

The Muncie Community Trail System

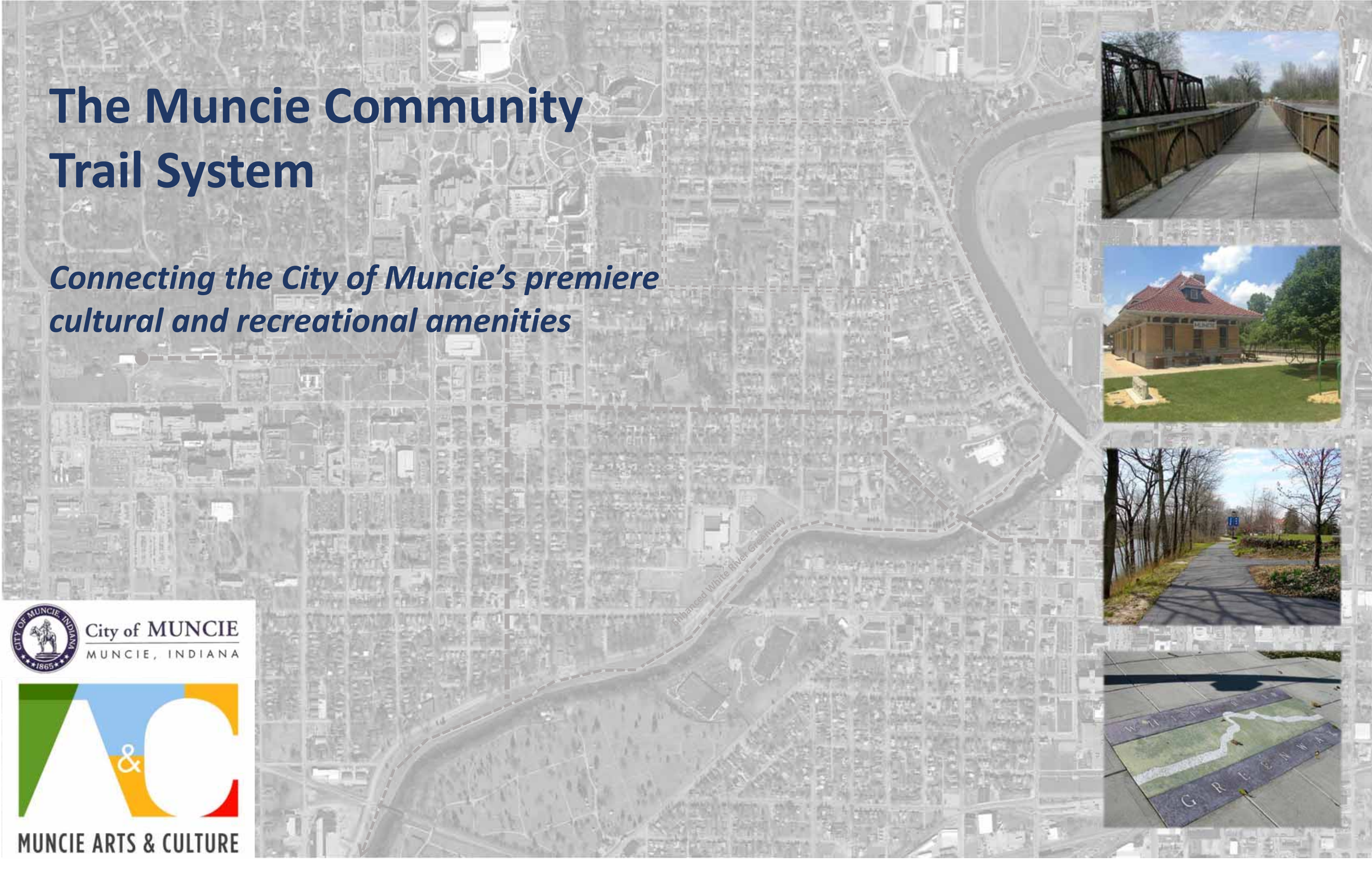
Connecting the City of Muncie's premiere cultural and recreational amenities



City of MUNCIE
MUNCIE, INDIANA



MUNCIE ARTS & CULTURE



Muncie Community Trail System

Mission:

To broaden the economic development opportunities within Muncie by connecting the city's premiere arts and cultural destinations, including Ball State University, downtown Muncie, the Minnetrista Cultural Center, and Heekin Park, through a series of inter-connected experiences which reinforce the city's heritage while providing a key recreation amenity for the community.

Primary Goals:

1. Enhanced **Quality of Life** for Muncie citizens.
2. A **Critical Link Providing Stronger Connectivity** between Ball State and downtown Muncie.
3. An **Economic Driver** for future development possibilities.
4. Stronger **Community Identity** which reinforces our city's art heritage

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Linking Our Arts and Culture Destinations

Ball State University

- Emens Auditorium
- Pruis Hall
- Sursa Hall
- David A. Owsley Museum of Art
- Glick Center for Glass
- University Theater
- Christy Woods
- The Village

Downtown Muncie

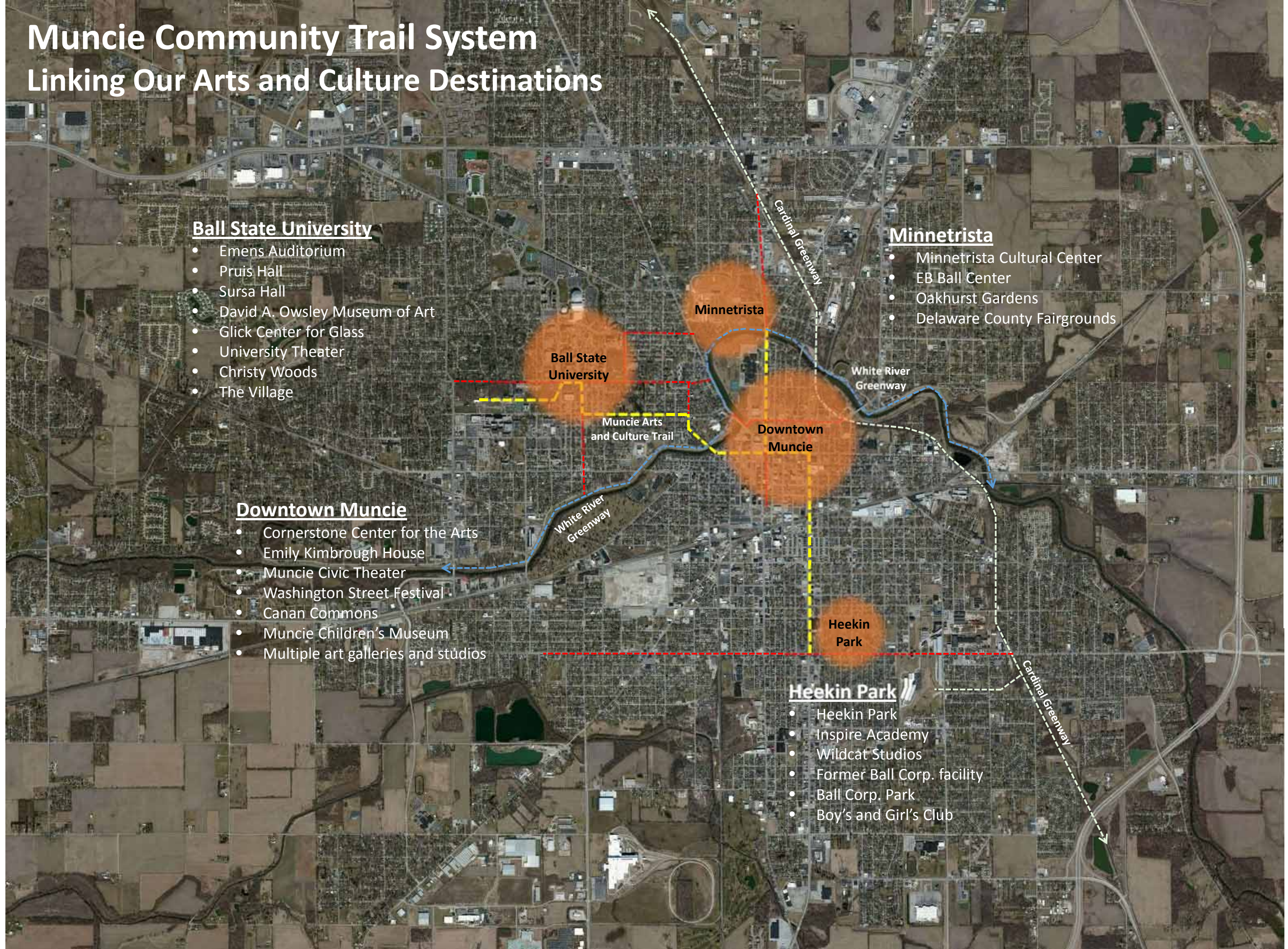
- Cornerstone Center for the Arts
- Emily Kimbrough House
- Muncie Civic Theater
- Washington Street Festival
- Canan Commons
- Muncie Children's Museum
- Multiple art galleries and studios

Minnetrista

- Minnetrista Cultural Center
- EB Ball Center
- Oakhurst Gardens
- Delaware County Fairgrounds

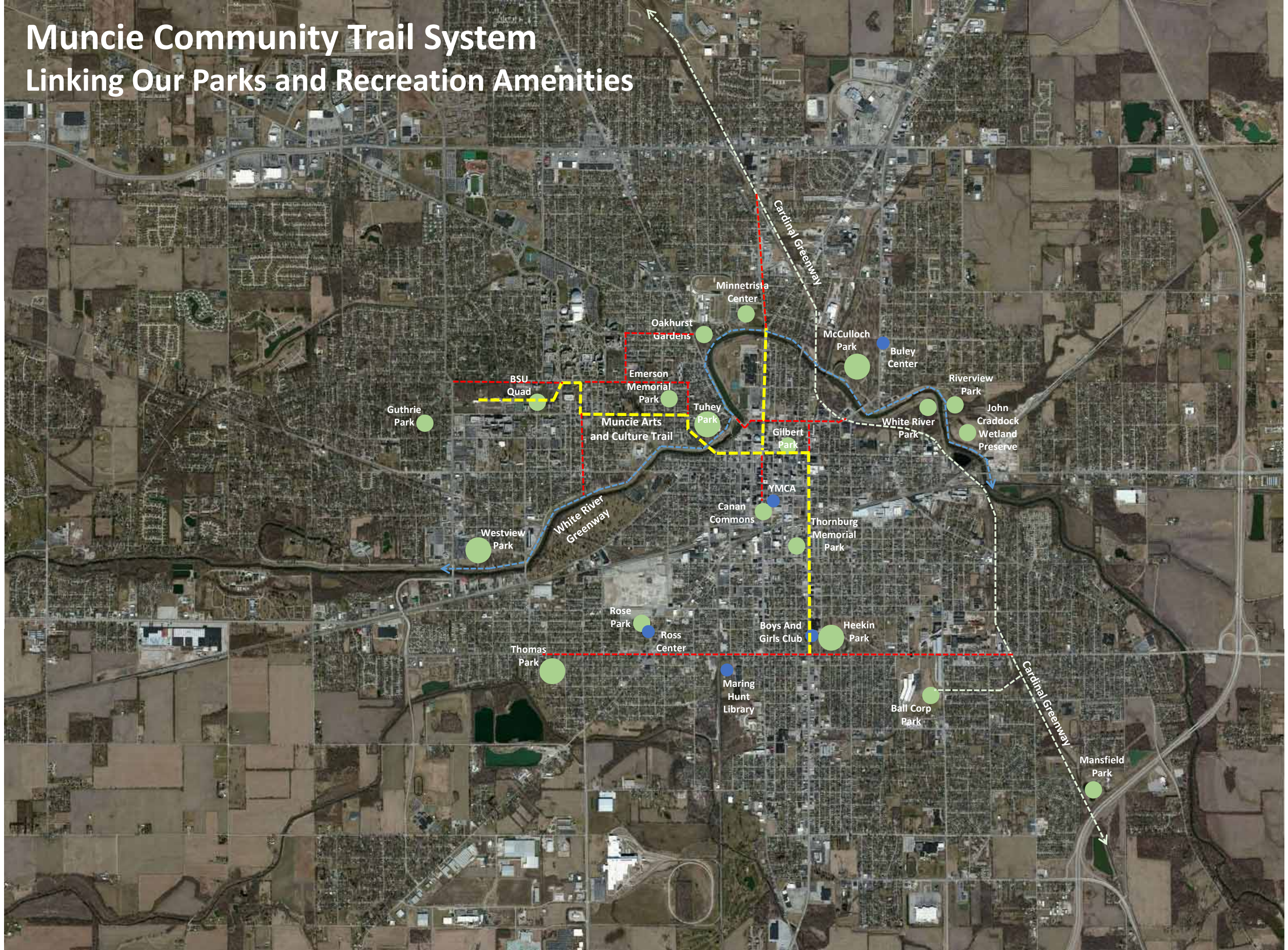
Heekin Park

- Heekin Park
- Inspire Academy
- Wildcat Studios
- Former Ball Corp. facility
- Ball Corp. Park
- Boy's and Girl's Club



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Linking Our Parks and Recreation Amenities



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Economic Impact Analysis

Local Impacts of arts and other creative sectors

- In Indiana, arts and creative activity account for over \$4.9 billion in direct economic activity and 43,000 jobs.
- Arts and creative sectors in Indiana generate over \$1.6 billion in value-added production annually.
- In 2006, Delaware County's arts and cultural related activities generated nearly \$90 million of total economic activity and 1,157 total jobs. With multipliers added, these totals increase to \$141 million and 1,753 total jobs

Source: *Cultural Tourism in Indiana, Ball State University Center for Business and Economic Research.*

Why the **Creative Class** is so important

"The creative sector is the propulsive sector of economic growth. It has generated roughly 20 million new jobs between 1980 and 2000, and is projected to add another 10 million between 2004 and 2014. This creative sector currently employs some 40 million Americans, accounting for approximately one-third of total employment and more than \$2 trillion dollars in wages and salaries – as much as the manufacturing and service sectors combined."

Richard Florida
"The University and the Creative Economy"

Case Study: Indianapolis Cultural Trail

Total projected economic benefits: \$863 million
Total projected job creation: 11,372 jobs

- Creative Class impact: \$274 million, 5,000 jobs
- Commercial investment: \$181 million, 1,740 jobs
- Residential investment: \$327 million, 3,285 jobs
- Convention/Visitors: \$71 million, 1,328 jobs
- Quality of Life: \$9 million
- Maintenance: \$1.5 million, 19 jobs

Source: *Indianapolis TIGER grant application, 2009-2010*



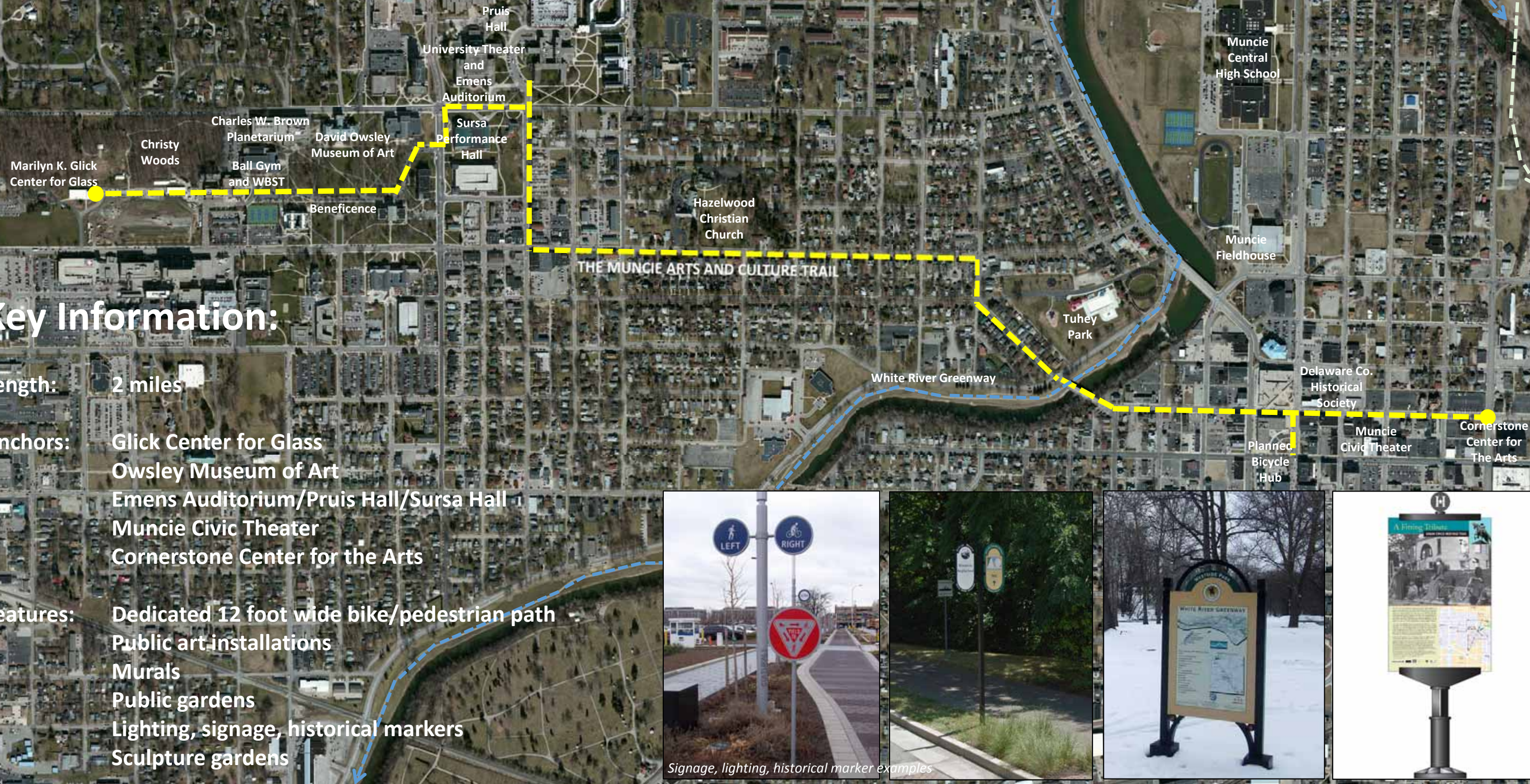
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The Concept Plan



Muncie Community Trail System

Part 1: The Arts and Culture Trail East/West Section



Key Information:

Length: 2 miles

Anchors: Glick Center for Glass
Owsley Museum of Art
Emens Auditorium/Pruis Hall/Sursa Hall
Muncie Civic Theater
Cornerstone Center for the Arts

Features: Dedicated 12 foot wide bike/pedestrian path
Public art installations
Murals
Public gardens
Lighting, signage, historical markers
Sculpture gardens



Signage, lighting, historical marker examples

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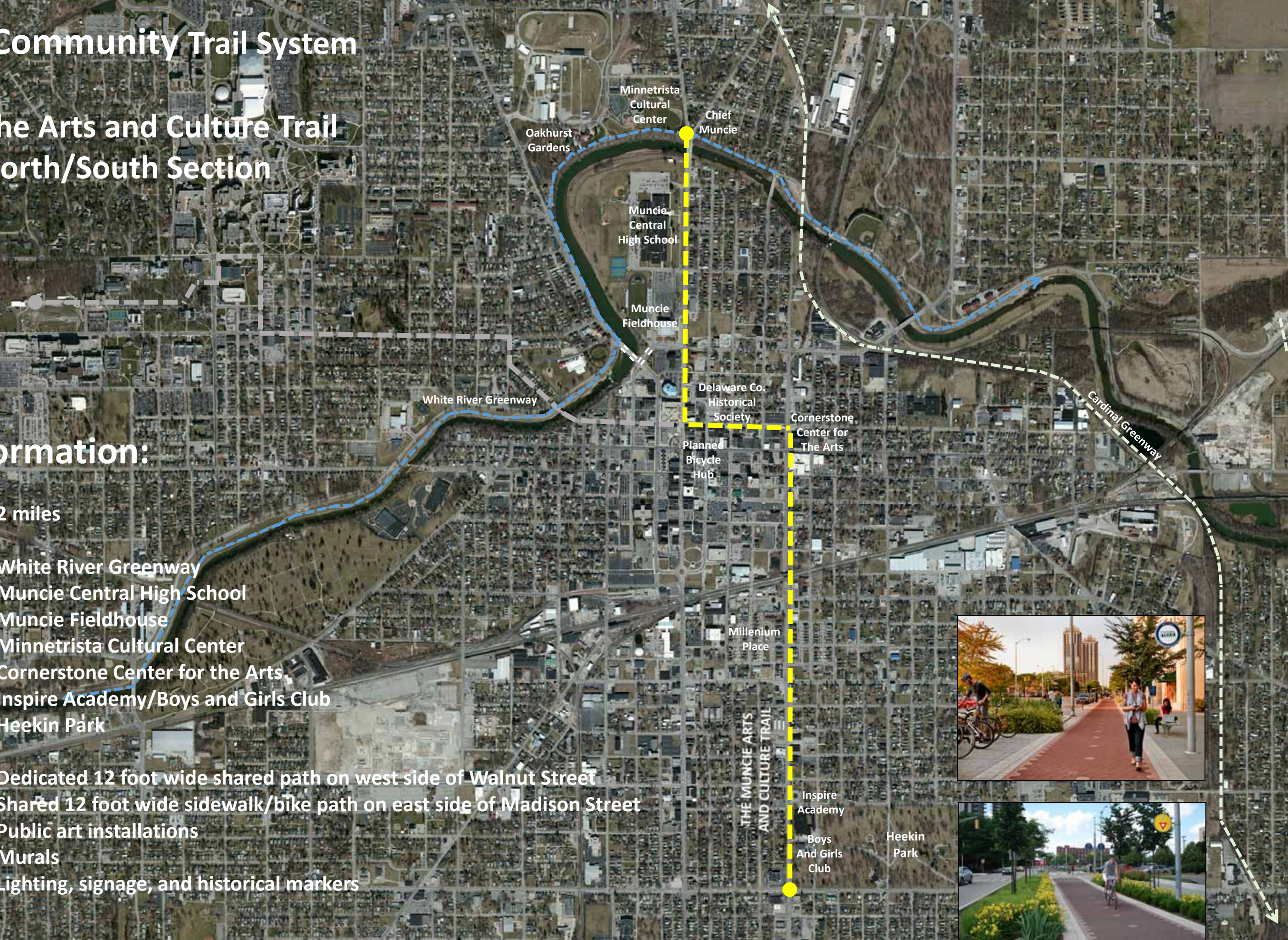
Part 2: The Arts and Culture Trail North/South Section

Key Information:

Length: 2 miles

Anchors:
White River Greenway
Muncie Central High School
Muncie Fieldhouse
Minnetrista Cultural Center
Cornerstone Center for the Arts
Inspire Academy/Boys and Girls Club
Heekin Park

Features:
Dedicated 12 foot wide shared path on west side of Walnut Street
Shared 12 foot wide sidewalk/bike path on east side of Madison Street
Public art installations
Murals
Lighting, signage, and historical markers



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Part 3: Trail Connections

Key Information:

- Features:**
- Details for proposed connections will vary and may include wider sidewalks, new lighting, and/or striped bicycle lanes on street
 - Optional painted bike lane (if feasible)
 - Connection to Walnut Street sidewalk improvements
 - One block connection to planned bicycle hub at Walnut/Main
 - Likely would require a "sharrow" or shared bicycle lane in some areas

Thomas Park

Ball Corp Park



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Part 4: Village Streetscape Improvements

Key Information:

Length: University Avenue, .25 miles (each side)

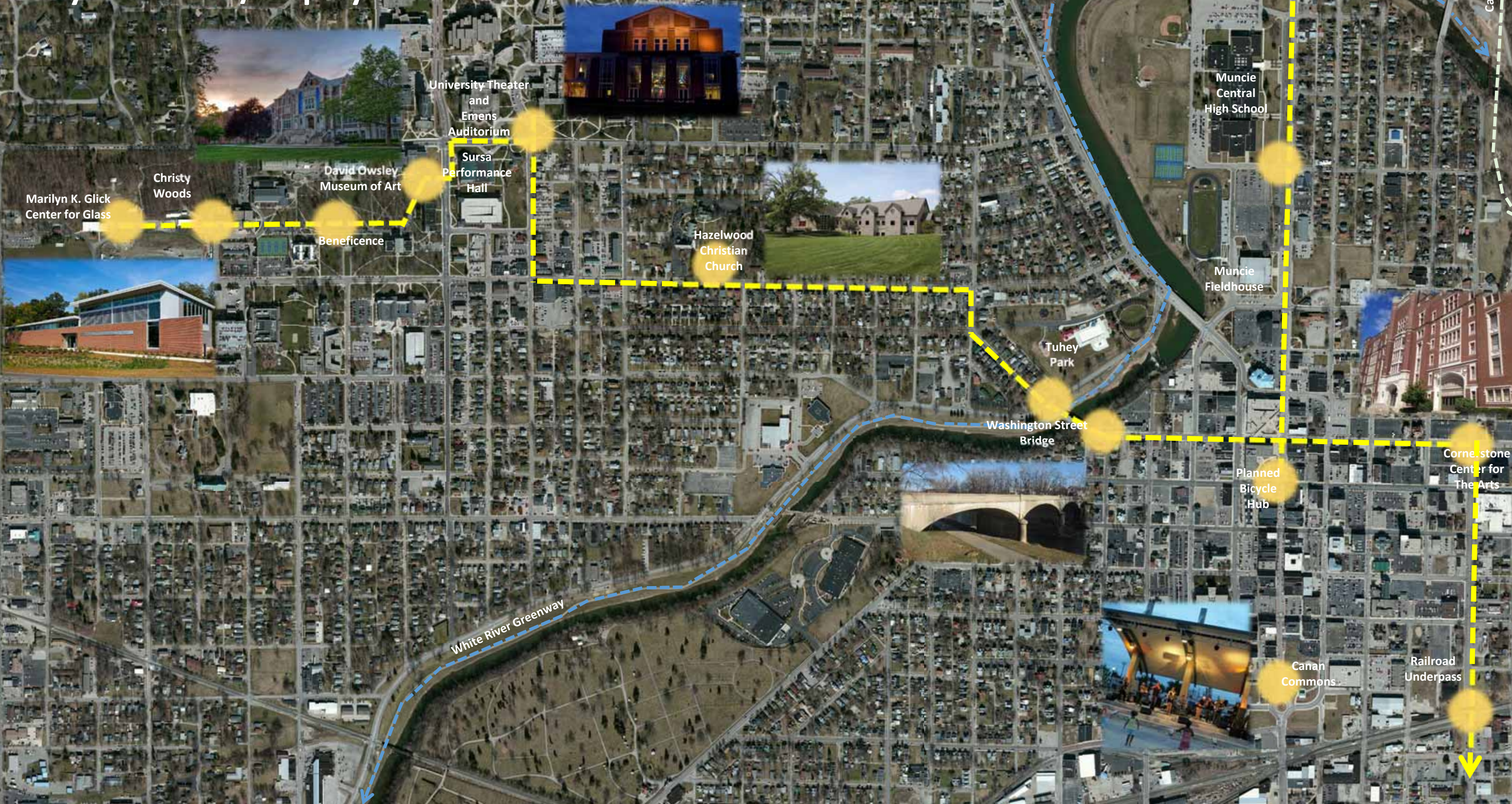
- Features:
- Enhanced pedestrian zone
 - Rebuilt sidewalks: 15' to 20' wide
 - Streetlights, street trees, planters
 - Bicycle racks
 - New pedestrian crosswalks
 - Street furniture
 - Sharrows along University Avenue for bikes



Images courtesy of Whitney Stump (top) and Chase Sorrick (bottom)

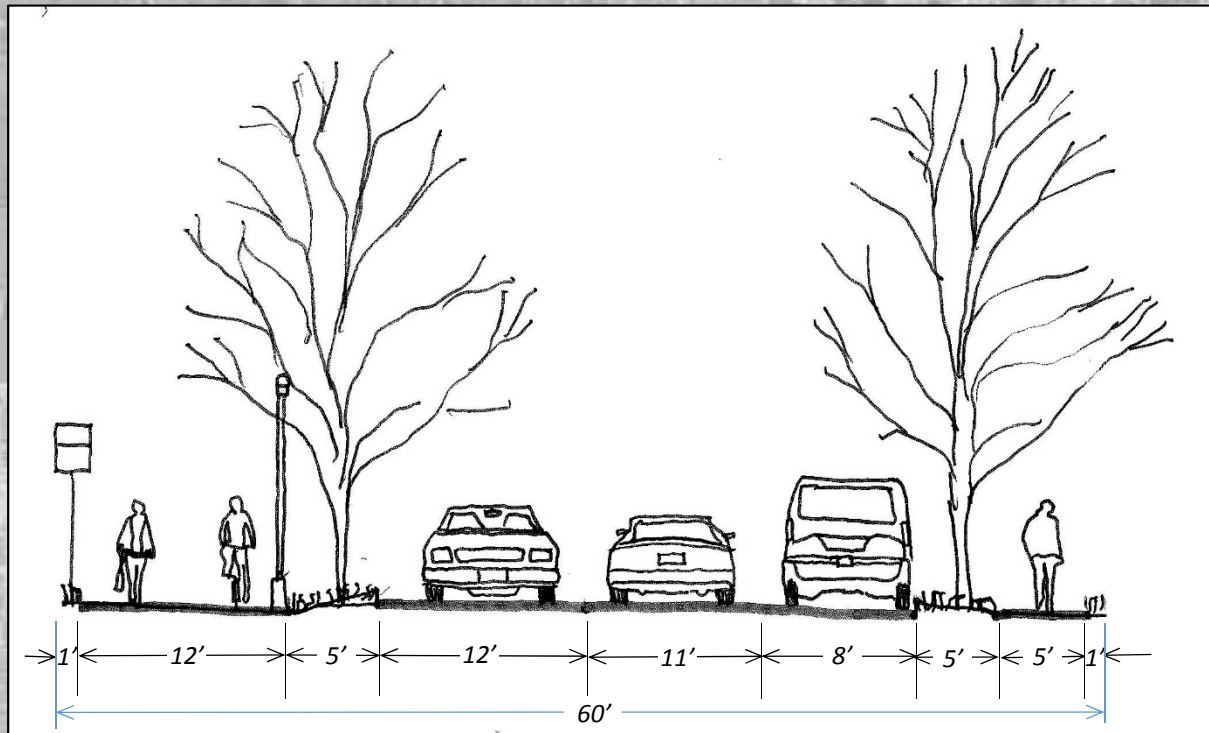
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Primary Public Art/Display Nodes



Muncie Community Trail System

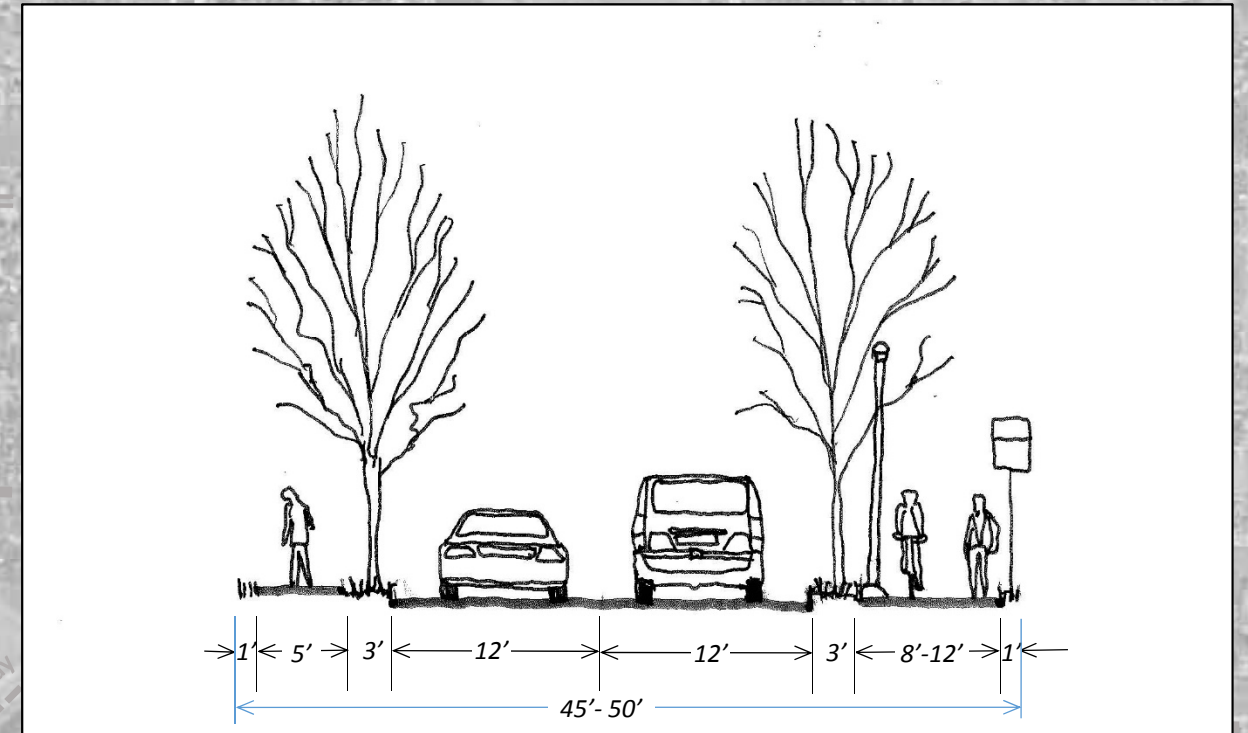
Trail Details



CROSS SECTION #1

UNIVERSITY AVENUE: DICKS STREET TO RESERVE STREET
60' R.O.W.

- 12' shared trail (bike/walking) on north side of street
- 31' total street width
- (11' travel lanes, 1' shoulder on north side, 8' parking lane on south side)
- 5' sidewalk on south side of street
- 5' planter bed/stormwater retention between street and walk on both sides



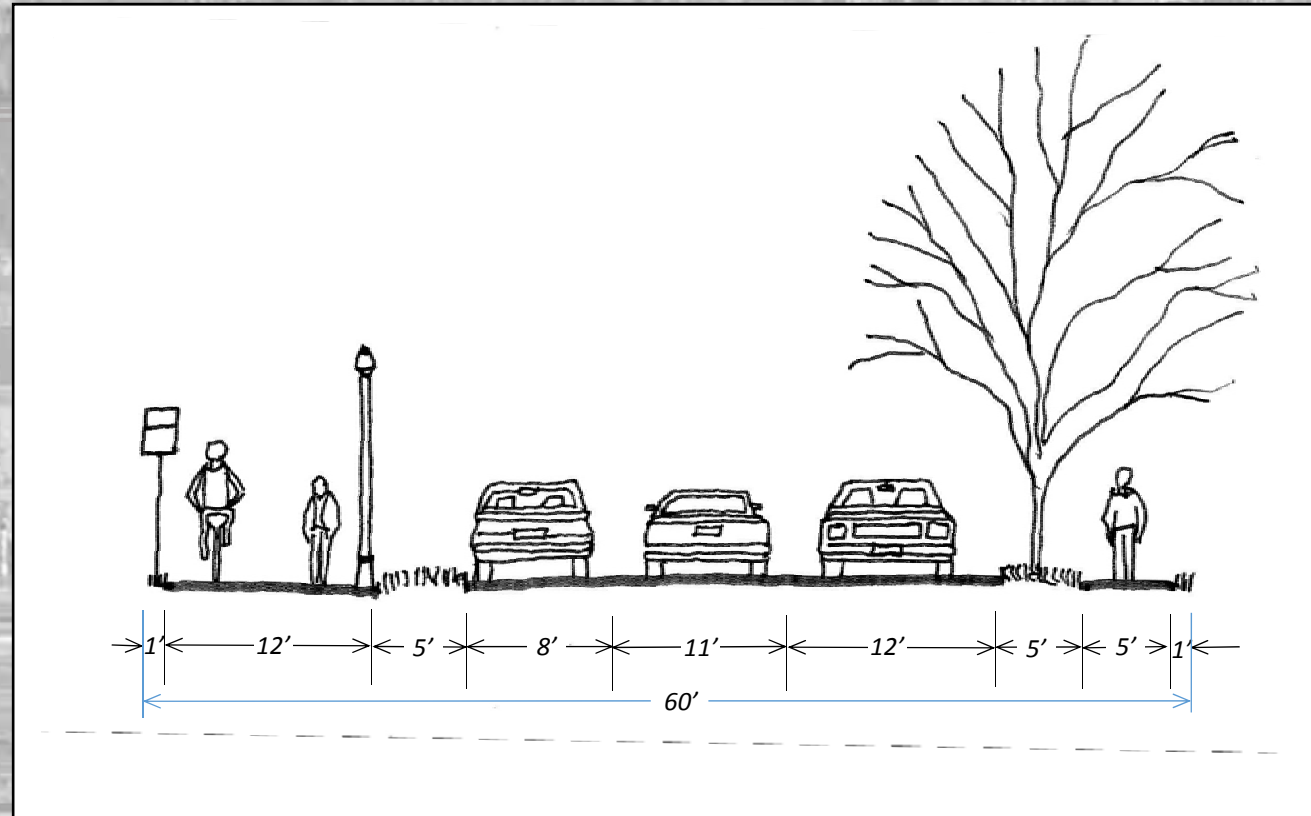
CROSS SECTION #2

MARTIN STREET AND RESERVE STREET:
45' TO 50' R.O.W.

- 8'-12' shared trail (bike/walking) on east side of Martin and west side of Reserve
- 24' total street width
- (11' travel lanes and 1' shoulder, no on-street parking)
- 5' sidewalk on opposite side of shared trail
- 3' planting bed/stormwater retention between street and walk on both sides

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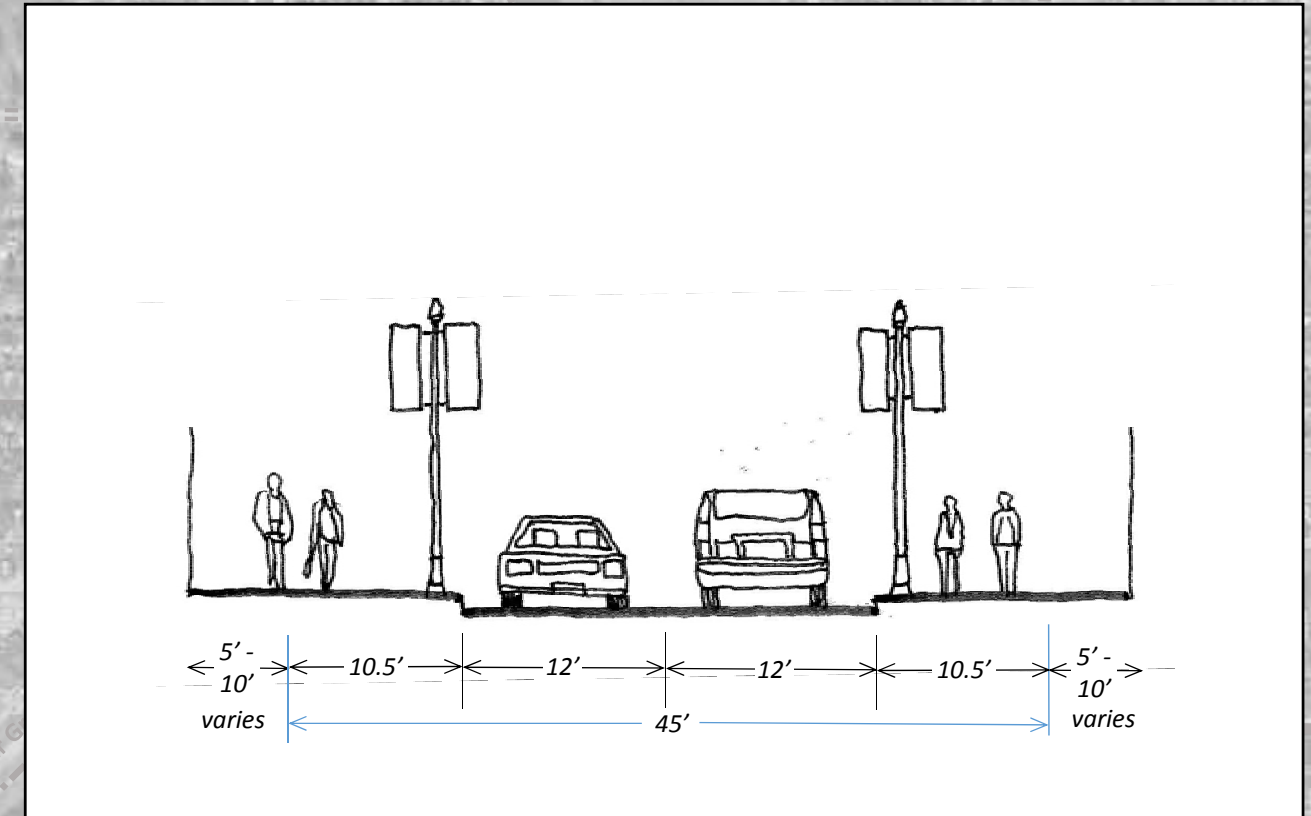
Trail Details



CROSS SECTION #3

WALNUT STREET (NORTH OF MAIN STREET)
60' R.O.W.

12' shared trail (bike/walking) on west side of Walnut, north of Main Street
 South of Main Street, Walnut will have wider sidewalks without bike lanes
 31' total street width
 (11' travel lanes, 1' shoulder on east side, 8' parking lane on west side)
 5' sidewalk on opposite side of trail
 5' planting bed/stormwater retention between street and walk on both sides



CROSS SECTION #4

UNIVERSITY AVENUE – VILLAGE CORE
45' R.O.W.

24' street width
 11' travel lanes with 1' shoulder
 Street also striped for sharrow lane – shared bikes and cars in street
 15-20' sidewalk, from curb to edge of building (no bicycle path on sidewalks)
 Note – only 10' of sidewalk area on each side of street is within public right-of-way

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Public Art/Display Options



Sculpture Gardens

Interactive Art Installations

Murals

Temporary Artist Exhibits

Case Study Overview

Indianapolis Cultural Trail

- \$63 million investment
- 8 miles throughout downtown Indianapolis
- 12 feet to 16 feet wide
- Some sections have separated bicycle and pedestrian elements, while others have shared spaces
- Connects city's six Cultural Districts
- Seven public art projects along trail
- "Peace Walk" sculpture garden
- 25,000 square feet of stormwater planters
- \$864 million total estimated economic impact
- 11,372 estimated jobs created

Goals of the Indianapolis Cultural Trail:

1. Elevate the city's worldwide reputation
2. Boost economic development
3. Enhance tourism
4. Promote community fitness
5. Deliver a critical mass of consumers to local cultural organizations and districts

"...Today's knowledge worker demands distinctive natural, recreational, cultural and lifestyle amenities when selecting a place to live, work, and play. The Cultural Trail connects all of these demands in a way that no other city has done – which will allow Indianapolis to stand apart from the other cities. We at Lilly believe the Cultural Trail creates a unique 21st Century quality of life experience that will attract international attention."

John Lechleiter,
President and CEO,
Eli Lilly and Company, Inc.

Source: www.indyculturaltrail.org



Case Study Overview

Art2Art Trail, Indianapolis

Goal: To provide Midtown and the entire City of Indianapolis with a world-class outdoor recreational arts experience unlike any other in the country.

- An Arts & Recreational Trail connecting the Indianapolis Museum of Art to the Indianapolis Art Center utilizing the **Central Canal Towpath** and the **Monon Trail**.
- Connection between two of the City of Indianapolis premiere arts institutions – the **Indianapolis Museum of Art** and the **Indianapolis Art Center**.
- Includes multiple nodes along trail, such as Butler University, Christian Theological Seminary, 100 Acres Park, Holcomb Gardens, Riviera Club, and Broad Ripple Village.
- Four unique trail sections – a cultural destination, a natural environment, a park-like setting, and an urban environment.
- Total trail length of 4.25 miles.

“You have these two institutional art facilities book-ending this great waterway, and you have roughly a six-mile journey that you can take by bike or foot. Art2Art would make it an amazing outdoor experience. It’s an art-oriented and nature-oriented experience, and nowhere else in the city do you have a trail like this that’s six miles,”

Michael McKillip
Executive Director
Midtown Indianapolis, Inc.

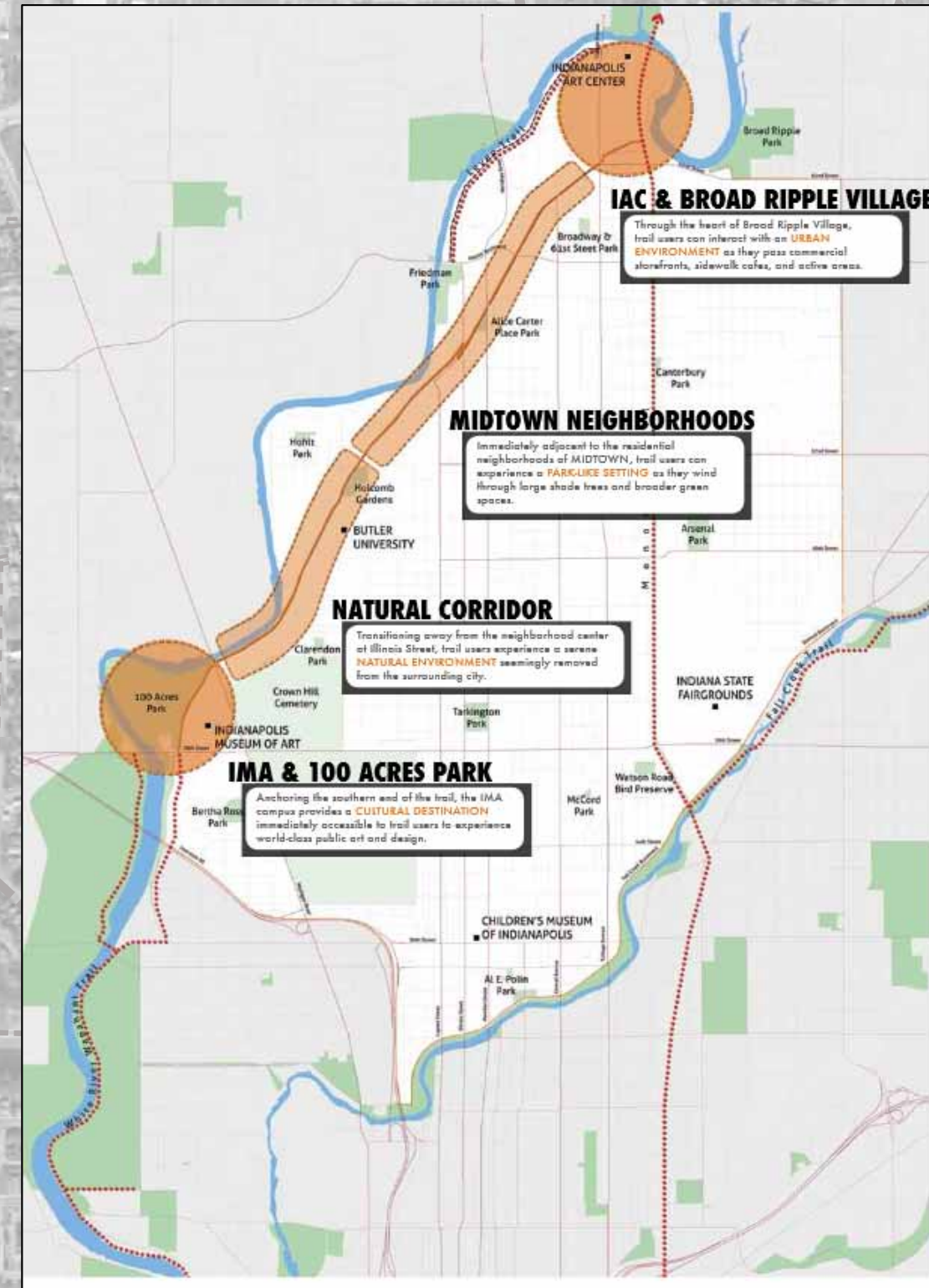
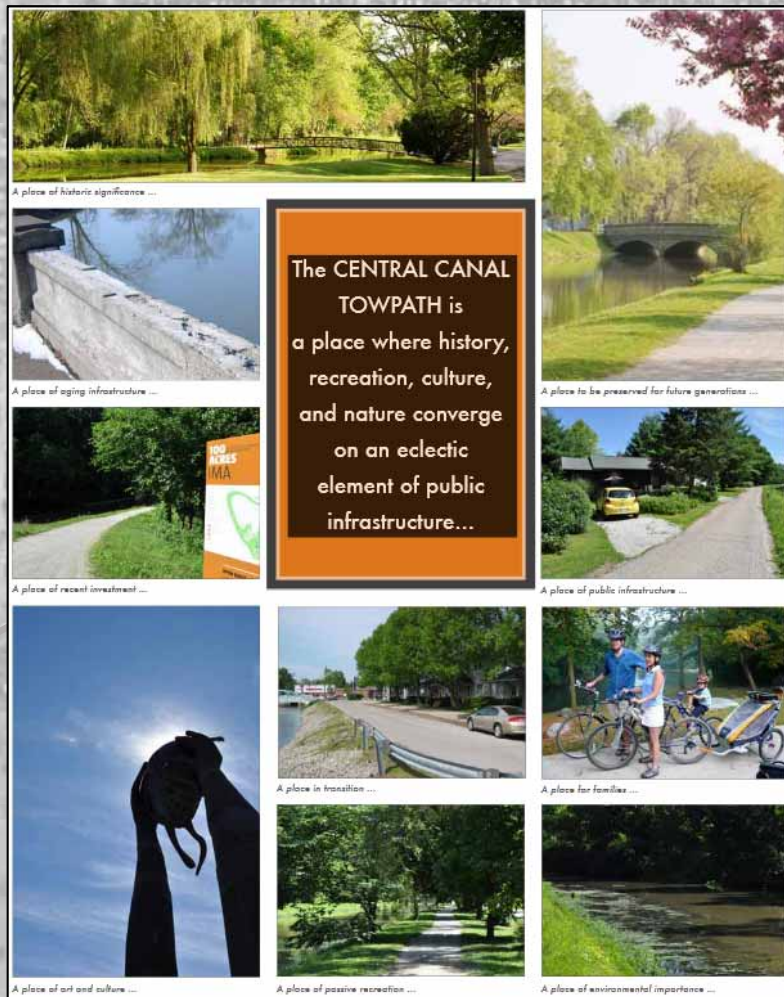
“The art would become part of a historic and cultural trail, which is something that could create some good synergy for the town,”

Patrick Flaherty
Indianapolis Art Center

“Art2Art is not a plan that is going to be fulfilled, but rather a plan of opportunity creating spaces where public art this year, next year, or five years from now could take place. No matter what you do, art is always going to be controversial. But that’s what art is for. It is supposed to create discussion.”

Carter Wolf
Chief Executive Officer
Indianapolis Arts Center

Source: www.midtownindy.org/art2art



Case Study Overview

Asheville Urban Trail

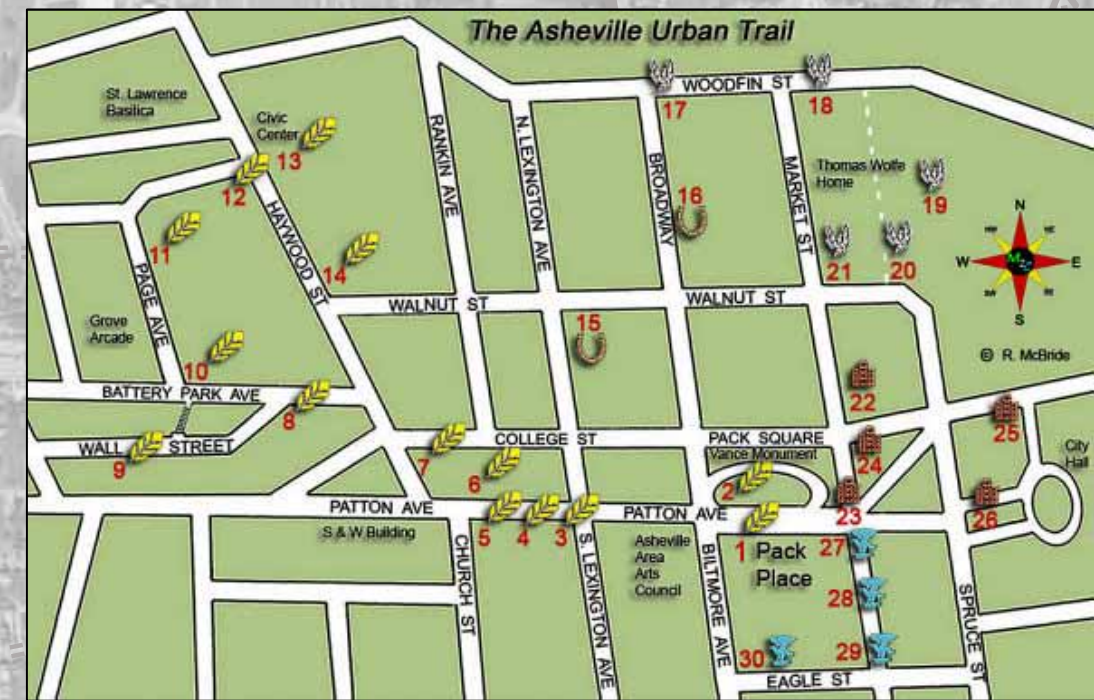
The Urban Trail is a self-guided celebration of Asheville's history and architectural treasures. Indeed, the Urban Trail has often been likened to "a museum without walls." Located in Asheville's historic district, the trail—by means of informative plaques and creative artifacts—seeks to inform and delight those treading its path. Sometimes serious, sometimes whimsical, the trail is immensely appealing, presenting its visitors with an opportunity to pause and experience the very heart of Asheville.

- More than 30 pieces of sculpture and outdoor public art throughout downtown Asheville.
- Total trail length: 1.7 miles
- Two-hour walking tour with 30 stations.
- Brochures and podcasts are available for tour.
- Five distinct sections representing five different time periods, each with dedicated signage and historical markers.
- Vision for the Urban Trail began in 1991 as part of a downtown master plan.
- Trail anchors include the Asheville Arts Museum (Pack Place), Asheville Community Theater, Asheville Gallery of Art, Thomas Wolfe Memorial Historic Site, Grove Public Market, and the Asheville Civic Center.

"The trail not only serves to explore Asheville's unique history and development, but it also represents the City of Asheville's distinct community of artists and its commitment to public art as a form of city revitalization, a major attraction for cultural tourism, and as a venue for economic development."

from
The Laurel of Asheville
 magazine, January 2014

Source: <http://www.ashevillenc.gov/>



Case Study Overview

Downtown Traverse City Art Walk

Art will be adorning the walls of Downtown Traverse City during the bi-annual Downtown Art Walk. The event will be promoting the arts within our community. Downtown Traverse City invites you to enjoy art, wine, food and music. Experience art from sculpture and oil paintings to glass and watercolor. Prize Drawings at participating stores. Walking maps will be available at each participating gallery and the Downtown Traverse City office.

- 18-20 different art galleries in downtown Traverse City participate in the event along a dedicated street.
- Self-guides tour for patrons to visit indoor/outdoor exhibits from local vendors and galleries.
- Used as a major downtown promotional event.
- Success of event has prompted addition of multiple public art displays to help better promote this section of downtown as a arts district.
- Primary stretch of art walk is four blocks along one major downtown street (Front Street).
- Traverse City attracted over 3.3 million tourists in 2012, with a total economic impact of \$1.23 billion, largely due to its efforts in promoting itself as an arts and cultural destination.

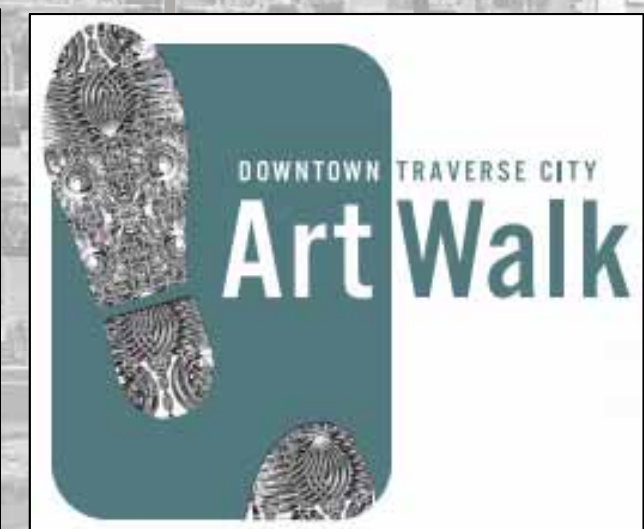
"The success of Art Walk has been so great — a success for the businesses that participate and the artists. It is a win-win."

Brian Crough
Executive Director
Downtown Development Authority

"With its hip film festival, music and culinary scene, Traverse City is attracting the kind of young creative class that other cities would kill for....Traverse City is place where you can enjoy the outdoor lifestyle that rivals that of the East or West Coast. But here you can take a risk, start a business and actually afford to live here."

Taken from
Bridge magazine
January 2014

Source: <http://www.downtowntc.com/>



The Muncie Community Trail System

A Proposed Partnership of the following organizations:

- City of Muncie
- Ball State University
- Muncie Arts and Culture Council
- Cornerstone Center for the Arts
- Muncie Civic Theatre
- Muncie Downtown Development Partnership
- Minnetrista Cultural Center

Did You Know....

A 2006 study by Richard Florida lists Muncie, Indiana as the number 8 ranked metropolitan area in the nation under 250,000 people in terms of its University-to-Creativity index.

“The University’s increasing role in innovation and economic growth stems from deeper and more fundamental forces. The changing role of the University is bound up with the broader shift from an older industrial economy to an emerging Creative Economy.”

Richard Florida
The University and the Creative Economy