## Long-Term Projects

- Potential Fire Department relocation and redevelopment of existing site
- Police Department relocate
  - Leadership and learning center
- Glenwood Crescent Redevelopment
  - Residential and Mixed Use
- Mixed-use Forest Avenue South parking structure and south Glen
- Bury utilities



## Implementation – College of DuPage

1. Meet with New COD President, Robert Breuder
2. Meet with Faculty:
  - Business
  - Hospitality
  - Foodservice and Culinary Arts
  - Theater, Arts, and Film
  - Facility Management
  - Marketing
3. Program and Coordinate New Downtown Partnerships, Events, and Activities



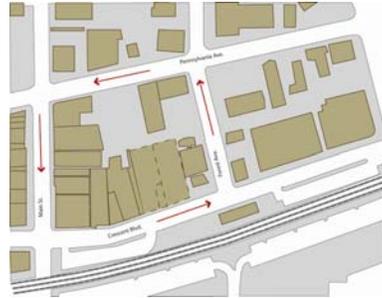
## NE District Improvements



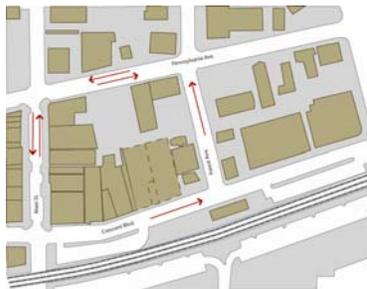
## Vision – Main Street



## Existing Conditions



## Main Street Improvements



### Description:

Transform Main Street from one-way traffic to two-way traffic with parallel parking on both sides of street and larger sidewalks. Relocation of Horse Trough and installation of new way-finding signage along Main Street

Pennsylvania becomes two-way street as well.

### Cost:

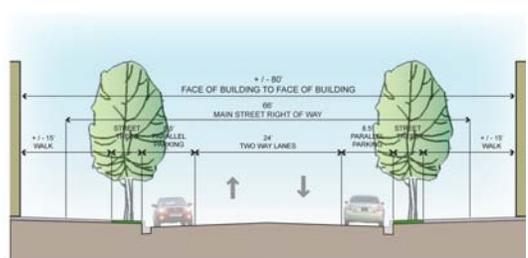
\$400,000 - \$600,000

### Source of Funds:

Village of Glen Ellyn  
IDOT



## Main Street Section



MAIN STREET CORRIDOR SECTION A



## Crescent Boulevard and North Glen



**Description:**  
Transform Crescent from one-way traffic to two-way traffic with parallel parking in front of retail uses and diagonal parking along tracks and residential uses.

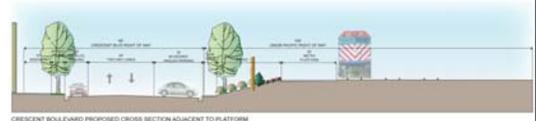
Replace parking lots between Crescent and Railroad tracks with North half of The Glen civic space – including paths, plazas, and landscaping.

**Cost:**  
\$1,600,000 – 2,200,000

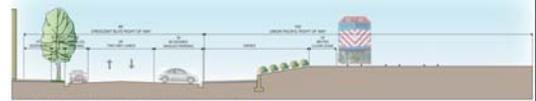
**Source of Funds:**  
Village of Glen Ellyn  
IDOT



## Crescent Boulevard Sections



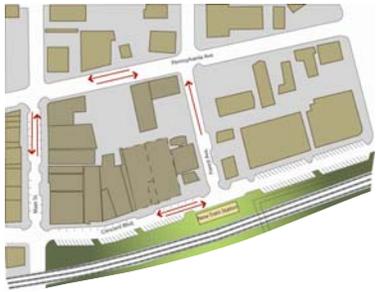
CRESCENT BOULEVARD PROPOSED CROSS SECTION ADJACENT TO PLATFORM



CRESCENT BOULEVARD PROPOSED CROSS SECTION WHERE NO PLATFORM EXISTS



## New Train Station/Optional Underpass



**Description:**  
Construct new train station and platforms in general location of existing train station and platforms.

Optional underground pedestrian passage could be constructed at same time.

**Cost:**  
\$10,000,000 – \$12,000,000 for station and platforms  
\$3,000,000 - \$4,000,000 for pedestrian underpass

**Source of Funds:**  
Village of Glen Ellyn  
ICC  
IDOT



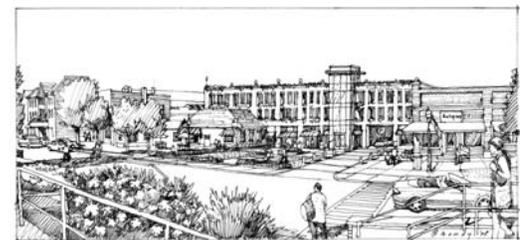
## Train Station Section



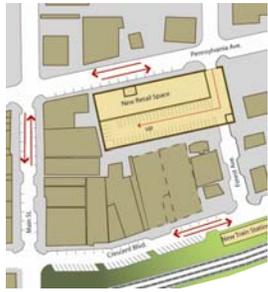
CRESCENT BOULEVARD PROPOSED CROSS SECTION AT PROPOSED TRAIN STATION



## Vision – NE District



## Forest Avenue North Parking Structure



### Description:

Construct new parking deck and retail building in north half of Forest ROW and within 3 properties west of this ROW, including an existing Village lot. Total height of project is four stories and parking structure will provide up to 250 new Metra parking spaces as well as 26,000 SF of office/retail space.

### Cost:

\$10,000,000 - parking deck  
\$5,000,000 - retail building

### Revenue:

TBD - parking deck  
\$7,150,000 - retail building

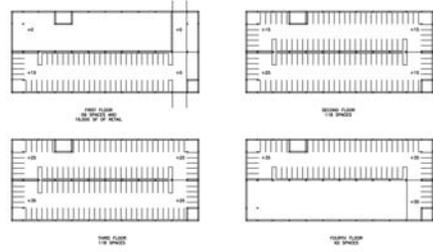
### Source of Funds:

Private  
Village of Glen Ellyn  
Federal / IDOT/Metra



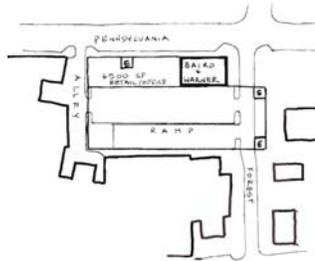
## Forest Avenue Parking Structure

### Alternative



## Forest Avenue Parking Structure

### Alternative



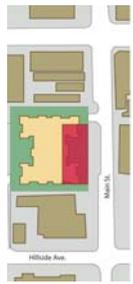
## SW District Development Opportunities



## Vision - SW District



## Main Street Mixed-Use Redevelopment



### Description:

Construct 18,000 SF of retail / office with residential (30 units) over parking decks that will be partially below grade. The residential units will be set back from the street at least 20 feet, therefore, from the street, it will appear to be two story building with two additional stories set back from the street.

All of the land required is owned by the Village, whose parking would be replaced in the decks.

### Cost:

\$12,900,000

### Revenue:

\$15,100,000

### Source of Funds:

Private



## Redevelopment of Church Parking Lot



### Description:

Construct two residential buildings (84 units) over parking decks that will be partially or completely below grade. Building will appear to be 3 story at grade residential building from Hillside Avenue and a 5 story building from the north.

Almost all of the land required is either owned by the Village or the Church, whose parking would be replaced in the decks. Project could be built in phases.

### Cost:

\$25,400,000

### Revenue:

\$27,300,000

### Source of Funds:

Private



## Fire Station relocation and South Glen



## Existing Fire Station Redevelopment



### Description:

The existing fire station property could be redeveloped to have a 12,000 SF retail building facing the parking lot to the north of it.

This section of the existing Village public parking could be dedicated to this new building, leaving the remaining Village public parking as is.

### Cost:

\$3,000,000 \*

\* Does not include cost of new fire station

### Revenue:

\$3,300,000

### Source of Funds:

Private



## Glenwood-Crescent Residential District



## Vision – NW District



## Glenwood-Crescent Residential District



**Description:**  
 Construct 18,000 SF of retail, five residential buildings (252 units) over parking decks that will be partially or completely below grade. Maximum height of each building is 5 stories, including the parking.  
 Requires the permanent vacation of Crescent between Prospect and Glenwood and relocation of trunk utilities.

**Cost:**  
 Phase I - \$ 6,300,000  
 Phase II - \$15,300,000  
 Phase III - \$48,700,000

**Revenue:**  
 Total - \$84,600,000

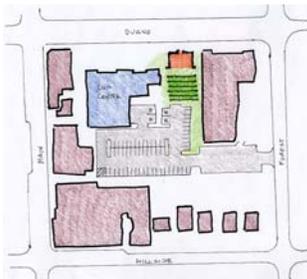
**Source of Funds:**  
 Private



## Vision – SE District



## Civic Center Enhancements



**Description:**  
 Should the police department be relocated to another site, the parking of the Civic Center could be reorganized to have a new entrance from Forest Avenue.  
 This would create a park space on the East side of the Civic Center, placing the building in a more park-like setting.

**Cost:**  
 \$250,000 - \$750,000

**Source of Funds:**  
 Village of Glen Ellyn



## Forest Avenue South Parking Structure



**Description:**  
 Construct new mixed use parking deck with 14,000 sf first floor retail adjacent to South Forest Avenue on two private properties. Total height of project is three stories viewed from Duane and four stories as viewed from the tracks. The parking structure will provide up to 350 new Metra parking spaces or 200 new and 150 replacement spaces to allow for construction of south Glen.

**Cost:**  
 \$18,300,000

**Revenue:**  
 TBD – parking deck  
 \$3,850,000 – retail

**Source of Funds:**  
 Private  
 Village of Glen Ellyn  
 Federal / IDOT/Metra



## Next Steps



## Next Steps – Estimated Timeline

Public Open House – January 15, 2009

DAC Meeting #6 – January 2009

Implementation

Draft Downtown Strategic Plan Report

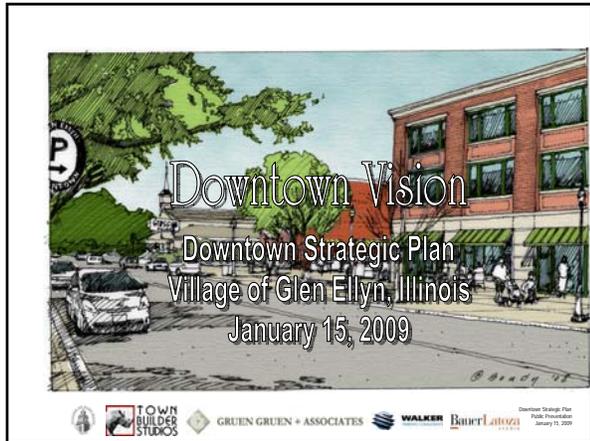
Village Board Meeting – January/February 2009

Final Presentation



Thank you!





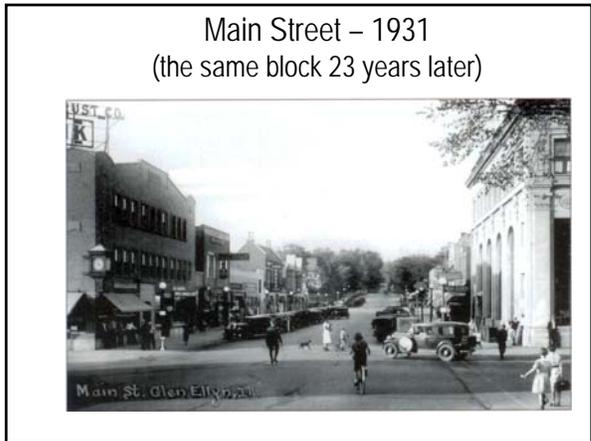
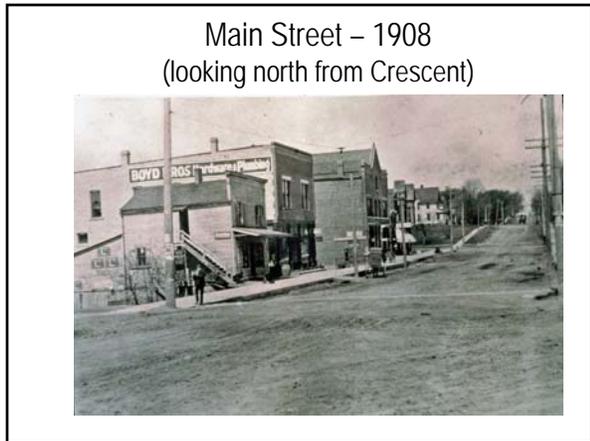
## Overview

- Why a Strategic Plan?
- "Eras of Change"
- "Good for Business"
- Downtown Strategic Plan Update
- Background
- Downtown Vision and Implementation
- Next Steps
- Question and Answer Session

## Why a Strategic Plan?

- Concerned about the economy of our Downtown.
- Short term 2008/09 recession
- Long term vision
- Enhancing a traditional town center "Downtown" – is a unique process!

## "Eras of Change"



Main Street – 1966  
Retail at its Zenith



“Good for Business”



Downtown’s Primary Market Area



### Principal Recommendations

Cities and villages are organic living entities that must constantly reinvent themselves.

- Focus on investing in a concentrated interconnection of eating and drinking establishments, entertainment, recreational and cultural activities, and residential development.
- Improve organizational clarity, capacity, and conditions.
- Create a desirable and vital retail and residential environment in the Downtown to attract service and office firms seeking the ambiance, proximity to services and restaurants, attractive lease rates, and convenience to where business owners and employees – and their customers – live.



Downtown Strategic Plan  
Update



## Strategic Plan – In-progress

- Status of the Downtown Strategic Plan
  - Task 1: Data Collection and Analysis
  - Task 2: Market Analysis and Recommendations
  - Task 3: Two Concept Plans
  - *Task 4: Preferred Plan Refinement*
  - *Task 5: Parking, Circulation, and Access Analysis*
  - *Task 6: Implementation Strategies*
  - Task 7: Draft Report
  - Task 8: Final Report

## Existing Conditions



## Downtown Trends

- Downtown retail vacancies were 15% in 2008.  
*(up from 2-3% in 2002-2005)*
- Downtown retail vacancies comprise 40% of the Village-wide retail vacancies.
- The Downtown's share of Village-wide sales was 19% in 2005, down from 21% in 2004.

## Downtown Trends (continued)

- Discount retailers impact Downtown businesses.
- Downtown establishments are increasingly service-oriented – consistent with national trends.
- Roosevelt Road is an auto-oriented commercial corridor.
- Internet shopping will increasingly compete with retailers.

## Regional & National Trends

- Transit usage
  - Record ridership strains CTA, Metra, Pace— and it's likely to get worse*
  - Lack of capital improvement catches up to transit agencies*
  - Chicago Tribune, September 2, 2008
- Shrinking Downtowns
  - Our Downtown is enveloped by single family residential neighborhoods
  - The trend is weaving greenspace into these communities to make them more active

## Glen Ellyn's Appetite for Change?

- People say they want change
- People say they want preservation
- We need to protect the business "legends"
  - Each and every merchant
  - McChesney and Miller
  - Leonard Memorial Funeral Home
  - Giesche Shoe Store
  - and more...
- We need to consider the businesses lost
  - Spice 'n Easy
  - Daffy Down Dilly
  - and more...

## Glen Ellyn's appetite for change - 1920s 1906 – Main Street (looking south from Pennsylvania)



## Glen Ellyn's appetite for change - 1920s 1931 – the same block (looking north from Crescent)



## Consultants' Opinions



## Market Analysis

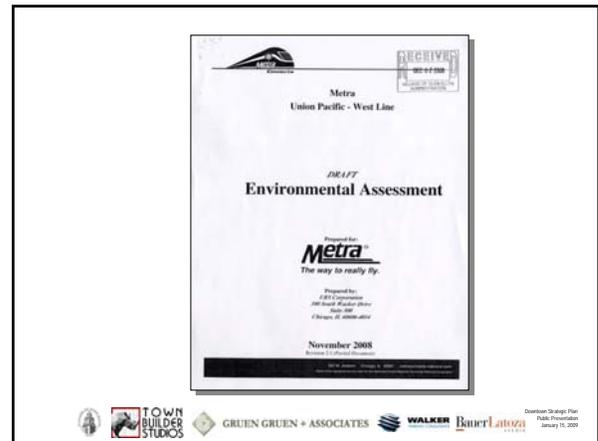
- Cities are organic living entities that must constantly reinvent themselves.
- Retail
  - Estimated Demand: 1.4 million square feet
  - Estimated Supply: 3.0 million square feet
  - Estimated Surplus: 1.6 million square feet

## Market Analysis (continued)

- Office
  - East-West Corridor (I-88) Submarket: 20% Vacant
  - The Downtown does not provide significant advantages for major office space users.
- Residential (five-year period)
  - Estimated Demand in the overall Primary Market Area: 2,280 Units
  - Estimated Potential Target in Downtown Glen Ellyn: 450 Units (minimum)

## Historic Preservation





- ### Parking Needs
- Convenient Parking
  - Merchant Parking Permits
    - 90 on waiting list
  - Commuter Stalls
    - 300 to 500 additional stalls in the near future
  - Replacement Parking
    - Public
    - Commuter
    - Merchant
    - Church and School
- TOWN BUILDER STUDIOS | GRUEN GRUEN + ASSOCIATES | WALKER Bauerlatzo | Downtown Strategic Plan Public Presentation January 15, 2009

- ### Our Observations
- Lack of an appropriate retail mix in the Downtown
  - An oversupply of retail space in the primary market area
  - Lack of an appropriate population density (consumers) within walking distance of the Downtown to support the Downtown businesses
- TOWN BUILDER STUDIOS | GRUEN GRUEN + ASSOCIATES | WALKER Bauerlatzo | Downtown Strategic Plan Public Presentation January 15, 2009

- ### Our Observations
- A steady decline in the condition of many buildings including inefficient and outdated retail space in the Downtown
  - A shortage of office space that will attract the type of small businesses that can enhance the image of Glen Ellyn
  - A lack of amenities including such destinations as recreation, entertainment, parkland, that should be available both day and evening hours
- TOWN BUILDER STUDIOS | GRUEN GRUEN + ASSOCIATES | WALKER Bauerlatzo | Downtown Strategic Plan Public Presentation January 15, 2009

- ### Our Observations
- A shortage of "events" (cultural and general entertainment) that will make Downtown Glen Ellyn a destination for residents and non-residents alike
  - The perception of government-imposed obstacles that make Glen Ellyn a difficult place to open and operate a business. (Improvements have been made in recent years.)
- TOWN BUILDER STUDIOS | GRUEN GRUEN + ASSOCIATES | WALKER Bauerlatzo | Downtown Strategic Plan Public Presentation January 15, 2009

## Our Observations

- Existing traffic patterns, (pedestrian, bicycle and automobile), including the one-way streets, are not conducive to an efficient **flow of traffic** to and through the Downtown
- Parking** is inadequate including the supply and unbalanced distribution north and south of the tracks
- Lack of a fresh **“brand”** that differentiates the Downtown from adjacent villages

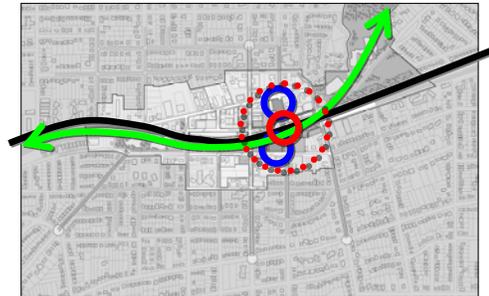
## Public Feedback Summary



## Voice of Glen Ellyn – Public Input

▪ November Public Open House:	150
▪ November On-Line Survey Responses:	140
▪ Employee Parking Survey:	72
▪ Comments through Website:	14
▪ General Emails:	4
▪ April Merchant Surveys:	209
▪ April, May, October Individual and Group Interviews:	101
▪ June Town Hall Charette:	80
▪ June Main Street Design Studio:	40
▪ June Town Hall Meeting:	50
▪ October Downtown Organization Meetings:	15
▪ Calls/Meetings with Downtown Business/Property Owners:	9
▪ DAC Volunteers:	15
<b>Total</b>	<b>899</b>

## “The Glen” Concept



## “Main Street” Concept



## Online Survey Preferences

- The Glen, 2:1 over the Main Street concept
- Two-Way Streets
- Holiday Events
- Fire Station Relocation
- Pedestrian Underpass
- General Participant Information
  - *Downtown Shopper* 77%
  - *Downtown Business Owner* 7%
  - *Glen Ellyn Resident* 95%
  - *Commuter from Glen Ellyn Train Station* 41%

## Employee Parking Survey

Responses: 72 of 197

- Percent 37%
- Walk/Bike/Transit 25
- Permit Holders 138

### Top Three:

1. Mon-Fri 2:00 p.m. to 6:00 p.m. (271 full-time, 73 part-time)
2. Mon-Fri 10:00 a.m. to 2:00 p.m. (257 full-time, 62 part-time)
3. Sat noon to 5:00 p.m. (148 full-time, 50 part-time)

Waiting List with 90 People

## The Downtown Vision



## How to Create a Downtown Vision

- Visionary
- Practical
- Implementable
- Financeable
- Phasing – short-term vs. long-term
- Accomplishes the goal

## Downtown Vision & Goal

To create an economically-viable Downtown that is attractive to citizens and businesses.

## The Downtown Vision



## Implementation



## Short-Term Projects

- Organizational structure – Ombudsman
- Code improvements and streamline permits
- College of DuPage partnership
- Signage & wayfinding
- Grant-writing
- Paths
- Promotions & public relations
- Recruitment of specific businesses enterprises

## College of DuPage Partnership

1. Meet with New COD President, Robert Breuder
2. Meet with Faculty:
  - Business
  - Hospitality
  - Foodservice and Culinary Arts
  - Music, Theater, Arts, and Film
  - Facility Management
  - Marketing
3. Program and Coordinate New Downtown Partnerships, Events, and Activities

## Short-Term Projects (continued)

- Main Street Streetscape and Conversion to Two-Way Traffic
- Crescent Boulevard Streetscape and Conversion to Two-Way Traffic
- Construct the North Glen
- Transit and Infrastructure Stimulus Package

## Mid-Term Projects

- Train Station, platforms and optional pedestrian underpass
- Mixed-use Forest Avenue parking structure
- Main Street mixed-use redevelopment
- Residential redevelopment of existing Church and Village parking lots

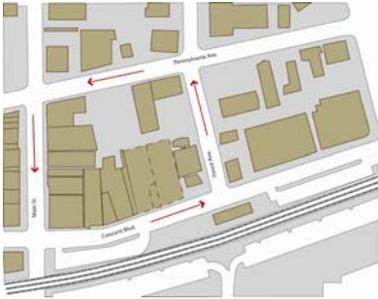
## Long-Term Projects

- Potential Fire Department relocation and redevelopment of existing site
- Potential Police Department relocation
  - Civic, Leadership, and Learning Center
- Glenwood and Crescent Redevelopment
  - Residential and mixed-use
- Mixed-use Forest Avenue South parking structure and south Glen
- Bury utilities

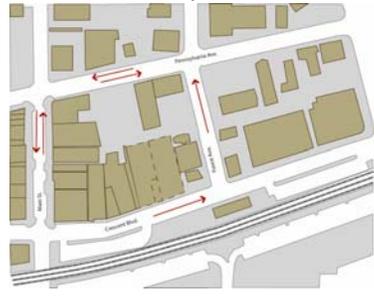
## Sample Project: NE District Improvements



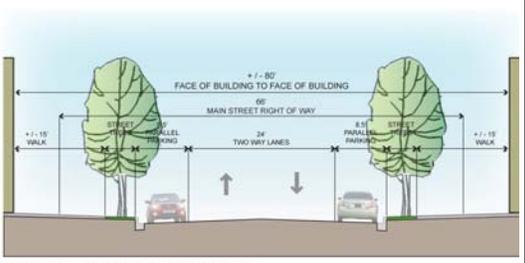
### Existing Conditions



### Phase I: Main Street Improvements

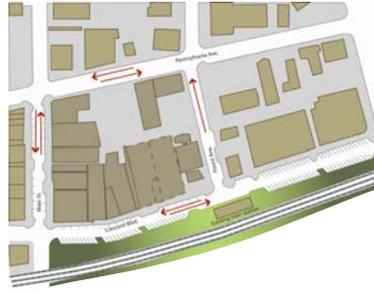


### Main Street Section

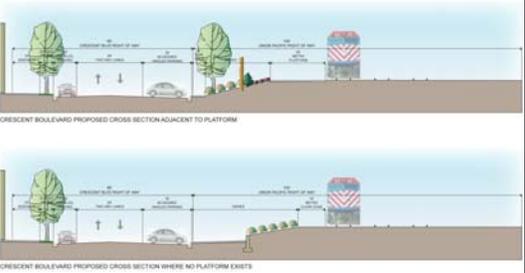


MAIN STREET CORRIDOR SECTION A

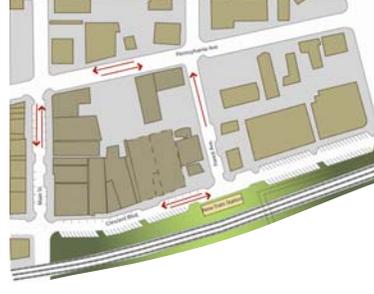
### Phase II: Crescent Boulevard and North Glen



### Crescent Boulevard Sections



### Phase III: New Train Station/Optional Underpass

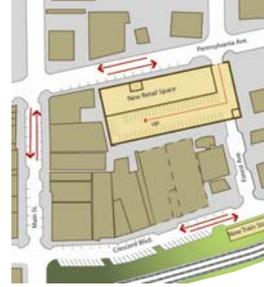


## Train Station Section



CRESCENT BOULEVARD PROPOSED CROSS SECTION AT PROPOSED TRAIN STATION

## Phase IV: Forest Avenue North Parking Structure



## Major Projects



## Residential

	Existing Dwelling Units	Potential Dwelling Units
Northwest Residential Redevelopment – Phase I	0	60
Northwest Mixed Use Redevelopment – Phase II	0	170
Northwest Residential Redevelopment – Phase III	0	25
Main Street South Mixed-Use Redevelopment	0	30
Residential Redevelopment – Church Area	0	85
<b>Totals</b>	<b>0</b>	<b>370</b>
<b>Surpluses / (Deficits)</b>		<b>370</b>

## Retail

	Existing Square Feet	Potential Square Feet
Northwest Residential Redevelopment – Phase I	15,800	0
Northwest Mixed Use Redevelopment – Phase II	24,300	18,000
Existing Fire Station Site	0	12,000
Main Street South Mixed-Use Redevelopment	0	18,000
Forest Avenue North Parking Structure	7,600	13,000
Forest Avenue South Parking Structure	4,800	14,000*
<b>Totals</b>	<b>52,500</b>	<b>61,000</b>
<b>Surpluses / (Deficits)</b>		<b>4,558</b>

\* Optional.

## Office

	Existing Square Feet	Potential Square Feet
Residential Redevelopment – Church Area	5,900	0
Forest Avenue North Parking Structure	6,600	19,600
Forest Avenue South Parking Structure	3,100	0
<b>Totals</b>	<b>15,600</b>	<b>19,600</b>
<b>Surpluses / (Deficits)</b>		<b>4,000</b>

## Public Parking

	Existing Stalls	Potential Stalls
Northwest Mixed Use Redevelopment – Phase II	65	110
Northwest Residential Redevelopment – Phase III	50	0
Existing Fire Station Site	50	0
Main Street South Mixed-Use Redevelopment	85	85
Forest Avenue North Parking Structure	10	10
Crescent and Main Street Improvements	105	105
Forest Avenue South Parking Structure	0	20
<b>Totals</b>	<b>365</b>	<b>330</b>
<b>Surpluses / (Deficits)</b>		<b>(35)</b>

## Metra and Shared Parking

	Existing Stalls	Potential Stalls
Northwest Mixed Use Redevelopment – Phase II	15	15
Residential Redevelopment – Church Area	40	40
Forest Avenue North Parking Structure	0	215
Crescent and Main Street Improvements	30	30
Forest Avenue South Parking Structure	0	350
<b>Totals</b>	<b>85</b>	<b>650</b>
<b>Surpluses / (Deficits)</b>		<b>565</b>

## Potential Downtown Features\*

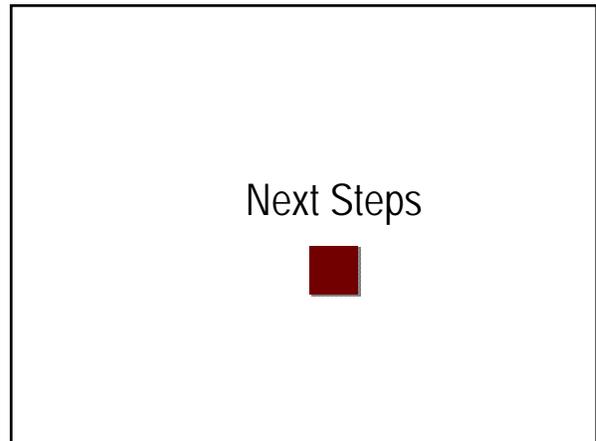
- Residential 370 dwelling units
- Retail "no net loss"
- Office 4,000 square feet
- Public Parking (35 stalls)
- Metra and Shared Parking\*\* 565 stalls

\* Major projects are represented in this summary. Other opportunities may apply that could impact these estimates.

\*\* Shared parking includes the use of Metra stalls by the general public when the stalls are not used by commuters after a to-be-determined morning cutoff time.

## Imagery





### Downtown Advisory Committee

- Rinda Allison, Chairperson
- Dan Anderson, Historical Society
- Iain Dickie, Architectural Review Commission
- Linda Dykstra, Plan Commission
- Scott Harner, 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 Meetings:**

- April
- August
- September
- October
- November
- February 2009

Downtown Strategic Plan  
Public Presentation  
January 15, 2009

TOWN BUILDER STUDIOS | GRUEN GRUEN + ASSOCIATES | WALKER BauerLATOZA

### The Next 7 Days

- Civic Center Display
  - January 16 8:00 a.m. to 4:30 p.m.
  - January 19-23 8:00 a.m. to 4:30 p.m.
- Online Feedback
  - January 16-23 24 hours a day

Downtown Strategic Plan  
Public Presentation  
January 15, 2009

TOWN BUILDER STUDIOS | GRUEN GRUEN + ASSOCIATES | WALKER BauerLATOZA

## Remainder of the Planning Process

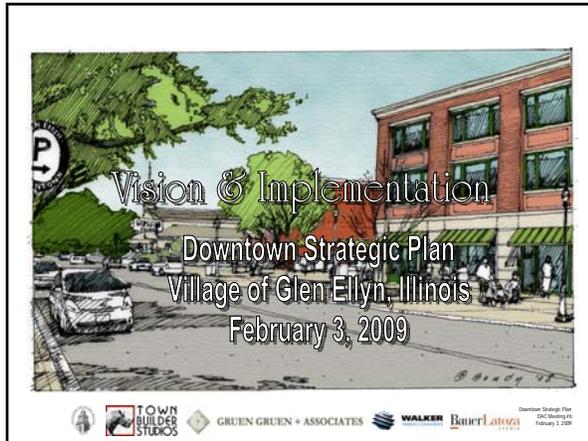
- DAC Meeting #6 – February 2009  
*Implementation Strategies*
- DAC Meeting #7 – February 2009  
*Draft Downtown Strategic Plan Report*
- Village Board Meeting – March 2009  
*Final Presentation and Plan Adoption*
- Plan Implementation



Q&A



*Thank you for your participation!*



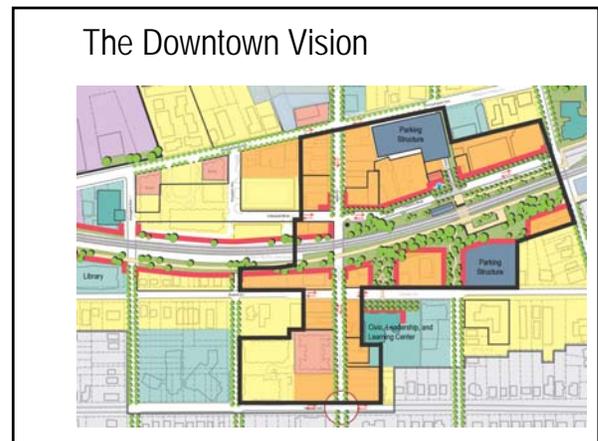
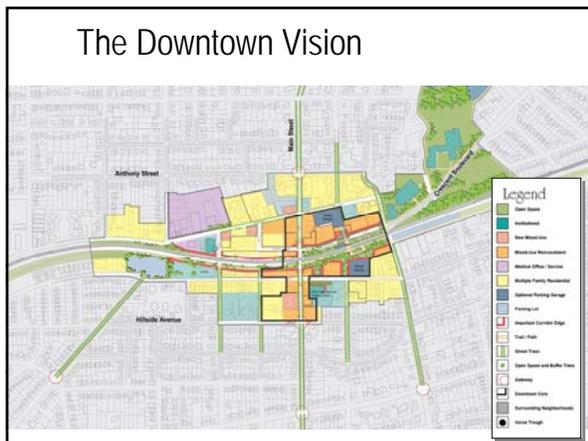
## Agenda

- Meeting Minutes - November 20, 2008
- Village Board Meeting - December 16, 2008
- Metra Meeting - December 17, 2008
- Public Presentation - January 15, 2009
- Public Survey - January 16-23, 2009
- Implementation
  - Implementation Strategies
  - Goal and Objectives Comparison
- Next DAC Meeting

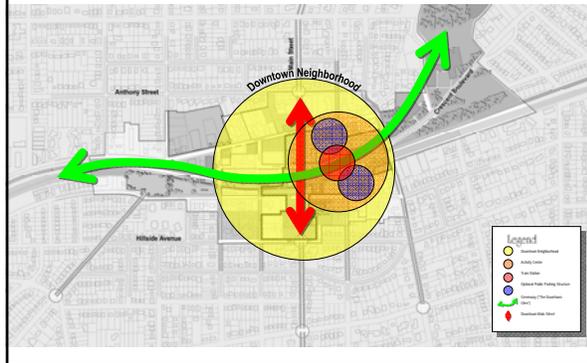
## The Downtown Vision

## How to Create a Downtown Vision

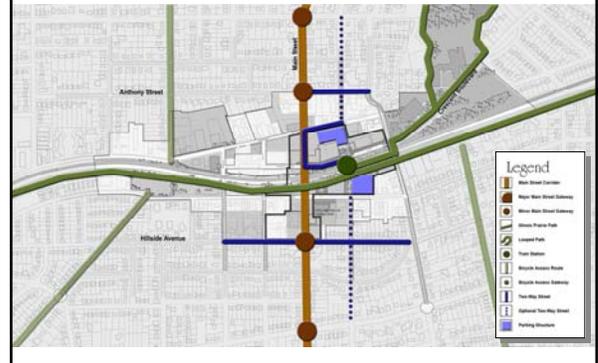
- Visionary
- Practical
- Implementable
- Financeable
- Phasing – short-term vs. long-term
- Accomplishes the goal



## Framework Plan



## Circulation and Access Plan



## Implementation



### Short-Term – Public

1. Downtown Organizational Structure
2. Zoning Code and Permit Process Improvements
3. Public Signage and Wayfinding
4. Mixed-Use and Recreational Paths
5. Main Street and Crescent Boulevard Streetscape and North Downtown Glen
6. New Train Station Facilities and Pedestrian Underpass
7. Historic Downtown District

### Short-Term – Private or Public/Private

8. College of DuPage Partnership
9. Glen Art Theatre Renovation
10. All Downtown Buildings

### Mid-Term – Private or Public/Private

11. Mixed-Use Forest Avenue North Parking Structure
12. Main Street South Mixed-Use Redevelopment
13. Residential Redevelopment on Existing Church and Village Parking Lots

## Long-Term – Public

14. Potential Fire Department Relocation and the Redevelopment of the Existing Fire Station Site
15. Potential Police Department Relocation and Civic, Leadership, and Learning Center Creation

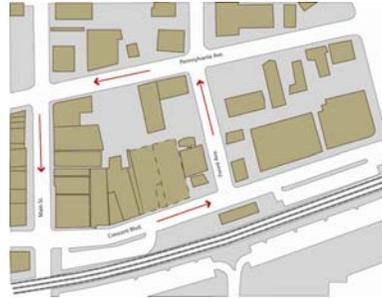
## Long-Term – Private or Public/Private

16. Residential and Mixed-Use Neighborhood Construction and Redevelopment of the Glenwood Avenue and Crescent Boulevard Area
17. Mixed-Use Forest Avenue South Parking Structure
18. South Downtown Glen Reconstruction

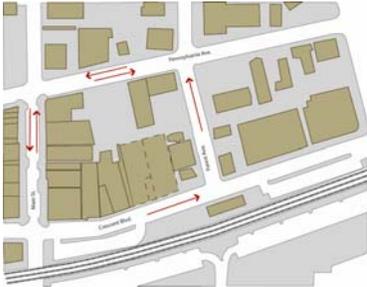
## Phase I: Public/Private Redevelopment Projects



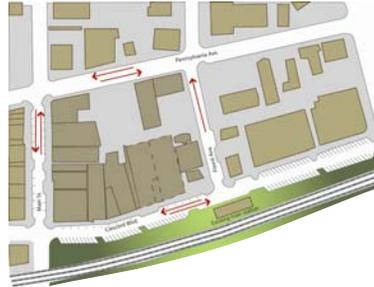
## Existing Conditions: NE District Improvements



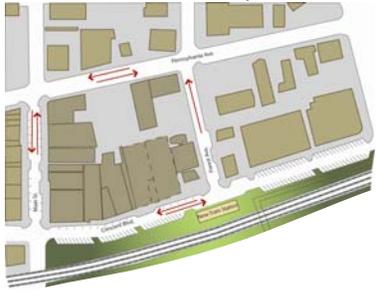
## Part A: Main Street Improvements



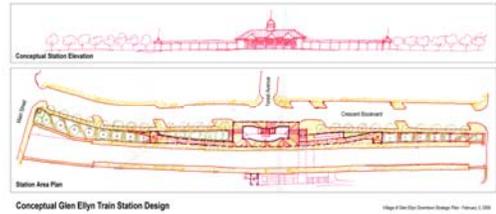
## Part B: Crescent Boulevard and North Glen



Part C:  
New Train Station/Optional Underpass

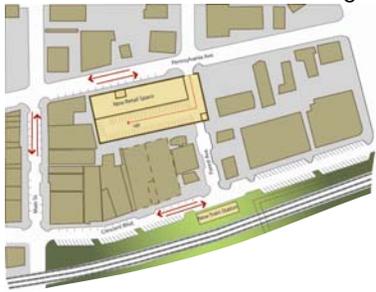


Part C:  
Train Station Concept

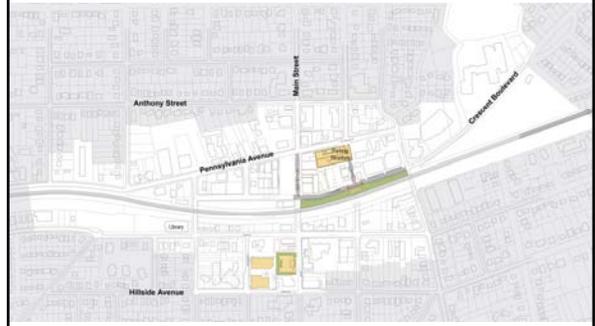


Conceptual Glen Elyn Train Station Design  
 Image of Glen Elyn Station Design Plan, February 1, 2009

Part D:  
Forest Avenue North Parking Structure



Phase II:  
Public/Private Redevelopment Projects



Phase III:  
Public/Private Redevelopment Projects



Phase IV:  
Public/Private Redevelopment Projects



## Residential

	Existing Dwelling Units	Potential Dwelling Units
Northwest Residential Redevelopment – Phase I	0	60
Northwest Mixed Use Redevelopment – Phase II	0	170
Northwest Residential Redevelopment – Phase III	0	25
Main Street South Mixed-Use Redevelopment	0	30
Residential Redevelopment – Church Area	0	85
<b>Totals</b>	<b>0</b>	<b>370</b>
<b>Surpluses / (Deficits)</b>		<b>370</b>

## Retail

	Existing Square Feet	Potential Square Feet
Northwest Residential Redevelopment – Phase I	15,800	0
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Forest Avenue South Parking Structure	4,800	14,000*
<b>Totals</b>	<b>52,500</b>	<b>61,000</b>
<b>Surpluses / (Deficits)</b>		<b>4,558</b>

\* Optional.

## Office

	Existing Square Feet	Potential Square Feet
Residential Redevelopment – Church Area	5,900	0
Forest Avenue North Parking Structure	6,600	19,600
Forest Avenue South Parking Structure	3,100	0
<b>Totals</b>	<b>15,600</b>	<b>19,600</b>
<b>Surpluses / (Deficits)</b>		<b>4,000</b>

## Public Parking

	Existing Stalls	Potential Stalls
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Northwest Residential Redevelopment – Phase III	50	0
Existing Fire Station Site	50	0
Main Street South Mixed-Use Redevelopment	85	85
Forest Avenue North Parking Structure	10	10
Crescent and Main Street Improvements	105	105
Forest Avenue South Parking Structure	0	20
<b>Totals</b>	<b>365</b>	<b>330</b>
<b>Surpluses / (Deficits)</b>		<b>(35)</b>

## Metra and Shared Parking

	Existing Stalls	Potential Stalls
Northwest Mixed Use Redevelopment – Phase II	15	15
Residential Redevelopment – Church Area	40	40
Forest Avenue North Parking Structure	0	215
Crescent and Main Street Improvements	30	30
Forest Avenue South Parking Structure	0	350
<b>Totals</b>	<b>85</b>	<b>650</b>
<b>Surpluses / (Deficits)</b>		<b>565</b>

## Potential Downtown Features\*

- Residential 370 dwelling units
- Retail "no net loss"
- Office 4,000 square feet
- Public Parking (35 stalls)
- Metra and Shared Parking\*\* 565 stalls

\* Major projects are represented in this summary. Other opportunities may apply that could impact these estimates.

\*\* Shared parking includes the use of Metra stalls by the general public when the stalls are not used by commuters after a to-be-determined morning cutoff time.

Goal and Objectives Comparison:  
Goal

To create an economically-viable Downtown that is attractive to citizens and businesses.

Goal and Objectives Comparison:  
Objectives

1. Provide an appropriate mix and supply of retail establishments to draw consumers to the Downtown.
2. Increase the Village's population within walking distance of the Downtown, by increasing the number of dwelling units (and thereby, consumers) in and around the Downtown.
3. Improve the condition of many Downtown buildings, by upgrading and modernizing building interiors and maintaining and restoring building exteriors.

Goal and Objectives Comparison:  
Objectives

4. Increase the amount of Downtown office space that attracts small and growing businesses.
5. Create new Downtown amenities by increasing recreation and parkland opportunities.
6. Increase the number of cultural events and activities that could make Downtown Glen Ellyn a destination for residents and non-residents alike.

Goal and Objectives Comparison:  
Objectives

7. Eliminate the perception of government-imposed obstacles to operating a business and reinvesting in private property in the Downtown.
8. Establish safe and efficient pedestrian, bicycle, and automobile traffic and access patterns to, through, and from the Downtown.
9. Improve the sufficiency and convenience of the Downtown parking supply north and south of the tracks.
10. Establish a distinguishing feature in the Downtown that differentiates Glen Ellyn's Downtown from other communities' downtowns.

*A "funding plan" objective? Other?*

### The Downtown Vision



### Next Steps



## Last Few Steps...

- DAC Meeting #7 – February 10, 2009
  - 7:00 p.m.
- Village Board Meeting – Early March 2009
  - Volunteers Needed
  - Present the Downtown Strategic Plan
  - Present the DAC Recommendation
- Thank you!

Thank you!





## Outline

1. Introduction
2. "Eras of Change"
3. Purpose of the Plan
4. Planning Process: Overview and Public Participation
5. The Downtown Strategic Plan
6. DAC Recommendations
7. Next Steps
8. Q&A

## Introduction

*The Downtown Strategic Plan is the product of a community effort.*

Introduction

### Downtown Advisory Committee (DAC)

1 of 3

- **Rinda Allison**, Chairperson
- **Pat Melady**, Vice-Chairperson
- **Dan Anderson**, Historical Society
- **Iain Dickie**, Architectural Review Commission and Licensed Architect
- **Linda Dykstra**, Plan Commission

Introduction

### Downtown Advisory Committee (DAC)

2 of 3

- **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

Introduction

## Downtown Advisory Committee (DAC)

3 of 3

- **Jim Meyers**, Economic Development Corporation (EDC)
- **Sandy Moore**, Retail Business Owner
- **E. Jessica Pekny**, Downtown Glen Ellyn Alliance, Business Owner
- **Ann Riebock**, School District 41
- **Jennifer Shannon**, Downtown Restaurant and Property Owner

## "Eras of Change"



Main Street – 1908  
(looking north from Crescent)



Main Street – 1931  
(the same block 23 years later)



Main Street – 1966  
Retail at its Zenith



## Purpose



## Goal

To create an economically-viable Downtown that is attractive to citizens and businesses.

## Trends and Issues

- Downtown retail vacancies were 15% in 2008. *(up from 2-3% in 2002-05)*
- Downtown retail vacancies comprise 40% of the Village-wide retail vacancies.
- The Downtown's share of Village-wide sales was 19% in 2005, down from 21% in 2004.

## Trends and Issues (continued)

- Discount retailers impact Downtown businesses.
- Downtown establishments are increasingly service-oriented – consistent with national trends.
- Roosevelt Road is an auto-oriented commercial corridor.
- Internet shopping will increasingly compete with retailers.

## Trends and Issues (continued)

- Transit Usage
  - Record ridership strains CTA, Metra, Pace— and it's likely to get worse*
  - Lack of capital improvement catches up to transit agencies*
  - Chicago Tribune, September 2, 2008
- Shrinking Downtowns
  - Our Downtown is enveloped by single family residential neighborhoods
  - The trend is weaving greenspace into these communities to make them more active

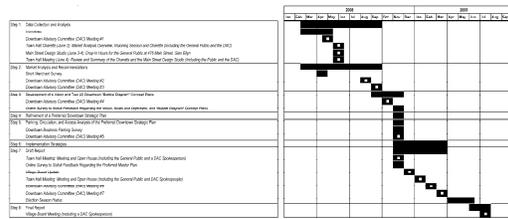
## Planning Process: Overview



## Planning Process Tasks

1. Data Collection and Analysis
2. Market Analysis and Recommendations
3. Vision and Two Concept Plans
4. Preferred Downtown Plan
5. Parking, Circulation, and Access
6. Implementation Strategies
7. Draft Report
8. Final Report

## Timeline



## Village Board Involvement Opportunities

- June 2008**
  - Town Hall Charlotte (June 2)
  - Main Street Design Studio (June 2-3)
  - Town Hall Wrap-Up Meeting (June 3)
- September 2008**
  - Existing Conditions and Market Analysis Deliverables to the Village Board
- November 2008**
  - Public Presentation and Open House, Online Survey
- December 2008**
  - Village Board Meeting
- January 2009**
  - Public Presentation and Open House, Online Survey
- July 2009**
  - Public Presentation of the Final Draft of the Downtown Strategic Plan

## Other Critical Moments

- Downtown Advisory Committee (DAC) Meetings**
1. Introductions and Planning Scope of Work
  2. Existing Conditions Review – Part 1
  3. Existing Conditions Review – Part 2
  4. Concept Plan Review
  5. Preferred Plan Review
  6. Implementation Strategies
  7. Final Plan Review and Recommendation to the Village Board
- Department Head Meetings**
- October 2008 Concept Review
  - December 2008 Implementation Strategies Review
- Metra Meeting**
- December 2008

## Observations

1. Lack of an appropriate **retail mix** in the Downtown and an **oversupply of retail space** in the primary market area.
2. Lack of an appropriate **population density** (consumers) within walking distance of the Downtown to support the Downtown businesses.
3. A steady decline in the condition of many buildings including **inefficient and outdated retail space** in the Downtown.

## Observations

4. A **shortage of office space** that will attract the type of small businesses that can enhance the image of Glen Ellyn.
5. A **lack of amenities** including such destinations as recreation, entertainment, and parkland, that should be available both day and evening hours.
6. A **shortage of "events"** (cultural and general entertainment) that will make Downtown Glen Ellyn a destination for residents and non-residents alike.

## Observations

7. The **perception of government-imposed obstacles** that make Glen Ellyn a difficult place to open and operate a business. (Improvements have been made in recent years.)
8. Existing traffic patterns, (pedestrian, bicycle, and automobile), including the one-way streets, are not conducive to an efficient **flow of traffic** to and through the Downtown.

## Observations

9. Parking is inadequate, including the supply and the unbalanced distribution north and south of the tracks
10. Lack of a fresh "brand" that differentiates the Downtown from adjacent villages.
11. Downtown business and property owners are experiencing financial hardship.

## Historic Building Inventory



## Historic Imagery



## Market Analysis

### Work Completed

1. Inspected the Downtown
2. Conducted Individual and Small Group Interviews
3. Designed a Questionnaire and Analyzed the Results
4. Analyzed Sales Data, Demographic, and Income Characteristics
5. Prepared Purchasing Power and Retail Demand Estimates
6. Completed a Supply and Demand Retail Space Analysis
7. Completed an Inventory of Residential Construction Projects
8. Completed a Housing Demand Analysis
9. Analyzed Office Space Market and Employment Data
10. Identified Advantages and Disadvantages
11. Prepared Recommendations

## Market Analysis

### Primary Advantages

- Centrally-located to relatively affluent residents.
- Near Interstate highway access connections.
- Metra Station
- DuPage Medical Group
- Eating and drinking establishments.
- Grocery store.
- Variety of unique, specialty merchants and service providers with loyal followings.

## Market Analysis

### Primary Disadvantages

- Lacks a concentration of major office users or a large base of residential units.
- Lacks a critical mass of synergistic retail, cultural, and other attractions
- The railroad divides the Downtown.
- Some obsolete building space and poor streetscape conditions.
- Perception of a parking shortage.

Market Analysis  
Downtown's Primary Market Area



Market Analysis  
Retail Market Area

- Two- to Three-Mile Radius of Downtown
- 70% from Zip Code 60137
- Household Income
  - \$495 Million
  - Supports 1.4 Million Square Feet of Retail Space

Market Analysis  
Downtown Visitors by Zip Code (Map III-1)



Market Analysis  
Retail Supply and Demand (Table III-13)

Estimated Balance of Primary Market Area Retail Supply and Demand: 2008-2013

	2008 # Square Feet	2013 # Square Feet
Estimated Retail Demand	1,414,000	1,509,000
Estimated Retail Supply <sup>1</sup>	2,965,000	2,995,000
Estimated Supply Surplus	(1,551,000)	(1,486,000)

<sup>1</sup> 2013 estimate includes future identified supply of approximately 30,000 square feet of retail space.

Source: Gruen Gruen + Associates

Market Analysis  
Glen Ellyn Retail Supply (Table III-11)

- Downtown Glen Ellyn
- Market Plaza
- Baker Hill
- Pickwick Place
- Roosevelt Road (additional space)
- Five Corners

Market Analysis  
Retail Supply Elsewhere (Table III-12)

- Danada Square West
- Danada Square East
- Rice Lake Square
- Wheaton Retail Center
- Town Square Wheaton
- Hawthorne Center
- Butterfield Centre Plaza
- Main Street Plaza
- Dominick's Center and Home Depot
- Main Street Marketplace
- Wheaton Center
- Downtown Wheaton
- Glendale Square

## Market Analysis Residential Demand (Table V-5)

Estimated Annual Demand from Younger-Age and Older-Age Households in the Primary Market Area: 2008 - 2013							
	2008	2009	2010	2011	2012	2013	Total 2008-2013 (Annual Average)
Number of Younger-Age Households With Annual Income Greater than \$50,000 that May Move Within a Year <sup>1</sup>	211	211	212	212	212	212	1,270 (212)
Number of Older-Age Households that May Move Within a Year <sup>2</sup>	155	160	165	171	177	183	1,011 (169)
<b>TOTAL DEMAND</b>	<b>366</b>	<b>371</b>	<b>377</b>	<b>383</b>	<b>389</b>	<b>395</b>	<b>2,281</b>

<sup>1</sup> Based on potential annual turnover rate of 7.7 percent.  
<sup>2</sup> Based on potential annual turnover rate of 2.2 percent.

Sources: U.S. Census, 2000 Census, 2006 American Community Survey; Claritas, Demographic Trends Report; Gruen Gruen + Associates.



## Market Analysis Preferred Changes (Short Merchant Survey)

Store Types and/or Characteristics	54%
Specific Tenancy Additions	11%
Parking-Related	21%
Physical Improvements	3%
Events	2%
Other	9%
<b>Total</b>	<b>100%</b>

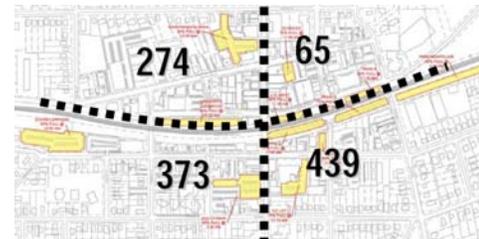


## Market Analysis Principal Market Recommendations

- Concentrated interconnection of:
  - eating and drinking establishments
  - entertainment
  - recreational and cultural activities
  - residential development
- Improve organizational clarity, capacity, and conditions
- Attract service and office firms seeking:
  - ambiance of a small downtown
  - proximity to services and restaurants
  - attractive lease rates
  - convenience to where business owners and employees - and their customers - live



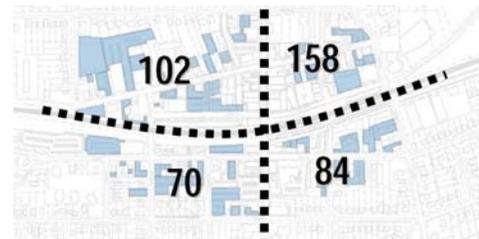
## Parking and Traffic Analysis Public Off-Street Parking



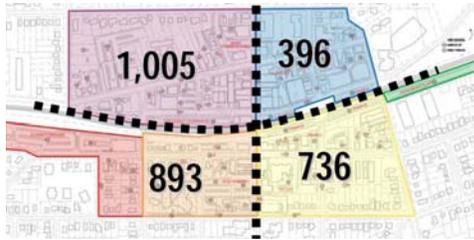
## Parking and Traffic Analysis Private Parking



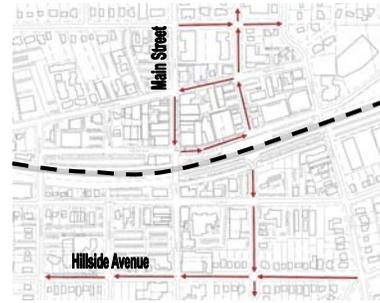
## Parking and Traffic Analysis Public On-Street Parking



Parking and Traffic Analysis  
Total Parking



Parking and Traffic Analysis  
Existing One-Way Streets



Parking and Traffic Analysis  
Average Metra Passenger Boardings

- 1,987 Passengers per Day
- All-Time High of 2,506 Passengers in 1979
- All-Time Low of 1,537 Passengers in 2006

Glen Ellyn's Appetite for Change?

- People say they want change
- People say they want preservation
- We need to protect the business "legends"
  - Each and every merchant
  - McChesney and Miller
  - Leonard Memorial Funeral Home
  - Giesche Shoe Store
  - and more...
- We need to consider the businesses lost
  - Spice 'n Easy
  - Daffy Down Dilly
  - and more...

Planning Process:  
Public Participation



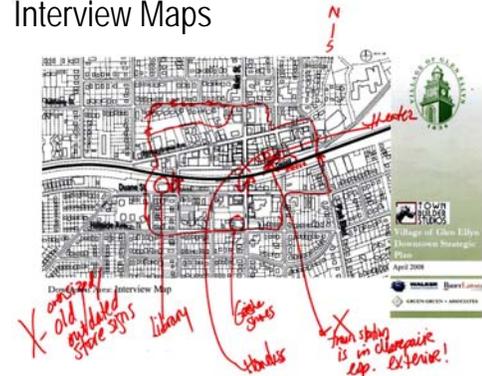
Voice of Glen Ellyn – Public Input

▪ January Public Open House:	120
▪ January Online Survey Responses:	146
▪ November Public Open House:	150
▪ November Online Survey Responses:	140
▪ Employee Parking Survey:	72
▪ Comments through Website:	14
▪ General Emails:	4
▪ April Merchant Surveys:	209
▪ April/May/October Individual and Group Interviews:	101
▪ June Town Hall Charette:	80
▪ June Main Street Design Studio:	40
▪ June Town Hall Meeting:	50
▪ October Downtown Organization Meetings:	15
▪ Calls/Meetings with Downtown Business/Property Owners:	9
▪ DAC Volunteers:	15
<b>Total</b>	<b>1,165</b>

Planning Process:  
Public Participation

- Interviews
- Main Street Design Studio
- Surveys

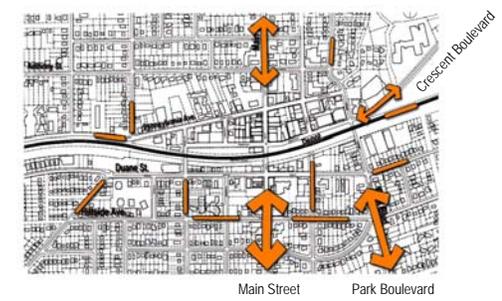
Interview Maps



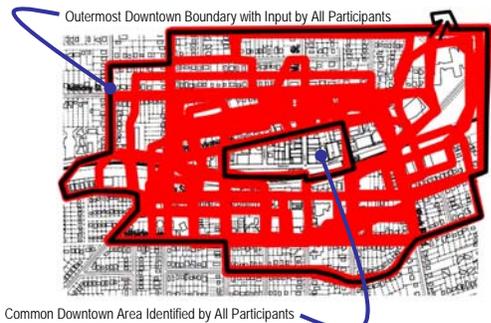
Interviews – Downtown Destinations



Interviews – Downtown Access



Interviews – Downtown Boundaries



Main Street Design Studio (Monday Charette)





### Surveys

- Merchant
- Parking
- Online

Downtown Strategic Plan  
Village Board Meeting  
July 26, 2009

### "The Glen" Concept

*Reviewed by the public November 2008 and the Village Board December 2008.*

Downtown Strategic Plan  
Village Board Meeting  
July 26, 2009

### "Main Street" Concept

*Reviewed by the public November 2008 and the Village Board December 2008.*

Downtown Strategic Plan  
Village Board Meeting  
July 26, 2009

## The Downtown Strategic Plan

Downtown Strategic Plan  
Village Board Meeting  
July 26, 2009

*Cities and villages are organic living entities that must constantly reinvent themselves.*

## The Downtown Strategic Plan

- Goal
- Objectives
- Framework Plan
- Land Use Plan
- Circulation and Access Plan
- Implementation Strategies



## Objectives

1. Provide an appropriate mix and supply of **retail** establishments to draw consumers to the Downtown.
2. Increase the Village's **population within walking distance** of the Downtown, by increasing the number of dwelling units (and thereby, consumers) in and around the Downtown.
3. Improve the condition of many Downtown **buildings**, by upgrading and modernizing building interiors and maintaining and restoring building exteriors.

## Objectives

4. Increase the amount of Downtown **office** space that attracts small and growing businesses.
5. Create new Downtown **amenities** by increasing recreation and parkland opportunities.
6. Increase the number of **cultural events and activities** that could make Downtown Glen Ellyn a destination for residents and non-residents alike.

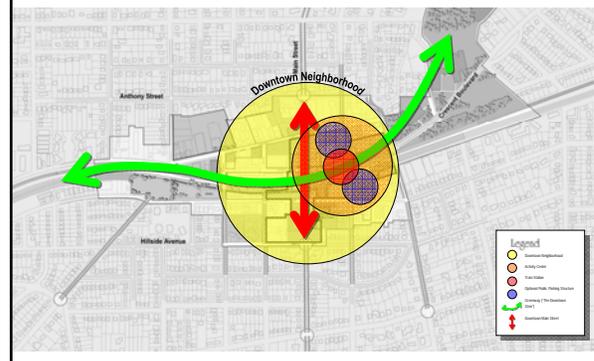
## Objectives

7. Eliminate the perception of **government-imposed obstacles** to operating a business and reinvesting in private property in the Downtown.
8. Establish safe and efficient pedestrian, bicycle, and automobile **traffic and access** patterns to, through, and from the Downtown.
9. Improve the sufficiency and convenience of the Downtown **parking** supply north and south of the tracks.

## Objectives

10. Establish a **distinguishing feature** in the Downtown that differentiates Glen Ellyn's Downtown from other communities' downtowns.
11. Establish a Downtown implementation **funding** plan to ensure that reinvestment occurs and initiatives are achieved.

## Framework Plan





Part C:  
New Train Station/Optional Underpass



Part D:  
Forest Avenue North Parking Structure



Phase II:  
Public/Private Redevelopment Projects



Phase III:  
Public/Private Redevelopment Projects



Phase IV:  
Public/Private Redevelopment Projects



Implementation Strategies  
Implementation Overview

Terms	Activities
Short-Term 0-5 years	Initiatives <ul style="list-style-type: none"> <li>- Administration</li> <li>- Public-Private Partnerships</li> </ul>
Mid-Term 6-10 years	Projects <ul style="list-style-type: none"> <li>- Infrastructure</li> <li>- Development</li> </ul>
Long-Term 11-20 years	

Implementation Strategies

## Initiatives – Administration

Short-Term and Ongoing

1. Permanent Downtown Organization
2. Historic Downtown District
3. Zoning Code and Development/  
Administrative Approval Process

Implementation Strategies

## Initiatives – Public-Private Partnerships

Short-Term

4. Village of Glen Ellyn/College of DuPage

Implementation Strategies

## Projects – Infrastructure

Short-Term

5. Public Signage, Wayfinding, and Streetscaping
6. Main Street, Crescent Boulevard, and  
North Downtown Greenway
7. Recreational and Multiple-Use Path System
8. Mixed-Use Forest Avenue North Parking Structure

Implementation Strategies

## Projects – Infrastructure

Mid-Term

9. New Train Station and Pedestrian Underpass

Long-Term

10. Mixed-Use Forest Avenue South Parking Structure
11. South Downtown Greenway

Implementation Strategies

## Projects – Development

Short-Term

12. Downtown Building Maintenance and  
Modernization

Mid-Term

13. South Main Mixed-Use Development
14. Private Residential Development  
(West of South Main Mixed-Use Development)

Implementation Strategies

## Projects – Development

Long-Term

15. Potential Fire Department Relocation and  
Redevelopment of Existing Fire Station Site
16. Potential Police Department Relocation and the  
Creation of the Civic, Leadership, and Learning  
Center
17. Private Residential and Mixed-Use Neighborhood  
in the Crescent Boulevard and Glenwood Avenue  
Area

## Potential Downtown Features\*

- Residential 370 dwelling units
- Retail "no net loss"
- Office 4,000 square feet
- Metra and Shared Parking\*\* +565 stalls

\* Only major projects are represented in this summary. Other opportunities may apply that could impact these estimates.

\*\* Shared parking includes the use of Metra stalls by the general public when the stalls are not used by commuters after a to-be-determined morning cutoff time.

## Downtown Advisory Committee: Recommendations



*Time is of the essence to begin  
short-term implementation strategies.*



## Recommendation #1

"[The] DAC recommends to the Village Board the adoption of the Downtown Strategic Plan presented to you today."

## Recommendation #1 (continued)

- Not every committee member embraces every detail of the Plan. Doubtless the Village Board will respond in the same way.
- Taken as a whole, the Plan captures long-term dreams for our hometown.
- Short-, mid-, and long-term strategies to preserve and enhance a Downtown that is:
  - comfortable to live in
  - exciting to visit
  - desirable to do business in

## Recommendation #2

"[The] DAC respectfully requests that the Village Board extend its existence for another year."

## Recommendation #2 (continued)

- The “Transitional DAC” to review and oversee early implementation of the Plan by the Village.
- It is important that the Plan not sit on a shelf, but enter into an active implementation phase.
- Meet every two months to receive reports on progress toward short-term goals:
  - establishment and funding of a new Downtown organization
  - review of engineering studies evaluating changes in traffic patterns
  - review of streetscape improvements and new wayfinding signage
  - review of grant applications and other funding sources

## Next Steps



## Next Steps

- Tonight – Questions and Comments
- Subsequent Village Board Meeting
- Adoption of the *Downtown Strategic Plan*
- Creation of the “Transitional DAC”

## Q&A



Thank You!

