REQUEST FOR PROPOSAL
COMMERCIAL DESIGN GUIDELINES

BACKGROUND

The City of Bexley, Ohio is requesting qualified planning consultants to develop a comprehensive Commercial Design Guidelines document. This document seeks to re-envision the current Main Street Design Guidelines (*see Appendix A*) 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. Guided by a Design Guidelines Steering Committee and following a well organized public engagement process, the selected consultant will develop a reader-friendly and highly-illustrative Commercial Design Guidelines document that will establish standards for future redevelopment. Guidelines will be contextually appropriate to Bexley and align with the City's long-term vision and goals.

SCOPE OF WORK

The desired Scope of Work entails all research, public engagement, steering committee liaising, drafting, and revisions necessary to produce a comprehensive set of guidelines and corresponding document, including:

- **Guidelines process will include the following:**
  - **Policy and Strategy Review:** Review Main Street Design Guidelines; pertinent City policies and procedures relative to streetscape and design review; and active City strategic plans, ensuring alignment with the new guidelines. *See Appendix for copies of relevant plans.*
  - **Steering Committee:** Work with the Design Guidelines Steering Committee for input and guidance throughout the process.
  - **Public Workshops:** Conduct 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
    - RFP Award (April 18)
    - Project Launch Meeting with staff
    - Begin background review
    - One-on-one interviews with up to four steering committee members
    - Kick-off talk and walkability study by Speck Dempsey (April 23)
    - First Steering Committee Meeting
    - Finalize project timeline/dates
    - Scope out future steering committee meetings
    - Up to four additional one-on-one or small group interviews
    - Additional background review

- June, 2025
    - Stakeholder/public workshop
    - Begin concept development
- July, 2025
    - Second Steering Committee meeting
        - Review public workshop findings
        - Review concept development
    - Continued concept development
- August, 2025
    - Third Steering Committee meeting
        - Firm up draft recommendations
    - Continued concept development
    - Begin document drafting
- September, 2025
    - Fourth Steering Committee meeting
        - Finalize recommendations for public workshop
    - Public workshop
        - Review recommendations
    - Continue document drafting
- October, 2025
    - Fifth 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
    - Finalize document following City Council approval

- The Guidelines will accomplish 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.
        - Guidelines should address standards for (but are not limited to):
            - 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, 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.
    - **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 (possible variations between the

        - 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 explain the guidelines and vision for the commercial areas.

- **Not in Scope:** Production of accompanying ordinances and Zoning Code amendments adopting the proposed Guidelines

PROPOSAL FORMAT

Proposals should include:

I. **General Format:** Submittals should be typed. Contracts should not include any unnecessarily elaborate or promotional material. All pages shall be sequentially numbered and submittals should include a complete table of contents.

II. **Letter of Transmittal:** The Letter of Transmittal should be addressed to Director of Administration and Development Megan Meyer and at a minimum, contain the following:
    A. Identification of Consultant that will have the authorization to commit to the contractual terms and conditions. Identification shall include legal company name, corporate address, telephone, fax number and email address.
    B. Include name, title, address, telephone number and email address of the contact person during the proposal evaluation phase.
    C. Acknowledgment of receipt of all RFP appendixes.
    D. A statement of the effect that the proposal shall remain valid for a period of not less than 120 days from the date of submission.
    E. Signature of a person authorized to bind Consultant to the terms of any contract resulting from the submittal.
    F. A statement to the effect that by signing the Letter of Transmittal, the Consultant is attesting that all information submitted with the submittal is true and correct.

III. **Qualifications:** The Consultant shall:
    A. Provide a brief profile of the firm, including the year founded, the types of services offered, form of organization (corporation, partnership or sole proprietorship), number, size, and location of organization.
    B. Describe the firm's prior experience in performing work of a similar nature to that solicited in this RFP, and highlight the participation in such work by the key personnel proposed for assignment to this project.
    C. Identify the team lead(s) and proposed staff member(s) who will be assigned to the project.
    D. Provide at a minimum three references for the project as related experience and furnish the name, title, address, and telephone number of the person(s) at the client organization who is most knowledgeable about the work performed.

IV. **Work Plan:** The Consultant shall provide:
   A. A description of the firm's project approach.
   B. Building off of the above stated proposed timeline, include a draft project schedule for each task in terms of elapsed weeks from the project commencement date to completion (Commercial Design Guidelines document finalized after approval by City Council).

V. **Project Cost:** The Consultant shall submit pricing inclusive of costs for all labor and materials, and shall provide an estimate of hours and hourly rate.

EVALUATION CRITERIA AND AWARD

Based on the proposal submitted, City of Bexley staff will select a firm that will best serve the interest of the City and meet its objectives as outlined in the RFP.

I. Implementation of the Commercial Design Guidelines.
II. Consultant's previous experience with similar projects and qualifications of the project team.
III. Consultant's ability and understanding of the proposed approach and methodology.
IV. Develops strategies for effective community engagement and stakeholder involvement.
V. Ability to integrate the guidelines with existing city policies and strategies.
VI. Analysis of estimated project budget relative to the proposed document.
VII. City's prior experience with Consultant, if applicable.
VIII. Compliance with RFP specifications.

RFP SCHEDULE

The City anticipates following the schedule described below to issue the request for proposal and reviewing this request, and completing the project:

PHASE	ANTICIPATED DATE
Issue Request for Proposal	Wednesday, March 12, 2025
Deadline for Questions	4 pm, Wednesday, March 26, 2025
Proposals Due	4 pm, Wednesday, April 9, 2025
Anticipated Contract Award	Friday, April 18, 2025
Scope of Work Timeframe (*May be adjusted based on final contract)*	April 2025 - January 2026

SUBMITTAL INSTRUCTIONS

Proposals may be submitted by email to mmeyer@bexley.org and are due by Wednesday, April 9, 2025 on or before 4:00 pm Eastern Time. The date/time stamp of the email constitutes the official date/time of receipt of proposal responses. Proposals will be considered as if sealed until the deadline, upon which they will be read.

Alternatively, proposal may be submitted in a sealed envelope marked "Commercial Design Guidelines Bid" in the lower left-hand corner and addressed to:

City of Bexley
c/o Megan Meyer, Bexley Director of Administration and Development
2242 E. Main Street
Bexley, Ohio

It is the sole responsibility of respondents to the RFP to deliver the proposal by the stated deadline. Each proposal must be submitted with all required documentation. Proposals received after this deadline shall be deemed to be nonresponsive and will not be considered.

OTHER TERMS

I. **Right to Reject Proposal:** Submission of a proposal indicates acceptance by the firm of conditions contained in this request for proposals unless clearly and specifically noted in the proposal submitted. The City of Bexley reserves the right without prejudice to reject any or all proposals.
II. **No Collusion:** In submitting this proposal, the Consultant declares that the only person or party interested in the proposal as principals are those named herein, and that the proposal is made without collusion with any other person, firm or corporation.
III. **Confidentiality:** Proposals and other documents submitted shall be examined to determine the validity of any written requests for nondisclosure of proprietary or confidential information. After award of a contract, all responses, documents, and materials submitted by the respondent pertaining to this RFP will be considered public information unless otherwise determined by legal counsel.

QUESTIONS

Consultants may submit questions in writing by **4 pm on Wednesday, March 26, 2025** via email to Megan Meyer at mmeyer@bexley.org

APPENDIXES

Download Appendixes Here

I. **Appendix A:** Main Street Design Guidelines (2002)
II. **Appendix B**: Bexley Strategic Plan (rev. 2023)
III. **Appendix C:** Joint Livingston Avenue Plan
IV. **Appendix D:** Southwest Bexley Strategic Plan
V. **Appendix E:** Residential Design Guidelines (rev. 2023)