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April 9, 2001

Mr. Dan Lorek
Development Director
City of Bexley
2242 E. Main Street
Bexley, OH 43209

Re: Main Street Design Guidelines proposal for the City of Bexley, Ohio

Dear Mr. Lorek,

Myers Schmalenberger is pleased to submit this revised proposal for preparing the Main Street Design Guidelines for the City of Bexley, Ohio. Our Assumptions, Scope of Work, and Fee Proposal are outlined below:

A. Assumptions

1. The Client will be the City of Bexley. The Consultant is to be Myers Schmalenberger, Inc.: Keith Myers, Partner in Charge; and Chris Hermann, Project Manager.
2. Consultants retained on behalf of the project shall be approved and paid directly by the Client.
3. The Client shall assist in arranging meetings with commissions, steering committee, and property owners as needed. The Client shall also supply relevant city service and utility information and provide historical context. This information could include specific right-of-way location, examples of "good" and "bad" redevelopment efforts, etc.
4. The following Scope of Work is based upon our current understanding of work to be completed. Any additional services that may be required can be identified and additional fees can be authorized accordingly.
5. The Consultant, with consent of the City, shall retain other consultants such as architectural, civil engineering, economic, legal, traffic, etc., if necessary, to address specific architectural character, infrastructure, development, land use law, parking, and/or street improvement and design issues. The fee for any such additional consultant(s) is not included in this proposal and would be negotiated with the Client.

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B. Scope of Work

As an outline of work, the scope provides a detailed methodology for our approach to the Main Street Design Guidelines. It is assumed that the Main Street study area for this project consists of all the parcels along East Main Street, including the properties between the road and the alleys that parallel it to either side, within the City of Bexley. For this project we have organized the work by the tasks required to complete the guidelines. The descriptions of these tasks and their associated work products are detailed below.



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Meeting & Review Process

1. Main Street Design Guidelines Steering Committee

The Consultant will work with the City of Bexley staff and with a designated Main Street Design Guidelines Steering Committee. It is the City's responsibility to appoint members to this committee, but it is expected to be no larger than nine members. The Consultant expects that members will be appointed from the council, the various boards and commissions (such as the Main Street Redevelopment Commission, the Tree and Public Gardens Commission, etc.) and representatives of property/business owners, Capital University, and the local Chamber of Commerce.

2. Public Input

The Main Street Design Guidelines Steering Committee meetings will be open to the public. In addition, the public will have an opportunity to be heard as part of the regular monthly business of both the Main Street Redevelopment Commission and the Tree and Public Gardens Commission. City staff will regularly update these commissions regarding the work progress of the guidelines. During these short updates, the public will have an opportunity to provide input, comments, and feedback. In addition, products of this study will be provided to the city for public display and comment, and digital copies will be posted on the World Wide Web for perusal.

Work Program 1 – Design Guidelines

1. Task I: Visioning

Purpose: To define the design objectives, goals, and schedules.

Project Commencement:

We bring to this project a considerable depth in understanding the unique opportunities of the area and the issues to be addressed. The project will commence with a large mapping and data collection effort that will be instrumental in establishing the base line for the study. This process will include a meeting with the Design Guidelines Steering Committee to gather background information to augment the base work. This additional information should include a color copy of the Schuster Plan (the *Main Street Redevelopment Plan Workbook*), an updated color zoning map, and any other pertinent marketing, parking, and/or traffic engineering studies which will provide additional background and context for the creation of the guidelines.

Study Area Survey:

As further groundwork for the guidelines, we will explore the Main Street study area by taking walking tours, photographs, and analyzing the context within which the plan will be created. This initial walking survey of the area will serve as the basis for concept development, however, we will continually visit the site throughout the course of the project to collect specific information as needed to further our analysis and planning proposals.

Project Tasks:

- Create base maps.
- Meet with City of Bexley staff to collect data / refine schedule.
- Investigate study area.

Products:

- Summary memo outlining the goals of the Design Guidelines Steering Committee, project roles, further definition of the project schedule.



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2. Task II: Study Area Assessment of Existing Urban Patterns

Purpose: Document and analyze all pertinent influences in the study area.

Assessment/Evaluation of Existing Urban Patterns:

The key to developing design guidelines for the area will be understanding all the existing conditions along Main Street. This involves defining the characteristics that make the district unique. The information gathered in Task I would be used to complete an analysis of the urban framework. This review will include assessment of the following:

- Structures
- Streets
- Sidewalks
- Signage
- Frontage types
- Urban Forestry
- Parking Types
- Lighting
- Screening
- Urban Accessories
- Pedestrian connections
- Comparative analysis with other urban centers
- Mapping of the existing land uses

It is expected that this Main Street corridor inventory will result in the identification of particular character areas and types. Guidelines can then be tailored with specific recommendations for each character area. Character areas will probably be distinguished by typical building style, land use, setbacks, parking, and green space conditions.

Visioning Meeting:

A meeting will be held with the Design Guidelines Steering Committee to review the existing conditions of the study area and to discuss and identify opportunities, ideas, and goals. Note that this process will consist of one review meeting. Any additional meetings requested by the Client prior to the Draft Guidelines meeting will be billed as an additional fee based on staff time.

Project Tasks:

- Assess urban framework.
- Meet with the Design Guidelines Steering Committee to review existing conditions and goals (one meeting).

Products:

- Maps and technical memorandum outlining characteristics of the existing urban framework and identifying important unifying themes. This might include, but not be limited to, the assessment types listed above.
- Summary memo of the meeting with the Steering Committee.



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3. Task III: Draft Guidelines

Purpose: Create draft Main Street Design Guidelines.

Preliminary Draft of Proposed Urban Patterns:

The MSI team will create a set of draft guidelines for the study area, taking cues from Main Street's current character and building on what is already successful. The foundation of the draft guidelines will be based on MSI's knowledge of elements that are critical to a successful urban and commercial pedestrian-friendly streetscape. The guidelines will also reflect the goals and desires expressed earlier by the Steering Committee. Specific elements and site planning principals that will be covered by the guidelines are:

- Structures – building types – recommendations for evaluating structure modifications
- Frontage Types – diagrams of typical frontage types – recommendations for permitted types, build-to lines, public space, parking screening, etc.
- Streets – street classifications – typical type, width, cross-section, on-street parking
- Sidewalks – sidewalk classifications – typical type, paving material, width, cross-section, ADA requirements for sidewalks, curbs, and ramps, etc.
- Signage – contributing sign matrix – recommended types, sizes, locations, colors
- Parking – required parking spaces – recommendations for location, configuration, maximum parking requirements, concepts for clustered/shared parking
- Lighting – identification of appropriate parking and exterior lighting – recommended fixtures, needs, locations, and intensities.
- Screening – design controls for screening – recommended landscape, wall, and fencing screening types for parking lots, alleys, mechanical units, dumpsters, etc.
- Urban Forestry – landscaping types – planting recommendations for tree lawns, front yards, entry/forecourt areas, corners, etc.
- Urban Accessories – identification of compatible street furnishings – design recommendations for benches, bike racks, mailboxes, newspaper bins, trash receptacles, tree guards, bollards, street/parking lighting, etc.

Draft Guidelines Presentation:

A meeting will be held with the Design Guidelines Steering Committee to present the draft guidelines for Client review. This meeting will introduce the Client to the guidelines and should focus on issue areas and any needed corrections or modifications to the draft. Note that this process will consist of one presentation and will include one (1) color draft copy and one digital file (compatible with city software) for the city to reproduce for distribution. Any additional presentation meetings requested by the Client prior to the Final Draft meeting will be billed as an additional fee based on staff time.

Project Tasks:

- Create draft of the Main Street Design Guidelines.
- Meet with the Design Guidelines Steering Committee to present the Draft Guidelines and solicit input (one meeting).

Products:

- One (1) color draft copy and digital file of the Main Street Design Guidelines.
- Internet-based display of work products.



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4. Task IV: Final Main Street Design Guidelines

Purpose: To consolidate the comments, corrections, and changes into the preferred final Master Plan.

Revise Design Guidelines

MSi will receive written comments from the Client and incorporate them into a Final Draft. The final draft of the Main Street Design Guidelines will respond to the input from the presentation of the draft. The final draft will be created, illustrating the preferred streetscape elements, strategies, and recommendations. The design guidelines will be organized into an 8.5 x 11-inch laser-printed document and will also be provided in digital format.

Presentation of the Final Design Guidelines

One meeting will be held for MSi to present the final Main Street Design Guidelines to the Steering Commission. This includes one (1) color copy and one digital file for the city to reproduce for distribution. Any final corrections necessary prior to recommendation to Bexley City Council will be made during this time. Prior to adoption, MSi will be available to answer questions before the following City bodies: Main Street Redevelopment Commission, Planning Commission, Board of Zoning Appeals, Tree and Public Gardens Commission, and City Council, at the request of the Client. However, any of these additional presentation meetings requested by the Client prior to the City Council Presentation will be billed as an additional fee based on staff time.

Recommend Adoption of Design Guidelines

The Consultant will attend a City Council meeting for the purpose of supporting and recommending the adoption of the final Main Street Design Guidelines. MSi will be available to present to the Council and answer specific questions. This includes one (1) color copy and one digital file (compatible with city software) of the final guidelines for the city to reproduce for distribution. Any additional presentation meetings requested by the Client after the City Council meeting will be billed as an additional fee based on staff time.

Project Tasks:

- Create final Main Street Design Guidelines.
- Meet with Design Guidelines Steering Committee to present the Final Guidelines (one meeting).
- Meet with the Bexley City Council to present the Main Street Design Guidelines (one meeting).

Products:

- One (1) color copy and one digital file of the final draft of the Main Street Design Guidelines in 8.5 x 11-inch format, produced on laser copy for the Client to reproduce for the Steering Committee.
- One (1) color copy and one digital file of final Main Street Design Guidelines in 8.5 x 11-inch format, produced on laser copy for the Client to reproduce for the City Council and the City staff.
- Internet-based display of work products.
- Design Guidelines in electronic format compatible with web-based display.



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Work Program 2 – Design Standards/Implementation

1. Task V: Code Review

Purpose: To review Bexley Code and compare it with the recommendations of the Streetscape Design Guidelines.

Comparison of Streetscape Design Guidelines with Bexley Code:

The recommendations contained within Bexley's Main Street Design Guidelines will only be guiding principles for maintaining and improving the appearance and vitality of Main Street. In order to make the guidelines strictly enforceable, they must be converted into Design Standards and adopted as part of Bexley Code. To achieve this, MSi will first review the existing Code and identify areas requiring updating to become compatible with the recommendations of the design guidelines. This process will involve meetings with the Client to review problem areas. It is expected that the Client will provide a copy of the most current Code to the Consultant (digital format if possible).

Identification of Conflicting Requirements:

Bexley's Code must be modified to make it permissible to accomplish the various guideline recommendations. MSi will identify those sections of the Bexley Code that specifically prohibit or tangentially inhibit the application of the Main Street Design Guidelines. A list will be generated identifying areas of the Code requiring modification.

Project Tasks:

- Review Bexley Code.
- Meet with the Design Guidelines Steering Committee to present the Draft Guidelines and solicit input (one meeting).

Products:

- Summary memo outlining Code requirements that conflict with the implementation of the Design Guideline recommendations.

2. Task VI: Enabling Design Standards

Purpose: To enable the conversion of applicable Main Street Design Guideline recommendations into draft Design Standards.

Identification of the Design Standard Implementation Method:

MSi will examine methods for codifying recommendations of the Main Street Design Guidelines. Design Guidelines that are codified will be referred to as Design Standards. The standards should be practical, enforceable, and encourage compliance. These standards will probably take one or more of the following forms: a new design standard section, a design standard matrix of requirements, and/or an overlay zoning district for the study area. In addition, the Code could be modified to indicate what is not permitted. The results of this investigation will be shared with the City staff, and together, the Consultant and Client will chose the preferable method(s) for updating the Code.

Project Tasks:

- Meet with City of Bexley staff to review Code issues/concerns.

Products:

- Summary memo outlining recommended Design Standard format.



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C. Project Schedule

Myers Schmalenberger expects to complete this project within six months from authorization to proceed. This assumes the meeting schedule as described above. Meeting postponement, project tabling at public meeting(s), additional meeting requests, or heavy revision requests could lengthen this project timeline.

D. Fee Proposal

1. Planning / Design Fees:

Myers Schmalenberger will proceed hourly against an estimated fee of \$50,000 for the Design Guidelines and an estimated fee of \$5,000 for the Design Standards. We will not exceed this fee without prior approval. We would propose that the fee for the above services be computed at our standard hourly rates listed below:

Partner (<i>Partner in Charge</i>)	\$99.00	Landscape Architect II	\$67.50
Principal	\$90.00	Landscape Architect III	\$58.50
Planner I (<i>Project Manager</i>)	\$72.00	Landscape Architect IV	\$45.00
Planner II	\$63.00	Graphic Designer I	\$49.50
Architect	\$63.00	Graphics Designer II	\$40.50
Landscape Architect I	\$76.50	Administration	\$36.00

2. Direct Project Expenses:

Direct project expenses have been estimated as part of our fee and would be billed at the following rates:

a. Requested plotted documents will be invoiced at the following rates (excluding those for office use):

30" x 42" Color Plot	\$50.00	24" x 36" B/ W Copy - Bond	\$1.50
24" x 36" Color Plot	\$35.00	30" x 42" B/ W Copy - Bond	\$2.50
18" x 24" Color Plot	\$20.00	24" x 36" B/ W Copy - Vellum	\$3.00
B/ W Plots 24" x 36"- bond	\$12.00	30" x 42" B/ W Copy - Vellum	\$4.00
B/ W Plots 30" x 42"- bond	\$17.50	8 1/2" x 11" Color Copy	\$1.00
B/ W Plots 24" x 36"- vellum	\$15.00	11" x 17" Color Copy	\$2.00
B/ W Plots 30" x 42"- vellum	\$22.00		

b. Out of office reproduction graphic services (excluding those for office use), postage and handling of documents, courier services, mileage, film, photos, etc., will be invoiced at 1.2 times the actual amount.

3. Additional Meetings Required by Client:

This proposal includes three meetings between the Consultant and the Main Street Guidelines Steering Committee as well as one meeting with Bexley City Council. Any additional meetings, outside of those between Consultant and City Staff, requested by the Client will be billed as an additional fee based on staff time. This fee will be above the stated budget of this proposal.

4. Additional Services:

If the Scope of Work or if the Consultant's service is substantially revised, the estimate of total compensation shall be equitably adjusted. The fee for these additional services would be computed at our standard hourly rates. We will not proceed on additional services without prior approval. Change in the Scope of Work may extend the delivery timeline.



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5. Payment Schedule:
The Consultant will bill the City on a monthly basis. The invoice will include a progress report on the project and enumerate the products produced and tasks completed that month.
6. Payment Due:
Payment due by the Consultant and unpaid thirty (30) days from the date of invoice shall bear interest from the date payment is due at the rate of one percent (1.0%) per month (annual percentage rate of 12.0%) and shall be due the Consultant. The Consultant may discontinue work on the Project if the account is unpaid 30 days from the date of invoice.
7. Change in Scope of Work:
If the Scope of Work or if the Consultant's services is substantially revised, the estimate of total compensation shall be adjusted.

E. Termination of Agreement:

1. This Agreement may be terminated by either party upon seven (7) days written notice with or without cause.
2. In the event of termination not initiated by the Consultant, the Consultant shall be compensated for all services performed to the date of termination, together with reimbursable expenses then due.

F. Miscellaneous Provisions:

1. This Agreement represents the entire and integrated Agreement between the Client and the Consultant and supersedes all prior negotiations, representations or agreements, either written or oral. This Agreement may be amended only by written instrument signed by both the Client and Consultant.
2. The Client agrees to limit the Consultant's liability to the Client and to all persons, constrictors, and subcontractors on the Project, due to the Consultant's professional negligent acts, errors or omissions such that the total aggregate liability of the Consultant to all those named shall not exceed the amount of the fee.
3. The Client understands that there may be misinterpretations of the design professional's plan and specifications during construction, which may lead to errors and subsequent damage. Inasmuch as the Client has elected to proceed with the work without the design professional providing construction review services, the Client agrees to indemnify and hold-harmless the design professional against any and all claims, damages, awards and cost of defense, which may arise out of the acts of the contractor performing work not in compliance with the intent of the design documents.
4. The Consultant upon delivery of documents is completely absolved and indemnified from any liability that may result from the interpretation or revision of documents for which the Consultant was not responsible.
5. The Consultant has been commissioned by the Client to provide professional services, which are independent, of whether the Project for which they are

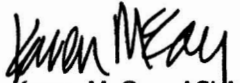


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provided is executed or not. The Client shall compensate the Consultant for services provided in accordance with the Project whether it is executed or not.

Mr. Lorek, we appreciate the opportunity that you have extended to our firm and we look forward to working with you in the development of this unique project.


Sincerely,


Karen McCoy, ASLA
Principal

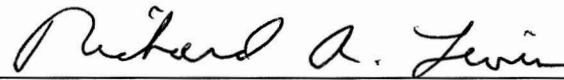

Chris Hermann, AICP
Project Manager

Work Program 1 – Design Guidelines \$50,000
Task I: Visioning
Task II: Study Area Assessment of Existing Urban Patterns
Task III: Draft Guidelines
Task IV: Final Main Street Design Guidelines

Accepted By:



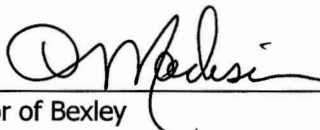
Mayor of Bexley 5/9/01
Date



Bexley City Auditor 5/12/01
Date

Work Program 2 – Design Standards/Implementation \$5,000
Task V: Code Review
Task VI: Enabling Design Standards

Accepted By:



Mayor of Bexley 5/9/01
Date



Bexley City Auditor 5/12/01
Date