



City of Bexley

Commercial Design Guidelines

Proposal — April 9, 2025



PenPlace
Arlington, VA

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Scioto Peninsula
Columbus, OH

II LETTER OF TRANSMITTAL

April 9, 2025

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

RE: RFP, City of Bexley Commercial Design Guidelines — NBBJ Response

Dear Ms. Meyer, Mayor Kessler, and Members of the Selection Committee,

On behalf of the NBBJ team I would like to thank you for this opportunity to submit our proposal to assist the City of Bexley with the preparation Design Guidelines for the City's Commercial Districts that will guide future development and capital investment in these important economic development areas well into the future. NBBJ is an ideas-driven planning and design firm that practices at the intersection of innovation, business and behavior. With an empathetic process rooted in careful research and the belief that all voices should be heard, we pursue solutions that foster community, encourage health and well-being, enhance human experience and contribute to a sustainable future.

I, Megha Sinha, will serve as Principal in Charge and primary contact person during the proposal evaluation phase for this project and by signing this Letter of Transmittal, attest that all information submitted with our proposal is true and accurate and that I am authorized to bind NBBJ to the terms of any contract resulting from the submittal. I will be supported by Sayee Mudholkar as Project Manager, Kim Way as Urban Designer, and Dan Affleck as Landscape Architect. I am proud of our team's successful past collaborations with the City of Bexley; including leading two of the five studies noted in the RFP – the Joint Livingston Avenue Plan and Southwest Bexley Strategic Plan. It would be an honor to collaborate with all of you, yet again.

I would like to acknowledge receipt of all RFP appendices and further confirm that all information provided as part of our proposal submission will remain valid for a period of not less than 120 days from the date of submission.

We look forward to meeting with you and the selection committee to discuss our team's unique qualifications, proposed process and anticipated deliverables. Please call if you have any questions or need any additional information.

Respectfully Submitted,



Megha Sinha, AICP, LEED AP BD+C

Principal in Charge

NBBJ LLC

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Columbus, OH 43215
Direct: 614.232.3133
Office: 614.224.7145
Fax: 614.224.6603
Email: msinha@nbbj.com

III.

Qualifications

NBBJ — City of Bexley — Commercial Design Guidelines

For more than 80 years, NBBJ has helped pioneering organizations thrive by harnessing the power of design to create dynamic, inclusive places and experiences.

The Strongest Ideas for the Best Clients

By partnering with some of Central Ohio’s most forward-thinking communities and the world’s most innovative organizations, we’re able to break out of typical planning and design norms to deliver new value to our clients, which include:

- | | |
|---------------------------------------|----------------------------------|
| City of Bexley, Ohio | Capital University |
| City of Columbus, Ohio | Columbus State Community College |
| City of Dublin, Ohio | The Ohio State University |
| City of Grandview Heights, Ohio | Amazon |
| City of Westerville, Ohio | Google |
| City of Worthington, Ohio | LinkedIn |
| City of Upper Arlington, Ohio | Massachusetts General Hospital |
| Delaware County, Ohio | Microsoft |
| Mid-Ohio Regional Planning Commission | Samsung |
| RAPID 5 | University of Oxford |
| Experience Columbus | Warner Bros. |

“The product of our work was presented beautifully both graphically and in written summary by NBBJ. Kim and Megha are also talented oral presenters, and I marveled at the way they presented our work as easily to our community as to our City Council for a vote of approval. When researching NBBJ as a potential group for this project, I remember reading one review that stated that this individual wished that she had other projects with which to work with NBBJ. I too share that sentiment!”

— **Lori Ann Feibel**
City Council Member,
City of Bexley

A Proven Track Record for Design Excellence

We are regularly recognized by our peers and outside organizations for work that elevates beauty and performance. NBBJ is the recipient of more than 1,000 awards from design and business organizations, such as the American Institute of Architects, *FastCompany*, *Interior Design* magazine, the Urban Land Institute and MIPIM.

Working Toward a Safe and Healthy Planet

NBBJ is committed to reducing carbon emissions within our firm and in our projects around the world. We are:



A CarbonNeutral Company



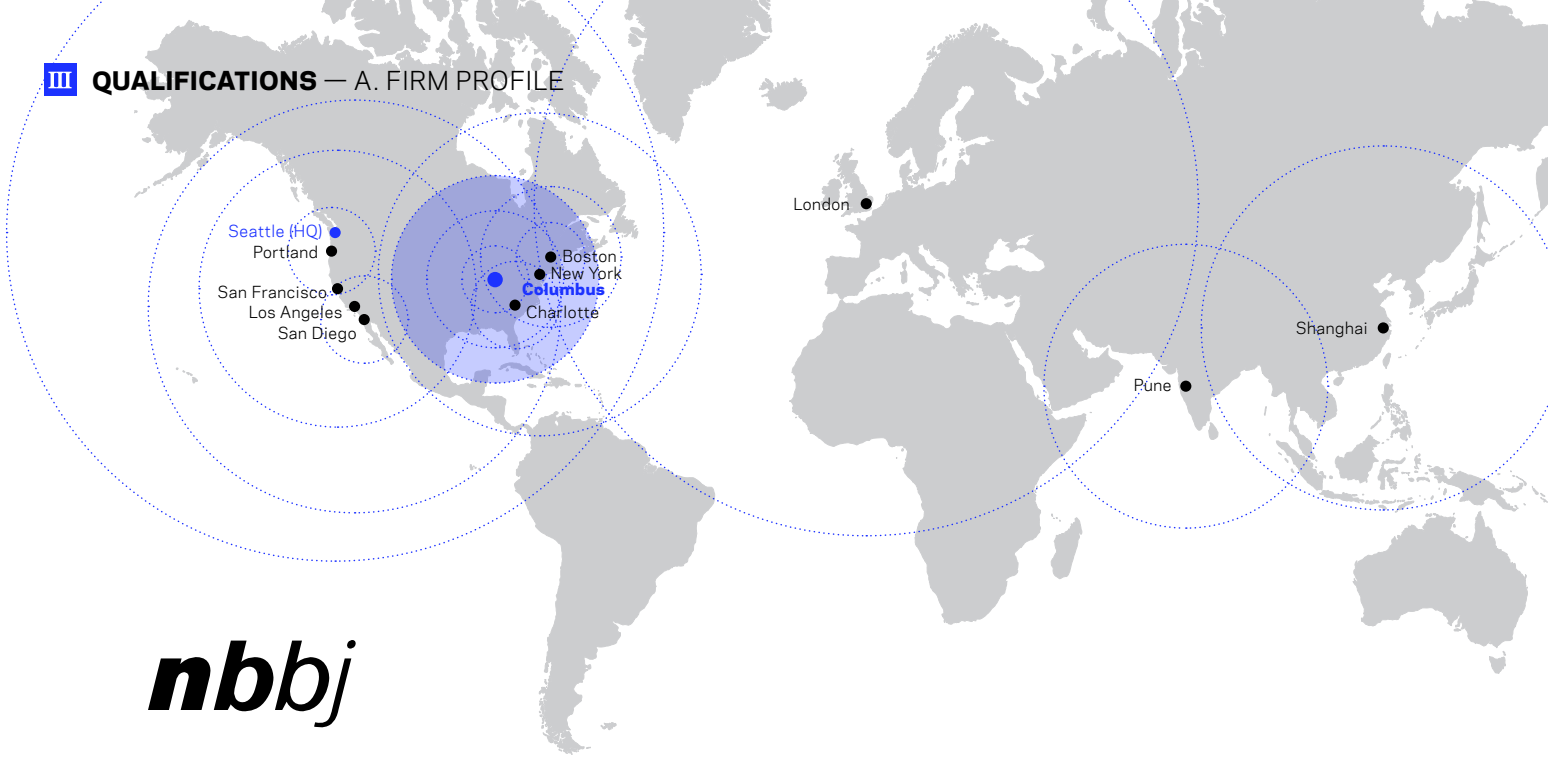
A signatory of the Climate Pledge

AIA 2030 COMMITMENT

An early adopter of the AIA 2030 Commitment

One of the World’s
MOST INNOVATIVE
Architecture Firms
5X including 2025
FASTCOMPANY

III QUALIFICATIONS — A. FIRM PROFILE



nbbj

1 YEAR FOUNDED:

1943

2 SERVICES OFFERED:

URBAN PLANNING AND DESIGN

Campus Planning and Design
Corporate Master Plans
Development / Land Planning
Health District Planning
Landscape Architecture
Site Planning and Design
Site Selection
Streetscape Design
Urban Design
Urban Open Space Design

FIRMWIDE SERVICES

Architecture
Interior Design
Sustainable Design
Environmental Graphic Design
Lighting Design
Workplace Strategy
Healthcare Consulting

3 FORM OF ORGANIZATION:

NBBJ LLC is an Ohio limited liability company.

4 NUMBER, SIZE AND LOCATION:

This project will be performed from our office in Columbus, where NBBJ has had an office since 1976. NBBJ maintains 12 offices in Boston, Charlotte, Columbus, London, Los Angeles, New York, Pune, Portland, San Diego, San Francisco, Seattle and Shanghai. NBBJ employs approximately 600 staff members worldwide, with 85 in Columbus.

City of Bexley

LOCATION	COMPLETION DATE
Bexley, OH, Columbus, OH	A: 2017 B: 2022
CLIENT	SCOPE
City of Bexley (A, B), City of Columbus (B)	Master Planning / Urban Design / Urban Planning / Landscape Design / Real Estate Strategy / Cost Estimating
SIZE	TEAM MEMBERS
A: 280 acres B: 1.7 miles	Megha Sinha Kim Way Sayee Mudholkar

A. Southwest Bexley Strategic Framework

This Framework serves as a tool to be used for decision-making and, with inherent flexibility, it is designed to allow for changing future circumstances.

Collaborating with Community Stakeholders

The 2017 Southwest Bexley Strategic Framework is an outcome of the city, working with Capital University, Trinity Lutheran Seminary and Bexley resident organizations to identify new opportunities for improvement and cooperation to improve the Southwest Bexley area. With an overarching goal of creating a safe and walkable neighborhood, other city and community defined goals included enhancing the vitality of Main Street, improving the Livingston Avenue gateway experience, preserving the multi-family and single-family residential areas, retaining affordable housing choices and building on town-gown synergies.

Strategic Development Framework

The outcome of the study was a long-term “framework” vision and a series of strategies within which future planning, development and policy decisions can be made. The Framework provides a land use zoning strategy including reaffirming the campus planning zone. Affordable housing is recommended in a mixed-use zone along with streetscape enhancements along the Livingston Avenue corridor. Consensus was built by engaging community throughout the process through presentations and workshops, online surveys, feedback boards at City Hall and the project website.

B. Joint Livingston Avenue Plan

Reimagining a street as a community commons that prioritizes pedestrian safety and comfort.

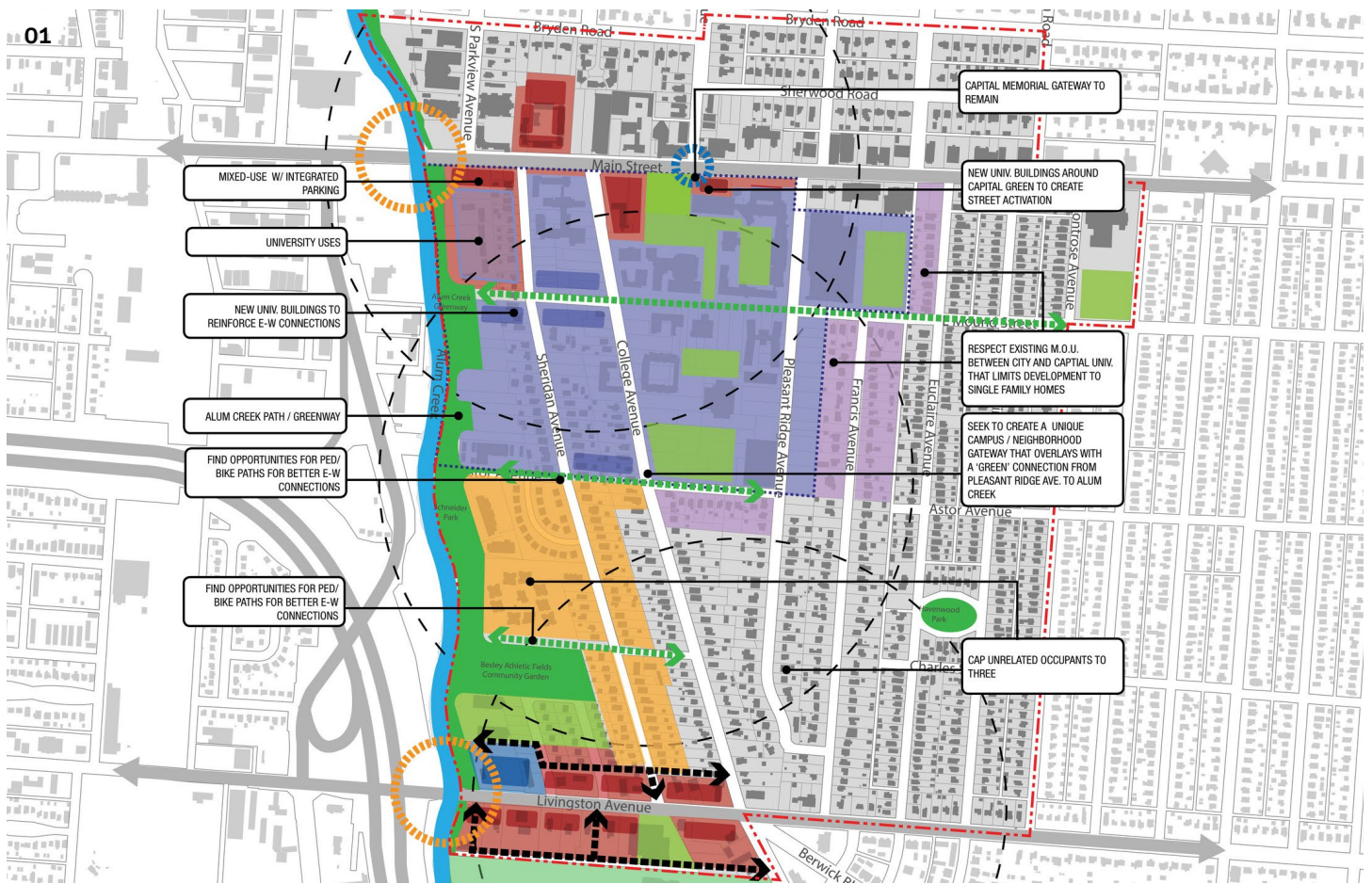
NBBJ worked with Bexley and Columbus to create a vision for Livingston Avenue that prioritizes pedestrian safety and comfort.

The plan focuses on improving safety for all users of Livingston Avenue, including pedestrians, cyclists, motorists, and public transit riders. Infrastructure improvements, streetscape design, and a road diet were recommended to reduce vehicle speeds and severe crashes.

As Livingston Avenue is a shared street between Bexley and Columbus, NBBJ’s planning process was designed to ensure that all voices were heard, especially at the decision-making table. A Steering Committee representing the impacted neighborhoods had the power to vote on the recommendations, and the final recommendations only proceeded with city approval if they had Steering Committee buy-in.

Design Guidelines

The plan included detailed Streetscape Design Guidelines and Commercial Area Urban Development Principles to serve as tools to ensure implementation reflects the spirit of the recommendations of the plan.



- 01 Southwest Bexley Strategic Framework Plan**
- 02 Joint Livingston Avenue Plan Long-Term Vision**
- 03 Leadership Meeting**
- 04 Proposed Livingston Commercial Vision**



City of Grandview Heights

LOCATION	SCOPE
Grandview Heights, OH	Master Planning / Programming / Urban Design / Landscape Design
CLIENT	TEAM MEMBERS
City of Grandview Heights	Megha Sinha Kim Way Sayee Mudholkar
SIZE	
A: 850 acres B: 6.5 acres	
COMPLETION DATE	
A: 2019 B: 2022	

A. Civic Spaces & Places Plan

The plan created a framework for the community to build quality civic spaces, amenities, and services reflective of the residents’ civic pride.

Solving municipal challenges

In support of a wider Community Plan led by McBride Dale Clarion for the City of Grandview Heights, NBBJ assisted in the development of a Civic Spaces and Places Plan. The plan provided the city with planning and urban design guidelines for municipal facilities (police, fire, administration and meeting spaces), recreation and open space amenities to identify opportunities for continued enhancement of the City’s civic realm.

Hubs of interest and engagement

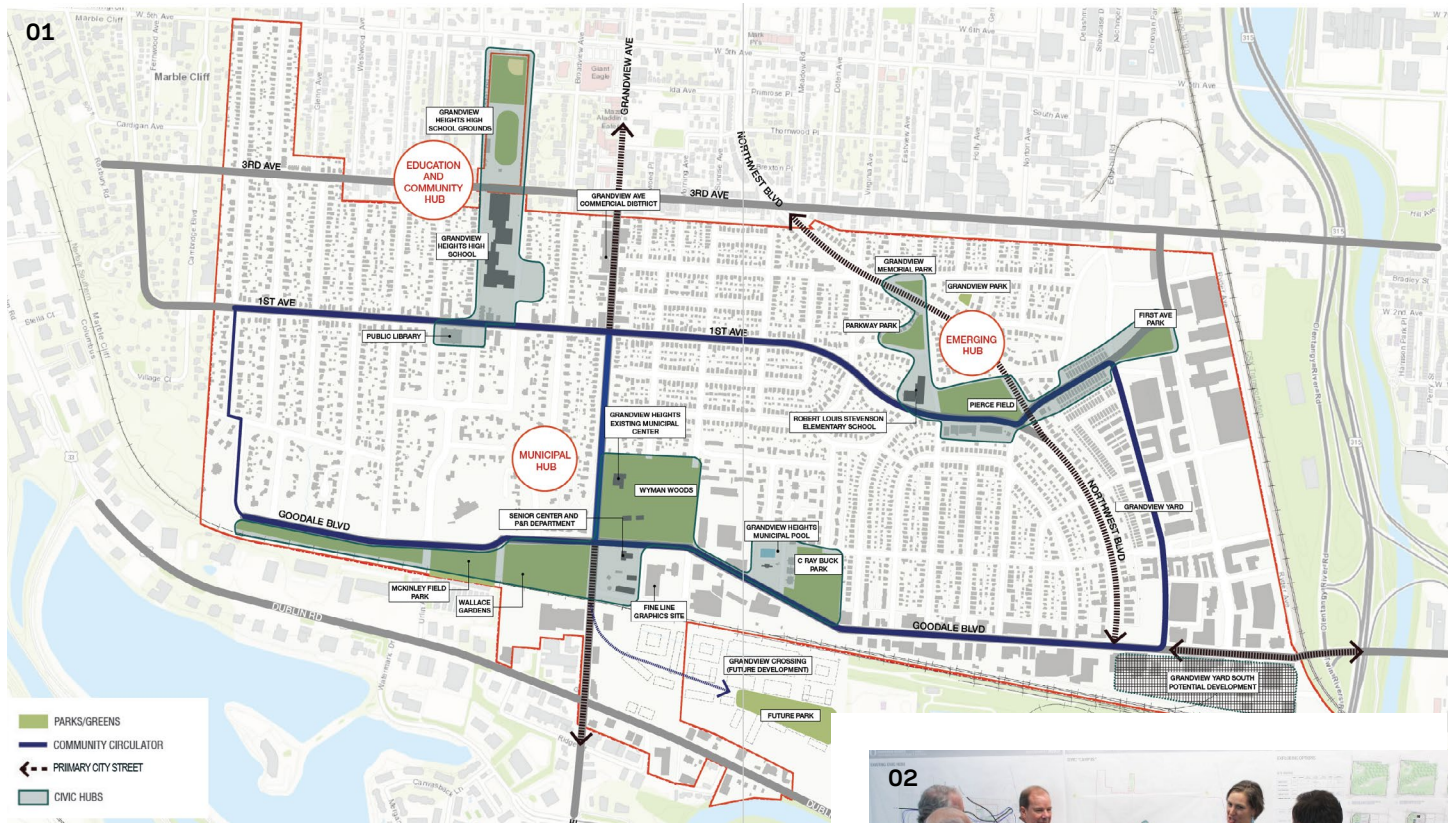
NBBJ helped create three primary “civic hubs” within the community: the Municipal Hub, the Education and Community Hub, and the Emerging Hub. Each of these hubs are uniquely addressed in the plan, highlighting their assets, urban characteristics, and potential opportunity areas.

B. Goodale West Corridor Plan

To support the City’s economic development by attracting the highest and best land uses, the corridor plan explored redevelopment scenarios and created urban design guidelines for underutilized commercial properties while adding vibrancy to this area of the city.

On the heels of the 2019 Civic Spaces and Places Plan, NBBJ was retained to develop the West Goodale Corridor plan, to support the city’s economic development and placemaking goals.

NBBJ developed multiple redevelopment scenarios including a framework for access and vehicular circulation, pedestrian circulation and connectivity, land use, open space and recreation, and infrastructure rights of way. Feedback from stakeholders and city leadership resulted in refinement of the options and selection of the preferred alternative. Throughout the process we worked closely with the City of Grandview Heights leadership, including the Mayor and Council, Planning and Zoning, Parks and Recreation, and City planning staff. We facilitated two public meetings; one to receive input on the Goodale West Area Plan opportunities and goals and the other to present options for feedback, prior to finalizing the update. The preferred vision is adopted by City Council and Planning and Zoning Commission as a road map to guide development of this area and serve as the basis of rezoning efforts.



01 Civic Hubs Framework

02 Leadership Team — Design Charrette



City of Worthington

Northeast Corridor Area Plan

LOCATION

Worthington, OH

CLIENT

City of Worthington, OH

SIZE

470 acres

COMPLETION DATE

2024

SCOPE

Master Planning / Urban
Design / Urban Planning /
Streetscape Design

TEAM MEMBERS

Megha Sinha
Kim Way
Sayee Mudholkar



01 Eco Innovation District Land Use Recommendations Plan

02 Rush Run and Schrock Road Hub

The Plan recommends restoring Rush Run as a stormwater management infrastructure and as a riparian ecological corridor.

03 Design Charrette

NBBJ employs a variety of engagement methods.

The Worthington Northeast Corridor Area Plan provides a strategic framework to guide redevelopment, focusing on land use, zoning, fiscal and environmental sustainability, and other key factors shaping the area's future.

Initiated by the City of Worthington in partnership with NBBJ and Montrose Group, the planning process spanned from May 2023 to April 2024 and prioritized extensive community engagement. A diverse Steering Committee of local business and property owners helped shape the process, while three public workshops, one-on-one interviews, and digital outreach—including a project website, social media updates, and e-Village Talks newsletters—ensured broad community input.

The corridor's evolution presents an opportunity to reimagine its future while leveraging regional economic shifts. The plan provides stakeholders with a comprehensive and community-driven guide for decision-making over the next 10 to 20 years. It offers detailed recommendations on zoning, infrastructure, and economic development while ensuring cultural and environmental considerations. As a living document, the Northeast Corridor Area Plan will serve as an essential tool for day-to-day planning and budgetary decisions, helping to shape Worthington's growth and identity.

City of Dublin

W. Bridge Street Corridor Framework Plan

LOCATION

Dublin, OH

CLIENT

City of Dublin, OH

SIZE

196 acres

COMPLETION DATE

2017

SCOPE

Master Planning / Urban Design / Urban Planning / Streetscape Design / Design Guidelines

TEAM MEMBERS

Megha Sinha
Kim Way



01 The Framework Plan

This plan established a cohesive community vision to guide all aspects of development.

02 Community Planning Charrette

NBBJ engaged Dublin residents and community leaders throughout the planning process.

03 Main Gateway

This regional corridor serves as a gateway to the city and this district.



The City of Dublin partnered with NBBJ to prepare a land use framework to maximize development potential and create urban design guidelines consistent with the community's vision of a thriving mixed-use environment.

The W. Bridge Street Corridor planning area falls under the City of Dublin's ongoing transformational initiative, called the Bridge Street District, which is guided by a vision of creating a dense, walkable and mixed-use urban center. The first phase of this District was under construction in 2017 and contains about 2.5 million square feet of mixed-use development.

A key goal was to create a distinct shift from this highway-setting to a vibrant, mixed-use community feel. In response to market demand and projected growth, this area is well-suited for higher development density and a

mix of uses, including employment-oriented, residential and civic development. NBBJ responded to these goals, alleviating community concerns over increased traffic, disruption to the Indian Run environment and misalignment with Historic Dublin character. A traditional planning process with innovative public engagement was the organizing principle for undertaking this study. The plan proposes a well-calibrated, development approach, transitioning from mid- to low-range. A system of street grids were suggested, with new buildings along the streets to establish continuous frontage.

References

CLIENT	CONTACT
City of Bexley	Ben Kessler Mayor, City of Bexley bkessler@bexley.org 614.559.4210
City of Worthington	R. Lee Brown Director, Planning and Building, City of Worthington lee.brown@worthington.org 614.781.3539
City of Dublin	Tammy Noble Senior Planner, City of Dublin tnoble@dublin.oh.us 614.410.4400
City of Grandview Heights	Emily A. Keeler President, City Council City of Grandview Heights keeler.16@osu.edu 614.292.1966

Team Lead and Proposed Staff

NBBJ brings a highly experienced, multidisciplinary team to lead the Bexley Commercial Design Guidelines, combining expertise in urban design, planning, and landscape architecture.

With a strong history of collaboration with the City of Bexley, including the Joint Livingston Avenue Plan and Southwest Bexley Strategic Plan, we are excited for the opportunity to partner once again. Our team is committed to a context-sensitive, community-driven approach that aligns with Bexley's vision for its commercial districts.

ORGANIZATIONAL CHART



PRINCIPAL IN CHARGE /
TEAM LEAD / URBAN PLANNER



Megha Sinha,
AICP, LEED AP
BD+C

PROJECT MANAGER /
URBAN PLANNER



Sayee Mudholkar,
AICP, LEED GA



URBAN DESIGNER /
LANDSCAPE ARCHITECT



Kim Way,
PLA, ASLA

LANDSCAPE ARCHITECT



Dan Affleck,
PLA, ASLA

Megha Sinha, AICP, LEED AP BD+C

Principal in Charge / Team Lead / Urban Planner



Megha's depth of planning experience includes planning for urban communities, acting as a primary resource for stakeholder and community engagement.

Megha participates in all aspects of planning—from visioning through implementation. As Principal in Charge, Megha will be leading the Planning and Community Engagement alongside Sayee and Kim. Megha will ensure the project stays on time and budget and will oversee project coordination and day-to-day communication with the project team and the city. Megha currently serves on the American Planning Association OH Board and speaks frequently at a number of planning conferences.

RELEVANT PROJECT EXPERIENCE

Joint Livingston Avenue Plan / Columbus and Bexley, OH / Project Manager

Southwest Bexley Strategic Framework / Bexley, OH / Project Manager, Urban Planner

Capital University Master Plan / Bexley, OH / Project Manager, Campus Planner

City of Grandview Heights, Civic Spaces and Places Plan / Grandview Heights, OH / Project Manager, Urban Planner

West Goodale Corridor Study / Grandview Heights, OH / Project Manager

Northeast Corridor Area Plan / Worthington, OH / Project Manager

City of Dublin, West Bridge Street Corridor Plan / Dublin, OH / Project Manager, Urban Planner

Delaware County, 36|37 Corridor Study / Delaware, OH / Project Manager, Lead Planner

Berlin Township Industrial & Commercial Overlay Guidelines / Delaware, OH / Project Manager, Planner

Upper Arlington Highest & Best Use Study / Columbus, OH / Planner

Utica Downtown Vision Plan / Utica, NY / Project Manager, Urban Planner

Rapid 5 / Franklin County, OH / Project Manager

City of Westerville, South State Street (SR3) Corridor Study / Columbus, OH / Project Manager, Urban Planner

Southwestern Medical District Master Plan / Dallas, TX / Project Manager

EDUCATION

Masters Degree, Urban and Regional Planning, University at Buffalo, State University of New York

Bachelor of Architecture, University of Mumbai, India

REGISTRATIONS

American Institute of Certified Planners (AICP)

LEED Accredited Professional Building Design & Construction (LEED AP BD+C)

PROFESSIONAL AFFILIATIONS

American Planning Association, Ohio Chapter Board Member

MORPC Sustainability Advisory Committee

City of Columbus Historic Resources Commission

Society for College and University Planning Board of Directors

Sayee Mudholkar, AICP, LEED GA

Project Manager / Urban Planner



Sayee is a project manager and urban planner who leads complex, city-shaping initiatives with a focus on delivering long-term, strategic solutions to today's urban challenges.

With a deep understanding of both the strategic and technical aspects of planning, Sayee brings clients into a collaborative process that consistently exceeds expectations — grounded in her ability to manage teams, timelines, and stakeholder needs. Her expertise in crafting and implementing visionary communities, with a strong sense of place and purpose, is central to every project she leads.

RELEVANT PROJECT EXPERIENCE

Joint Livingston Avenue Plan / Columbus and Bexley, OH / Urban Planner

City of Grandview Heights, Civic Spaces and Places Plan / Grandview Heights, OH / Urban Planner

West Goodale Corridor Study / Grandview Heights, OH / Urban Planner

Northeast Corridor Area Plan / Worthington, OH / Urban Planner

Utica NY Downtown Vision Plan / Utica, NY / Urban Planner

Rapid 5 / Franklin County, OH / Urban Planner

Berlin Township Industrial & Commercial Overlay Guidelines / Delaware, OH / Urban Planner

SORTA Transit Oriented Development Studies / Cincinnati, OH / Urban Planner

Southwestern Medical District Master Plan / Dallas, TX / Urban Planner

Nickel Plate Trail Master Plan / Fishers, IN / Planner

OSU TRAC Site Feasibility Study / Columbus, OH / Urban Planner

OSU Transportation & Parking Plan / Columbus, OH / Urban Planner

Belmont College Master Plan & Programming / Belmont, OH / Urban Planner

Linden Community Plan* / Linden, OH / Urban Planner, Graphics Support

Hilltop Community Plan* / Hilltop, OH / Urban Planner, Graphics Support

EDUCATION

Master of City & Regional Planning, The Ohio State University

Bachelor of Architecture, Mumbai University

REGISTRATIONS

American Institute of Certified Planners (AICP)

LEED Green Associate (LEED GA)

PROFESSIONAL AFFILIATIONS

American Planning Association (APA), Central Ohio Section Vice Director

United States Green Building Council

* Experience prior to NBBJ

Kim Way, PLA, ASLA

Urban Designer / Landscape Architect



Kim is a planner and urban designer with deep expertise in partnering with public agencies to shape resilient, people-centered communities.

His work spans all scales of planning and urban design, with a strong focus on serving cities, municipalities, and civic institutions. Whether leading district plans, infrastructure strategies, or community engagement efforts, Kim brings a thoughtful, inclusive approach that aligns public needs with long-term urban goals. His broader experience with corporate, healthcare, science, and education clients informs a comprehensive understanding of how diverse systems intersect within the public realm.

RELEVANT PROJECT EXPERIENCE

Joint Livingston Avenue Plan / Columbus and Bexley, OH / Principal in Charge

City of Bexley, Southwest Bexley Master Plan Update / Bexley, OH / Principal in Charge, Lead Urban Designer

Capital University Master Plan / Bexley, OH / Principal in Charge, Campus Planner

City of Grandview Heights, Civic Spaces and Places Plan / Grandview Heights, OH / Principal in Charge

West Goodale Corridor Study / Grandview Heights, OH / Principal in Charge

Northeast Corridor Area Plan / Worthington, OH / Principal in Charge

City of Dublin, West Bridge Street Corridor Plan / Dublin, OH / Principal in Charge, Lead Urban Designer

Upper Arlington Highest and Best Use Study / Upper Arlington, OH / Principal in Charge

Utica Downtown Vision Plan / Utica, NY / Principal in Charge, Lead Urban Designer

Rapid 5 / Franklin County, OH / Principal in Charge

City of Westerville, South State Street (SR3) Corridor Study / Westerville, OH / Principal in Charge

Delaware County, 36|37 Corridor Study and Berlin County Overlay Guidelines / Delaware County, OH / Principal in Charge

Columbus Metropolitan Library, Dublin Branch / Dublin, OH / Urban Designer

Franklinton Neighborhood Action Plan / Columbus, OH / Principal in Charge

Southwestern Medical District Master Plan / Dallas, TX / Principal in Charge

Washington State University, Spokane Campus Master Plan / Spokane, WA / Campus Planner

EDUCATION

Masters Degree, Landscape Architecture, University of Virginia

Bachelor of Science in Environmental Design, University of Vermont

REGISTRATIONS

Registered Landscape Architect: MD, MI

PROFESSIONAL AFFILIATIONS

American Society of Landscape Architects (ASLA)

Council of Landscape Architectural Registration Boards (CLARB) Certified

Dublin Planning & Zoning Commissioner

East Franklinton Design Review Board

Daniel Affleck, PLA, ASLA

Landscape Architect



As a landscape architect and designer, Dan's work focuses on how landscapes shape community identity, social cohesion and resilience.

Dan brings more than 15 years of experience leading transformative, award-winning projects. Prior to joining NBBJ in 2023, Dan was an Associate Principal at SWA in San Francisco, where his portfolio includes The Sandy Hook Memorial in Newtown CT, 531 Memorial in Virginia Beach, Pellier Park in San Jose and the Culver Steps in Los Angeles. Underscoring his interest in design as a cross-disciplinary practice, Dan holds dual Master's degrees in Architecture and Landscape Architecture.

RELEVANT PROJECT EXPERIENCE

Cosgray Crossing Mixed-Use Development Master Plan / Dublin, OH / Landscape Designer

City of Powell, Scioto Street Study / Powell, OH / Landscape Designer

Nationwide Children's Hospital, Livingston Orthopedic and Surgery Center / Columbus, OH / Landscape Designer

Battelle Memorial Institute, Confidential Projects / Columbus, OH / Landscape Designer

Southwestern Medical District Master Plan / Dallas, TX / Landscape Lead Designer

University of Utah Physical Development Plan / Salt Lake City, UT / Landscape Designer

Sandy Hook Permanent Memorial* / Newtown, CT / Project Manager, Lead Designer

5/31 Memorial* / Virginia Beach, VA / Lead Designer

San Jose Diridon Station Area Plan* / San Jose, CA / Lead Landscape Planning

City of San Jose, Pellier Park* / San Jose, CA / Project Manager, Lead Designer

City of San Jose, North San Pedro Park* / San Jose, CA / Project Manager, Lead Designer

City of San Jose, Bassett Park* / San Jose, CA / Project Manager, Lead Designer

Group 14 Headquarters / Moses Lake, WA / Landscape Lead Designer

Confidential Children's Hospital Master Plan / Southeastern U.S. / Landscape Lead Designer

Brigade Chennai Development / Landscape Lead Designer / Chennai, India

Santa Clara County Civic Center Plan* / San Jose, CA / Landscape Designer

EDUCATION

Master of Landscape Architecture, University of Pennsylvania

Master of Architecture, University of Pennsylvania

Bachelor of Fine Arts, Skidmore College

REGISTRATIONS

Registered Landscape Architect: CT, VA

PROFESSIONAL AFFILIATIONS

Urban Land Institute (ULI)

American Society of Landscape Architects (ASLA)

* Experience prior to NBBJ

IV.

Work Plan

NBBJ — City of Bexley — Commercial Design Guidelines

Project Understanding

Together with the City of Bexley, NBBJ proposes a Project Approach with a particular focus on the Commercial Districts and a context-sensitive process.

Through NBBJ's previous planning and design work with the City of Bexley; The Southwest Neighborhood Study, Capital University Campus Master Plan and the Joint Livingston Avenue Corridor Study, we have engaged in two of the City's Commercial Areas; East Main Street and East Livingston Avenue. While these are two very different commercial districts, they both have common challenges as well as opportunities to reinforce and establish a community character that is unique to Bexley and to themselves as important community places and gateways. North Cassady Avenue presents similar challenges and opportunities and the desire that all of Bexley's Mixed-use commercial districts (MUC) align around the same quality, character, aesthetics, accessibility and safety.

The Commercial Design Guidelines will be shaped by the City of Bexley's long-term vision and goals with a particular focus on the Commercial Districts and a context-sensitive approach tailored to the East Main Street, North Cassady Avenue, and East Livingston Avenue commercial areas. The well-established East Main Street corridor is more urban and pedestrian focused while the North Cassady and East Livingston corridors are more automobile oriented. The Joint Livingston Avenue Corridor study recommended the commercial areas along the corridor transition to more urban pedestrian-oriented places with new buildings fronting the street, parking in the rear and an active, programmed streetscape along the street frontage. These new Commercial Design Guidelines can now codify the recommendations of that plan.

The Commercial Design Guidelines will be grounded in a deep understanding of Bexley's commercial areas and the unique character of each corridor, combined with the principles of Universal Design to ensure an inclusive and context-sensitive framework. The architectural building frontage, urban design character, and streetscape define the public realm and experiential quality of commercial districts. The guidelines must address the many elements that will guide the design of future development including, but not limited to:

- Public realm
- Site planning
- Buildings
- Signage and wayfinding
- Multi-modal and parking elements

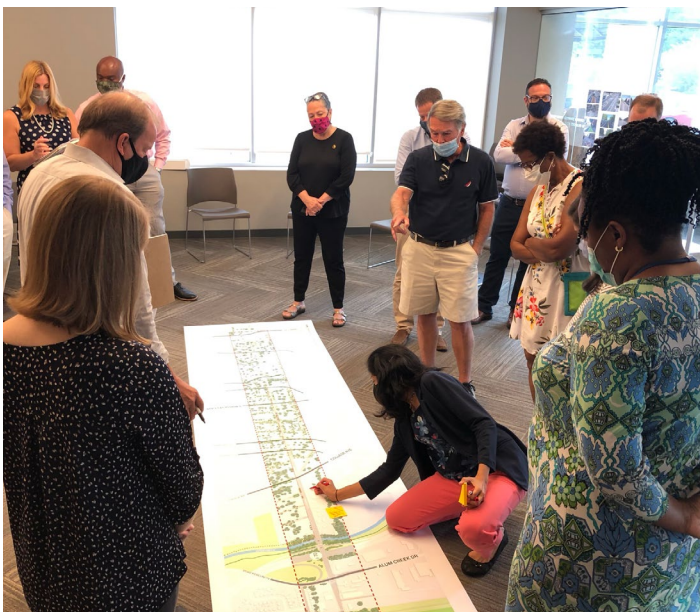


Project Process and Methodology

We have outlined a 9-month process to complete the Bexley Commercial Design Guidelines, with a start date in late April 2025 and completion in early to mid-January 2026.

During the process we will be engaging with a variety of stakeholders at set intervals or key milestones. We will work with the City of Bexley staff to identify and organize a project Core Team who will be responsible for the day-to-day management of the process. The Core Team will be joined by NBBJ's project leads; Megha Sinha (Principal-In-Charge) and Sayee Mudholkar (Project Manager). The Core Team will establish a bi-weekly cadence of project check-in meetings to review progress, get feedback, and coordinate upcoming milestones.

Community engagement will be at the heart of our process. It's essential to design an approach that effectively serves the project, meaningfully involves key stakeholders and the broader Bexley community, and ensures that all voices are heard and reflected in the plan's outcomes. As such, one of our first tasks will be a project Kick-Off, where we work with the project Core Team to confirm the proposed project schedule, planning process and public engagement strategy, drawing on the knowledge and experience of our previous planning engagement with the City of Bexley.



The Design Guidelines Steering Committee will meet at the key intervals or milestones in the process as outlined in the RFP. We view the Steering Committee and its members as a decision-making body to guide the Commercial Design Guidelines process and approve its progress. We will convene the Steering Committee five times throughout the process, with an optional sixth meeting if needed:

- **Meeting 1:** Project kick-off and visioning workshop
- **Meeting 2:** Review of the Data Gathering & Analysis Phase, input from Public Workshop #1, and early concept development
- **Meeting 3:** Review of the draft Commercial Design Guidelines
- **Meeting 4:** Preview of the agenda and materials for Public Meeting #2
- **Meeting 5:** Review of feedback from Public Meeting #2 and the refined draft of the Commercial Design Guidelines
- **Meeting 6 (Optional):** If necessary, to review final edits or modifications to the Guidelines

In addition to the more formal committee structure identified above, the NBBJ team will engage more broadly in community input through one-on-one interviews with up to four Steering Committee members and small group interviews. The stakeholder and leadership interviews will happen early in the process, during our data gathering and analysis phase. Upon completion of the draft Commercial Design Guidelines, we will also present the guidelines and recommendations to the Architectural Review Board, Board of Zoning and Planning, Tree and Public Gardens Commission, and Bexley City Council.

◀ **Megha Sinha and Kim Way leading Steering Committee worksession with the City of Bexley, OH.**

Scope of Work

We have divided the Bexley Commercial and Design Guidelines planning process into three phases: Data Gathering & Analysis, Concept Development & Draft Recommendations, and Final Design Guidelines & City Council Approval.

Phase 1:

Data Gathering & Analysis

This phase of work is focused on discovery, data gathering, analysis, reviewing and documenting all relevant previous planning studies and reports; including the City of Bexley Strategic Plan, the current Main Street Design Guidelines and other City policies and procedures that will inform the Commercial Design Guidelines.

We will kick-off the process with the Core Team and will align project schedule, planning process and our stakeholder engagement strategy. At this time, we will also facilitate a Visioning Workshop with the Steering Committee and the Core Team to develop goals and objectives and a vision statement for the project, that will provide our “north star” as we develop ideas and concepts for the commercial corridors. We will also conduct one-on-one interviews with up to four Steering Committee members, conduct up to four Stakeholder and Small Group Interviews and facilitate Public Workshop #1 to seek community input on the opportunities and constraints of the existing commercial corridors.

The NBBJ team will tour the commercial districts and document the existing conditions through photography, asset mapping and analysis diagrams. This includes land and building use; transportation and parking infrastructure; existing streetscape and open space amenities; existing utility infrastructure, etc. We will also identify unique and defining features for each of the three corridors — East Main Street, North Cassady Avenue, and East Livingston Avenue — that will drive their design guidelines.

Phase 2:

Concept Development & Draft Recommendations

This phase focuses on ideation—translating the physical analysis of the commercial corridors, community engagement insights, key findings, and overarching strategies into draft ideas and early concepts that will guide the development of the Commercial Design Guidelines for all Mixed-Use Commercial (MUC) districts.

The NBBJ team will present preliminary findings at Steering Committee Meeting #2, including the physical analysis, insights from Public Workshop #1, and initial concept ideas. Feedback and direction from this meeting will directly inform the development of draft design guidelines for all Mixed-Use Commercial (MUC) districts.

Building on that input, the NBBJ team will prepare both the overarching Commercial Design Guidelines and more detailed, context-sensitive recommendations tailored to the three priority corridors: East Main Street, North Cassady Avenue, and East Livingston Avenue.

The team will work with the Steering Committee through Meetings #3 and #4 to revise and refine the draft guidelines to present at Public Workshop #2 to seek broader community input on the draft guidelines and recommendations. This phase will be an iterative process to allow for the continuous refinement of the design guidelines.



Phase 3:

Final Design Guidelines & City Council Approval

Informed by feedback from the Steering Committee and the public during Phase 2, we will refine the guidelines into a comprehensive, annotated document—featuring clear narrative, supporting graphics, and precedent images that illustrate the design intent.

Context-specific guidelines will be prepared for the three core commercial corridors; East Main Street, North Cassady Avenue, and East Livingston Avenue. The guidelines will be visually rich and easy to navigate, using a combination of plans, cross sections, photographs, illustrative 3D sketches, and precedent images to clearly convey design intent.

During Phase 3, we will hold a final meeting with the Steering Committee (Meeting #5) to review and approve the Draft Commercial Design Guidelines before finalizing the document's recommendations, graphics, and narrative. Upon final approval by the Steering Committee and preparation of the final Commercial Design Guidelines document, the NBBJ team will facilitate presentations and discussions with City of Bexley Architectural Review Board, Board of Zoning and Planning, Tree and Public Garden Commission, and City Council. Based on feedback from these boards and commissions, the document will be revised as needed and finalized for approval by Bexley City Council.

The Bexley Commercial Design Guidelines will be developed over a 9-month process, ensuring community engagement, iterative refinement, and final approval by early 2026.

2025												
Milestone Meetings				APRIL			MAY			JUNE		
X	Core Team Bi-Weekly Check-Ins (30 mins each)						X		X	X		X
O	Steering Committee Meetings (5-6 meetings)						O					
	One-on-one Meetings with SC Members						← →					
	Stakeholder & Small Group Interviews											←
👥	Community/Public Meetings										👥	
📊	Presentation to Boards/Commissions/Council											
Task												
PHASE 1: DATA GATHERING & ANALYSIS												
1	Project Kick-Off - Schedule, Process, and Engagement Plan Alignment											
2	Data Collection, Prior Plans Review											
3	Existing Conditions Analysis & Case Studies											
4	Steering Committee Meeting #1 - Visioning Workshop											
5	One-on-one Meetings with Steering Committee Members (up to 4)											
6	Develop Inventory of Assets (Historic buildings, Significant trees, Establishments, etc.)											
7	Compile Analysis - Opportunities and Challenges (Overall and Commercial Corridor Specific)											
8	Community Public Meeting #1 -											👥
9	Stakeholder & Small Group Interviews (up to 4)											
PHASE 2: CONCEPT DEVELOPMENT & DRAFT RECOMMENDATIONS												
1	Drivers for Design Guidelines and Early Concept											
2	Steering Committee Meeting #2 (Review analysis, public workshop findings, and early concept development)											
3	Draft Overall Design Guidelines											
4	Draft Context Specific Guidelines for the Three MUC Corridors											
5	Steering Committee Meeting #3 - Review Design Guidelines Early Draft											
6	Refine and Further Develop the Design Guidelines											
7	Steering Committee Meeting #4 - Review Recommendations for Public Meeting											
8	Community Public Meeting #2 - Share Draft Recommendations											
PHASE 3: FINAL DESIGN GUIDELINES & CITY COUNCIL APPROVAL												
1	Complete Design Guidelines											
2	Steering Committee Meeting #5 - Review Draft Guidelines and Public Input											
3	Finalize Graphics, Recommendations, & Guidelines Document											
4	Presentation to Boards/Commissions											
5	Optional Steering Committee Guidelines Review/Modifications											
6	Final Design Guidelines Document											
7	Design Guidelines Adoption - City Council Approval											

As presented in the Scope of Work, the Bexley Commercial Design Guidelines will be developed over a structured 9-month process, beginning in late April 2025 and concluding by early to mid-January 2026. The project will progress through three key phases: Data Gathering & Analysis, Concept Development & Draft Recommendations, and Final Design Guidelines & City Council Approval. Key milestones include bi-weekly check-ins with the Core Team, five Steering Committee meetings, two public workshops, and final presentations to city boards and commissions. This timeline ensures a collaborative and iterative approach, incorporating stakeholder input at critical junctures to refine and finalize the guidelines.

V.

Project Cost

NBBJ — City of Bexley — Commercial Design Guidelines



Dublin, OH

We welcome the opportunity to tailor the fee and scope in discussions with you. Based on the scope of services outlined in the RFP and our proposed approach, we estimate a total project cost (including all labor and expenses) of \$199,810.

Fee Details

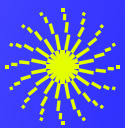
Staff	Megha Sinha	Sayee Mudholkar	Kim Way	Daniel Affleck
Role	Principal in Charge / Urban Planner	Project Manager / Urban Designer	Urban Designer / Landscape Architect	Landscape Architect
Hourly Rate	\$275	\$115	\$275	\$195
Hours	151	1008	126	38

Total Hours	1,323
Expenses	\$250
Total Project Fee	\$199,810

Our fee philosophy is derived from our commitment to being a partner for our clients and our communities, achieving their project visions and goals. Paired with our deep knowledge and portfolio of similar scope, we approach each project individually and set our fees based on the planning and design expectations of our client and the opportunities of the project. We will develop an individualized fee with an experienced, right-sized team for each project. We strive to be a partner to the City of Bexley and our team looks forward to working with you to develop Commercial Design Guidelines that will serve Bexley for years to come.



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MAIN POINT OF CONTACT

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