GLEN ELLYN
COMPREHENSIVE PLAN
DOWNTOWN SUBAREA PLAN

Plan Commission Meeting
Thursday May 30, 7p.m.
WHAT IS A COMPREHENSIVE PLAN

• “Roadmap” for the next 10-20 years
• Policy guide for a broad range of topics
  • Coordinated “playbook” for departments and partners
  • Seek grant funding
  • Plan municipal capital needs
• NOT regulatory, but informs decision about zoning, development, etc.
  • Attract potential investors and provide fair certainty
  • Aid in review of proposed development
• Living document
  • Can be updated and maintained to reflect new trends and events
• Context for detailed decision-making
  • Starting point for discussion and public dialogue
PLANNING PROCESS

In August 2018, the City began the process to update the Comprehensive Plan.

**Kickoff**

**Snapshot**
What is Glen Ellyn like today? What is working and what is not? The Issues and Opportunities Memo was delivered in December 2018 and answers those questions.

**Engagement**
Community engagement—including face-to-face and online—began in July 2018 and runs throughout the process.

**Vision**
The Village is leveraging the results of the 2017 Citizen Survey to develop a vision that reflects the values, priorities, and aspirations of the community.

**Subareas**
Development of framework plans and concepts for key areas of the Village began at the end of 2018. The Downtown Subarea Plan was prioritized for public review in the Spring of 2019.

**Plan**
Building on all of the work that has been done, work is underway to create Village-wide plan elements.

**Adoption**
Adoption of the plan will include additional opportunities for community input and marks the beginning of implementation.
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**Plan**
COMMUNITY INPUT TO DATE

- **Online Questionnaires** (Active 7/25/2018 – 11/15/2018)
  - Resident: 854 responses
  - Businesses: 34 responses
  - Youth: 845 responses

- **Map.social**
  - 4 maps, 67 comments, 4 contributors

- **Stakeholder Meetings**
  - 3 workshops, 25 participants

- **Key Person Interviews**

- **Comprehensive Plan Working Group**
UPCOMING COMMUNITY INPUT

- **Downtown**
  - Plan Commission
  - Village Board – June 17, 2019
  - Community Open House – TBD

- **Village-wide Plans & Other Subarea Plans**
  - Comprehensive Plan Working Group (2 meetings)
  - Community Open House(s)
  - Plan Commission (multiple)
  - Village Board (multiple)
INPUT IN PREVIOUS PLANS

• **2001 Comprehensive Plan Input**
  - Key Person Interviews – 21
  - Community Workshop – 31 workshop participants (+25 electronic questionnaires)
  - Steering Committee Meetings – 12
  - Plan Commission/Village Board Meetings – 9
  - Public Open House

• **2009 Downtown Master Plan**
  - Key Person Interviews – 90
  - Shopper Intercept Survey – 200
  - Parking Survey – 72
  - Main Street Studio Survey – 76
  - Open House Presentations – 150 concept plan review, 120 Preferred Plan
COMMUNITY SURVEYS

• 2000 Community Attitude Survey
  532 participants

• 2017 Citizen Survey
  507 participants
This chapter of the Comprehensive Plan includes subarea plans for three areas of the Glen Ellyn community. The subarea plans provide more specific recommendations for target areas in the Village that are most susceptible to redevelopment and have the potential to greatly impact the character of the community. These plans address the desired mix of land uses, access and mobility, as well as image and character. The following target areas are included in the subarea plans.

Stacy’s Corners
[Text for this section to be developed in the next planning phase.]

Downtown Glen Ellyn
This subarea plan highlights opportunities to provide additional amenities that enhance the pedestrian experience while promoting development that expands Downtown Glen Ellyn as a mixed-use district with activity throughout the day and evening. The plan also provides illustrative concepts for three sites to demonstrate how subarea plan recommendations could be accommodated within new development.
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. 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 contribute to activity in a downtown at multiple times during 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.

- **Street wall.** A consistent street wall 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.

- **Available, easy to access parking.** Parking can be used as a barometer for downtown success. Great 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 the visual impact of parking. Attractive, easy-to-access parking ensures that downtowns are active during the workday 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.

- **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.

- **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.

- **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 bolsters 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 pavers or paved surf at key locations that complement adjacent streetscaping, install bump-outs, median landscaped, landscape planters, or 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 intersection treatments and handrail and landscape features.

Alleyscape/Pedestrian Corridor Improvements. Install signage and wayfinding to promote safe vehicular and pedestrian circulation patterns especially where alleys open to active pedestrian streets. Screen loading docks and trash receptacles where alleys intersect with public walks.

Transition Areas. Promote more intense mixed-use 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.

Residential Screening. Screen parking loading, and utility areas from adjacent residential properties and where feasible, public rights-of-way Apply Dark Sky Village lighting standards in transition areas to minimize glare and reduce light trespass in adjacent single-family areas.

Parking Enhancements. Bump and screen parking areas to separate and delineate parking and walking areas. Like the Duane Street and Glenwood Avenue lot, enhance sustainable surface parking lot practices for new and existing lots, such as through pervious paving, electric charging stations, and stormwater for landscaping and planters.

Leverage Existing Parking. Investigate policies that encourage parking turnover such as time restrictions, and maximize usage of underutilized parking inventory through shared parking 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.

Maintain Access. Ensure that vehicular and pedestrian access is maintained along Glenwood Avenue and Crescent Boulevard as redevelopment occurs at the former McChesney & Milan grocery property.

Pace Bus Route 715.

Proposed Shuttle Bus to College of DuPage.

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.

Pocket Park

Consider the installation of pocket parks as redevelopment occurs to provide public green space. Such areas should be easily accessible to public rights-of-way and contribute positively to the pedestrian experience.

New Metra Station

Enhance pedestrian safety and mobility at the Glen Ellyn Metra Station and better connect the north and south side of Downtown by completing proposed north-south pedestrian underpass access at Forest Avenue and a mid-block crossing along Crescent Boulevard for safe and efficient pedestrian access to Downtown businesses.

DRAFT
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.

### 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 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 55 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.

<table>
<thead>
<tr>
<th>Ratio</th>
<th>Minimum Floor Height</th>
<th>Maximum Floor Height</th>
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<tbody>
<tr>
<td>1:2</td>
<td>15’ +10’ +10’ +10’</td>
<td>18’ +12’ +12’ +12’</td>
</tr>
<tr>
<td>1:1</td>
<td>15’ +10’ +10’ +10’</td>
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### Recommended Height

It is recommended that the Village consider revising the maximum allowable height to 5 stories or 60 feet within both C5 zoning districts. This would be generally consistent with the surrounding market area, align with recommended design principles, and put the Village in a more competitive position to attract investment. This recommendation is also consistent with the recommendations included in the Village’s 2009 Downtown Plan.

The height maximum of 60 feet could apply to both the CSA and CB zoning districts with the understanding that detailed design considerations, such as the requirement of upper floor step backs or façade articulation, could be addressed within the PuD process.
Parking

Parking in the Downtown should be adequate 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 will help reduce this imbalance between the north and south parking availability by improving connectivity.

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 Saturdays and evenings, the parking spaces are also typically utilized in excess of 80 to 90 percent of capacity on Main Street, and the lots immediately east and west of Main. The Duane and Lorraine Street lot and Montclair Avenue lot are not as heavily utilized due to their distance from the center of Downtown.

North-South Parking Imbalance

While high utilization rates point to a general need for additional parking in the Downtown, there is an imbalance in parking supply between the north and south portions of the Downtown. There is over 255,000 square feet of commercial space in Downtown Glen Ellyn, but 175,000 square feet or nearly two-thirds of that space is located north of the railroad tracks. By contrast, approximately 60 percent of public parking spaces are located south of the tracks. This imbalance exacerbates stress on the parking supply and underscores the need for additional parking particularly on the north side of the Downtown.

The Village intends to address the stress in the public parking supply on the south side of the railroad tracks by constructing a parking garage on the Civic Center site, which will increase the public parking supply by 214 parking spaces. In addition, the Apex 400 development will include a public parking component that will add to the Downtown public parking supply.

While these projects will be of tremendous benefit in addressing the need for additional public parking to the south of the railroad tracks and will be supportive of development on other key redevelopment opportunities in the area, they will not adequately address the parking relief needed on the north side of the rail line and will further skew the balance of public parking between the south and north sides to a 65/35 split. Further, the desirability of widening the pedestrian realm along Crescent Boulevard, Main Street, and Pennsylvania Avenue becomes more challenging due to the resulting loss of street parking in an area of high street parking demand.

The stress in the public parking supply on the north side of the railroad tracks can be eased by incorporating a public parking component into any redevelopment plans for key redevelopment sites on the north side, including the Pennsylvania Avenue & Main Street site and the McChesney & Miller site discussed in the final section of this Downtown Subarea Plan. By expanding the public parking capacity on existing sites beyond what is there today, the end result could be a public parking system that is more balanced on the two sides of the rail line and more supportive of all Downtown businesses and reinvestment opportunities.

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 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.

The primary disadvantage to this conversion included reduced capacity of south bound Main Street and related impacts to queuing areas and blocking use of on-street parking. Additional consideration should be given to converting one-way streets to two-way traffic throughout the Downtown, especially Pennsylvania Avenue between Main Street and Forest Avenue.

### Downtown Public Parking Summary

<table>
<thead>
<tr>
<th></th>
<th>OFF-STREET VS. ON-STREET</th>
<th>NORTH VS. SOUTH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Existing Capacity</td>
<td>Future Capacity (incl. Civic Center Deck &amp; Apex 400)</td>
</tr>
<tr>
<td></td>
<td>Percent of Total</td>
<td>Spaces</td>
</tr>
<tr>
<td>Spaces</td>
<td></td>
<td>North of R.R.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>South of R.R.</td>
</tr>
<tr>
<td>Total</td>
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<td>1,875</td>
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Source: ALOA, Inc.

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Residential Parking

The Downtown is also a transit-oriented district (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 CS CBD zoning district and it is recommended that the following parking ratios be considered as a starting point for discussion.

### Proposed Multifamily Parking Ratios by Dwelling Unit Type

<table>
<thead>
<tr>
<th>Existing Requirement</th>
<th>Proposed¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Efficiency</td>
<td>1 space/unit</td>
</tr>
<tr>
<td>1 Bedroom</td>
<td>1.5 space/unit</td>
</tr>
<tr>
<td>2 Bedrooms</td>
<td>2 space/unit</td>
</tr>
<tr>
<td>3+ Bedrooms</td>
<td>2 space/unit</td>
</tr>
</tbody>
</table>

¹. 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 < ½-mile from rail transit station.

Shuttle Bus to College of DuPage

The Village 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 7,300 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 by Dwelling Unit Type

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</tr>
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<td>2 space/unit</td>
</tr>
<tr>
<td>3+ Bedrooms</td>
<td>2 space/unit</td>
</tr>
</tbody>
</table>

². An efficiency unit should be treated as 1 bedroom using this method.

Source: KLOA, Inc.
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 for the past decade. 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 more direct needs for each household type. This analysis compares existing occupied housing units to the households within a range that matches 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 meets 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.

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 drive-times from Downtown Glen Ellyn and an overall trends analysis comparing the Village, DuPage County, and the Chicago Region. The ten-minute drive-time 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 additional Downtown residential.

Within the 10-minute drive-time, the gap analysis indicates strong retail potential for all sectors except building materials and supplies, office supplies and stationary, 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 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, 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 drive-time 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 5 percent.

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

<table>
<thead>
<tr>
<th>Summary Demographics</th>
<th>5-Minute Drivetime</th>
<th>10-Minute Drivetime</th>
<th>15-Minute Drivetime</th>
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<tbody>
<tr>
<td>Population</td>
<td>15,354</td>
<td>103,020</td>
<td>263,911</td>
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<tr>
<td>Households</td>
<td>5,419</td>
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<td>Median Disposable Income</td>
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<td>Per Capita Income</td>
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<td>$59,749</td>
</tr>
<tr>
<td>Total Retail Trade &amp; Food &amp; Drink</td>
<td>$317,768,428</td>
<td>$39,749</td>
<td>$79,397,400</td>
</tr>
</tbody>
</table>

Retail Trends (2014-2019) Glen Ellyn & DuPage County

Office

Based on the same factors, the office market shows the same potential as retail space, but not as strong. 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.
**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:

- McChesney & Miller Block;
- 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 sq ft / 1.74 acres
- Current Land Use: Vacant
- Auto repair
- Dining/cafe
- Current Zoning: (C5B) CBD Central Service

**Building Details**
- Ground-floor:
  - Commercial: 29,750 sq ft
  - Parking Garage: 45,000 sq ft
- Upper-floor(s):
  - Multi-Family Residential
    - 4 floors / 36,500 sq ft per floor / 146,000 sq ft total
    - 36 units per floor / 144 units total
- Parking Garage:
  - 2 above ground floor level
  - 38,500 sq ft per level
- Parking:
  - Existing: 97 spaces
  - Required: 335 spaces

**Economic Impact**
- Sales Tax Revenue: $210,000
- TIF Revenue: $660,000
- Total Annual Impact: $870,000

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**Legend**
- Multi-Family
- Commercial
- Parking Deck
- Surface Parking
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.

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.

Site Details

- Overall property area: 115,208 sq ft / 2.64 acres
- Current Land Use: Commercial
- Current Zoning: (C5B) CBD Central Service

Building Details

- Ground-floor: Commercial – 21,500 sq ft
- Parking Garage
- Upper-floor(s): Multi-Family Residential
  4 floors / 10,300 sq ft per floor, 121,200 sq ft total
- 30 units per floor, 120 units total
- Parking Garage:
  2 above ground floor level
  43,750 sq ft per level
- Parking:
  Existing: 146 spaces
  Required: 265 spaces

Economic Impact

- Sales Tax Revenue: $150,000
- TIF Revenue: $600,000
- Total Annual Impact: $750,000
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 focus on 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**

**West Site**: 27,184 s.f. / 0.62 acres
**East Site**: 53,220 s.f. / 1.22 acres

**Current Land Use**:
- Office
- Commercial
- Bank
- Mixed-use

**Current Zoning**:
- (C5B) CBD Central Service

**Building Details (west of Forest)**

- **Mixed-Use**
  - Ground-floor Commercial – 9,000 s.f.
  - Upper-floor Office – 9,000 s.f.

- **Parking**
  - Existing Parking: 30 spaces (approximately)
  - Provided Parking: 30 spaces

**Building Details (east of Forest)**

- **Mixed-Use**
  - Ground-floor Commercial – 18,750 s.f.
  - Upper-floor(s) Residential – 36 units total

- **Parking**
  - Required: 8 commercial, 54 residential
  - 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: $200,000
- Total Annual Impact: $400,000

**Legend**

- Upper-floor Residential
- Flex Commercial
- Office
- Surface Parking
PLANNING PROCESS

In August 2018, the City began the process to update the Comprehensive Plan.

Kickoff

What is Glen Ellyn like today? What is working and what is not? The Issues and Opportunities Memo was delivered in December 2018 and answers these questions.

Snapshot

Development of framework plans and concepts for key areas of the Village began at the end of 2018. The Downtown Subarea Plan was prioritized for public review in the Spring of 2019.

Subareas

Adoption

In addition to these initiatives, the adoption of the plan will include additional opportunities for community input and marks the beginning of implementation.

Engagement

Community engagement— including face-to-face and online—began in July 2018 and runs throughout the process.

Vision

The Village is leveraging the results of the 2017 Citizen Survey to develop a vision that reflects the values, priorities, and aspirations of the community.

Plan

Building on all of the work that has been done, work is underway to create Village-wide plan elements.