



PROCESS OVERVIEW

COMMERCIAL DESIGN GUIDELINES

BACKGROUND

The City of Bexley, Ohio is seeking to develop a comprehensive Commercial Design Guidelines document. This document seeks to re-envision the current Main Street Design Guidelines by establishing overarching guidelines for core commercial areas in Bexley and providing specific standards tailored to the unique contexts of East Main Street, North Cassady Avenue, and East Livingston Avenue. These guidelines will enhance and maintain the vitality of the city's commercial areas. The process will result in a Commercial Design Guidelines document that will establish standards for future redevelopment, through collaboration with a steering committee to ensure that the updated guidelines are contextually appropriate and align with the city's long-term vision.

PROCESS

Primary Facilitator/Planning Consultant:
Secondary Consultant:

TBD via Request for Proposal process
Speck Dempsey, Walkability study

Steering Committee Membership:

Council member designee
ARB designee
BZAP designee
TPGC designee
Mayor
Director of Administration and Development
Building and Planning Director

Internal stakeholders:

Service Director
Chief Urban Forester
ARB Staff Consultant
Planning Consultant
Landscape Design Review Consultant
Staff Landscape Designer
Right-of-Way Coordinator

The Scope of Work for the selected Primary Facilitator will include the process of developing the Commercial Design Guidelines and include what will be provided in the document:

- **Guidelines process will include the following:**
 - **Policy and Strategy Review:** Review Main Street Design Guidelines; review pertinent city policies and procedures relative to streetscape and design review; review active City strategic plans, ensuring alignment with the new guidelines.
 - **Steering Committee:** Work with the Design Guidelines steering committee for input and guidance throughout the process.
 - **Public Workshops:** Conducting two public workshops to gather input and feedback from stakeholders and community members.
 - **Drafting and Revisions:** Developing draft guidelines, followed by revisions based on feedback from the steering committee and public workshops.
 - **Presentations:** Presenting the draft guidelines to the Board of Zoning and Planning, Architectural Review Board, Tree and Public Gardens Commission, and Bexley City Council.

- **Proposed Timeline:**
 - April/May 2025
 - Project Launch Meeting with staff
 - Begin background review
 - One-on-one interviews with up to 4 steering committee members
 - Kick-off talk and walkability study by Speck Dempsey
 - 1st Steering Committee Meeting
 - Finalize project timeline/dates
 - Scope out future steering committee meetings
 - Up to 4 additional one-on-one or small group interviews
 - Additional background review
 - June, 2025
 - Stakeholder/public workshop
 - Begin concept development
 - July, 2025
 - 2nd Steering committee meeting
 - Review public workshop findings
 - Review concept development
 - Continued concept development
 - August, 2025
 - 3rd Steering committee meeting
 - Firm up draft recommendations
 - Continued concept development
 - Begin document drafting
 - September, 2025
 - 4th Steering committee meeting
 - Finalize recommendations for public workshop
 - Public workshop
 - Review recommendations
 - Continue document drafting

- October, 2025
 - 5th Steering committee meeting
 - Review public workshop feedback
 - Finalize recommendations for draft Guidelines document
 - Complete initial draft of Commercial Design Guidelines document
 - November, 2025
 - Presentation to Architectural Review Board, Board of Zoning and Planning, Tree and Public Gardens Commission, and Bexley City Council
 - Optional steering committee meeting if additional modification to recommendations needed based upon commission/board feedback
 - January, 2026
 - Finalization of document following Council approval
- The Guidelines will provide the following:
 - **Universal Guidelines:**
 - Establish universal design standards applicable to all development within Mixed-Use Commercial (MUC) districts in Bexley.
 - Establish streetscape design standards for all MUC districts in Bexley.
 - **Context-Specific Guidelines:** With the understanding that there will be significant overlap in standards, develop specific guidelines and standards for development and streetscape that apply to each commercial corridor:
 - East Main Street
 - North Cassady Avenue
 - East Livingston Avenue
 - **Existing conditions:** Address existing conditions and recommendations of improvement.
 - **Introduction and Overview:** Incorporate the purpose of the guidelines and historical context to inform readers on what is regulated and where regulations apply.
 - **Vision and Expectations:** Clarify the vision and expectations for commercial areas, by focusing on the elements and functionality of the streets and buildings.
 - **Develop Inventory:** Create a list of architecturally significant buildings and historically significant trees to help preserve the character of Bexley as well as include a code audit.
 - **Final Deliverable:**
 - A reader-friendly document with illustrations and images that clearly explains the guidelines and vision for the commercial areas.
 - An array of guidelines that address sidewalks, trails, curbs, planting areas, tree lawns, lighting, street furniture, screening, fencing, utilities, pocket parks, medians, signage, automobiles, access points, bikes and bikeways, transit, pedestrian crossings, traffic calming measures, trail access, parking, architectural massing, scale, height, materials, style, preservation, language, public art, potential development sites, institutional knowledge, geographies, and proximities.
 - Develop a subset of strategies and standards for East Main Street, North Cassady Avenue, and East Livingston Avenue that recognize the distinctive character of each core commercial area.
 - **Not in scope:** Production of accompanying ordinances and Zoning Code amendments adopting the proposed Guidelines