

CITY OF BEXLEY, OHIO

COMMERCIAL DESIGN GUIDELINES

April 9, 2025

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LETTER OF TRANSMITTAL



City of Bexley
c/o Megan Meyer, Bexley Director of Administration and Development
2242 E. Main Street
Bexley, Ohio

RE : Commercial Design Guidelines

Dear Megan and Members of the Selection Committee:

On behalf of Designing Local we would like to thank you for inviting us to submit this proposal to the City of Bexley to re-envision the current Main Street Design Guidelines. We understand that this update to the Commercial Design Guidelines will establish overarching guidelines for core commercial areas in Bexley and providing specific standards tailored to the unique contexts of East Main Street, North Cassady Avenue, and East Livingston Avenue. These guidelines will be critical to enhance and maintain the vitality of the City's commercial areas.

We bring national and local experience creating design guidelines. Designing Local is a certified woman-owned business based in Columbus with deep experience in historic preservation, planning, implementation, urban design, landscape architecture, and place-based master plans across the country. For this project we have partnered with Architect Bob Loversidge, FAIA. Bob, a Bexley resident since 1995, is an award-winning preservation design architect, a Fellow of the American Institute of Architects, and the retired CEO of Schooley Caldwell. Bob brings his personal and professional experience with architectural design in Bexley and robust expertise preparing design guidelines and design review for numerous Central Ohio communities.

We position preservation design guidelines as a tool for growth and revitalization. We view a community's built environment as the primary element which defines the community's identity and formulates the experience of residents and visitors. We will approach this project with a balanced approach that sets a clear path forward for new developments while leveraging existing assets to reinforce the sense of place, provide clear and appropriate guidance to property owners and developers, and encourage appropriate revitalization and preservation in Bexley.

We create clear and usable guidelines supported by visualization tools. We believe that a document can only be successful if it is supported by a community driven approach. We also believe that any project must have an inspiring vision to be successful. This vision must be communicated through strong and compelling tools including clearly defined goals, a concise and easy to understand final document, and vibrant visualizations that are accepted by the community.

On behalf of our team, we appreciate the opportunity to submit our proposal to you and your community partners who are committed to the vibrancy of Bexley. We have received and reviewed all RFP appendixes and are able to adhere to the contractual terms and conditions. This proposal will remain valid for a period of 120 days from the date on this letter and that all information submitted with the submittal is true and correct. Our team is excited about this opportunity, as projects steeped in culture and community stories is where our firm comes alive!

Sincerely,

A handwritten signature in black ink that reads 'Josh Lapp'.

Josh Lapp

Principal & Co-Founder
josh@designinglocal.com | 614.607.1557
(Authorized / Primary Contact)

2.

QUALIFICATIONS



DESIGNING LOCAL

ARTS & CULTURE PLANNING & COMMUNITY ENGAGEMENT



Designing Local is an award-winning, nationally recognized firm that has helped more than 60 US communities create vibrant, culturally rich, fun places.

OVERVIEW

Designing Local is an Ohio-based certified woman-owned business dedicated to helping communities connect people to place through culture. Founded in 2014, our firm was born from the belief that design, art, culture, historic preservation, and other important unique attributes of communities are often overlooked in the planning process. We bring an authentic curiosity and passion to our work.

EXPERTISE

For over a decade we have specialized in providing arts and culture planning, urban design, historic preservation, community engagement, and landscape architecture services to communities across the nation. Our clients typically consist of municipalities, institutions, private developers, and non-profit entities. Many of our projects blur the lines between all of these interrelated services and markets, creating a broad yet cohesive vision for our clients that sets the stage for collaborative implementation of the plan.

APPROACH

Our process is straightforward and simple. Through robust and creative public engagement we help to extract the story of the place in which we are working. We take that story, as told by the community itself, and help translate that into a unique, interesting, and powerful built environment.

FOUNDED
2014

LOCATION
Columbus, Ohio

STRUCTURE
Limited Liability Company

EMPLOYEES
17

CERTIFICATIONS
Women-owned Business Enterprise (WBE)
State of Ohio

Certified Disadvantaged Business Enterprise (DBE)
Ohio Department of Transportation

SERVICES
Arts & Culture Planning
Community Engagement
Public Art Planning
Historic Preservation
Landscape Architecture
Urban Planning & Design

DESIGNING LOCAL PROJECT PORTFOLIO

Designing Local approaches each project as a collective effort, with the creative and technical elements working harmoniously to form a cohesive and realistic plan. Although we have not yet worked in Bexley, with the strength of our team members and the breadth of our collective experience planning, we have successfully completed many similar design guidelines. All of our work is enhanced by our in-house expertise in landscape architecture, historic preservation, public art administration, and urban planning and design.

DESIGN GUIDELINES

Old West End Design

Guidelines

Toledo, Ohio

Amherst Historic Design Guidelines

Amherst, New Hampshire

Preservation Design Guidelines

Frankfort, Kentucky

Historic Preservation Design Guidelines

Sandusky, Ohio

HISTORIC RESOURCE SURVEYS

Powell Historic District Survey

Powell, Ohio

Sunrise Historic District Survey

Greeley, Colorado

Somerset Historic District Building Assessment

Somerset, Ohio

HISTORIC TAX CREDIT APPLICATIONS

1005 Madison

Covington, Kentucky

1017 Madison

Covington, Kentucky

The Ohio Building

Sidney, Ohio

Hotel Covington

Covington, KY

48 Parkwood

Columbus, OH

Mechanics Bank

Mansfield, OH

Pythian Theater

Columbus, OH

777 N 4th Street

Columbus, OH

14-16 West Union Street

Athens, Ohio

14-16 North Park Place

Newark, Ohio

46 Park Avenue West

Mansfield, Ohio

48 Parkwood

Columbus, Ohio

174 Columbus Avenue (Columbus Candy Company)

Columbus, Ohio

1223 East Main Street

Columbus, Ohio

1233 East Main Street

Columbus, Ohio

1505 East Main Street

Columbus, Ohio

1685 Oak Street

Columbus, Ohio

Budd Dairy Building

Columbus, Ohio *Columbus Landmarks 2021 Recchie Award Finalist*

Columbus Dispatch Building

Columbus, Ohio

Columbus Electrical Works

Columbus, Ohio

Hayden Building

Columbus, Ohio

LeVeque Tower

Columbus, Ohio

Louis Sullivan Bank Building

Newark, Ohio

Madison's Department Store

Columbus, Ohio

NATIONAL REGISTER OF HISTORIC PLACES

NOMINATIONS

1505 E. Main St./McClure

Nesbitt Motor Company

Columbus, Ohio

Astrup Company Building

Cleveland, Ohio

Budd Dairy Building

Columbus, Ohio

German Village Historic District Amendment

Columbus, Ohio

Mansfield Downtown District

Mansfield, Ohio

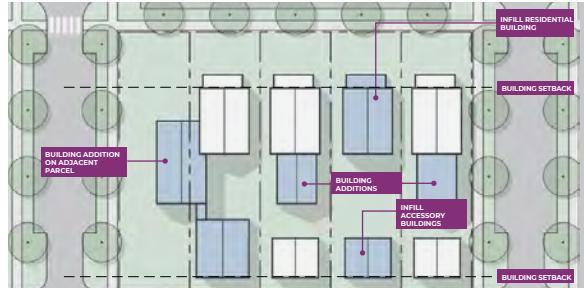
Ohio & Erie Canal Southern Descent

Various Sites, Southern Ohio
Ohio History Connection 2019 Public Education and Awareness Award

View more examples of our final plans online at https://issuu.com/designing_local



This flowchart represents a simplified version of the process for appropriate rezones.



PRESERVATION DESIGN GUIDELINES

SANDUSKY, OHIO

The City of Sandusky is experiencing a boom in downtown redevelopment, especially with updates to historic buildings. Since the existing Design Guidelines were created in 2007 and have received minimal update since their adoption, a comprehensive review was needed to allow enhanced guidance for new developments. Preserving these structures, while allowing them to take on new life, will provide direction for historic preservation in Sandusky which is an economic catalyst for the community and enhances its identity. The project team facilitated one-on-one discussions with various community stakeholders including historic preservation enthusiasts; building owners, architects and residents who had been through the design review process; city staff, members of Landmarks Commission and related commissions, and leadership. These conversations formed the basis of the project team's understanding of the status of the existing guidelines as well as general preservation and development issues throughout Sandusky.

The Design Guidelines includes a substantial revision to the format and organization of the 2007 guidelines document. This includes diagrammatic graphics, a visual history of the City, and a reorganization of various items.

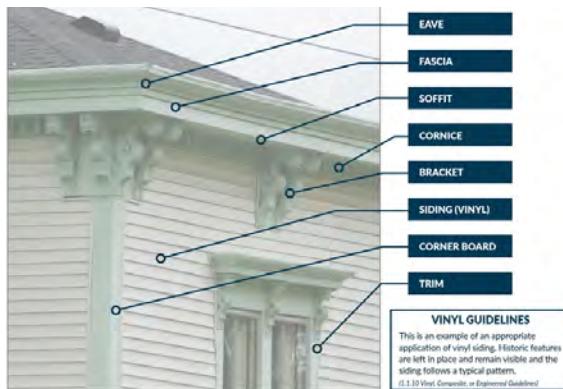
CLIENT
City of Sandusky, Ohio

DATE
2023

TEAM
Josh Lapp

SERVICES
Historic Preservation
Planning
Community Engagement

[CLICK HERE TO SEE THE FINAL PLAN](#)



1.2 Windows

Windows are one of the most important features of historic homes and buildings and their design and materials greatly impact the overall character of the Special Capital District.

KEY TAKEAWAYS

- The best approach is to retain and repair historic wood windows
- New wood windows of the same size and proportions can be installed
- New clad wood windows with aluminum, fiberglass or vinyl can be installed that are the same proportions as the existing
- New wood or aluminum storm windows can be installed
- The dimensions of existing windows should not be altered

Proposed Treatment	Window Modification Type	Acceptability	Approval Process	Details
Repair Existing Historic Windows	● SA	1.2.1		
Install New Windows that Match Historic Windows	● SA	1.2.2		
Install New Clad Wood Windows	● SA	1.2.2		
Install New Vinyl or Solid Fiberglass Windows	X ARB	1.2.3		
Install New Wood or Aluminum Storm Windows	● SA	1.2.4		
New or Altered Window Openings	X ARB	1.2.9		
Awning	● SA	1.2.19		

SPECIAL CAPITAL DISTRICT DESIGN GUIDELINES

FRANKFORT, KENTUCKY

The Special Capital District is one of the three City of Frankfort historic districts, mostly focused on residential properties. The District exists to help preserve historic buildings in the neighborhood to ensure that the history of Frankfort lives on well into the future. Establishing Downtown Historic District Design Guidelines will encourage the renovation, rehabilitation and preservation of older neighborhoods in Frankfort that have special or unique features or important associations with the City's historical development.

The team evaluated the existing historic buildings in the district and examined the needs and desires of residents and property owners through engagement sessions and public design workshops. Topics addressed included the renovation of historic properties, including construction materials, as well as the design of newly constructed buildings.

The new design guidelines for the Special Capital District create cohesive guidelines with the other two historic districts in Frankfort and solidify continued preservation and investment in the community's historic resources.

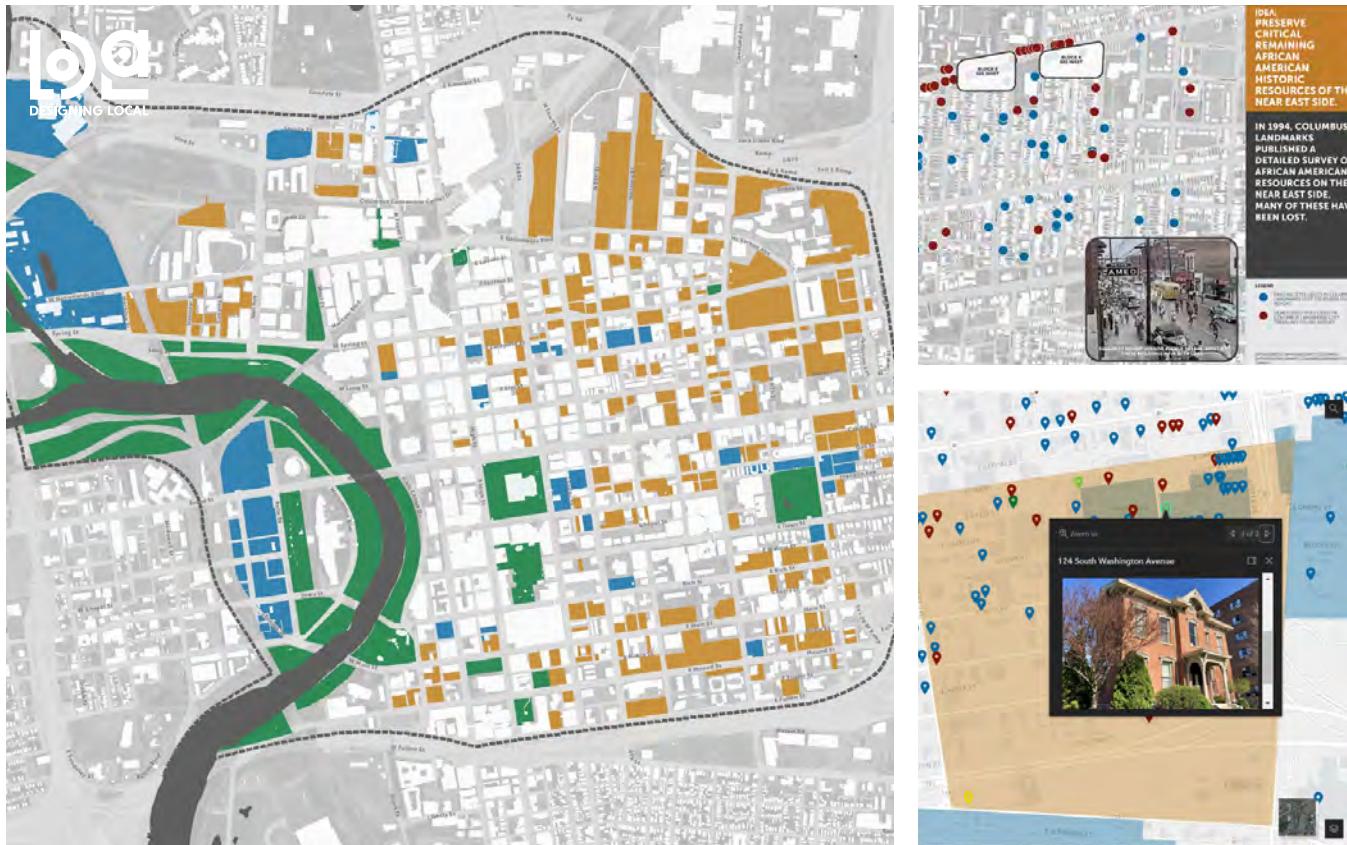
CLIENT
City of Frankfort, Kentucky

COMPLETED
2023

TEAM
Josh Lapp

SERVICES
Historic Preservation
Community Engagement

[CLICK HERE TO SEE THE FINAL PLAN](#)



COLUMBUS LANDMARKS ADVOCACY MAPPING

COLUMBUS, OHIO

Columbus Landmarks has produced numerous surveys of historic resources throughout Columbus during its 40+ year history. These surveys and reports are still utilized today to inform various advocacy and outreach efforts. However, they are not easily accessible to the Board of Trustees or the public. To better support various education and advocacy efforts, it became clear that compiling these studies and reports into a location-based database was necessary.

The mapping effort is intended to be a living product which will be constantly updated with new endangered sites, watchlist sites, and demolished sites. The goal is to make Columbus Landmarks' advocacy efforts more accessible and user-friendly for the general public. Additionally, the maps were utilized to communicate the 2021 Most Endangered Sites to the public, and to inform various advocacy, education, and development initiatives.

CLIENT
Columbus Landmarks

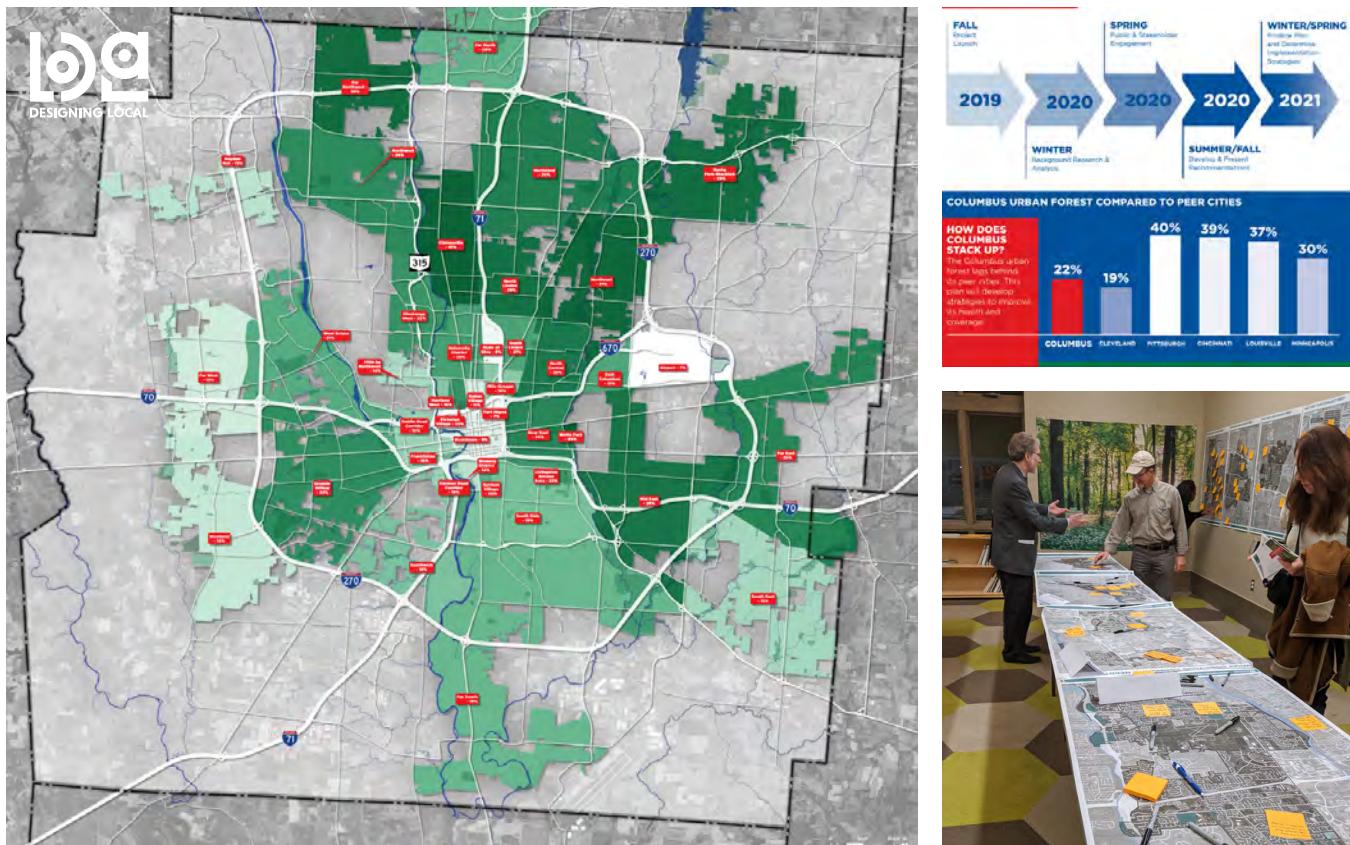
COMPLETED
2019-2021

TEAM
Matt Leasure

SERVICES
Urban Planning & Design
Historic Preservation
Community Engagement

AWARDS
2021 ASLA Ohio Honor
Award, Research +
Communication

[CLICK HERE TO SEE THE FINAL PLAN](#)



COLUMBUS URBAN FORESTRY MASTER PLAN

COLUMBUS, OHIO

Falling short of its peer cities, the City of Columbus has an urban canopy coverage rate of only 22%. This results in numerous social and environmental impacts such as increased urban heat island effect, reduced property values, and disparities in social equity between Columbus neighborhoods. This project worked to diagnose the problem and to determine potential solutions to increase the urban canopy on both publicly and privately-owned property.

A multi-disciplinary consultant team completed a public engagement and background research process that served as the basis for the development of recommendations and action steps.

Designing Local provided visual communication design services, GIS mapping, and public engagement support. Several educational pieces were produced including an infographic packet, presentation boards, slideshow presentation, and a project informational website. A complete draft of the plan was released for review by the general public. The public comments were incorporated into the final draft which was adopted by Columbus Recreation and Parks Department in Spring 2021.

CLIENT
City of Columbus, Ohio

COMPLETED
2021

TEAM
Matt Leasure

SERVICES
Urban Planning & Design
Landscape Architecture
Community Engagement

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HISTORIC DOWNTOWN CALDWELL REVITALIZATION PLAN

CALDWELL, OHIO

Downtown Caldwell was recently listed on the National Register of Historic Places and is working toward a renaissance. With numerous local businesses and an assortment of beautiful historic buildings, Caldwell is ready to be a thriving center for both local residents and tourists. This plan builds upon this momentum to create a number of recommendations for community branding, historic preservation development, placemaking, wayfinding, access to recreational facilities, and other improvements.

Designing Local worked with Village leadership to first develop a brand identity for the Village and a series of placemaking opportunities. These resulted in a number of recommendations for relatively low cost but high impact projects including a courthouse square light canopy, unique signage, historically appropriate site furnishings, locations for public art, and other items. Working with our project architect, Designing Local also created historic preservation recommendations for one of the most visible buildings in downtown which included a strategy for attaining a Historic Tax Credit, making the project financially viable.

The project plan was completed in Spring 2022. The brand identity will be immediately implemented and the various project recommendations are potentially eligible for upcoming federal stimulus and infrastructure funds.

CLIENT
Village of Caldwell, Ohio

DATE
2022

TEAM
Josh Lapp
Matt Leasure

SERVICES
Historic Preservation
Planning
Urban Planning & Design
Community Engagement

[CLICK HERE TO SEE THE FINAL PLAN](#)



LEGEND

- HISTORIC DISTRICT BOUNDARY LINE
- FULL RENOVATION
- FAÇADE/MINOR IMPROVEMENTS



SOMERSET HISTORIC DISTRICT BUILDING ASSESSMENT

SOMERSET, OHIO

As a cornerstone of the community, Somerset's historic district holds immense cultural and aesthetic value. By meticulously documenting the district's buildings, the Designing Local team worked to develop a comprehensive review of the architectural gems nestled within this 170-acre area. The assessment report offers a captivating journey through time, revealing the stories embedded within its structures and will be a crucial step to preserve the unique character and rich history of Somerset.

From identifying significant architectural features to assessing the condition of each building, the report provides a detailed snapshot of the district's current state. By uncovering the historical context of these structures, the report contributes to a deeper understanding and appreciation of Somerset's past. Ultimately, this comprehensive assessment empowers the community to make informed decisions about the future preservation and revitalization of this treasured historic district.

CLIENT

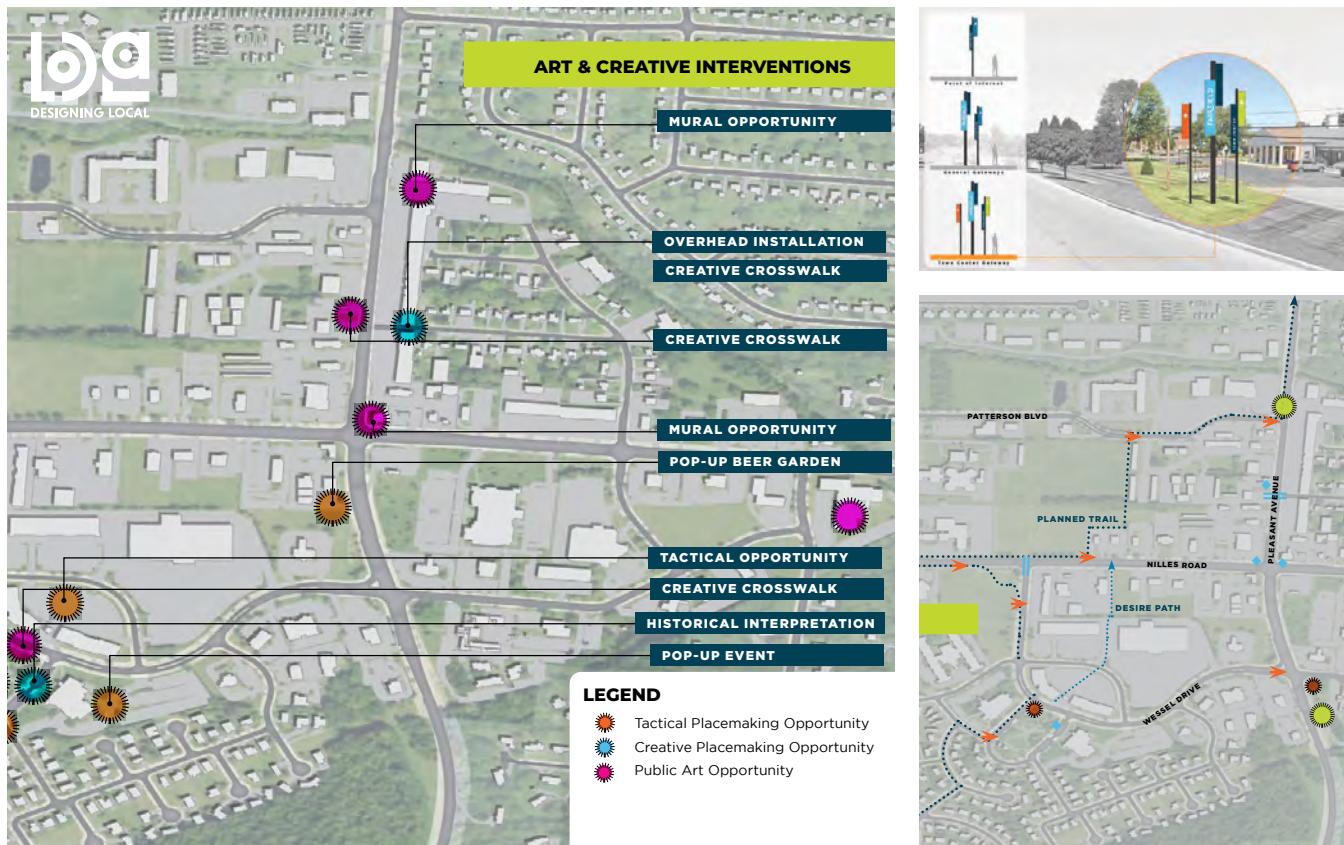
Mayors' Partnership for Progress

COMPLETED
2024

TEAM
Josh Lapp
Megan Adornetto
Bob Loversidge

SERVICES
Historic Preservation
Urban Planning & Design

[CLICK HERE TO SEE THE FINAL PLAN](#)



FAIRFIELD TOWN CENTER PLACEMAKING STRATEGY

FAIRFIELD, OHIO

The Fairfield Placemaking Strategy tackles the revitalization of the Fairfield Town Center. The Fairfield Placemaking Strategy was developed through a collaborative process involving community members, business owners, and local officials. The team conducted extensive research, including surveys, interviews, and site visits, to identify the unique assets and challenges of the Town Center. Through the planning process Designing Local developed recommendations that focus on incorporating placemaking principles to cultivate a welcoming and lively atmosphere. This includes improvements to signage, pedestrian accessibility, and public spaces, along with considerations for infill development that aligns with the town's brand identity.

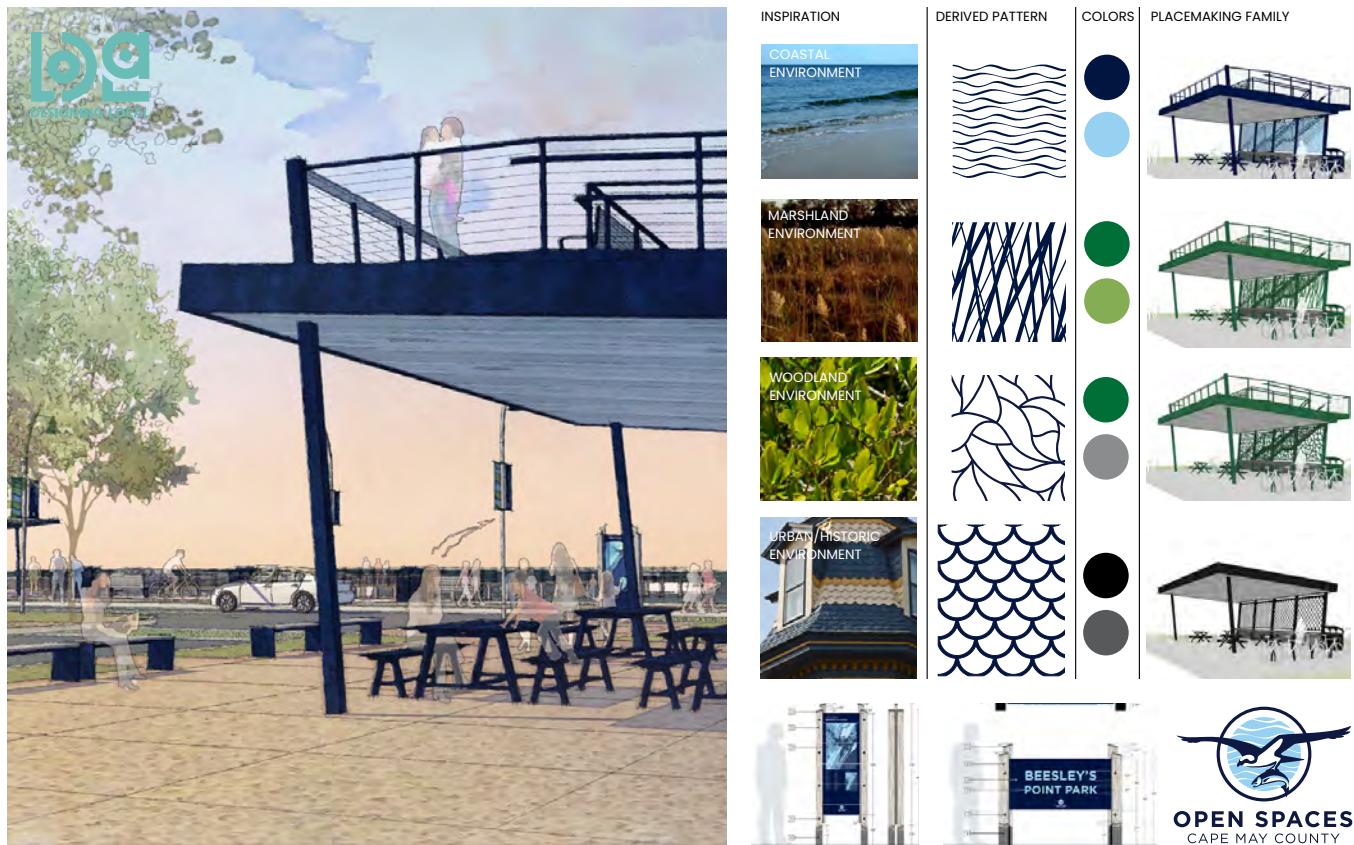
By implementing these suggestions, the Fairfield Town Center aspires to become a central point for commerce and a gathering place for residents of all ages and backgrounds. The plan was completed in April 2024. This project demonstrates Designing Local's ability to provide a guide for transforming the area into the vibrant hub of the community.

CLIENT
City of Fairfield, Ohio

DATE
2024

TEAM
Matt Leasure

SERVICES
Urban Planning & Design
Community Engagement



CAPE MAY COUNTY CREATIVE PLACEMAKING PLAN

CAPE MAY COUNTY, NEW JERSEY

In 1989, Cape May County initiated a taxpayer-funded program to purchase or protect open space and farmland throughout the County. The program proved successful and was eventually expanded to include funding of parks, recreational amenities, and historic preservation projects. While the program has been extremely successful in meeting its mission, it has relatively low public recognition. To build awareness of the program and to increase the quality of funded projects, the County initiated a Creative Placemaking Plan which created a brand identity, standards for park design elements and amenities, and a demonstration site design. Designing Local was selected through a competitive process to lead the creative placemaking plan. The team facilitated four total workshops to garner input from key stakeholders and to develop and test ideas.

A key part of the process was the creation of a community character framework which defines the unique sense of place present in Cape May County. The community character framework was also utilized in the design of various signage, site amenity, and architectural concepts throughout the County. The plan document includes brand guidelines and original artwork, park facility design guidelines, a framework for public art and custom design, and a waterfront park concept.

CLIENT
Cape May County

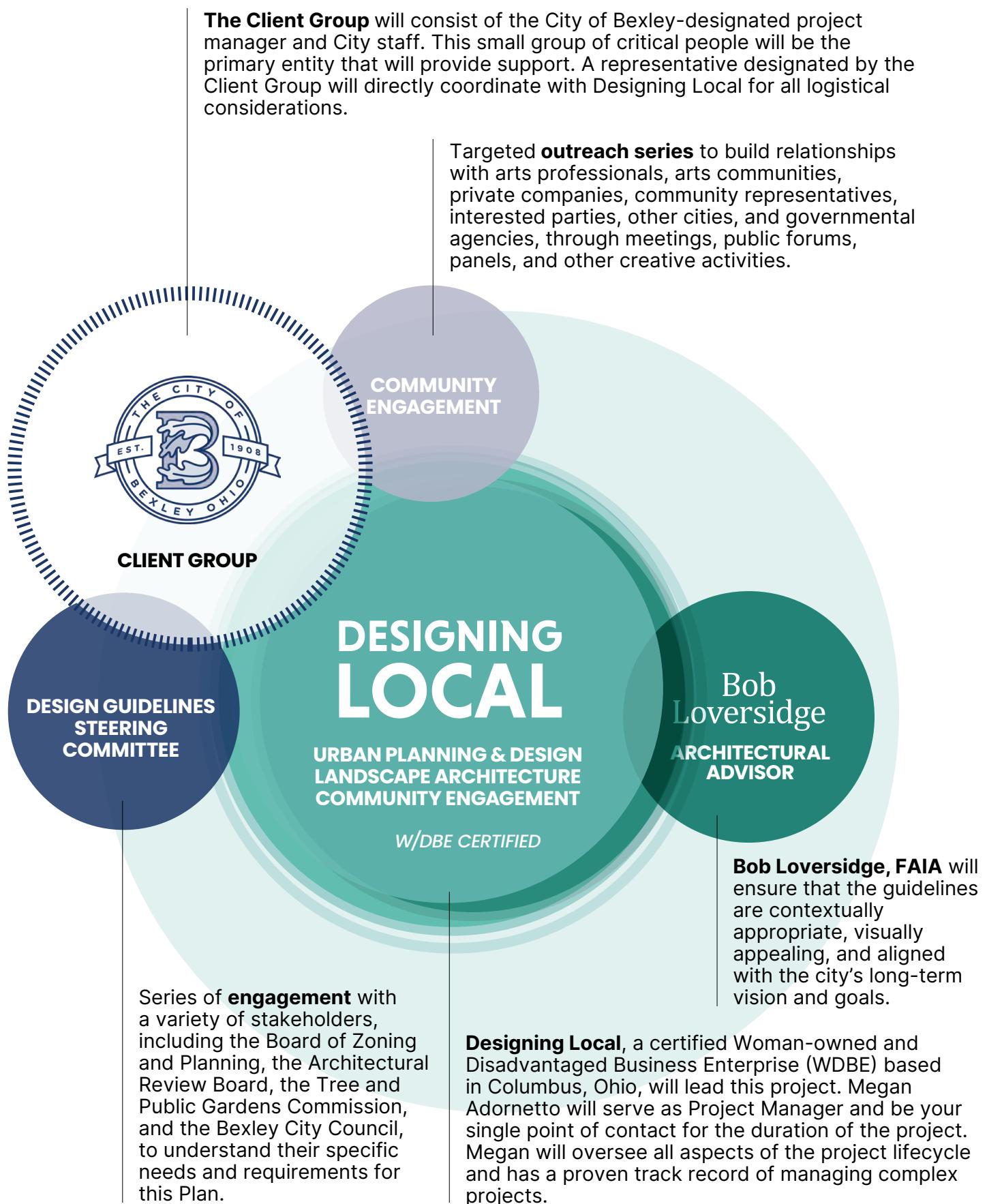
COMPLETED
2020

TEAM
Matt Leasure

SERVICES
Urban Planning & Design
Creative Placemaking
Wayfinding & Signage
Landscape Architecture

[CLICK HERE TO SEE THE FINAL PLAN](#)

TEAM ORGANIZATION



JOSHUA LAPP, AICP

PRINCIPAL | DESIGNING LOCAL

PROJECT ROLE: PRINCIPAL IN CHARGE

Josh is a Principal and Co-Founder of Designing Local. He has 14 years of professional experience in urban planning on a variety of project types. Driven by the desire to create actionable plans with easy wins for clients and the community, Josh's favorite projects are those that have a complex issue at the center. His broad knowledge of planning related issues have provided clients with well-rounded, highly researched recommendations to move cultural initiatives forward. At Designing Local, Josh oversees historic preservation tax credits, national register nominations, and historic preservation plans.



RELEVANT EXPERIENCE

Amherst Historic Design Guidelines
Amherst, New Hampshire | Principal in Charge

Old West End Design Guidelines
Toledo, Ohio | Principal in Charge

Sandusky Preservation Design Guidelines
Sandusky, Ohio | Project Manager

Frankfort Special Capital District Design Guidelines
Frankfort, Kentucky | Project Manager

West Virginia Historic Preservation Design Assistance Consultant
West Virginia Statewide | Principal in Charge

Historic Caldwell Revitalization Plan
Caldwell, Ohio | Placemaking Lead

Ohio & Erie Canal Southern Descent Heritage Trail Planning
Southern Ohio | Urban Planner

Ohio and Erie Canal Southern District National Register Nomination

Southern Ohio | Urban Planner
2019 Public Education and Awareness Award: Ohio History Connection

Buckeye Hills Regional Council Downtown Revitalizations Workshops

Southeast Ohio | Engagement Lead

New Albany Design Guidelines Technical Training
New Albany, Ohio | Project Manager

University District Arts & Character Plan
Columbus, Ohio | Project Manager

Roscoe Village, Ohio Heritage Tourism Plan
Ohio Humanities Council Grant | Project Manager

EDUCATION

Bachelor of Science in City & Regional Planning, The Ohio State University

ACCREDITATIONS

Member, American Institute of Certified Planners

APPOINTMENTS

Commissioner, Near East Area Commission
Former Chair of Board, Transit Columbus Multi-Modal Advocacy Group
Former Commissioner, Create Columbus Commission
Former Commissioner, Italian Village Historic Review Commission

MEGAN ADORNETTO

HISTORIC PRESERVATIONIST | DESIGNING LOCAL

PROJECT ROLE: PROJECT MANAGER

Megan is a skilled designer and historic preservationist with a passion for preserving and studying the evolution of cultural heritage. Megan's expertise includes Autodesk Revit, AutoCAD, SketchUP, and GIS. She has experience in laser scanning, building conditions assessments, and historic property research. Megan has also worked as a freelance designer, creating schematic design packages for clients, and as an intern at an architecture and construction company, where she worked on historic structure projects and created existing conditions models in Revit. With her strong background in design and preservation, Megan is dedicated to keeping tradition alive and ensuring the preservation of cultural heritage for future generations.

RELEVANT EXPERIENCE

Amherst Historic Design Guidelines
Amherst, New Hampshire | Project Manager

Old West End Design Guidelines
Toledo, Ohio | Project Manager

West Virginia Historic Preservation Design Assistance Consultant
West Virginia Statewide | Project Manager

Powell Historic District Survey
Powell, Ohio | Project Manager & Historic Preservationist

Sunrise Historic District Survey
Greeley, Colorado | Project Manager & Historic Preservationist

Somerset Historic District Building Assessment
Somerset, Ohio | Project Manager & Historic Preservationist

Cross Building Assessment
Racine, Ohio | Project Manager

Historic Property Research for 122 Logan Street*
Charleston, South Carolina | Historic Preservation Researcher

Investigative Report on St. James Church in Goose Creek*
Charleston, South Carolina | Historic Preservation Researcher

Architectural Survey Report of the Old Village*
Mount Pleasant, South Carolina | Historic Preservation Researcher

Preliminary Information Form, Walnut Hill Schoolhouse*
Johns Island, South Carolina | Historic Preservation Researcher

Folly Beach ACA and Design Template*
Folly Beach, South Carolina | Historic Preservation Researcher

* Projects completed with a previous employer



EDUCATION

Master of Science in
Historic Preservation,
Clemson University

Graduate Certificate in
Historic Preservation,
Boston Architectural
College

Bachelor of Arts in Interior
Design, Kent State
University

AFFILIATIONS
Association for
Preservation Technology,
International

KIMBERLY DANIELLE

COMMUNITY ENGAGEMENT DIRECTOR | DESIGNING LOCAL

PROJECT ROLE: COMMUNITY ENGAGEMENT STRATEGIST

Kimberly Danielle brings over 20 years of experience uncovering and amplifying community stories through creative conversations. She designs and facilitates dialogues to explore complex human issues within organizations and the communities that surround them, with a strong emphasis on proactively inviting and attentively listening to individuals and groups whose perspectives are often overlooked. Kim crafts meaningful engagement activities that focus on building trust and gaining consensus in order to create authentic community narratives that are reflected in the planning and design deliverables.



RELEVANT EXPERIENCE

Howard County Arts & Culture Plan

Howard County, Maryland | Community Engagement

Reimagining Columbus

Columbus, Ohio | Community Engagement

PRIOR EXPERIENCE

Kim supports several youth and young adult-focused resilience and creative initiatives. She also served as one of the founding members and facilitators for the ADAMH-funded Black Community Ambassadors Support Program which focuses on mental wellness for Black helpers. Kim uses creative outlets including visual arts, writing, and media projects to dispel stigmas and build power through narrative (re)creation.

- 2-time licensed facilitator of the trademarked global social initiative, The Human Library Project and executed a two-day Human Library event featuring 30+ storytellers to break stigmas and stereotypes
- Facilitated a monthly support program for restored citizens (formerly incarcerated individuals) featuring speakers and topics of interest for reentering community.
- Developed a 57-point proprietary analysis tool to assess psychological safety between organizations and its members.
- Designed and facilitate over 15 learning community modules to enhance cultural responsiveness to non-academic and non-occupational barriers to success.
- Managed a team of 4-6 consultants for trauma-informed program and project management.

LOCATION

Columbus, Ohio

EDUCATION

Master of Science in Educational Policy and Leadership, The Ohio State University

Focus on Educational Administration with an emphasis in Higher Education

Bachelor of Science in Interpersonal Communication, Ohio University

Focus on Organizational Communication with a minor in Sociology

SPEAKING ENGAGEMENTS

Browning Pleasantville, 2017

Manuscript In Progress: The Nine Asks: An Invitation to Safety, Bravery, and Courage, 2023

TEDx Talk: "Over, Under, Around and Through Trauma", 2018

TEDx Talk: "Crazy and Black and Poor", 2018

MATT LEASURE, AICP PLA LEED AP

PRINCIPAL | DESIGNING LOCAL & DESIGNING LOCAL LANDSCAPE ARCHITECTURE

PROJECT ROLE: LANDSCAPE ARCHITECT

Building upon his 20 years of professional experience, Matt leads the firm's urban design and landscape architecture projects. His involvement in numerous large scale planning efforts and built projects translate into ambitious and context-driven plans that are grounded in the realities of constructibility, regulatory processes, and cost. He has been a key design team member for award-winning projects across Ohio and the Midwest, including municipal land-use plans, strategic master plans, waterfronts, public spaces, community parks, and private developments. Matt is also a strong proponent of public engagement as a key element of the creative process. He is a past president of Columbus Landmarks, serves on the Columbus Historic Resources Commission, and is the instructor for the ULI Hines Student Competition course at the Knowlton School of Architecture.

RELEVANT EXPERIENCE

Cape May County Creative Placemaking Plan

Cape May, New Jersey | Project Lead

ASLA Ohio 2019 Merit Award, *Communications + Research*

Columbus Urban Forestry Master Plan

Columbus, Ohio | Project Lead

APA Ohio 2021 Best Practice Award

ASLA Ohio 2021 Honor Award, *Planning + Analysis*

Central Ohio Greenways Wayfinding Strategy

Central Ohio | Project Lead

Ohio & Erie Canal Southern Descent Heritage Trail Planning

Southern Ohio | Urban Planner

Fairfield Town Center Placemaking Plan

Fairfield, Ohio | Project Lead

Columbus Landmarks Advocacy Mapping

Columbus, Ohio | Project Lead

Zanesville Gateway District Pavilion & Streetscape

Zanesville, Ohio | Landscape Architect of Record

Fairfield Town Center Placemaking Plan

Fairfield, Ohio | Project Manager

Ohio & Erie Canal Southern Descent Heritage Trail Planning

Southern Ohio | Planning & Design Lead

Buckeye Hills Regional Council Downtown Revitalizations Workshops

Southeast Ohio | Planner



LOCATION

Columbus, Ohio

EDUCATION

Master of City & Regional Planning, The Ohio State University

Bachelor of Science in Landscape Architecture, The Ohio State University

CERTIFICATIONS

Professional Landscape Architect, Ohio #0701159

Maryland Professional Landscape Architect Licensure In Progress

Member, American Institute of Certified Planners
LEED Accredited Professional

APPOINTMENTS

Commissioner, Historic Resource Commission

Columbus Landmarks, Past President of the Board & Former Advocacy Chair

OSU Knowlton School of Architecture, Auxiliary Faculty

MEREDITH REED

URBAN PLANNER | DESIGNING LOCAL

PROJECT ROLE: URBAN PLANNER

Meredith is an urban planner who loves talking to people about the places that are special to them. As a longtime alternative transportation advocate, Meredith believes there is no more joyful way to experience such places than by walking or biking them; she hopes her work creates more opportunities for people to explore and more to discover as they do. Meredith's primary areas of focus are parks and cultural plans, to which she brings insights from her experiences in grant writing, organization building, and nonprofit leadership. She is a natural storyteller who can always be counted on to listen deeply, isolate key narrative threads, and bring clarity to complexity. Her passion is drafting plans that faithfully honor the inspiring people and places she has the privilege to learn about through her work.

RELEVANT EXPERIENCE

Temple Arts & Culture Plan

Temple, Texas | Project Manager

Leander Arts & Culture Plan

Leander, Texas | Project Manager

Rochester Arts & Culture Plan

Rochester, New York | Project Manager

Reimagining Columbus

Columbus, Ohio | Research & Content Curator

Brockton Publicly Accessible Public Art Plan

Brockton, Massachusetts | Urban Planner

Appalachia Community Grant Program Procured Planner

Athens, Belmont, Gallia, Lawrence, Meigs, Monroe, Morgan, Muskingum, Noble, Perry, Tuscarawas, and Washington Counties | Planner: Project Planner and Community Outreach Lead

City of Columbus Bike Hub Feasibility Project*

Columbus, Ohio | Planner*

How We Roll for College Students (ODOT-funded)*

The Ohio State University, University of Akron | Program Designer & Manager*

Pedal Instead Mode-Shift Campaign (Ohio EPA-funded)*

Columbus, Ohio | Program Manager*

Ride Leader Trainings, Professional Development Rides (ODOT-funded)*

Columbus, Ohio | Program Manager & Instructor*

How We Roll for State Employees (Ohio Department of Health-funded)*

Columbus, Ohio | Program Manager & Instructor*



LOCATION

Columbus, Ohio

EDUCATION

Master of City & Regional Planning, The Ohio State University

Bachelor of Arts in Philosophy, University of Pittsburgh

ROLE

Arts & Culture Planning
Parks & Rec Planning
Stakeholder Interviews
Community Engagement
Research & Analysis

* Projects completed with a previous employer

GABRIELLE SMITH

URBAN PLANNER | DESIGNING LOCAL

PROJECT ROLE: URBAN PLANNER

Gabrielle is a passionate urban planner dedicated to crafting vibrant communities that reflect the unique spirit of their residents and businesses. Believing that entertainment and creativity are essential to thriving neighborhoods, she designs spaces that enhance quality of life, economic prosperity, and overall well-being. With a Bachelor of Science in City and Regional Planning from The Ohio State University and minors in architecture, theater, and pop culture, Gabrielle brings a unique perspective to her work. Her ability to blend technical expertise with creative vision results in clear, compelling plans communicated through 3D models, GIS maps, and visually striking graphics.

RELEVANT EXPERIENCE

Howard County Arts & Culture Plan

Howard County, Maryland | Urban Planner

Loudoun County Comprehensive Arts Plan

Loudoun County, Virginia | Project Manager

North Central Indiana Regional Planning Council Arts & Culture Strategic Plan

Cass, Clinton, Fulton, Howard, Miami and Tipton counties, Indiana | Project Manager

Louisville Arts & Culture Plan

Louisville, Kentucky | Urban Planner

Bainbridge Island Community Art Plan

Bainbridge Island, Washington | Urban Planner

Temple Arts & Culture Plan

Temple, Texas | Urban Planner

Leander Arts & Culture Plan

Leander, Texas | Urban Planner

Riviera Beach Public Art in Public Places Master Plan

Riviera Beach, Florida | Urban Planner

Downtown Ormond Beach Master Arts Plan

Ormond Beach, Florida | Urban Planner

Acworth Public Art Plan

Acworth, Georgia | Urban Planner

Burleson Public Art Plan

Burleson, Texas | Urban Planner

Tempe Public Art Plan

Tempe, Arizona | Urban Planner



LOCATION

Columbus, Ohio

EDUCATION

Bachelor of Science in City & Regional Planning, Minor in Architecture, Theatre and Pop Culture Studies, The Ohio State University

ROLE

Arts & Culture Planning
Urban Planning & Design
GIS Mapping
Stakeholder Interviews
Community Engagement
Project Coordination

BOB LOVERSIDGE, FAIA

PRINCIPAL | ROBERT D. LOVERSIDGE, FAIA, LLC

PROJECT ROLE: ARCHITECTURAL DESIGN ADVISOR

Bob Loversidge is an award-winning architect with a national reputation as an expert in historic preservation design. His passion for preservation began over 40 years ago after the stealth demolition of a landmark Daniel Burnham train station. His design philosophy goes beyond “caretaker” of historically significant projects to long-term stewardship and extended use for public and institutional cultural resources. Bob is a Fellow of the American Institute of Architects, an honor bestowed due to his national leadership in the area of historic preservation design. Bob is a recipient of the AIA Ohio Gold Medal, the state's highest honor, and the Historic Preservation medal of the National Society of the Daughters of the American Revolution.

RELEVANT EXPERIENCE

German Village Design Guidelines

Columbus, Ohio

Village of Somerset Historic District Design Guidelines

Somerset, Ohio

Bryan, Ohio Downtown Guidelines

Bryan, Ohio

Old Worthington Design Guidelines

Worthington, Ohio

Ohio Historic Inventory Manual

State of Ohio

Old Perry County Courthouse HSR

Perry, Ohio

Ridges Framework Plan (Ohio University)

Athens, Ohio

Access for All: An Illustrated Handbook of Barrier Free Design for Ohio

State of Ohio

BEXLEY EXPERIENCE

Bexley Library Accessibility Improvements

Bexley Library Renovation and Expansion

Sessions Village HOA Design Review Committee (since 1996)

Broad Street Bridge over Alum Creek (pro-bono design)

Jeffrey Park Master Plan (architectural consultant to MKSK)

Ohio Governor's Residence (various projects)

Jeffrey Mansion Exterior Restoration

Jeffrey Park Gateway Entrance (pro-bono design)

Jeffrey Master Plan Refresh

Jeffrey Mansion Renovation and Expansion



EDUCATION

Master of Architecture
The Ohio State University

Bachelor of Science in
Architecture
The Ohio State University

ACCREDITATIONS

Registered Architect
Ohio, #ARC.7906317

AFFILIATIONS

American Institute of
Architects

Columbus Downtown
Commission, 1998 -
present

Columbus Landmarks
Foundation, Founding
Member

National Trust for Historic
Preservation

Ohio Preservation Alliance

Ohio Statehouse -
Architect of the Capitol,
1996 - 2022

Bexley homeowner since
1995

Bexley Public Schools
parent

Bexley Summer Camp and
Bexley Marlins parent

Bexley Board of Zoning
Appeals (member, 1996 -
2001)

CLIENT REFERENCES

VICKI BIRENBERG

Historic Preservation Officer
City of Frankfort, Kentucky
vbirenberg@frankfort.ky.gov
502.892.8970
Project: Frankfort Special Capital District Design Guidelines (2024)

JENNIFER BRENNAN

West Virginia Main Street/ONTRAC Coordinator
304.352.3971
jennifer.l.brennan@wv.gov
Project: West Virginia Historic Preservation Design Assistance Consultant (2024-Present)

MELINDA VONSTEIN, AICP

Central Ohio Greenways Program Manager
Mid-Ohio Regional Planning Commission
614.233.4222
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GWYNN STEWART, MS

OSU Extension, Noble County
City of Caldwell, Ohio
740.305.3177
stewart.1818@osu.edu
Project: Downtown Caldwell Revitalization Plan (2022)

SAM MILLER

Development Director
Buckeye Hills Regional Council
SMiller@buckeyehills.org
Project: Downtown Revitalization Workshops & Guidebook (2022)

NANCY RECCHIE

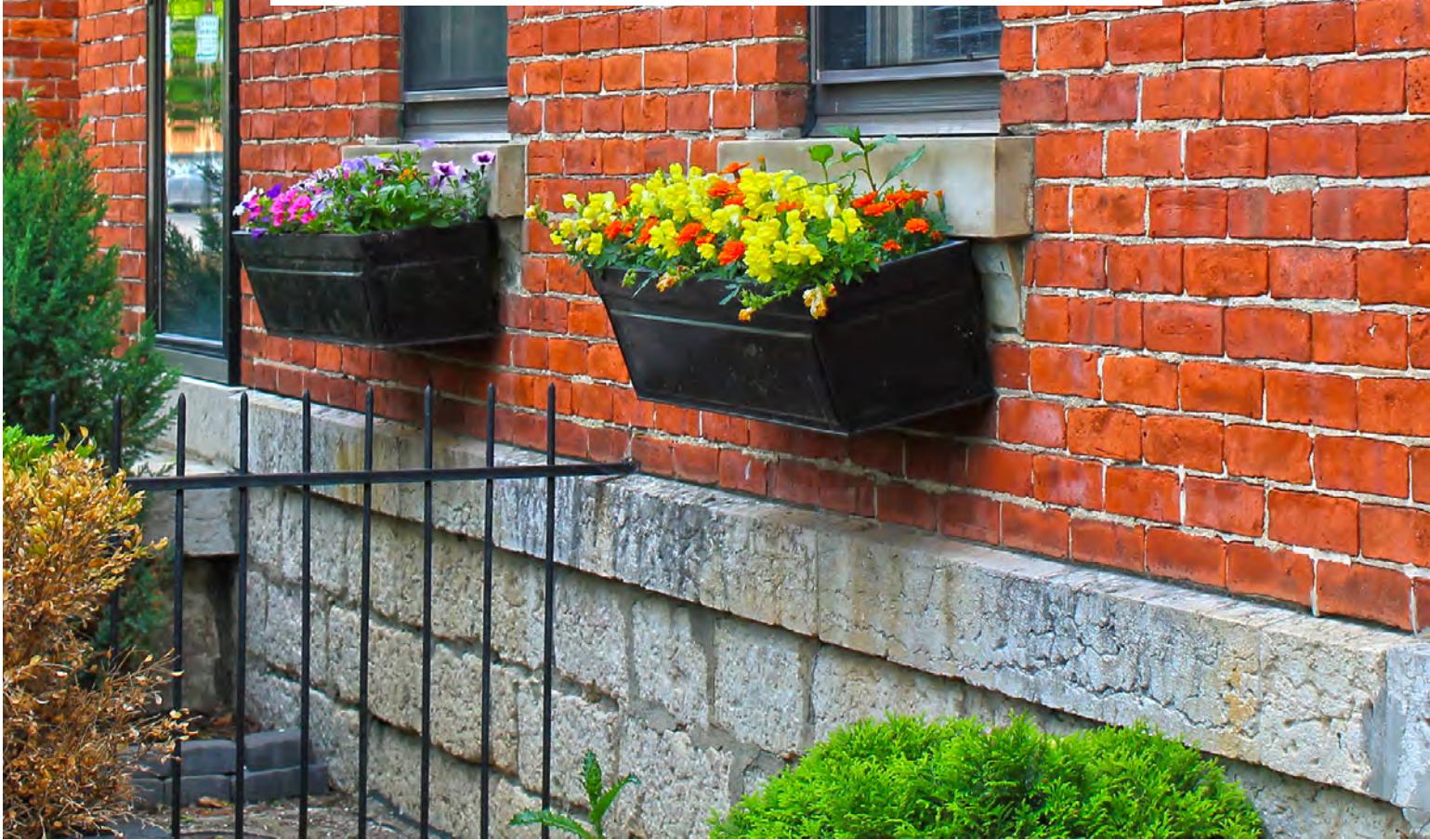
Benjamin D. Rickey & Co.
nrecchie@gmail.com
614.582.8268
Project: Multiple Historic Preservation Projects





3.

WORK PLAN



PROPOSED PROJECT APPROACH

The proposed scope for the City of Bexley Commercial Design Guidelines is outlined on the following pages. The scope should be refined with input from staff. Please note that references to "Client Group" is the City of Bexley-designated project manager and the "Team" is the Designing Local team members.

TASK 1: POLICY & STRATEGY REVIEW

1.01: Discover Bexley. Facilitate a tour of the Bexley with members of the Client Group and select stakeholders to understand the issues and architectural character of Bexley. Discuss and review the existing historic design guidelines document, goals and tasks, process, opportunities and constraints, code language, and establish key stakeholders.

1.02: Design a comprehensive project plan and detailed schedule of the overall timeline for the creation of the Commercial Design Guidelines. This will address the role and responsibility of the Client Group and Team members with specific milestones to reach within the scope of the project including, but not limited to: timing of any project management meetings, stakeholder meetings, public meetings, and project presentations and reports. This will be refined and monitored by both the Client Group and the Team project manager.

1.03: Background Research. Retrieve and review pertinent City policies and procedures relative to streetscape and design review; active City strategic plans, to ensure alignment with the new guidelines and determine potential issues to address in the guidelines development process.

1.04: Site & Community Character Analysis. Review existing approved plans to understand opportunity areas and sites, architectural style, constraints, and other issues. Provide a written assessment of key findings. The Team will also develop a user-based understanding of the City through a detailed analysis of existing aesthetics, unique natural features, historic architecture/tree inventory, and other elements. Exhibits will be created from this analysis will be utilized throughout the planning process to support engagement and discussion.

1.05: Guidelines Benchmark Research. Compile benchmark guidelines documents and images which are similar in context and key elements to this project and organize them by type. Provide historic preservation best practices and benchmarks/examples from other comparable communities to help guide discussions among City staff and the community about key issues of concern. Review neighboring, regional and national design guidelines for relevance and best practices. Consult with the Client Group for aspects they want to see included in the final document. These benchmarks will be used to generate ideas and communicate concepts to be tested and refined throughout the process.

1.06: Determine optimal method and process for public outreach. The Team will work with the Client Group to identify, describe, and implement a comprehensive strategy and methodology for conducting public meetings that encourage and engage input from the community.

Task 1 Deliverables

- Stakeholder list with contact information;
- Project workplan and timeline.
- Background research;
- Base maps/site photos.

PROPOSED PROJECT APPROACH, CONTINUED

TASK 2: STEERING COMMITTEE

2.01: Determine existing attitudes and perceptions, opportunities and challenges to creating the Commercial Design Guidelines. The Team will work with the Design Guidelines Steering Committee for input and guidance throughout the process and to listen and learn about Bexley. Steering Committee meetings will take place in one-on-one or as focus group sessions and may include community members and other leaders of non-government entities. During this series of meetings, the Team will determine an internal vision and will discuss the plan for fulfilling the vision.

Task 2 Deliverables

- Steering Committee engagement report.

TASK 3: PUBLIC WORKSHOP

3.01: Public Meetings. At least two (2) in-person community meeting will be held to generate feedback and input for the development of the design guidelines. This will include elements such as map exercises, general discussion, and written comments on Bexley history. The Team will work with the Client Group to develop the interactive activities in order to foster dialogue. Members of the Team will facilitate conversations with attendees and will collect verbal, video recorded, and written comments.

- **Create.** The Team will work with the Client Group to design the specific details for each workshop, including specific engagement activities, necessary background research, and essential products. In addition to the engagement workshops, the team will develop a survey for the community to participate in. The survey will be distributed online through social media channels, the City's website, and will be available in hard copy in City offices.
- **Market.** The Team will assist with promoting the workshops, including developing the design of all marketing materials. The Team will utilize neighborhood organizations, and the City to promote the workshops within their networks.
- **Facilitate.** The Team will lead the community engagement opportunities or educate local leaders to solicit input from as many people as possible ensuring the process reaches audiences of diverse backgrounds.
- **Report.** The Team will prepare a detailed report that interprets the data and identifies key values, priorities, vision and goals. All findings will be presented based on community feedback and support and will be evaluated through a national best practice lens to key stakeholders and the City.

Task 3 Deliverables

- Meeting materials;
- Public Workshop Engagement materials.

TASK 4: DRAFTING & REVISIONS

4.01: Draft Commercial Design Guidelines document format. Create a first draft of the guidelines document for review by the Client Group. This will include the text format, page layout, color scheme, table of contents, acknowledgments, etc.

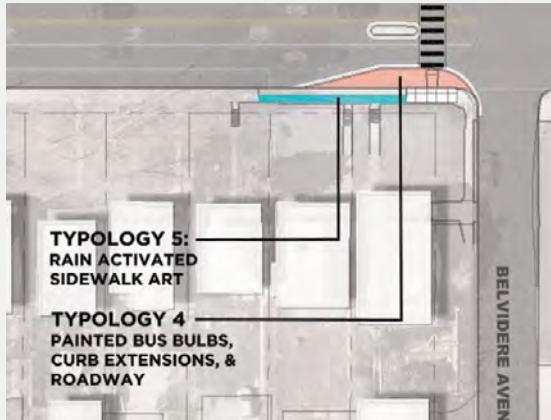
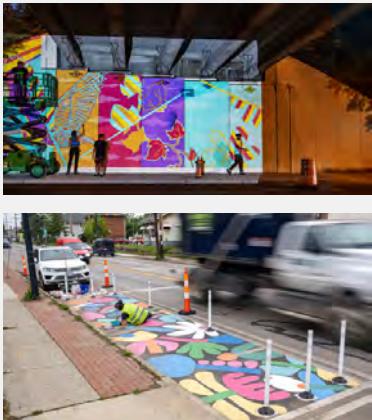
4.02: Draft Commercial Design Guidelines text outline (Review #1-60% Draft). Develop an initial draft of the guidelines text for review. This will be provided to the Client Group for their comments and will be supported by review by the public.

4.03: Draft preliminary Commercial Design Guidelines text (Review #2-95% Draft). Refine the draft guidelines for review by the Client Group and Steering Committee.

Task 4 Deliverables

- Submit and update drafts to Client Group and Steering Committee for comment;
- Present drafts to Client Group and Steering Committee.

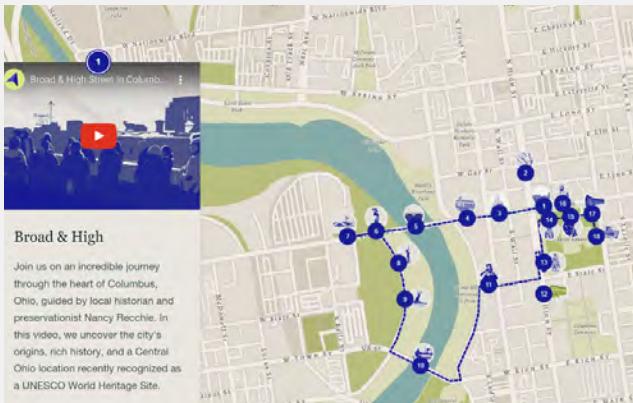
PUBLIC ENGAGEMENT EXAMPLES



SULLIVANT BRIGHT PUBLIC ART & PARKLET

[CLICK HERE TO SEE THE FINAL PLAN](#)

This project represents an innovative approach to a major urban roadway improvement project. The project includes the use of temporary installations to demonstrate the value of permanent future infrastructure elements. Designing Local identified locations for street murals where permanent bulb-outs will be built for pedestrian safety and traffic control purposes. The creative community was mobilized to create the temporary installations. Elementary students also participated by painting the school's sidewalks with poetry and graphics. This was one of the most rewarding elements because it demonstrated that citizen participation and creative engagement can result in community pride and a positive outlook. A key part of the project was engaging the community, elected leadership, and the news media. The Mayor participated in the project by installing sidewalk art, attending the unveiling of the new permanent mural under the interstate, and providing remarks along with several of the artists.



REIMAGINING COLUMBUS

Designing Local is facilitating a 2-year “Reimagining Columbus” community conversation, funded by a \$2 million grant from the Mellon Foundation Monuments Project, to develop recommendations for the Christopher Columbus statue removed from City Hall’s campus in 2020 upon ongoing protests. We are convening our Indigenous and Italian American neighbors, and many others representing the full scope of our community’s cultural heritage, for education sessions and brave conversations about how our shared history and values should be reflected through public art, monuments, and symbols. Led by a team of historians, Indigenous architects and designers, and diversity and inclusion advisors we assembled, the project is using both conventional and restorative practices to support the sharing of personal narratives from Columbus residents to create places and symbols in which they see themselves. Through Reimagining Columbus, Designing Local is practicing the art of staying present to difficult conversations but refusing to be the main character within them. We will bring these lessons to this process, in addition to the diversity strategies we have developed elsewhere.

PROPOSED PROJECT APPROACH, CONTINUED

TASK 5: PRESENTATIONS

5.01: Final Commercial Design Guidelines document. Produce a final Commercial Design Guidelines document which will include an introduction with a summary of the process, a brief history of Bexley's historical development, public engagement, benchmark research, the guidelines text, and various supporting exhibits illustrating the treatment of existing historic properties, new developments, materials, and signage. A draft of this document will be circulated for review by the Client Group and any comments/feedback will be incorporated into the final version.

- **City Brand Guidelines & Visual Quality.** Reference any existing branding guides to create consistency and clarity of communication with the public. The Team will strive to create a visually compelling document that will quickly and effectively communicate the intent and outcomes of the guidelines to the public. Diagrams, maps, and renderings will be utilized as prominent elements in the plan.
- **Document Production and Digital File Delivery.** The document will be designed in an 8.5" x 11", double-sided book format and will be produced in Adobe InDesign, similar to the example plans provided in this proposal, and exported to a PDF. The Team will deliver original, editable graphic and text files to the Client Group for future editing and updates.
- **Process Appendix.** The Team will produce a separate appendix of all process oriented materials including meeting minutes, benchmark research, etc.

5.02: Final Guidelines Presentation. Present final draft of updated Commercial Design Guidelines to key stakeholders and City staff for approval.

Task 5 Deliverables

- Final Commercial Design Guidelines document.

ASSUMPTIONS OF THE TEAM:

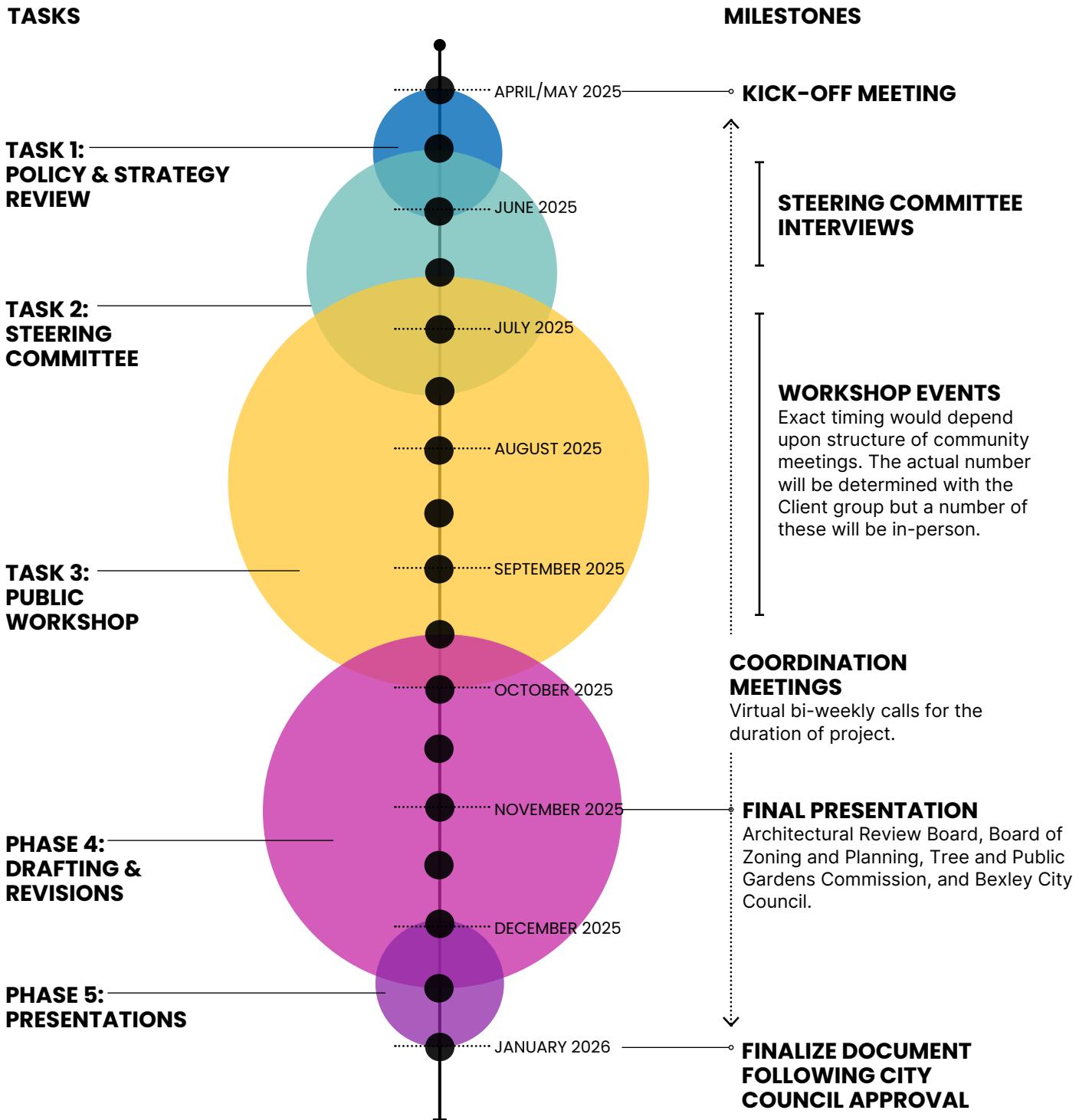
- The Team will be prepared to have work sessions and project updates at minimum, bi-weekly with staff.
- The Team will attend all meetings as needed and required and will prepare meeting summaries for staff, including a monthly progress report as requested.
- The Team will prepare presentation materials in suitable formats for all public meetings.
- The Team will take the lead on facilitating all public meetings.
- The Team will respond in a timely manner to any and all questions from the public and staff.
- The Team will serve as a liaison between the City and community stakeholders.
- The Team will brief leadership on plan recommendations, as requested.
- The Team will provide all tools for data collection including but not limited to questionnaires, surveys, etc.

ASSUMPTIONS OF THE CLIENT GROUP:

- This approach will be converted to a detailed scope of work finalized in collaboration with the Client Group that will address coordination among the City of Bexley staff.
- Client Group will assist in obtaining any documents and data.
- Client Group will act as a liaison with the appropriate legislative bodies.
- Client Group will coordinate document review and supply edits or approvals in a timely manner.
- Client Group will assist with securing locations for meetings, events, and workshops.
- Client Group will assist in marketing public workshops to the public through community channels and other local opportunities.

PROPOSED PROJECT SCHEDULE

Designing Local anticipates that this project will require approximately nine (9) months to complete. This will include two (2) public workshops, five (5) steering committee meetings, and bi-weekly Project Management team meetings. The process shown below is preliminary and we anticipate refinement of the schedule with input from the Client Group. Billing will be performed on monthly intervals.



4

PROJECT COST



FEE PROPOSAL

The following task and fee worksheet is based on the preceding project scope of work. The Team anticipates refinement of the scope of work, and subsequently, the task and fee worksheet. Billing will be performed on monthly intervals and includes travel, labor, expenses, two (2) public workshops, and five (5) Steering Committee meetings.

ITEM	DESCRIPTION	Fee
BASE SCOPE OF WORK		
TASK 1	POLICY & STRATEGY REVIEW	\$25,000
TASK 2	STEERING COMMITTEE	\$10,000
TASK 3	PUBLIC WORKSHOP	\$10,000
TASK 4	DRAFTING & REVISIONS	\$25,000
TASK 5	PRESENTATIONS	\$10,000
BASE SCOPE OF WORK TOTAL (NOT TO EXCEED)		\$80,000