The Village
A Plan For Identity, Diversity, and the Future

A Creative Project (HONRS 499)

by

Jeffery Glinke and Joshua Schum

Thesis Advisor
James A. Segedy, Ph.D., FAICP, AIA (ASSOC.)

Ball State University
Muncie, IN

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Abstract

The Village is an eight-block area adjacent to the south end of the Ball State University campus. For years it has been the focus of both positive and negative attention. Students have often claimed that The Village in comparison to other university "villages" does not stack up. The landlords and business owners have their fair share of complaints to offer regarding The Village as well. On the other hand, businesses in the area are often very crowded and it seems that on weekends The Village is the place to be. Existing plans regarding the future of The Village address some of these issues but have failed to recognize the chief aspect that makes The Village a unique destination. This aspect is its identity, or rather multiple identities. Throughout the day The Village caters to different groups: students, faculty, and Muncie residents, creating multiple identities. The document and presentation boards that were created offer a new plan for The Village, based on the concept of multiple identities.
Acknowledgements

We would like to extend our gratitude and appreciation to Dr. James A. Segedy for being such a wonderful and understanding thesis advisor. Without his assistance and guidance this thesis certainly would not have been what it is today.

The Village Businesses and Business Owners that took time out of their busy days to complete our business surveys deserve our recognition and appreciation. The surveys they completed helped us to better understand the issues of The Village and allowed us to develop a plan that more accurately addressed them.

We would like to thank Art Mart, The Discount Den, Village Green Records, and White Rabbit Used Books for allowing us to place questionnaires in their businesses during the course of the project. In doing so they allowed us to reach far more students for opinion than we would have been able to on our own.

We would like to thank all of the Students, Faculty, Residents, and Other Visitors that regularly frequent The Village and took the time to fill out one of our questionnaires. It is their opinions that guided and shaped this plan and it is the gathering of their opinions that makes this project distinct from others that have addressed The Village.