

LAND USE STRATEGY 2.0



2025



This Land Use Strategy document was developed over a multi-year effort that relied heavily on the unique expertise of members of the Land Use Strategy Commission, with input from City Council, all core Boards and Commissions, and, of course, Bexley community members. As seen below, the Commissions members represent a wide range of professional backgrounds including architecture, urban planning, development, business, sustainability, law, and more. The City could not be more appreciative to this group for their time and effort.

LAND USE STRATEGY COMMISSION

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- Matt Klingler, *Building and Planning Director, Co-Chair*
- Brian Ashworth, *Transportation Planner*
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- Lori Ann Fiebel, *City Council Member*
- Danny Hurley, *City Council Member*
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Unless otherwise noted, future vision graphics were developed by **OHM Advisors**

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INTRODUCTION

WELCOME ↘



When the original Land Use Strategy process was proposed over 15 years ago, it was a first-of-its-kind effort to categorically study and reenvision Bexley's commercial and forgotten park spaces. At the time, a major criticism of the fledgling effort was essentially this: plans are pretty documents with nice pictures but little practical implication, and that this one—like others—would sit on the shelf and gather dust. But a good plan—carefully crafted and

with the support of community leadership—is a vital component to driving progress. The Land Use Strategy process and outcome proved the point. As it turns out, the Land Use Strategy was a runaway success—helping to craft over a decade of forward motion and purposeful progress—and proving that in Bexley, strategic planning was a powerful tool for growth and positive change.

Since its creation, passage, and rollout, the cadence of strategic planning and execution has melded into the DNA of Bexley's public process. The City's comprehensive strategic plan has been reimagined as an overarching blueprint that itself calls for the continuous churning

of new planning to keep momentum fresh, public-forward, and quick to the pulse of the community. Plans such as the Alum Creek Park Plan, the Joint Livingston Avenue process with Columbus, or even the Commonwealth Park Master Plan (among others) are driving a tremendous amount of value to our neighborhoods by helping to galvanize historical amounts of outside funding and resulting in measurable outcomes.

Planning is as vital a part of our City's function as the provision of safety services, or the discipline of keeping our streets free of potholes. It grounds decision makers with a shared vision and a common language, and it lays the table for the hard work and coordinated effort that must follow.

It is in this context that the Land Use Strategy update is being offered. A Bexley that values the architectural magnificence of its patina and close-knit character, but that embraces the future-forward thinking that will curate imaginative growth for the enjoyment of the many generations to follow.

Time to get to work!

A handwritten signature in blue ink, appearing to read 'Ben Kessler', followed by a long horizontal flourish.

Mayor Ben Kessler

LAND USE STRATEGY PURPOSE

Bexley has long been recognized as one of Central Ohio’s most desirable residential communities, featuring historic and walkable neighborhoods, an expansive tree canopy, and nationally acclaimed public schools and library. Founded in 1908 and encompassing just 2.5 square miles with an estimated population of just under 13,500, Bexley is fully built-out, with most land dedicated to single-family housing.

Despite its compact footprint, Bexley’s prime location, strong regional reputation, and the presence of Capital University as a community anchor continue to drive interest in thoughtful redevelopment—particularly in our core commercial corridors. This interest is supported by the strong socio-economic profile of residents and visitors, sustaining demand for high-quality commercial uses across sectors, including dining, retail, healthcare, and professional services.

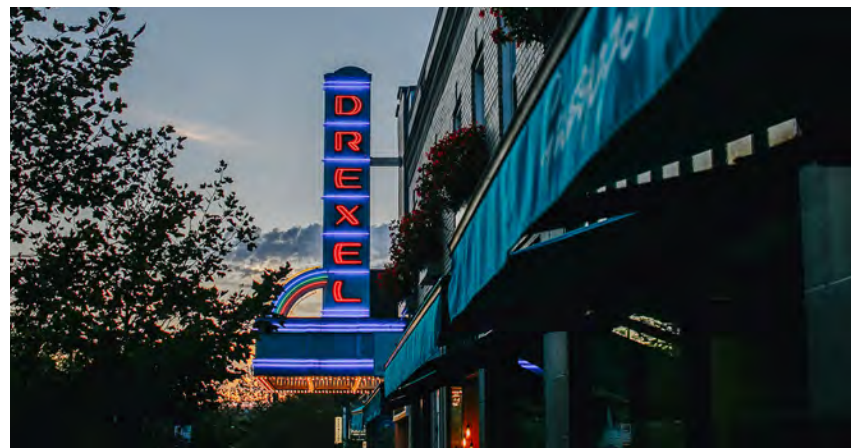
This updated Land Use Strategy is designed to guide redevelopment in ways that enhance economic vibrancy, support both established and new businesses, and increase access to high-demand amenities for residents and visitors. It also outlines opportunities to improve neighborhood connectivity and expand flexibility for accessory dwelling units in residential areas—creating more options within our existing fabric. To achieve this vision, the Strategy serves the following key purposes (listed in no particular order):

01. ALIGN FUTURE REDEVELOPMENT WITH CITYWIDE PLANS

As a core component of the 2023 City Strategic Plan, the Land Use Strategy reflects and reinforces Bexley’s mission, vision, and strategic goals. It is coordinated with other adopted plans to ensure consistency and to guide implementation across departments and initiatives.

02. UNDERSTAND AND BALANCE COMMUNITY PRIORITIES WITH MARKET REALITIES

The planning process incorporated broad community engagement, allowing residents, board and commission members, developers, and other stakeholders to voice their priorities. These insights were paired with in-depth market research to ensure that desired end uses—including restaurants, retail, medical offices, senior housing, and lodging—align with current and emerging market opportunities.



04. PRESERVE AND CELEBRATE BEXLEY’S HISTORIC CHARACTER

Bexley’s historic architecture and character are central to its identity. The Strategy promotes redevelopment that respects and preserves this legacy, encouraging adaptive reuse and context-sensitive infill that complements the existing built environment.

05. INCREASE COMMERCIAL VIBRANCY AND INCOME TAX REVENUE GENERATING USES

The Strategy supports efforts to activate and enhance all commercial corridors, with a focus on attracting and retaining businesses that provide value to both residents and visitors. Redevelopment should support a mix of uses, walkability, and a distinctive sense of place.

The Strategy also recognizes that while the demand for traditional office development has been significantly reduced since the COVID-19 pandemic, there is still a need to bring new income tax revenue generating uses to the City.

06. RESPOND TO REGIONAL NEEDS IN HOUSING, TRANSIT, AND CONNECTIVITY

Bexley is deeply interconnected with the broader Columbus region. While remaining true to its scale and character, the City has a role to play in helping address regional challenges, including the housing shortage, demand for more reliable public transit, and the need for improved multimodal connectivity.

07. SUPPORT GENTLE INFILL AND NEIGHBORHOOD CONNECTIVITY

The Strategy identifies opportunities to improve neighborhood walkability and connectivity, while also recommending zoning flexibility to support accessory dwelling units (ADUs) and other gentle infill solutions that provide more housing choices for residents at all stages of life.

08. FOSTER GREATER PARTNERSHIPS WITH AREA PROPERTY OWNERS

As a fully built-out city, Bexley has limited redevelopment opportunities. Unlocking the potential of underutilized sites will require close collaboration between the City, the Bexley Community Improvement Corporation (BCIC), private property owners, and institutional partners like Capital University and Bexley City Schools.

09. PROMOTE SUSTAINABLE DEVELOPMENT AND CONSTRUCTION PRACTICES

Bexley has long been a regional leader in sustainability. The Strategy builds on this legacy by encouraging energy-efficient building practices, low-impact site design, adaptive reuse, and redevelopment that supports long-term environmental resilience. It also emphasizes improved connectivity between neighborhoods and the city’s parks, trails, and green spaces—reinforcing the role of the public realm in promoting health, sustainability, and a more walkable, livable community.



PRACTICAL LAND USE PARTNERSHIPS

Because undeveloped land is generally scarce in Bexley, a key overarching recommendation of the Strategy is continued investment in community partnerships to leverage opportunities for shared resources. These partnerships play a vital role in the success, functionality, and appeal of development and infrastructure improvements. Working closely with community institutions, businesses, and landowners will ensure building and development that preserves the character and legacy of the City, while also investing in refinements and amenities that position Bexley for emerging trends in transportation and commerce.

01. ADAPTED RECREATION AND CIVIC SPACE

A common priority across multiple Opportunity Sites is the identification of underutilized areas in key commercial corridors that could be reimaged to support more functional and inviting public spaces—an effort that depends on strong partnerships with businesses and institutional land users.

Notably, Capital University, our largest institutional land user, adopted a new Facilities Optimization Plan in 2024 highlighting several areas for potential non-campus redevelopment. As this plan moves forward, the City should actively engage with Capital to help guide and support these transformative efforts.

02. SHARED PARKING ACROSS THE COMMUNITY

As the City's commercial corridors redevelop, the City has the opportunity to add and adapt parking. The City should build on recent parking studies (see page 39) and work closely with land and business owners to better understand supply and demand. The City should also evaluate potential technology solutions or shared parking arrangements to alleviate areas of concern.

03. WALKABILITY, BIKABILITY, AND PUBLIC TRANSPORTATION

Aligned with the goals of the Bike Safe Bexley Plan (2021) and Walkability Audit (2025), creating a safe, accessible, and welcoming streetscape for pedestrians and cyclists remains a core priority. This includes installing enhanced wayfinding signage and street markings, while systematically identifying and addressing gaps in amenities—such as bike racks, repair stations, restrooms, and charging stations—that support active transportation.

Just as vital is the City's partnership with COTA to expand and improve public transit options. Collaboration will be key as plans for the Bus Rapid Transit (BRT) station at Pleasant Ridge and Main Street continue to be refined. This key investment will unlock opportunities for transit-oriented redevelopment and provide more accessible, sustainable connections for residents, workers, and visitors traveling to and from Bexley.

04. COLLABORATIVE SUSTAINABLE BUILDING AND REDEVELOPMENT

In Bexley, we view sustainability not as a mandate, but as a partnership—an ongoing collaboration between the City and the landowners, developers, and community members who shape our built environment. Our goal is to work hand-in-hand to ensure that projects meet today's needs while preserving the livability and environmental health of our community for generations to come. Whether through green building practices, thoughtful site design, or energy-efficient infrastructure, we're committed to creating a development landscape where sustainability is not just a standard, but a shared value that adds long-term resilience and value for everyone involved.

While the Land Use Strategy was being developed, the City was also in the process of drafting a new Sustainability Action Plan (SAP)—a companion to existing efforts like the Zero Waste Plan and the Bike Friendly Bexley Plan. Together, these plans reflect a holistic approach to shaping both our natural and built environments. Once adopted, the SAP will serve as a key resource in guiding sustainable building and redevelopment practices across the community.

Developing the 2025 Land Use Strategy involved a two year process guided by a Land Use Strategy Commission and project managed by City staff. Public engagement opportunities as well as input from other City boards and commissions were core to the process. Additionally, the Commission interviewed area developers who provided input on their future visions for the community.

The timeline below summarized key milestones from the strategy creation process:

- **June 2023:** Commission Relunched
- **November 2023:** Initial Public Workshop
- **January - March 2024:** Online Survey Distributed
- **June 2024:** Boards and Commissions Workshop
- **June-September 2024:** End Use Market Analysis (Conducted by DiSalvo Development Advisors); Developer Interviews
- **September 2024:** Second Public Workshop
- **Fall 2024-Spring 2025:** Strategy Drafting
- **August 2025:** Final Recommendations Presented to City Council
- **Fall 2025:** Anticipated Strategy Adoption

PUBLIC WORKSHOP SUMMARY

The strategy creation process involved two public workshops, with one hosted at the beginning of the process in November 2023 and the other once preliminary recommendations had been drafted in September 2024.

At the November 2023 workshop, attendees participated in a SWOT (strengths, weaknesses, opportunitéis and threats) analysis for each of the core focus areas: Main Steet West, Main Street East, Livingston Avenue and Cassady Avenue. That feedback is incorporated in each focus area section throughout this document. They were then invited to add their ideas for improved land use to large-format aerial maps of Bexley's core commercial corridors (sample results at right).

At the September 2024 workshop, attendees were first given a presentation about draft strategy recommendations. They were then guided through an exercise in which they prioritized various end uses and end conditions for each focus area of the strategy.



Above: Land use suggestions from the dot exercise portion of the November 2023 public workshop.

"How about a pocket park until properties are redeveloped?"
(Main Street)
- Workshop Attendee

"Each business has its own parking lot. Develop shared lots like on Montrose and Main."
(Main Street)
- Workshop Attendee

"Add senior housing along Alum Creek."
(Main Street)
- Workshop Attendee

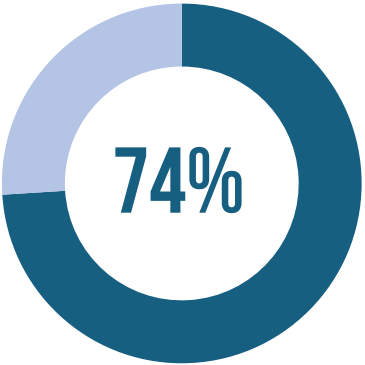
"Add multi-modal bike and mobility scooter lanes, and traffic calming."
(Cassady Avenue)
- Workshop Attendee

"Less drive-thru and more drive-to."
(Cassady Avenue)
- Workshop Attendee

"Add more mixed use."
(Livingston Avenue)
- Workshop Attendee

COMMUNITY SURVEY FEEDBACK

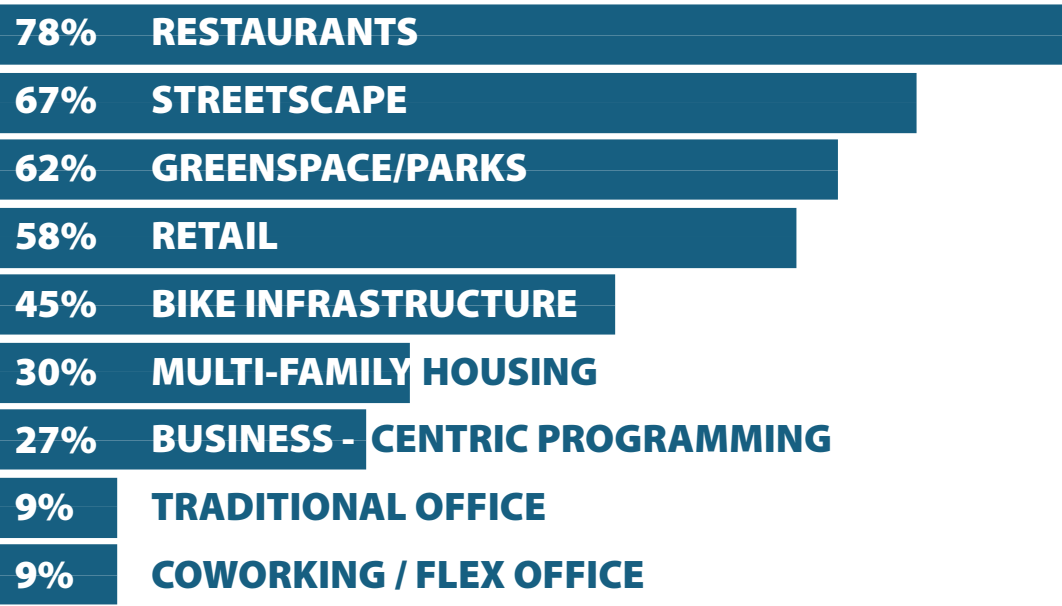
To support broad community engagement and gather input on redevelopment priorities, the Land Use Strategy Commission conducted a community survey from January through March 2024. The survey was promoted through multiple channels—including the *Bexley Times* (direct-mailed to all Bexley households), the *Bexley Blast* e-newsletter, and social media—and received a total of 114 responses.



Support for the City playing an active role in acquiring blighted, contaminated or underutilized land to prepare for redevelopment

TOP COMMERCIAL AREA PRIORITIES

Question: Which end use(s) and focus area(s) should be the City's top priorities in the next 5-10 years in our key commercial areas?
(Respondents chose up to four priorities).



TOP HOUSING PRIORITIES

Question: When considering future housing development opportunities, what components should be prioritized?
(Respondents chose up to four priorities).



IDEAS FOR NEW BUSINESSES

Question: If you could bring three new businesses to Bexley, what would they be?

"Cozy independent bookstores, a trendy coffee shop with artisanal blends, and a farm-to-table restaurant highlighting locally sourced ingredients."
—Survey Reponse

"Bexley needs to cultivate additional shops that encourage visitors from other communities to come and shop our charming town (and spend money)!"
— Survey Reponse

BOARD AND COMMISSION WORKSHOP

Representatives from the City's various boards and commissions met at a special workshop in June of 2024, with the primary focus being land use. The group gave input on their priorities for each commercial corridor, as well as neighborhoods generally. Finally, the group gave feedback on what partnership opportunities exist to help advance the City's land use goals.



Above: Board and commission members at the June 2024 Workshop

ALIGNMENT WITH EXISTING CITY PLANS

The Land Use Strategy is a core component plan of the 2023 City Strategic Plan, meaning that the guiding principles in the Strategic Plan and the ideals reflected in the City's Vision also apply here.

SUPPORTING THE CITY'S VISION:

Inclusive and Empowering Community:

Committed to recognizing our historic roots while actively building a community free from racism - where all individuals are valued and can thrive - while encouraging active civic participation and celebrating diversity.

Family and Education Focus:

Prioritizes supporting families of all kinds and child development across all abilities; supporting strong educational institutions; fostering meaningful lifelong learning opportunities; and providing quality recreational facilities to serve all areas of our community.

Safety and Sustainability:

Ensures neighborhood safety with a focus on walkable and bikeable outdoor spaces; preservation of historical and architectural integrity; and leadership in the protection of our environment and natural resources.

Economic and Environmental Health:

Promotes financial independence and fiscal sustainability; fosters a welcoming business climate; supports vibrant commercial corridors along Main Street, North Cassady Avenue, and Livingston Avenue; and



2023 STRATEGIC PLAN DEVELOPMENT GOALS

This strategy has direct alignment with Development Goals of the 2023 Strategic Plan including:

- Assisting with the Development of Opportunity Sites
- Remediate & Redevelop Remainder of Holtzmann Landfill
- Expand Public Off-Street Parking for Main Street
- Streamline Bexley's Zoning Approval Processes
- Expand Housing Options
- Encourage Development on North Cassady Avenue
- Recruit High-Demand Commercial Uses to Bexley
- Refresh the Main Street / Commercial Design Guidelines
- Conform Code with Joint Livingston Avenue Plan
- Create Historic Preservation Ordinance & Protections
- Pursue Trail Town Designation

This strategy also reaffirms goals and recommendations from other component plans, including:

Southwest Bexley Strategic Framework

The 2017 Southwest Bexley Strategic Framework outlined recommendations to enhance the Southwest Bexley area and strengthen connections between Capital University and the surrounding residential neighborhoods.

Joint Livingston Avenue Plan

Developed jointly with the City of Columbus, the 2022 Joint Livingston Avenue Plan establishes a framework for creating a safer, more accessible Livingston Avenue, supported by collaborative economic development and land use policies. Its focus is on revitalizing the corridor and strengthening the surrounding neighborhoods of Bexley, Berwick, Eastmoor, and Driving Park.

As a direct result of the efforts behind the plan, Bexley and Columbus partnered to secure over \$13.6 million in federal grant funds to support over \$18.7 million in expansive streetscape improvements to Livingston.

Bike Friendly Bexley Plan

The 2021 Bexley Bike Plan outlines a comprehensive strategy to enhance bicycle infrastructure and safety throughout the City, aiming to create a more bike-friendly environment for residents and visitors.

Main Street / Commercial Design Guidelines

The 2002 Bexley Main Street Design Guidelines provided a framework to preserve the corridor's historic character while promoting cohesive, pedestrian-friendly development. The guidelines emphasized consistent streetscape elements, building massing, and mixed-use design to support walkability, economic vitality, and Bexley's identity as a municipal arboretum.

Concurrent to the development of this Land Use Strategy Update, in spring 2025 the City embarked on an effort to update the original Main Street Design Guidelines, and expand the use of the guidelines to all commercial areas in Bexley.

View these plans and more on the City's website at bexley.org/plans.

PROGRESS REPORT ↘

The 2011 Bexley Land Use Strategy was developed to address key challenges facing the City and identify strategic priorities for long-term sustainability and growth. The strategy aimed to create a consensus-built plan that would guide City leadership with a sense of urgency while protecting and enhancing Bexley’s unique community assets through thoughtful land use policies, civic improvements, and beautification initiatives.

Since its adoption, the strategy’s principles have guided City planning efforts, with multiple concepts put into action and revisited over the years. However since 2011, the local and regional landscapes have evolved significantly, prompting a reassessment of priorities. Voter-approved changes to the income tax structure shortly after

the strategy’s creation (increasing the local rate from 2.0% to 2.5% and reducing the credit for taxes paid to other communities from 80% to 65%) bolstered City finances but also reinforced the importance of attracting and retaining high-wage-earning residents and employees amid increasing competition from neighboring communities.

The COVID-19 pandemic further shifted economic development goals, as remote work has led to a greater focus on quality-of-life factors and local amenities. Simultaneously, the region’s booming population is pressuring communities like Bexley to explore multi-family housing options, including market-rate, senior, and affordable units. These evolving dynamics highlight the need for updated land use policies to ensure Bexley remains a vibrant and desirable place to live, work, and invest.

KEY RECOMMENDATIONS OF THE 2011 LAND USE STRATEGY

CITY-WIDE RECOMMENDATIONS

- | | |
|--|---------------------------------------|
| ✓ Create a Bexley Redevelopment Fund | ⚙️ Create a unified signage standard |
| ✓ Create a Community Improvement Corporation | ⚙️ Engage neighboring communities |
| ✓ Environmental cleanup of former filling stations | ✓ Modernize zoning code |
| ✓ Create a housing code | ⚙️ Encourage payroll-generating users |

LEGEND

- | | |
|----|-------------|
| ✓ | Complete |
| ⚙️ | In progress |
| ⏸️ | On hold |



SUCCESS STORY: BEXLEY COMMUNITY IMPROVEMENT CORPORATION



Within months of adopting the 2011 Land Use Strategy, the Bexley Community Improvement Corporation (CIC) was officially incorporated. As a separate non-profit organization with an independent board, the CIC serves as the City’s economic development agent, focusing on revitalizing economically distressed or underutilized areas of the Bexley community.

Shortly after its incorporation, the CIC and the City formalized an economic development agreement, enabling the transfer of land and other interests from the City to the CIC. This agreement also allows the CIC to acquire land and other assets independently of the City. Under this framework, the CIC received several key parcels, including the old City Hall site in 2013 and the Bexley Square Shopping Center in 2016 (explained in more detail on page 8).

Beyond City-conveyed properties, the CIC has actively pursued additional strategic acquisitions, such as a former gas station site on Cassady Avenue (explained in more detail on page #), two parcels in the Ferndale-Mayfield neighborhood (explained in more detail on page #), and, more recently, a former convenience store on Livingston Avenue.

The CIC’s near-term objective is to remediate and redevelop these sites, often collaborating with private developers. Looking further ahead, even after redevelopment, the CIC frequently retains site control—through mechanisms like land leases or similar agreements—to ensure the potential for larger, multi-site redevelopment if future parcel assembly opportunities arise.

MAIN STREET RECOMMENDATIONS

- ✓ Redevelop the Bexley City Hall site
- ✓ Prioritize the development of a neighborhood grocery store within the city
- ⚙️ Work towards a “Double Loaded” Main Street
- ⏸️ Cultural and community events promotion
- ✓ Focus on key “pods” of development
- ⚙️ Create greater opportunities for pedestrian cross-access

SUCCESS STORY: CITY HALL RELOCATION

A prime example of publicly supported infill redevelopment and public-private partnership along Main Street is the transformation of the former City Hall site. This project, grounded in a key recommendation of the 2011 Land Use Strategy, involved the relocation of City Hall and service garage facilities to make room for redevelopment along Main Street. While a recommendation of the 2011 Strategy, the concept percolated for several decades but lacked a strategic direction to go from ideation to execution.

Ultimately, City Hall was relocated into a renovated space in the Bexley Square Shopping Center, previously occupied by the Bexley’s Monk restaurant. The City restructured the Shopping Center, retaining ownership of the northern tenant space while transferring the southern spaces and the former City Hall property to the Bexley Community Improvement Corporation (CIC). Concurrently, the CIC entered into a 50-year ground lease with Continental Development, leading to the successful redevelopment of the site into a Giant Eagle Market District Express, which opened in 2016, implementing another 2011 Strategy recommendation of fostering a neighborhood grocery within the city.

Revenue from the Giant Eagle lease and Bexley Square tenant spaces supports CIC operations and offset debt service for City Hall’s relocation and renovation. Today, this project exemplifies effective public-private collaboration, and stands as an example of publicly supported infill redevelopment.



Old City Hall site along Main Street



New Giant Eagle Market District Express

SUCCESS STORY: GRAMERCY BOOKS

While the City anticipates continued redevelopment in the Main Street: West District, where larger lot sizes and fewer property owners simplify projects, the Main Street: East District presents greater challenges. Shallower lots and multiple long-time—and often unmotivated—property owners make significant redevelopment more difficult.

However, a successful model emerged in 2016 when Continental Development replaced a commercial building at the northwest corner of Main Street and Cassady Avenue. The resulting Gramercy project, now home to four luxury condominiums, Gramercy Books, and Kittie’s Cakes café and bakery, demonstrated what can be achieved on a site of just one-third of an acre.

To support the project’s financial feasibility and encourage residential development, the City provided a 70%, 15-year property tax abatement for the condominiums through the Bexley Main Street Residential Community Reinvestment Area (CRA).

As Bexley’s population continues to age and more empty-nesters seek to downsize from larger homes into lower-maintenance, amenity-rich living spaces, the City anticipates growing demand for condominiums and similar high-quality rental options.



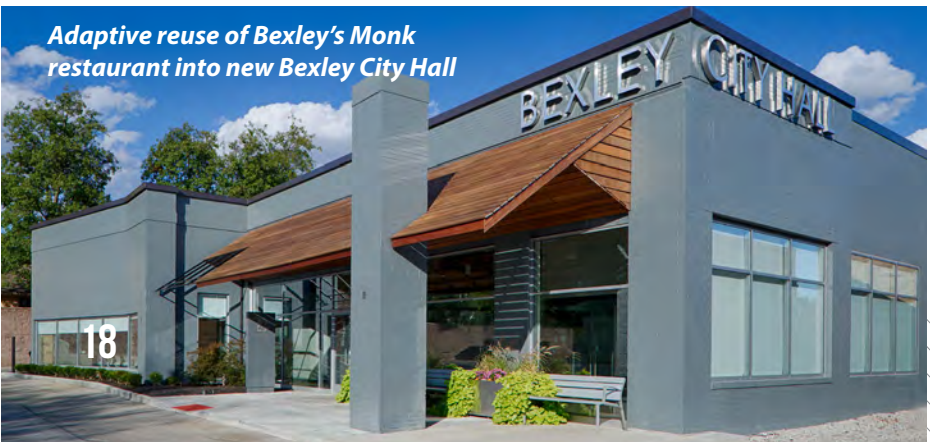
Old commercial building at Cassady and Main



The Gramercy redevelopment



Former Bexley's Monk restaurant



Adaptive reuse of Bexley's Monk restaurant into new Bexley City Hall



New trailhead, dog park, and splash pad at Schneider Park



SUCCESS STORY: SCHNEIDER PARK

Progress toward continuous recreational access along Alum Creek is well underway, highlighted by recent Schneider Park improvements made as part of the 2023 Year of the Parks initiative. Enhancements include a new Main Street trailhead, natural dog park, playground, and splash pad. This is in addition to prior improvements to the south community garden, and remediation to the athletic fields, addressing the environmental contamination concerns from the uncapped landfill on the site.

Coming soon, a pedestrian and bike bridge near the Astor Park entrance will link Schneider Park trails to the Central Ohio Greenway Alum Creek Trail. Additionally, plans are nearly complete for a skate and bike park just south of the new bridge. The City offers its thanks to the Bexley Community Foundation and ODNR for helping to make many of the projects financially feasible.

LIVINGSTON AVENUE RECOMMENDATIONS

- ✓ Ease restrictions against drive-through food service
- ⚙️ Purposeful redevelopment of Ferndale and Mayfield Place
- ✓ Extend Charles Street west of Sheridan Avenue
- ⏸️ Explore the use of TIF for Ferndale/Mayfield

ALUM CREEK RECOMMENDATIONS

- ⚙️ Continuous recreational access to the creek
- ⚙️ Develop a comprehensive creekside park
- ✓ Enact environmental protections

SUCCESS STORY: GAS STATION REMEDIATION

A key recommendation of the 2011 Strategy was to remediate former gas station sites across Bexley. To support this effort, the City passed legislation in 2014 mandating clean-up for such properties. Unremediated sites were subject to a \$2,000 monthly assessment directed to an environmental remediation fund for use by the City or the Bexley CIC.

Since the legislation was adopted, significant progress has been made. At the corner of N. Cassady and Ruhl Avenues, the City secured a \$434,000 Abandoned Gas Station grant in 2016 from the Ohio Department of Development (ODOD) to remove underground tanks and contamination. The former gas station structure was repurposed into Bluespot Yoga, a now thriving business. Adjacent to Bluespot Yoga, another former gas station site was acquired by the Bexley CIC in 2021. Shortly after, The Community Builders (TCB) proposed a redevelopment plan for this site and a related property on Livingston Avenue, which includes a combined 43 affordable housing units and a 3,500-square-foot senior center space. This proposal was awarded Low-Income Housing Tax Credits in 2022, and a Brownfield Remediation grant application submitted in 2024 is under review.

At the eastern gateway of Bexley, a former gas station site at E. Main Street and Chelsea Avenue has seen partial progress. While the structure and asphalt were demolished, full environmental remediation has not yet begun. In 2024, the City partnered with the property owner to jointly pursue a Brownfield Remediation grant, with plans to redevelop or sell the site for redevelopment.

And at the western gateway of Bexley, a three-story office building featuring Ohio State Bank as the primary tenant now stands on the site of a former Sunoco gas station, demolished in 2000.

N. CASSADY RECOMMENDATIONS

- ✓ Create a unified zoning district for N. Cassady Avenue and Delmar Drive
- ⏸️ Explore the use of Tax Increment Financing for N. Cassady Avenue and Delmar Drive
- ✓ Create and apply a form-based code
- ✓ Expand facade grant program



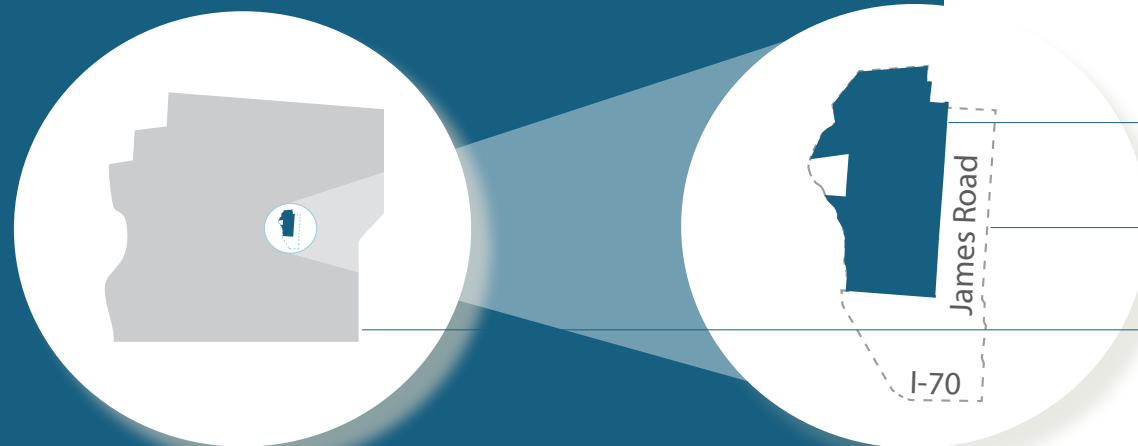
Former Clark Station gas station at E. Main Street and Chelsea Avenue; Now partially remediated

MARKET SUPPORTED DEVELOPMENT POTENTIAL

A real estate market analysis, conducted by DiSalvo Development Advisors (DDA) in summer 2024, assessed the development potential for key community-prioritized land uses identified through previous surveys and workshops. These priorities included restaurant, retail, medical office, lodging, and senior housing (excluding skilled care).

The analysis indicated that market demand exceeds the current supply within Bexley's primary market area (PMA), which encompasses Bexley, extending east to James Road and south to I-70. Note that the analysis accounted for the restaurant and medical office space introduced by The Fitzgerald mixed-use redevelopment, which was under construction at the time of the report. The full real estate market analysis is available on the City's website at bexley.org/landuse.

Bexley Primary Market Area Map



CITY OF BEXLEY

BEXLEY PMA

FRANKLIN COUNTY

Additional Supported Development (In Bexley PMA):



RESTAURANT:

2,000-12,500 SQUARE FEET



RETAIL:

31,000-41,500 SQUARE FEET



LODGING:

28-34 ROOMS/SUITES



MEDICAL:

20,000-25,000 SQUARE FEET

ASSISTED LIVING:

27 UNITS

MEMORY CARE:

52 UNITS



INDEPENDENT LIVING RENTAL:

80-110 LOW-TO-MOD INCOME

INDEPENDENT LIVING FOR SALE:

36-54 CONDOS

The primary market area (PMA) represents a geography from which 60% to 70% of support and competition in the Bexley market are expected to originate. The PMA includes Bexley, and portions of three adjacent Columbus neighborhoods: Eastmore, Berwick, and Broadleigh.

The residents of these outlying neighborhoods are a significant source of support for the Bexley market, and conversely, businesses in these neighborhoods—such as the Top Steakhouse and Wexner Heritage Village retirement community—serve Bexley residents. The analysis further considered the influence of businesses just beyond Bexley's western boundary, including Kroger on Main Street and the Old Bag of Nails Pub on Broad Street.

When considering retail and restaurant opportunities, the analysis found that 65.5% of visitors to the area near Drexel Theatre live in the 43209 zip code, presenting a significant opportunity to continue to attract visitors to the area.

RETAIL DEMAND

The retail demand analysis assumed that residents do not limit spending to Bexley or PMA, as most also spend online and in outlying areas, like at Easton Town Center. The analysis also indicated that a lack of appropriately sized sites limits the development of certain retailer categories, which by nature require larger footprints, such as home centers, hardware stores, supermarkets, sporting goods, and warehouse clubs/superstores. With that, general merchandise stores are admitted and it was assumed that Bexley retailers could capture up to one-fifth of the spending potential in the furniture and apparel categories.

Additional Supported Retail (In Bexley PMA):

CLOTHING:	6,375-8,500 SQUARE FEET
ELECTRONICS:	5,500-7,000 SQUARE FEET
FURNITURE:	4,125-5,150 SQUARE FEET
HOBBY, TOY, & GAMES:	3,000-4,500 SQUARE FEET
CONVENIENCE:	2,500-4,000 SQUARE FEET
OTHER HEALTH & PERSONAL:	3,000-4,000 SQUARE FEET
BEER, WINE, & LIQUOR:	2,500-3,000 SQUARE FEET
USED MERCHANDISE:	2,000-2,500 SQUARE FEET
HOME FURNISHINGS:	2,000-2,300 SQUARE FEET

DESPITE HIGH SPENDING POTENTIAL AND ABILITY TO PRIVATE PAY, BEXLEY’S PMA HAS SIGNIFICANT UNMET DEMAND ACROSS ALL MEDICAL SPECIALTIES, WITH A SHORTAGE OF 14 DOCTORS IN BEXLEY DIRECTLY, AND A SHORTAGE OF 30 DOCTORS IN THE PMA



MEDICAL DEMAND

The medical coverage analysis is based on medical industry standards for recommended ratio of doctors by specialty to population. It also assumes the industry standard office space for one physician is approximately 1,200 to 1,500 square feet, and additional physicians (in the same specialty) need 1,000-1,200 square feet. The Fitzgerald will have approximately 7,000 square feet of medical office, leaving a net demand of 20,000-25,000 square feet in the Bexley PMA as broken down below.

Additional Supported Physicians (In Bexley PMA):

PEDIATRICS:	5,200-6,300 SQUARE FEET
FAMILY MED:	7,200-8,700 SQUARE FEET
INTERNAL MED:	8,200-9,900 SQUARE FEET
EMERGENCY MED:	3,200-3,900 SQUARE FEET
OBGYN:	3,200-3,900 SQUARE FEET



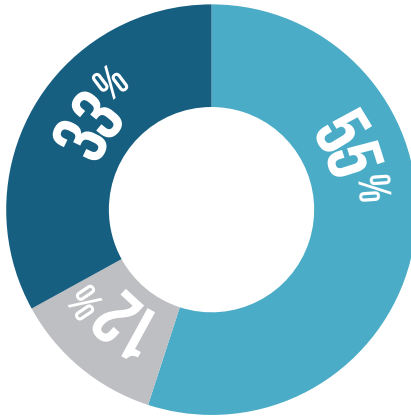
Bexley family celebrates Independence Day

BEXLEY’S SPENDING ON HEALTH CARE AND HEALTH INSURANCE COSTS IS 1.3 TIMES THE NATIONAL AVERAGE



BEXLEY HOTEL PATRON TYPES

- GENERAL VISITOR
- CAPITAL VISITORS
- BUSINESS VISITORS



LODGING DEMAND

Local demand for lodging, specifically for a smaller, boutique hotel, was calculated using regional visitor statistics, lodging demand drivers, patron segmentation, and case studies of similar communities in Ohio with small university student visitors—such as the Granville Inn (Granville), The Hiram Inn (Hiram) Kenyon Inn (Gambier), and Golden Lamb (Lebanon).

The analysis found that a boutique hotel with 28 to 34 rooms could be supported in Bexley, and if an on-site meeting room was added, the market would support up to 40 rooms. Those rooms could garner from \$200-\$300 per night, depending on the type of room or suite, and day of the week.

DEMAND GENERATORS	LOW	HIGH
GENERAL VISITS:	3,000	4,500
CAPITAL VISITORS:	700	1000
BUSINESS VISITORS:	2,200	2,700
DEMAND SUBTOTAL:	6,600	8200
65% OCCUPANCY FACTOR:	10,150	12,600
TOTAL ROOM DEMAND:	28	34
PER NIGHT RATE:	\$200	\$300

RESIDENTS IN THE BEXLEY PMA SPEND ON RESTAURANTS AT 1.3 TIMES THE NATIONAL AVERAGE

IN 2024, BEXLEY RESIDENTS’ SPENDING ON RESTAURANTS IS ESTIMATED AT \$33 MILLION, AND \$53 MILLION IN THE OVERALL PMA



RESTAURANT DEMAND

Additional Supported Restaurant Space (In Bexley PMA):

FULL SERVICE:	9,500-16,000 SQUARE FEET
LIMITED SERVICE:	1,000-5,500 SQUARE FEET

The food and beverage analysis indicated that the Bexley PMA could support up to an 21,500 square feet of restaurant space. This is before the 12,000 square feet of restaurant space that is planned for The Fitzgerald. However, restaurant spending from new residents at The Fitzgerald is estimated to add an additional \$1.2 million, which could support up to 3,000 additional square feet of restaurant space.

The analysis also found that while there is additional capacity for full and limited service restaurants, the supply of drinking places (serving alcohol beverages predominantly) and snack and non-alcoholic beverage bars is currently sufficient.

DDA Recommendation: Adding “eatertainment” venues, like an arcade bar or other food and games establishments, could expand the food and beverage market and create new opportunities in the community.





FOCUS AREA RECOMMENDATIONS

MAIN STREET: WEST DISTRICT

Focus Area Boundaries: East Main Street, from Alum Creek to Cassady Avenue

The Main Street West focus area represents the core of Bexley's commercial district and encompasses large civic and institutional land users such as Bexley City Hall, Capital University, multiple places of worship, and the Bexley Public Library. Several local businesses in this area have a regional draw—such as the historic Drexel Theatre and Giuseppe's Italian Ritrovo—while boutique salons, fitness studios, sandwich shops, and small office users serve a more hyper-local market. Over the course of the last decade, the City of Bexley has made multiple streetscape improvements in this area including the installation of center medians with street trees and enhanced sidewalks—further solidifying Main Street West as a walkable, vibrant destination for residents and visitors.

The focus area's western limit is marked by Alum Creek and the newly improved Schneider Park, and is immediately adjacent to neighboring Columbus and I-70, representing opportunities for further park integration and collaboration across corporation limits on future redevelopments. Additionally, parcels in this focus area are notably larger than other commercial areas in Bexley, further adding to redevelopment potential.



WEST DISTRICT MAJOR LAND USERS AND AMENITIES

- | | |
|----------------------|--------------------------------------|
| 01. KROGER | 05. DREXEL THEATRE |
| 02. PARK TRAILHEAD | 06. CAPITAL UNIVERSITY |
| 03. BEXLEY CITY HALL | 07. FUTURE BUS RAPID TRANSIT STATION |
| 04. GIANT EAGLE | 08. BEXLEY PUBLIC LIBRARY |

"Implement a Main Street Makeover project, focusing on revitalizing ... This project would involve redesigning the streetscape to prioritize pedestrian and cyclist-friendly features, such as widened sidewalks, bike lanes, and outdoor seating areas..."
— Survey Response

STRENGTHS

- Direct access to downtown and I-70
- Historic landmarks (Drexel Theatre) and thriving small businesses
- Energy and foot traffic from Capital University
- Mature street trees and medians
- Access to Schneider Park, Alum Creek
- Deep lots, redevelopment potential

WEAKNESSES

- Gaps in street energy
- Shortage of on- and off-street parking
- Vacant surface lot at western corporation limit
- Lack of connection between east and west sides of Alum Creek
- Safety of Alum Creek bridge to Pumphouse Park for pedestrians and cyclists



CORE RECOMMENDATIONS

Create a vision for redevelopment of both sides of Alum Creek, in coordination with Capital University, City of Columbus, and adjacent land owners.

- Identify public infrastructure improvements and potential funding sources needed to foster Alum Creek corridor redevelopment and better use of Pumphouse Park including: Extension of Parkview Avenue to curve around to Mound Street; Pedestrian and cyclist improvements to the Main Street/Alum Creek bridge; A connection to the Life Church shared parking for Pumphouse Park;
- Collaborate with Capital University to identify desired end uses along the Alum Creek corridor that integrate learning opportunities for Capital students, such as a boutique hotel at the historic Trinity dorms to integrate with a Capital U. hospitality degree; or a senior living facility to compliment Capital's nursing degree;
- Meet with landowners west of Alum Creek, including in the historic Hanford Village area and along Alum Creek Drive and work with the City of Columbus to determine interest in redevelopment and establish a shared vision for the area.

Activate underutilized public spaces—especially where gaps in street energy exist—with pocket parks, public art, and programming.

- Key areas of interest for activations include: Library parking lot; Blackmore Library green space (potential public art/sculpture garden); right-of-way in front of Excel Karate

Identify opportunities for improved business and public parking along Main Street.

- Build on recently completed parking study (see page 39) to identify current parking demand and supply, opportunities for additional off-street parking, and potential shared parking arrangements for Main Street businesses;
- Involve Main Street property owners in shared parking discussions to ease restrictions and improve public access; Consider use of incentives to encourage the agreements;
- Explore technology solutions to foster parking efficiencies;
- Create public parking wayfinding signs;
- Explore alternatives to vehicles, such as a Main Street trolley or circulator, to help ease parking demand.



ALUM CREEK REDEVELOPMENT AND PARKVIEW EXTENSION

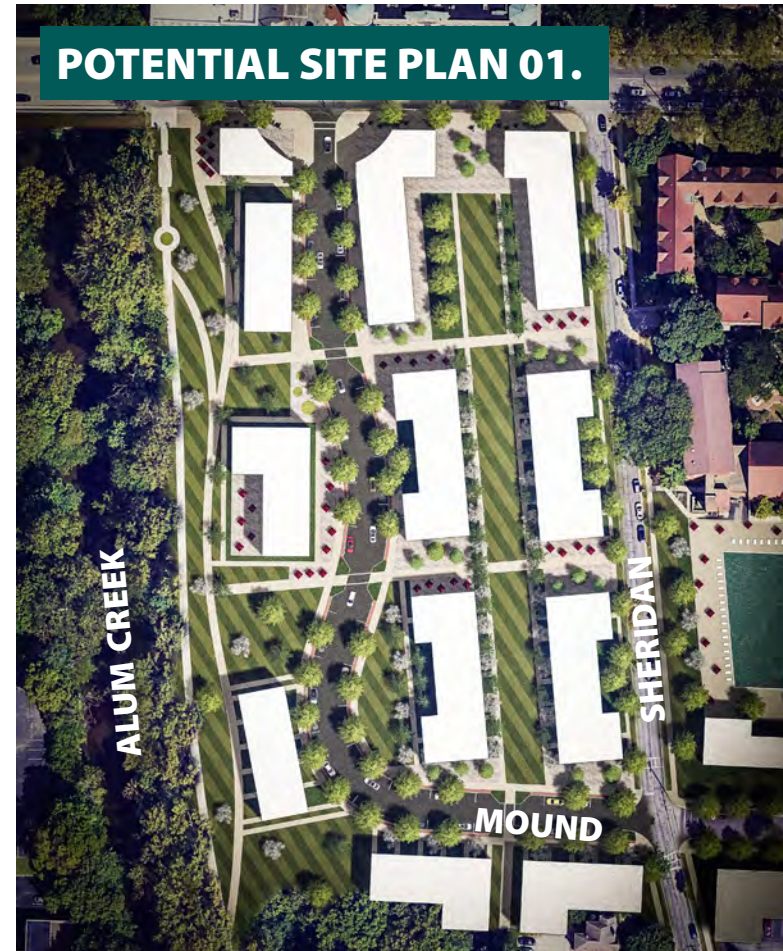
Reconfiguring Parkview Avenue to extend south of Main Street presents a transformative opportunity for Bexley to enhance its urban fabric and unlock the full potential of the Alum Creek corridor. By enabling two-sided development along Parkview south of Main, the City can foster a vibrant, pedestrian-friendly streetscape that seamlessly integrates with the natural beauty of Alum Creek. This approach would not only activate underutilized spaces but also create new opportunities for mixed-use development, housing, and public amenities that contribute to Bexley's vision of a dynamic community.

By reconfiguring Parkview Avenue to extend south of Main Street, Sheridan Avenue would terminate at Mound Street, and the reconfigured interface at Main would provide for better traffic flow and increased pedestrian opportunities. The reconfiguration would result in deeper lots along the extended Parkview Avenue, providing greater flexibility to design projects that incorporate green spaces, public gathering areas, and enhanced access to Alum Creek's recreational assets. By prioritizing development that engages with the natural landscape, Bexley can create a harmonious interface between urban and natural environments, promoting sustainability and a higher quality of life for residents.

This concept could also encourage integration with future development in Columbus along the west side of Alum Creek, where an interconnected and expanded district could bring additional critical mass and vitality to a thriving and unique mixed-use district.

The site enhancements would also link directly to a newly improved bridge over Alum Creek, funded by Transit Supportive Infrastructure (TSI) dollars, ensuring seamless connectivity across the corridor. Additionally, the redevelopment leverages its close proximity to the Central Ohio Greenways and the anticipated COTA LinkUS bus rapid transit stop to create a multimodal, connected neighborhood.

POTENTIAL SITE PLAN 01.



Site Planning for the Future

Multiple potential site plans for this Opportunity Site were created as the strategy was refined. Above a plan was adapted by planning firm OHM from a sketch by Commission member Larry Helman, featuring quadrangles to mimic Capital's existing building layout and an arched gateway feature at Main and Parkview. At right, urban planner and author Jeff Speck produced this sketch during his walkability audit of Bexley in April 2025. Specks' plan emphasizes preservation of mature trees, and suggests concealing a multi-story parking deck behind narrow liner buildings.

POTENTIAL SITE PLAN 02.



PARKVIEW EXTENSION: FUTURE VISION

Protecting the Alum Creek Watershed

Central to Bexley's long-term goals for the western portion of Main Street are robust environmental protections for the Alum Creek watershed. These protections are detailed in the 2013 Alum Creek Park Plan, codified into zoning in 2014 by way of a riparian overlay, and restated in the 2017 Southwest Bexley Master Plan. Protection measures include safeguarding the surrounding tree canopy and advanced stormwater management systems to improve runoff quality.

PARKVIEW EXTENSION PROPOSED NEXT STEPS

- In line with Capital University's 2024 Facilities Optimization Plan, continue close communication with Capital and private land owner to encourage cross-collaboration and unified site redevelopment.
- Should Capital University be willing to sell the property for redevelopment, rezone university-owned parcels from Campus Planning to Mixed Use Commercial.
- Conduct a traffic impact study to optimize the reconfiguration of Parkview Avenue and assess the best approach for integrating pedestrian and multimodal connections.
- Collaborate with the Franklin County Engineers Office to develop plans for the bridge improvement over Alum Creek. Secure additional funding (in addition to the \$750,000 already planned for distribution in 2029 through the Transit Supportive Infrastructure program) as needed.

"Something along Alum Creek ...where there are some restaurants and outdoor space next to the water. Maybe using the park at the corner of Main and Alum Creek as that park is never used..."
— Survey Response

"Add mixed-use with retail and apartments with variable income levels as well as a commitment to solar power, grey water, and ample parking."
— Survey Response

MAIN STREET: EAST DISTRICT

Focus Area Boundaries: East Main Street, from Cassady Avenue to Gould Road

The eastern portion of East Main Street in Bexley represents a unique blend of longstanding community anchors and emerging vibrancy. While the narrower lot depths and fragmented ownership patterns present challenges for large-scale redevelopment, the area's eclectic charm shines through its mix of beloved local eateries like Rubino's Pizza and Johnson's Real Ice Cream, and civic institutions like Montrose Elementary. This charm is only added to by recent additions to the business lineup such as the celebrated breakfast destination Katalina's Tres and shared workspace chain COhatch.

Detracting from its desirability, this stretch of Main Street tends to cater more to motorists than pedestrians, although this presents opportunities to rethink its streetscape to better balance walkability with business needs. Notably, the eastern portion of Main Street was the target of the 2024 Bexley Mural Festival and now boasts multiple publicly and privately funded murals, adding a new vibrancy to the area.



WEST DISTRICT MAJOR LAND USERS

- 01. **MONTROSE ELEMENTARY**
- 02. **BICKFORD OF BEXLEY**
- 03. **COHATCH**

"Acquire several small properties or underutilized strip centers along business corridors, and plan meaningful and appropriate redevelopment."
— Survey Response

"Consolidate parking lots and infill lots with businesses and pocket parks."
— Workshop Attendee

STRENGTHS

- Popular local eateries like Rubino's Pizza, Johnson's Real Ice Cream, and Katalina's Tres
- Mature street trees
- Civic institutions like Montrose Elementary
- Opportunity for creative adaptive reuse
- Walkable scale (can be walked in approximately 10 minutes)

WEAKNESSES

- Lack of cohesive character
- Motorist oriented
- Multiple curb cuts fragments sidewalks
- Small, narrow parcels
- Functional obsolescence of building stock
- Civic uses cause gaps in energy
- Unmotivated property owners



CORE RECOMMENDATIONS

Encourage and support “anchor” businesses that generate walking traffic and business, such as Johnson’s Real Ice Cream, Katalina’s, Grain and Grape, etc.

- Examine and modify site plans to allow more creativity. Encourage the elimination of curb cuts and better use of alley systems for multi-modal cross circulation;
- Build off of CoHatch and other businesses that generate potential consumers.

Identify potential locations for public parking that would support businesses and development along Main Street.

- Identify prime locations for adding public parking that would maximize support for existing and potential Main Street businesses;
- Identify existing parking lots that have the potential to double as public parking during off-business hours;
- Use available City incentives to ease the cost of creating parking on development.

Expand potential for mixed-use properties that add multi-family housing.

- Create projects and proposals that are uniquely suited to each property/owner.

Target adjacent properties that could be combined for larger projects, whether commercial or residential.

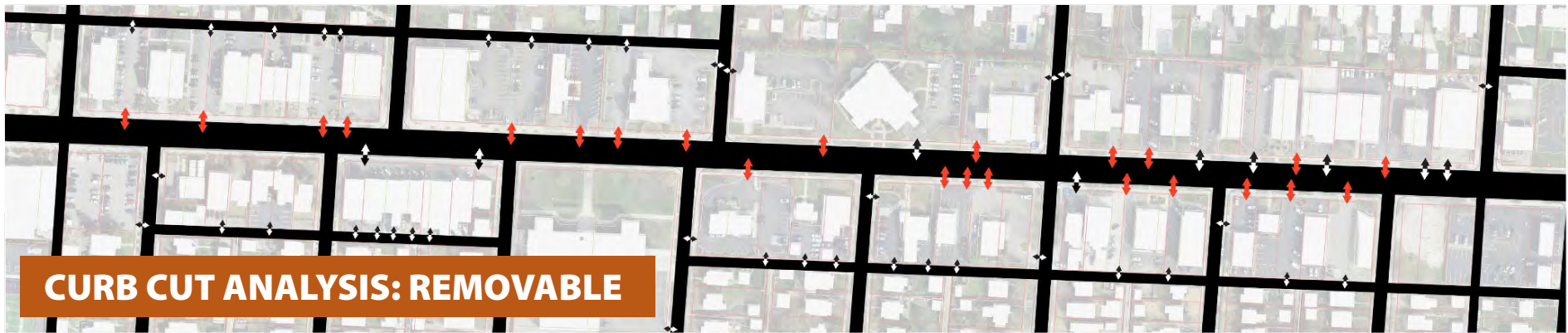
- Partner with private developers and BCIC to support assemblage.

Encourage the development of both market-rate and affordable housing along Main Street to create new opportunities for residents of all income levels—while fostering a more vibrant corridor energized by increased neighborhood activity.

Creation of more “pocket parks” and pedestrian areas along Main Street, such as in front of Excel Karate.



CURB CUT ANALYSIS: EXISTING



CURB CUT ANALYSIS: REMOVABLE

DETAILED RECOMMENDATION: REDUCE CURB CUTS

This stretch of Main Street features a significantly higher number of curb cuts compared to the western portion of the corridor—primarily due to smaller lot sizes. The result is a fragmented streetscape where pedestrian and vehicle paths frequently intersect, creating not only visual clutter but also hazardous conditions as cars regularly cross the sidewalk.

Fortunately, most of these properties are already served by rear alleys. Of the 32 total curb cuts in this section, 23 are considered redundant—

meaning the properties they serve have alternative access points. While not all could be removed without trade-offs, this redundancy signals an opportunity: with thoughtful design and targeted redevelopment, surface parking areas could be reconfigured to reduce curb cuts significantly.

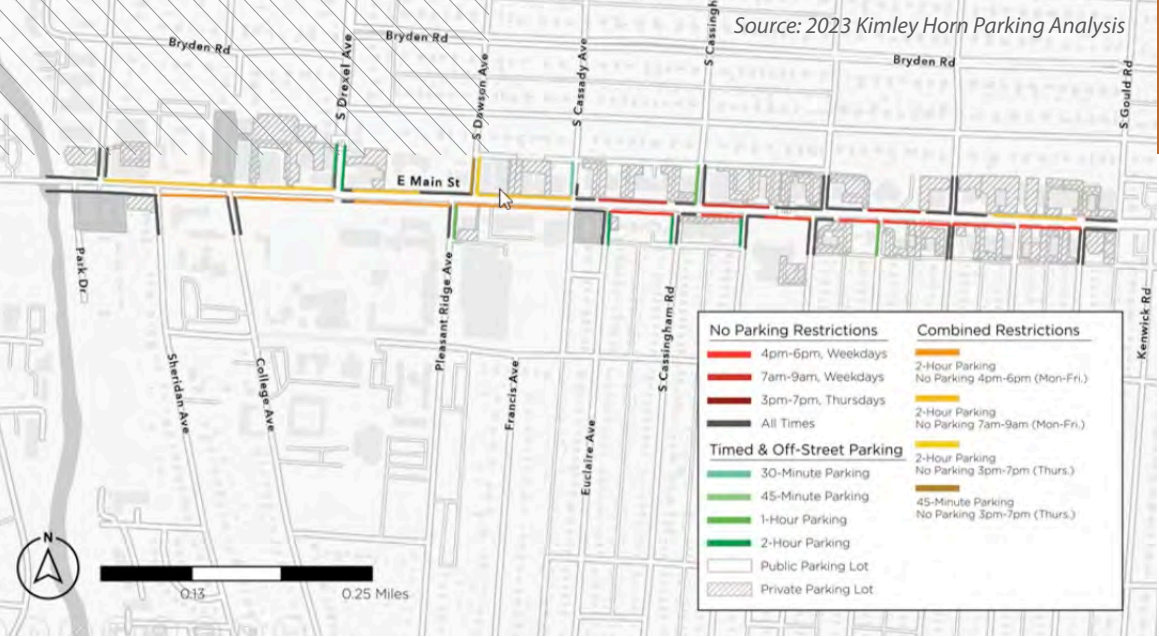
The City should enact more effective policies and incentives to support this kind of redesign, prioritizing both pedestrian safety and an improved public realm.

HIGHLIGHTED RECOMMENDATION: SHARED PARKING

A comprehensive parking study conducted in April 2024 as part of the LinkUS planning initiative challenged the common perception that parking on Main Street is insufficient. The data revealed that true parking congestion was limited to a few key areas: near Bexley Square and Giant Eagle, and around the intersection of Cassady Avenue and Main Street near the Bexley Public Library and surrounding shops.

Outside of those hotspots, most parking lots were underutilized—even during peak hours, lot usage typically ranged between 60% and 80%, with several lots showing as little as 0% to 40% occupancy. This underuse highlights a key opportunity: with strategic shared parking agreements between property owners, the existing parking supply could support significantly more users without requiring additional surface lots.

The study also found that only 10% of all available parking was located on side streets directly adjacent to Main Street. In several cases, “No Parking” signs were in place despite right-of-way widths that could accommodate on-street parking. To make the most of the City’s existing infrastructure, a comprehensive review of side street parking policies is warranted—ensuring that all viable opportunities for on-street parking are maximized.



1,524 TOTAL SPOTS | 158 ON STREET - MAIN STREET | 154 ON STREET - SIDE STREET | 1,212 OFF STREET

POCKET PARK: FUTURE VISION



OPPORTUNITY SITE 02.

MAIN STREET POCKET PARK AT EXCEL KARATE

An opportunity along the eastern Main Street corridor involves reusing a portion of City right-of-way in front of the small strip center currently anchored by Excel Karate, and located near a popular Starbucks Coffee. The concept envisions converting this underutilized space into a pocket park that provides seating, street tree enhancements, and a buffer from busy Main Street traffic. The project could be funded through the City’s tax increment financing (TIF) fund, with collaboration and agreement from adjacent property owners.

This pocket park would create a more welcoming and functional space for pedestrians and customers of nearby businesses while making better use of the public right-of-way. By adding greenery and seating, the park would enhance the streetscape and contribute to the area’s character, offering a small but impactful improvement to the corridor’s overall appeal and accessibility.





MAINTAIN
MATURE TREES

APPLY MAIN STREET
STREETSCAPE

FIRST FLOOR
RESTAURANT

OUTDOOR
SEATING

STREETSCAPE WRAPS
TO CHELSEA

HOUSING
UNITS ABOVE

BIKE RACKS
(EXISTING)

OUTDOOR PATIO
(EXISTING)

OPPORTUNITY SITE 04.

CHELSEA GAS STATION REMEDIATION AND CITY GATEWAY REDEVELOPMENT

At the eastern corporation limit of Bexley lies a privately owned parcel currently undergoing an environmental abatement assessment due to unremediated underground gas tanks. The property owner, in partnership with the City, has entered into a memorandum of understanding to seek funding through the Ohio Department of Development’s Brownfield Remediation Grant program to remove the tanks and address any soil contamination. As part of this agreement, the owner has committed to redeveloping the site or making it available for redevelopment by July 2026.

This site presents a significant opportunity to transform a neglected gateway into an inviting entrance to Bexley. A redevelopment concept featuring mixed-use development—with commercial space on the ground floor and residential units above—could bring new vitality to the area while aligning with the City’s vision for the corridor. Thoughtful redevelopment of this parcel would enhance the eastern approach to Bexley, creating a more welcoming and dynamic first impression for visitors and residents alike.

CASSADY AVENUE

Focus Area Boundaries: North Cassady Avenue from Ruhl Avenue to Delmar Drive

North Cassady Avenue is home to a growing collection of local, neighborhood-serving businesses such as the Bexley Animal Hospital, the Bexley Natural Market, Bluespot Yoga, Green Meadows Day Care, among others. Delmar Drive's commercial zone, located east of North Cassady, is anchored by the Bexley Police Station and Service Garage, but is also home to a variety of successful local businesses that rely on the office/warehouse nature of the street to thrive.

Recommendations for the North Cassady Avenue area build off of the emergent strengths of the newer businesses in the district, and focus on creating a more cohesive, pedestrian and bike friendly experience, while encouraging higher quality mixed-use development in the corridor.

STRENGTHS

- Wonderful local feel to many commercial uses
- Service-oriented commerce generates activity and and is a needed amenity
- Easy access to the airport and I-670
- At the nexus of many of planned bike boulevards, as well as Columbus' multi-use path coming to the north
- The Bexley Senior Center is a successful community use and is set to continue as an anchor on the corridor
- The proposed development at 420 North Cassady provides a template for mixed use commercial along the corridor

WEAKNESSES

- Commercial parcels are currently too small to facilitate most types of commercial development
- Gaps in street energy
- Shortage of on- and off-street parking
- Lack of two-sided, interactive commerce
- Unfriendly to casual cyclists
- Continued under-investment in many commercial properties
- Railroad tracks provide a stark divide between neighboring district

CASSADY AVENUE MAJOR LAND USERS AND AMENITIES

01. COLUMBUS & OHIO RIVER RAIL LINE
02. NORTH COMMUNITY GARDEN
03. BEXLEY POLICE STATION
04. BEXLEY SERVICE GARAGE
05. BEXLEY APARTMENTS
06. MARYLAND ELEMENTARY

"Make North Cassady
a destination place
for shopping, eating,
and visiting."
— Survey Response

"I really like the idea of bridging
the gap between Bexley and the
surrounding cities — by investing in our
connections, it will hopefully help boost
the other cities as well."
— Survey Response





CORE RECOMMENDATIONS OVERVIEW

Foster larger scale redevelopments that improve the quality of commercial and residential end uses.

- Support Mixed Use Commercial zoning district boundary adjustments that could promote future redevelopment;;
- Maximize the consolidation of parcels to provide for feasible development parcels

Craft Commercial Design Guidelines for the Cassady MUC area.

Develop programs to incentivize home reinvestment and new home ownership in the surrounding neighborhood.

- Consider an exterior home improvement grant program ;
- Consider partnership with the Bexley Community Improvement Corporation and/or the Central Ohio Community Improvement Corporation to purchase vacant residential lots as potential sites for additive housing.

Create environment for two-sided commerce along the North Cassady corridor.

Provide dedicated bike lanes or multi-use path on North Cassady in the commercial district.

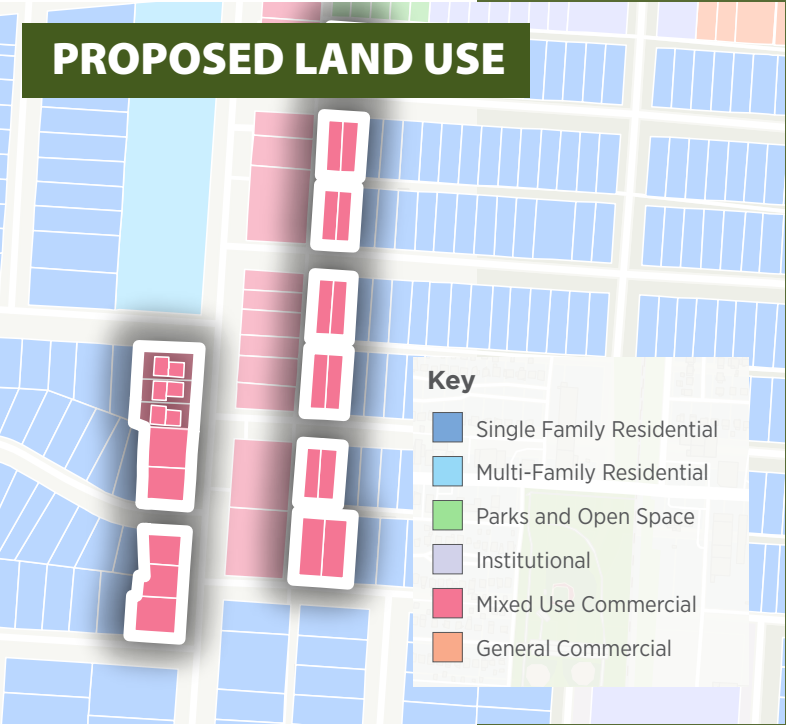
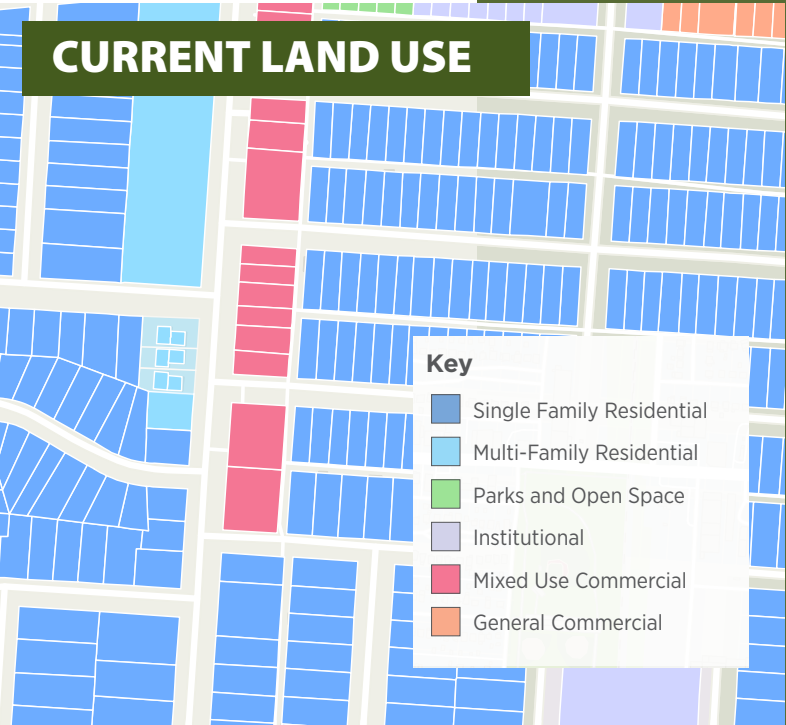
Monitor passenger rail and advocate for Bexley platform.

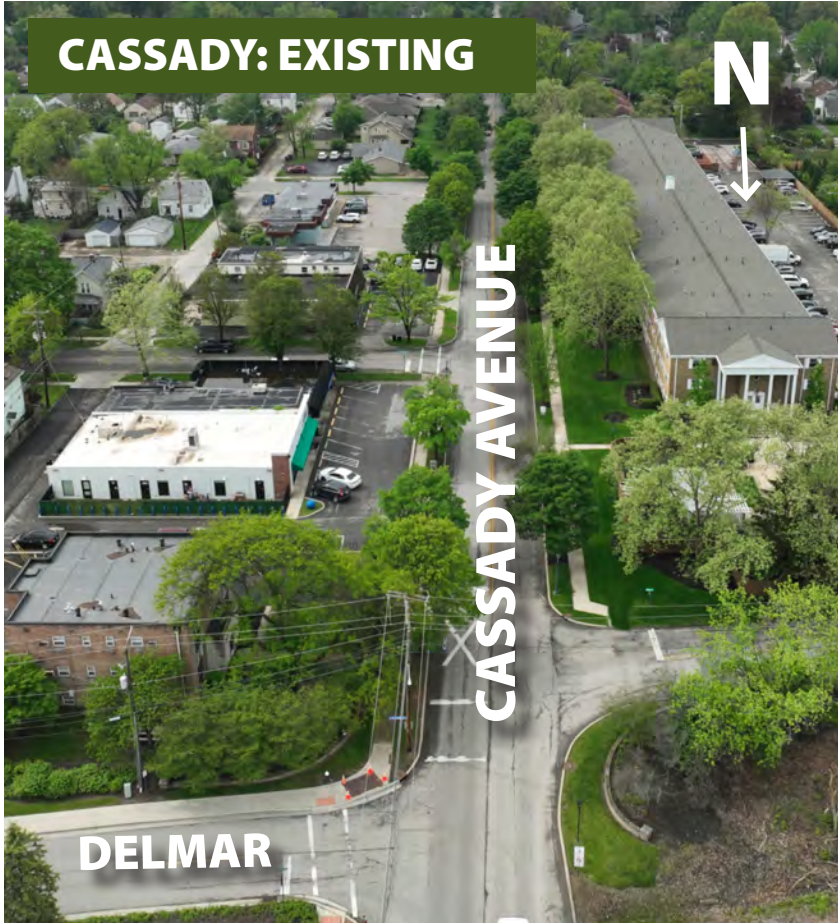
HIGHLIGHTED RECOMMENDATION: ADJUST ZONING BOUNDARIES

A key recommendation for Cassady Avenue is to pursue strategic adjustments to the Mixed Use Commercial (MUC) zoning district boundaries in order to facilitate future redevelopment opportunities. Specifically, the proposal calls for expanding the MUC designation to include the west side of North Cassady Avenue, extending south to Ruhl Avenue, and incorporating two additional parcels on the east side of the corridor.

This adjustment responds directly to the corridor’s physical constraints—most notably, the shallow lot depths on both sides of Cassady—which currently limit redevelopment potential under existing zoning. By expanding the MUC district, the City can help enable parcel assemblage across adjacent properties, which is essential for attracting meaningful, context-sensitive mixed-use projects that can energize and activate the corridor.

Bringing commercial uses to the west side of Cassady Avenue would also create a more balanced and dynamic street experience. Currently, activity is concentrated primarily on the east side, resulting in a lopsided feel. Encouraging investment and development on both sides of the street would enhance the pedestrian environment, support a more cohesive commercial district, and better connect surrounding neighborhoods to emerging amenities.





Monitoring the Future of Passenger Rail

The Columbus and Ohio River Railroad line lies just north of Delmar Drive, delineating Bexley from Columbus. As regional passenger rail initiatives—like the 3-C Connector—are evaluated and pursued, the City should monitor the potential for adding a passenger rail stop along Delmar to support area employers and serve as an amenity to the Bexley community into the future.



- TWO-SIDED DEVELOPMENT, NEW MUC AREA ON WEST SIDE OF CASSADY
- OFF-STREET PARKING MOVED TO REAR OF BUILDINGS
- BUMP OUTS AT PEDESTRIAN CROSSINGS
- MAINTAIN MATURE SHADE TREES
- NEW SHARED USE PATH (SUP)
- ENHANCED CROSSWALKS
- POTENTIAL FOR ROOFTOP SOLAR ARRAYS
- MULTI-STORY, MIXED-USE REDEVELOPMENT
- UNIFIED STREETScape AESTHETIC ON CASSADY AND DELMAR

OPPORTUNITY SITE 05.

NORTH CASSADY CORRIDOR

Unlike other commercial corridors in Bexley, which feature multiple Opportunity Sites, Cassady Avenue stands out as a unique case—one that can be viewed as a singular, corridor-wide Opportunity Site. Its consistent zoning, shallow lot depths, and underutilized properties create the conditions for a bold, unified vision that can reimagine the entire length of the corridor.

A comprehensive streetscape redesign for Cassady Avenue is currently under consideration as a near-term priority. Improvements such as a shared use path west of Cassady and bump outs to provide protected street parking and safer pedestrian crossings—paired with targeted redevelopment and updated design standards—has the potential to completely reshape the corridor’s function and identity. What is today a fragmented commercial strip could become a more walkable, vibrant, and mixed-use environment.

At the time this Land Use Strategy was being drafted, the City had also begun the process of updating its Commercial Design Guidelines. The streetscape elements depicted in the illustrative graphic to the left are conceptual in nature and are intended to spark imagination—not prescribe specific design details. Once adopted, the new Commercial Design Guidelines will shape the actual look and feel of future streetscape improvements. That said, the illustration offers a valuable glimpse into how a thoughtfully designed public realm can help elevate Cassady Avenue into a safer, more welcoming, and more economically resilient corridor.



DETAILED RECOMMENDATIONS NORTH CASSADY

Foster larger scale redevelopments that improve the quality of commercial and residential end uses. The commercial parcels along the North Cassady corridor have a typical depth of 120'; even shallower than the already constrained parcel depth on East Main Street east of Pleasant Ridge. This physical constraint has been a major contributor to under-investment in the corridor, as uses have limited area for construction, parking, and site circulation. Even as new investment over the past decade has slowly transformed the corridor, there remains untapped potential for a bustling, neighborhood-serving Cassady corridor. New development has the potential to improve the quality of the residential experience through the attraction of amenities such as restaurants and personal services, and can help to fill the need in Bexley for young professional and empty nester housing. In order to spur new development, access to improved site opportunities is necessary.

Support Mixed Use Commercial (MUC) zoning district boundary adjustments that could promote future redevelopment. Specifically, provide a mechanism to expand MUC to the west side of North Cassady and further to the east by two parcels.

CASSADY: FUTURE VISION

Maximize the consolidation of parcels to provide for feasible development parcels by leveraging the Bexley Community Improvement Corporation and other development partners.

Craft Commercial Design Guidelines for the Cassady MUC area in order to raise the quality of commercial development and provide a more distinct and vibrant streetscape and identity to the area.

Monitor passenger rail and advocate for Bexley platform. The City has held land along the south side of the CSX rail line for over a decade, in part to provide for the potential of future passenger rail amenities in Bexley. As MORPC and other entities continue to explore regional and light rail opportunities, city leaders should continue to strategically monitor these developments and advocate for a Bexley platform in future rail planning.

Develop programs to incentivize home reinvestment and new home ownership in the surrounding neighborhood. Single family residential housing stock surrounding the North Cassady corridor is traditionally among the most affordable in Bexley due to smaller home and lot sizes. Reinvestment in these properties has increased in recent years, and led to an overall increase in attractiveness of the neighborhood. Care should be taken to preserve the unique footprint and market positioning of these homes while encouraging steady improvement in neighborhood aesthetics and quality of life. In order to continue to encourage reinvestment in this area, the City should:

- Consider an exterior home improvement grant program or other similar incentives for the neighborhood.
- Consider partnership with the Bexley CIC and/or the Central Ohio Community Improvement Corporation to purchase vacant residential lots as potential sites for additive housing that is in keeping with the neighborhood character.

Provide for two-sided commerce along the North Cassady corridor. Successful commercial districts thrive best when commerce is present and thriving on both sides of a street; the interplay and energy between the uses helps to secure a distinct identity to the corridor, and increases the viability of any given business in the area. Currently, MUC zoning is only on the east side of Cassady north of Ruhl. The City should expand MUC to the west side of Cassady north of Ruhl, to enhance the opportunity for a vibrant, community-serving North Cassady corridor.

Provide dedicated bike lanes or multi-use path on North Cassady in the commercial district. With Columbus bringing a multi-use path to the west side of Cassady just north of Bexley, the City is engineering potential connections to provide an extension into Bexley. Concurrently, the upcoming Bike Boulevard network connects to North Cassady from the east and west. In order to provide for an improved environment for cyclists and pedestrians, the City should continue to pursue a multi-use path or other designated bike infrastructure on North Cassady to serve the commercial corridor and connect to the upcoming Bike Boulevard routes.



CASSADY: FUTURE VISION

LIVINGSTON AVENUE

Focus Area Boundaries: East Livingston Avenue from Alum Creek to Francis Avenue

Livingston Avenue serves as Bexley's southern gateway and a critical commercial corridor with deep historic and geographic significance. It anchors one of the most diverse edges of the city—both demographically and economically—and directly connects Bexley to the broader Near East Side of Columbus. Historically marked by limited City jurisdiction, fragmented land use, and aging infrastructure, Livingston presents both persistent challenges and transformative potential.

In recent years, attention to Livingston Avenue has grown through targeted traffic calming initiatives, zoning updates, and the establishment of a joint planning framework with the City of Columbus. The presence of regional institutions like the Jewish Community Center and proximity to Schneider Park underscore its importance not only as a corridor but also as a community interface.

The Land Use Strategy 2.0 process revealed strong community interest in revitalizing Livingston through intentional redevelopment, improved streetscape and environmental conditions, and strategic partnerships. Key opportunities include enhancing housing quality, remediating legacy industrial impacts, fostering neighborhood-serving businesses, and creating safer, more walkable environments. While the corridor's fragmented control and history of disinvestment present real limitations, the current momentum offers a unique window to reset expectations and realize shared potential.

This section outlines a set of recommendations aimed at positioning Livingston Avenue as a resilient, inclusive, and connected corridor—one that reflects the values of Bexley while embracing the dynamism of its surrounding neighborhoods.

STRENGTHS

- Key regional connector
- Strong institutional anchors (Capital University, Jewish Community Center of Greater Columbus)
- Diverse adjacent neighborhoods
- Joint planning with Columbus
- Recent infrastructure upgrades

WEAKNESSES

- Environmental legacy of the former Holtzman landfill
- Fragmented land and ownership
- Poor aesthetics and streetscape
- Limited vehicle access and circulation
- Perception of neglect and disinvestment



The City of Bexley's corporation limit currently ends at the north side of the sidewalk on the north side of Livingston Avenue. However, this strategy and the Joint Livingston Avenue Plan address the Livingston Avenue corridor, and in close collaboration with the City of Columbus.

LIVINGSTON AVENUE MAJOR LAND USERS AND AMENITIES

01. INTERSTATE 70

02. SCHNEIDER PARK

03. SOUTH COMMUNITY GARDEN

04. JEWISH COMMUNITY CENTER OF GREATER COLUMBUS (JCC)

"I know Livingston is a challenge, but to bring new vibrancy to that area (think North High in Clintonville, Parsons and Broad, etc.) would be such a boon to South Bexley, Eastmoor, and beyond..."
—Survey Response



CORE RECOMMENDATIONS OVERVIEW

Effectuate Environmental Remediation of Former Landfill Sites

- Prioritize remediation of properties located on or adjacent to the former Holtzmann Landfill to remove barriers to redevelopment and reduce environmental hazards.
- If remediation requires removal of existing structures, work to facilitate community-serving redevelopment to provide additional amenities to the area.

Implement the Joint Livingston Avenue Plan

- Work in partnership with the City of Columbus to advance shared goals for the corridor, including land use updates, safety enhancements, and infrastructure upgrades.
- Work to eliminate curb cuts and promote rear circulation of sites.
- Create a robust pedestrian and bicyclist zone, buffered and shaded by street trees, along the corridor.

Leverage the CIC to assist with redevelopment of targeted opportunities on both sides of Livingston Avenue

- Support Mixed Use Commercial zoning district boundary adjustments that could promote future redevelopment.
- Maximize the consolidation of parcels to provide for feasible development parcels.

Pursue Transformative Uses for the Corridor

- Livingston Avenue development has typically focused on the automobile; whether fast-food restaurant or automotive service use, Livingston has been typecast due to its high traffic counts and freeway exit location. But the available land along the corridor is well suited to meet a variety of nascent commercial and community needs, including:
 - Medical Office use
 - Senior housing
 - Market rate and mixed-income housing
 - Neighborhood-serving retail
- Bexley's development efforts should coordinate to identity and encourage these and other more community serving uses for the corridor.

Strategic Rezoning for Rear Property Circulation

- Support rezoning of specific single-family residential parcels adjacent to commercial properties (especially on the north side of Livingston along College Avenue and Sheridan Avenue) to allow for shared access or rear service lanes. This would improve circulation, enable future redevelopment, and reduce conflicts along the frontage.

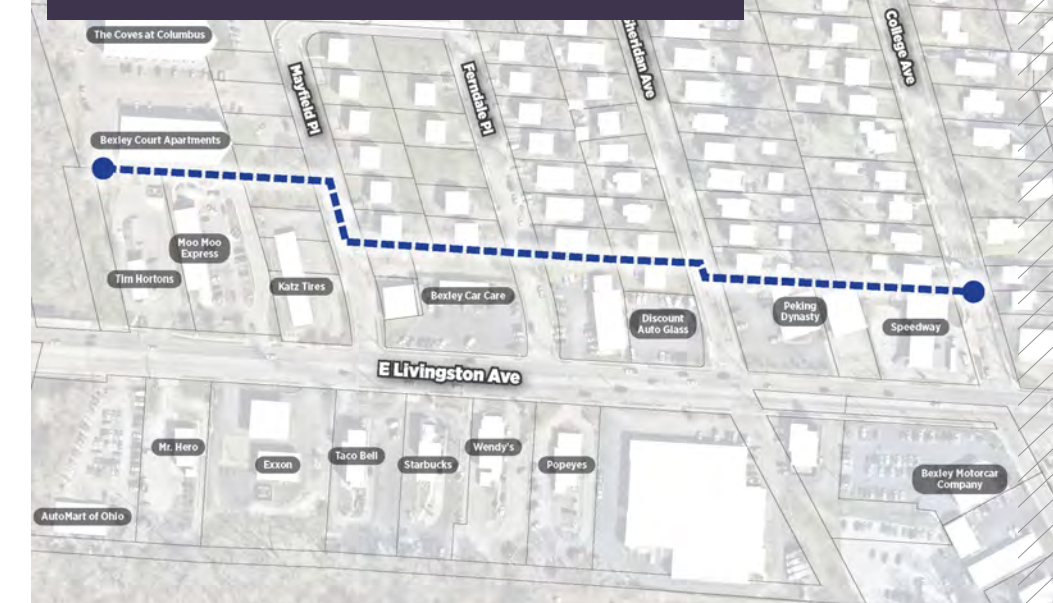
Above-Ground Utility Relocation

- Work to relocate the above-ground utilities along the north side of Livingston to newly created right-of-way to the north of the commercial properties on Livingston

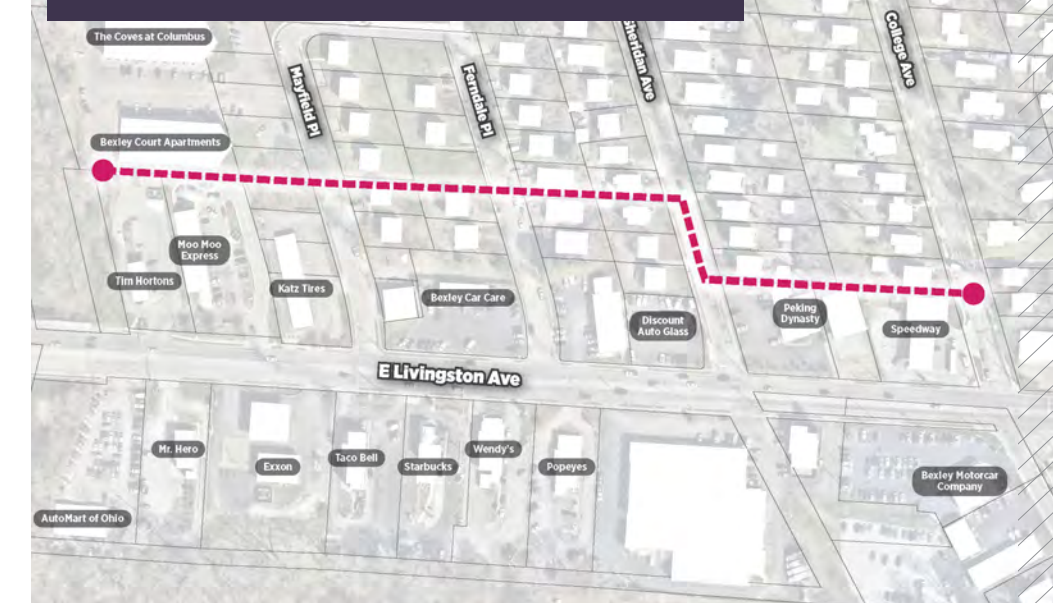
Explore Special Funding Sources for Maintenance and Infrastructure

- Consider forming a SID along Livingston to ensure enhanced services such as litter pickup, streetscape maintenance, and facade improvement—raising the corridor's baseline aesthetic and safety standards.
- Consider the creation of a streetscape / general Tax Increment Financing district (TIF) to help fund future streetscape and other public improvement / TIF-eligible projects along the corridor

REAR CIRCULATION: OPTION 1



REAR CIRCULATION: OPTION 2



**HIGHLIGHTED RECOMMENDATION:
IMPLEMENT THE
JOINT LIVINGSTON
AVENUE PLAN**

Following a multi-year public engagement process, the cities of Bexley and Columbus jointly adopted the Livingston Avenue Plan—a visionary framework designed to transform Livingston Avenue into a safer, more accessible, and more vibrant corridor. While the plan focuses on traffic calming and improving the pedestrian experience, it also lays the groundwork for long-term reinvestment and redevelopment along this critical east-west artery.

Aligning with other ideals stated here in the Land Use Strategy, the plan incorporates cooperative land use and economic development policies that support the revitalization of the corridor and its surrounding neighborhoods, including Bexley, Berwick, Eastmoor, and Driving Park. This reinvestment is expected to unlock new development opportunities, enhance neighborhood connectivity, and foster a more inclusive, multimodal corridor.

As a direct result of this collaborative planning effort, Bexley and Columbus secured over \$13.6 million in federal funding, helping to leverage a total investment of \$18.7

COMMERCIAL AREA: FUTURE VISION



- MULTI-USE PATH
- LARGE SHADE TREES IN PLANTERS
- ENHANCED CROSSWALKS
- MEDIAN WITH LEFT TURN LANE
- GROUND LEVEL ACTIVATING USES
- STREET LIGHTING

million in transformative streetscape improvements. Planned enhancements include full roadway reconstruction, landscaped medians, enhanced crosswalks, shared-use paths, new street lighting, upgraded stormwater infrastructure, modernized traffic signals, and improved COTA transit facilities.

These improvements are designed to slow traffic, improve safety for all users, and support a walkable, development-ready corridor. Construction is anticipated to begin in 2029, with substantial completion by 2030.

RESIDENTIAL AREA: FUTURE VISION



- MAINTAIN MATURE TREES WHERE POSSIBLE
- MULTI-USE PATH
- PAINTED MEDIAN WITH TURN LANE
- ENHANCED CROSSWALK
- LARGE SHADE TREES

Source: Joint Livingston Avenue Plan, 2022

ESTIMATED PROJECT COST: \$18,741,000

FUNDING SOURCES:

- \$13,688,800: MORPC Attributable Fund
- \$3,368,233: City of Columbus Local Match
- \$1,667,226: City of Bexley Local Match*

ESTIMATED PROJECT TIMELINE:

- 2022: Plan Approved
- 2024/26: Project Engineering
- 2027: Right-of-Way Acquisition
- 2028: Construction

* Thanks to voters who passed the LinkUS initiative in fall of 2024, the City's local match will be funded by the Central Ohio Transit Authority's (COTAs) Transit Supportive Infrastructure Fund.

NEIGHBORHOODS

Focus Area: All Residential Neighborhoods

Throughout the Land Use Strategy 2.0 process, one theme came through loud and clear: Bexley's neighborhoods are deeply cherished. From broad sidewalks and a mature tree canopy to diverse, often historically significant architecture, the qualities that define our residential areas are widely appreciated and in need of only minor enhancements.

At the same time, feedback reflected concern about housing affordability and the rising cost of living in Bexley—a byproduct of its continued desirability. Many residents expressed support for expanded housing options that would allow seniors, empty-nesters, and multi-generational families to remain in the community. While major changes to the city's residential zoning would run counter to the character of our neighborhoods, the strategy identifies an opportunity for gentle infill. This includes updates to Bexley's zoning code to allow for accessory dwelling units (ADUs), with thoughtful limitations to ensure compatibility with existing homes.

The community also voiced a strong commitment to historic preservation—an effort that aligns with ongoing City initiatives—as well as a desire for increased neighborhood connectivity. Suggestions focused on infrastructure improvements that support safe, engaging walking and biking experiences, including bike boulevards and restoration of the street grid in South Bexley, among other enhancements to our public realm.

STRENGTHS

- Diverse housing architecture, often with historic significance
- Wide range of housing sizes
- Expansive neighborhood tree canopy
- Strong housing market value
- Street grid formation and sidewalk network
- Recently adopted Residential Design Standards

WEAKNESSES

- High cost and lack of available housing
- Lack of supply of smaller housing options for empty-nesters, seniors, and multi-generational living arrangements
- Opportunities for additional traffic calming and bike-related amenities



CORE RECOMMENDATIONS

Allowing Accessory Dwelling Units (ADUs) in Bexley's residential districts offers a way to expand housing options—supporting affordability, multi-generational living, and income flexibility—while preserving neighborhood character through careful zoning limits. Restrictions on size, occupancy, and parking can address common concerns, ensuring ADUs are a gentle, balanced approach to meeting evolving community needs.

Reaffirming a recommendation of the Southwest Bexley Strategic Framework, restore east-west grid connectivity in Southwest Bexley to improve vehicle and pedestrian circulation.

Continue to advance efforts to support historic preservation including establishing a historic preservation ordinance and commission, supporting inclusion on the National Registry of Historic Places, and identifying opportunities to support long-term maintenance of historic structures and materials such as slate roofs.

Enhance the walkability and cycling opportunities on residential streets.

- Implement the Calm Corridor traffic calming project to connect Bexley's three elementary schools with improvements like raised intersections protected bike facilities
- Continue progress to install bike boulevard network; Consider bike only intersection modifications along appropriate neighborhood roads to divert motorist traffic

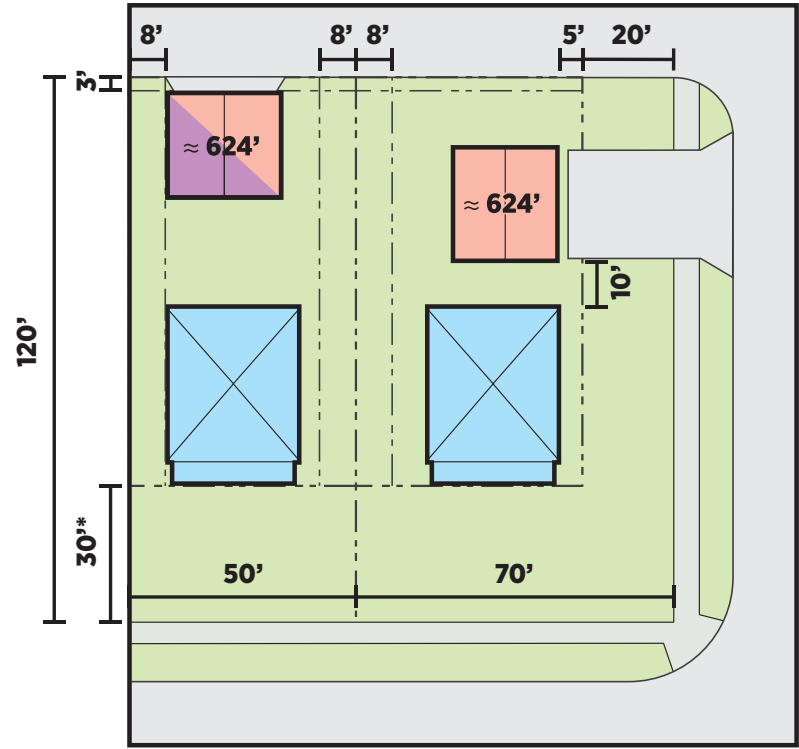
Consider a tree replacement ordinance for homeowners making significant changes to their properties that impact mature trees.

HIGHLIGHTED RECOMMENDATION:
ALLOW ACCESSORY DWELLING
UNITS IN RESIDENTIAL DISTRICTS

Integrating Accessory Dwelling Units (ADUs) into Bexley’s residential districts represents a thoughtful and strategic approach to enhancing housing diversity while preserving the character of our neighborhoods. Proponents of ADUs argue that more housing will help quell the affordability crisis in Bexley and the region; provide a route for more robust multi-generational living solutions; and facilitate new income opportunities for property owners. Concerns around this change include the potential to negatively alter the character of neighborhoods; the impact such a change could have on the school district; and the negative impact that increased parking demand could have in some contexts.

The valid concerns around ADUs can be addressed through a variety of zoning conditions, including restricting the overall size and character of ADUs and specifying the conditions under which they could be rented. By limiting ADUs to one-bedroom units, restricting the size of ADUs to that currently allowed for accessory structures, and specifying that off-street parking be provided to the ADU, any impact on the school district is neutralized, and architectural and neighborhood impacts are addressed.

ADU EXAMPLE 1: 6,000-13,999 SF LOTS

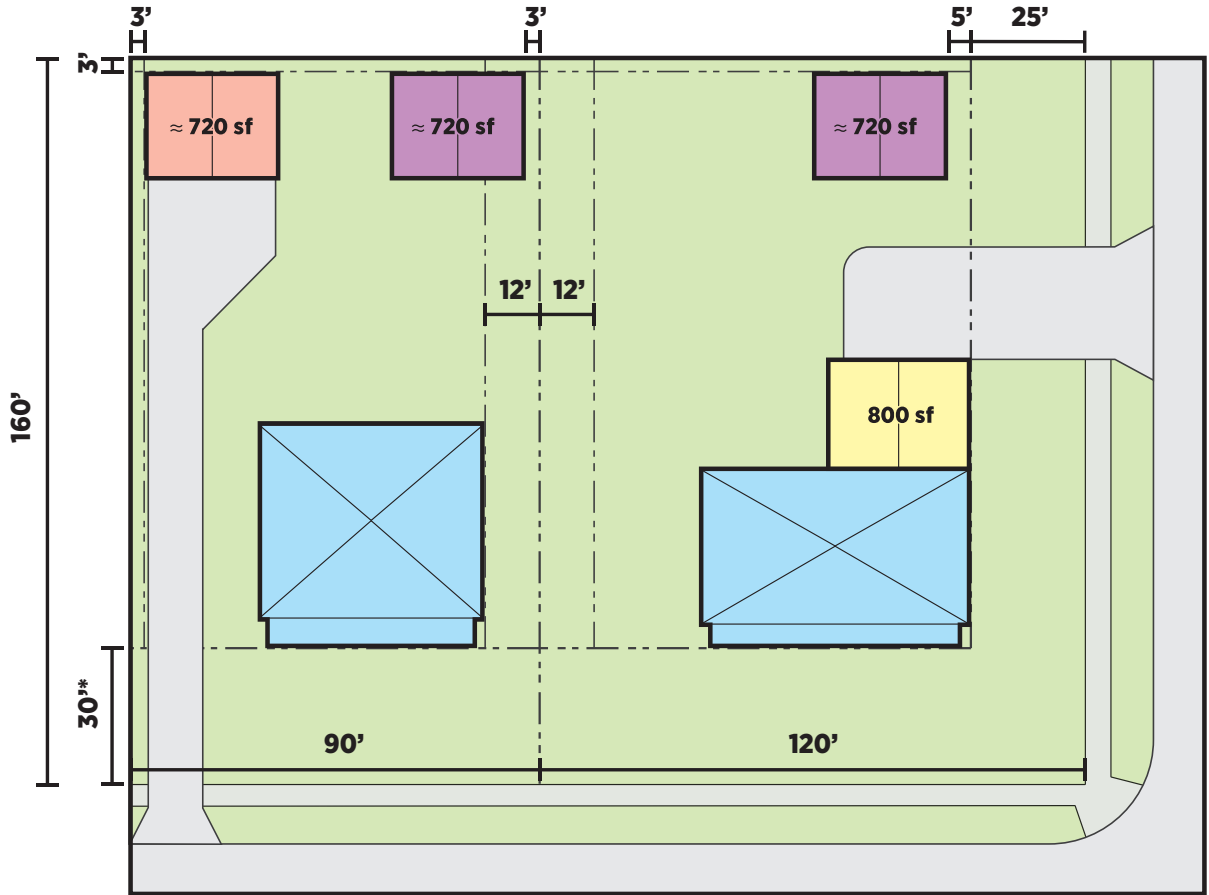


- Accessory Dwelling Unit
- Garage
- Single-Family Dwelling Unit

*Front setback - 30 feet or the average setback of the three houses on both sides.

NOTE: DRAWINGS BEING UPDATED TO INDICATE DEDICATED PARKING SPOTS

ADU EXAMPLE 2: 14,400-23,999 SF LOTS



- Accessory Dwelling Unit
- Garage
- In-Law Suite
- Single-Family Dwelling Unit

*Front setback - 30 feet or the average setback of the three houses on both sides.

By specifying that ADUs may only be rented in contexts in which an owner-occupant occupies the principal structure, a balance is struck between expanding housing options and maintaining neighborhood stability. This approach aligns with Bexley’s broader goals of promoting economic diversity, providing opportunities for multigenerational living, and offering flexible housing solutions for residents at different life stages. It would serve as an extension of Bexley’s commitment to thoughtful growth and inclusive zoning, aligning with our vision of a vibrant, diverse, and resilient community.

RECOMMENDED ADU LIMITATIONS

The City of Bexley should consider allowing ADUs in residential districts under the following circumstances:

- ADUs should be limited to one-bedrooms
- ADUs should not exceed current allowable size for accessory structures
- An ADU should be provided with a minimum of one dedicated onsite parking space
- The rental of ADUs should be restricted to instances in which the owner of the property is occupying the principle structure as their primary residence



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