

6. A Pilot Project

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

6. A Pilot Project

Morrison Road Intersection Treatment

The Morrison Road / 332 intersection (shown in Figure 31) was designated as the initial project for implementing proposed design elements along the corridor. As part of this project, an analysis of the opportunities and limitations at this intersection was conducted. View triangles were laid out to identify the area where height restrictions would limit visual barriers such as tall plantings and built elements. The existing right-of-way width also limits design opportunities due to its narrow configuration.

Figures 32 and 33 illustrate the schematic design plan for the intersection treatment. The Option A design treatment limits improvements to the public right-of-way and does not include any modifications to the existing curb and gutter. An alternative design for the intersection was also prepared (Option B) that illustrates the acquisition of additional property at the corners to allow for the inclusion of additional soft and hardscape design elements.

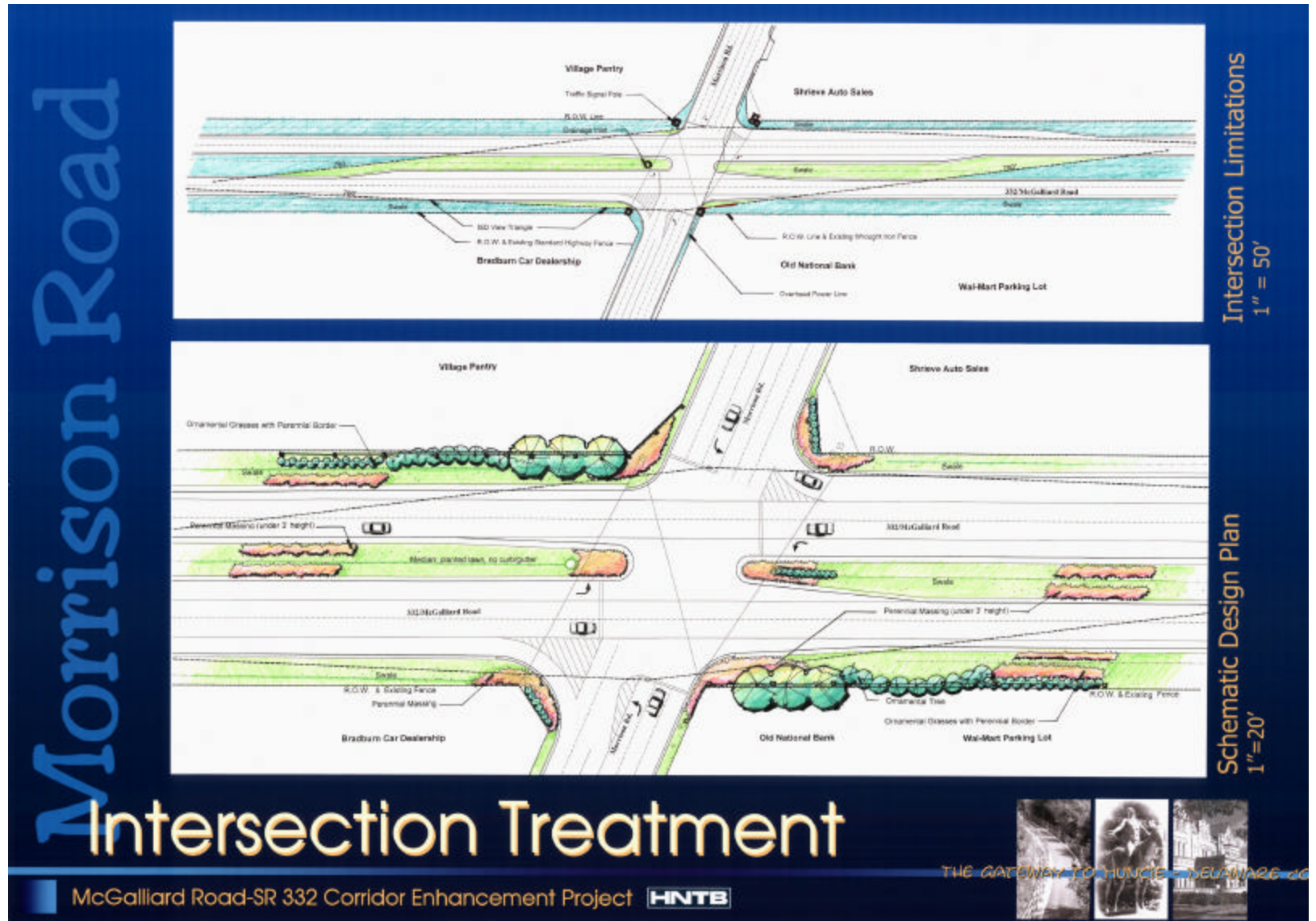
Features, such as the Community Identity Marker could be included in the pilot project design with the property owner's cooperation, or through the acquisition of additional property. This concept also illustrates the construction of additional curb and gutter at the median and the use of storm sewers to replace open ditches allowing for extensive plantings and ornamental light standards.

*Figure 31:
Existing
Conditions at
the Morrison
Road
Intersection*



6. A Pilot Project

Figure 32:
Morrison Road
Intersection
Treatment:
Option A



6. A Pilot Project

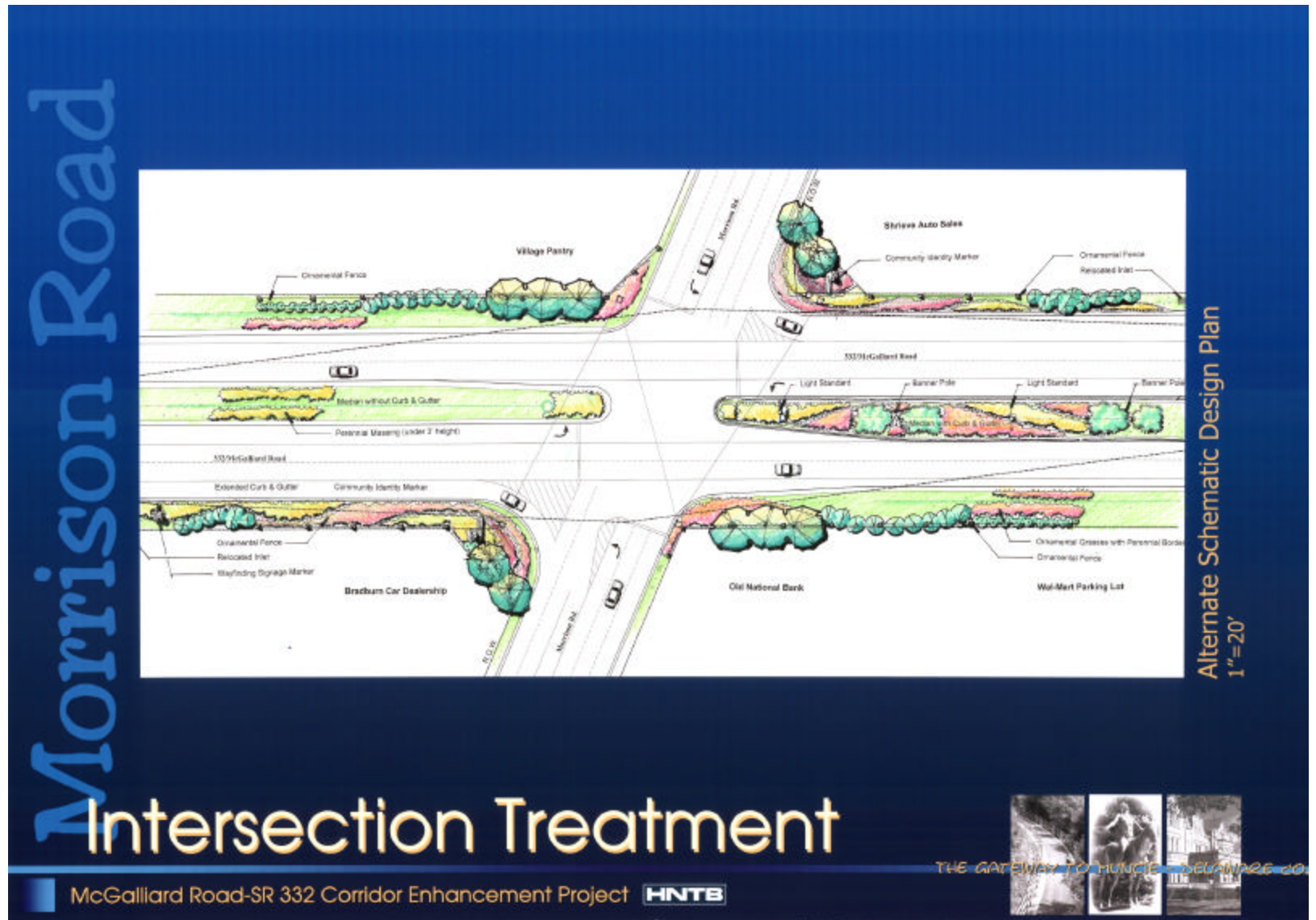
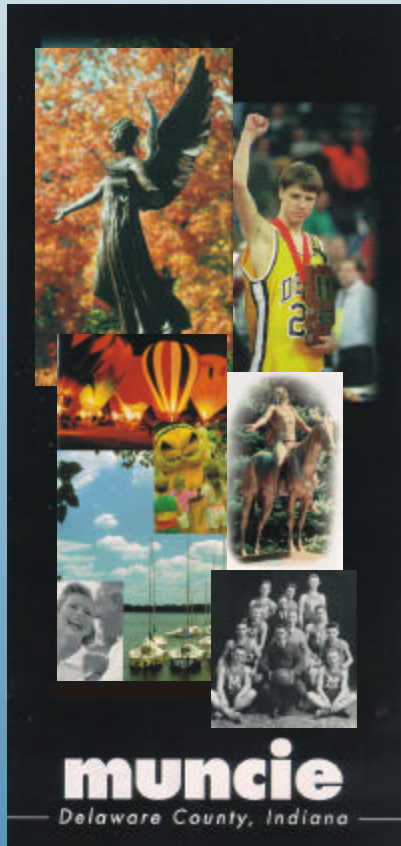


Figure 32:
Morrison
Road
Intersection
Treatment:
Option B



7. Implementation

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

7. Implementation

Getting it Done

Implementing a plan for improvements for the McGalliard Road / 332 corridor is a complex endeavor that requires a thorough understanding of proposed program activities, financial tools and the roles of all the stakeholders. It also requires the proper perspective to realize that the process is fluid, rather than a rigid “paint by numbers” exercise. The right balance needs to be struck between maintaining the discipline of the plan and taking advantage of new opportunities that arise, which will undoubtedly change after the completion of this plan.

Discussion of the anticipated relationship between local organizations and the City of Muncie / Delaware County should continue. Local organizations, as representatives of the local community, and the City/County should be partners implementing the elements outlined in the plan. In this way, each body has a distinct role to play in implementing the plan while at the same time understanding the full scope of the program to keep the other party advised of the level of progress being made.

Programs for Implementation

Establishing a financing program to fund development activities should be a joint effort between the City/County and local organizations. The City/County should take the lead on certain key initiatives, such as obtaining federal funding through various federal transportation enhancement grant and creating a corridor overlay zoning district. Other methods for funding, includes creating additional tax-increment finance (TIF) districts similar to the one established at the pilot program site, the Morrison Road intersection.

Local organizations should take the lead on other initiatives such as creating a special service area and developing programs with local banks to finance certain private sector improvements.

In addition, the partnership with the Indiana Department of Transportation is an integral component of the plan. Enhancement along S.R. 332 will require review and approval of all proposed projects.

7. Implementation

Organizing Implementation Actions

An important element of implementing the plan is establishing strategic policies to guide future decision making. A new corridor plan for McGalliard Road / 332 must be viewed as a long-term effort, and conditions will change over the course of time. In addition, a range of worthwhile initiatives to pursue strategic policies are needed to maintain clarity of direction. Strategic policies will help to provide a hierarchy and framework for the allocation of the limited financial resources. The following policy recommendations should be used to guide and monitor the activities as the elements of the plan are implemented over time.

Policy #1: Enhance the physical environment to create a positive image that supports an attractive, functional and unique corridor.

The physical elements that combine to form an attractive physical setting are often referred to as “cosmetic” improvements. This term discounts the real symbolic significance of an attractive environment. Visible enhancements are needed to make a positive statement about the community. Strategies that relate to this policy include:

- Seek to implement corridor improvements incrementally as part of new redevelopment projects.
- Find ways to implement new enhancements immediately in advance of obtaining major funding for larger corridor improvements.
- Seek federal highway enhancement funds for efforts to secure wider participation and more significant projects.

Policy #2: Seek funding sources for improvement projects and activities that cannot be implemented using grants.

The prospect of obtaining federal highway grant funding offers a great potential for implementing corridor improvements. It must be recognized, however, that these funds will not provide all the funding required to implement all the elements discussed in the plan. Other sources of funding will be needed to implement the full improvement agenda. Strategies that relate to this policy include:

- Seek Federal funding for comprehensive corridor improvements.
- Establish not-for-profit foundation to lobby existing businesses along the corridor to participate in an enhancement program and ongoing maintenance.

7. Implementation

- Seek local governmental funding for matching grants to be designated for corridor improvements.
- Maintain funding for community planning organizations and technical assistance to promote implementation of the plan.

Policy #3: Create Zoning Overlay District that is consistent with vision established in the corridor plan.

Zoning and subdivision controls regulate the manner in which development occurs (where it is located), how it looks and insuring consistent application throughout the corridor. Strategies that relate to this policy include:

- Define district boundary.
- Review restrictions for new development uses.
- Address standards for lighting, parking, landscape, access and signage.
- Establish site plan review management program.

Phasing Schedule

Starting the process of implementing any plan requires an agenda for phasing the recommended elements included in the plan. Successful implementation will require a continuous process of refining the phasing schedule and organizing the efforts of the local government and community groups to carry out items on the agenda. Coordinating with other participants in the enhancement program, such as City / County, property owners, merchants / business owners, residents and developers, will be needed in order to implement various items on the agenda.

The phasing schedule is divided into three phases. The recommendations included in the first phase should serve as a point of departure for getting the enhancement process moving in the right direction.

Phase I – Implementation Plan through January, 2002

Action #1: Initiate and complete work on Morrison Road intersection improvements as a corridor pilot project.

Action #2: Initiate research to obtain federal enhancement grant funding.

7. Implementation

Action #3: Implement a Demonstration Project for an existing commercial development. This item calls for the initiation of one project to promote local business enhancement within either the suburban or urban zones. The concept behind this demonstration project is to leverage public sector funds used for enhancement purposes to gain commitments from the private property owners to invest in corridor improvement projects as a benefit to their businesses.

Action #4: Create an overlay district containing additional landscape and site design standards.

Action #5: Establish not-for-profit foundation to manage funding and ensure that the momentum gained in the planning project continues through the life of the plan.

Phase 2 – Implementation Plan through Year 2001 – 2004

Action #1: Write and submit grants for federal enhancement funding

Action #2: Identify projects and construct a significant corridor project in public-right-of-way in the Urban Zone and Suburban Zones.

Action #3: Pursue funding for property acquisition and construction of Community Gateway Visitors Center

Action #4: Complete initial demonstration project with an existing commercial development along the corridor.

Action #5: Continue to manage projects through the not-for-profit organization.

Action #6: Begin billboard removal/phase out and/or property acquisition.

Phase 3 – Implementation Plan Year 2005 and Beyond

Action #1: Complete major public improvements within urban, suburban and rural zones

Action #2: Complete Community Visitors Center in gateway zone.

Action # 3: Complete gateway improvement at the I-69 bridge enhancement project.

Action #4: Implement comprehensive billboard removal

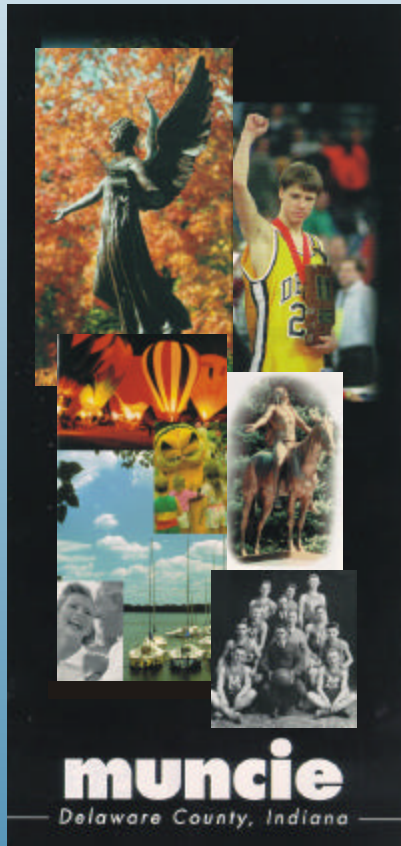
Action # 5: Continue to manage projects through not-for-profit organization.

7. Implementation

Implementation Summary

This section provided an approach to implementation that emphasizes an understanding of key principles and guiding policies of the overall corridor master plan. It also offers a phasing schedule to direct activities over the course of the next five years. This approach to implementation is intended to provide overall guidance and to help get the process started.

It must be stressed that the implementation recommendations, as well as the plan in general, should be viewed as a working document. The fundamental principles and policies should serve the community well in directing efforts to improve the overall aesthetics and function of the corridor. The way in which improvements are implemented and the final form and substance of these improvements will undoubtedly vary from that described in the plan. This does not invalidate the plan but is merely a necessary evolution and refinement of the ideas and recommendations included as part of the plan.



8. Conclusions

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8. Conclusions

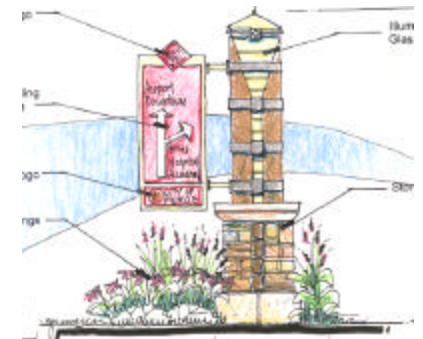
Summary

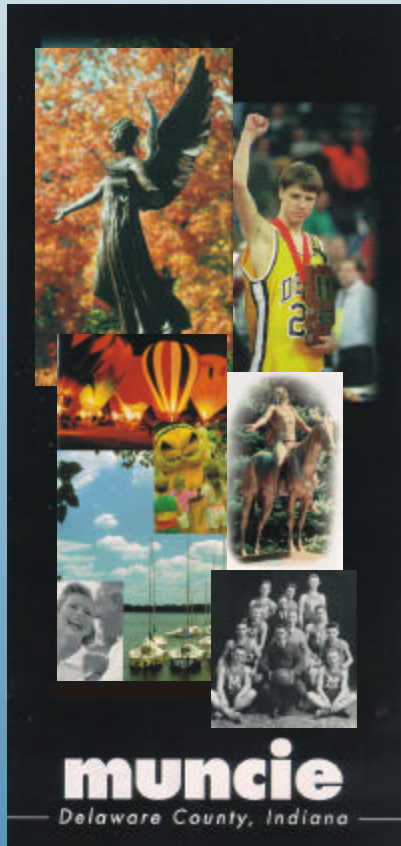
Today, the City of Muncie and Delaware County are in a position to influence the form of future development and overall appearance of the corridor through development review and other implementation tools. The modification of local zoning and sign regulations must also be carefully considered.

The present design represents what is generally described as a schematic design. It describes and illustrates the overall concept, sets the location and design character of specific features and establishes a general cost for construction. The future of the McGalliard Road / 332 Corridor belongs to all those having a stake in its future, including both the public and private sectors represented by citizens, property and business owners, and local governmental staff. The proposed improvements identified in this report are essentially limited to the public right-of-way. With the addition of the overlay district requirements, it is believed that the private sector will contribute equally to the visual and functional improvements suggested.

The proposed McGalliard Road / 332 corridor enhancements represent a significant commitment by the City of Muncie / Delaware County. Over time, the implementation of these improvements will serve as a catalyst for new private investment, reinvestment and property value enhancement. With a long-term commitment by the private and public sectors, the City of Muncie / Delaware County has the opportunity to enhance its community image and overall character.

*Moving from
Vision to
Reality*





Appendix: Cost Estimates

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