

4 Public Policy

Overview of the Village Code

Public policies are official actions by the Village Board and President, and are usually documented by ordinances and resolutions. The Village Code contains all local laws for Glen Ellyn, including rules and regulations for: the Village Board, commissions, fire safety, police protection, buildings, health, public rights-of-way, parks, and zoning.

Zoning

Zoning is a tool that helps implement the adopted land use plan for a community. It contains regulations to provide consistency with the adopted land use plan and with neighboring properties within the same district. Zoning codes should contain a purpose statement, a variety of districts that address each land use contained within the land use plan (including the placement, size, and spacing of land and buildings), and definitions to clarify terms within the regulations. In addition, an official zoning map is required in order to tie zoning regulations to the properties within a community.

Zoning Code

The Glen Ellyn Zoning Code (Title 10, "Zoning Code") was adopted by Village Ordinance Number 3617-Z, and has been amended 27 times since its adoption on May 8, 1989. The purpose of the Zoning Code is to protect and promote the health, safety, morals, comfort, and general welfare, of the public. The Zoning Code is included in the Village Code by reference.

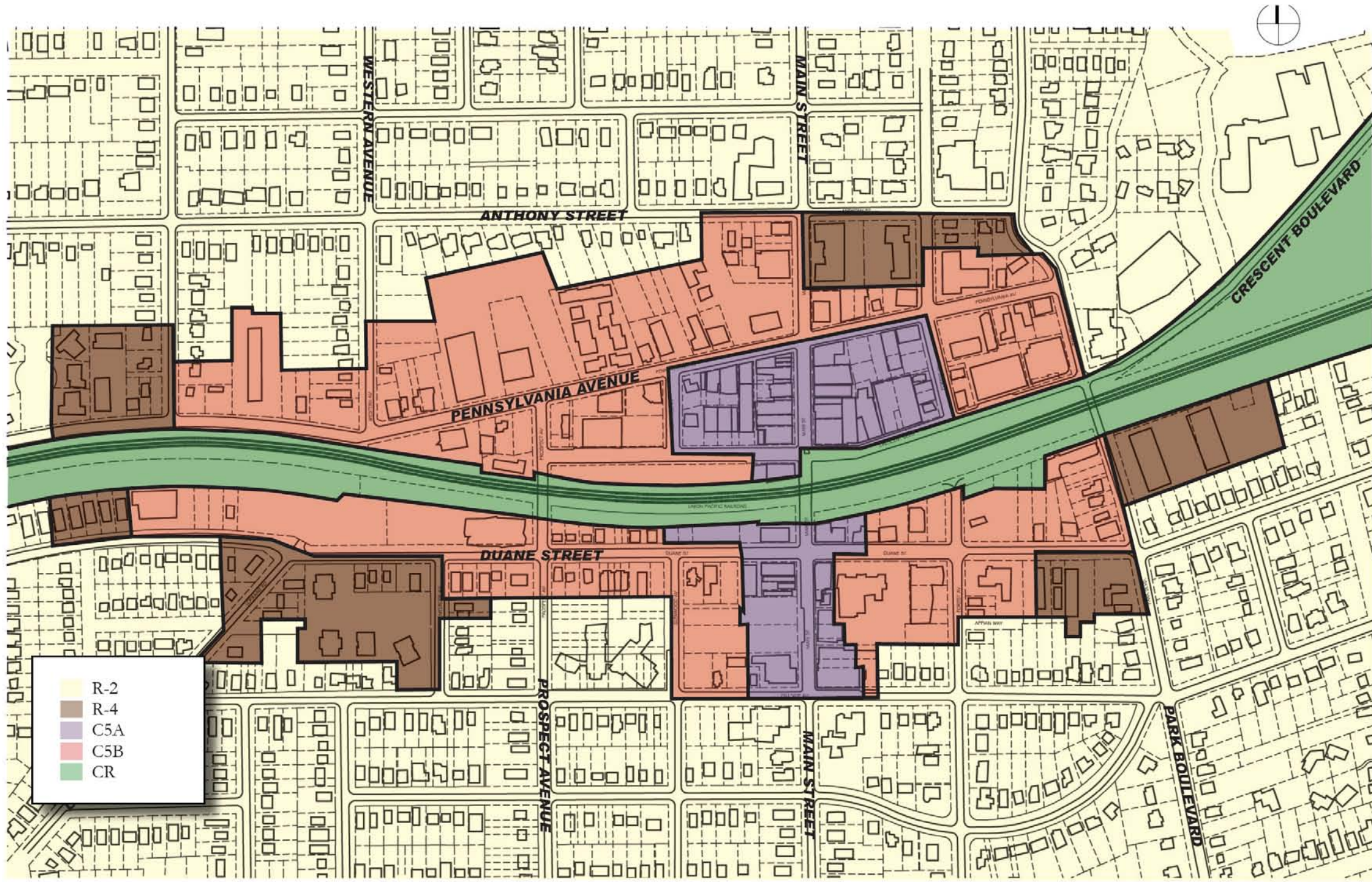
Zoning Code Highlights

Some of the elements sought in the purpose statement of the Zoning Code include:

- Development Design Flexibility
- Innovation
- Comprehensive Plan Implementation

Key items of the Zoning Code include:

- The regulations are minimum standards to be achieved.
- Each zoning district (e.g. "R4" Residential District, "C5A" Central Business District, etc.) stands alone, and its regulations are not cumulative and do not apply to other "District Regulations"; however, they do cross-reference "Supplementary Regulations" and other chapters within the Zoning Code.
- Land uses not specifically identified in the Zoning Code shall be compared to the uses listed in the Standard Industrial Classification (SIC) Code to determine whether or not the use in question is compatible with – or similar to – uses specifically identified in the Zoning Code language.



Existing Zoning



Village of Glen Ellyn
Downtown Strategic
Plan

June 2, 2008



Zoning Districts within the General Study Area:

“CR” Conservation/Recreation District

Within the general study area, the “CR” Conservation/Recreation District is centered around the Union Pacific Railway corridor, and includes the railway, commuter parking, the train station (“Glen Ellyn Depot”), the Illinois Prairie Path, and Prairie Path Park.

Only open space and passive recreation uses are permitted by right in this district. Buildings, structures, and principal activity areas need a Special Use Permit prior to the construction of and/or amendment to their facilities. Cemeteries, nurseries, outdoor merchandise displays, recreational facilities, and public utilities also require Special Use Permits in this district.

“R2” Single-Family Residential District

The “R2” Single-Family Residential District is located along the edges and around the periphery of the general study area, and includes single-family dwellings, and church- and school-related functions.

Single-family dwellings, public parks, playgrounds, and schools are permitted by right in this district. Thirteen (13) use categories require a Special Use Permit, including adult day care centers, child day care centers, nursery schools, churches, and public uses (such as buildings, parking lots, and facilities, owned, used, or operated by any governmental agency).

“R4” Multiple-Family Residential District

The “R4” Multiple Family Residential District is located on the outer corners of the general study area, and the multiple-family uses generally serve as buffers between the “C5B” and “R2” districts.

Attached single-family dwellings (six (6) units maximum), multiple-family dwellings, public parks, playgrounds, and schools are permitted by right in this district. Twenty (20) use categories require a Special Use Permit, including hospitals, single-family dwellings, and two-family dwellings.

“C5” Central Business District

There are two sub-districts within this district: “C5A” Central Retail Core Sub-District (centered along the Main Street corridor between Pennsylvania Avenue to the north and Hillside Avenue to the South), and “C5B” Central Service Sub-District (generally surrounding the “C5A” sub-district, but does not extend beyond Anthony Street to the north, Hillside Avenue to the south, Newton Avenue to the west, and Park Boulevard to the east). There are numerous uses permitted by right and through a Special Use Permit for both districts. The core of the Downtown (“C5A”) is intended to have buildings with a maximum height of 45 feet (three or four stories), while the periphery (“C5B”) is intended to have buildings with a maximum height of 55 feet (or 65 feet with zoning bonuses).

“C5A” Central Retail Core Sub-District – Section 10-4-17.1)

There are 47 permitted uses and 45 special uses allowed to occupy this sub-district. Although many are appropriate for a downtown shopping area (bakery, book store, florist shop, etc.), consideration should be given to adjusting some of Section 10-4-17.1(A) “Permitted Uses within Existing Building”, including the following:

Permitted Uses within an Existing Building – Section 10-4-17.1(A)

Laundry. Does not seem like an appropriate use for “Main Street” retail – especially if it is self-service. If it is in conjunction with a dry cleaning establishment where a patron could also visit other stores just before or just after pick-up, it might seem appropriate. Recommendation: If “Laundry, Retail”, shift to “Special Uses” section. If “Laundry, Commercial”, there is time to shop between drop-off and pick-up; therefore, the existing language could be retained.

Locksmith. Seems like an appropriate use “incidental” to another business use, such as a hardware store. Recommendation: Add “if incidental to other permitted uses”.

Shoe Repair. Seems like an appropriate use “incidental” to another business use, such as a shoe store. Could be a good storefront activity for passers-by to stop and observe a shoe being repaired if there is a cobbler working during peak shopping hours. Recommendation: Consider adding the language: “if in conjunction with other permitted uses”.

Tobacco Shop. If the Downtown’s “brand” becomes health and fitness-oriented, this is would be an inappropriate use. Recommendation: Shift to “Special Uses” section or delete altogether.

Antennas. The smaller satellite television dishes are inappropriate “utility” devices that should not be seen from the street in the primary Downtown area. The “Glen Ellyn Appearance Review Guidelines” may not be strong enough to keep these dishes from appearing on building facades – especially buildings with residential above retail. Recommendation: Shift to “Special Uses” section.

Dwelling Units: Above the Ground Floor. Dwelling units above first floor commercial are appropriate uses in this district. Recommendation: Consider relocating this use from the “Special Uses” section to the “Permitted Uses” section, to encourage Downtown living. In addition, consider whether or not providing off-street *and* off-site parking within 300 feet (see Section 10-5-8(B)(2)) of a mixed-use building with residential uses is appropriate.

Internet Cafe. Food and beverage establishments may want to provide wireless internet services to their customers. Recommendation: Add this use to “Permitted Uses” and “Definitions”.

Special Uses – Section 10-4-17.1(B)

Inappropriate. The following list of uses seems inappropriate to be allowed in a “C5A” Main Street setting, and should be considered to be removed from Section 10-4-17.1(B) “Special Uses”:

- (2) Automobile and automotive sales and service uses.
- (3) Automobile car wash.
- (5) Automobile vehicle rental (or automotive vehicle rental).
- (14) Drive-in commercial facility.
- (15) Drive-in eating place.
- (21) Hospital.
- (26) [First floor] medical or dental clinic.
- (27) Monument establishment.
- (28) Mortuary.
- (30) Newspaper office and distribution center.
- (41) Television and radio tower and antenna support structure.
- (42) Trailer or boat sales.
- (44) Veterinarian or animal hospital.

Clarify. The following list of uses need points of clarification to ensure large buildings are not located in the retail core and that there is ample retail-related activity on the street:

- (6) Building material sales establishment, plumbing, heating, ventilating and electrical equipment and fixtures service and repair services; machinery and equipment sales, service and rental; cabinet-making and custom wood working uses. Recommendation: If the Village is comfortable with the "Special Use" process of being able to prohibit a reduced-size, "big box" home improvement retailer from consolidating an entire block of Downtown parcels, then ensure that the listed uses are incidental to a primary use, such as a hardware store or interior design shop.
- (7) Catering Service. Recommendation: Ensure the service is incidental to a primary restaurant use or other retail business.
- (9) Club and lodge, private, fraternal or religious. Recommendation: Ensure the premises is utilized frequently, preferably six or seven days per week, or the use is located above the first floor.
- (10) Communication Exchange. Recommendation: Clarify term in Section 10-2-2: Definitions.

Other. The following list of uses should be considered to be amended as follows:

- (16) Dwelling units: above the ground floor, but only where commercial uses are located on the ground floor. Recommendation: Allow as a "Permitted Use".
- (32) Outdoor merchandise, storage, promotional activities, or tents. Recommendation: Consider allowing administrative approval of previously-approved events by the Village Board if the event is similar to prior events.
- (45) Wholesale merchandising and storage warehousing. Recommendation: Modify to read "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."
- (46) Take-Home Dinner Establishments. Food establishments where all the ingredients are ready for the patron to prepare multiple dinners to take home and store in the freezer and/or refrigerator until ready to use for an evening meal. Recommendation: Add this use to the "Special Use" section.

Maximum Height – Section 10-4-17.1(E)

The maximum height requirements are the most restrictive for properties along Main Street and several properties along Crescent Boulevard, Pennsylvania Avenue, Hillside Avenue, and Forest Avenue (the specific addresses and PINs are listed in this section), where the maximum height is 45 feet (3 stories). Other properties not listed in this section are allowed a maximum height of 45 feet (4 stories). Recommendation: Consider establishing a *minimum* height of two (2) or three (3) stories.

Parking and Loading Requirements – Section 10-4-17.1(G)

There are no minimum parking requirements in the C5A district. Recommendation: Consider establishing minimum and maximum parking requirements for new residential uses, with parking locations behind or inside the building.

Floor Area Ratio (FAR) and Lot Coverage

The absence of Floor Area Ratio (FAR)¹ and Lot Coverage² requirements seem appropriate for this zoning district.

"C5B" Central Service Sub-District

There are 55 permitted uses and 37 special uses allowed to occupy this sub-district. Although many are appropriate for a "C5B" peripheral downtown shopping area (bakery, book store, florist shop, etc.), consideration should be given to adjusting some of Section 10-4-17.2(B) "Permitted Uses within Existing Buildings", including the following:

Permitted Uses within an Existing Building – Section 10-4-17.2(B)

Laundry. Does not seem like an appropriate use for a downtown service – especially if it is self-service. If it is in conjunction with a dry cleaning establishment (i.e. "Laundry, Commercial") where a patron could also visit other stores just before or just after pick-up, it might seem appropriate. Recommendation: Shift to "Special Uses" section.

Locksmith. Seems like an appropriate use "incidental" to another business use, such as a hardware store. Recommendation: Add "if incidental to other permitted uses".

Shoe Repair. Seems like an appropriate use "incidental" to another business use, such as a shoe store. Could be a good storefront activity for passers-by to stop and observe a shoe being repaired if there is a cobbler during peak shopping hours.

-
- ¹ Floor Area Ratio (as defined in Section 10-2-2: Definitions): The numerical value obtained through dividing the floor area of a building or buildings by the net area of the Zoning Lot on which the building or buildings are located or intended to be located.
- ² Lot Coverage Ratio (as defined in Section 10-2-2: Definitions): The numerical value obtained through dividing the sum of the gross horizontal area of the footprint of all buildings and covered or roofed structures on a Zoning Lot by the area of the Zoning Lot on which the buildings are located or intended to be located.

Tobacco Shop. If the Downtown's "brand" becomes health and fitness-oriented, this is would be an inappropriate use. Recommendation: Shift to "Special Uses" section or delete altogether.

Antennas. The smaller satellite television dishes are inappropriate "utility" devices that should not be seen from the street in the secondary Downtown area. The "Glen Ellyn Appearance Review Guidelines" may not be strong enough to keep these dishes from appearing on building facades – especially buildings with residential above retail, service, or office. Recommendation: Shift to "Special Uses" section. If roof-mounted and fully screened by parapet roofs, consider allowing by right or writing and adopting a separate telecommunications ordinance to address this issue.

Dwelling Units: Above the Ground Floor. Dwelling units above first floor commercial are appropriate uses in this district. Recommendation: Consider relocating this use from the "Special Uses" section to the "Permitted Uses" section, to encourage Downtown living. In addition, consider whether or not providing off-street *and* off-site parking within 300 feet (see Section 10-5-8(B)(2)) of a mixed-use building with residential uses is appropriate.

Internet Cafe. Food and beverage establishments may want to provide wireless internet services to their customers. Recommendation: Add this use to "Permitted Uses".

Take-Home Dinner Establishments. Food establishments where all the ingredients are ready for the patron to prepare multiple dinners to take home and store in the freezer and/or refrigerator until ready to use for an evening meal. Recommendation: Add this use to "Permitted Uses".

Catering Services. Catering services that just prepare food and beverages won't draw a lot of people into the Downtown area. Recommendation: Ensure the service is incidental to a primary restaurant use.

Club and lodge, private, fraternal or religious. Recommendation: Ensure the premises is utilized frequently, preferably six or seven days per week, or the use is located above the first floor. Consider shifting to "Special Uses".

Communication Exchange. Unknown whether or not this term is a "substation", "wifi" or other concept. Recommendation: Clarify term in Section 10-2-2: Definitions.

Mortuary. May or may not be an appropriate use for the Downtown due to the varying visitation times and number of vehicles per service. In addition, people may not be of the mindset to visit area merchants while they're in the area.

Special Uses – Section 10-4-17.2(B)

Inappropriate. The following list of uses seem inappropriate to be allowed in a “downtown” setting in the “C5B” district, and should be considered to be removed from Section 10-4-17.2(B) “Special Uses”:

- (2) Automobile and automotive sales and service uses.
- (3) Automobile car wash.
- (5) Automobile vehicle rental (or automotive vehicle rental).
- (13) Drive-in eating place.
- (18) Hospital.
- (24) Monument establishment.
- (35) Trailer or boat sales.

Clarify. The following list of uses needs points of clarification:

- (6) Building material sales establishment, plumbing, heating, ventilating and electrical equipment and fixtures service and repair services; machinery and equipment sales, service and rental; cabinet-making and custom wood working uses. Recommendation: If the Village is comfortable with the “Special Use” process of being able to prohibit a reduced-size, “big box” home improvement retailer from consolidating an entire block of Downtown parcels, then ensure that the listed uses are incidental to a primary use, such as a hardware store or interior design shop.

Other. The following list of uses should be considered to be amended as follows:

- (14) Dwellings: single-family attached (provided that no more than 6 units are attached), single-family detached, two-family and multiple family. Recommendation: Keep this requirement in “Special Uses” for residential-only developments; however, allow dwelling units as a “Permitted Use” above if they are above first floor commercial. In addition, consider removing single-family detached uses from the “Special Uses” subsection.
- (23) Medical or dental clinic. Recommendation: Carefully consider relocating this item into the “permitted use” section to streamline the approval process for the spin-off medical uses associated with the DuPage Medical Group anchor tenant in the Downtown
- (32) Outdoor merchandise, storage, promotional activities, or tents. Recommendation: Consider allowing administrative approval of previously-approved events by the Village Board if the event is similar to prior events.
- (37) Wholesale merchandising and storage warehousing. Recommendation: Modify to read “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.”

Maximum Height – Section 10-4-17.2(E)

The maximum allowable height is 55 feet; however, any building taller than 45 feet must step back the front façade by 15 feet (between 45 and 55 feet) to reduce the appearance of a large building mass. A bonus of an additional 5 feet is allowed, as long as a minimum of 75% of the below grade floor area is used for parking. Recommendation: Consider establishing a *minimum* height of two (2) or three (3) stories.

Residential-Only Structures

In addition to the requirements above, an additional five (5) feet is allowed if a residential-only structure is set back an additional 15 feet from its base minimum setback requirement of 20 feet. Recommendation: Consider changing the requirements for this bonus measurement to maximize the number dwelling units in the Downtown area, and not require an additional setback.

Parking and Loading Requirements – Section 10-4-17.2(G)

Parking requirements as identified in this section for select uses are as follows:

Commercial	1.0 stall/250 SF	or	4.0 stalls/1,000 SF
Office	1.0 stall/250 SF	or	4.0 stalls/1,000 SF
Movie Theater	1.0 stall/3 seats		
Restaurant – Carry-Out	1.0 stall/40 GSF	or	25.0 stalls/1,000 GSF
Restaurant – Sit-Down	1.0 stall/3 seats		
Residential – Efficiency	1.0 stall/unit		
Residential – 1 Bedroom	1.5 stalls/unit		
Residential – 2 or More Bedrooms	2.0 stalls/unit		
Church	1.0 stall/4 seats		

For comparison purposes, parking requirements for other communities for the same select uses are as follows:

	Downers Grove <i>Section 28.1410</i>	Wheaton³ <i>Article XXII</i>	Naperville <i>Section 6-9-3</i>
Commercial	3.5 stalls/1,000 SF	5.0 stalls/1,000 SF	
Office	3.3 stalls/1,000 SF	4.0 stalls/1,000 SF	
Movie Theater	0.33 stall/seat	not specified	1.0 stall/2.5 seats
Restaurant – Carry-Out	16.0 stalls/1,000 SF	13.0 stalls/1,000 GSF	17.0 stalls/1,000 GSF
Restaurant – Sit-Down	1.0 stall/4 seats	13.0 stalls/1,000 GSF	10.0 stalls/1,000 GSF
Residential – Efficiency	1.4 stalls/unit	2.25 stalls/unit	2.0 stalls/unit
Residential – 1 Bedroom	1.4 stalls/unit	2.25 stalls/unit	2.0 stalls/unit
Residential – 2 or More Bedrooms	1.4 stalls/unit	2.25 stalls/unit	2.0 stalls/unit
Church	0.12 of capacity ⁴	1.0 stall/3 seats	1.0 stall/3 seats

In general, Glen Ellyn's parking standards for the C5B district are consistent with other neighboring communities' standards. Recommendation: Although a parking shortage has been mentioned by almost every participant in the planning process thus far, maximum amounts should also be considered for the Downtown area to ensure that there is not a large number of unutilized parking stalls in the Downtown.

³ The number of total stalls could be reduced by up to a maximum of 66.67%, as long as certain conditions are met as outlined in the code.

⁴ For existing churches within 1,000 feet of the Downtown Business District (DBD). If outside the DBD, 0.25 of church capacity.

Floor Area Ratio (FAR) and Lot Coverage

The absence of Floor Area Ratio (FAR)⁵ and Lot Coverage⁶ requirements seem appropriate for this zoning district to accommodate redevelopment efforts.

Study Area – Existing Zoning Matrix

Zoning District	Use	Lot Area	Lot Width (Interior)	Lot Width (Corner)	Lot Depth	Front Yard	Side Yard (Interior)	Side Yard (Corner)	Rear Yard	Height (maximum)	Lot Coverage (maximum)	Notes
CR	Conservation/ Recreation	18,000 SF (1)	100' (1)	120' (1)	n/a	50'	25' or 15% lot width (3)	40'	60'	35'	n/a	Through lots must meet front yard requirements for both boundaries along the rights-of-way.
R2	Single-Family Residential	8,712 SF	66'	80'	110'	30' (2)	6.5' or 10% lot width (3)	30' or 30% lot width (4)	40'	37' (5)	35% (one-story); 20% (two or more stories)	If a through lot has frontage on a street and an alley, the alley frontage is given rear yard consideration.
R4	Multiple-Family Residential	2,500 SF (6)	75' (6)	90' (6)	100' (6)	30' (2)	6.6' or 10% lot width (3)	30' or 30% lot width (4)	30'	35' (7)		If a through lot has frontage on a street and an alley, the alley frontage is given rear yard consideration.
C5A	Central Retail Core Sub-District	n/a	n/a	n/a	n/a	5' maximum	0' (8)	5' maximum	0' (8)	45'	n/a	
C5B	Central Service Sub-District	n/a	n/a	n/a	n/a	n/a (9)	n/a (8)(9)	n/a (9)	n/a (8)(9)	55' (10)	n/a	

Footnotes:

- (1) If there are no buildings or structures on a lot, no minimum requirements apply.
- (2) The principal structure shall be no closer to the street than the closest principal structure on either adjacent lot; however, the maximum distance is 50'.
- (3) Whichever is the greater dimension.
- (4) 30% lot width applies to properties with non-conforming lot widths.
- (5) This measurement is for lot widths greater than 90' without bonuses. Many other factors apply. See 10-4-8(F) Maximum Height for
- (6) This measurement is for multiple-family dwellings. Several other dwelling scenarios apply. See 10-4-11(D) for details.
- (7) Taller maximum heights are allowed for Special Uses and other factors. See 10-4-11(E) for details.
- (8) Minimum yard depth of 20' required if adjacent to residential zoning.
- (9) Other dimensions apply to residential-only uses, and schools/other special uses. See 10-4-17.2(D) for details.
- (10) Setback provisions apply to the portions of structures above 45'; height bonuses are available; and churches and other uses have additional regulations. See 10-4-17.2(D).

General Notes:

- 1) Other regulations may apply.
- 2) Dimensions apply to the principal building, unless otherwise noted. Accessory building regulations are included in the code.
- 3) Dimensions are minimum standards, unless otherwise noted.
- 4) Off-Street parking regulations apply to all districts except for the "C5A" Central Retail Core Sub-District.

⁵ Floor Area Ratio (as defined in Section 10-2-2: Definitions): The numerical value obtained through dividing the floor area of a building or buildings by the net area of the Zoning Lot on which the building or buildings are located or intended to be located.

⁶ Lot Coverage Ratio (as defined in Section 10-2-2: Definitions): The numerical value obtained through dividing the sum of the gross horizontal area of the footprint of all buildings and covered or roofed structures on a Zoning Lot by the area of the Zoning Lot on which the buildings are located or intended to be located.

Other Zoning Regulations:

Chapter 5: Supplementary Regulations

The purpose of this Chapter is to “set specific conditions for various uses, classification of uses, or areas where problems are frequently encountered.” Elements that may impact the Downtown area include:

Section 8: Off-Street Parking Regulations

This section identifies general parking regulations, including allowing neighbors to share a parking facility, and identifying minimum stall and aisle dimensions. **Recommendation:** The idea of shared parking is appropriate for the Downtown area and the dimensions for parking stalls, aisles, etc. are consistent with general parking standards.

Section 11: Driveway and Access Regulations

This section allows one driveway approach per Zoning Lot. There are exceptions that allow more than one driveway per zoning lot; however, there are no exceptions that indicate where the use of driveway approaches are inappropriate. **Recommendation:** In order to protect the Village from requiring driveway and access to each zoning lot in the Downtown area, consider adding a section describing situations where driveways are discouraged. (This is a low-priority item.)

Section 14: Temporary Live Entertainment in Restaurants

This section allows administrative approval for two (2) temporary live entertainment events per year in restaurants. Additional events are allowed through the “Special Use” process.

Recommendation: Any new mixed-use development should include live entertainment in its proposed plan of operation – even if tenants are unknown at the time of application. Outlining the method of controlling future live events gives neighbors notification of what to expect if a restaurant or retail establishment would occupy the first floor tenant space, and gives the building designers the opportunity to include additional noise-reducing elements in the building design before it is constructed, if necessary. A similar concept could apply to tenant space reoccupancies. The Village may also wish to consider allowing administrative approval of temporary live entertainment applications in lieu of requiring a “Special Use” permit.

Section 15: Outdoor Seating for Restaurants

This section allows outdoor seating for restaurants. Basic requirements include locating the seating on private property, (or entering into a license agreement with the Village to allow seating on public property), and ensuring a five-foot (5') wide clear pedestrian and handicapped passage area. **Recommendation:** Since most outdoor café seating will be located on public property in whole or in part, this requirement seems reasonable. As concept plan alternatives are created later on in the planning process, sidewalk widths and other circulation dimensions should be considered for potential alteration.

Section 16: Outdoor Beautification Displays

This section allows outdoor displays in the C5A and C5B districts. A display of statues, sculptures, or similar works of art, requires an annual permit with – and a fee payment to – the Village. In addition a certificate of insurance must be submitted to the Village. Live or imitation plant displays do not require a permit or fee. A maximum of two (2) outdoor displays of statues or art, for a maximum of 10 square feet, are allowed without a “Special Use” permit. **Recommendation:** Simplify the process of adding “life” to a street for both the business owners and the Village, by considering an alternative such as creating an “Outdoor Beautification Master Plan” (where zones for beautification items are identified and one application and one certificate of insurance is submitted by a business association). In

addition, encourage the use of live (versus imitation) plants in the displays – they provide a more “lively” ambiance. Local florists could coordinate with their suppliers on obtaining a coordinated variety of plants and containers for the different business owners to choose from, similar to what the Chamber has done in the past. This will provide an overall theme to the streetscape, and minimizes the amount of effort a non-plant-based business owner needs to put into beautifying his/her storefront.

Painted Plant Pots

The painted planters program (plant pots painted by different members of the community) is a great program for the Downtown.



McChesney and Miller Painted Pots in 2008

Other Village Regulations (Title 4: Sign Code)

The Village’s Sign Code was originally adopted on March 25, 1993, by Ordinance Number 3995-VC. The primary purpose of signage in general is “to help people find what they need without difficulty or confusion.”

The intent and purpose of the Sign Code is to establish “standards and regulations for the erection, display, safety and maintenance of signs”, encourage “the general attractiveness of the community”, and protect property values. The objectives of the Sign Code are:

- (A) Effective Communication. A reasonable, orderly and effective display of signs.
- (B) Public Welfare. Preserve, protect, and promote the public’s health, safety, and welfare.
- (C) Zoning Ordinance. Compatibility with the land use objectives in the Zoning Ordinance purpose statement.
- (D) Conflicting Regulations. The most restrictive of the rules, regulations, and ordinances – or the sign code – shall prevail in the event of any conflict.

C5A and C5B Regulations

The C5A and C5B districts allow for the types of signs listed below (unless otherwise specified). In addition, any recommended changes to the sign code are listed after the sign description.

- Awning. May project up to two (2) feet from the curb line.
- Canopy. Must provide a minimum nine-foot (9’) clearance above the sidewalk.
- Under Canopy. Must provide a minimum 7’-6” clearance above the sidewalk. Recommendation for change to the Sign Code: Do not allow internal illumination.
- Freestanding. A sign not attached to a building. Recommendation for change to the Sign Code: Although most businesses in the core Downtown shopping area do not have the room for this type of sign, consider not allowing them in the C5A district.
- Incidental. An “accessory” sign that is secondary to the principal signage and communicates information regarding goods, prices, services, products or facilities on the premises. In a Main

Street setting, an example would include a restaurant displaying its menu on the exterior of the building.

- Institutional. A sign communicating governmental, educational, charitable, or religious institution information.
- Office Complex Directory. A sign that displays a list of office tenants within a complex or building, maximum 20 square feet in area, and must be set back 40 feet from any property line. Recommendation for change to the Sign Code: Remove this item as an allowable sign in the C5 district.
- Permanent Large Scale Development. This sign is only allowed for a development of twenty (20) or more acres, is strictly for the purpose of identifying the development, and shall contain no commercial advertising. Recommendation for change to the Sign Code: Remove this item as an allowable sign in the C5 district.
- Shopping Center Identification. A freestanding sign identifying a multiple-tenant retail building. Recommendation for change to the Sign Code: Remove this as an allowable sign in the C5 district.
- Wall Sign. The sign may not project beyond the top or ends of the wall surface, or 12" beyond the wall to which it is attached. Bonuses are allowed, including a 10% increase in sign area for individual letters mounted directly on the building surface and, and a 10% increase in sign area if more than 50% of the sign face and support structure matches the materials on the façade of the building. Recommendation for change to the Sign Code: Review code requirements to ensure signs are in a proper proportion to the building façade. If it is found that the 10% or more bonus signage is too big for building facades, concepts such as individual letters and materials that match the building should be required without the 10% bonus – it makes for a cleaner, more attractive building facade.
- Portable. A six (6) square foot sign, allowed to be displayed on private property during business hours.
- Projecting. A four (4) square foot sign, with a clearance of seven (7) feet above the sidewalk and a maximum projection of 2'-8" from the building (and no closer than two (2) feet from the curb line), may be placed at the entrance to a business in the C5 district.
- Window Sign. A window sign affixed to the interior of a window to be viewed from outside the building. Recommendation for change to the Sign Code: Consider minimizing the overall window coverage to 10% for safety reasons, and to ensure that shoppers can see inside the store as they walk by and merchants can see out of the store to keep an eye on the activities on the street. In addition, do not allow neon "open" signs or LED changeable copy window signs.

Recommendation: Public and private signage in the Downtown area should complement the character of the historic buildings in the Downtown. Features such as wood or metal signage, external illumination, prohibition of neon lighting and automatic changing signs, simple graphics, earth tone colors, legible and easy-to-read text, proportions appropriate to the building façade, etc., should be elements of the Downtown signage requirements. If the Village would like to consider allowing bonuses for applicants who choose to abide by all the aforementioned regulations, please ensure that a size bonus does not increase the sign size to a point that it overpowers the building façade or is out of proportion with the building façade or the streetscape.

Glen Ellyn Appearance Review Guidelines

The most recent guidelines titled the *Glen Ellyn Appearance Review Guidelines* were adopted on October 9, 2006, by Ordinance Number 5508. The intent of the guidelines is to document principles and approaches to development and landscaping – not to list standards or formulas. The guidelines apply to both permitted uses and special uses within the Village’s zoning, subdivision, sign, and building codes. Design review is carried out by the Architectural Review Commission (ARC); however, the recommendations by the ARC are only advisory, and no recommendation is final until it is approved by the Village Board.

Designs based on historic architectural principles are encouraged within the “C5A” Central Retail Core Sub-District, generally centered along Main Street, between Hillside Avenue and Pennsylvania Avenue.

High aesthetic standards are a top priority for Village residents.

Chapter 1: General Design Principles

This chapter focuses on design-compatibility with the surrounding context, building materials, building design, classic design elements, roof elements, entrance features, “four-sided” architecture, color palette, and building articulation.

Chapter 2: Site Design

This chapter focuses on landscaping, light fixtures, accessory structure-compatibility with the principal building, signage aesthetics, site furnishings, and public art.

Chapter 3: Central Business District

In addition to applying Chapters 1 and 2 to the Downtown area, this chapter focuses on the following elements:

1. “Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings” (U.S. Department of the Interior, National Park Service)
2. Roofline
3. Nearby Structures
4. Building Materials
5. Distinctive Architectural Treatments
6. Color Scheme
7. Awnings
8. Utilities (minimize visibility)
9. Entrances
10. Rear Customer Entries
11. Expansion, Additions, and Remodeling
12. Wall Signs
13. Neon Signs (discourage the use of)

Chapter 4: Highway Commercial

This chapter focuses on development along major arterials, such as the Roosevelt Road corridor.

Chapter 5: Stacy's Corners

This chapter focuses on development in the historic Stacy's Corners area near Main Street and Geneva Road. It cross-references with the Central Business District regulations, yet understands that auto-dominated and pedestrian safety issues apply that aren't a part of the Chapter 3 regulations. Although it does not directly impact the Downtown area, new standards could be added to the guidelines for implementing gateway design features that would direct traffic to the Downtown area.

Chapter 6: Institutional

This chapter focuses on historically-significant civic and religious buildings, including Village Hall (the "Glen Ellyn Civic Center").

Chapter 7: Multi-Family and Single-Family Attached Residential

This chapter focuses on accentuating building entrances, maximizing the use of masonry, and minimizing the dominance of automobile storage.

Photo Resource Directory

This resource is a supplement to the “Appearance Review Guidelines” adopted in October 2006. The images are intended to represent “positive design characteristics” for the Village as a whole. New examples may be submitted to the Architectural Review Commission through the Planning and Development Director for consideration and potential inclusion in a future edition of the Photo Resource Directory. **Recommendation:** Identify which images represent exemplary development examples for the Downtown area, and expand the image library to ensure future Downtown redevelopment is sensitive to the recommendations of the Downtown Strategic Plan.

Images for the Downtown area to be included in the Photo Resource Directory should include images that illustrate:

- Vibrant Street Life
- Attractive Storefronts
- Two-, Three-, and Four-Story Massing
- Signage without Internal Illumination or Neon Illumination
- Building Materials
- No Parking Lots between the Building and the Street
- No Large Building Setbacks

Images from the existing Photo Resource Directory that could be identified as examples for any reinvestment in the Downtown area include:



Façade, Awnings, and Signage
(Wheaton) – Page 10



Mixed-Use Commercial and Theater
(Geneva) – Page 48



Mixed-Use Commercial and Condos
(Lombard) – Page 40



Metra Station
(West Chicago) – Page 62



Signage and Streetscape
(Naperville) – Page 42



Signage
(Glen Ellyn) – Page 74

Department of Planning and Development Review Procedure Improvements

The Department of Planning and Development has put forth great effort in improving the development review process in the Village of Glen Ellyn. Part of this process included understanding the current review procedures, an existing inventory of the status of all projects, and learning the procedures of other communities.

A selection of improvements to the development review and approval process since February 2004 (as identified in an attachment to an April 2006 memo prepared by the Director of Planning and Development) are as follows:

- Reduced Plan Commission and Architectural Review Commission staff review times to four weeks.
- Reduced building permit review times to two weeks.
- Began sending development review applicants a single comment packet containing remarks from all Village reviewers, and reviewing letters for conflicts before forwarding such packets to the applicants.
- Created new transmittal forms with due dates to ensure staff and consultant reviews of applications are completed in a timely manner.
- Made adjustments to financial processes such as the collection and distribution of developer donation fees, revisions to escrow billing procedures, and the creation of a template for letters of credit
- Guided the adoption of comprehensive amendments to the Subdivision Code.
- Began the preparation of new Appearance Review Guidelines (eventually adopted in October 2006).
- Became more explicit in offering suggestions and identifying development issues in staff reports and review letters.
- Placed application forms and codes on the Village's website.
- Began to spread engineering review to an additional engineering firm to improve plan review times and consultant availability.

The Department is continually reviewing its processes and procedures, and should continue to do so.

Summary of Key Recommendations

Below is a summary of the key recommendations of this chapter.

Zoning

There are multiple zoning classifications in the Downtown area; however, the “C5A” Central Retail Core Sub-District and the “C5B” Central Service Sub-District are the primary zoning categories. Key preliminary recommendations for changes to the Zoning Code identified earlier in this section include:

- Consider shifting “dwelling units above the ground floor” to the “permitted uses” section.
- Consider establishing minimum and maximum parking requirements for mixed-use buildings – especially to ensure residential tenants have parking for their personal automobiles.
- Consider establishing a minimum height requirement for Downtown buildings.
- Consider establishing a different bonus incentive other than increasing the setback for a residential-only structure.
- Consider making adjustments to off-street parking, driveway and access, temporary live entertainment in restaurants, outdoor seating for restaurants, and outdoor beautification displays in the “supplementary regulations” section.

Signs

Many different types of signs are allowed in the Downtown; however, the regulations should go one step further and ensure public and private signage in the Downtown area complements the character of the historic buildings in the Downtown. Preliminary recommendations for amendments to the Sign Code identified earlier in this section include:

- Allow only wood or metal signage
- Allow only external illumination
- Prohibit neon lighting and automatic changing signs
- Allow only simple graphics, by limiting the maximum allowable sign size
- Allow only easy-to-read text, by ensuring the text is large enough to be legible from the street curb line
- Allow only proportions harmonious with the building façade, by ensuring that signage does not cover up significant architectural building features

Appearance Review Guidelines – Photo Resource Directory

It is recommended that the Photo Resource Directory identifies the characteristics and images appropriate for Downtown development, or that a Downtown-specific guide be produced.

General Public Policy

In general, minor to moderate adjustments to the Village’s rules, regulations, guides and organizations are recommended to improve the performance and outcomes of Downtown reinvestment. Adjustments to existing public policies will have the potential to allow for the most immediate changes in the Downtown for the least amount of cost.

The key to the Downtown Strategic Plan will be to add more activity, entertainment, and beauty to the streetscape, in addition to the ease of finding one’s way in and around the Downtown. Sidewalk widths may be reduced with the addition of more sidewalk cafes; however, the benefits of outdoor dining and the ability for pedestrians to easily adjust to narrower passageways far outweigh the costs of a narrower passageway. Additional outdoor beautification displays, artwork, and wayfinding signage also will enhance the Downtown experience.