



## 4. The Planning Process

*McGalliard Road / State Road 332 Corridor Enhancement Plan: The Gateway to Muncie / Delaware County*

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### Who's Involved

The steering committee for the McGalliard Road / 332 Corridor project was made up of various interest groups representing a broad range of property owners, community leaders, developers, as well as city and county staff. The responsibility of this group was to act as a sounding board for design concepts and other ideas intended to enhance the corridor, and strengthen the sense of community.

As part of the visioning process, a larger group of representatives were invited to participate with members of the steering committee in a workshop. The workshop was a chance for residents and the local business community to articulate the design elements and thematic images they felt were needed to create an attractive and functional corridor. By integrating the various opinions, comments and positions that were expressed by all participants, a general consensus on the community's current image and what direction the improvements should take in the future was reached.

### Group Workshop & Visioning Exercise

As part of the thematic and enhancement framework development for the McGalliard Road / 332 Corridor study area, a visioning workshop was conducted in order to gain insight and establish a clear direction for the preparation of the design treatments for the corridor. Prior to the workshop, the steering committee was given a brief questionnaire where they were asked to respond to two questions. Summary of their responses follows.

***1. If a good friend were to visit you who had never been to Muncie / Delaware County, where would you take (her, him, them) to “show-off” your community? What would you make sure not to show them?***

A summary of the most repeated responses follows.

**I would show them:**

- Ball State University
- Minnetrista Cultural Center
- Cardinal Greenway

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- Downtown (Including Children's Museum, Horizon Center)
- Prairie Creek Reservoir
- White River & River Fest
- Academy of Model Aeronautics

**I would not show them:**

- Madison Street Corridor
- Broadway Avenue Corridor
- Off-campus student housing
- County Fairgrounds

***2. What elements about Muncie / Delaware County's past/heritage do you feel best captures the essence of the region?***

- Hot Air Balloon Festival - Summer Heat
- Glass Museum
- Chief Muncie
- White River - 4th Fest
- Ball Heritage
- Industrial Heritage
- Strong Educational & Sports Programs

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The statements generated from this brief survey were used to develop a Contextual Design issue board (represented in Figure 4) that was used as part of the visioning workshop. At the workshop, participants were asked to break into small groups and participate in a facilitated discussion of specific design related goals and objectives. This series of exercises was designed to generate feedback on three topical areas including:

Aesthetics – the style and character of proposed elements

Amenities – the addition of user-friendly elements

Development Guidelines – the control and style of new development

*Figure 4:  
Sample  
Contextual  
Design  
Worksheet*

**Thematic Vision**

**1. What are the unique elements along the corridor?**

<input type="checkbox"/>	• Link to Ball State	<input type="checkbox"/>
<input type="checkbox"/>	• Services provided	<input type="checkbox"/>
<input type="checkbox"/>	• Length of entry statement	<input type="checkbox"/>
<input type="checkbox"/>	• Rural / Urban Mix	<input type="checkbox"/>
<input type="checkbox"/>	• Woodland / Vegetative Areas	<input type="checkbox"/>
<input type="checkbox"/>	• Limited Access	<input type="checkbox"/>
<input type="checkbox"/>	• Extensive Parking	<input type="checkbox"/>
<input type="checkbox"/>	•	<input type="checkbox"/>
<input type="checkbox"/>	•	<input type="checkbox"/>
<input type="checkbox"/>	•	<input type="checkbox"/>

**2. What best captures the essence of “Muncie / Delaware County?”**

<input type="checkbox"/>	• Education (Ball State)	<input type="checkbox"/>	• Gas Boom
<input type="checkbox"/>	• Industrial Base	<input type="checkbox"/>	• Ball Family Heritage
<input type="checkbox"/>	• Basketball	<input type="checkbox"/>	• Small Towns
<input type="checkbox"/>	• White River / Riverfest	<input type="checkbox"/>	• Regional Shopping Destination
<input type="checkbox"/>	• Minnestrista	<input type="checkbox"/>	• Regional Medical Center (Hospital)
<input type="checkbox"/>	• Appeal to the Great Spirit	<input type="checkbox"/>	• Muncie Downtown
<input type="checkbox"/>	• Native American Heritage	<input type="checkbox"/>	• Parks & Recreation (Prairie Creek)
<input type="checkbox"/>	• Middletown Studies	<input type="checkbox"/>	•
<input type="checkbox"/>	• Farm / Ag. Lands	<input type="checkbox"/>	•
<input type="checkbox"/>	• Summer Heat	<input type="checkbox"/>	•

Please rate your top three choices on the following value scale:

- 1st Choice
- 2nd Choice
- 3rd Choice

**Contextual Design**

McGalliard Road-SR 332 Corridor Enhancement Project HNTB

The Gateway to Muncie / Delaware County



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A final exercise as part of the visioning workshop was an opinion survey that participants were given. The findings of the survey are described below.

**1. How should entrance gateways to Muncie-Delaware County along the corridor be expressed?**

The general sentiment was that the gateways should be inviting, warm with natural landscape plantings. It was also noted that the gateways should include some architectural feature that allows the development of a unique Muncie “logo.” This could be represented in several forms, but allow space to highlight local amenities and attractions.

**2. Where and to what degree should additional landscaping be encouraged in existing setbacks?**

Low maintenance plantings were recommended in the existing right of way setback, especially as a buffer to parking.

**3. How can the existing wetlands & open spaces be used to add character to the McGalliard/332 corridor?**

Most participants agreed that the preservation of some existing open space areas should be encouraged. The creation of “mini” parks around retention basins/wetlands and combining the retention ponds into a larger feature along the corridor was also highlighted in the participants’ responses.

**4. To what degree should McGalliard/332 become more accessible to pedestrian and cyclists?**

The consensus was to restrict pedestrian and bicycle routes along the corridor, and to encourage such uses on routes off the corridor. If routes were to be included, they would need to be accommodated in designated, separated paths.

**5. To what extent should screening and landscaping be used within parking lots?**

Overwhelming, the screening of parking lots and additional landscaping in the interior of the lots was suggested. For many, this issue was listed as high or top priority.

**6. What architectural elements (materials, roofline, signage etc.) should be regulated?**

Providing signage regulations, including the use of grouped signage and imposing stricter height restrictions on signage should be encouraged. Limiting new signage for the purpose of advertisements (i.e. billboards etc.) should not be permitted, especially in the rural areas of the corridor. Participants were mixed as to the control of building architecture, preferring diversity in architectural style rather than a common design theme.

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### **7. What intersections along McGalliard/332 should receive special design treatment?**

The top choices for improvement are listed include

- Morrison Road,
- Nebo Road,
- Tillotson Avenue and
- County Road 600 West.

### **Summary**

In general, the discussion of likes/dislikes and direction of overall corridor enhancements fell into two categories: regulatory and physical/capital improvements. Each of the items indicated was highly desired at the workshop.

The desired regulatory or operational components included the following:

- Provision of consistent signage along the corridor as it relates to sign controls.
- Removal and restriction of billboards.
- Establish annual maintenance program
- Provide design guidelines for corridor signage.
- Provide design guidelines for architectural review.

The desired physical improvements included the following:

- Burial of overhead utilities and power lines.
- Consistent corridor signage appearance.
- Provision of monumental gateway marker on corridor.

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**Figure 6:  
Participants  
Impressions**

- Use of softscape materials and plant material.
- Creation and extension of frontage roads.
- Limit access onto corridor.

As a final exercise, participants were asked to rank their impressions of the corridor using a red dot for negative or poor impressions and a green dot for positive or good impressions (Figure 6). The information gathered through the participants surveys and workshop was a valuable asset that was used to establish a common language of design throughout the conceptual phase. By encouraging a high-level of participation through a variety of exercises, the recommendations included in the conceptual plan were established through the input gathered by the local community participants.

