Downtown Glen Ellyn

Vision for Downtown
Downtown is the heart of Glen Ellyn and is established as the Village’s central business district. The area is home to dozens of businesses from retailers and service providers, to restaurants and professional offices, as well as several multi-family properties. An emphasis should be placed on maintaining existing character while facilitating more intensive development that increases the number of people living and working in the Downtown.

Hallmarks of a Great Downtown
Whether they serve a community of 10,000 or 100,000, great downtowns share several common characteristics that can be used as a barometer for success.

- Pedestrian-oriented environment (safe, attractive, easy). Successful downtowns provide a comfortable atmosphere where strolling between businesses, wandering between local attractions, or walking to work is a safe, enjoyable, and convenient experience. The Downtown and surrounding area fall within a “pedestrian shed,” a quarter-mile radius in which people can walk five minutes to numerous shops and activities for daily living rather than drive a car. A pedestrian-oriented environment helps a downtown function as a complete unit. Simply put, the less you have to park or drive once you arrive in a downtown, the more likely you are to stay there and spend time and money at multiple destinations.

- Mix of uses in close proximity. A mix of retail and office spaces, restaurants, service providers, and residential development contributes to activity in a downtown throughout the day and evening. Vibrant downtowns benefit from a steady flow of commuters coming and going during rush hour, employees keeping an area active during the workday and lunch hours, and visitors and residents keeping things active during the evenings and weekends. Compact development that includes easy-to-walk blocks and a collection of uses within a small area further concentrates the sense of activity within the downtown and creates an atmosphere that is attractive to visitors and new investors alike.

- Available, easy to access parking that doesn’t dominate the visual landscape. The best downtowns have parking that you know is there as a driver, but don’t notice as a pedestrian. They reserve their main streets for buildings and people, and place off-street parking to the rear or interior of the block or off of side streets. Clear signage directs visitors to parking and landscaping is used to soften parking edges and breakup paved areas. Parking areas that can be shared by multiple users (residents, employees, visitors) are key to providing a “park once” downtown that supports streetlife.

- Street edge. Buildings located side-by-side along a corridor form a street edge that frames and activates the public realm. A consistent street edge along a downtown’s primary streets establishes the level of visual interest along a block and provides desirable sense of enclosure and helps foster a comfortable, inviting, and pedestrian-friendly atmosphere.

- Increased residential densities. Downtown residents play a key role in reaching a critical mass of potential patrons for local retailers and restaurants. Higher density residential development complements retail and office uses, providing a 24-hour customer base to support downtown amenities.

- Multi-story buildings. The mix of uses and increased density that successful downtowns require is not possible without multi-story buildings. Multiple floors are needed to provide for vertical integration of uses and allow for more development in a more compact, more vibrant environment. The streetwall of taller buildings that forms along popular main streets also interacts with the pedestrian environment, providing a sense of enclosure, comfort, and visual interest.

- Convenient access to transit (if transit is available). While not a universal requirement, many great downtowns are built upon a solid transit network. In suburban downtowns, regional transit provides potential to generate commuter traffic that boisterous downtown business. The key to capturing this potential lies in providing local access points to commuter parking facilities and a compact street grid in the surrounding area, functioning like capillaries between the regional traffic and local businesses.

While Glen Ellyn has an attractive downtown that checks many of these best planning boxes, there is still room for growth and improvement. Downtown Glen Ellyn has not witnessed new development and reinvestment on par with surrounding peer communities and efforts should be made to improve the downtown environment as it relates to successful downtown planning attributes.
Subarea Framework

DOWNTOWN GLEN ELLYN

The framework plan identifies overarching recommendations that should play a significant role in guiding investment in existing structures and streetscape, and in guiding the character of future redevelopment. The following pages illustrate recommended improvements and identify development considerations for specific sites throughout the downtown.

Legend

- Key Intersections: Enhance existing, median features and install bump-outs, monument signage, enhanced lighting, landscaping, and decorative pavers or stamped concrete at key intersections along Main Street and Crescent Blvd.
- Intersection Improvements: Install decorative surfacing or crosswalks at key intersections that complement adjacent streetscape. Install bump-outs, median seatwalls, landscape plantings, and enhanced crosswalks.
- Gateway Features: Per recommendations of the Community Signage and Wayfinding Plan, install Historic Downtown Glen Ellyn signs on heavily trafficked roads to identify prominent entry points into the downtown. Such signs should be complemented by streetscape components such as introduction treatments and hardscape and landscape features.
- Alleyscape/Pedestrian Corridor Improvements: Install signage and wayfinding to promote safe vehicular and pedestrian circulation patterns especially where alleys again to active pedestrian streets. Screen loading docks and trash receptacles where alleys intersect with public walks.
- Transition Areas: Promote more intense residential development in areas surrounding the mixed-use core of the Downtown. Consider reduced setbacks and increased density in areas of adjacent downtown development and increase density.
- Catalyst Sites: Redevelop these vacant or underutilized sites to act as catalysts for future development and investment within the Downtown.
- Residential Screening: Screen parking, loading, and utility areas from adjacent residential properties and where feasible public right-of-way. Incorporate Historic Downtown Glen Ellyn lighting standards in transition areas to minimize glare and decrease light trespass in adjacent single-family areas.
- Perimeter Landscaping: Provide landscaping and decorative, low-profile fencing or inner walls to delineate public right-of-way and screen parking areas. Promote landscaping should be designed to minimize stormwater management and improve water quality through the implementation of BMPs, such as bioretention areas.
- Parking Enhancements: Buffer and screen parking areas to separate and delineate parking and walking areas. Like the Quaker Street and Glenwood Avenue Lot, embrace sustainable surface parking lot practices for new and existing lots, such as through pervious paving, electric charging stations, and stormwater/flood landscaping and planters.
- Leverage Existing Parking: Investigate policies that encourage parking turnover such as time agreements. Purchase additional property to enhance parking supply.
- Public Parking: As Downtown public parking is in high demand, incorporate parking into the site design of future redevelopment of underutilized properties where appropriate.
- Maintain Access: Ensure that vehicular and pedestrian access is maintained along Crescent Boulevard andEaston Avenue. As redevelopment occurs at the former McChesney & Miller grocery property.
- Bus Route 715: Proposed Shuttle Bus to College of DuPage.
- Pocket Park: A pocket park should be incorporated by the Civic Center as the future public parking garage is developed to provide public green space accessible to the proposed pedestrian wayfinding.
- Pocket Park: Consider the installation of pocket parks as redevelopment occurs to provide public green space. Such areas should be easily accessible to public right-of-way and contribute positively to the pedestrian experience.

Station Plaza

Renovate the Metro Station as a focal point of the Downtown by incorporating a plaza area into its redevelopment on the south side of Crescent Boulevard. Include gathering provisions as outdoor seating, bollard, shaded areas, and streetscape features.

New-Metro Station

Enhance pedestrian safety and mobility at the Glen Ellyn Metro Station and better connect the north and south sides of Downtown by completing proposed north-south pedestrian underpass access at Forest Avenue. Add a mid-block crossing along Crescent Boulevard. Include gathering provisions as outdoor seating, bollard, shaded areas, and streetscape features.

Entertainment Space

Create a public entertainment venue or plaza at the Forest Avenue Catalyst Site as an expansion of the existing park.

Mid-block Crossing

Add a mid-block pedestrian crossing on Main Street between Duane Street and Hillside Avenue to increase accessibility to the proposed pocket park, Village Hall, and parking garage.

Shuttle Bus to College of DuPage

The shuttle would enable COD students and faculty to utilize Downtown Glen Ellyn as a hub with access to both campus and regional transit via Metra and could help promote student-friendly transit-oriented development.

Illinois Prairie Path

As redevelopment of underutilized properties occurs, considerate service access driven that cross the path to minimize vehicular conflicts with bike and pedestrian traffic.

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Development Regulations

The geographic extent of the Downtown Subarea is contiguous with the boundaries of the Village’s C5A–CBD Core and C5B–CBD Service zoning districts. It is recognized that the original intent of the C5A zoning district was to maintain primarily retail and restaurant uses with lower building heights and no on-site parking requirements within the Downtown core, while the intent of the C5B zoning district was to allow service uses with greater height, bulk, and density on the Downtown’s periphery. The area outside the C5A and C5B districts were intended to be more densely developed.

Since adoption of the two districts, the C5B has experienced limited construction of a few mixed use and standalone multi-family structures, while no new residential development has occurred in the C5A. In that regard, the C5A designation has accomplished the goal of maintaining the core’s retail and restaurant uses with lower building heights; however, it has also effectively impeded new development, other than investment within the interior of existing buildings. Development interest has only recently increased in Downtown Glen Ellyn since the 2008 recession and downturn in the real estate market, triggering calls from the development community and public to review current zoning regulations.

Current Downtown Zoning

Currently, within the C5A district, the maximum height allowed is 45 feet or four stories. Several parcels within the C5A district also have additional height restrictions that further limits building height to a maximum of three stories. The height limit applies to all C5A parcels fronting Main Street with the exception of 444 Main Street, and all parcels fronting Crescent Boulevard east of Main Street.

Within the C5B district, the maximum height allowed is 55 feet with a required step back of at least 15 feet for any portion of a structure above 45 feet in height.

While new development and some additions trigger the Planned Unit Development (PUD) process within both the C5A and C5B districts, the underlying zoning of each is limiting. Without modification, the development economics of new construction will continue to be hampered as it will be extremely challenging to build without substantial deviations and variances.

Downtown Height Restrictions in Peer Communities

The Village’s Downtown zoning is not entirely unique; however, it is more typical to allow for greater height and density in a downtown core. A 2018 study of other area downtown districts indicated an average maximum allowable building height of 53 feet. Additional follow-up analysis of peer communities conducted in relation to the Downtown subarea planning process underscores the fact that many other downtowns, which ultimately compete for new investment with Downtown Glen Ellyn, permit taller buildings.
Accommodating Modern Development

It is also important that height maximums within the Downtown respond to modern building practices. Typical floor heights for ground floor commercial, office, residential, and parking will impact the minimum height needed for a modern mixed use building without impacting function.

- Commercial (Ground Floor). While many older commercial and mixed used buildings in Downtown Glen Ellyn were constructed with 8- to 10-foot ground floor ceiling heights, current day retail and restaurant tenants typically desire higher ceilings to facilitate tenant build-outs, accommodate modern mechanical, lighting, and sprinkler systems, and provide greater visibility into the space from the street. Higher ground floor heights also provide for greater flexibility when marketing to potential tenants with varied needs. A ground floor height of 15 to 18 feet is recommended.
- Office (Upper Floors). Office uses require clear ceiling heights of at least 9 feet (10-12 feet total floor height) to accommodate suspended ceilings and modern mechanical, lighting, and sprinkler systems.
- Residential (Upper Floors). Modern residential development also requires clear ceiling heights of at least 9 feet (10-12 feet total floor height). This responds to market demand for high ceilings and open, naturally lit space in higher-quality apartments and condominiums.
- Parking. To accommodate vertical circulation, parking decks typically require floor heights ranging from 10 to 12 feet.
- Parapet Wall. A parapet wall of 3 to 5 feet is desirable to hide rooftop mechanical and HVAC equipment from view and provide attractive architectural elements.

Using these height ranges, a new 4-story mixed use development with 3 stories of residential (or 2 stories of residential and one parking level) would require a minimum building height of 48 feet, but could be up to 59 feet if constructed at the higher end of current floor height ranges. Under current CSA standards, erecting such a building would only be possible if adhering to the minimum floor height range specified and without providing for a parapet wall.

Taking into account the considerable grade change in the Downtown, urban design elements such as sense of enclosure and building height should be measured using the building facade along the primary roadway. More height may be achievable in the back of the structure; however, maintaining the character along the front of the building should be prioritized.

Sense of Enclosure

The combination of building separation (distance between facing building facades) and building height determines the sense of enclosure experienced by pedestrians passing through an area. Establishing a desirable sense of enclosure helps foster a comfortable, inviting, and pedestrian friendly atmosphere in the Downtown area as well as creating a more intimate character throughout the Downtown.

A minimum building height to street width (between building facades) ratio of 1:2 and a maximum ratio of 1:1 is recommended to establish a desirable sense of enclosure throughout Downtown Glen Ellyn. This will achieve a balance between providing for a sense of spatial definition, visual interest, and sense of openness.

With few exceptions, all streets in the Downtown have a 66-foot right-of-way between building faces. This means that a consistent streetwall of buildings within a minimum height of 30 to 35 feet and a maximum building height of 60 to 65 feet is recommended to provide for the desired sense of enclosure. This would provide for increased densities and opportunities for reinvestment, while maintaining and enhancing the desired character of Downtown Glen Ellyn.
PARKING

PARKING IN THE DOWNTOWN SHOULD BEADEQUATE TO SUPPORT THE NEEDS OF ALL DOWNTOWN USERS INCLUDING BUSINESS PATRONS EMPLOYEES RESIDENTS AND COMMUTERS WITHIN THE DOWNTOWN THERE ARE CURRENTLY 1,646 PUBLIC PARKING SPACES LOCATED WITHIN 14 PARKING LOTS AND ALONG 8 OF THE PUBLIC STREETS. THESE SPACES ARE SPLIT 50/50 BETWEEN COMMUTER PARKING AND DOWNTOWN PATRON EMPLOYEE PARKING AND 60/40 BETWEEN PARKING ON THE SOUTH SIDE OF THE RAIL LINE AND PARKING ON THE NORTH SIDE. THE PROPOSED PEDESTRIAN UNDERPASS AT FOREST AVENUE WOULD HELP REDUCE THIS IMBALANCE BETWEEN THE NORTH AND SOUTH PARKING AVAILABILITY BY IMPROVING CONNECTIVITY BETWEEN PARKING AND DOWNTOWN DESTINATIONS.

THE VILLAGE EMPLOYS MANY STRATEGIES TO MANAGE THE PARKING SUPPLY INCLUDING PERMITS METERS AND PAY KIOSKS TIME REGULATIONS DEDICATED EMPLOYEE PARKING AND FREE PATRON PARKING. ON WEEKDAYS THE PARKING SPACES ARE TYPICALLY UTILIZED IN EXCESS OF 80 TO 90 PERCENT OF CAPACITY ON MAIN STREET THE STREETS EAST OF MAIN STREET AND IN THE NON COMMUTER LOTS EAST OF MAIN STREET. ON SATURDAY EVENINGS THE PARKING SPACES ARE ALSO TYPICALLY UTILIZED IN EXCESS OF 80 TO 90 PERCENT OF CAPACITY ALONG MAIN STREET AND THE LOSS IMMEDIATELY EAST AND WEST OF MAIN STREET. THE DUANE AND LORAIN STREET LOT AND MONCLAIR AVENUE LOT ARE NOT AS HEAVILY UTILIZED DUE TO THEIR DISTANCE FROM THE CENTER OF DOWNTOWN.

OFF-STREET VS. ON-STREET

<table>
<thead>
<tr>
<th></th>
<th>Existing Capacity</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Off-Street Spaces</td>
<td>1,198</td>
<td>73%</td>
</tr>
<tr>
<td>Total On-Street Spaces</td>
<td>489</td>
<td>31%</td>
</tr>
<tr>
<td>Total Spaces</td>
<td>1,687</td>
<td>100%</td>
</tr>
</tbody>
</table>

NORTH VS. SOUTH

<table>
<thead>
<tr>
<th></th>
<th>Existing Capacity</th>
<th>Future Capacity (incl. Civic Center Deck &amp; Apex 400)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Spaces Percent of Total</td>
<td>Spaces Percent of Total</td>
</tr>
<tr>
<td>Total Spaces North of R.R.</td>
<td>659 60%</td>
<td>659 60%</td>
</tr>
<tr>
<td>Total Spaces South of R.R.</td>
<td>928 60%</td>
<td>2,126 65%</td>
</tr>
<tr>
<td>Total Spaces</td>
<td>1,646 100%</td>
<td>1,875 100%</td>
</tr>
</tbody>
</table>

SOURCE: ALOA INC.
One-way Streets
In 2012, the Village commissioned a study to examine the one-way vs. two-way traffic pattern within the Downtown. The study presented pros and cons of each configuration, however, the Village Board decided not to take action at that time. It was found that the conversion of current one-way configuration surrounding the Downtown’s central commercial block to a two-way roadway system could be accommodated and would have sufficient capacity to support future traffic volumes through 2030. The roadway system would accommodate this change and vehicle circulation would operate successfully, but on-street parking spaces would be lost.

Residential Parking
The Downtown is also a transit-oriented Development (TOD) due to its proximity within one-quarter mile of the Metra station. US Census data indicates that auto ownership is lower in multiple-family dwellings within a TOD. Many communities have adjusted their zoning codes to reduce the parking requirements for multiple-family dwellings in TODs or have granted parking variances for development projects within TODs.

Recent apartment developments within and surrounding Downtown Glen Ellyn, and in the downtowns of other nearby communities, have been approved with lower parking ratios. The Village should reevaluate residential parking requirements within the C5 CBD zoning districts and it is recommended that the following parking ratios be considered as a starting point for discussion.

Parking Management
Best Practices
Beyond development of structured parking in the Downtown, the Village should continue to pursue best practices for managing the current public parking supply and explore new opportunities for shared-use of the larger private parking lots in the Downtown, similar to the current relationship with St. Petronille Church. Potential strategies that should be continued include:

- Shared-parking agreements for off-peak use of private lots
- Temporary leasing of parking lots on unoccupied sites such as the McChesney site
- Regular monitoring of effectiveness and desirability of free on-street parking policy
- Centralized valet service (piloted in 2018)
- Continued policy of evaluating and adjusting parking time durations/restrictions
- Phase out of coin-fed meters in the U.P. West Parking Lot at Main Street & Crescent Boulevard Lot and the Crescent Glenwood Parking Lot at Crescent Boulevard and Glenwood Avenue with modern Pay-n-Display, Pay-by-Space, Pay-by-License Plate and Pay-by-Phone technologies
- Review of parking enforcement technologies
- Regular monitoring of employee parking demand and adequacy of Blue Dot parking zones
- Promotion of sustainable features (electric vehicle charging stations, car-share services, bioswales, permeable paving, etc.)

Shuttle Bus to College of DuPage
The Village and College of DuPage should evaluate the creation of a shuttle bus system by Pace between the Metra station and the College of DuPage, which would strengthen the physical connection between the Downtown and the nearly 27,000 students and staff that visit the COD campus each day. The shuttle would enable COD students and faculty to utilize Downtown Glen Ellyn as a hub with access to both campus and regional transit via Metra and could help promote student-friendly transit-oriented development.

### Proposed Multifamily Parking Ratios

<table>
<thead>
<tr>
<th>Efficiency</th>
<th>Existing Requirement</th>
<th>Proposed*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 space/unit</td>
<td>1.27 spaces/unit</td>
</tr>
</tbody>
</table>

*Based on data published in Parking Generation, 5th Edition (Institute of Transportation Engineers for Mid-Rise Multifamily Housing (Land Use Code: 221) in a general urban/suburban location = 1.27 spaces/unit)

Efficiency unit should be treated as 1 bedroom using this method.

Source: AECOM
Downtown Market Demand

The residential and retail market for Glen Ellyn was analyzed to determine potential for new development in the Downtown.

Housing

A market analysis was conducted to determine the potential for new multifamily development within Downtown Glen Ellyn. This analysis identified an assessment of a regional market consisting of surrounding and nearby municipalities including Downers Grove, Lisle, Lombard, Warrenville, Wheaton, and Winfield, as well as DuPage County as a whole.

Consistently high multifamily occupancy rates (above 93 percent) in both Glen Ellyn and DuPage County suggest a strong multifamily market. Rents per square foot have also grown consistently over the same time period. Both factors indicate the ability to sustainably accommodate additional multifamily housing.

Housing Demand

An affordability analysis of the residential market was conducted separately for owners and renters to determine how demand for each householder type. This analysis compared existing occupied housing units to the household income to home value/rental rate. It applies a benchmark of 30 percent allocation of income toward housing and then analyzes the number of housing units in the area that meet the criteria.

Based on these criteria, the rental market exhibited the greatest potential for both lower and high-end product. Given the development economics of new construction, market rate Downtown development will cater to the need at the high end of the market. Per the Residential Areas Framework (Chapter 5: Land Use & Development), additional housing opportunities should be encouraged elsewhere in the Village to help meet market demand for lower income groups.

The Village is well positioned to capture a proportionate share of regional demand for higher end apartment units. The current undersupply of this product type may be limiting potential for new households to move to Glen Ellyn; however, there is also a general undersupply within the larger market area and development could provide the Village with the opportunity to capture additional households. In addition to addressing growing demand from young professionals, singles, and empty-nesters, the addition of higher priced product will benefit the Village in additional tax revenue generation and expenditures on dining and shopping. Furthermore, the Village’s growing reputation as a dining and entertainment destination enhances the desirability of living Downtown.

Retail & Restaurant

The retail market was analyzed in two parts: a gap analysis of drivetimes from Downtown Glen Ellyn and an overall trend analysis comparing the Village, DuPage County, and the Chicago Region. The ten-minute drivetime depicts a reasonable market area for a suburban downtown in a competitive developed region. The gap analysis indicates potential for retail as well as dining and drinking establishments. These uses can build off of existing development as well as complement the recommended additional Downtown residential uses.

Within the 10-minute drivetime, the gap analysis indicates strong retail potential for all sectors except building materials and supplies, office supplies and stationery, and used merchandise. This leaves a wide array of options available for new retail stores or existing store expansions in Glen Ellyn, including significant opportunity for restaurants and drinking establishments. These types of businesses would complement the recommended additional multifamily development in Downtown Glen Ellyn.

Grocery stores also have nearly 26,000 square feet of potential, which would greatly benefit additional residential development in Downtown, particularly with the closing of McChesney & Miller Grocery Store in 2014.

While the gap analysis highlights great potential for many uses, it should be noted that large retail areas, including Roosevelt Road, are located within 15 minutes of Downtown Glen Ellyn and currently compete for the same potential. The 15-minute drivetime market area has a large retail supply that results in a surplus, indicating that many potential Downtown customers currently satisfy their retail needs elsewhere. This imbalance within the market area retail gap data signals competition for Downtown businesses, but also potential demand that could be recaptured if Downtown businesses are properly positioned.
Retail Rent & Occupancy Trends

General retail trends indicate a fluctuation in occupancy and rents for both the Village and DuPage County. Occupancy has been above 90 percent since 2015 for the Village, and rents have remained above $15 per square foot. Only in the past year have rents in Glen Ellyn been lower than those for all of DuPage County. Even with fluctuation, occupancy and rental rates indicate a fairly stable market that could accommodate additional retail of the correct type. Additionally, when not including the McChesney & Miller site, and the site of the proposed Apex 400 development (the former Giesche Shoes property), vacancy in Downtown Glen Ellyn is less than 3 percent.

Office

Based on the same factors, the office market shows potential, but not as strong as the retail sector. Occupancy rates are between 80 and 90 percent; however, rents in Glen Ellyn are also significantly lower than those of the entire County. Development of additional office uses in Downtown Glen Ellyn could likely only be supported as part of a larger mixed-use development. Speculative, standalone office development is not likely to be supported.

Retail Gap Analysis Summary - 5-, 10- & 15-Minute Drivetime from Downtown Glen Ellyn (2018)

<table>
<thead>
<tr>
<th>Drivetime</th>
<th>Population</th>
<th>Households</th>
<th>Median Disposable Income</th>
<th>Per Capita Income</th>
<th>Retail Trade</th>
<th>Food &amp; Drink</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-Minute</td>
<td>265,851</td>
<td>97,576</td>
<td>$60,004</td>
<td>$39,749</td>
<td>$408,450,576</td>
<td>$378,020,638</td>
<td>$786,471,214</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
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<th>Glen Ellyn &amp; DuPage County</th>
</tr>
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<tbody>
<tr>
<td>Occupancy</td>
<td>Glen Ellyn: 80%; DuPage: 85%</td>
</tr>
<tr>
<td>Rent</td>
<td>Glen Ellyn: $25 per sq ft; DuPage: $30 per sq ft</td>
</tr>
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</table>

Retail Trends (2014-2019)

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Retail Gap Analysis Detail: 10-Minute Drivetime from Downtown Glen Ellyn (2018)

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>Retail Gap ($)</th>
<th>Potential Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture &amp; Home Furnishings Stores</td>
<td>$20,156,624</td>
<td>50,592</td>
</tr>
<tr>
<td>Electronics &amp; Appliance Stores</td>
<td>$23,031,415</td>
<td>57,579</td>
</tr>
<tr>
<td>Building Materials, Garden Equip. &amp; Supply Stores</td>
<td>$9,155,827</td>
<td>(22,890)</td>
</tr>
<tr>
<td>Food &amp; Beverage Stores</td>
<td>$16,903,837</td>
<td>42,260</td>
</tr>
<tr>
<td>Grocery Store</td>
<td>$20,626,732</td>
<td>25,657</td>
</tr>
<tr>
<td>Health &amp; Personal Care Stores</td>
<td>$778,102,770</td>
<td>194,526</td>
</tr>
<tr>
<td>Clothing &amp; Accessories Stores</td>
<td>$10,556,294</td>
<td>176,591</td>
</tr>
<tr>
<td>Sporting Goods, Hobby, Book &amp; Music Stores</td>
<td>$1,928,745</td>
<td>19,822</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>$263,565,539</td>
<td>658,409</td>
</tr>
<tr>
<td>Miscellaneous Store Retailers</td>
<td>$14,800,765</td>
<td>37,202</td>
</tr>
<tr>
<td>Food Services &amp; Drinking Places</td>
<td>$79,397,400</td>
<td>198,494</td>
</tr>
</tbody>
</table>

1. Excludes auto dealers, gas stations, and nonstore retailers.
2. Square footage potential based on an average annual sales per-square-foot of $400.

Source: ESRI Business Analyst; Houseal Lavigne Associates


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Redevelopment Opportunities

These sites represent vacant or underutilized parcels that can be consolidated with adjacent properties to facilitate more intense redevelopment that is in line with the community’s vision of the downtown as a vibrant, mixed use district as defined in the Land Use Plan.

Catalyst Sites

Catalyst sites are vacant and/or underutilized parcels where redevelopment could have a significant positive effect on Downtown Glen Ellyn. These proposed catalyst site concepts illustrate the redevelopment and repositioning of three sites:

- Southwest corner of Pennsylvania Avenue and Glenwood Avenue (former McChesney & Miller site);
- Northwest corner of Pennsylvania Avenue and Main Street; and
- North side of Duane Street and Forest Avenue.

As currently utilized, the catalyst sites do not substantially contribute to the walkable, historic character of Downtown Glen Ellyn. Existing development also predominantly consists of one-story structures and surface parking areas that represent potential missed opportunities to accommodate more intense, mixed use development that can generate tax revenue, increase pedestrian activity, and improve the viability of the Downtown.

Economic Impact

For each catalyst site, a preliminary assessment of the potential local tax impact was prepared, including projections of municipal sales tax and tax increment financing (TIF) revenues. To project potential sales tax revenues resulting from the retail components of each catalyst site, assumptions were made regarding sales generation based on actual retail performance at comparable downtown shopping destinations. To project potential TIF revenue that could be generated by each catalyst site, assumptions were made regarding the assessor’s likely treatment of the development programs included in the subarea plans. These assumptions were informed by a review of property tax comparables for all proposed uses, including retail, office, and rental apartments. Additional details are provided in Section A: Appendix.
The vacant former McChesney & Miller grocery store occupies the core of this catalyst site, in addition to an auto service shop and two restaurants. Adjacent to the site is a Village-owned parking lot along Crescent Boulevard. The site anchors the western edge of the Downtown, however the majority of the block is dedicated to surface parking, representing an underutilized asset. The concept shown illustrates potential to accommodate a five-story mixed-use structure with ground floor retail or smaller office fronting Pennsylvania Avenue, and condominiums or apartments on the upper floors. The concept is served by a three-level parking garage with primary access off of Prospect Avenue.

**Design Considerations**

- Access to Glenwood Avenue and Crescent Boulevard should be maintained to ensure businesses along Crescent between Glenwood Avenue and Main Street.

- Development should have zero setback to establish a streetwall on all four sides of the block.

- Parking garage access should be provided on either Prospect Avenue with turning restrictions, Crescent Boulevard, or Glenwood Avenue.

- Upper floor residential units should be oriented toward Glenwood Avenue and Pennsylvania Avenue to maximize development potential and minimize impacts from adjacent Union Pacific railroad.

**Site Details**

- Overall property area: 75,681 s.f./ 1.74 acres
- Current Land Use: Vacant
- Auto repair
- Dining/café
- Current Zoning: (C5B) CBD Central Service
- Existing Parking: 97 parking spaces

**Building Details**

- Ground-floor: Commercial – 29,750 s.f.
  - Parking Garage – 45,000 s.f.
- Upper-floor(s): Multi-Family Residential
  - 4 floors / 36,500 s.f. per floor / 144,000 s.f. total
  - 36 units per floor / 144 units total
- Parking Garage: 2 above ground floor level
  - 38,500 s.f. per level
- Parking: Parking Required: 335 spaces
  - Parking Provided in deck: 280 spaces

**Economic Impact**

- Sales Tax Revenue: $210,000
- TIF Revenue: $660,000
- Total Annual Impact: $870,000
Pennsylvania Ave & Main Street
DOWNTOWN GLEN ELLYN CATALYST SITE

This catalyst site includes portions of the Pennsylvania West Lot, a single-story commercial building, and Station 61 of the Glen Ellyn Volunteer Fire Company. The Pennsylvania Avenue and Main Street intersection is one of the most prominent locations in the Downtown, but the northwest corner is absent of any commercial development. Redevelopment of this underutilized site would provide an opportunity to expand the downtown commercial base while improving the image of the district.

The concept shown illustrates potential to accommodate a five-story mixed-use structure with ground floor retail fronting Pennsylvania Avenue and Main Street, and condominiums or apartments on the upper floors. The concept is served by a three-level parking garage.

**Site Details**
- Overall property area: 115,288 sf / 2.64 acres
- Current Land Use: Commercial
- Public/semi-public
- Current Zoning: (C5B) CBD Central Service
- Existing Parking: 146 parking spaces

**Building Details**
- Ground-floor: Commercial - 21,500 sf
  - Parking Garage
- Upper-floor(s): Multi-Family Residential
  - 4 floors: 30,300 sf per floor, 121,200 sf total
  - 30 units per floor, 120 units total
- Parking Garage: 2 above ground floor level
  - 43,750 sf per level
- Parking:
  - Required: 265 spaces
  - Provided in deck: 162 spaces
  - Public Parking Provided: 76 spaces

**Economic Impact**
- Sales Tax Revenue: $1,510,000
- TIF Revenue: $600,000
- Total Annual Impact: $750,000

**Design Considerations**
- Primary garage access should be provided from both Main Street and Pennsylvania Avenue with secondary access to surface parking in the rear with access to Anthony Street.
- Redevelopment of this catalyst site should only be considered in partnership with the Glen Ellyn Volunteer Fire Department. The station holds the corner of the site and would be critical to the long term success of future redevelopment.
- The north and western edge of the catalyst site is bordered by single family homes. Development should be stepped back and landscaping and other screening should be used to buffer these less intense uses. In the concept, surface parking has been retained in a portion of the Pennsylvania West Lot to serve as a buffer as well.

GLEN ELLYN COMPREHENSIVE PLAN
Duane Street & Forest Avenue

DOWNTOWN GLEN ELLYN CATALYST SITE

This catalyst site occupies portions of the blocks north of Duane Street to the east and west of Forest Avenue. Both blocks consist of one- and two-story commercial buildings served by dedicated surface parking that is fragmented by multiple access drives including a continuous curb cut along Forest Avenue for bank drive aisles. To the west of Forest Avenue, the concept shown illustrates potential to accommodate a two-story mixed-use structure with offices located above ground floor commercial space fronting Duane Street. To the east of Forest Avenue, the concept illustrated potential for a three- to four-story mixed-use structure with ground floor commercial and condominiums or apartments on the upper floors. The structure is served by a surface lot that abuts Prairie Path Park.

Design Considerations
- A proposed pedestrian railroad underpass will position Forest Avenue as a prime pedestrian access point for the Metra Station. New development should front Forest Avenue and enhance the pedestrian/visitor experience.
- New development would connect to the adjacent Illinois Prairie Path and Prairie Path Park.
- Office and commercial flex space should be encouraged to accommodate businesses growing out of Innovation DuPage’s incubator program at the Glen Ellyn Civic Center.
- Primary access should be provided from Duane Street with secondary access to Forest Avenue.
- Outdoor seating/dining uses should be encouraged along Forest Avenue near the train station.

Site Details
- Overall property area:
  - West Site: 27,184 sf / 0.62 acres
  - East Site: 53,220 sf / 1.22 acres
- Current Land Use:
  - Office
  - Commercial
  - Bank
  - Mixed-use
- Current Zoning:
  - (C5B) CBD Central Service
- Existing Parking:
  - 30 parking spaces (approximate)

Building Details (west of Forest)
- Mixed-Use:
  - Ground-floor Commercial – 9,000 sf
  - Upper-floor Office – 9,000 sf
- Parking:
  - Parking Required: 30 spaces
  - Parking Provided: 30 spaces

Building Details (east of Forest)
- Mixed-Use:
  - Ground-floor Commercial – 18,750 sf
  - Upper-floor(s) Residential – 36 units total
  - 2nd & 3rd floor / 18,750 sf
  - 4th floor / 9,250 sf
  - Upper floors / 46,750 sf total
- Parking:
  - Parking Required: 8 commercial, 54 residential
  - Parking Provided: 60 spaces

* The additional required parking is waived due to available parking at the Civic Center across the street.

Economic Impact
- Sales Tax Revenue: $190,000
- TIF Revenue: $210,000
- Total Annual Impact: $400,000

Legend
- Upper-floor Residential
- Flex Commercial
- Office
- Surface Parking

GLEN ELLYN COMPREHENSIVE PLAN