

REQUEST FOR PROPOSALS

CITY OF BEXLEY, OHIO COMMERCIAL DESIGN GUIDELINES

April 9, 2025



MKSK



April 9, 2025

MKSK

City of Bexley
Megan Meyer, Director of Administration and Development
2242 E. Main Street
Bexley, Ohio 43209

RE: Request for Proposals for City of Bexley Commercial Design Guidelines

Dear Ms. Meyer,

MKSK is honored to submit our proposal for the City of Bexley Commercial Design Guidelines project. We understand how important this effort is to Bexley. As a land-locked city, the success of the commercial base is essential to maintain the quality services and support the City of Bexley provides to its community. Furthermore, as a city of choice with a passion for a walkable, high-quality, family-friendly environment, attention to the primary corridors of East Main Street, North Cassady Avenue, and East Livingston Avenue is vital.

While it has been over a decade, I served as planning advisor to the City of Bexley from 2000 until 2011 with Mayor Madison, Service Director Dorothy Pritchard, and Planning Director Kathy Fox. Together with my firm (then known as MSi) and in partnership with the city, I led the creation of the Southwest Bexley Master Plan from 2001-2002, and then the original Main Street Design Guidelines from 2002-2003. In addition, my firm worked on many projects including the Landscape Master Plan and follow-on projects, Bexley gateways, and Main Street median. I am aware of the early 2000's history of the city and its development, having written many staff reports and staffed the Main Street Development Commission.

Over the past decade-and-a-half, my friend and former colleague, Jason Sudy, took over the planning advisor role. Because of Jason's depth and breadth of experience working with the city, we have included him as a subconsultant on our team. We believe that doing so will facilitate the speed of understanding and success of our work on this project and allow him to devote more resources to it. We view Jason as a member of the City team and understand, however, if the city would rather not include him under this proposal. If selected, we will follow your direction as to the best approach – as part of our team, or solely as a representative of the city.

As a full-service planning, landscape architecture, and urban design firm, MKSK regularly partners with communities to develop design guidelines, design standards, development standards, and zoning to help cities achieve their vision. Within Central Ohio, this includes decades of work in New Albany, framework and design standards in Dublin Bridge Park, vision and design standards for Carmenton at Ohio State University, and work in Cincinnati (Uptown), Cleveland (Downtown Gateway), Louisville (Clarksville), and Indianapolis (Monroe) metro areas, to name a few. These projects, and many others, include streetscape, corridor, and public realm work which is a staple of MKSK's practice. We have won many awards for our work across Central Ohio and the nation, and we are delighted to bring that expertise back to Bexley.

We understand that the importance of these guidelines toward enhancing and maintaining the vitality of the City's commercial areas. We are excited to partner with the City Team and Steering Committee, implementing a well-organized public engagement process, to create contextually appropriate guidelines that align with Bexley's long-term vision and goals. We are committed to developing a reader-friendly and highly illustrative Commercial Design Guidelines document that will establish standards for future redevelopment here.

Respectfully submitted,
MKSK, Inc.



Chris Hermann, FAICP, Principal in Charge
614.563.4104; chermann@mkskstudios.com



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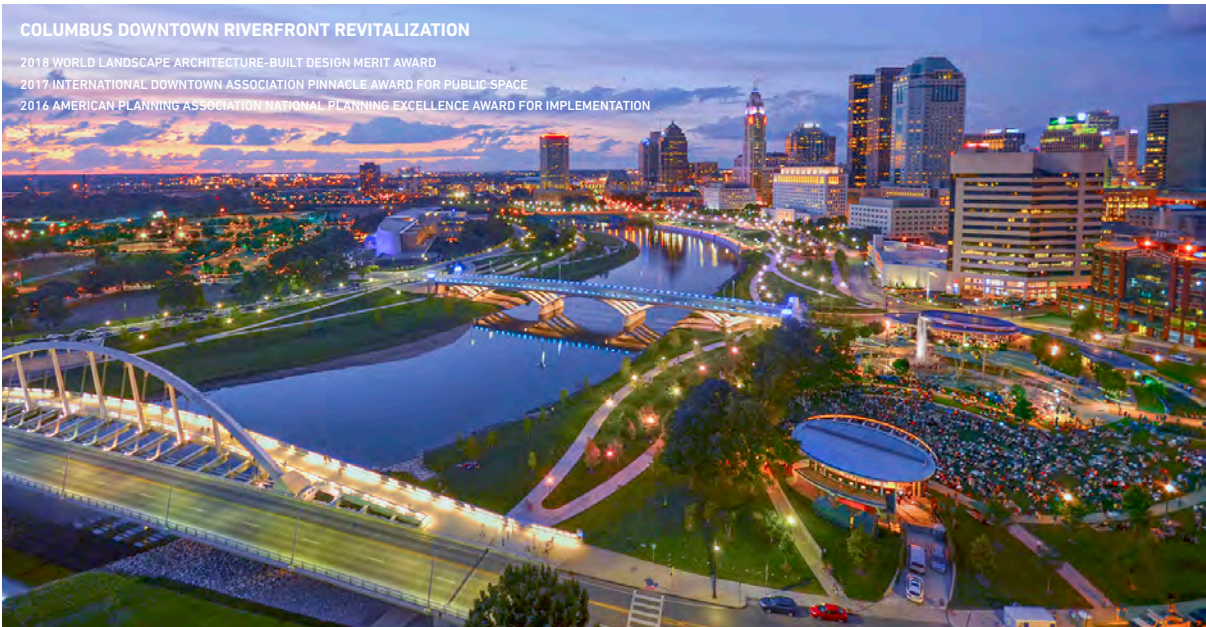
	LETTER OF INTEREST
1	QUALIFICATIONS
2	WORK PLAN
3	PROJECT COST

**TOGETHER WE PLAN &
DESIGN A WORLD IN WHICH
WE ALL WANT TO LIVE.**



Short North Streetscape Improvements, Columbus, Ohio

FIRM OVERVIEW



Together we plan and design a world in which we all want to live.

MKSK is a collective of Planners, Urban Designers, and Landscape Architects, founded in 1990, who are passionate about the interaction between people and place. We are an employee-owned practice with a network of twelve metropolitan studios in Ohio, Illinois, Indiana, Kentucky, New York, South Carolina, Georgia, Florida, and the District of Columbia. MKSK works to solve the pressing issues in our cities and communities, and build places where people want to live. We work with communities and clients to reimagine, plan, and design dynamic environments for the betterment of all. MKSK approaches planning and design with a clear understanding that each place is unique and has economic, social, environmental, historical, and cultural influences which should be explored through thoughtful, context sensitive design. We help communities and our clients meet the challenges of changing global conditions through the MKSK LAB for Climate and Biodiversity Resilience.

We shape place to improve lives, and we share our transformational stories and the power of strong planning and design to inspire ourselves, our peers, and the world to work together for the common good. Together we plan and design a world in which we all want to live.

COLUMBUS	614.621.2796
ATLANTA	404.500.8575
CHICAGO	312.809.9707
CINCINNATI	513.818.3842
CLEVELAND	216.423.6150
GREENVILLE	864.626.5715
INDIANAPOLIS	317.423.9600
LAFAYETTE	765.250.9209
LOUISVILLE	502.694.1416
ORLANDO	407.871.9607
ROCHESTER	614.621.2796
WASHINGTON DC	202.543.6550



Our land planners understand the numerous factors that must be considered to create a robust and successful plan including assessments of existing conditions, environment, infrastructure, transportation systems, parking, demographics, market, trends, development economics, fiscal implications, community character, cultural and historic structures, the built environment, and the public realm. We understand the relationships between the many various types of land uses and their impacts on infrastructure, watersheds, and municipal services and funding.

There are three elements that are consistent in our firm's approach:

- A focus on high-quality planning and design;
- An inclusive, communication-based approach for coordination of stakeholder interests into a common goal;
- A strategic approach to implementation that is grounded in reality but innovative in its solutions.

These elements have directly led to renewed investment and improved quality-of-life in the places in which we have worked.

Because of our work with the development community, we also have a robust understanding of the types, yields, needs, and site layout of the myriad land developments of private developers. This ranges from conservation developments, subdivisions to multifamily developments, retail stores to town centers, corporate offices to industrial development, and true mixed-use urban centers. We also understand their infrastructure, parking, support, amenity, and park needs. MKSK also specializes in planning for the public realm, including regional parks, playgrounds, signature spaces, plazas, civic building spaces, streetscapes, gateways, riverfronts, etc.

Our goal in all of our land planning efforts is to identify catalytic projects that will attract investment, support the community, and greatly improve the quality of life. Because of the success of our land use plans, many of our clients continue to use our services to meet their needs.

SERVICES & EXPERTISE

1. Due Diligence

- a. Site conditions (soils, topo, wetlands, vegetation) (images of site analysis drawings)
- b. Community analysis & context (regional context diagrams)
- c. Utility/storm water (mandates, availability, condition, capacity)
- d. Transportation/access (transportation diagrams, public transit route)
- e. Entitlements (zoning, annexations, area plan impacts, agency coordination)

2. Market Position

- a. Demographic
- b. Psychographics
- c. Public/private proforma
- d. Partnering with experts

3. Development Scenarios

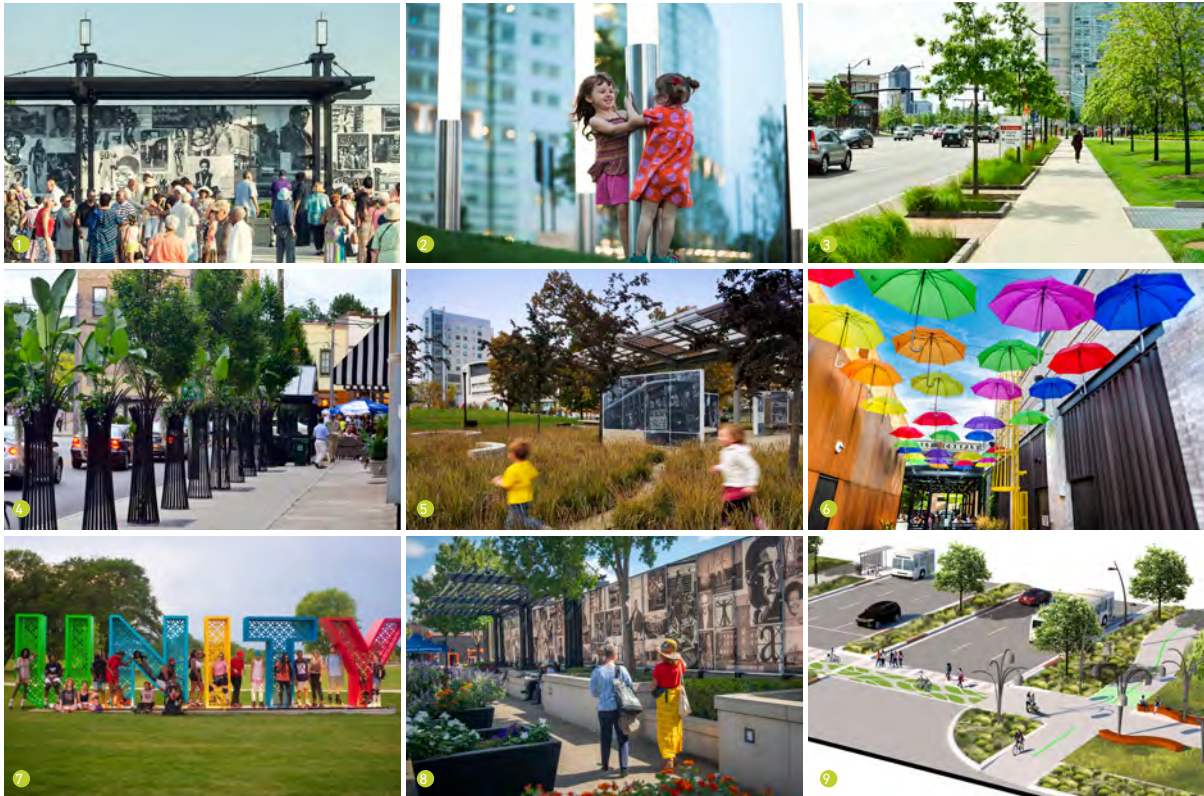
- a. Capacity studies (site plan studies)
- b. Land use diagrams (with development data)
- c. Site planning (free-hand plan, rendered site plan)
- d. Massing & modeling (3D model)

4. Public Spaces

- a. Streets (cross-section diagrams, plan-view streetscape)
- b. Open spaces/parks
- c. Trails (image)

5. Visualization

- a. Graphic presentations
- b. Best practices (collection of development solutions)
- c. Compendiums



- 1 Long Street Bridge & Cultural Wall, Columbus, OH
- 2 Nationwide Childrens District Landmarks, Columbus, OH
- 3 Livingston & Parsons Avenue Streetscape, Columbus, OH
- 4 Downtown Columbus Public Realm Enhancements, Columbus, OH
- 5 Livingston Park Cultural Panels, Columbus, OH

- 6 Easton Urban Art & Placemaking Plan, Columbus, OH
- 7 Unity Park Wayfinding & Signage, Greenville, SC
- 8 Long Street Bridge & Cultural Wall, Columbus, OH
- 9 Alpharetta North Point Creative Placemaking Plan, Alpharetta, GA

We work with municipalities, non-profit, cultural and institutional clients to help our communities become vibrant places of destination. MKSK leads a creative planning and design process that provides vibrant spaces while accommodating a variety of community and civic uses. MKSK understands that properly programmed, planned and designed urban spaces can be the catalyst for economic investment and redevelopment. Increased access to a downtown and riverfront, entertainment and cultural institutions, streetscape enhancements and pedestrian connections to connect multiple areas or districts, or revenue-generating community and event facilities that create a local and regional draw—these are the ‘spaces’ MKSK designs. With over 70 regional and national design awards we have been recognized by our peers as a leader in our respective fields. More importantly, MKSK is proud of projects that have truly transformed the communities in which we work.

MKSK seeks to go beyond “beautiful” to arrive at solutions that provide meaningful sustainable results. Projects that are environmentally, socially and economically sustainable. MKSK projects have become centerpieces and identifying parts of the communities in which they are located – generating civic pride, economic success, and overall enjoyment – making our communities stronger, prominent places to live, work and visit. MKSK also has extensive experience qualifying, managing, and integrating artists’ work into projects, from pocket parks and gateways to streetscapes and the public realm. Depending upon the scope and nature of the project, members have worked with graphic designers, sculptors, artists, and in-house designers to integrate art, graphics, and sculpture into the public spaces they plan and design.

COMMUNITY OUTREACH & PUBLIC ENGAGEMENT

MKSK



- 1 Greenville Unity Park Community Event, Greenville, SC
- 2 Scioto Greenways Visioning, Columbus, OH
- 3 Downtown Akron Strategic Plan Charrette, Akron, OH

- 4 Kenmore Neighborhood Community Event, Akron, OH
- 5 'Jane's Walk' Neighborhood Walking Tour, Akron, OH
- 6 Gordon Square Arts District Open House, Cleveland, OH

Community involvement and engagement is a fundamental part of our urban planning and design approach. The success of the public engagement process is a critical step in building understanding, support, and ownership of focus areas that will ultimately lead to effective implementation across time.

Our team views the early stages of a planning project as a time for learning and collaboration. It is here that we invite the public and stakeholders to share with us the issues and considerations important within a community. This knowledge, and the relationships built through this process, guides our planning efforts as we develop ideas and strategies to address project issues. The testing of those ideas, through further public engagement, ultimately provides us with a consensus-based direction. Our goal is to form a shared and "living" vision. To reach this goal, we cast a wide net, which often includes residents, business interests, development community members, key stakeholders, elected officials, and public agencies. Opportunities to engage the public can be in the form of traditional open houses, forums, or focus group sessions, or online through web-based meetings, surveys, and via social media platforms.

Our public participation toolbox blends traditional methods with fresh approaches adapted to hands-on engagement together with 24-hour community information and dialogue on web-based platforms. Every project and community is unique, so for each we refine an engagement tool kit in close consultation with the Working Group. The more traditional public participation and engagement opportunities incorporated in this process include stakeholder interviews, walking tours, and public meeting visioning workshops. Additional opportunities include:

- Interactive meetings & exhibits
- Pop-up displays
- Dedicated website & social media platforms
- Community mapping - geo locate ideas
- Tactical urbanism
- Youth activities
- DIY Meetings-in-a-Box
- Study area storefront displays and office hours
- Street stalls and kiosks at existing events
- Study area walking/bike tours
- Stakeholder and focus group meetings
- Public workshops and presentations
- Charrettes and visioning

Ohio Offices

- | | | | |
|--|--|--|--|
| <p>📍 Columbus
580 North Fourth St,
Suite 610
Columbus, OH 43215</p> | <p>📍 Akron
388 South Main St,
Suite 301
Akron, OH 44311</p> | <p>📍 Cleveland
6001 Euclid Ave,
Suite 130
Cleveland, OH 44103</p> | <p>📍 Toledo Area
3290 Levis
Commons Blvd
Perrysburg, OH 43551</p> |
|--|--|--|--|



WHO WE ARE

OHM Advisors is the *Community Advancement* firm, designing award-winning work across the **planning, engineering and architecture** spheres, since 1962. Our Columbus location is the largest office in the state and embodies the holistic mindset of the firm – uniting engineers, landscape architects, urban designers, and planners working together to create great places for all people.

Form of organization: Corporation.

WHAT WE DO

The *Bexley Community Design Guidelines* project is a needed update to support the successful implementation of mixed-use development over the past two decades. In the over 20 years since the previous Design Guidelines were adopted, the opportunities and economics of all three commercial corridors in Bexley has changed. Main Street is currently experiencing the single largest mixed-use project in Bexley history, while Cassady Avenue has new development interest and Livingston Avenue is soon to see an exciting streetscape project transform the corridor. In addition, the regulatory framework of the city has shifted, with many of the original guidelines having been transferred into the code, and a new zoning district adopted for the Livingston corridor.

As the *Community Advancement* firm with an extremely deep knowledge of the City of Bexley, OHM Advisors is perfectly suited to help guide this team in creating the next great planning tool for the city, and usher in the next two decades of positive change. We will support MKSK on this project through our extensive experience with the City of Bexley and the following services:

- Community Planning
- Urban Design
- Transportation Planning
- Community Engagement



JASON SUDY
Principal (PLACE)



jason.sudy@ohm-advisors.com



614.474.5121

FAST FACTS

A team of 750+ experts of diverse backgrounds

Multiple offices and presence throughout Ohio, Florida, Indiana, Kentucky, Michigan, Pennsylvania, and Tennessee

Experts in 10 collaborative disciplines

Advancing Communities since 1962

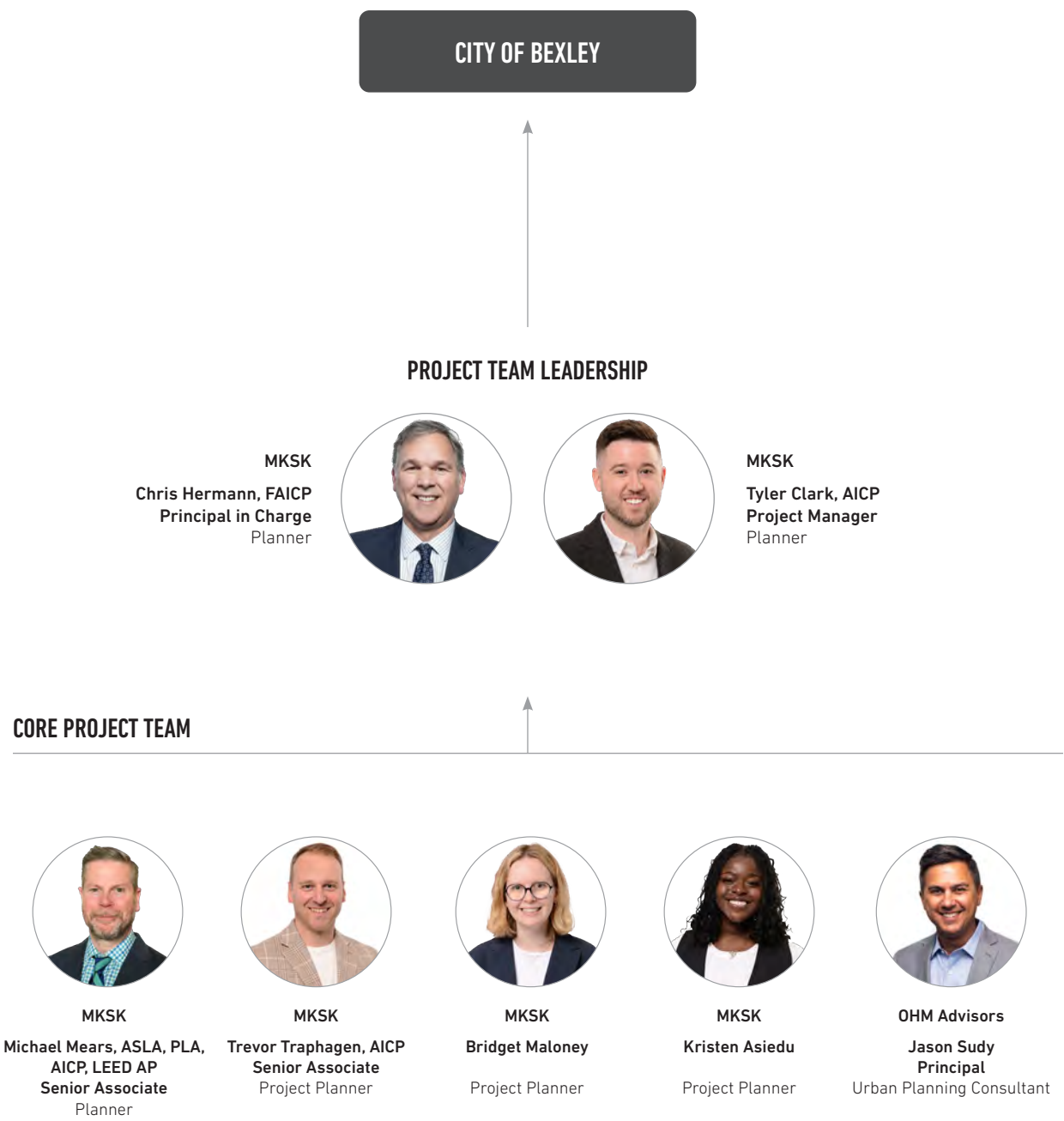
40% of our Ohio staff are women and/or minorities

63 YEARS OF
EXPERIENCE

25 OFFICE
LOCATIONS

750+ QUALIFIED
STAFF

PROJECT TEAM ORGANIZATION



CHRIS HERMANN, FAICP

Principal, Planner

MKSK

Chris is adept at helping communities create a unique, compelling vision and translating it into strategic steps that transform cities and spaces.

Chris is a certified planner with more than 32 years of city planning experience, including prior experience at the city, county, and regional government levels. He provides a broad range of project planning leadership experience, having managed projects involving regional planning policy, comprehensive plans, downtown plans, district and neighborhood planning, community revitalization/reinvestment, economic development, urban design, form-based codes, transportation and streetscape design, consensus-building, and public engagement and facilitation.

Project Experience

2003 Main Street Design Guidelines
Bexley, Ohio

Southwest Bexley Master Plan. 2002
Bexley, Ohio

2010 & 2022 Downtown Columbus Strategic Plan
Columbus, Ohio

2009 Over-the-Rhine Neighborhood Commercial Strategy
Cincinnati, Ohio

2012-2013 Bridge Street District Scioto River Corridor
Framework
Dublin, Ohio

2021 COTA East-West High Capacity Transit Corridor Plan
Columbus, Ohio

2013 New Albany Urban Center Code (Form Based Code)
New Albany, Ohio

2020 Unity Park Neighborhood District Code
Greenville, South Carolina

2022 Memphis Downtown Design Guidelines
Memphis, Tennessee

2006, 2012, 2020 New Albany Strategic Plan
New Albany, Ohio

Gordon Square Community Master Plan
Cleveland, Ohio

Education

The University of North Carolina at Chapel Hill,
Master of City and Regional Planning, 1992
Miami University,
Bachelor of Arts in Political Science, 1990

Certification

Certified Planner, American Planning Association

Professional Affiliations

College of Fellows, American Planning Association
American Institute of Certified Planners
Urban Land Institute

Boards & Commissions

Board Member, MKSK, 2019-present
Planning Advisor to the City of New Albany, 2011-present
ULI Transportation Advisory Committee
The Ohio State University Knowlton CRP Advisory
Committee
Transit Columbus, Board Member, 2010-2020
Worthington Planning Commission, 2007-2013
Worthington Architectural Review Board, 2007-2013
Planning Advisor for the City of Bexley, 2000-2011



TYLER CLARK, AICP

Associate Principal, Urban Designer, Project Manager

MKSK

Tyler approaches the planning process with a holistic and analytical lens, collaborating with public and private partners to envision vibrant, inclusive districts, neighborhoods, and public spaces grounded in implementable strategies.

With over a decade of experience in mixed-use district visioning, campus planning, public realm strategies, and Transit-Oriented Development, Tyler combines leadership and visual communication expertise to translate complex ideas into compelling, community-centered plans.

Project Experience

The Ohio State University Framework Plan 2.0 & 3.0
Columbus, Ohio

OSU Carmentown Design Guidelines
Columbus, Ohio

Tulsa Arena District Master Plan
Tulsa, Oklahoma

Columbus State Community College 2022 Capital Plan
Columbus, Ohio

2022 Downtown Columbus Strategic Plan
Columbus, Ohio

15th & High Urban Framework Plan
Columbus, Ohio

New Albany Intel Design Guidelines
New Albany, Ohio

Cleveland Gateway District Framework Plan
Cleveland, Ohio

COTA East-West Corridor - West Broad & East Main
Columbus, Ohio

Akron TOD Feasibility Study
Akron, Ohio

Oklahoma State University Medical Center Master Plan
Tulsa, Oklahoma

Education

Ball State University,
Master of Urban Design, 2012
Ball State University,
Bachelor of Urban Planning & Development, 2010

Certification

Certified Planner, American Planning Association

Professional Affiliations

American Institute of Certified Planners
American Planning Association, Ohio Chapter
Urban Land Institute, Associate Member
ULI Health Leaders Network, Cohort 8 (2025) Member



MICHAEL MEARS, ASLA, PLA, AICP, LEED AP

Senior Associate, Planner

MKSK

Michael believes equitable planning and engagement strategies are vital in developing plans where all perspectives are heard, and the needs of all residents are met.

Michael focuses on developing community driven plans that reflect the distinctive character and opportunities of each location. He has guided and collaborated on regional plans, comprehensive plans, park plans, trails, streetscape, and urban design projects. Pairing his experience in planning and public engagement with a background in Landscape Architecture allows Michael to craft policy and design recommendations that deliver results and strengthen communities.

Project Experience

OSU Carmentown Design Guidelines
Columbus, Ohio

Cuyahoga Riverfront Master Plan
Cleveland, Ohio

Delaware Downtown Riverfront Master Plan
Delaware, Ohio

OSU Campus Innovation District
Columbus, Ohio

Dublin Signature Trail Study
Dublin, Ohio

Olentangy Multi-Use Trail Study
Delaware, Ohio

Shaker Heights Parks & Recreation Strategic Plan
Shaker Heights, Ohio

Canton Parks Priority Improvement Plan
Canton, Ohio

Hart Crane Park Master Plan
Cleveland, Ohio

Saint Xavier Campus Master Plan
Cincinnati, Ohio

Saint Vincent Saint Mary Campus Master Plan
Akron, Ohio

Education

University of Massachusetts,
Bachelor of Science in Landscape Architecture, 2002
Cleveland State University,
Masters Degree in Urban Planning, Design, and
Development, 2015

Registration

Certified Planner, American Planning Association
Registered Landscape Architect, Ohio
LEED Accredited Professional

Professional Affiliations

American Planning Association
American Society of Landscape Architects
ULI Regional Product Council



TREVOR TRAPHAGEN, AICP

Senior Associate, Planner

MKSK

Trevor leverages his public and private sector experience with his aptitude in urban design to produce actionable plans to create vibrant places that enhance communities.

Trevor utilizes his experience in the public sector to relay complex planning issues to the public in easy-to-understand terms using verbal, written, and graphic communication methods. Understanding the best plans reflect and relay the desires of the public, he advocates for community engagement to reveal common ground and identify areas for improvement that benefit all residents of the communities in which he works. Trevor capitalizes on opportunities for community education through the planning process, yielding more engaged citizens and plans that achieve the vision for the community. Trevor draws his inspiration from experiencing vibrant places and implementing plans and regulations throughout his career.

Education

Ball State University,
Master of Urban Design, 2012
Bachelor of Urban Planning & Development, 2011

Registration

Certified Planner, American Planning Association

Professional Affiliations

American Planning Association, Ohio Chapter
Congress for the New Urbanism
Urban Land Institute

Project Experience

COTA - West Broad Corridor TOD Concepts - 60% Design
Columbus, Ohio

COTA - LinkUS Downtown Convergence
Columbus, Ohio

COTA - W. Broad & E. Main TOD Concepts - 30% Design
Columbus, Ohio

One Connected Community Helena Comprehensive Plan
Helena, Alabama

Madison County Comprehensive Plan Update
Madison County, Ohio

Steelton Village Master Plan
Columbus, Ohio

Downtown Akron Main Street Visualizations
Akron, Ohio

Experience Prior to MKSK:
Titusville Tomorrow - 2040 Comprehensive Plan
Titusville, Florida

Land Development Regulations Reorganization
Titusville, Florida



BRIDGET MALONEY

Designer

MKSK

Bridget is passionate about creating resilient, sustainable, and equitable spaces. She values the importance of storytelling, communication, and collaboration throughout the design process.

Bridget plans and designs vibrant and meaningful spaces that reflect each unique community's values. She believes equitable community engagement processes are instrumental in developing a design and planning narrative. Through her past project experience, she has gained strong site analysis, design development, visualization and rendering, and diagramming skills. Bridget effectively uses high quality graphics to document and visually communicate existing conditions and exciting possibilities to future users. Her work is regularly featured in project highlights and project press coverage.

Project Experience

Akron Downtown Vision and Redevelopment Plan
Akron, Ohio

Downtown Columbus Strategic Plan
Columbus, Ohio

Toledo Downtown Master Plan
Toledo, Ohio

COTA Linkus West Broad Street TOD Context Sensitive
Columbus, Ohio

Columbus State Community College Capital Plan
Columbus, Ohio

The Ohio State University Framework 3.0
Columbus, Ohio

University of Mount Union Planning
Alliance Ohio

Eastland Community Plan
Columbus, Ohio

Envision Henderson Corridor Plan
Upper Arlington, Ohio

Lancaster Stadium District Plan
Lancaster, Pennsylvania

Education

State University of New York, College of Environmental Science and Forestry, Bachelor of Landscape Architecture, with concentrations in Environmental Writing and Rhetoric, 2022

Professional Affiliations

Urban Land Institute (ULI), Associate Member



KRISTEN ASIEDU

Planner

MKSK

Kristen's commitment to designing inclusive and vibrant spaces aid in creating environments that enhance existing infrastructure.

Kristen advocates for planning efforts that thoroughly consider and engage all facets of a community. Aiming to infuse inclusivity into the field of planning Kristen creates plans that are accessible through written, graphic, and verbal communication strategies to effectively connect with residents, stakeholders, and the community at large. Inspired by the richness of diversity in the world, Kristen is dedicated to crafting plans that accurately represent the needs of a community, ensuring accessibility and consistency with community desires in the planning process.

Project Experience

Eastland Community Plan
Columbus, Ohio

Verona Comprehensive Plan
Verona, Wisconsin

Lexington Downtown Master Plan
Lexington, Kentucky

Kettering Comprehensive Plan
Kettering, Ohio

Dearborn Midtown District Plan
Dearborn, Michigan

Johnstown Design Guidelines
Johnstown, Ohio

Finding Home: Central Ohio Housing Document
Columbus, Ohio

Hilton Head Island Conditions Assessment
Hilton Head Island, South Carolina

Jerome Township Comprehensive Plan
Jerome Township, Ohio

Johnstown Comprehensive Plan
Johnstown, Ohio

Education

The Ohio State University,
Bachelor of Science, City and Regional Planning, 2023
Bachelor of Arts, Political Science, 2023

Professional Affiliations

American Planning Association, Member
American Planning Association, Ohio Chapter
Columbus Urban League of Young Professionals



Jason Sudy

PRINCIPAL (PLACE)



Education

- Master of City and Regional Planning, The Ohio State University, 1997
- Bachelor of Arts in Political Science, Case Western Reserve University, 1992

Experience

With OHM since 2016
19 years prior experience

Professional Affiliation(s)

- American Planning Association
- Italian Village Commission, Chair, 2004-present
- The Ohio State University Knowlton School of Architecture, Auxiliary Faculty, 2005-2017

Background

Jason is an urban planning and transportation consultant with 28 years of experience in the public and private sectors. He has a focused interest on the relationship between mobility and land use, and the resulting impacts on our built environment. Jason frequently speaks at local and national conferences on the influence of emerging mobility technology on cities, and as a champion for positive change in evolving communities across the country. In addition to serving as the project lead for dozens of urban, community, corridor, land use and transportation planning projects, Jason has experience providing strategic planning, organizational and public facilitation for clients throughout the U.S. and Europe.

Select Relevant Experience

Ongoing Planning Services, City of Bexley, OH

Principal/Project Manager; Jason serves as the contracted city planner for the City of Bexley. Jason has been closely involved in a number of recent special planning projects in Bexley, working with the Mayor and the Director of Administration and Development. These include the Land Use Strategy Update, the East Main BRT review, and the Livingston Avenue Streetscape implementation. Jason also works hand-in-hand with the Director of Building and Planning, collaborating on the application review process for the boards and commissions. Jason regularly meets with applicants, administers the Design Guidelines and Zoning Code, and represents the city at Board of Zoning and Planning meetings and at other commissions.

Jeffrey Park Master Plan, City of Bexley, OH

Principal; OHM's PLACE team assisted the City of Bexley with a master plan for their historic flagship park. The space is an important gathering place with significant roots for the community. The large, 40-acre space has a substantial woodland with many species important to the Bexley arboretum, the historic Jeffrey mansion used for community events and rentals, creek-side walkways and views, open lawns, sport courts, playgrounds, the City pool, and spaces for the popular kids' summer camp program. Jason helped guide the framework of the plan and coordinated the OHM team effort to imagine impactful key improvements that maintained the well-loved character of the park.

New Albany Traffic Calming Guidebook, City of New Albany, OH

Principal/Project Manager; Jason led the OHM team in creating a toolkit of context-sensitive traffic calming typologies for the City of New Albany. The guidebook provided a set of intervention options that can be combined into an effective remedy for remediation, depending on the location and type of roadway impacted, and suggested specific approaches for the previously evaluated target sites. This guidebook also provided a framework for future site reviews so that the city can continue working on prioritizing intersections and corridors for context-appropriate traffic calming.

West Franklinton Economic Development Implementation, City of Columbus, OH*

Principal/Project Manager; Jason led the creation of design guidelines and streetscape standards in the Gateway District of the West Franklinton neighborhood for the City of Columbus. The Gateway area will serve as a catalyst for Transit Oriented Development, including new neighborhood workplaces, amenities and residential, creating lasting urban design while building on city policies for affordable housing and mixed-use development. The resulting documents are being used as part of the development and zoning review process, built on earlier efforts in establishing guiding land use policy for the district and the overall area.

**Performed prior to
OHM Advisors*

BEXLEY MAIN STREET DESIGN GUIDELINES

Bexley, Ohio

MKSK



Smart planning and design standards spur private development in a first ring suburb

The Bexley Main Street (USR 40/National Road) design guidelines create a benchmark for the redevelopment of an urban, mixed-use corridor in this first-ring suburb of Columbus. The document allows for greater density and a greater mix of uses, while establishing the correct form to create a vibrant, walkable, and revitalized street that is the heart of Bexley.

The guidelines, combined with city incentives, encouraged a flurry of private reinvestment and redevelopment of numerous sites. The guidelines address the physical components of the site, street, and buildings, including pedestrian zones, building setbacks and massing, parking and circulation, landscaping and screening, as well as architectural style. The guidelines allow for taller buildings while requiring them to be built up to the sidewalk with

parking behind the building. Large sections of Main Street have been redeveloped in this manner through private investment.

The initial planning process involved a steering committee and the public. Based on those results, urban design guidelines and standards were created that satisfied public and property owner concerns, documented development opportunities along Main Street, and allowed for a higher density, pedestrian-oriented development. The outcome is a substantially more active and vibrant street and entire sections of the one-mile Main Street corridor which have been privately redeveloped.

Outcomes:

- \$100 Million of private investment
- Every dollar spent by the City has returned \$141 of private construction spending and \$3.91 of net tax revenue

CLIENT
CONTACT
PHONE
EMAIL
YEAR

City of Bexley, Ohio
Kathy Rose, Building & Zoning Admin.
614.235.8694
kmrose@bexley.org
2002

BEXLEY MAIN STREET DESIGN GUIDELINES

Bexley, Ohio

MKSK



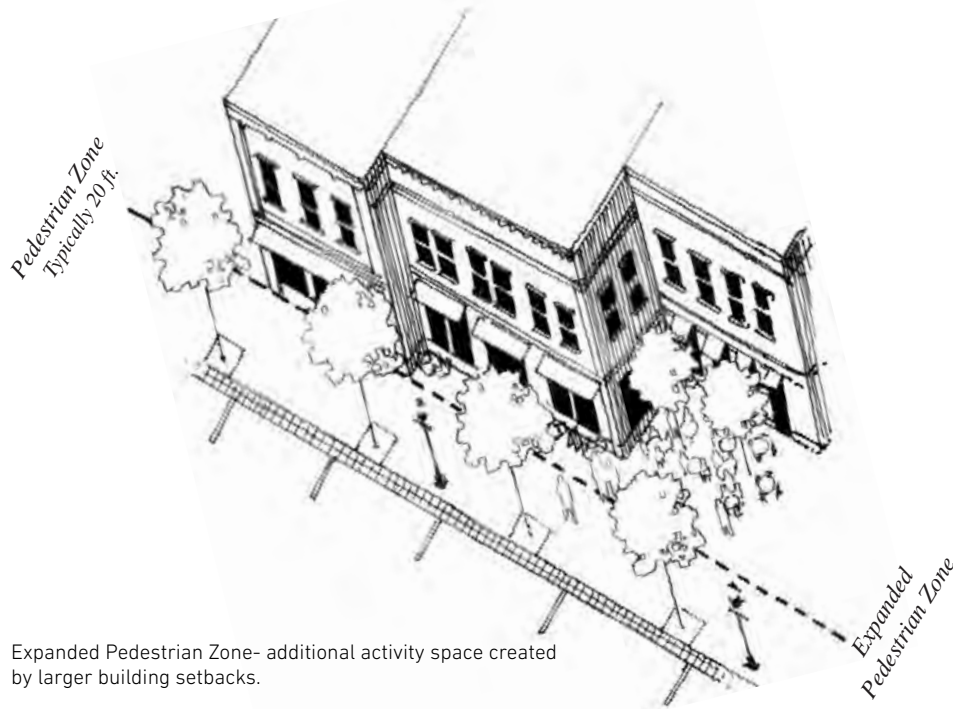
CLIENT
CONTACT
PHONE
EMAIL
YEAR

City of Bexley, Ohio
Kathy Rose, Building & Zoning Admin.
614.235.8694
kmrose@bexley.org
2002

BEXLEY MAIN STREET DESIGN GUIDELINES

Bexley, Ohio

MKSK



Typical Pedestrian Zone- consisting of private amenity zone, minimum 7- foot sidewalk, 6-foot amenity zone, and 2- foot curb walk.

CLIENT
CONTACT
PHONE
EMAIL
YEAR

City of Bexley, Ohio
Kathy Rose, Building & Zoning Admin.
614.235.8694
kmrose@bexley.org
2002

SOUTHWEST BEXLEY MASTER PLAN

Bexley, Ohio

MKSK



Setting the stage for private investment and redevelopment in a 'desirable' college community

The City of Bexley, in conjunction with Capital University and Trinity Lutheran Seminary, initiated a planning study as a result of the increased development pressure spurred by the success of the institutions, the undeveloped land along Alum Creek, and requests for higher residential densities for renovations and new developments. The Southwest Bexley Master Plan resolves growth conflicts between the city, Capital University, and the surrounding neighborhood. It also addresses redevelopment on the Main Street and Livingston Avenue corridors, with recommendations including an increased density on Main Street and guidelines for improving urban fabric and boosting the financial position of the city.

To address Bexley's growth trend, the plan facilitates an expansion approach for both Capital and Trinity Lutheran, including a new residence hall and additional academic buildings for Capital University. The master plan also establishes a scenario to maximize commercial development potential on Main Street, which has led to \$100 million in private investments. MKSK was responsible for planning, urban design, and development guidelines.

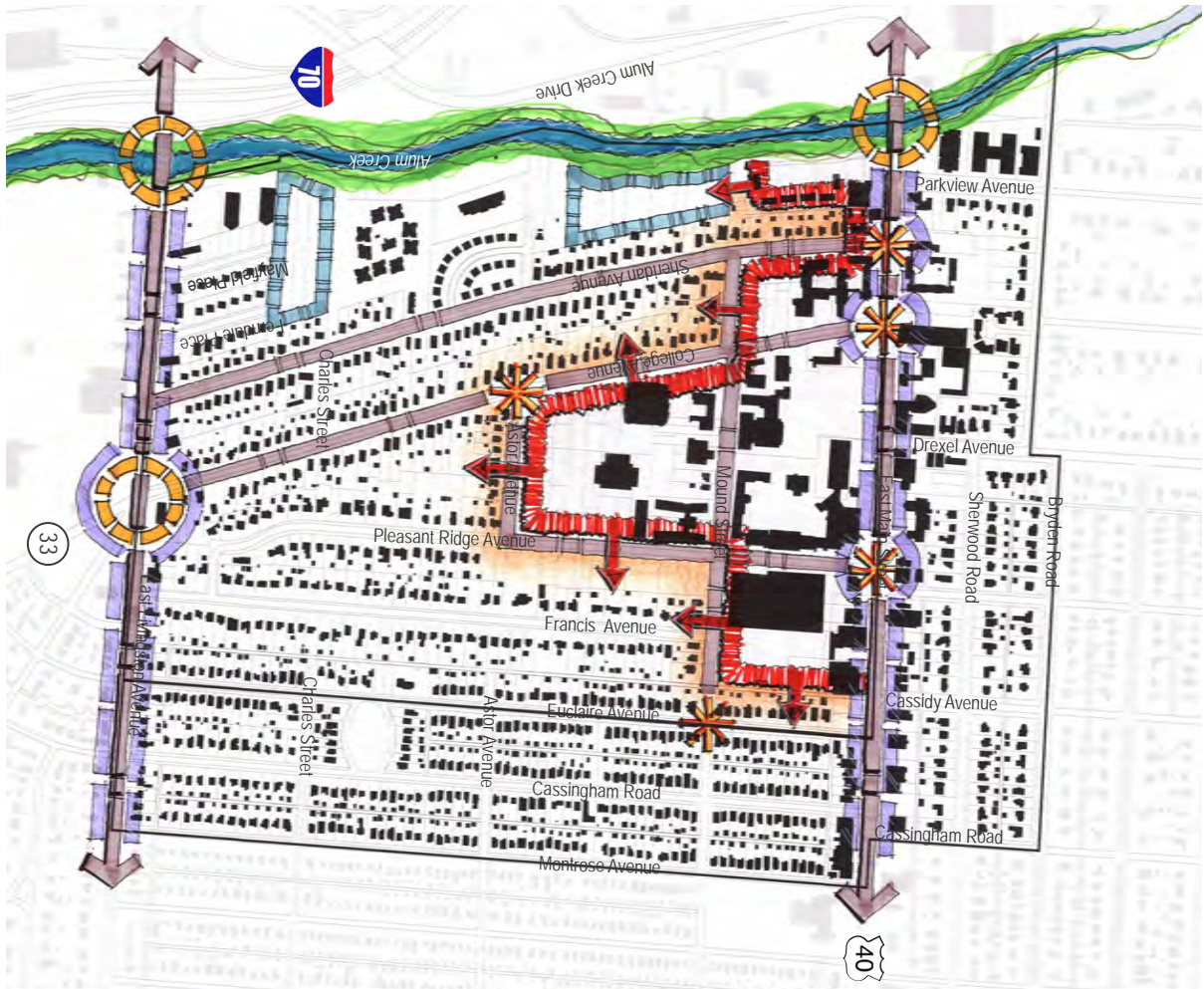
CLIENT
CONTACT
PHONE
EMAIL
YEAR

City of Bexley
Kathy Rose
614.235.8694
kmrose@bexley.org
2002

SOUTHWEST BEXLEY MASTER PLAN

Bexley, Ohio

MKSK



CLIENT
CONTACT
PHONE
EMAIL
YEAR

City of Bexley
Kathy Rose
614.235.8694
kmrose@bexley.org
2002

DOWNTOWN MEMPHIS DESIGN GUIDELINES

Memphis, Tennessee

MKSK



1. PLACE PEDESTRIANS FIRST

- 1A Design the Site to the Human Scale
- 1B Create an Engaging Street Experience
- 1C Appropriately Accommodate Vehicles

2. CREATE PLACES OF LASTING VALUE

- 2A Design Attractive Buildings
- 2B Use Materials of Lasting Quality

3. BE AUTHENTIC TO MEMPHIS

- 3A Densify with Context
- 3B Appropriately Treat Historic Buildings & Sites

Creating a more livable, workable, and playable Downtown Memphis

MKSK was engaged by the Downtown Memphis Commission (DMC) in 2022 to develop a set of design guidelines to establish a common language, dialogue, and direction for incorporating sound urban design principles for development projects incentivized by the DMC. These projects typically occur within the Central Business Improvement District (CBID) Boundary and the Parkways Boundary.

The purpose of these guidelines is to facilitate the development of a built environment that is more vibrant and inviting for people living, working, shopping, and visiting Downtown Memphis. This improved environment largely hinges on the experience of pedestrians and how buildings appear and interface with the street. Streets, buildings, and publicly accessible spaces that provide a quality experience for pedestrians are also almost always pleasant for bicyclists and drivers. Quality design and development that strengthens neighborhoods and creates inviting streetscapes are conducive and supportive for residents, businesses, and visitors.

The guidelines are organized by three principles:

- 1. Place Pedestrians First**
 - Design the Site to Human Scale
 - Create an Engaging Street Experience
 - Appropriately Accommodate Vehicles
- 2. Create Places of Lasting Value**
 - Design Attractive Buildings
 - Use Materials of Lasting Quality
 - Build Sustainably
- 3. Be Authentic to Memphis**
 - Densify with Context
 - Appropriately Treat Historic Buildings & Sites
 - Reflect Memphis History & Character

CLIENT
CONTACT
PHONE
EMAIL
YEAR

Downtown Memphis Commission
Chandell Ryan, President
901.575.0540
ryan@downtownmemphis.com
2024

DOWNTOWN MEMPHIS DESIGN GUIDELINES

Memphis, Tennessee

MKSK



CLIENT
CONTACT
PHONE
EMAIL
YEAR

Downtown Memphis Commission
Chandell Ryan, President
901.575.0540
ryan@downtownmemphis.com
2024

DOWNTOWN MEMPHIS DESIGN GUIDELINES

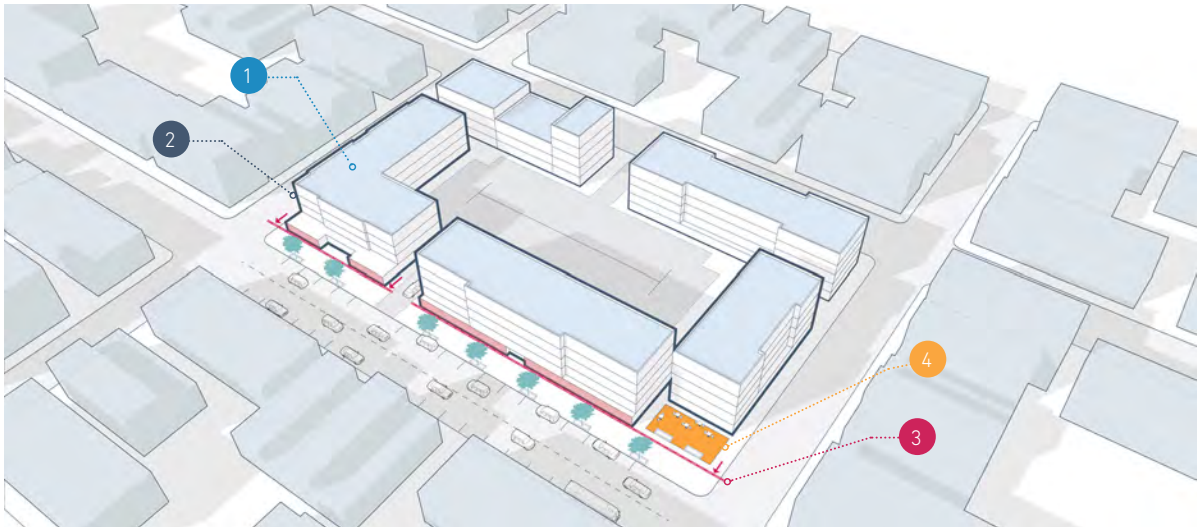
Memphis, Tennessee

MKSK

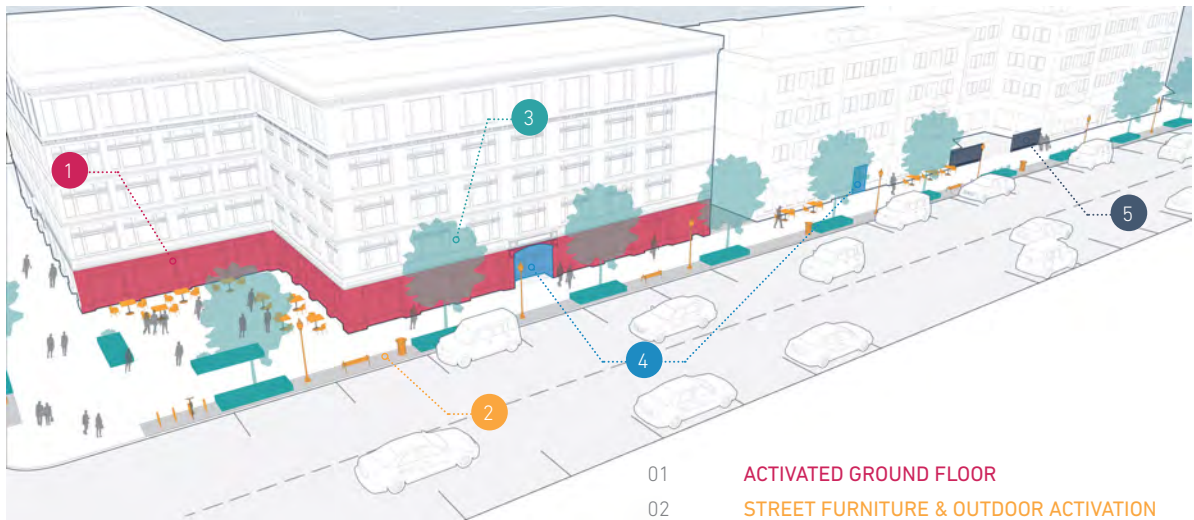
1. Place Pedestrians First

- Design the Site to Human Scale
- Create an Engaging Street Experience
- Appropriately Accommodate Vehicles

- 01 BLOCK PATTERN
- 02 BUILDING MASSING
- 03 BUILDING LINES/SETBACKS
- 04 PLAZAS & OPEN SPACE



1-A DESIGN THE SITE TO THE HUMAN SCALE



1-B CREATE AN ENGAGING STREET EXPERIENCE

- 01 ACTIVATED GROUND FLOOR
- 02 STREET FURNITURE & OUTDOOR ACTIVATION
- 03 LANDSCAPING
- 04 BUILDING ENTRY
- 05 WALLS & FENCES

CLIENT
CONTACT
PHONE
EMAIL
YEAR

Downtown Memphis Commission
Chandell Ryan, President
901.575.0540
ryan@downtownmemphis.com
2024

DOWNTOWN MEMPHIS DESIGN GUIDELINES

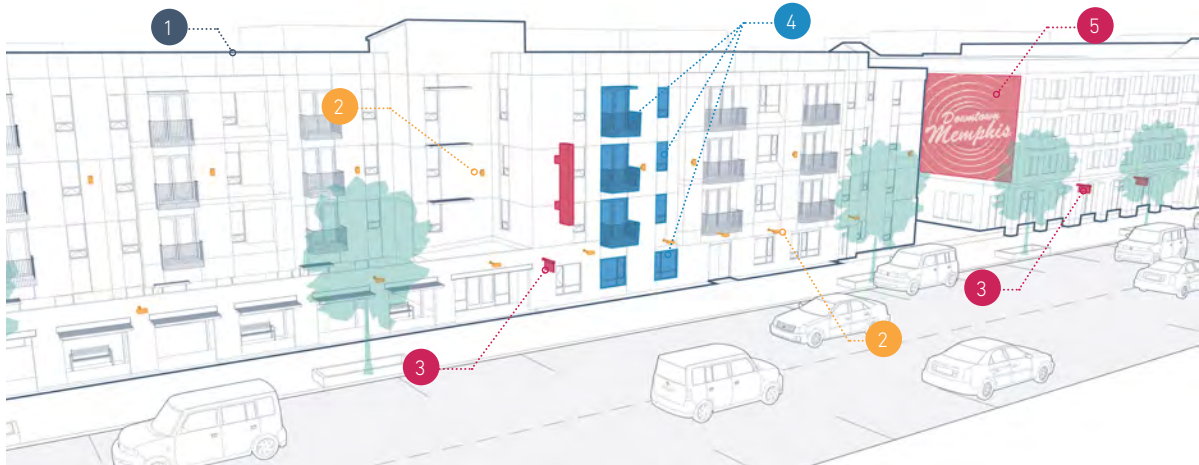
Memphis, Tennessee

MKSK

2. Create Places of Lasting Value

- Design Attractive Buildings
- Use Materials of Lasting Quality
- Build Sustainably

- 01 EXTERIOR BUILDING FORM
- 02 EXTERIOR LIGHTING
- 03 SIGNAGE
- 04 WINDOWS & BALCONIES
- 05 ART & MURALS

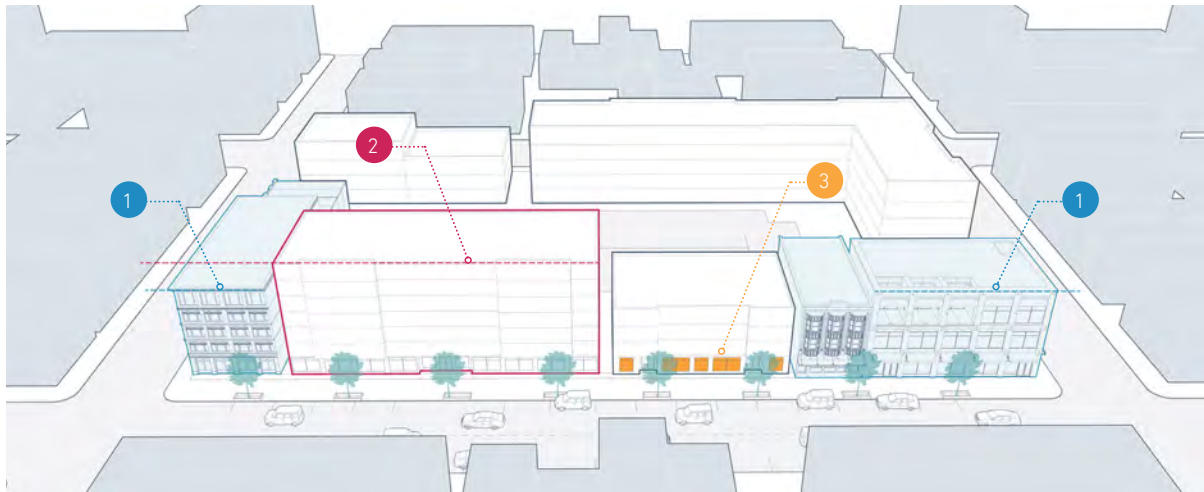


2-A DESIGN ATTRACTIVE BUILDINGS

3. Be Authentic to Memphis

- Density with Context
- Appropriately Treat Historic Buildings & Sites
- Reflect Memphis History & Character

- 01 RELATE TO THE NEIGHBORHOOD
- 02 INCREASE DENSITY RESPECTFULLY
- 03 CONTINUE HISTORIC PATTERNS ON THE GROUND FLOOR



3-A DENSIFY WITHIN CONTEXT

CLIENT
CONTACT
PHONE
EMAIL
YEAR

Downtown Memphis Commission
Chandell Ryan, President
901.575.0540
ryan@downtownmemphis.com
2024

NEW ALBANY URBAN CENTER CODE

New Albany, Ohio

MKSK



Using form and graphics to guide future development

New Albany has continued their tradition of forward-thinking planning with the implementation of central Ohio's first form-based code. Using the vision established by the Village Center Master Plan, the form-based code replaces the Village Center's existing zoning districts to create an integrated zoning tool. The new code emphasizes the massing and form of structures rather than the uses contained within and depicts the form standards through a series of building perspectives. Street typologies and standards were also established for the public rights-of-way and represented in sections and perspectives. The result is a highly graphic set of standards that is easily interpreted by developers, the public, and community commission members.

The code helps streamline the civic approval process by clearly establishing expectations at the forefront of development and allowing staff approval of complying projects. Stakeholder input was sought throughout the process so that the resulting code will help New Albany achieve the vision established in the Village Center Master Plan.

CLIENT
CONTACT
PHONE
EMAIL
YEAR

City of New Albany
Adrienne Joly, Director Admin. Services
614.939.2254
ajoly@newalbanyohio.org
2013

BRIDGE STREET DISTRICT SCIOTO RIVER CORRIDOR FRAMEWORK PLAN & IMPLEMENTATION

Dublin, Ohio

MKSK



Plan to guide future development of a city's core

The Bridge Street District Scioto River Corridor Framework Plan develops the urban design principles for an authentic, urban, mixed-use district in the heart of the city of Dublin. Through several years of strategic planning and community input, MKSK assisted the city in identifying, visualizing, and prioritizing the Scioto River and surrounding Historic District as the initial focal area for public investment within the 1,100 acre Bridge Street District. MKSK collaborated with the City to develop the Framework Plan which advanced a bold vision for future development of the area.

The Plan established roadway improvements along the River corridor that would support development of a new riverside park; accommodate traffic growth and regional travel patterns to the district; and connect vehicles, pedestrians, and bicyclists within the developing neighborhood. A new riverfront park and proposed river crossings including a pedestrian bridge would provide a unifying element between districts, a catalyst for private redevelopment, and a civic amenity for the community. Additionally, multiple private development and redevelopment opportunities on the east and west sides of the river were identified.

The Framework Plan identified initial catalytic projects for the transformation of the district and has served as a tool to guide the transition from planning concepts to the preliminary phase of design and engineering. MKSK was the prime consultant for preliminary design of Riverside Drive, Bridge Street Roundabout, Pedestrian Bridge, John Shields Parkway, Riverside Crossing Park, and an additional 1.5+ miles of roadway on either side of the River that includes public roadways within the proposed redevelopment district on the east side, and the historic district on the west side.

MKSK is now engaged as the Landscape Architect for several projects in design, under construction, or completed:

- Riverside Crossing Park & Pedestrian Bridge (2021)
- John Shields Parkway (2018)
- Bridge Street Roundabout (SR 161/Riverside Drive) (2017)
- Riverside Drive Relocation (2017)
- Streetscapes and open spaces as part of the new Bridge Park private development (Ongoing)

**CLIENT
CONTACT**

City of Dublin
Terry Foegler, President, Terry Foegler Associates

**PHONE
EMAIL
YEAR**

614.537.4341
terry.foegler@gmail.com
2013 Framework, On-going

mkskstudios.com

BRIDGE STREET DISTRICT SCIOTO RIVER CORRIDOR FRAMEWORK PLAN & IMPLEMENTATION

Dublin, Ohio

MKSK



CLIENT
CONTACT

PHONE
EMAIL
YEAR

City of Dublin
Terry Foegler, President, Terry Foegler
Associates
614.537.4341
terry.foegler@gmail.com
2013 Framework, On-going

mkskstudios.com

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Dublin, Ohio

MKSK



CLIENT
CONTACT

PHONE
EMAIL
YEAR

City of Dublin
Terry Foegler, President, Terry Foegler
Associates
614.537.4341
terry.foegler@gmail.com
2013 Framework, On-going

mkskstudios.com

BRIDGE STREET DISTRICT SCIOTO RIVER CORRIDOR FRAMEWORK PLAN & IMPLEMENTATION

Dublin, Ohio

MKSK



CLIENT
CONTACT

City of Dublin
Terry Foegler, President, Terry Foegler
Associates

PHONE
EMAIL
YEAR

614.537.4341
terry.foegler@gmail.com
2013 Framework, On-going

mkskstudios.com

BRIDGE STREET DISTRICT SCIOTO RIVER CORRIDOR FRAMEWORK PLAN & IMPLEMENTATION

Dublin, Ohio

MKSK



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CONTACT

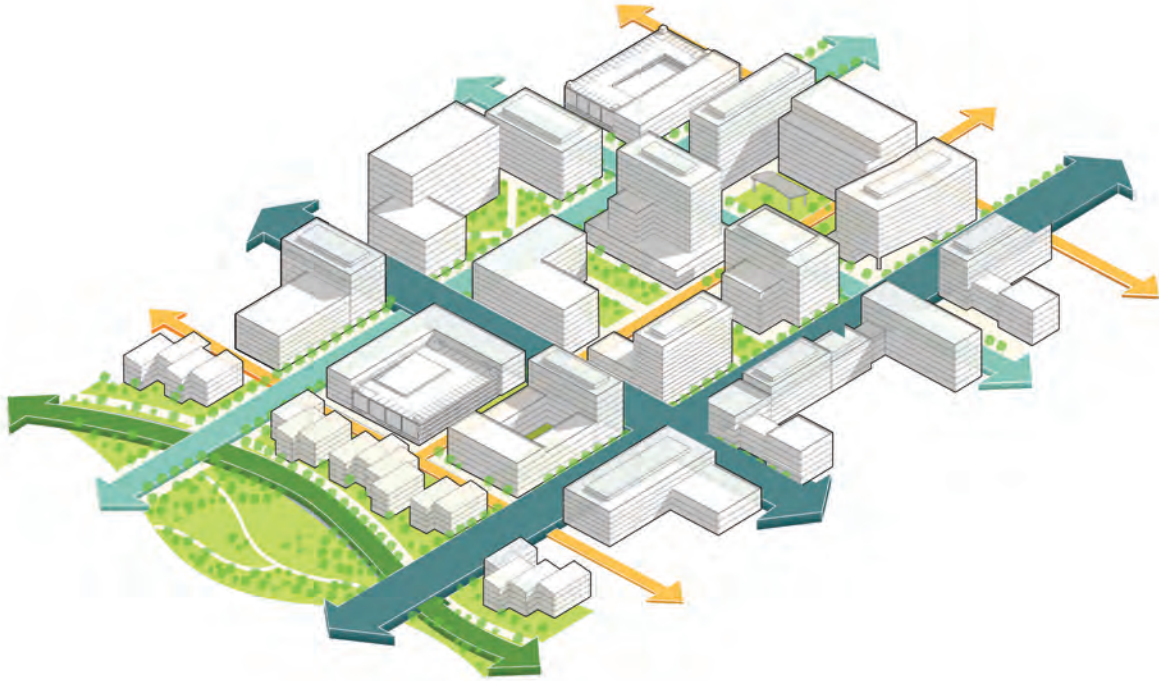
PHONE
EMAIL
YEAR

City of Dublin
Terry Foegler, President, Terry Foegler
Associates
614.537.4341
terry.foegler@gmail.com
2013 Framework, On-going

mkskstudios.com

THE OHIO STATE UNIVERSITY CARMENTON DESIGN GUIDELINES **MKSK**

Columbus, Ohio



A bold new vision for building community and ensuring the district's character is appropriately established, implemented, and reflects the needs and aspirations of the community it serves.

The Ohio State University and the Science and Technology Campus Corporation (SciTech) have partnered to develop an enhanced research and residential district in Columbus. Carmenton is a well-positioned engine for innovation, sustainability, and residential growth adjacent to The Ohio State University community. The vision for Carmenton is a collection of neighborhoods that complement the University's Framework 3.0 master plan, emphasizing urbanity, connectivity, collaboration, and a phased development approach.

The University engaged with the MKSK team to lead the development of the design guidelines document, including architectural support from Pelli, Clarke & Partners. Building on the Carmenton District Master Plan and Framework 3.0, the Design Guidelines represent the next step in advancing the vision for this dynamic community, ensuring that the objectives and principles defined in those efforts are reflected in the built environment.

The Carmenton Design Guidelines establish all the fundamental physical and intangible elements necessary to cultivate a dynamic and evolving community. The MKSK team developed recommendations and explicit approaches to help define how the buildings, materials, places, spaces, and streets should interact creatively and harmoniously. While the character of buildings and landscape will vary between the district's neighborhoods, this document reinforces the best qualities and practices utilized at different scales throughout Columbus and beyond, extending these creative, urban, and human-scaled strategies across the site. The document's design principles, review process, character, and urban form have all been carefully crafted to reimagine the possibilities of underutilized land and increase Carmenton's overall character and attractiveness as a premier district within Columbus.

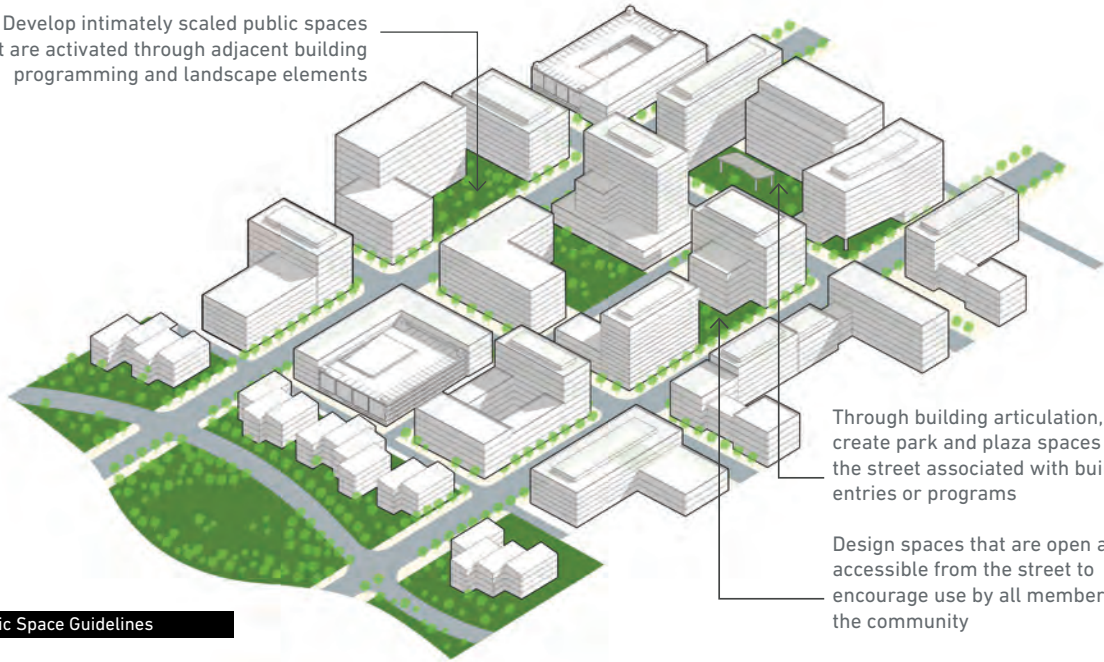
CLIENT
CONTACT
PHONE
EMAIL
YEAR

The Ohio State University
Amanda Hoffsis, CEO, Campus Partners
614.292.5856
hoffsis.4@osu.edu
2024

THE OHIO STATE UNIVERSITY CARMENTON DESIGN GUIDELINES **MKSK**

Columbus, Ohio

Develop intimately scaled public spaces that are activated through adjacent building programming and landscape elements



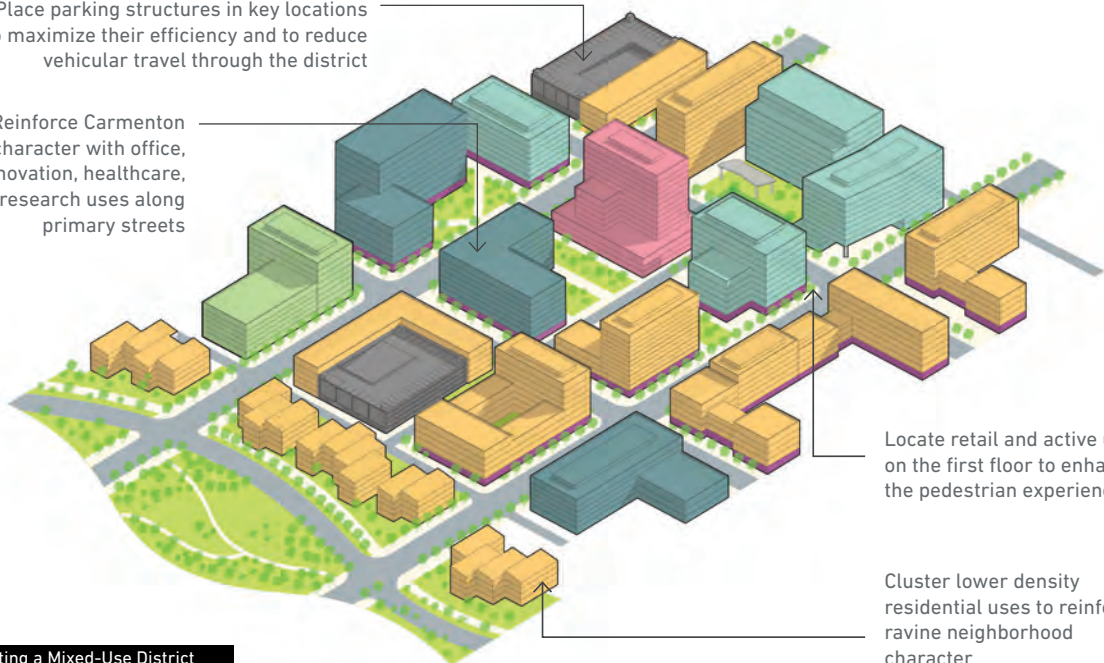
Through building articulation, create park and plaza spaces along the street associated with building entries or programs

Design spaces that are open and accessible from the street to encourage use by all members of the community

Public Space Guidelines

Place parking structures in key locations to maximize their efficiency and to reduce vehicular travel through the district

Reinforce Carmenton character with office, innovation, healthcare, and research uses along primary streets



Locate retail and active uses on the first floor to enhance the pedestrian experience

Cluster lower density residential uses to reinforce ravine neighborhood character

Creating a Mixed-Use District

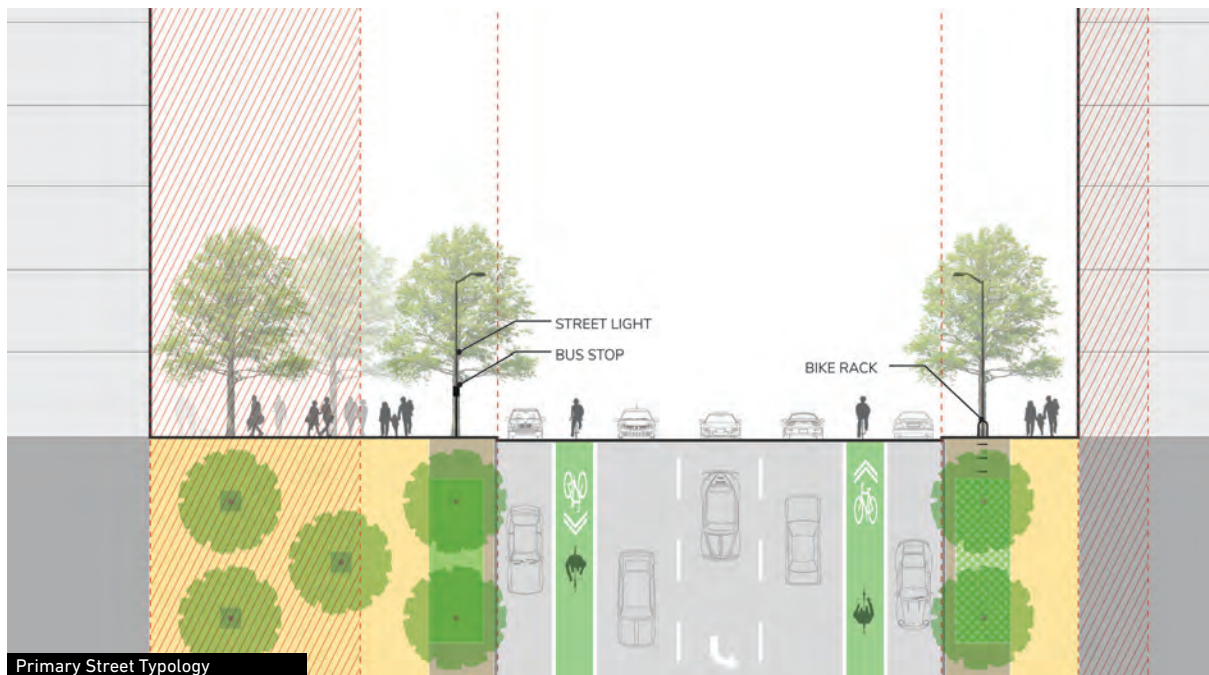
CLIENT
CONTACT
PHONE
EMAIL
YEAR

The Ohio State University
Amanda Hoffsis, CEO, Campus Partners
614.292.5856
hoffsis.4@osu.edu
2024

THE OHIO STATE UNIVERSITY CARMENTON DESIGN GUIDELINES

Columbus, Ohio

MKSK



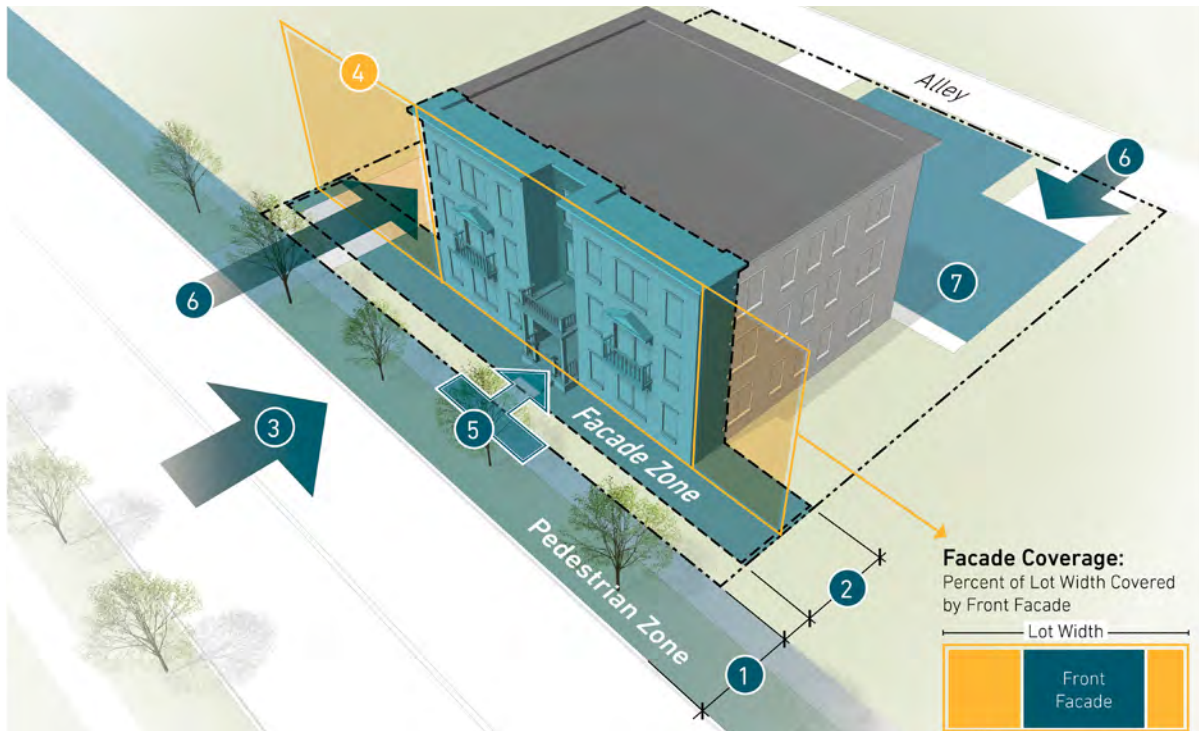
CLIENT
CONTACT
PHONE
EMAIL
YEAR

The Ohio State University
Amanda Hoffsis, CEO, Campus Partners
614.292.5856
hoffsis.4@osu.edu
2024

MONROE COUNTY URBANIZING AREA PLAN - PHASE II ZONING IMPLEMENTATION

Monroe County, Indiana

MKSK



Zoning and design guidelines to focus development within the urbanizing area

With the adoption of the Monroe County Urbanizing Area Plan in 2015, the County initiated the next step of plan implementation. This "second phase" of the planning process furthers the vision by developing a set of design guidelines and zoning standards that will ensure new development, redevelopment and property improvements will advance the land use and design objectives of the original Plan. The zoning framework document will be used as the blueprint for the creation of a new zoning ordinance for the Urbanizing Area.

Building on the community engagement conducted as part of the Urbanizing Area Plan process, this zoning framework was developed in consultation with key stakeholders and

the general public. The project team engaged business owners, community leaders, property owners, potential developers, and residents to understand their thoughts and ideas with a focus on land use and development form, character and quality. The framework establishes a simplified set of zoning "character" districts, intended to consolidate and simplify the pre-existing set of zoning districts that have to-date resulted in a complex set of development requirements that have not adequately advanced the objectives of the community or of property owners. The framework sets the stage for a complete update to the County's zoning code.

CLIENT
CONTACT
PHONE
EMAIL
YEAR

Monroe County Plan Commission
Larry Wilson
812.349.2560
lwilson@co.monroe.in.us
2016

UNITY PARK NEIGHBORHOOD DISTRICT CODE

Greenville, South Carolina

MKSK



A tailored code to ensure new development complements Unity Park and its surrounding area

Located just west of the vibrant downtown of Greenville, South Carolina, the neighborhoods of Southernside and West Greenville have a rich history of textile industry and a vibrant culture of neighborhood life and civic activism. In response to increasing development interest and in keeping with decades of study of the Reedy River corridor, MKSK was selected by the City of Greenville to provide an action-oriented plan to create great public spaces and align the trajectory of future development with the goals of the community. With the Reedy River running through the heart of the 350-acre study area, the core component of MKSK's work includes the development of a signature city park, complemented by an affordable housing strategy and form-based code to guide surrounding development.

Leading a team of design, engineering, and policy experts from around the country, MKSK is continuing the Greenville tradition of high quality public space and public life in the urban neighborhoods of the west side.

This "Community Character Code" serves as a tool to ensure new development in the area advances the character of the community and properly complements and transitions to and from Downtown Greenville, the new city park, and surrounding neighborhoods. This approach to zoning incorporates "form-based" requirements, a modern approach to zoning that focuses on the scale, quality, and relationship of buildings to streets and open spaces – in essential elements that together establish the physical form of the built environment. Ultimately, the code is a reflection of the community vision for implementing the intent of the Reedy River Redevelopment Area Character Plan to preserve Greenville's character and create walkable places.

CLIENT
CONTACT

PHONE
EMAIL
YEAR

City of Greenville
John Castile (Former City Manager)
Executive Director, Greenville County
Redevelopment Authority
864.242.9801
jcastile@gcra-sc.org
2020

mkskstudios.com

UNITY PARK NEIGHBORHOOD DISTRICT CODE

Greenville, South Carolina

MKSK



CLIENT
CONTACT

PHONE
EMAIL
YEAR

City of Greenville
John Castile (Former City Manager)
Executive Director, Greenville County
Redevelopment Authority
864.242.9801
jcastile@gcra-sc.org
2020

mkskstudios.com

New Albany Traffic Calming Guidebook

NEW ALBANY, OH



As a planned community, the City of New Albany has demonstrated a decades-long commitment to finding the best solutions to present-day growth and development challenges while establishing context in a long-range comprehensive strategy. In 2023, while simultaneously conducting a citywide connectivity study, New Albany partnered with OHM Advisors to create a two-part study helping detail a path forward to residential traffic calming as the city continues to grow.

The OHM team worked with the city to identify target sites for traffic calming throughout New Albany along with specific action plans. The team monitored and observed residential traffic and non-motorized travel, evaluated previous planning studies, conducted interviews with city departments, and collected citywide data of vehicular/ pedestrian/bike volumes, speeds, and crash histories to evaluate target sites. The data was analyzed and presented to city stakeholders for cross-referencing with internally created target sites, then results were presented to the community at two public charrette meetings. This allowed the community to comment on the identified preliminary locations and gain valuable insight into other priority areas throughout the city.

The OHM team then created a toolkit of context-sensitive traffic calming typologies in the form of a guidebook, for the city’s use in implementing ongoing safety improvements

and balanced mobility in the New Albany roadway network. The guidebook provides a set of intervention options that can be combined into an effective remedy for remediation, depending on the location and type of roadway impacted, and suggests specific approaches for the previously evaluated target sites. Finally, it provides a framework for future site reviews for the city to continue to prioritize intersections and corridors for traffic calming investigation, in advance of detailed planning and implementation.

COMPLETION
Design
2024

COST
Design
\$114,134

CLIENT INFORMATION
City of New Albany
Jennifer Chrysler, Director of
Community Development
99 W. Main St., PO Box 188
New Albany, OH 43054
614.939.2254,
jchrysler@newalbanyohio.org

SERVICES PROVIDED
Transportation Planning
Urban Design
Traffic Engineering

Lane Avenue Streetscape and Zoning

UPPER ARLINGTON, OH

Lane Avenue is a major commercial corridor in the City of Upper Arlington. In recent years, due to its location near The Ohio State University and downtown Columbus, rapid growth and redevelopment created a sense of uncertainty around the corridor. At the time, Lane Avenue was in transition from an auto-centric low-density corridor to a more urban corridor. A land use framework plan was created to guide future growth and development which allowed for a more dense mix that respected and complemented the existing neighborhoods and businesses within and surrounding the district. Following the creation of the land use framework, OHM created a zoning strategy and authored a new zoning district to help grow the vision and guide implementation of the framework plan.

As part of the framework plan, the OHM team surveyed the corridor and developed 30% plan documents to provide a more comprehensive picture of the conceptual streetscape improvements to derive accurate cost estimates. This included utility coordination, development of a material palette, finalization of intersection improvements and crosswalk design, gateway design, site lighting and electrical plans, and drainage/stormwater management.

The existing curb line of Lane Ave was held and pavement resurfacing details were established for the length of the corridor. The plans also included recommendations for removing and/or relocating drives to better align with intersecting side streets and improve the overall flow of traffic. Several signals within the corridor were identified as needing upgrades and a new pavement marking plan was developed in response to the recommended improvements.

At the completion of the project, OHM brought the entire vision to 'life'. Virtual reality was used to provide public meeting attendees a truly immersive look at what proposed streetscape enhancements and gateway features would look like throughout the Corridor. Through the use of scannable QR codes and Google VR glasses, community members and key project stakeholders could experience elements at different points along the corridor and react to what it would feel like to walk through the enhanced corridor.



COMPLETION

Design
2020

COST

Design
\$248,000

CLIENT INFORMATION

City of Upper Arlington
Chad Gibson,
Acting Community
Development Director
3600 Tremont Road
Upper Arlington, OH 43221
614.583.5074,
UADev@uaoh.net

SERVICES PROVIDED

Community Engagement
Landscape Architecture
Planning



Bridge Street District, Dublin, Ohio

The following is our proposed scope of work based on our understanding of the RFP, the City of Bexley, the original Main Street Design Guidelines, and our previous experience with similar projects. The objective is to re-envision the current Main Street Design Guidelines, which we wrote in partnership with the city in 2001-2002, by establishing overarching guidelines for the 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. The following work program melds the scope of work presented in the request with our team's thoughts on project flow and sequence. The overall process and engagement strategy is flexible to best meet the city's needs, allowing for refinement during the initial stages of the planning process.

PROJECT ENGAGEMENT

The MKSK Team will work closely with city of Bexley to create the Commercial Design Guidelines. Project engagement with the city and community will occur at five levels: regular Project Management Team meetings, Steering Committee meetings, Stakeholder meetings, two Public Workshops, and draft document review by the Boards, Commissions, and Council.

Project Management Meetings: Bi-weekly meetings between the MKSK Project Team and the City of Bexley Team (Client Team), as needed, for the duration of the project. The Client Team, composed of representatives from the city of Bexley, will serve as the primary project resource for the MKSK Team and provide day-to-day direction.

Steering Committee: The MKSK Team, with assistance from the Client Team, will convene a Steering Committee representing city of Bexley Departments, Council, and Commissions, Bexley's residents, and the interests of Bexley's business, institutional, civic, and philanthropic community. The Steering Committee will be formed, appointed, and scheduled by the City. Meetings will be conducted in-person five (5) times throughout the planning process. The MKSK Team will rely on the Design Guidelines Steering Committee for input and guidance throughout the process.

Public Workshops: The MKSK Team will host two (2) community workshops during the process to engage a broader group of interested citizens and provide the opportunity for them to interact with members of the Planning Team and Client Team. These meetings will be welcoming, interactive, and create a meaningful exchange of ideas to gather input and feedback from stakeholders and community members.

Stakeholder meetings: MKSK will facilitate eight to ten (8-10) stakeholder roundtables/interviews to discuss assets, issues, and opportunities related to the proposed Commercial Design Guidelines. Stakeholders will be identified by the Client Team in collaboration with the MKSK Team. Meetings will be conducted in one-hour sessions, with participants grouped by shared interests or themes, such as: Community and Elected Officials, Businesses, Property Owners, and Resident Groups. The City will be responsible for invitations and providing a location in the city for meetings. These meetings could be virtual if scheduling becomes an issue.

Draft Guidelines Presentations: The MKSK Team will prepare an overview presentation and present the draft guidelines to the Board of Zoning and Planning, the Architectural Review Board, the Tree and Public Gardens Commission, and Bexley City Council for their review and input. One meeting with each is budgeted.

Phase 1: Initiate & Inventory (April-May)

Our team believes a quality process is built upon a solid foundation. This initial phase will jumpstart the project and set it up for success. This phase will include a Kick-Off Meeting with staff, walking tours, one-on-one interviews, the first steering committee meeting, and a project alignment and community engagement strategy document that will finalize the project's timeline and future engagement approaches. During this phase, the MKSK Team will develop key messages about the plan and coordinate efforts with the City of Bexley and other partners to identify engagement opportunities and promote the plan throughout the community. Our team believes that a robust process is built upon a solid foundation; therefore, the MKSK Team is committed to establishing strong project management through continued coordination and communication.

1.1. Project Kick-Off and Coordination Meeting. The MKSK Team will kick-off the project with a goal-setting meeting with city of Bexley staff (Client Team) to confirm the scope-of-work and goals, finalize a detailed project schedule and process, establish information sharing protocols, and identify project milestones. This will include discussions about the Steering Committee formation, stakeholders, public engagement, and planning and policy efforts to date. This will be an in-person meeting.

1.2. Background Policy, Planning, Code Review, Analysis, and Alignment. The MKSK Team will review the existing Main Street Guidelines, Zoning Code, city policies, and other information related to the study area and streetscape and design review. This includes information provided by the city related to examples of development projects highlighting issues and desired outcomes. Base mapping materials will be prepared as needed. The MKSK Team will prepare an Alignment Memo that highlights understanding of these plans and policies, identifying recommendations pertinent to Bexley's commercial corridors, their status, and their relevance to this process to ensure there is alignment with the new guidelines.

1.3. City and Corridors Talk and Tour (Speck Dempsey). With Bexley city staff as our guide, the MKSK Team will conduct a tour of the city of Bexley, with particular focus on the Main Street, Cassady Avenue, and Livingston Avenue corridors and commercial areas. Portions of this tour will be by vehicle, but substantial portions will be walking along the corridors. The Client Team can share issues and opportunities related to the corridors and developing the Commercial Design Guidelines. It is expected that this will be part of a morning or afternoon workshop with Speck Dempsey including a kick-off talk and walkability tour, currently scheduled for April 23.

1.4. Steering Committee and Small Group Interviews. MKSK will conduct one-on-one interviews with up to four Steering Committee members identified by the City and another up to four small group interviews to discuss assets, issues, and opportunities related to the proposed Commercial Design Guidelines. These may occur prior to or after the Talk and Tour depending on schedule. Takeaways from these meetings will be summarized.

1.5. Steering Committee Meeting #1 – Background + Vision. MKSK will prepare for and conduct the first Steering Committee meeting. The emphasis of this meeting will be an overview of the project intent, scope, and timeline, a review of their role, and facilitated discussion about issues, opportunities, and goals related to site, streetscape, development review, and commercial design guidelines for Bexley.

Phase 1: Milestones + Deliverables

- Final Project Scope and Schedule
- Community Engagement Strategy
- Talk and Tour (Speck Dempsey)
- Steering Committee #1 presentation materials
- Steering Committee #1 and Stakeholder results and findings
- Policy, Plan, and Existing Guidelines Review, Analysis, and Alignment Summary (Alignment Memo)

Phase 2: Input & Ideate (June-July-August)

Building on the understanding and inventory acquired in Phase 1, the process transitions into an exploratory mode, where we begin to examine different ideas and concepts for the commercial design guidelines. With help from the city, steering committee, and the public, we begin to incorporate their input and ideas into concepts, creating an iterative process of exploration and refinement that culminates in a clear set of recommendations.

2.1. Public and Stakeholder Workshop – Background + Vision. The MKSK Team will host the first public workshop that provides an overview of the project, stakeholder feedback, existing conditions, and early findings of issues and opportunities. Attendees will be asked to provide their thoughts on opportunities for Bexley's commercial corridors.

This workshop will be welcoming, interactive, and create a meaningful exchange of ideas to gather input and feedback from stakeholders and community members. It is anticipated that this workshop will include a variety of interactive stations, mapping exercises, visual preference surveys, and discussion tables.

2.2. Preliminary Concept / Guidelines Development. Based upon the input from Phase 1, the MKSK Team will focus on developing a conceptual framework for the design guidelines, including overall categories, areas of focus, and initial site, building, infill, reuse, first floor, use, sign, parking, streetscape, and materials approaches. The MKSK Team will work with the Client Team as to what components are best suited for codification and which are best for the guidelines. The focus will be on overall guidelines that apply to all corridors with early classification and considerations related to specific recommendations for the Main Street, Cassady, and Livingston corridors. Corridor identity both existing and desired future vision will be reviewed. It is likely that there will be subareas within these corridors.

2.3. Steering Committee Meeting #2 – Meeting Results + Concept Development. MKSK will prepare for and conduct the second Steering Committee meeting. The emphasis of this meeting will be an overview of the community and stakeholder input to date, the overall framework, and initial guideline concepts developed in Task 2.2, including potential subarea geography.

2.4. Concept Refinement. Based upon the input from the City and Steering Committee, the MKSK Team will refine and advance the commercial guidelines categories, concepts, and application. Further classification and considerations will be made with respect to specific recommendations for the Main Street, Cassady, and Livingston corridors and their subareas.

2.5. Steering Committee Meeting #3 – Concept Refinement. MKSK will prepare for and conduct the third Steering Committee meeting. The Team will review materials developed in Task 2.4 and demonstrate how Committee input directed the refinement of overall commercial design guidelines framework. We will review the more detailed application and refinements related to subject areas such as site, building, infill, reuse, first floor, sign, parking, streetscape, and materials as well as approaches related to tailoring guidelines to corridors and subareas. It is expected that alternative approaches and levels of guidance will be developed and shared with the Steering Committee for their input.

Phase 2: Milestones + Deliverables

- Public Meeting Workshop materials and results
- Steering Committee #2 and #3 presentation materials
- Steering Committee #2 and #3 results and findings
- Commercial guidelines components, corridor framework, subareas, and refinements in presentation format

Phase 3 Identify & Inspire (August-September-October)

3.1. Draft Commercial Design Guidelines. In Phase 3, the MKSK Team will draft the Bexley Commercial Design Guidelines. It is anticipated that there will be overarching guidelines for commercial development, more specific guidelines related to each corridor and its streetscape/public realm, as well as more specific guidelines related to building and site design related to specific subarea. The precise level of detail and components to be covered by the Bexley Commercial Design Guidelines will be developed in partnership with the City of Bexley, but they are generally expected to cover the topic areas of:

- **Existing Conditions:** Overview of existing conditions and recommendations for improvement based upon community input.
- **Universal Guidance:** Design guidelines that apply to all development within the Mixed-Use Commercial (MUC) Districts in Bexley.

- **Corridor-Specific Guidance:** A subset of guidelines and strategies specific to East Main Street, North Cassady, and East Livingston Avenue that recognize the existing and desired character of each area.
- **Streetscape Design:** Identification of specific streetscape design for each of the commercial corridors.

Within these topic areas, more detailed guidance related to the following components will be provided (as identified in partnership with the City):

- **Site Design:** site design and layout, building placement and setbacks, drive access/cross access, frontage, parking, site lighting, waste and recycling areas, loading, landscape, buffering, fencing/walls, stormwater, and sign placement, etc.
- **Building Architecture:** architectural massing, scale, height, style, materials, colors, four-sided architecture, frontage, storefronts and entries, service, roof lines, mechanical screening, building signage, building lighting, green design and sustainability, etc. Guidelines for preservation and reuse, additions, and infill are also expected to be areas of focus.
- **Streetscapes and Public Realm:** Sidewalks, pavement material, street trees, street lighting, street furniture, utilities, landscaping, street edge, medians, alleys, shared access, pocket parks, public art, wayfinding, etc. It is expected that mobility issues will also be covered in this category or as a separate category, including, sidewalks, shared use paths, pedestrian crossings, bike lanes/facilities, transit access, and traffic calming.

3.2. Steering Committee Meeting #4 – Early Guidelines & Workshop Prep. The MKSK Team will prepare for and conduct the fourth Steering Committee meeting. The Team will provide an overview of the progress of materials developed in Task 3.2, have targeted discussions on important topics related to that effort, and provide an overview of the planned approach and materials for the second Public Workshop for the Committee's review and input.

3.3. Public and Stakeholder Workshop. The MKSK Team will host the second public workshop. The objective of this workshop is to provide the community with an overview of the Commercial Design Guidelines framework, the initial draft guidelines materials, and focused areas of feedback desired from the community. Recommendations for the specific corridors and potential subareas will also be shared. The team will highlight how public input has guided the development of the draft materials. This workshop will be welcoming, interactive, and create a meaningful exchange of ideas to gather input and feedback from stakeholders and community members. It is anticipated that this workshop will include a variety of interactive stations and discussion tables.

3.4. Refine Draft Guidelines. Based upon the input from the City, Steering Committee, and Public Workshop, the MKSK Team will continue to refine the proposed commercial guidelines, corridor concepts, and guidelines application. These draft guidelines are expected to include the following components:

- **Introduction and Overview:** What the Bexley Commercial Design Guidelines are and how they are to be applied.
- **Vision and Expectation:** A clear vision of the goals and expectations for the corridors, streets, and buildings along Bexley's three commercial corridors.
- **Existing Conditions & Inventory:** Overview of existing conditions, and recommendations for improvement based upon community input. This includes an inventory of historic and architecturally significant buildings and features, and significant trees.
- **Universal Guidance:** Design guidelines that apply to all development within the Mixed-Use Commercial (MUC) Districts in Bexley. See list in Task 3.1.
- **Corridor-Specific Guidance:** A subset of guidelines and strategies specific to East Main Street, North Cassady, and East Livingston Avenue that recognize the existing and desired character of each area. See list in Task 3.1.
- **Streetscape Design:** Identification of specific streetscape design for each of the commercial corridors.

Once refined, the MKSK Team will create a finalized DRAFT Bexley Commercial Design Guidelines document for Client Team review. This will be a graphic-rich, user-friendly document that is intuitive to use by city staff, Boards, Commissions, Council, landowners, businesses, and the community. The MKSK Team, in partnership with the city, will conduct a Code audit and identify areas of the Code requiring update so as to remain compatible with the direction and recommendations of the Guidelines.

The Client Team and city staff will be asked to review and provide consolidated, approved red-line review and comments on both the document and overview presentation for incorporation into final draft materials.

3.5. Steering Committee Meeting #5 – Refine Subarea Guidelines/Finalize Recommendations. The MKSK Team will prepare for and conduct the fifth and final Steering Committee meeting. The Team will provide an overview presentation of the draft Bexley Commercial Design Guidelines as well as a digital draft of the document for the members. Steering Committee review and input will be requested, with specific focus on any outstanding areas of question or needed discussion.

3.6. Complete Draft Guidelines. The MKSK Team will incorporate recommended revisions to the draft guidelines that have been compiled, approved, and provided in a single, red-line document by the Client Team. Following revision, a final draft will be issued to the Client Team. This will include three (3) color print copies as well as a digital copy suitable for high-quality printing and reproduction. The MKSK Team will also prepare an overview presentation suitable for sharing with the city's Boards, Commissions, and Council.

Phase 3: Milestones + Deliverables

- Steering Committee #4 and #5 presentation materials
- Steering Committee #4 and #5 results and findings
- Public Meeting Workshop materials and results
- Digital drafts of Commercial Design Guidelines material as specified in Tasks 3.1, 3.4, and 3.6
- City presentation for Board and Commission review

Phase 4: Implement (November-January)

4.1. Present to Boards, Commissions, and Council. As directed but the Client Team, the MKSK Team will present an overview of the finalized draft of the Bexley Commercial Design Guidelines at one meeting each of the following:

- Architectural Review Board
- Board of Zoning and Planning
- Tree and Public Gardens Commission
- Bexley City Council

We will highlight the input and direction received from the City, Stakeholders, Steering Committee, and the community and how it informed the final product.

4.2 Final Bexley Commercial Design Guidelines. It is anticipated that minor revisions will be requested through this review process. MKSK will make these minor revisions as authorized and directed by the Client Team. MKSK will prepare and deliver the final, adopted plan document in a high-quality, digital format suitable for professional printing.

Phase 4: Milestones + Deliverables

- City presentation for Board and Commission review
- Digital drafts of final Commercial Design Guidelines for commercial printing and web display



Liberty Center, Liberty Township, Ohio

PROJECT COST

MKSK

Fee Breakdown by Phase	MKSK
Phase 1: Initiate & Inventory	
Task Subtotal Fee	\$22,200
Phase 2: Input & Ideate	
Task Subtotal Fee	\$38,900
Phase 3: Identify & Inspire	
Task Subtotal Fee	\$33,700
Phase 4: Implement	
Task Subtotal Fee	\$10,200
MKSK Subtotal Fees	\$105,000
OHM: Across All Phases	\$15,000
Project Total	\$120,000

Allocation of Hours and Hourly Rates		
Team Member Name	Hours in Phase	Hourly Rate
Phase 1: Initiate & Inventory		
Chris Hermann	19	\$300
Tyler Clark	28	\$250
Michael Mears/Trevor Traphagen	4	\$220
Bridget Maloney	34	\$160
Kristen Asiedu	24	\$140
Phase 2: Input & Ideate		
Chris Hermann	24	\$300
Tyler Clark	42	\$250
Michael Mears/Trevor Traphagen	18	\$220
Bridget Maloney	64	\$160
Kristen Asiedu	50	\$140
Phase 3: Identify & Inspire		
Chris Hermann	16	\$300
Tyler Clark	36	\$250
Michael Mears/Trevor Traphagen	11	\$220
Bridget Maloney	66	\$160
Kristen Asiedu	50	\$140
Phase 4: Implement		
Chris Hermann	7	\$300
Tyler Clark	10	\$250
Michael Mears/Trevor Traphagen	5	\$220
Bridget Maloney	20	\$160
Kristen Asiedu	10	\$140
OHM: Across All Phases		\$237

Please Note: This scope and fee were developed to best respond to our understanding of the RFP and expectations of the City of Bexley at this time. The MKSK Team is fully prepared to meet with the city and make revisions in order to best align our scope and fee to City needs.

HOURLY RATES

MKSK



Standard hourly rates / additional services

If the Scope of Services is substantially revised, the amount of total compensation shall be equitably adjusted. Fees for requested additional services shall be computed at our standard hourly rates below or outlined under a separate proposal. Rates may be adjusted annually.

Principal	\$ 300
Associate Principal	\$ 250
Senior Associate	\$ 220
Associate	\$ 200
Landscape Architect III	\$ 175
Landscape Architect II	\$ 160
Landscape Architect I	\$ 140
Urban Planner III	\$ 175
Urban Planner II	\$ 160
Urban Planner I	\$ 140
Intern	\$ 95
Administration	\$ 95



Classification	Level				
	I	II	III	IV	V
Professional Engineer	\$160	\$172	\$186	\$205	\$215
Graduate Engineer	\$140	\$150	\$154	\$162	\$175
Architect/Interior Designer	\$110	\$138	\$165	\$193	\$220
Landscape Architect	\$125	\$130	\$150	\$165	\$180
Planner	\$115	\$135	\$160	\$175	\$185
Project Coordinator/Urban Designer	\$85	\$120	\$130	\$155	\$175
Design Technician	\$110	\$128	\$145	\$163	\$180
Technician	\$105	\$123	\$140	\$156	\$165
Project Specialist	\$135	\$165	\$195	\$220	\$235
Professional Surveyor	\$150	\$166	\$180	\$195	\$210
Surveyor	\$110	\$126	\$138	\$153	\$168

Classification	I	II	III
Administrative Support	\$80	\$105	\$130
Technical Aide	\$80	\$85	\$90
Subject Matter Expert	\$235	\$285	\$360

Classification	
Principal	\$237

