

6.1 PROJECT DESCRIPTION

This chapter is intended to provide a framework for the physical and functional enhancement along the corridor, particularly along the SR332/McGalliard Road corridor. The prototypical design standards and treatment illustrated in this study can be applied to other established corridors identified in the plan. The study area for this case study extends from the Interstate 69 / 332 interchange at the west end to the Broadway / McGalliard intersection at the east end. The objective of this study is to illustrate unified corridor enhancement strategies and policies in order to guide new development, the improvement of existing businesses and the public right-of-way. Today the 332/McGalliard Road is a heavily traveled 4-lane thoroughfare that includes the main commercial and retail activity found in Muncie/Delaware County. The west-end of the corridor is initially surrounded by agricultural land. Further east, the character of the corridor becomes cluttered with a mix of big-box retail and outlot development. Between Tillotson and Broadway, the adjacent uses are a mix of older-retail strip mall development, small office complexes and several restaurant out-lot developments. The Muncie Mall, a major east-central Indiana shopping complex that includes four attached department stores and one stand-alone department store, anchors the east end of the corridor study area.

The character of the corridor will continue to evolve as the road is expanded to meet new traffic demands, or as new larger commercial buildings are constructed. These changes provide opportunities to promote high-quality innovative site and architectural design solutions. These solutions should reinforce a positive city/county image, promote better quality design, and serve as a guide for enhancement of existing properties. This will require a coordinated effort by the City of Muncie, Delaware County, State Highway Department and the individual developer or business owner to implement a unified improvement project.

6.2 CORRIDOR ENHANCEMENT RECOMMENDATIONS

The recommendations outlined for general overall corridor enhancement represent what is generally referred to as schematic design. It describes overall the concept and sets the location and design character and location of specific features. Additional detailed design will be needed on a project by project basis to deal with more technical aspects of the project, more coordination with utilities, city/county/state agencies and adjacent property owners.

A general overview of the corridor enhancement includes:

- Removal of overhead power lines
- Landscaping
- Make retention ponds attractive site amenities

- Construction of a pedestrian path along 332 – possibly along the frontage road on the south side
- Installation of unique signage and lights
- Introduction of cultural/recreation/community park center

Benefits of improving the 332/McGalliard Corridor include:

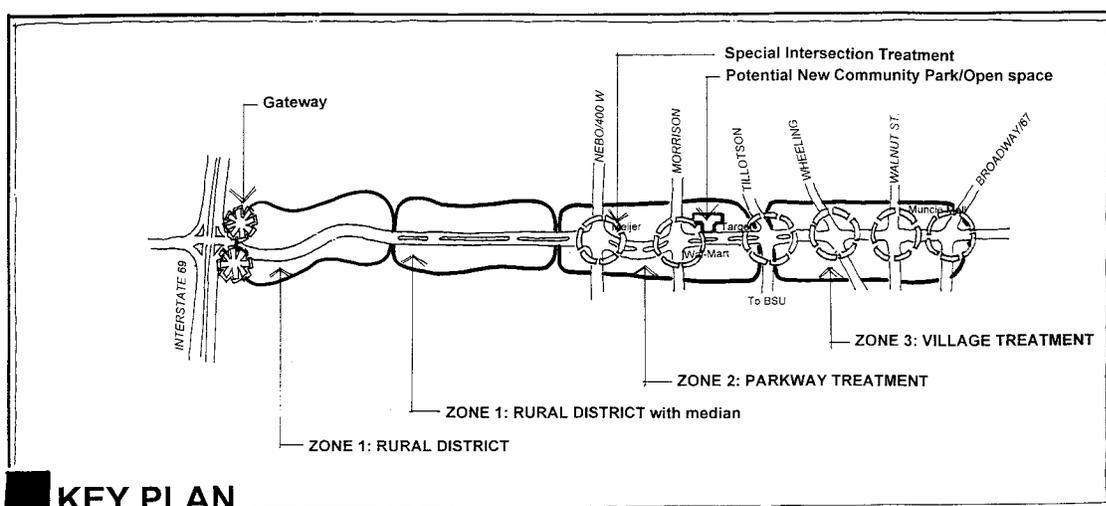
- Positive City/County image and identity
- Stronger sense of place
- Place for recreation, retail, entertainment
- Quality standards help attract business and generate tax revenues

6.3 CONCEPT PLAN

The proposed design for the 332/McGalliard Road Corridor creates three “character zones” that have unique existing conditions, visual perception and physical restrictions. However, the major component proposed for the corridor is the introduction of a consistent linear expression. This linear theme would include a basis for the landscape treatment along the corridor, and would provide a unifying element for the entire project.

In each of the sub-districts, the linear theme would be altered to appropriately match the physical constraints and visual character of the district. The character zones are described below and identified in the Key Plan.

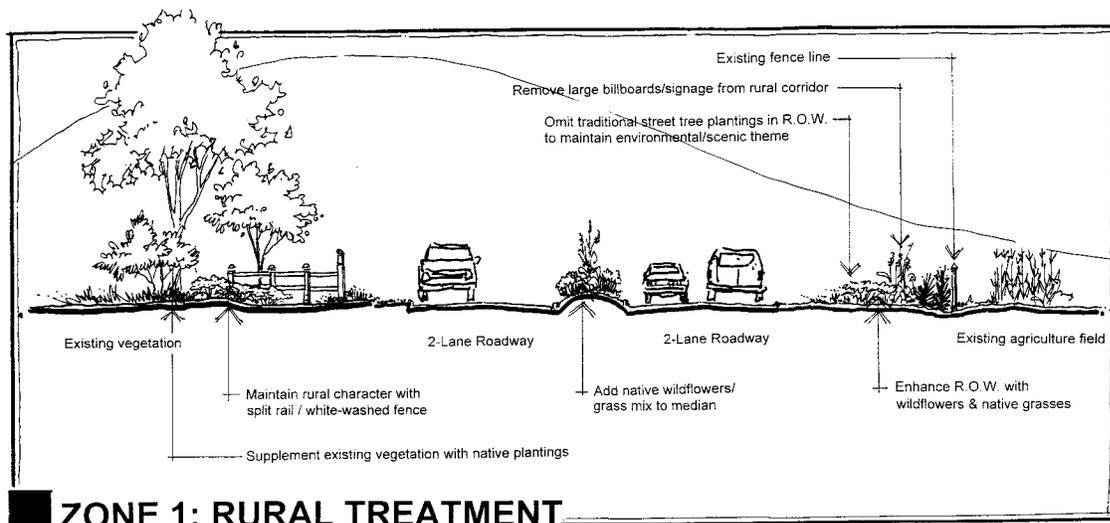
- ZONE 1: Rural District
- ZONE 2: Parkway District
- ZONE 3: Village District



6.3.1 ZONE 1: Rural District (Interstate 69 to Nebo Road/400 W.)

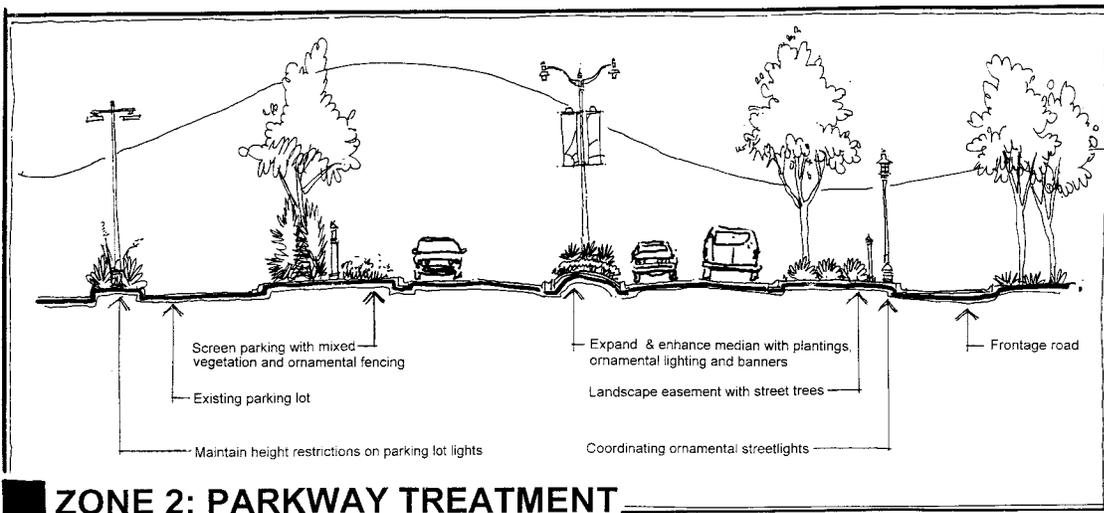
A simple gateway, using natural stone/wood fence with supplemental native wildflower plantings and native trees should be designed to reinforce the entry statement from the interstate. This should be thought of as a “front-door” to the county/city and as such, it should reflect the positive visual image that Muncie is a healthy, vibrant and attractive place to live, work and recreate.

A linear landscape treatment is proposed for all areas between the curb and the right-of-way throughout Zone 1. In keeping with the rural character established as the context for the district, the planting material should be natural in design, with the use of native plants, wildflowers and ornamental grasses as appropriate. Intersections should be highlighted with decorative street lighting. A decorative whitewashed picket fence could be used in combination with perennial plantings and up-lighting to further highlight key intersections. The center median should be planted with a native wildflower mix that coordinates with the right-of-way treatment. Native plantings are not only attractive, but are also hardy and low in maintenance. In addition, they provide a direct link to the existing vegetation found in the surrounding agricultural land adjacent to the corridor.



6.3.2 ZONE 2: Parkway District (Nebo Road to Tillotson Avenue)

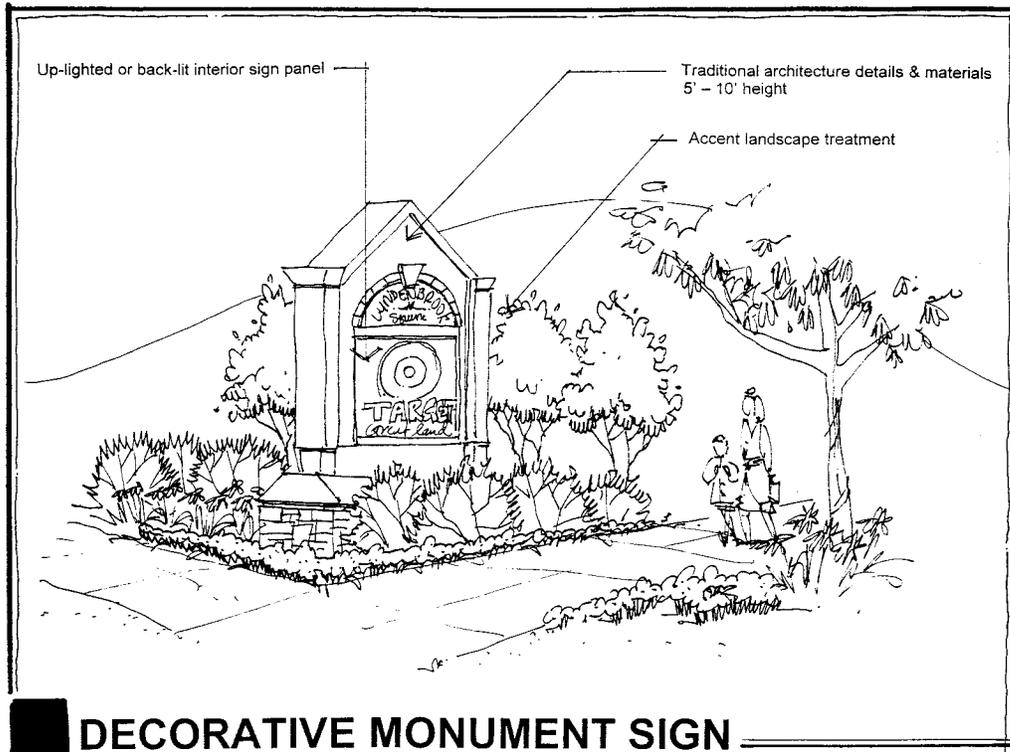
Throughout Zone 2, the linear theme evolves into a combination of soft and hardscape improvements. Large, stand-alone retail users surrounded by expansive parking lots dominate the character of this area. Therefore, the introduction of additional hardscape elements, such as stone walls, different paving materials, and a higher intensity of lighting is appropriate. Major enhancements proposed for this district include entrance plazas, intersection treatments and road improvements.



ZONE 2: PARKWAY TREATMENT

Entrance Plaza and Signage

At the Nebo Road Intersection, a stone/brick wall with appropriate gateway signage and lighting should be erected. Additional landscaping, water feature etc. could also be provided.

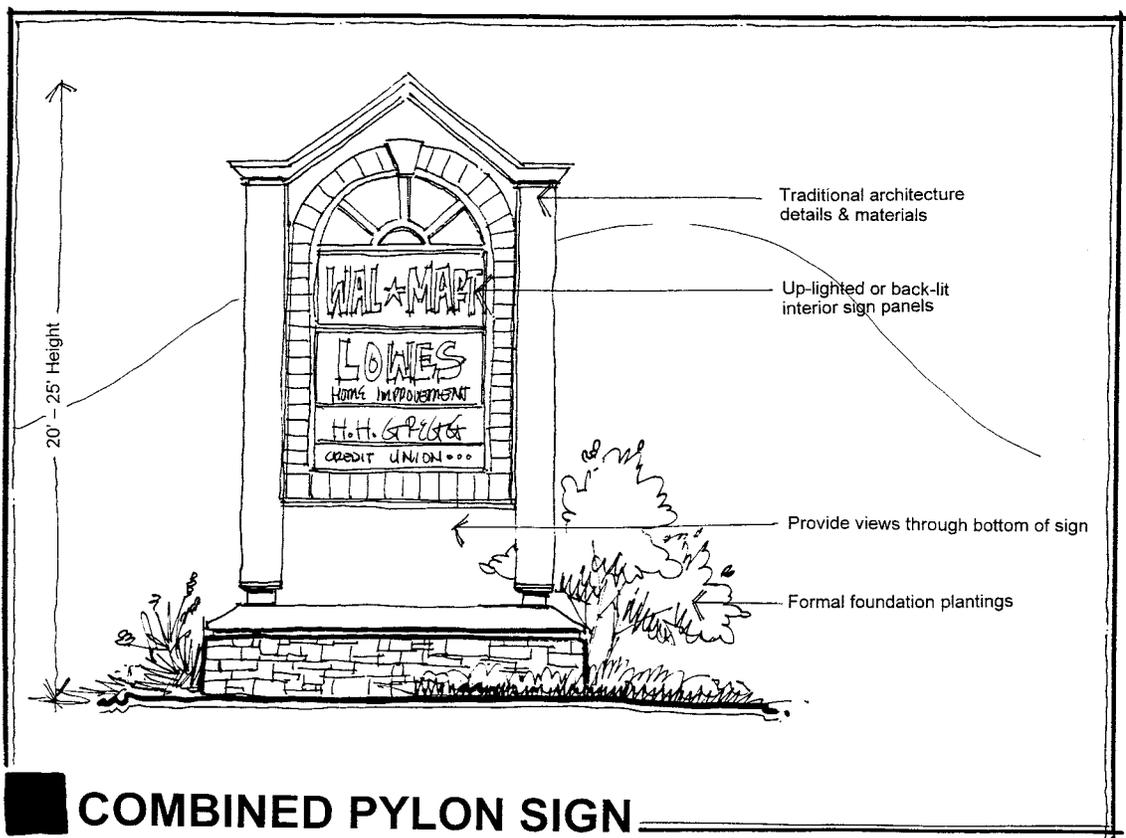


DECORATIVE MONUMENT SIGN

Signage for the individual retail establishments should be either combined into a grouped pylon sign or decorative monument sign. Existing developments should be encouraged to

comply with these requirements. Potential modifications to any existing sign regulations that encourage uniform sign design are listed below.

- Consider removal of all free-standing pole signs and roof signs along corridor;
- Designate specific sign types by district and location within corridor;
- Designate multiple-use signs in for major shopping centers as shared, decorative pylon signs;
- Restrict height limits on pylon signs;
- Require appropriate lighting and landscape enhancement coordinating with free-standing pylon and monument signage; and
- Restrict billboards on adjacent land uses.



Intersection Treatments

Improvements to the key intersections of Morrison Road, Bethel and Tillotson should include:

- Stone/brick walls to delineate intersection and contain signage;
- Graphically coordinated signage – directional and informational;
- A more formal landscape treatment, including shrub massings, groundcover, ornamental trees should be introduced;

- Special paving at intersection crossings (to announce entry into district and provide a traffic calming device);
- Decorative light standards along right-of-way and in the median; and
- Banner poles.

Right-of-Way Improvements

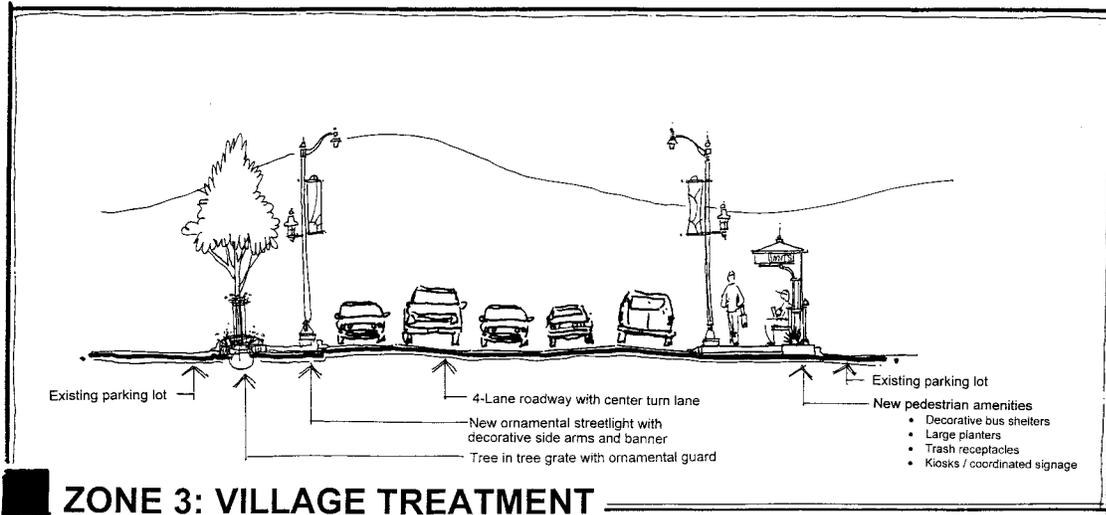
- Install sidewalk;
- Install landscape screen hedge or appropriate wall combination;
- Bury/reduce visibility of utility lines;
- Install new decorative lighting;
- Install banner poles;
- Upgrade bus-stops with additional lighting and signage; and
- Install sidewalk / safe bike path.

6.3.3 ZONE 3: Village District (Tillotson Ave. to Broadway Ave.)

Some of the greatest enhancement challenges along the 332/McGalliard Corridor are found within the areas of the existing mixed-use, auto-oriented commercial strip sub-district. The existing stock of buildings vary significantly in age, building height/scale, material and styles. Multiple drive cuts and parking areas that extend to the street from the building face have eliminated space for landscape and streetscape improvements. Recommendations for this district must balance the need for parking with the need for corridor enhancement.

In general, the following recommendations for enhancement of this district include the introduction of additional pedestrian friendly elements such as street furniture and planters. A recommended list of improvements that continue to expand upon the linear theme concept follows:

- Establish parking lot landscape requirements that provide adequate green space within parking lots;
- Install new decorative street light standards that coordinate with those used throughout the corridor;
- Enhance key intersections (Wheeling, Walnut and Broadway) with a change of paving pattern, appropriate signage, lighting and new ornamental signals;
- Modify parking lot entrance and exit requirements to limit number of drives for each individual business;
- Review existing signs for compatibility with recommended combined pylon/monument sign program;
- Introduce large planters with appropriate planting material where space limitations prohibit traditional ground plantings;
- Install new site furniture – benches, trash receptacles, signage;
- Repair / replace broken and damaged sidewalk; and
- Extend sidewalk to connect with new walks as recommended throughout Zone 1 and 2.



6.4 SPECIAL TREATMENT AREAS

6.4.1 Gateways

- Develop entry/gateway features – especially at the Interstate 69 interchange

6.4.2 Special Identity Intersections

- Develop special design emphasis at the intersections:
 1. Broadway/McGalliard
 2. Walnut/McGalliard
 3. Wheeling/McGalliard
 4. Tillotson/332
 5. Bethel/332
 6. Morrison/332

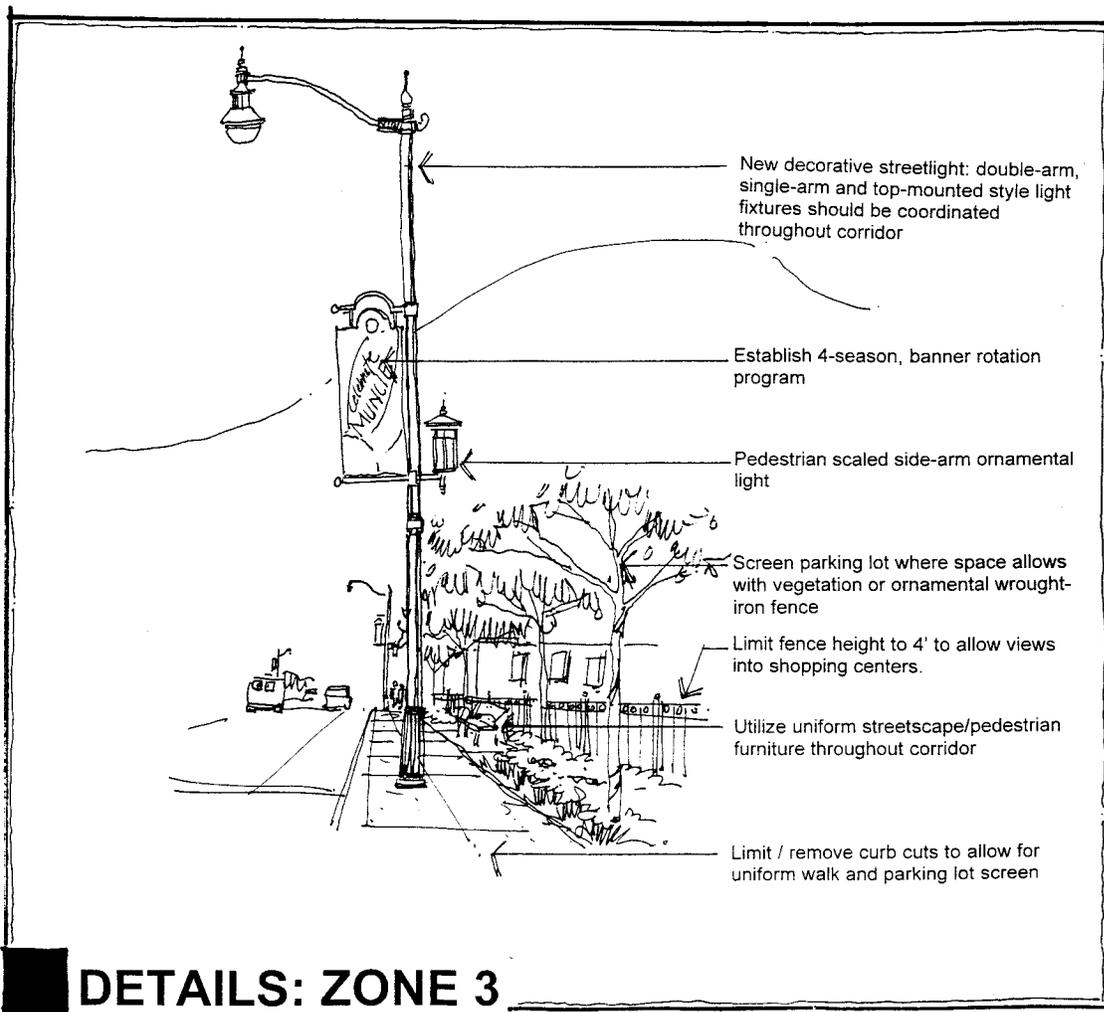
6.4.3 Treatment of Right-of-Way

- Extensive and coordinated landscaping;
- Screening of parking lots through mixed-use of soft and hardscape;
- Screening of service areas;
- Removal of overhead power lines where possible;
- Enhancement of retention ponds;
- Creation of pedestrian path;
- Introduction of decorative street lighting;
- Use of special accent lighting;
- Use of accent paving (at special identity intersections/gateway points);
- Enhance existing boulevards with masses of perennial plantings, vegetation and ornamental lighting;

- Where possible, expand boulevard system to unify and connect corridor;
- Combine drive cuts along the corridor to minimize intersection confusion; and
- Extend frontage road along 332 west – create frontage road for any new development.

6.4.4 Creation of Design Guidelines (Overlay Zone).

- Control future development or redevelopment along the 332/McGalliard Road Corridor through a special zoning overlay district. This special district should address such issues as landscape screening, retention ponds, architecture (height, building set-back etc.), sign standards & graphics and lighting



6.5 SUMMARY

The purpose of the 332 / McGalliard Road Corridor Enhancement study is to:

- Create a unified, harmonious and high-quality visual environment, thereby identifying it as a special place with a unique identity;
- Promote high-quality design through improved development standards along the corridor;
- Foster a distinctive and positive image for the City/County and for 332/McGalliard Road; and
- Protect and enhance existing wetlands, naturally vegetated areas and other natural resources through use of careful site design, protective easements and sensitive alignment of roadways and utilities.

In general, implementation of the plan recommendations is accomplished by careful review of proposed new development, establishment of a program to enhance existing development, and modification of current city/county ordinances. Priorities of development, ranked in a broad order of preference, should be established. A general reference for establishing this order is listed below.

1. Treatment of 332 ROW within Zone 2 – includes landscaping, creation of pedestrian paths, screening of parking lots, addition of ornamental lighting, signage and paving.
2. Development of primary focal feature at the Interstate 65/332 Gateway.
3. Development of special intersection treatments.
4. Treatment of 332 ROW within Zone 1.
5. Treatment of McGalliard Road ROW within District 3.
6. Creation of a community park / open space along the corridor.