

April 30, 2025

To the Members of the Bexley Board of Control,

After reviewing the proposals submitted for the Bexley Commercial Design Guidelines Update, I am writing to recommend that we proceed with the revised proposal from McKenna, dated April 21, 2025.

This revised proposal reflects a comprehensive, community-focused process, includes a robust engagement plan, and emphasizes the creation of implementable and context-sensitive guidelines. Importantly, the revised McKenna proposal also includes a new partnership with Jones Architects, who will provide architectural visualization and illustrative support throughout the project. This collaboration will ensure that the final guidelines are not only well-structured but also highly legible and visually compelling.

The revised McKenna proposal fits within the adopted project budget and includes a not-to-exceed fee of \$52,000. With a nine-month project timeline, I believe this team is well-positioned to produce a forward-thinking set of guidelines that reflect Bexley's distinct character and future needs.

For reference, below is a summary of all proposals received:

Firm	Fee Proposal
McKenna	\$52,000
Designing Local	\$80,000
MKSK/OHM	\$120,000
NBBJ	\$199,810

I respectfully recommend the approval of the McKenna proposal, under the terms of the revised proposal.

Sincerely,

Mayor Ben Kessler