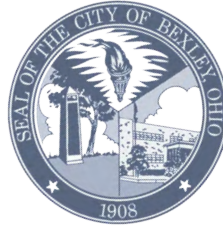




# THE 2011 BEXLEY LAND USE STRATEGY

**PRESENTED BY:**  
THE BEXLEY LAND USE STRATEGY  
COMMISSION

JANUARY, 2011



# THE 2011 BEXLEY LAND USE STRATEGY

## **PRESENTED BY:** THE BEXLEY LAND USE STRATEGY COMMISSION

### **Commission Membership:**

Ben Kessler, Chair  
Bill Heyer, Vice Chair  
Don Brosius  
Mike Carruthers  
Dan Ferdelman  
Ken Gold  
Larry Helman  
Robyn Jones  
John Reagan  
Bill Schottenstein

### **Staff Liaisons:**

Bruce Langner, Development Director  
Kathy Rose, Building Department Manager

### **Presented to Bexley City Council:**

January 25, 2011

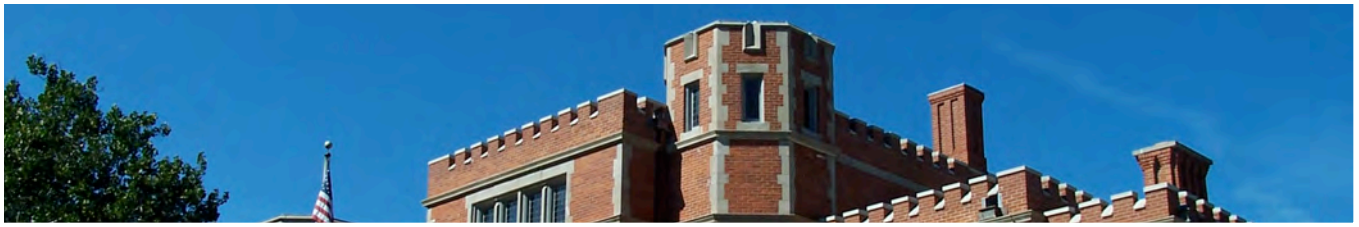


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# Introduction

## ABOUT BEXLEY

First incorporated in 1908, Bexley is a historic first-ring suburb of Columbus that is best known for its community of neighborly, tree-lined streets, its excellent schools and places of learning, and its first-class restaurants, art galleries, and places of business.

Bexley is an established community that is constantly evolving. Bexley's constantly evolving Main Street commercial corridor welcomes residents and visitors to the historic Drexel Theatre, wide-ranging dining options, art venues, and unique shopping destinations.

Bexley Schools are consistently among the top ranked in the state. With an enrollment of 2,076 students in three elementary schools, one middle school, and one high school, the Bexley school system offers quality education in a stable small-classroom environment. In addition to the public schools offered by the Bexley City School District, Bexley is home to the Columbus School for Girls, as well as St Charles Preparatory School.

### **In This Section:**

- About Bexley
- Past Planning Efforts
- The Reason for the Bexley Land Use Strategy
- Commission Creation and Membership
- What the Bexley Land Use Strategy Can Accomplish
- Planning Process
- How to Use the Bexley Land Use Strategy
- Acknowledgements

## Bexley Strengths and Weaknesses

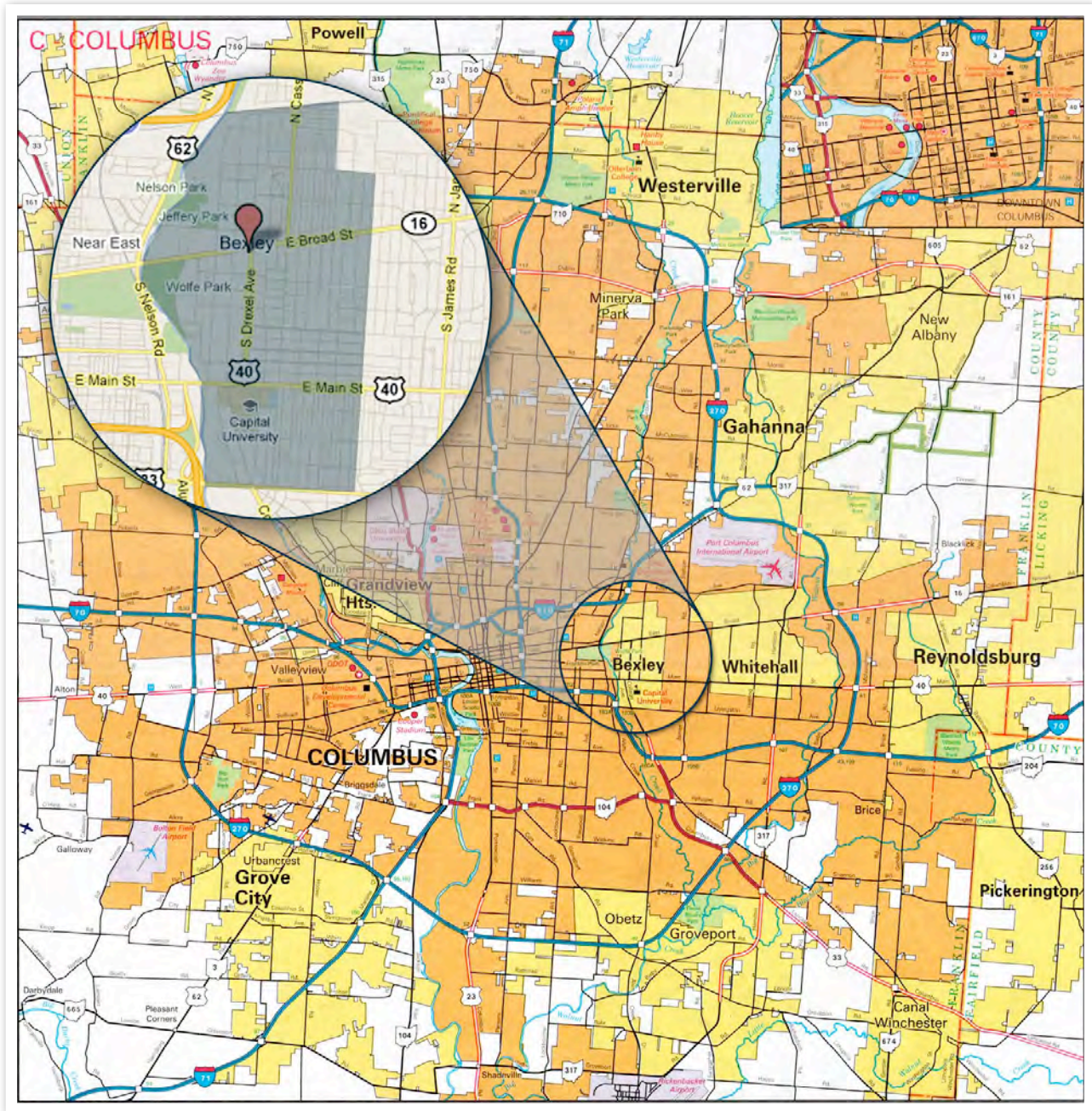
At an earlier meeting of the commission, members discussed Bexley's strengths and weaknesses

Strengths	Weaknesses
Range of housing stock	More empty-nester/affordable/senior living housing needed
Sidewalks/walkability	Main Street pedestrian passage could be improved
Proximity to downtown/airport	Some surrounding neighborhoods fuel negative perception of Bexley
Bexley Beat	Traffic through Bexley on Main Street is negative - pass-through traffic
Neighborhood-friendly commercial	Lack of flexible building types
Attractive, coherent, understandable scale	High tax burden
Safe neighborhoods	Perception of not being a safe neighborhood
Landscaping	Lack of community facilities - no community center, adequate rec center, etc
Quality of the school systems	Lack of a supermarket
Variety of institutions - schools, places of worship, civic/cultural density	
Never seems to change	Never seems to change
Accessibility of decision makers	
Ratio of commercial developers living in the city	
Jeffrey Mansion facility and public parks	

Capital University and Trinity Lutheran Seminary are also located in Bexley, bringing a culture of academia and learning that benefits Bexley as well as central Ohio at large.

With the bulk of Bexley's housing developed in the early part of the 20th century, Bexley's neighborhoods offer classic tree-lined streets, with centralized park and playground facilities in each area of the city. Housing pricing ranges from the low \$100,000s to \$2,000,000+, with the majority of Bexley housing in the \$150,000 to \$500,000 range.





**Location:** Bexley is located just east of downtown Columbus and the Columbus neighborhood of Olde Towne East

Bexley is a robust community of neighbors who share a common vision of safe neighborhoods and of excellence in education, who value permanence of place, and who believe that neighborhoods are defined by the families and individuals that anchor them and give them life.

## PAST PLANNING EFFORTS

Past formalized planning efforts include the Main Street Design Guidelines and Main Street redevelopment efforts of the late 1990s to the early 2000s, as well as the Southwest Bexley Master Plan (2003).

The Southwest Bexley Master Plan largely focused on the relationship of land uses between Main Street commercial uses and Capital University, Trinity Lutheran Seminary, and residential uses in the southwest quadrant of the city, although it also touched on land use issues and concepts along East Livingston Avenue, including Mayfield and Ferndale.

Past Plans and Development Studies			
Plan	Date	Specific Area(s) Addressed	Type of Plan/Study
East Main Street Redevelopment Concepts	2008	East Main Street, west of Drexel Avenue	Design Study - OSU MBA and Planning Students
Southwest Bexley Master Plan	2002	Southwest Bexley: East Main Street, East Livingston Avenue, and areas west of Euclaire Avenue	Official City Plan
Main Street Design Guidelines	2002	East Main Street	Official City Design Guidelines
Bexley Public Relations Research Project	2002	N/A	Resident survey regarding the City of Bexley by Capital PR Students
City Hall Development Proposals	1998	City Hall Site	Request for Proposals (RFPs) for City Hall Site
The City of Bexley Plan for Marketing	1996	N/A	Capital MBA student marketing study
"The Bexley Project"	1993	N/A	Research and marketing study for home ownership in Bexley

Bexley's land use planning efforts have been somewhat fragmented, and have to date lacked any unified plan. In particular, there has been no unified plan to date that has examined all areas of the city at once.



# THE REASON FOR A LAND USE STRATEGY

## **The Reason for the Bexley Land Use Strategy**

The Bexley Land Use Strategy was formed in order to address challenges facing the city, and in order to identify strategic priorities, recognizing that a consensus-built plan was needed in order to create a concerted effort and an appropriate sense of urgency within city leadership.

## **Mission Statement**

The Bexley Land Use Strategy Mission Statement was crafted by the commission in Spring of 2009.

## **MISSION STATEMENT**

The mission of the Bexley Land Use Strategy Commission is to develop a strategic planning framework and land-use vision for the City of Bexley that protects and enhances our unique community assets by:

- Identifying and addressing short and long term planning options and land-use challenges.
- Recommending opportunities for civic improvement and beautification through land-use policies and initiatives.



# COMMISSION CREATION AND MEMBERSHIP

## Commission Creation

The Bexley Land Use Strategy was formed by Bexley City Council, via ordinance, in order to form a strategic vision to address opportunities and challenges related to development and the use of land in the city. The ordinance creating the commission charges the commission to “review all identifiable land use plans and studies performed for the City over the past 20 years... organize and host public forums to solicit input from residents of the City regarding land use within the City... prepare a Land Use Strategy for submission to council” (Bexley Ordinance 12-09).

## Commission Membership

Great care was taken in selecting commission membership. Members were selected based on the relevance of their professional experience, and emphasis was placed on identifying experts in the fields of planning, architecture, development, and law. The following individuals were selected by the Mayor and appointed by Bexley City Council to serve on the Land Use Strategy Commission.



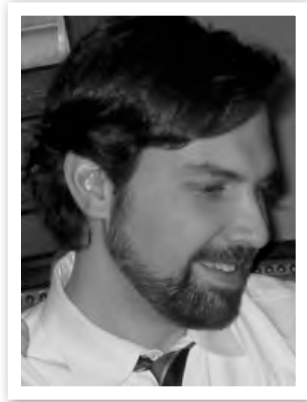
### **Ben Kessler, Commission Founder and Chair** **Commercial Real Estate Appraiser**

Vice President, Litigation Support, Samuel D. Koon & Associates  
Member of Bexley City Council

Ben Kessler is a commercial real estate appraiser and a member of Bexley City Council. Mr. Kessler’s professional background has given him experience in the valuation and market analysis of a wide variety of commercial property types, with a general area of focus in corporate office and large format retail properties. As Vice President of Litigation Support at Samuel D. Koon and Associates, Mr. Kessler serves as a consultant and expert witness in real estate tax valuation complaints for a variety of clients, including property owners and school boards throughout the state of Ohio. As a member of Bexley City Council, Mr. Kessler’s knowledge of and interest in real estate market dynamics have made him especially interested in development issues facing the city of Bexley.

A long-time Bexley resident, Mr. Kessler serves as the chair of the Bexley City Council finance committee. Additionally, he is a member of the Bexley Historical Society Board of Trustees, a member of the Bexley Main Street Guidelines (Part II) Committee, and a member of the Heritage Ohio Advisory Board.

## BEXLEY LAND USE STRATEGY COMMISSION MEMBERSHIP (CONTINUED)



### **Bill Heyer, Vice Chairman // Cassady Study Area Subcommittee**

**Architect:** Principal, William Heyer Architect, Bexley

Mr. Heyer received his Bachelors of Architecture at Pratt Institute in New York City. He completed graduate studies at Notre Dame in 2001, studied in Rome, and submitted his thesis project for a new multi-purpose complex in downtown Chicago. After graduate school, Bill worked in Washington, DC as lead designer in a Georgetown-based studio introducing a free classical approach to projects including houses, embassies, and commercial developments. He returned to Columbus in 2002 with his wife and children where he founded his own classical architecture studio in Bexley.

Mr. Heyer is campus architect for the Pontifical College Josephinum in Columbus. Concurrently, he lectures frequently and gives classes for adults and children on the history and meaning of Western Architecture. He is a supporting member of the Institute of Classical Architecture & Classical America in New York and Vice President of the Ohio & Erie regional chapter for the Institute of Classical Architecture & Classical America.



### **Don Brosius // Livingston Study Area Subcommittee**

**Attorney:** Partner, Loveland and Brosius

Mr. Brosius' area of legal practice includes expertise on a variety of topics affecting public entities, including land use, access management and subdivision regulations, planned unit developments, public employee ethics, competitive bidding, annexation and public sector employment practices. Mr. Brosius has spoken extensively on land use planning and zoning issues before organizations such as the American Planning Association, the Ohio Township Association, the County Commissioners' Association of Ohio, the Ohio Prosecuting Attorneys' Association, the Ohio Department of Agriculture, The Ohio State University, and the Ohio State Bar Association.

Mr. Brosius is a past Chairman of the Bexley Main Street Development Commission; the current Chairman of the Bexley Board of Zoning Appeals; a current Board Member of the Center for Farmland Policy Innovation Advisory Board, The Ohio State University; an active leader with Boy Scouts of America; and a past coach of various youth athletic teams.

## BEXLEY LAND USE STRATEGY COMMISSION MEMBERSHIP (CONTINUED)



### **Mike Carruthers // Main Street Study Area Subcommittee**

**Real Estate Agent:** Coldwell Banker King Thompson

Mr. Carruthers has been recognized for multiple years as the top producing agent for Coldwell Banker King Thompson Bexley's office. With over 22 years of experience in the real estate industry, Mr. Carruthers has a strong knowledge and grasp of the Bexley real estate market, and of issues affecting value and demand in the Bexley market.



### **Daniel Ferdelman // Main Street Study Area Subcommittee**

**Planner:** Urban Designer, City of Columbus

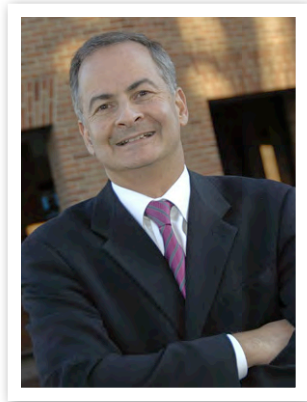
**Architect:** Daniel Ferdelman, AIA

Mr. Ferdelman is an experienced planner and architect. As an Urban Designer with the City of Columbus, Mr. Ferdelman provides design solutions and alternatives for downtown, neighborhood, and citywide issues concerning streetscape, public spaces and infrastructure, as well as urban design support for area, corridor, and neighborhood plans. Mr. Ferdelman also staffs the University Area Review Board, which provides design review in the University District of Columbus, Ohio.

Mr. Ferdelman's board and commission membership has included past membership of the Rockridge Community Planning Council in Oakland, California, and current membership of the Bexley Planning Commission.



## BEXLEY LAND USE STRATEGY COMMISSION MEMBERSHIP (CONTINUED)

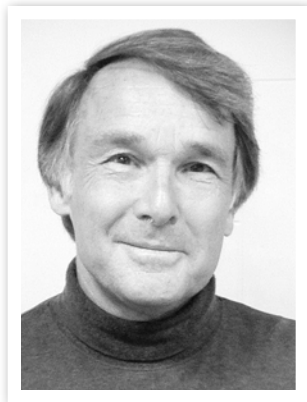


### **Ken Gold // Main Street Study Area Subcommittee**

**Developer:** Principal, Skilken Company

Ken Gold is an experienced real estate developer and lifelong Bexley resident. At the Skilken Company, Mr. Gold directs Skilken's new development, leasing and brokerage departments, where he has created and expanded relationships with some of the nation's top retailers, including Target, Kroger, CVS, Bank One/Chase and Home Depot. Mr. Gold is also the founding President of FarSite and has, with his partners at Skilken, created a national urban consulting company, M Retail Ventures, in order to assist private companies and municipalities in redeveloping urban areas.

For over 26 years, Mr. Gold has taught MBA students at the Fisher College of Business where he is an adjunct professor and the new Director of Fisher's Real Estate Center. Mr. Gold is a licensed real estate broker and a member of the International Council of Shopping Centers (ICSC) and the Columbus Urban League.



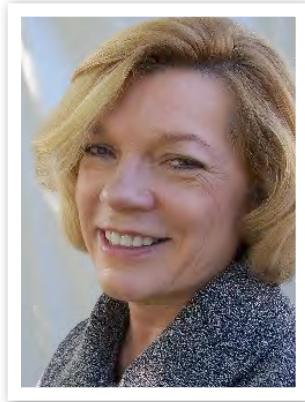
### **Larry Helman // Alum Creek Study Area Subcommittee**

**Planner:** Consulting Partner, NBBJ

Mr. Helman serves as a Consulting Partner at NBBJ, an international design firm with offices in major cities both nationally and worldwide. A 39-year member of the firm, Mr. Helman has been responsible for developing the firm's planning and urban design practice regionally, nationally, and internationally. Larry has focused on strategic planning, and real estate and land development for a wide range of projects and client types including major land developers, corporate clients, major medical institutions, and colleges and universities.

Mr. Helman is a longtime resident of Bexley and has been active throughout the years with various boards and commissions, including the Planning Commission and the Main Street Guidelines Committee.

## BEXLEY LAND USE STRATEGY COMMISSION MEMBERSHIP (CONTINUED)



### **Robyn Jones // Alum Creek Study Area Subcommittee**

**Attorney:** Jones Law Offices

An experienced attorney with a diverse professional and educational background, Ms. Jones has been a resident of Bexley for over twenty-five years. Ms. Jones grew up in Middletown, Ohio, and graduated from The Ohio University with a degree in Home Economics Education. While teaching in the Columbus City Schools for 14 years, at Marion Franklin, Central, Briggs, and Walnut Ridge, Ms. Jones completed a Master of Science in education from OSU, and then received a law degree from Capital University Law School. From 1989 until 2002, Ms. Jones was an attorney with the Ohio Department of Taxation, specializing in real estate property tax. In 2002, she entered into private law practice, and is an attorney at Jones Law Offices.

Ms. Jones has served as a member of Bexley City Council, and has served as a member of the Bexley Charter Review Commission, the Jeffrey Mansion Commission, and the Bexley Historical Society Board of Trustees.



### **John Reagan // North Cassady Study Area Subcommittee**

**Architect/Planner:** Principal, Reagan Purcell Architects

John Reagan is an experienced architect and planner. Mr. Reagan graduated from The Ohio State University and completed a Master's Degree in Architecture at Columbia University where he was a William Kinne Fellow. After working at Eisenman Robertson Architects in New York, he was an Assistant Professor at Ohio State from 1983 through 1990 where he taught design studios with Peter Eisenman. He has been a guest critic at Cooper Union, Harvard, and Notre Dame and lectures on Architecture and Urbanism. Along with other commission and board work, John is a member of the New Urban Guild and the Planning Commission for the City of Bexley.

## BEXLEY LAND USE STRATEGY COMMISSION MEMBERSHIP (CONTINUED)



### **Bill Schottenstein // Livingston Study Area Subcommittee**

**Developer:** Principal, Arshot Investment Corporation

Mr. Schottenstein, a native of Columbus, graduated with honors from the Wharton School of Finance and Commerce of the University of Pennsylvania.

He attended New York University Law School and graduated from The Ohio State University College of Law. A member of the New York State Bar, he practiced with the firm of Otterbourg Steindler Houston and Rosen and the firm of Burns Jackson Miller Summit and Spitzer, both in New York City, before forming Arshot Investment Corporation in 1982.

A lifelong resident of Bexley, Mr. Schottenstein has been active with the community as a member of City Council, a founding member of the Main Street Guidelines Committee, and a commissioner with the Main Street/Planning Commission.

# WHAT THE STRATEGY CAN ACCOMPLISH

## **The Role of the Bexley Land Use Strategy**

The strategy's recommendations will be implemented over time through the creation of new city policies, the rezoning of land, and through a consensus-built decision making process as opportunities and challenges arise that have been addressed by the strategy. The strategy is designed to address short, medium, and long-term goals, and should be revisited every 5 to 10 years in order to ensure that the strategies and recommendations set forth continue to be appropriate into the future.

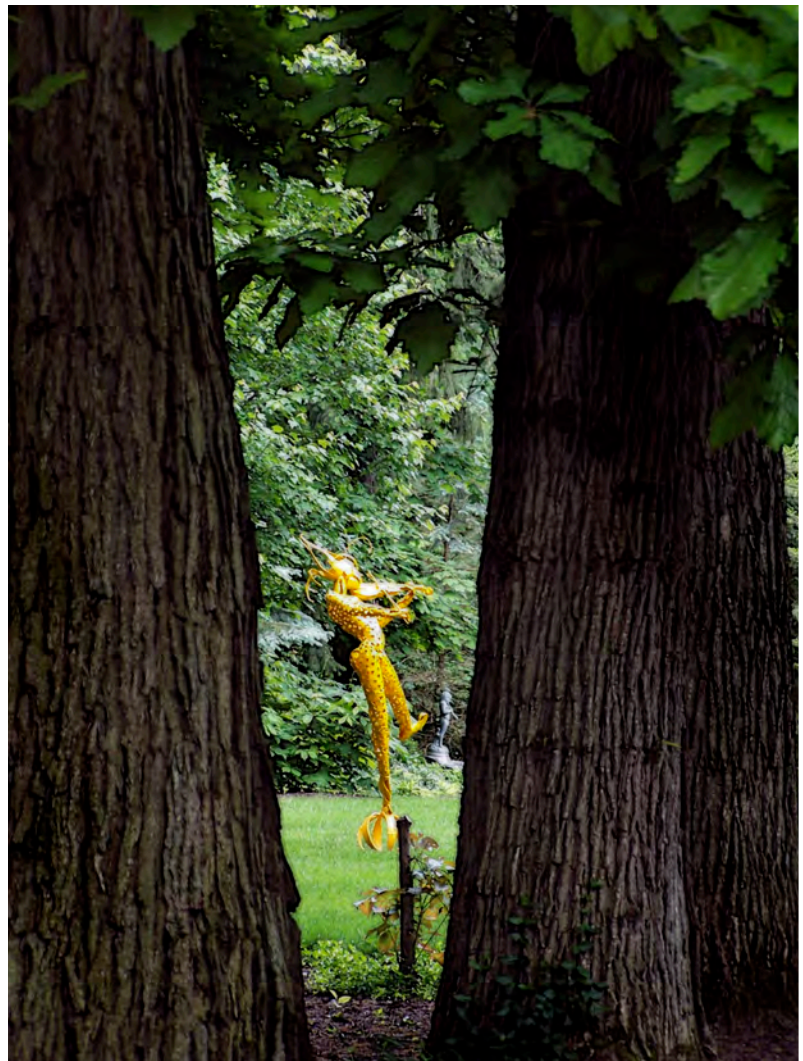
Throughout the process of creating the Bexley Land Use Strategy, emphasis has been placed on creating a strategy that can serve as a tool for building consensus among city leadership while being flexible enough to have meaningful application and relevance, even as circumstances change in the near future. As opposed to "gathering dust on a shelf," the Land Use Strategy was created in order to provide consistency in the decision making process, provide strong legal support to zoning and planning approval processes, and to facilitate the wise use of city resources.

## **Consistency and Proactivity in Decision Making**

Bureaucratic processes make consistent and stable decision-making difficult. There is a tendency for a council or a commission to deal with problems as they arise, as opposed to proactively seeking progress. By unifying the city behind a common vision, the Land Use Strategy can help to eliminate many of the hurdles that stand in the way of proactive, decisive governance.

## **Strong Legal Support for Zoning and Planning Processes**

A consensus-derived plan creates the mandate needed to rezone parts of the city to adjust for future development needs, and to enforce zoning when inappropriate development plans are submitted for approval.





## Facilitating the Wise Use of City Resources

Many of the development challenges facing the city require proactive, prescient allocation of city leadership and resources. It is difficult for a leadership body to reach a consensus regarding strategic priorities amidst the ongoing pressures of city business, and without the benefit of necessarily having appropriate backgrounds and knowledge to assist in the strategic planning process. Having a strategy in place assists city leadership in the wise allocation of city resources for redevelopment.

## PLANNING PROCESS

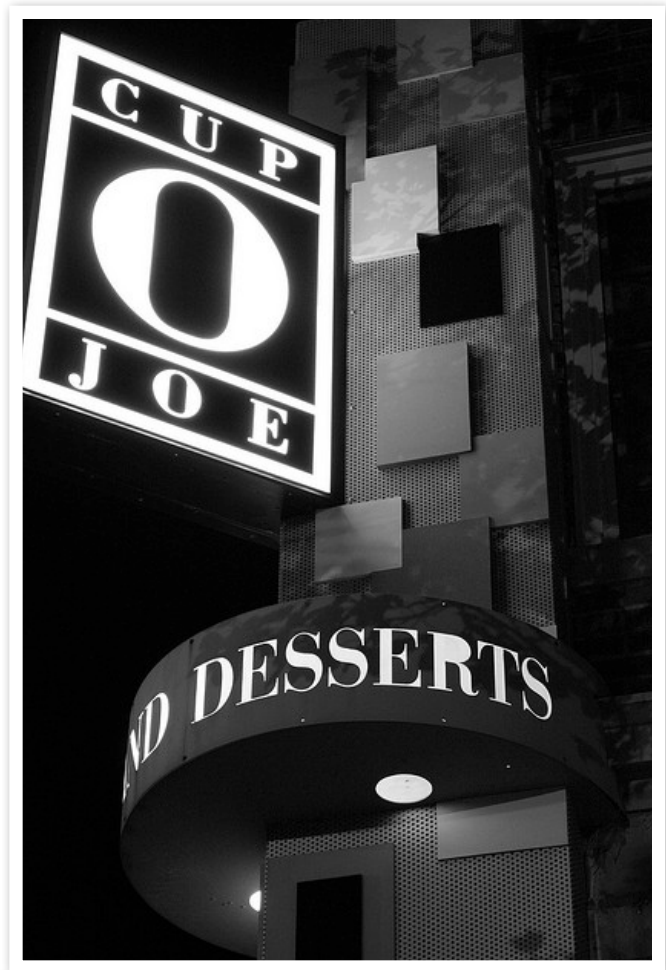
The Bexley Land Use Strategy planning process took place over a series of commission meetings, public workshops, stakeholder interviews, and planning sessions from April 2009 to January 2011.

The initial meetings of the Land Use Strategy Commission involved forming a mission statement, identifying the appropriate study areas, performing a SWOT analysis (Strength/Weakness/Opportunities/Threats) for land use within the city, and outlining the planning process.

An initial public workshop was held in the summer of 2009. During this workshop, residents were presented with an overview of the study areas identified by the commission, and were asked to perform a SWOT analysis of their own on the various study areas.

The commission consulted and engaged with a variety of local community groups and organizations, including a community group from the North Cassady area, Friends of Alum Creek and Tributaries, Franklin Soil and Water Conservancy District, Metro Parks, Bexley Lions Club, and countless members of the community via stakeholder interviews.

The commission broke into subcommittees, and extensively discussed various opportunities and options at each of the identified study areas. After identifying and researching key opportunities, the commission drafted a series of recommendations pertaining to each study area, and also citywide.



**Bexley Cup O' Joe**

*Photo: Sarah Clendenin*

## Bexley Land Use Strategy Timeline

<b>Meeting</b>	<b>Purpose of Meeting</b>	<b>Date</b>
Commission Meeting	Regular Meeting - Organization and Introduction	Apr 7, 2009
Commission Meeting	Regular Meeting - Goals and Study Areas	May 5, 2009
Commission Meeting	Bus Tour of City	Jun 2, 2009
Commission Meeting	Regular Meeting - Planning for Initial Workshop	Jul 7, 2009
Public Workshop	Initial Public Meeting	Aug 2, 2009
N Cassady Community Meeting	Resident discussion re: N Cassady planning	Aug 23, 2009
Commission Meeting	Regular Meeting - Review of Public Workshop	Sep 1, 2009
Commission Meeting	Regular Meeting - focus on North Cassady Study Area	Oct 6, 2009
Commission Meeting	Regular Meeting - focus on Alum Creek Study Area	Nov 2, 2009
Commission Meeting	Regular Meeting - focus on Main Street Study Area	Dec 1, 2009
Commission Meeting	Regular Meeting - focus on Livingston Study Area	Jan 5, 2010
N Cassady Community Meeting	Public Workshop with commission and OSU planning students	Jan 31, 2010
Commission Meeting	Q&A with OSU planning students at the Fisher College of Business	Feb 4, 2010
Commission Meeting	Regular Meeting - Draft Review	Apr 6, 2010
Commission Meeting	Regular Meeting - OSU presentation and Draft Review	May 5, 2010
Public Workshop	Feedback on LUSC Recommendations	Jun 1, 2010
Commission Meeting	Regular Meeting - Public Meeting Review	Jul 6, 2010
Labor Day Block Party	Booth at Labor Day Block Party	Sep 5, 2010
Meeting with Capital	Discussion of Recommendations	Sep 24, 2010
Commission Meeting	Retreat Preparation	Oct 5, 2010
Bexley Commission Retreat	Presentation of Land Use Strategy to Bexley Commission members and community leadership	Oct 8, 2010
Commission Meeting	Regular Meeting - Retreat Review and Draft Finalization	Nov 17, 2010
Commission Meeting	Regular Meeting - Draft Finalization	Dec 7, 2010
Commission Meeting	Regular Meeting - City Council Preparation	Jan 17, 2011
Presentation	Presentation of Strategy to Bexley City Council	Jan 25, 2011

## PLANNING PROCESS (CONTINUED)

In addition to the work of the Land Use Strategy Commission, the North Cassady study area was studied by a group of MBA and planning students from The Ohio State University Fisher College of Business and Knowlton School of Architecture. Students from a graduate level program broke into groups and created comprehensive development plans for the North Cassady Avenue area. Commission members provided background and input, and assisted in the judging of the final student presentations. The winning OSU student group presented its plan before a joint session of the Bexley Land Use Strategy Commission and Bexley City Council.

The draft recommendations were presented at a public workshop in June of 2010. They were posted to the city website, to the city's Facebook page, to the Land Use Strategy Facebook page, and to the Land Use Strategy blog. The recommendations of the commission received coverage in the local Bexley papers and in the Columbus Dispatch.

Commission members operated a booth at the Bexley Labor Day Block Party in order to provide further exposure to the plan and to solicit public feedback. The Land Use Strategy was the subject of the 2010 Bexley Commissioners Retreat, in which over 50 Bexley commissioners, city council members, and community stakeholders took part in a 5-hour session discussing the various aspects of the Bexley Land Use Strategy.

After months of soliciting public input and feedback on the draft recommendations, the commission convened, analyzed the feedback, and prepared a finalized strategy for adoption by Bexley City Council in early 2011.

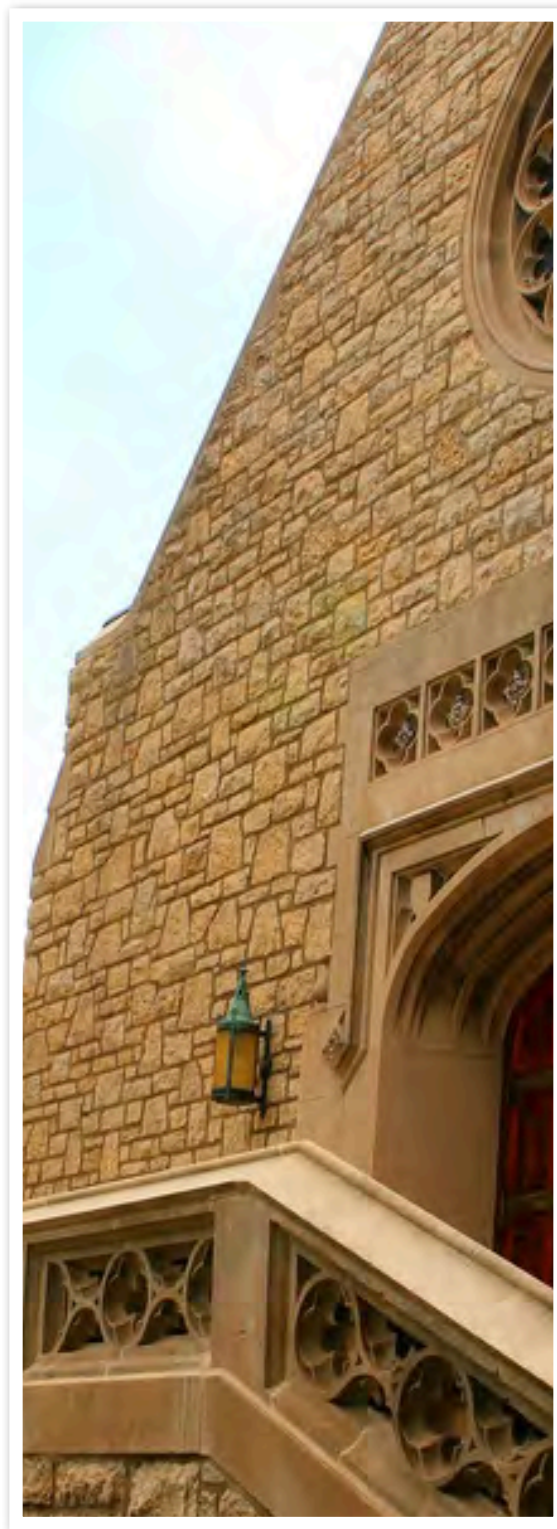


## HOW TO USE THE BEXLEY LAND USE STRATEGY

The Bexley Land Use Strategy process has resulted in a series of recommendations for the city of Bexley and the identified community study areas. These recommendations vary from being policy recommendations that can be developed and adopted immediately to being general development goals that need to be considered when pertinent issues arise or when allocating city resources.

The Strategy should be consulted by Bexley City Council and by city commission members when areas and issues that are addressed by the Strategy arise. Additionally, city administration, council members, and commission members should familiarize themselves with the Strategy and its recommendations, in order to ensure that concerted efforts are being made towards its implementation.

The Bexley Land Use Strategy provides a series of recommendations that are intended for consideration and implementation over the next ten years. The ordinance that formed the Bexley Land Use Strategy Commission calls for a reconvening of a Land Use Strategy Commission every 6 years following the adoption of the previous strategy. The Strategy is intended to be a living document and will be updated and revised as conditions and circumstances within and around the Bexley community change.





## ACKNOWLEDGEMENTS

The Bexley Land Use Strategy Commission membership gratefully acknowledges the following community leaders and individuals for their assistance, time, and contribution in the preparation of this strategic planning effort:

### **Bexley City Council:**

Robyn Jones (past member)  
Ben Kessler  
Mark Masser  
Jeff McClelland, President of Council  
Jed Morison  
Richard Sharp  
Rick Weber

### **City of Bexley:**

John Brennan, Mayor  
Gary Qualmann, Auditor  
Lou Chodosh, City Attorney  
Beecher Hale, Finance Director  
Bill Harvey, Service Director  
Bruce Langner, Development Director  
Debbie Maynard, Mayor's Office  
Mark Moore, Parks Supervisor  
Mike Price, Parks & Recreation Director  
Larry Rinehart, Chief of Police  
Kathy Rose, Zoning Manager

### **Capital University:**

Denvy Bowman, President  
Richard Ashbrook, Provost  
Troy Bonte  
Pat Cramer  
Tanya Poteet  
Susan Tate

### **Bexley Board of Education/Bexley Schools:**

Dr. Michael Johnson, Superintendent  
Carol Fey  
Joan Fishel  
Craig Halliday  
Diane Peterson  
Marlee Snowdon

### **Bexley Community Foundation:**

Judy Brachman  
David Bolon  
Pat Cramer  
Gary Giller  
DeeDee Glimcher  
Jim Gross  
Pete Halliday  
Kyle Katz  
Kelly Krase  
Tad Jeffrey  
Jon Meyer  
Susan Quintenz, President  
Frank Reed  
Larry Ruben  
Brad Wasserstrom

### **Board of Recreation:**

Craig Burford  
Lindsay Hodge  
Dr. Chris Masoner  
Cynthia Phillips  
Rick Shapiro  
Marlee Snowdon

### **Board of Zoning Appeals:**

Peter Bardwell  
Karen Bokor  
Don Brosius, Chair  
T. William Jones  
Joe Kuspan  
Steve Kuss  
Tom Lewis  
Sheila Straub

### **Charter Review Commission:**

Greg Adams  
Kevin Brady

## ACKNOWLEDGEMENTS (CONTINUED)

The Bexley Land Use Strategy commission membership gratefully acknowledges the following community leaders and individuals for their assistance, time, and contribution in the preparation of this strategic planning effort:

### **Charter Review Commission (cont'd):**

Don Brosius  
Matt Damschroder  
Jason Dolin  
Eric Duffee  
Mitch Fries  
Robyn Jones  
Stephen Keyes  
Carol Lannan  
John Offenberger, Chair  
Diane Peterson  
David Walker  
Linda Zupnick

### **Main Street Guidelines (PART II) Committee:**

Pat Cramer  
Dan Ferdelman  
Larry Helman  
Bill Heyer  
Suzanne Karpus  
Ben Kessler  
Mollie O'Donnell  
Susan Quintenz, Chair  
Rachel Rubin  
Bill Schottenstein

### **Planning Commission:**

Dan Ferdelman  
Pete Foster  
David Hodge  
Kim Kellogg  
Michael Paplow  
John Reagan

### **Planning Commission (cont'd):**

Ginny Salamy  
Mike Simpson, Chair  
Jan Zupnick

### **Tree and Public Gardens Commission:**

Ellen Bowden  
William Dawson  
Brett Egbert  
Barbara Giller  
DeeDee Glimcher  
Larry Helman  
Susan Quintenz, Chair  
Ginny Salamy  
Ed Young  
Linda Zupnick

### **Friends of Alum Creek and Tributaries:**

Margaret Samuels  
Kim Williams

### **Franklin Soil and Water Conservancy District**

Kyle Wilson

### **Friends of Bexley:**

Sima Gellman, Bexley Technology Comm.  
Suzanne Karpus, Cornucopia Catering  
Paul Kolada  
Bob Loversidge  
Larry Ruben  
Rachel Rubin, Bexley Public Library  
John O'Meara, Director, Metro Parks  
Scott Ziance

**Special thanks to Kathy Rose and Bruce Langner for countless hours of dedication to supporting the work of the commission.**

**Special thanks also to Professor Ken Gold and the OSU Fisher/Knowlton MBA and Planning students, whose class worked extensively on planning options for the North Cassady corridor.**



# Synopsis of Recommendations

Based upon our review of the land use challenges and opportunities facing the City of Bexley in the coming years, the following recommendations have been made. These recommendations are fully discussed in the following sections of the 2011 Bexley Land Use Strategy report.

## EAST MAIN STREET STUDY AREA RECOMMENDATIONS

### **Redevelop the City Hall Site**

The City of Bexley must be committed to opening its site up for development, and relocating the city hall portion of the complex either to a new location on the site, or to an appropriate alternate site.

### **Prioritize the Development of a Neighborhood Grocery Store Within the City**

It is the recommendation of the Land Use Strategy Commission that a concerted effort be made on the part of the city and on the part of stakeholders in the community to attract a neighborhood grocery store user to East Main Street.



## EAST MAIN STREET STUDY AREA RECOMMENDATIONS (CONTINUED)

### **Work Towards a “Double Loaded” Main Street**

A “double loaded” Main Street would have commercial uses on both sides of Main Street, so that interplay between restaurants, office, and commercial uses creates a vibrant and viable Main Street.

### **Cultural and Community Events Promotion**

A communications landmark will help to promote the diversity and wealth of cultural events that routinely occur throughout the city, and will serve to increase the energy along East Main Street.

### **Focus on Key “Pods” of Development Along Main Street**

The commission recommends that an emphasis be placed on examining proposed uses in the context of their particular location along East Main Street, and that city development efforts be focused on bringing strong, pertinent neighborhood-serving uses to “pods”, or areas of natural activity along East Main Street.

### **Create Greater Opportunities for Pedestrian Cross-Access**

The commission recommends creating additional pedestrian crosswalks and revamping existing crosswalks with pertinent streetscape cues to slow traffic and provide pedestrians with a greater sense of security when crossing.



# NORTH CASSADY STUDY AREA RECOMMENDATIONS

## **Create a Unified Zoning District for North Cassady Avenue and Delmar Drive**

The commission recommends the elimination of the North Cassady area's fragmented zoning designations and the creation of a unified zoning district that encompasses all commercial properties on North Cassady Avenue and Delmar Drive.

## **Explore the Use of Tax Increment Financing for North Cassady and Delmar**

The commission recommends that the city explore the use of Tax Increment Financing (TIF) to fund the remediation and redevelopment of the North Cassady area.

## **Create and Apply a Form-Based Code**

The intent of the form-based code is to encourage that new development conforms to a community vision of urbanism. The code will regulate the physical form of the built environment by defining the location and massing envelopes of new buildings in order to promote continuity of street frontage and to reinforce the clarity of the public realm.

## **Encourage Aesthetic Improvements to Existing Properties**

Incentivize commercial property owners to clean up signage and facades via a grant program. Provide 75% city reimbursement for: new conforming signage, removal of bars from windows and doors, landscaping improvements up to a \$7,500 grant per property. Specifically restrict the use of bars and other security screening on commercial doors, windows, and storefronts, unless such a use is discreet, secondary, and architecturally appropriate.



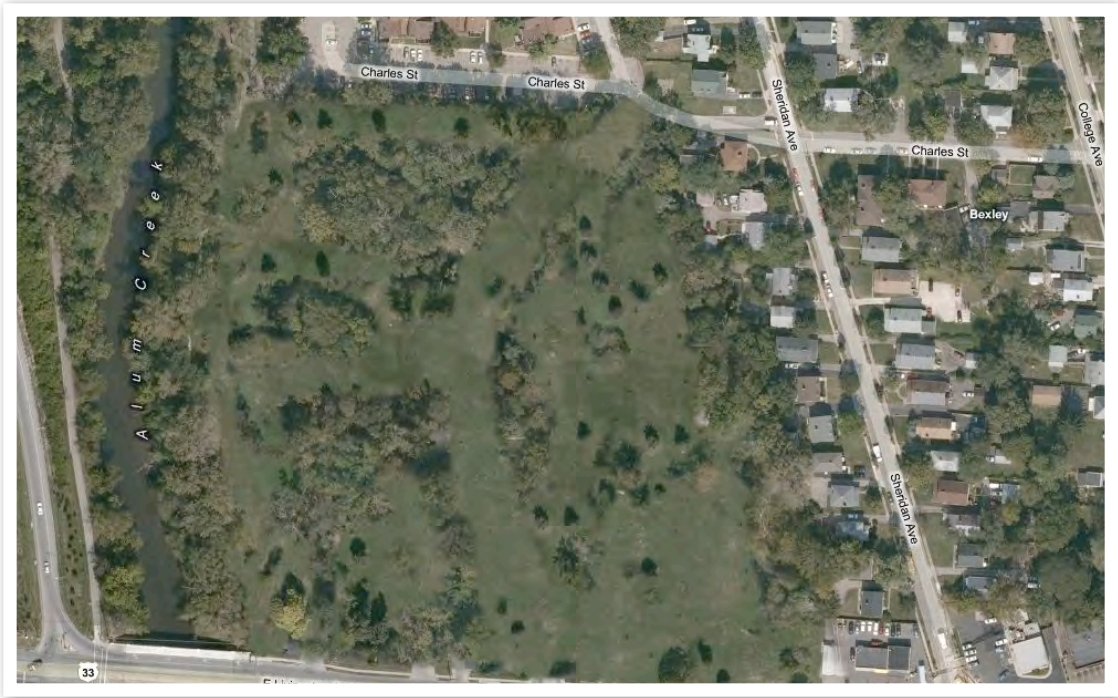
# LIVINGSTON STUDY AREA RECOMMENDATIONS

## Ease Restrictions Against Drive-Through Food Service on Livingston

The Bexley ban on drive-through service competitively disadvantages landowners along Livingston Avenue, who have to compete with land on the Columbus (south) side of Livingston.

## Purposeful Redevelopment of Ferndale and Mayfield Place

The commission recommends that the city undertake a long-term strategy of assembling properties along Ferndale and Mayfield Place in order to control and encourage new development.



## Create a Ferndale/Mayfield Planned Use District

In order to adequately prepare for future redevelopment, the commission recommends that a planned use zoning district for Ferndale and Mayfield be created that restricts future development to suitable uses as outlined in this strategy.

## Extend Charles Street

The commission recommends the extension of Charles Street west of Sheridan in order to connect the Ferndale/Mayfield area to the rest of the city.

## Explore the Use of TIF for Ferndale/Mayfield

TIF funding could be used to clean environmentally impacted sites, provide new infrastructure to the area, and even possibly create site conditions that would make the redevelopment of the former landfill more financially feasible.



# ALUM CREEK STUDY AREA RECOMMENDATIONS

## Continuous Recreational Access to Alum Creek

The commission recommends that the city obtain continuous recreational access along Alum Creek between Main Street and Livingston Avenue.

## Develop a Comprehensive Creekside Park

Create a creekside park plan with continuous park access to the creek from East Main Street to Livingston Avenue.

## Environmental Protections for Alum Creek

The commission recommends that the City of Bexley work to create Bexley-appropriate environmental protections along the creek in order to protect watershed areas and to control development along the creek.



A sketch of enhanced recreational use along the east side of Alum Creek. This sketch is intended for illustrative purposes only, and does not reflect existing or proposed park or property boundaries.

## CITY-WIDE RECOMMENDATIONS

### **Create a Bexley Redevelopment Fund**

It is recommended that the City create a "Bexley Redevelopment Fund" to be used for the acquisition and remediation of development sites.

### **Create a Bexley Community Improvement Corporation**

A Bexley Community Improvement Corporation (CIC) could work to promote economic development, rejuvenate economically stressed areas of Bexley, and serve as the economic development agent of the city of Bexley.

### **City Leadership and Strategic Planning Processes**

One of the major hurdles keeping the city from engaging in regular, consensus-building strategic dialogue is the lack of a formalized mechanism for such discussion. The commission recommends that the City of Bexley's leadership, both city council and the administration, regularly engage in strategic dialogue and strategic processes, and create appropriate frameworks to ensure strategic dialogue occurs on a continual basis.



### **Pursue the Environmental Cleanup of Former Filling Stations**

The city must take proactive measures to procure, remediate, and return to market environmentally impacted sites.

### **Create a Housing Code for Bexley**

Bexley City Council should institute a housing code for the City of Bexley. A housing code would help to take care of problems that may cause unsafe or unhealthy living conditions.

### **Create a Unified Signage Standard for Bexley**

It is our recommendation that a consistent, quality signage standard be adopted for the whole city.



## **City Council and Economic Development**

We recommend that the Bexley city code be amended to allow Bexley City Council to privately discuss issues pertaining to economic development. It is believed that if the city is going to undertake the more proactive elements of this strategy, it will need to privately discuss ways to enact the plan, so as not to disadvantage the city when negotiating with property owners.

## **Engaging Neighboring Communities**

Engagement with neighboring communities is crucial to the long-term vitality of both Bexley and our neighboring communities.

## **Modernizing Bexley's Zoning Code**

The current code is in need of modernization, and in need of a comprehensive revisit in order to make sure that the code is holistic and appropriate for modern application.

## **Encourage Payroll-Generating Uses**

The City of Bexley is encouraged to proactively seek new developments for Bexley that expand the city's payroll tax base. It is recommended that the city target and recruit office and medical office users, and provide incentives that specifically target office and medical office uses.





# East Main Street

## BACKGROUND

East Main Street serves as the cultural and commercial core of the city of Bexley. It beckons with art galleries and coffee shops, with Columbus' greatest arthouse cinema, and with a collection of fine restaurants. It's arguably home to central Ohio's most concentrated selection of ice cream shops, not to mention retail banks. Main Street Bexley has small office users and doctors offices, and it is home to Capital University, Trinity Lutheran Seminary, Christ Lutheran Church, and the new Torat Emet Synagogue. Bexley's City Hall and Bexley's Library are on East Main Street, as is the Montrose Elementary School. In short, East Main Street is a thriving and incredibly diverse mile within the heart of Bexley.



East Main Steet Major Land Users
<b>West of Drexel</b>
Bexley Gateway
"Gateway South" Site
Trinity Lutheran Apartments
Trinity Lutheran Seminary
Bexley Square Shopping Center
Bexley City Hall
Capital University
Drexel Theater
<b>Between Drexel and Cassingham</b>
Trinity Lutheran Church
One Dawson
Torat Emet Synagogue
Bexley Public Library
<b>East of Cassingham</b>
CVS Pharmacy
Montrose Elementary School
Sunrise Senior Living
Chase Bank Shopping Center

## BACKGROUND (CONT'D)

Development along East Main Street has advanced in the past decade, due in no small part to the creation of the East Main Street Design Guidelines, the proactive involvement of a Development Director in Bexley, and the use of several tax abatements and TIF options to assist developers and the city alike.

East Main Street is doing well in 2011, particularly in light of challenging economic conditions. While older, more functionally obsolete office and commercial buildings still struggle to find tenants, desirable new users continue to locate to East Main Street.



Drexel Theater at night Photo: Tim Purdue



## ASSETS

### **Strong Institutional and Cultural User Base**

East Main Street has a strong base of institutional and culture users, including Capital University, Trinity Lutheran Seminary, Montrose Elementary School, Bexley City Hall, the Bexley Public Library, Torat Emet Synagogue, and Christ Lutheran Church.

### **Established Users**

Established users such as the Drexel Theater, the Graeter's Ice Cream located in the former Wentz's pharmacy, and a variety of smaller traditional Bexley businesses provide stability to the corridor, and draw residents from the surrounding neighborhoods.

### **New, Quality Development**

New development such as the Bexley Gateway mixed-use development, the Shoppes at Bexley, the Bexley CVS, One Dawson, and the new Chase Bank and retail center all have brought attractive, pedestrian-oriented real estate to Main Street in recent years. These developments have enhanced the overall quality of commercial development along East Main Street, and have set a desirable precedent for future development.

### **Pedestrian-friendly Streetscape**

East Main Street is eminently walkable - shade-lined streets, well-connected sidewalks, and traditional pedestrian-oriented commercial use makes for a very pedestrian-friendly streetscape.



## CHALLENGES

While Main Street has continued to evolve and flourish, several challenges have been identified as standing in the way of Main Street realizing its true potential as Bexley's commercial core.

### **Limited Lot Configurations**

Lot size and depth are a constant struggle along East Main Street, particularly for developers and users who are used to more expansive suburban sites. Lot depth is a particular problem along the south side of East Main Street, where lots are often not deep enough to support buildings and parking together.

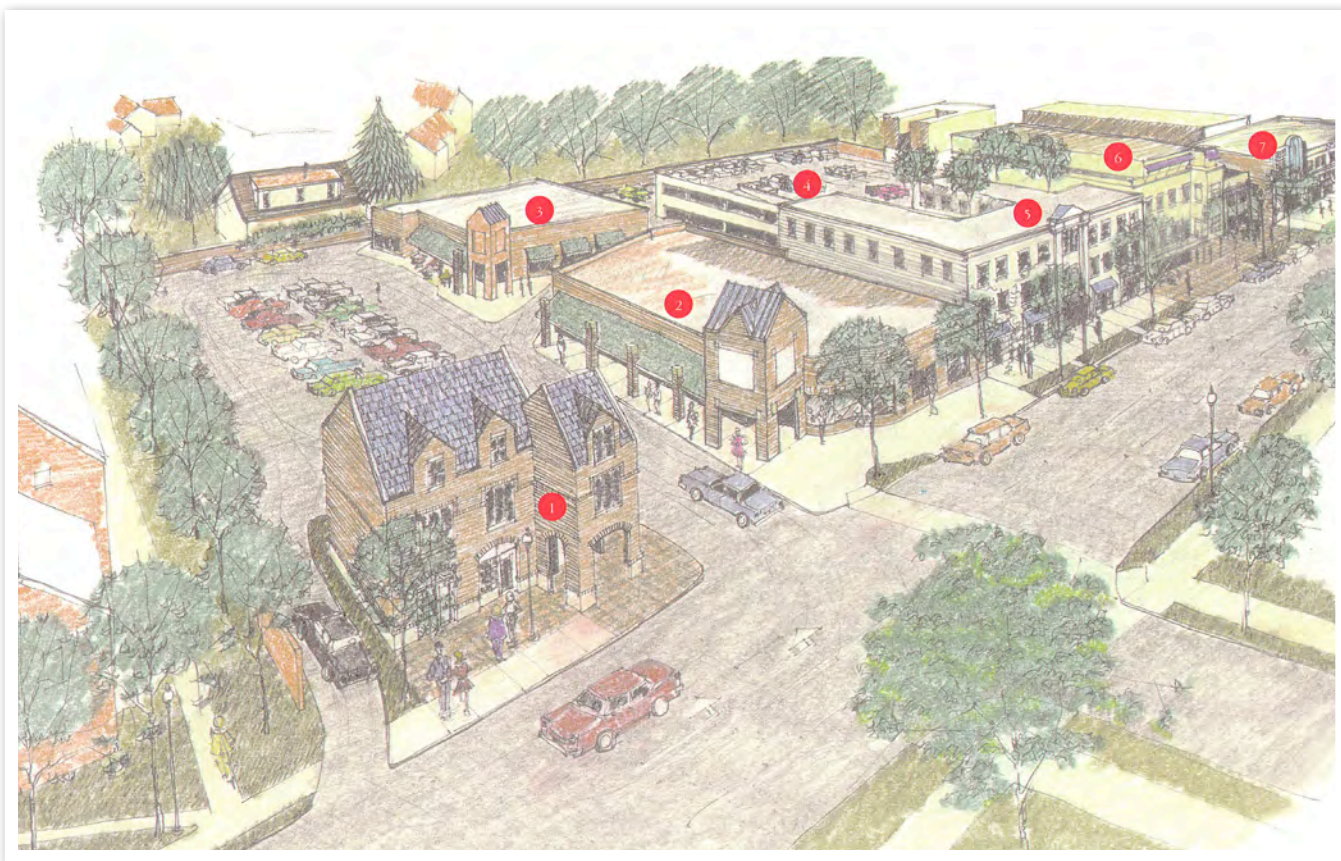
### **Obsolete Architecture**

While Main Street has many examples of excellent urban mixed use buildings, the corner of Drexel and Main being perhaps the best example, the corridor is also home to several former single family residences used as offices, single use buildings set back from the street with parking set in the front, and several utilitarian office and commercial spaces. These types of properties are ill suited to the thriving pedestrian environment envisioned for Main Street as a part of this strategy.

### **Fragmented Commercial Use**

Due to the extent of institutional users along East Main Street and the many buildings set back from the street, continuous commercial and retail use on both sides of Main Street is often not in place. This lack of synergy between both sides of the street discourages pedestrian interaction and generally makes a robust retail environment difficult.





Many development plans over the years have called for the relocation of Bexley City Hall in order to allow for more robust, mixed-use development. *Illustration: Casto*

## CHALLENGES (CONTINUED)

### Parking Logistics

Due to limited lot sizes along East Main Street, parking is typically in high demand, and new businesses often struggle with the perception of limited parking. Recent efforts at marking parking along East Main Street have been successful, and the city must be proactive about continuing to promote the available public parking within the Main Street corridor.

## THE VISION

- An increasingly vibrant commercial core between South Parkview and Drexel Avenue
- Enhanced interplay between both sides of East Main Street
- Further in-filling of empty pockets along East Main Street, with architectural standards that encourage pedestrian interplay with existing and proposed uses.



# RECOMMENDATIONS

## Redevelop the City Hall Site

In order to start the next generation of development along East Main Street, the Bexley city hall and service garage site needs to be made available for development. This, in turn, will encourage the movement of Trinity Lutheran Seminary’s apartments off of Main Street, as per the Southwest Bexley Master Plan, and will help to open the north side of East Main Street to development from Bexley Gateway to the Drexel Theater.

The City of Bexley must be committed to opening its site up for development, and relocating the city hall portion of the complex either to a new location on the site, or to an alternate site on East Main Street or other acceptable location. It is recommended that the service department be relocated to a less economically viable parcel in the city, or even to a site just outside of the city that has good access to the city. The city should establish a timeline for movement away from its existing site, and should strategically plan and budget for such a move.

## Prioritize the Development of a Neighborhood Grocery Store Within the City

Throughout its history, Bexley has been serviced by a range of small grocers who have provided fresh meat and produce and general groceries to residents of the city. With the closure in the past decade of Paul’s Market and other neighborhood grocers, residents have limited options for the purchase of groceries within the city.

Meanwhile, recent trends in neighborhood grocery shopping have shifted towards an emphasis on local foods, and on smaller stores with a higher quality of selection.

Feedback from residents regarding desired uses along East Main Street has consistently included a desire for a substantial Bexley-based grocery store. And over the years, developers have attempted to bring several grocers to the city. Challenges to attracting a quality neighborhood grocer

have included the scarcity of sufficiently sized lots in the city, as well as a concern over the viability of the Bexley market, given the relatively small size of the city.



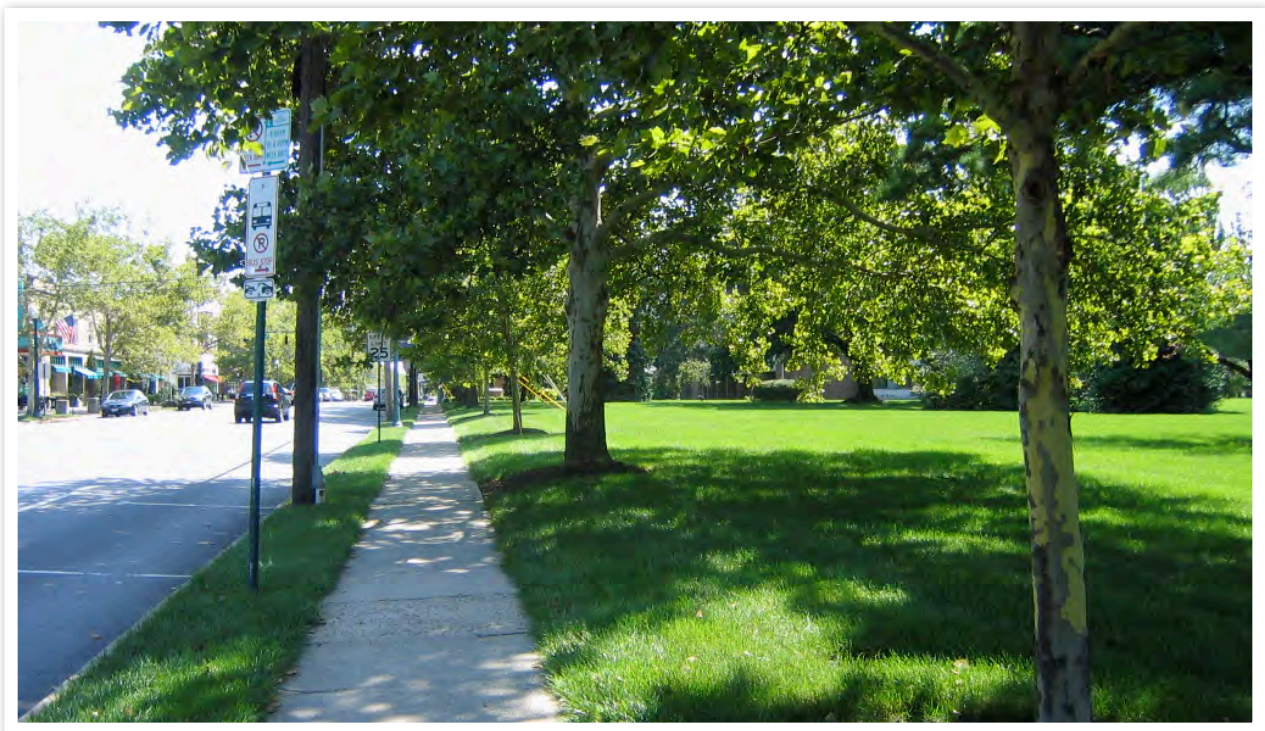
## **Prioritize the Development of a Neighborhood Grocery Store Within the City (Continued)**

It is the recommendation of the Land Use Strategy Commission that a concerted effort be made on the part of the city and on the part of stakeholders in the community to attract a neighborhood grocery store user to East Main Street. Such efforts should include, as appropriate and possible, specific abatements targeting the proposed use, and the possible use of Bexley Redevelopment Funds to assist in the acquisition and controlled development of a suitable site.

## **Work Towards a “Double Loaded” Main Street**

A “double loaded” Main Street would have mixed-use commercial uses on both sides of Main Street, so that interplay between restaurants, office, commercial uses, and pedestrian-friendly streetscape creates a more vibrant and viable Main Street. Double loading of Main Street would, most notably, require the active participation of Capital University, the major land holder in the most commercially active area of Main Street. In order to work towards a double loaded Main Street, the commission recommends that the city do the following:

- Actively engage Capital University and Trinity Lutheran Seminary during their planning processes to encourage uses along the first floor of their Main Street frontage that engage Main Street.
- Create greater opportunities for pedestrian cross-access along Main Street, with more frequent and more clearly defined crossings.





## Cultural and Community Events Promotion

Create a cultural and events marquee or some such landmark communications tool to promote cultural events and community events within Bexley. A communications landmark will help to promote the diversity and wealth of cultural events that routinely occur throughout the city, and will serve to increase the energy along East Main Street.



An illustration of key development pods along East Main Street

## Focus on Key “Pods” of Development Along Main Street

Main Street development can be viewed as being focused along several key points, or “pods”, located along Main Street. Parkview, Drexel, Cassidy, Cassingham, and Roosevelt are all cross streets which serve as focal points for pods of development along Main Street. These pods have their own unique character and energies, and care should be taken to understand Main Street not as one homogenous

corridor, but as a diversified corridor with variable character and a diversity of appropriate uses and even design standards.

The commission recommends that an emphasis be placed on examining proposed uses in the context of their particular location along East Main Street, and that city development efforts be focused on bringing strong, pertinent neighborhood-serving uses to these “pods”, with the belief that a strengthening of these core areas will help to provide a suitable environment for accessory uses in the areas between the “pods” along East Main Street.

### **Create Greater Opportunities for Pedestrian Cross-Access**

Portions of East Main Street do not have adequate opportunities for pedestrian crossing. Examples of this can be seen at the stretch between Parkview and College Avenue, or between Roosevelt and Gould.

The commission recommends creating additional pedestrian crosswalks and revamping existing crosswalks with pertinent streetscape cues to slow traffic and provide pedestrians with a greater sense of security when crossing. Streetscape planning efforts should consider traffic calming devices, and should strive to create pedestrian crosswalks that build pedestrian confidence and by doing so provide greater connectivity between both sides of East Main Street.







# North Cassady

## BACKGROUND

The North Cassady Avenue commercial corridor is an established and mature corridor consisting of multi-family residential, retail, office, and light industrial uses. The corridor includes North Cassady Avenue north of Ruhl Avenue up to Bexley's northern boundary, as well as Delmar Drive east of North Cassady Avenue to its terminus at North Stanwood Road.

Generally speaking, improvements along North Cassady date to the 1940's through the 1970's, with many of the properties having been adapted for reuse. Notable land uses along North Cassady include Sherritt's Market; the three-story Cassady North Apartments apartment complex; the Bexley Coffee Shop; the Dairy Mart convenience store; Bexley Natural Market; and several small office and multi-family residential uses.

Notable land uses along Delmar Drive include the newly constructed  $\pm 20,000$  square foot Bexley Police Station, the former Ci Bon furniture store (since remodeled for office and office/warehouse use), several small office/warehouse uses, the Bexley Automotive repair shop, and a variety of single family and duplex multi-family properties on the north side of Delmar Drive near its eastern terminus.

The quality of existing uses is generally consistent, and can probably best be characterized as average to poor, with the exception of the Bexley Police Station, which is a new, high quality, LEED-certified municipal facility.

North Cassady Corridor Land Users			
North Cassady (East Side)	Site Area (Acres)*	Building Area (SF)*	Building Age*
Former Sunoco Station	0.406	2,014	1965
Former L'Agniappe	0.385	1,764	1967
Ranch-style multi-family (3)	0.414	4,752	1954
Office use (former residence)	0.138	1,320	1927
Office use (former residence)	0.220	1,723	1972
Dairy Mart/Bexley Coffee Shop	0.413	3,297	1970
Former Dry-cleaner & apartments	0.165	3,571	1951
Bexley Natural Market	0.138	2,800	1951
Office Space (Lynch Controls)	0.138	2,790	1953
Sherritt's Market	0.220	3,645	1940
Metropolitan Housing "Halfway House"	0.281	4,030	1965
North Cassady (West Side)			
Single Family Home	0.167	1,077	1950
Two-family residence	0.180	2,974	1973
Ranch-style multi-family (6 units)	0.474	4,752	1953
Cassady North Apartments	2.531	90,432	1971
Delmar Drive			
Bexley Police Station	1.639	20,204	2009
Former Ci Bon's	0.660	14,006	1920-1964
Multi-tenant office/warehouse	0.331	12,200	1964
Bexley Automotive repair shop	0.468	2,688	1977
4 detached single/multi-family residences	0.664	6,958	1920
Yard Barber office/warehouse	0.227	3,200	1989
Warehouse (former Ci Bon's WH)	0.581	10,792	1984
<b>Totals:</b>	<b>10.840</b>	<b>200,989</b>	
<i>* Site and building areas and age are estimated based upon the Franklin County Auditor's data</i>			

North Cassady Avenue serves as a primary corridor in the City of Bexley, connecting north and central Bexley from Main Street north through Broad Street to Fifth Avenue and the Fifth Avenue/ Interstate 670 interchange. North Cassady Avenue and Delmar Drive have approximately 1,250 feet (0.24 miles) of commercial frontage, with an average daily traffic count along North Cassady Avenue of 13,253 vehicles (2004).





## ASSETS

The North Cassady commercial corridor is considered to have multiple assets which make it a desirable neighborhood-based center for commerce.

### Favorable Highway Access

Interstate 670 access from Bexley is exclusively obtained via North Cassady Avenue. As such, the corridor receives strong traffic volume originating from a very specific and very engaged audience.

### Market Area

As the sole commercial area in north Bexley, North Cassady serves as the commercial center of a diverse and highly desirable demographic core.

### Municipal Investments

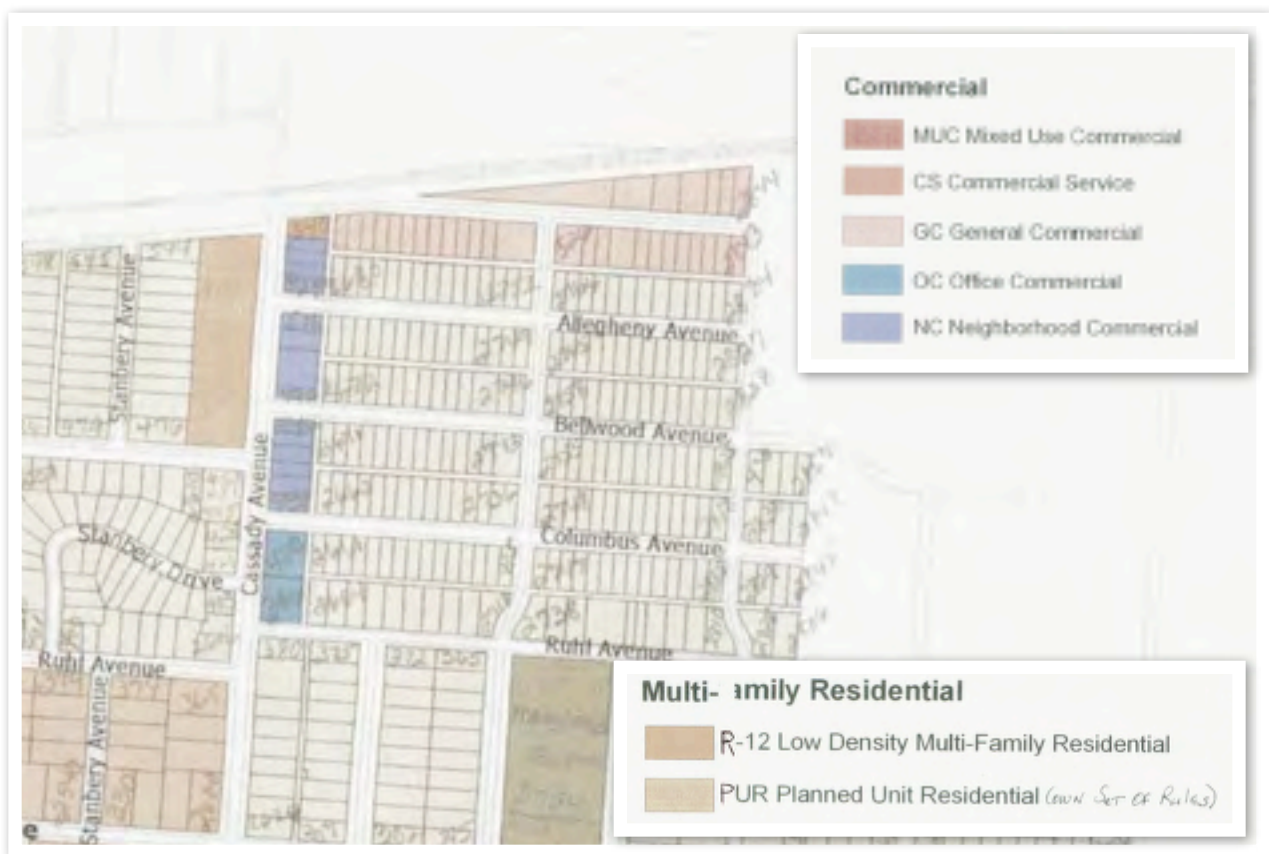
The City of Bexley has recently constructed the new Bexley Police Station at the north side of the corridor, at the intersection of Delmar Drive and North Cassingham. The Bexley Police Station serves to anchor the area by increasing the perception of safety in the neighborhood, and by leading with new investment in the area.

North Cassady in Numbers	
Commercial Frontage	±1,250 feet of commercial frontage (0.24 miles)
Land Area (acres)	10.841 acres
Building Area (square feet)	200,989 SF
Traffic Count	13,253 vehicles



### Core Neighborhood Users

North Cassady benefits from a variety of desirable users currently in place. The Bexley Natural Market is an organic food co-op that draws customers from throughout the Columbus MSA. The Wellness Center is a small office building in a converted residence that hosts a variety of health and well-being practitioners. The Bexley Coffee Shop is a relatively new entry to the area, but it serves as a neighborhood gathering place and exemplifies a local, grassroots business. Other established uses along North Cassady Avenue include Sherritt's Market, the Dairy Mart, and a variety of small office users. Office/warehouse and light industrial uses along Delmar Drive include the Bexley Automotive auto service center, as well as the Yard Barbers office and storage facility.



### Zoning

Zoning designations along North Cassady Avenue and Delmar Drive include Office Commercial, Neighborhood Commercial, Multifamily Residential, and Commercial Service



## CHALLENGES

The North Cassady Avenue commercial corridor faces several challenges which negatively impact the value of the corridor as a whole, and the prospects for future development. These challenges are present in the form of limited traffic count and thus limited market exposure, the quality and configuration of the existing property supply, and the perception of surrounding land uses to the north of the area.

### **Limited Traffic Count & Market Exposure**

While North Cassady Avenue provides access to the Fifth Avenue/I-670 interchange, and as such serves as an important corridor for Bexley, it nonetheless has the lowest traffic count of any of the commercial corridors in Bexley. As such, the viability of commercial development is limited to neighborhood-based commercial uses and light industrial and office uses that do not require substantial exposure to traffic.





### **Quality and Configuration of the Existing Property Supply**

Additionally, the existing inventory of properties in the corridor vary greatly in terms of utility, flexibility of use, and functional obsolescence. Adaptive reuse of single family homes as office space, vacated second story apartment uses, and the reuse of a former service station as a flower shop (former L'Agnippe) are all examples of adaptive reuse in this corridor. New users coming into the area frequently struggle with logistical and practical hurdles such as restricted building flexibility, limited parking availability, and dated and/or undesirable property aesthetic. Current uses contain elements that are considered by some to be "eye sores," including unattractive signage, bars on windows and/or doors, and excessive promotional signage in retail store areas.

### **Surrounding Land Use**

Another challenge to development in the North Cassady commercial corridor is felt to be the surrounding uses to the north of the Bexley corporate limits. North of Bexley's northern boundary is a neighborhood with a mixture of warehouse and distribution industrial uses, entry-level single family housing, and largely vacant commercial uses along North Cassady Avenue and East Fifth Avenue. The contrast between the Bexley area of North Cassady Avenue and the areas just to the north of Bexley is stark, and the quality and type of land use just to the north of the Bexley boundary is considered to negatively impact the perception of Bexley's North Cassady corridor.

### **Perception of Crime/Safety**

Due to its close proximity to areas outside of the city with statistically higher crime rates, the North Cassady corridor has suffered from a perception of having safety issues. This perception has served as a deterrent to development.

### **Fragmented Zoning Designations**

Despite the relatively small number of commercial properties in the North Cassady Avenue commercial corridor, there are several zoning designations, including Office Commercial, Neighborhood Commercial, Multifamily Residential, and Commercial Service. The variety of zoning designations unnecessarily compartmentalizes and fragments uses in the area, and serves as a paralysis to appropriate development, as developers are not able to ascertain what alternate uses would be allowed in the area and are not able to feasibly develop under existing zoning conditions.





## THE VISION

Based on input from residents and businesses in the the North Cassady area, this Land Use Strategy envisions a North Cassady area that serves as the vibrant core of the north Bexley neighborhoods. The vision is of an area with pedestrian-friendly buildings built closer to the street, with a variety of uses that cater to the specific needs of the neighborhood. It's a vision of outdoor gathering areas, of a small community park or a variety of pocket parks, and of a commercial aesthetic that matches the high standards of the surrounding residential neighborhoods.



**A conceptual illustration** of a three-story structure set close to the sidewalk along North Cassady Avenue, with the new Bexley police station in the background. *(Illustration: John Reagan)*

## RECOMMENDATIONS

In order to realize the vision of the residents and this commission, the commission recommends the adoption of the following strategy:

### **Create a Unified Zoning District for North Cassady Avenue and Delmar Drive**

North Cassady Avenue’s commercial sites currently have very fragmented zoning. The commission recommends the elimination of the area’s fragmented zoning designations and the creation of a unified zoning district that encompasses all commercial properties on North Cassady Avenue and Delmar Drive. The unified zoning district for North Cassady and Delmar should build off of the East Main Street mixed-use commercial district, with multi-story commercial and residential uses encouraged, and light industrial conditional uses allowed along Delmar Drive.

### **Explore the Use of Tax Increment Financing for North Cassady and Delmar**

The commission recommends that the city explore the use of Tax Increment Financing (TIF) to fund the remediation and redevelopment of the North Cassady area. TIF funding could be used to clean environmentally impacted sites, provide new infrastructure to the area, and fund strategically appropriate enhancements to the corridor including the creation of a North Cassady area park.



## Create and Apply a Form-Based Code

The intent of the form-based code is to encourage new development to conform to a community vision of urbanism. The code will regulate the physical form of the built environment by defining the location and massing envelopes of new buildings in order to promote continuity of street frontage and to reinforce the clarity of the public realm. This includes building out to the street frontage and minimizing curb cuts along North Cassady in favor of side-street access parking to the rear of buildings, or to the side when appropriately screened.



**Form-Based Code:** A form-based code on North Cassady would encourage new development built to the front of the street, with parking in the rear and the removal of curb cuts along the North Cassady frontage.



## **Create and Apply a Form-Based Code (continued)**

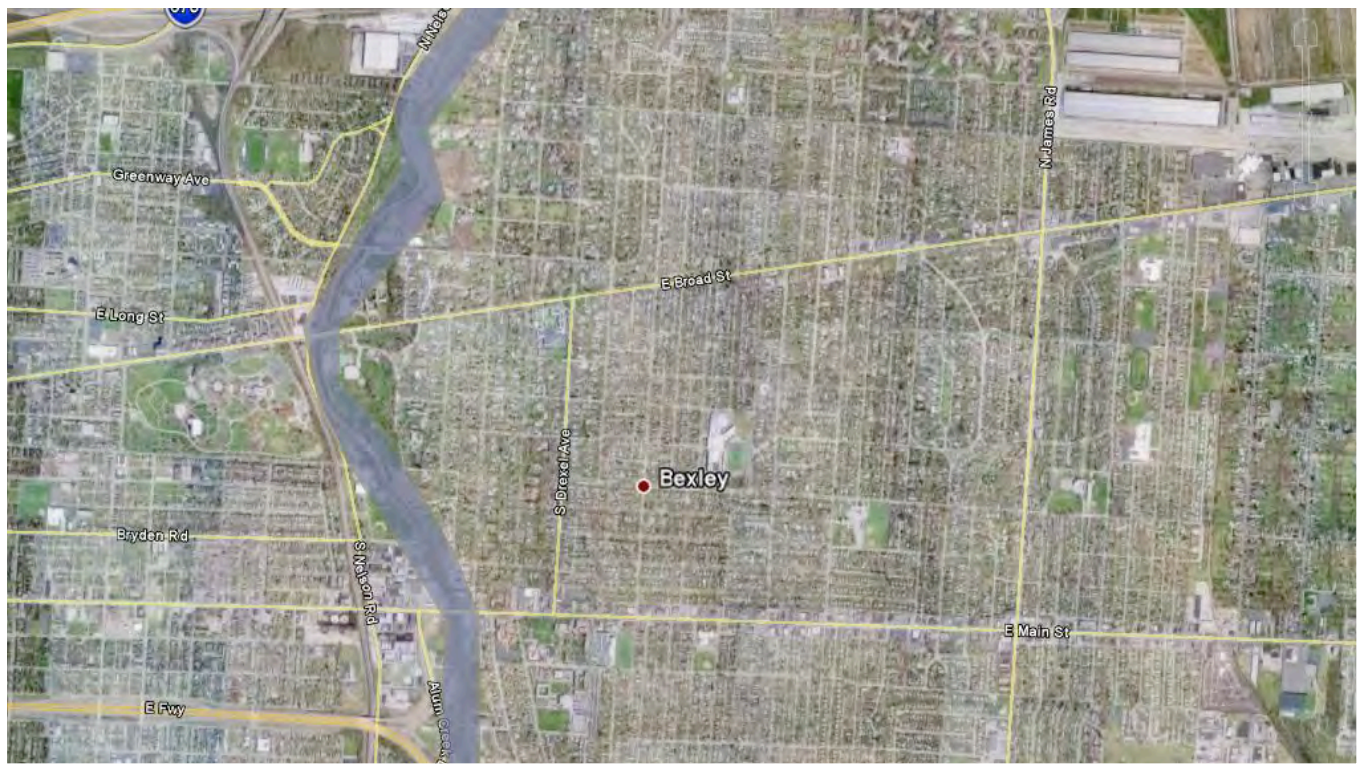
The goal of the code is to set the physical parameters for a vibrant, mixed use commercial and multifamily residential core for this neighborhood of Bexley. By promoting a pedestrian, rather than vehicular based environment, new development will be planned to enhance a sense of community with the intent of making the area more desirable for existing and new residents, thus elevating property values (and potential tax revenues) of single family homes in North Bexley. The long term gains that could be achieved through improving the quality of the built environment would far exceed the short term advantages of current policies that promote strip center commercial models for development.

## **Encourage Aesthetic Improvements to Existing Properties**

Incentivize commercial property owners to clean up signage and facades via a grant program. Provide 75% city reimbursement for: new conforming signage, removal of bars from windows and doors, landscaping improvements up to a \$7,500 grant per property. Specifically restrict the use of bars and other security screening on commercial doors, windows, and storefronts, unless such a use is discreet, secondary, and architecturally appropriate.



**Anchor:** The new Bexley police facility at the corner of North Cassingham Road and Delmar Drive

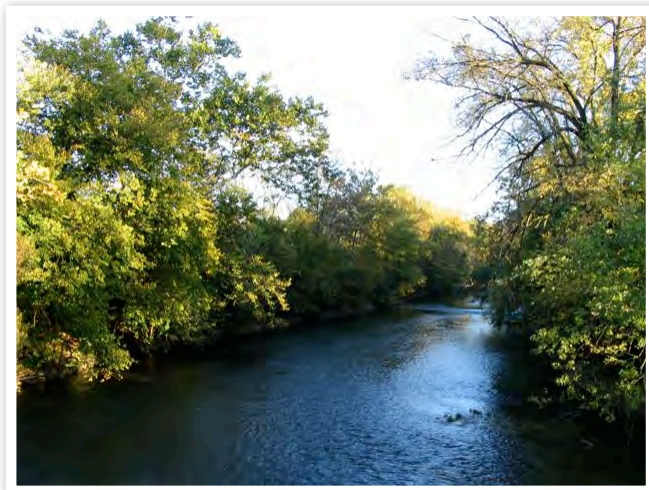


# Alum Creek Corridor

## BACKGROUND

Alum Creek is a north-south oriented tributary which, with small exception, forms the western boundary of the City of Bexley. The majority of the sites which front onto Alum Creek have been

developed with some sort of improvement. Land uses fronting onto the creek consist of single family residential, park land (Schneider Park and Jeffrey Park in Bexley), multi-family residential, and commercial.



## ASSETS

The Alum Creek corridor is considered to be an asset to the community of Bexley, primarily in its function as a scenic and recreational corridor.



## CHALLENGES

In order to protect the environmental integrity of Alum Creek, and in order to open up the corridor to more comprehensive recreational usage, several challenges must first be overcome.

### Legislation for Environmental Protection

Currently, there are no specific laws in Bexley Ordinance which protect Alum Creek as a riparian corridor. Other municipalities in central Ohio have instituted environmental/ riparian easements, which have placed restrictions on development within a certain proximity to protected waterways. Land use changes within close proximity to Alum Creek can negatively impact peak flow characteristics, water quality, and the natural amenities offered by the creek. Lacking appropriate legislation, there are currently no controls in place to assess the impact of development along the creek.

### Alum Creek Corridor Land Users

South of Main Street
Student Housing
Multi-Family Residential
Single Family Residential
Schneider Park
Assisted Living
Gas Station
North of Main Street
Vacant Land
Multi-Family Residential
Single Family Residential
Wolfe Park
North of Broad Street
St. Charles School
Jeffrey Park
Single Family Residential





## CHALLENGES (CONT'D)

### Bexley's Border

Any changes which are made to Bexley policy will inherently have limited impact on the creek as a whole, as Bexley only borders one side of the creek. While this challenge is not one that the Land Use Strategy Commission believes can or should be overcome, it is nonetheless important to view any proposed changes to the creek and creekside policy with the consideration that the impact of such changes will be confined to the Bexley side of the creek.

Alum Creek in Numbers

Creekside frontage in Bexley	±11,300' (2.14 miles)
City-controlled frontage	±4,800' (.91 miles)

### Established Uses & Fragmented Ownership

In order to reform use of the creek, established development must be taken into consideration. As land use patterns have largely been established in Bexley, any changes to environmental policy must consider pre-existing conditions, and continuous recreational use of the creek will be logistically difficult.

### Topographical Limitations

Due to topographical variations, areas of the creek are inaccessible due to steep bank inclines.



Frontage: Bexley-controlled frontage of Alum Creek is illustrated in orange

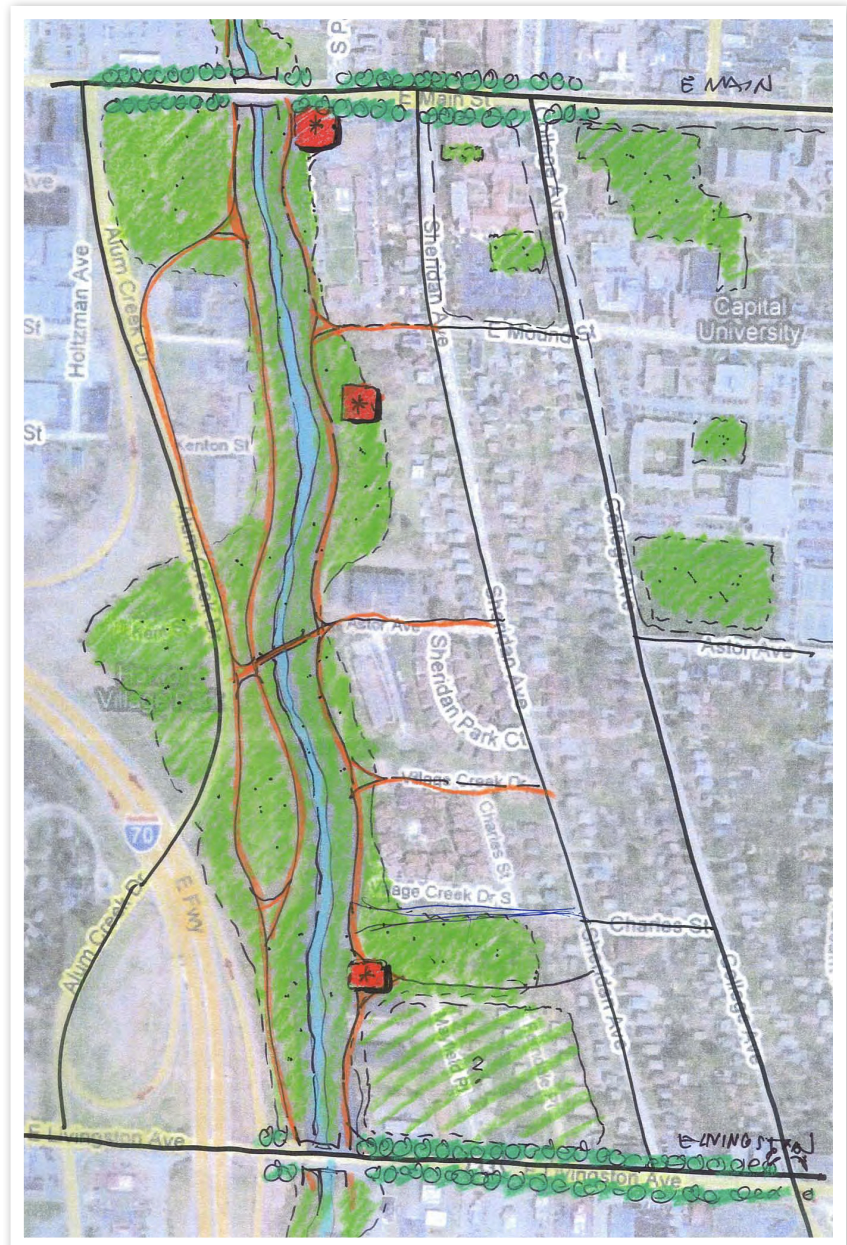
## THE VISION

After workshops with residents and discussions with experts on recreational use and environmental preservation along waterways, the Land Use Strategy Commission envisions an Alum Creek corridor that:

**Is open to recreational use** by residents, with a continuous trailway system, one or more designated canoe/kayak launch points, and several focused activity areas

**Connects to the nearby Columbus bike trail** via a pedestrian and bike bridge which will be located south of East Main Street and north of East Livingston Avenue

**Is protected by appropriate environmental/riparian easements** against development which will adversely impact the natural amenities of the creek, as well as its peak flow characteristics and water quality.



**A sketch of enhanced recreational use** along the east side of Alum Creek, between East Main Street and Livingston Avenue. This sketch is intended for illustrative purposes only, and does not reflect existing or proposed park or property boundaries.





## RECOMMENDATIONS

### **Continuous Recreational Access to Alum Creek**

Alum Creek is an important natural and recreational amenity to the city. Current access to the creek for recreational use is limited. The commission recommends that the city obtain continuous recreational access along Alum Creek between Main Street and Livingston Avenue.

### **Develop a Comprehensive Creekside Park**

Create a creekside park plan with continuous park access to the creek from East Main Street to Livingston Avenue. Engage with Capital University to coordinate creekside efforts and create a mutually beneficial and acceptable plan. Explore tying into the Columbus bike path via a pedestrian foot bridge across Alum Creek.

### **Environmental Protections for Alum Creek**

Currently, there are no environmental protections for Alum Creek within Bexley City Code. Erosion and runoff and poor stormwater management as a result of inadequate creek protections result in an unstable natural environment along Alum Creek. The commission recommends that the City of Bexley work with the Ohio Department of Natural Resources and Franklin Soil and Water Conservation District to create Bexley-appropriate environmental protections along the creek in order to protect watershed areas and to control development along the creek.





# Livingston Corridor

## BACKGROUND

The East Livingston Avenue study area encompasses the commercial areas of East Livingston Avenue (approximately extending from Francis Avenue west to Alum Creek), as well as the multifamily residential areas immediately north of Livingston Avenue and west of Sheridan Avenue. East



Livingston Avenue serves as Bexley's southern boundary, and more specifically the Bexley corporate limits begin north of the Livingston Avenue right-of-way; as such, Bexley does not control the Livingston Avenue sidewalk areas or the south side of East Livingston Avenue, all of which are located in the City of Columbus.

## ASSETS

The Livingston Avenue corridor is Bexley's sole highway-oriented commercial corridor, with strong traffic counts and direct access to

Interstate 70. It is better positioned than any other area of Bexley to cater to uses which thrive off of highway accessibility. Additionally, the area's proximity to the Jewish Community Center and its ancillary improvements is considered to be a strong asset.

East Livingston Avenue Land Users		
East Livingston	Site Area (Acres)*	Building Area (SF)*
Former BP Station	1.322	666
Car Wash	0.53	3,240
2130 Livingston Auto Svc	0.092	2,208
Bexley Auto Care	0.629	1,771
2172 Livingston Auto Svc	0.406	3,600
Discount Auto Glass	0.278	2,188
Peking Dynasty Restaurant	0.482	3,480
Lucky Lotto	0.212	3,050
Speedway	0.517	1,736
Monroe	0.528	3,893
Woodyard Funeral Home	0.742	5,435
Mayfield and Ferndale		
Mayfield Apartments	2.29	27,810
16 Multi-family Residences	2.23	28,974
3 Single-family Residences	0.386	4,611
City-Owned Land	4.41	N/A

\* Site and building areas are estimated based upon the Franklin County Auditor's data

## CHALLENGES

A variety of challenges exist that make it difficult for substantial redevelopment and improvement to occur within the East Livingston Study Area.

### Surrounding Uses

Development along Livingston Avenue and within the study area is largely made up of older improvements with little versatility and with limited desirability. New development is suppressed due to the low quality of existing commercial improvements both in Bexley as well as on the southern side of East Livingston.

### Zoning Restrictions

East Livingston Avenue is true highway-oriented retail. Economically viable businesses along the corridor are primarily service-based, and in particular fast-food restaurant usage along the Columbus side of East Livingston are among the more viable land uses. Bexley's charter prohibits fast-food drive-through sales. While this is seen as an appropriate prohibition for East Main Street, this restriction places undue hardship on land use along the Bexley side of East Livingston, and places Bexley's portion of East Livingston at a competitive disadvantage to the adjacent Columbus portion.







### **Limited Control**

Redevelopment plans along East Livingston will always be complicated by the city's lack of control over the south side of East Livingston.

### **Accessibility**

Ferndale and Mayfield, a primarily multi-family residential area which is of particular concern to this study area, is only accessible via East Livingston Avenue, and as such is isolated from the surrounding residential neighborhood. This lack of accessibility and structural integration makes it very difficult for the Ferndale/Mayfield loop to connect to the rest of the community physically and socially, and is seen as a major deterrent to the rejuvenation of this area.





## THE VISION

After workshops with residents and discussions with experts on municipal redevelopment, the Land Use Strategy Commission envisions an East Livingston Avenue corridor that:

- **Functions as a commercial corridor that reflects Bexley**, with well-maintained and attractive commercial improvements, with clearly defined identifiers that the corridor is a part of the city, and with appropriate uses.
- **Features a re-envisioned Ferndale/Mayfield area**, with a core anchoring user within the Ferndale/ Mayfield area such as an assisted living facility, restaurant, a city service facility, an expanded park and community garden use.
- **Is more connected to the city of Bexley**, with a connection to Ferndale and Mayfield via Charles Street.



**A clean slate** at Ferndale and Mayfield, with greater connectivity to the city of Bexley via additional street connectors and the proposed creekside park access. *(illustration is for conceptual purposes only)*

## RECOMMENDATIONS

- **Purposeful Redevelopment of the Ferndale/Mayfield Corridor**

Form a Community Improvement Corporation (CIC), or work closely with the Franklin County Improvement Corporation (FCIC) to assemble properties along Ferndale and Mayfield in order to comprehensively redevelop this area. The goal of the CIC should be to assemble the land and sell the land to a developer whose development plan is congruous with the city's vision for a redeveloped Ferndale/Mayfield area.

- **Create a Ferndale/Mayfield Planned Use Zoning District**

A Ferndale/Mayfield PUD should be put in place, to help guide concerted, planned development in the corridor. The following uses have been identified as being possible uses for the area:

- Institutional senior housing (assisted living, independent living, nursing home)
- Hotel development
- Recreational uses, such as athletic fields or recreational facilities
- Limited municipal facilities
- Anchoring retail uses such as small neighborhood grocery uses



**Still vacant**, the former BP station on Livingston Avenue just east of Alum Creek has been covered with plywood, and jersey barriers block the curb cuts. This property serves as the gateway to Bexley from the southwest corner of the city.

## RECOMMENDATIONS (CONTINUED)

- **Ease Restrictions Against Drive-through Food Service Along Livingston**

Provide an exception to Bexley's restrictions against drive-through food service for East Livingston Avenue. The exception would allow drive-through food service along East Livingston Avenue as a conditional use subject to approval by the Planning Commission.

- **Explore the Use of Tax Increment Financing (TIF) at Ferndale and Mayfield**

The commission recommends that the city explore the use of Tax Increment Financing to fund the remediation and redevelopment of the Ferndale and Mayfield area. TIF funding could be used to clean environmentally impacted sites, provide new infrastructure to the area, and even possibly create site conditions that would make the redevelopment of the former landfill more financially feasible.

- **Provide Neighborhood Connection to Ferndale/Mayfield**

Connect the Ferndale and Mayfield area to Sheridan Avenue by connecting Charles Street through to Livingston Avenue.

### Case Study - Ferndale/Mayfield Redevelopment

Redeveloping the Ferndale/Mayfield area with a continuing care retirement facility and with a full service restaurant and a fast food restaurant on the Livingston Avenue frontage



would increase property values by an estimated \$6,000,000 in one case study.

Increase in value:	\$6,000,000
Estimated tax revenue from increase:	\$200,000
Bond proceeds from revenue increase:	\$2,800,000
<i>concept and all calculations provided for illustrative purposes only</i>	

With a TIF in place, taxes generated by the increase in value could be diverted to help fund new infrastructure to the area, including a connector street, park improvements, and site conditions improvements.







# Citywide Recommendations

## BACKGROUND

In the analysis of the individual study areas, the commission identified several uniting recommendations that applied across the city, rather than to one specific study area.

## RECOMMENDATIONS

### **Create a Bexley Redevelopment Fund**

Many of the recommendations throughout the strategy require city funding to be successful. Often, city funding would allow for strategic redevelopment and would result in the city recouping most if not all of its expense in any given project. However, without funding specifically set aside for redevelopment, it is believed that substantial city involvement is unlikely. Therefore, it is recommended that the city create a "Bexley Redevelopment Fund" to be used for the acquisition and remediation of development sites. The Bexley Land Use Strategy recommends initial funding of \$250,000 per year. This fund would make possible the sorts of city-driven redevelopment plans discussed in the Livingston and the North Cassady study areas of this strategy. It is believed by the commission that this single recommendation is one of the most critical recommendations of the



strategy, and without this funding in place, many of the objectives discussed in this strategy will be difficult to accomplish.

### **Create a Bexley Community Improvement Corporation**

Many of the recommendations contained in the strategy, particularly those involving the purchase and assemblage of real property, would be best facilitated by a group of qualified individuals with the latitude to negotiate the purchase, redevelopment, and disposition of real estate.

A Bexley Community Improvement Corporation (CIC) could work to promote economic development, rejuvenate economically stressed areas of Bexley, and serve as the economic development agent of the city of Bexley. Current efforts that would benefit from the input and oversight of a CIC include the City Hall Main Street site, the Ferndale and Mayfield area north of Livingston Avenue, and the effort to clean environmentally impacted filling station sites.

The strategy recommends that Bexley City Council fully examine and strongly consider the formation of a Community Improvement Corporation, in accordance with Ohio Revised Code 1724.10.

### **City Leadership and Strategic Planning Processes**

The commission recommends that the City of Bexley's leadership, both city council and the administration, regularly engage in strategic dialogue and strategic processes.

One of the major hurdles keeping the city from engaging in regular, consensus-building strategic dialogue is the lack of a formalized mechanism for such discussion. The commission recommends that Bexley City Council examine the city council committee structure and explore the possibility of consolidating existing committees and creating a strategic planning committee. The strategic planning committee could be charged with enacting this strategy and other city strategies and plans, and also with formulating a strategy specific to Bexley City Council.

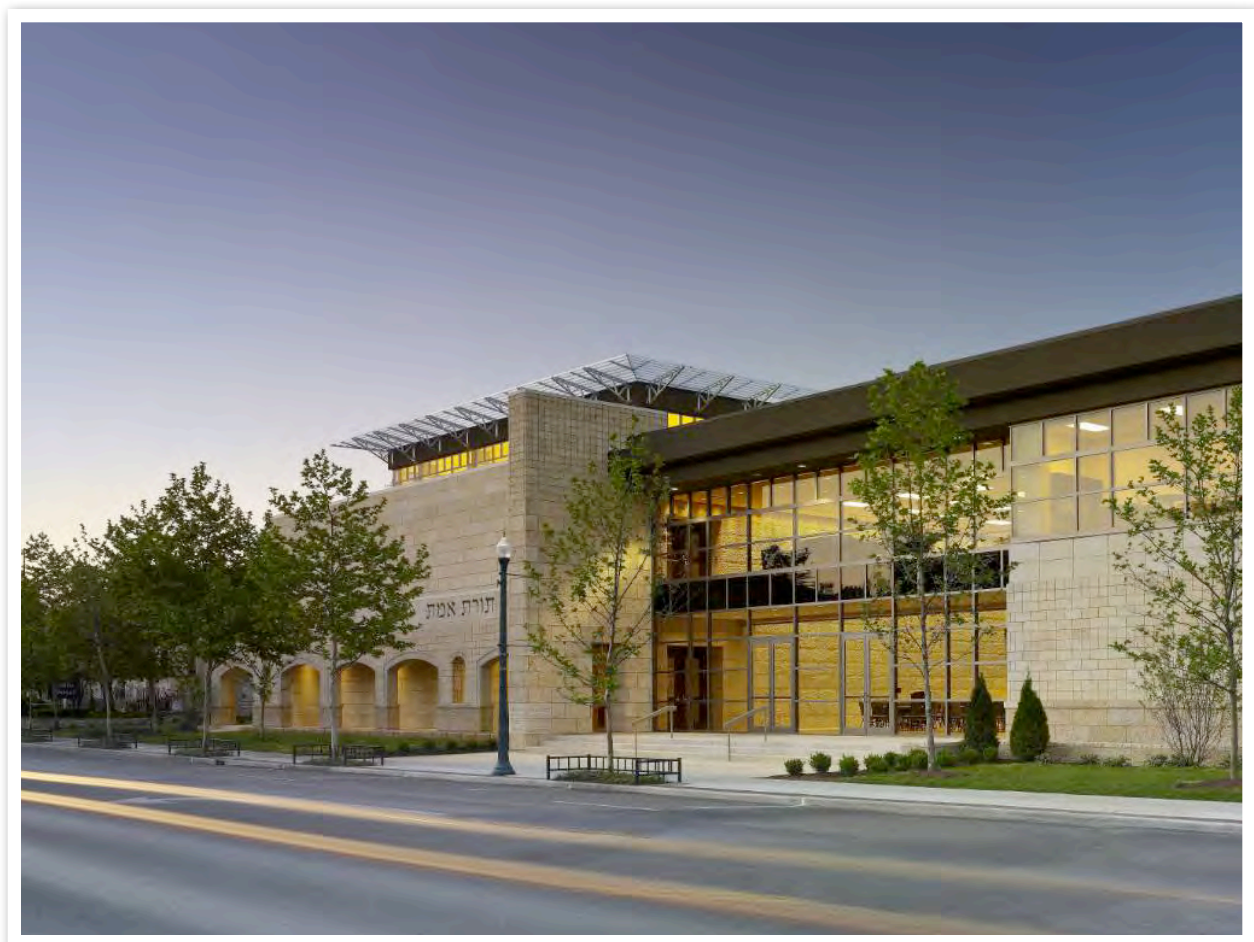


## **Pursue the Environmental Cleanup of Former Filling Stations**

The city must take proactive measures to procure, remediate, and return environmentally impacted sites to the market. Former filling stations along North Cassady Avenue and Livingston Avenue are currently of concern. The uncertainty of their environmental condition and the potential cost to remediate the sites versus their market value as clean make the cleanup of these sites by private developers financially unfeasible. The city has access to funds and grants for environmental remediation that are not available to private developers. Through use of Bexley Redevelopment Fund dollars, and through partnership with the State of Ohio and the various environmental cleanup programs available, it is believed that the city's proactive leadership in cleaning environmentally impacted sites can be done in a cost effective and potentially cost neutral way.

## **Modernizing Bexley's Zoning Code**

The City of Bexley zoning code has been added to, deleted from, and amended year over year. The current code is in need of modernization, and in need of a comprehensive revisit in order to make sure that the code is holistic and appropriate for modern application.



**The Torat Emet synagogue on Main Street** is clad in Jerusalem limestone, with an 8,000 square foot sanctuary, a multi-purpose social hall and gathering space, a library and classrooms.



## **Create a Housing Code for Bexley**

Bexley City Council should institute a housing code for the City of Bexley. A housing code would provide a benchmark for the basic upkeep and care for housing. A housing code would help to take care of problems that may cause unsafe or unhealthy living conditions.

## **Consistent and Firm Enforcement of Existing Code**

Code enforcement is not adequately ensuring a consistent quality of upkeep throughout all areas of the city. The reasons for this are several, and most likely involve a desire on the part of the city to be business friendly and to not place undue hardship on businesses and residents. However, inconsistent code enforcement negatively impacts property values and makes redevelopment difficult. It is recommended that the city more proactively pursue a unified code enforcement policy across all areas of the city.



**Beautification:** the Bexley Tree and Public Gardens Commission has secured private funding to construct end caps on the boulevard streets off of Drexel Avenue and to build stone gateways at various entry points to the city.

## **Create a Unified Signage Standard for Bexley**

Current signage standards are fragmented in the various commercial areas of the city. It is recommended that a consistent, quality signage standard be adopted for the whole city. This signage standard should take into consideration the unique characteristics of the North Cassady, East Main Street, and East Livingston Avenue commercial areas, but should nonetheless provide a coherent, easily implemented, quality, unified standard.

## **City Council and Economic Development**

We recommend that the Bexley city code be amended to allow Bexley City Council to privately discuss issues pertaining to economic development. It is believed that if the city is going to undertake the more proactive elements of this strategy, it will need to privately discuss ways to enact the plan, so as not to disadvantage the city when negotiating with property owners.







### **Engaging Neighboring Communities**

Engagement with neighboring communities is crucial to the long-term vitality of both Bexley and our neighboring communities. The commission has identified several important areas to focus on in the engagement with neighboring communities. These include working with the City of Columbus and neighboring property owners in Columbus to encourage the City to prioritize the North Cassady streetscape project and streetscape work along East Fifth Avenue, and working with the City of Columbus to create a unified approach to economic development along East Livingston Avenue.

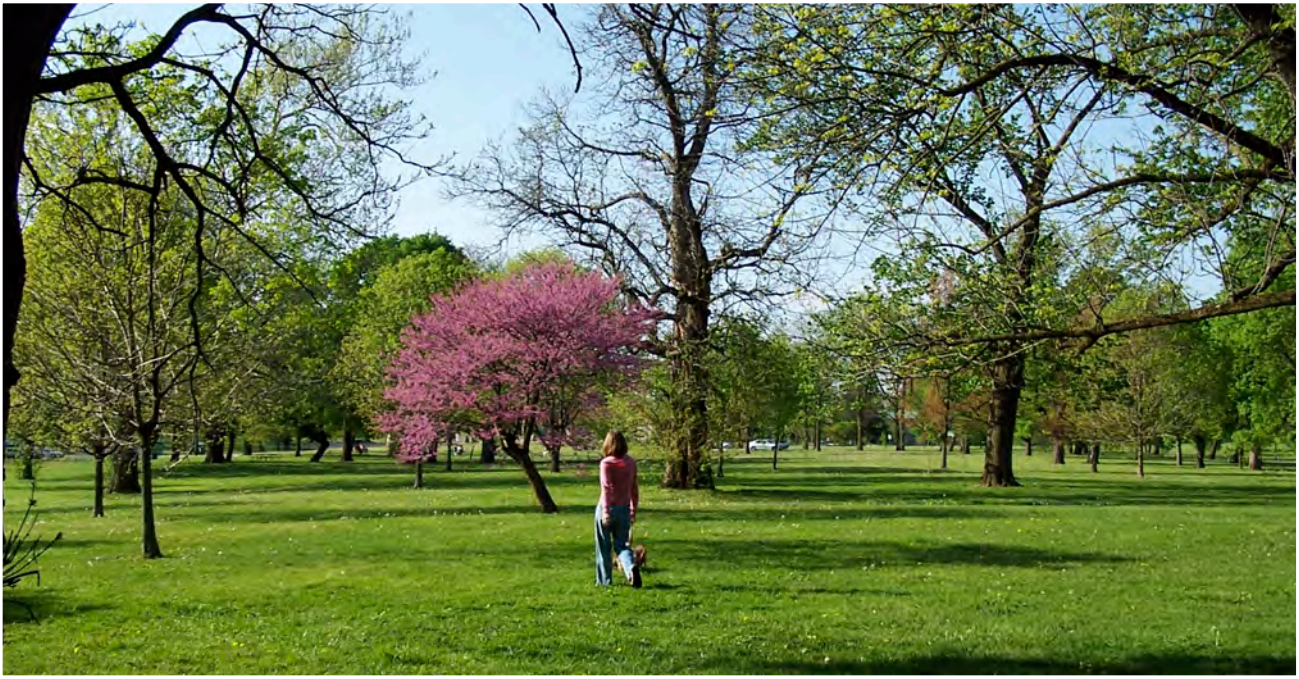
Furthermore, the Bexley development director should be charged with proactively identifying and tracking any plans, studies, or community projects that occur along Bexley's borders or that would influence Bexley, and should be charged with ensuring that the City of Bexley takes a proactive role in engaging any such plans or studies of interest.

### **Encourage Payroll-Generating Uses**

The City of Bexley is encouraged to proactively seek new developments for Bexley that expand the city's payroll tax base. An example of a logical payroll-generating use for Bexley is medical office use. Bexley residents often cite frustration over their need to leave the city in order to visit their medical providers.

It is recommended that the city target and recruit office and medical office users, and provide incentives to these users, including the expansion of its payroll tax incentives program to encompass North Cassady and Livingston, and/or the creation or expansion of Community Reinvestment Areas in the city to allow for incentives that specifically target office and medical office uses.





# Next Steps: Enacting the Land Use Strategy

The recommendations of the Bexley Land Use Strategy vary from basic policy enactments, to ordinance changes, to substantial projects that will take time, further development, and city resources. In order to enact the recommendations, buy-in from the City administration and council is crucial, and a common sense of urgency must be formed around the core recommendations. Ownership of the recommendations must be delegated to the appropriate city entities, and concepts that need further development will require strong leadership.

## OWNERSHIP OF THE RECOMMENDATIONS

In the following table, we have outlined all of the recommendations of the strategy, along with recommendations as to what entities within the City of Bexley could take ownership of the recommendations and help to ensure their enactment.

Focus has been placed on working within the existing commissions and committees of the city wherever possible. However, a number of recommendations require further study or more active management that in some instances cannot effectively be carried out by the existing leadership infrastructure.

### **In This Section:**

- Ownership of the Recommendations
- Implementation Timeline

## Ownership of the Bexley Land Use Strategy Recommendations

<b>East Main Street Recommendations</b>	<b>Ownership</b>
Redevelop the city hall site	City Council and Administration
Prioritize the development of a neighborhood grocery store	Development Director / City Administration
Work towards a “double loaded” Main Street	Development Director
Cultural and community events marquee/promotion	Main Street Guidelines Committee
Focus on key “pods” of development along Main Street	Main Street Guidelines Committee / Dev Director
Enhance pedestrian crossings	Main Street Guidelines Committee
<b>North Cassady Recommendations</b>	<b>Ownership</b>
Create a Cassady/Delmar PUD	Zoning Modernization Task Force
Create a form-based code for N Cassady	Zoning Modernization Task Force
Encourage medical office uses on N Cassady	Development Director / City Administration
Use TIF for N Cassady/Delmar	Development Director / City Administration
<b>Alum Creek Recommendations</b>	<b>Ownership</b>
Continuous recreational access to Alum Creek	City Administration
Develop a comprehensive creekside plan	Alum Creek Park Committee
Environmental protections for Alum Creek	City Council
<b>Livingston Area Recommendations</b>	<b>Ownership</b>
Ease drive-thru restrictions for Livingston	Charter Review Commission / City Council
Purposeful redevelopment of Ferndale and Mayfield Place	Ferndale/Mayfield Study Group
Create a Ferndale/Mayfield PUD	Zoning Modernization Task Force
Extend Charles Street	City Administration
Use TIF for Livingston	Development Director / City Administration
<b>Citywide Recommendations</b>	<b>Ownership</b>
Create a Bexley Redevelopment Fund	City Council
Create a Bexley Community Improvement Corporation	City Council
City Leadership & Strategic Planning Processes	City Council and Administration
Pursue the environmental cleanup of former filling stations	Development Director / City Administration
Create a housing code for Bexley	BZA / City Council
Create a unified signage standard for Bexley	Planning Commission
City council and economic development	Charter Review / City Administration
Engaging neighboring communities	Development Director / City Administration
Modernizing Bexley’s zoning code	Zoning Modernization Task Force

## OWNERSHIP OF THE RECOMMENDATIONS (CONT'D)

It is recommended that the following groups be created to help assist with the enactment of the Land Use Strategy recommendations.

### **Bexley Zoning Modernization Task Force**

The modernization of the city's zoning code is a large task that will require discipline and a strong knowledge of the underlying issues. It is recommended that a new group be created to coordinate the zoning modernization efforts. The zoning modernization task force should contract with qualified consultants who have a comprehensive zoning practice and pertinent municipal zoning code modernization experience. This group will help to guide the complete modernization of the Bexley zoning code, and will also assist in the creation of PUD districts for North Cassady/Delmar Drive and the Livingston Avenue Area.

### **Ferndale/Mayfield Study Group**

Similar to creating a city hall study group, it is recommended that a study group be created to study alternate scenarios for the redevelopment of the Ferndale/Mayfield area. This study group must also have a strong working knowledge of real estate transactional and valuation issues, of building development issues, and of municipal law. The group will study the site and provide multiple scenarios for its redevelopment. This study group is particularly time sensitive, as it will need to assist in recommendations for the proposed Livingston PUD district concurrent to the work being performed on zoning code modernization. If Bexley City Council forms a Community Improvement Corporation (CIC), the CIC could fulfill the function of a Ferndale/Mayfield study group.





### **Alum Creek Park Committee**

It is recommended that a committee be formed to plan for the creation of a contiguous creekside park between East Main Street and Livingston Avenue. This committee should study issues associated with the development of a creekside park, including design, land assemblage, and funding issues.

## **IMPLEMENTATION TIMELINE**

It is anticipated that the recommendations of this strategy will be carried out over an extended period of time in some cases, and over a shorter period of time in others. The varying levels of urgency and the varying levels of ease with which these recommendations can be enacted result in a variety of time horizons for the recommendations. We have ranked the recommendations by urgency, and provided an estimated timeline for their completion in the charts over the following pages.



Citywide Recommendations			Target Timeline										
Recommendation	Ownership	Time Horizon	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
<b>Establish a Bexley Redevelopment Fund</b>	<b>City Council/ Administration</b>	<b>Immediate</b>											
<b>Modernize Bexley's Zoning Code</b>		<b>Immediate</b>											
- (Need next steps - new committee? BZA? Who will design this?)													
<b>Pursue the environmental cleanup of former filling stations</b>	<b>City Council/ Administration</b>	<b>Medium</b>											
<b>Create a Housing Code for Bexley</b>		<b>Medium</b>											
- (Need next steps - new committee? BZA? Who will design this?)													
<b>Create a unified signage standard for commercial properties</b>		<b>Medium</b>											
- (Need next steps - new committee? Planning Commission? Who will design this?)													
<b>Provide city council the ability to use executive session for economic development</b>	<b>Charter Commission</b>	<b>Medium</b>											
<b>Create Area Advisory Groups for residents from key neighborhoods in the city</b>		<b>Medium</b>											
Continue to engage and support area advisory groups		<b>Ongoing</b>											
<b>Create and fund the Bexley Redevelopment Fund</b>	<b>City Council/ Administration</b>	<b>Ongoing</b>											
<b>Focus on equal code enforcement across the city</b>	<b>City Council/ Administration</b>	<b>Ongoing</b>											
<b>Engage neighboring communities</b>		<b>Ongoing</b>											





Main Street Study Area			Target Timeline										
Recommendation	Ownership	Time Horizon	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
<b>Redevelop the City Hall Site</b>		Medium											
- Identity possible scenarios for relocating Service													
- Relocate service facility away from City Hall													
- Pursue redevelopment of City Hall site													
<b>Prioritize the Development of a Neighborhood Grocery Store</b>	Development Director	Medium											
<b>Work towards a “double-loaded” Main Street</b>	Development Director	Ongoing											
<b>Cultural and Community Events Promotion</b>		Ongoing											
- Install a cultural and community events marquee or wayfinding mechanism		Medium											
<b>Focus on Key “Pods” of Development</b>		Ongoing											

Alum Creek Study Area			Target Timeline										
Recommendation	Ownership	Time Horizon	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
<b>Work towards continuous recreational access between Main and Livingston</b>		Medium											
<b>Develop a comprehensive creekside park between Main and Livingston</b>		Medium											
- Develop a park plan between Tree Commission and Rec. Board													
<b>Provide environmental protections for Alum Creek</b>		Immediate											
<b>Work toward continuous recreational access along all of Alum Creek</b>		Ongoing											



# THE 2011 BEXLEY LAND USE STRATEGY APPENDIX

## **Appendix I** Maps of the Study Areas

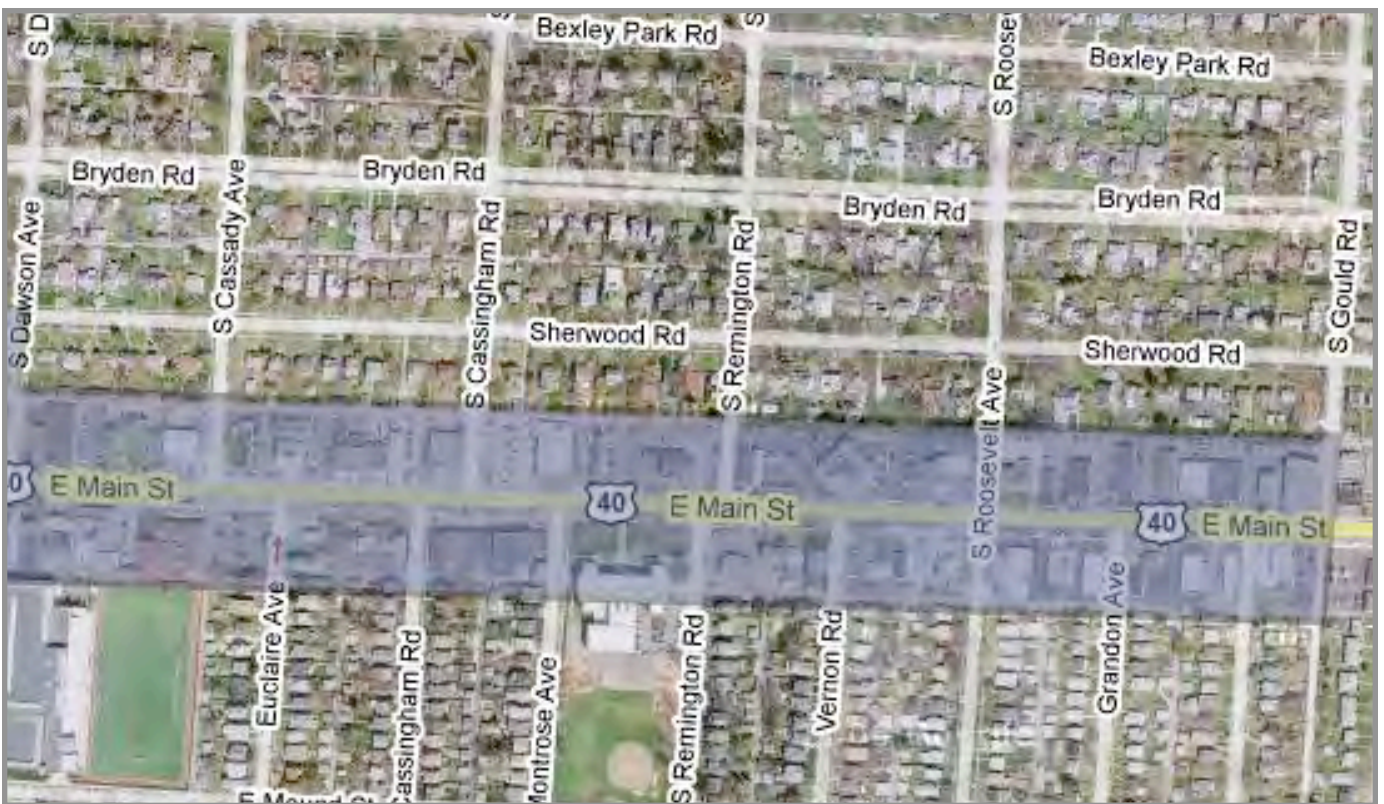
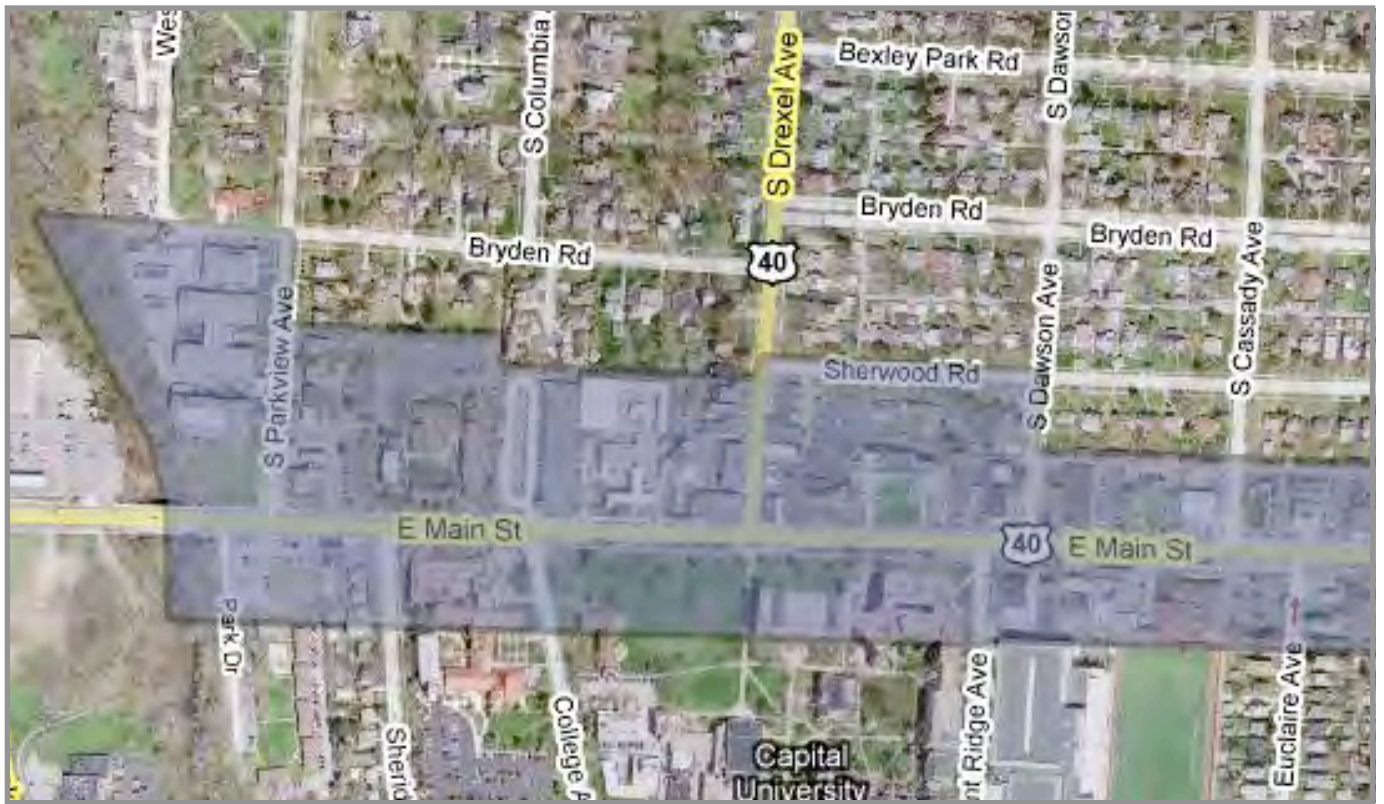


# THE 2011 BEXLEY LAND USE STRATEGY

## APPENDIX I

### **Maps of the Study Areas**





**Appendix I: Study Area Maps**  
**East Main Street Study Area**





**Appendix I: Study Area Maps**  
**North Cassady Avenue Study Area**





**Appendix I: Study Area Maps**  
**East Livingston Avenue Study Area**





**Appendix I: Study Area Maps**

**Alum Creek Study Area**