

THE VILLAGE PROMENADE: AN ORAL HISTORY
A CREATIVE PROJECT
SUBMITTED TO THE GRADUATE SCHOOL
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE
MASTER OF ARTS
BY MATT HOLDEN
ADVISOR: DR. DAVID SUMNER
BALL STATE UNIVERSITY
MUNCIE, INDIANA
MAY 2014

CONTENTS

Chapter	Page
1. ACKNOWLEDGEMENTS	3
2. PROCESS	4
3. LINK TO PROJECT	6
4. BIBLIOGRAPHY/ LITERATURE REVIEW	20

ACKNOWLEDGEMENTS

I want to thank Dr. David Sumner for helping see me through this process and guiding my work, as well as Brad King for offering his advice.

PROCESS

In order to complete this project, there were a couple of different steps I needed to take. An oral history is a long form piece of nonfiction that is told through the quotations of my subjects as they retell stories and anecdotes about an event. (The event here obviously being the Village Promenade negotiations and initial construction work.) It requires sound interviewing skills that bring out the best stories from the sources in a way that makes them comprehensible without much exposition. That is challenge with this project: telling a story without using all of the tools necessary to do so on my own. Instead, it will require me to ask the right questions in order to get the different story elements out of the quotes.

While interviewing, I recorded everything not only for my records but also for audio clips that I edited and posted as part of my multimedia storytelling. Aside from taking a different approach to conventional storytelling, I also hope to present this story on a couple of different platforms. Using the Creatavist, I was able to upload the story as text with audio files and photos to supplement the text story. These different elements serve different purposes. The audio will help put a voice to a name, as well as a face if I include pictures of some of my sources. It's one thing to read someone's quotes in a story, but it is something else entirely to hear their voice and see what words they put emphasis on as well as their tone when responding to some of my questions. Was the subject enthusiastic to tell that story? Did they sound hesitant or distant? Those things are hard to portray in text but can easily be done with audio.

Pictures can obviously put a face to a name, and help create these characters within the story that I am showing, but what I was also able to do is show some of the stuff that I'll be talking about in my story.

By adding these different media components, I have created an engaging long form story that showcases my multimedia storytelling skills.

In creating this work, I have been able to independently publish the story online via a URL listed in the next section as well as in the Creatavist App, which is available in the App Store for iOS and Android. By doing all of this I hope that I have a creative project worthy of a master's degree and also worthy of publishing by local, regionals and potentially national publications that want a story about how a city and university can work together for the benefit of the community.

LINK TO PROJECT

Here is the URL to my project, which can be accessed on any device:

<https://mattholden.creatavist.com/thevillagepromenadeanorahistory>

BIBLIOGRAPHY/LITERATURE REVIEW

McBride, Michael. (2005, April 17). It takes a village. *The Muncie Star Press*, pp. A1.

In a story that ran eight years ago, McBride profiles the changes that happened in the village, while talking to Jerry Wise who sold Ball State University multiple properties leading up to the village. McBride also talks to Miles Ogea, who owns the MT Cup and Motini's, two of the few establishments that are still standing from that time. Wise mentioned plans to demolish the University Square building in order to build an office complex. This is the same building that has been recently demolished in order for the Village Promenade to exist.

This article shows that a lukewarm attitude towards the businesses in the village has been consistent over the past couple of decades. This article features two major players in control of the village in Wise and Ogea. Though they both are no longer involved in such a large capacity, it is important to see that Wise had at one time planned to renovate the area and that has since failed. This goes to show that there have been failed attempts and rocky relationships between the university and business professionals.

Roysdon, Keith. (2013, August 23). Village project could begin next week. *The Muncie Star Press*, Local News.

The construction of the parking garage, which is co-owned by the city of Muncie as well as Valparaiso developer IPA, started the next week. Construction had to start soon because the developers plan to have the apartments available to students by the start of the 2014 school year. The city is building the parking garage and IPA will then rent out a certain number of spots for their apartments. Changes to the parking garage were made after the realization that unlevelled ground would make a pool impossible. Quoted in this story is Todd Donati, executive director of the Muncie Redevelopment Commission.

This story shows the relationship between the city planning committee and an independent developer, which is another relationship I will cover in my story. All of these different parties have something to gain from this project, so the tension of making sure the garage is done on time can lead to potential conflict. I will interview both groups and discuss this tension as well as how the negotiations went.

Roysdon, Keith. (2013, May 16). City approves street closing for Village project. *The Muncie Star Press*, Local News.

Todd Donati was again quoted in this story covering the closing of Dill Street for up to a year in order for the construction to happen. According to this story, the parking garage was set to start going up some time in June or July, but it in fact didn't start going up until the end of August. The reasons for the delay are unclear but it is an intriguing component of the story.

Also important is the mention of Dill St. Bar & Grill, a bar that has been a constant in the village for some time and has been forced to move into a renovated bookstore. The impact of the construction on small businesses and small business owners such as this will be another component of the story, covering how they handled the change with regards to getting building permits, renovating the new space, etc.

Walker, Douglas. (2013, June 4). Council adopts measures for village project. *The Muncie Star Press*, Local News.

In early June the Muncie City Council voted 7-2 to participate on the Village project. The dissenters were Republican Brad Polk and Democrat Linda Gregory. Polk was quoted as saying, "I'm supportive of all development in Muncie that will bring jobs, but I at this time will vote no." The vote included the approval of a \$5 million bond that will be loaned to the Delaware Advancement Corp. in order to build the parking garage that will have an estimated 342 spaces.

Donati said about the parking garage that it is "one of a stream of many processes that have gone on for several months."

The load to get the parking garage funded was a big component of the beginning of this process, as noted in the quotes here. What hesitation there was to load the money out was based on the fear that it might not be paid back by leasing out the parking spaces. This story also mentions subjects who voted no by name, giving me sources that opposed the operation to talk to.

Roysdon, Keith. (2013, June 14). After talks, city and BSU united on village project. *The Muncie Star Press, Local News*

The first clear-cut story that showcases the relationship between the university and the city, this story quotes university vice president for business affairs Randy Howard, who talks about the formation of both the Village Overlay Ordinance as well as the Village Review Committee, two governing bodies from the university who will work with the city in making sure the Village project hits all of its deadlines. The story also talks about the Ball State Federal Credit Union, which is moving to the Student Center as part of the renovations. This is cited as another example of the university playing nicely with the city.

This is the first story that discusses the relationship, and mentions two governing bodies from the university that have been formed in order to carry out this project. It is of interest to note that both the city and the university have formed new committees to oversee this process. I will look at who is on these boards and what their impact is on the decisions and negotiations of the project.

Roysdon, Keith. (2013, Feb 15). \$60M campus-area development gets boost. *The Muncie Star Press*, Local News.

This February article chronicles the creation of the Cardinal Redevelopment Project Area, a development area given approval by the Muncie Redevelopment Commission. This was the result of discussions between Mayor Dennis Taylor and Investment Property Advisors (IPA). IPA has a history of similar projects. Architect professor and MRC member Tony Costello noted the large amount of property that the University has purchased, hoping for additional developments like this one to the area southeast of campus.

There is so much red tape in getting something like project off the ground, and this is another example of that. You have to form a development area before you can develop on it. Costello's quotes are interesting, and will lead me to look towards the future beyond this project as well, into what the University might develop next.

Roysdon, Keith. (2012, Sept. 28). Big development could change Village near Ball State University. *The Muncie Star Press*, Local News

Word is just now starting to get out about a project coming to the village, and this story takes an optimistic look at the potential private-public partnership required to start building. This story reports that the project would range from \$45 to \$50 million, and that will obviously go up higher in the future. Milhaus Development bought the property in 2011, and has yet to act on the property. This story also mentioned an anonymous proposal in 2010 from a group out of Fort Wayne that didn't want to be identified.

The role that Milhaus has played in this is interesting, because based on this story it seems as if they got squeezed out to make way for a new development. Through interviews I will have a clearer image of how this happened, but it's interesting to note the tension. Also, the anonymous proposal is another group that had seemed to throw their hat in the ring only to pull

out later. I'm wondering how often this has occurred, as investors have seen the area as viable given the location so close to campus.

Slabaugh, Seth. (2012, Sept. 6). Ball State University to seize property for hotel-dorm. *The Muncie Star Press, Local News.*

This article reports on the Universities plans to file a lawsuit against Chris Hiatt who owns Hiatt printing in order to buy him out of his place on McKinley in order to building a \$25 million hotel, conference center, restaurants and dormitory for students studying hospitality and food management. In April they offered him \$400,000, which they deemed more than fair. He refused and after negotiations he still has refused to sell his location.

This story doesn't speak directly to the Village project, but it does show a failed attempt by the University to work with the public. I won't talk about this conflict directly because it's more about one man's crusade to stay put, but I will touch on the inability of the University to seize this spot and if that led to them looking at the new Village Project.

Slabaugh, Seth. (2012, Aug. 21). 'Walkable' apartments planned near BSU. *The Muncie Star Press, Local News*

Touched on in a later story, this report covers the plans for an 81-unit apartment complex southeast of Ball State intended for employees of Ball State and Ball Memorial Hospital. Brinshore Development hoped to build a similar concept to the one they built in Lafayette, and had purchased a number of land parcels in the hopes of rebuilding new apartment buildings in the place of the houses that are currently there. The goal is to eliminate the need for automobiles for some of the employees of these places, making a more 'walkable' environment. The university has no role in this project as far as this story goes.

I'm curious whether or not this project is still going on, and what that means for the current Village Project. Based on the fact that this was the last time it was reported on, I'm guessing that it died somewhere along the line. I'd like to find out more about it and see what happened and if there are any other ties to the current project.

Slabaugh, Seth. (2012, July 31). BSU considers property acquisition. *The Muncie Star Press, Local News.*

The Ball State Board of Trustees held a meeting open to the public about acquiring the property where the McKinley Commons was slated to go. The story quotes a statement BSU President Jo Ann Gora in April of 2012 where she said that the project is a “significant step by the university to help revitalize The Village retail–residential district.” Chris Hiatt refused to budge in the early stages, saying in this story that it “ain’t going to happen.”

Hiatt was stubborn from the beginning, knowing the University would have to take legal action in order to even come close to getting this property that they ultimately wound up not getting. It's clear that the university wanted to start improving the village, starting with the land that is closest to campus. In the aftermath of that failure they've looked elsewhere.

Slabaugh, Seth. (2013, Mar 23). Developers praise Village zoning regs. *The Muncie Star Press, Local News.*

The proposed University Village Overlay District has positive support from developers who say that it will raise the standards so that developers won't have to worry what comes after the current Village Project. Brinshore Development who is still planning on developing a 78-unit apartment building in The Village sent a letter saying they welcome such regulations. As of this story, City Council still has to approve the council, which will be come a Village Review

Committee. The mayor, Ball State, city council, and the planning commission would appoint five members of the review committee.

The Village Review Committee did indeed get formed, and this shows the early stages of that process. Again there are so many different groups at work here, it will be interesting to see how they work together; meaning do they fall in line like dominos or do they all work together at the same time? Also this story confirms that the Brinshore Development project is still a go, though it is unclear what kind of progress is being made on that.

Slabaugh, Seth. (2012, Nov 16). Hiatts asked BSU for \$1.25 million. *The Muncie Star Press, Local News.*

Dealing more with the controversy over the Hiatt printing store, this article reports that Hiatt responded to the \$400,000 offer by requiring \$1.25 million in order for him to move. His lawyer has made statements showing that he might have leverage because an imminent domain lawsuit wouldn't apply.

This focuses more on the Hiatt controversy and how he asked for an amount of money far above the actual value of the building. There isn't much here about the Village Project, but it does mention the higher-than-traditional vacancy rates in the village due to the stalled redevelopment of University Square. This controversy might serve as motivation for the university to do a quality job on the Village Project, even though it has less to do with their interests.

(2012, May 6). Muncie planners say OK to Village Apartments. *The Muncie Star Press, Local News.*

This brief article reports that the city-county plan commission approved a rezoning petition for the apartment complex proposed by Brinshore Development. Supporters of the project

included the mayor, the community development department, city historic preservation, Muncie sanitary district, ball state university, Milhaus development, owners of University Square, and a Ball State urban planning professor.

This is more of a brief than an article, but I think the people listed are valuable because it shows many different organizations that are being represented, and there is a good chance all of these people are working on the Village Project as well.

(2011, Sept. 25). OUR VIEW: Muncie needs project for affordable apartments. *The Muncie Star Press*, OPINION.

In an opinion piece by the *Star Press*, the staff says that Muncie needs affordable living for those who are making less than the city's average income. They mention the setback city planners faced when the city-county plan voted against a proposed 36-unit apartment complex by Brinshore Development. Concerns were raised about the project's location near a bar, drainage and parking.

This is interesting in hindsight because Brinshore are currently working through their project to build roughly twice this amount of apartments. I wonder if the commission gave them some feedback about changes they needed to make, or if Brinshore just submitted a different proposal that met the requirements. It will help illustrate what kind of relationship goes on between the two parties.

Slabaugh, Seth. (2012, Aug. 23). Landlords warn apartment developer of flooding risk. *The Muncie Star Press*, Local News.

With regards to the Brinshore development story, it got some negative feedback from the public out of fear of the sewage problems that persist south of the Village according to residents

and landlords. They are worried that construction of the new apartment complex will cause flooding due to outdated sewer piping that runs under the city.

This is another interesting wrinkle on the macro level, taking a look at the landlords who rent out the houses near these new construction areas. Their worries are fair, but at the same time they only seem to protest when competition comes in. It is interesting that the Muncie Sanitary District plays a role in this, and how they have to communicate to the landlords that these new builders are doing the right things.

(2013, July 8). Demolition in Village to begin Tuesday. *The Muncie Star Press*, Local News.

A brief by the *Star Press* reported that demolition was set to begin, and a part of University Avenue would be closed down in order to do the work.

This brief isn't particularly interesting, but I think it is an important time stamp because it sort of signifies when this project officially started in terms of demolition. Obviously this had been in the works for a long time, but public perception changes when they see the physical changes being made.

Roysdon, Keith. (2013, July 10). Big campus-area project begins with demolition. *The Muncie Star Press*, Local News.

In a more filled-in story regarding the demolition of University Square, the new apartments that will replace it are covered. Four stories of apartments and ground-floor storefront are set to be built around a six-floor city-owned parking garage. Another, smaller, building will go up across Dill Street.

This article still includes the pool on top of the parking garage. It will be interesting to chronicle the inception of this idea as well as the downfall, because it was one of the more radical ideas included in this project that was sure to draw students' attention.

Roysdon, Keith. (2013, July 4). Bar, restaurant get liquor license transfers. *The Muncie Star Press*, Local News.

Dill Street Bar and Grill was granted the transfer of their beer, wine and liquor license to its new location in what was formerly CBX bookstore. The story also reports on owner Phil Willis's plans to include a kitchen in the new bar.

Dill Street is one of the few businesses that are directly affected by the new construction, and so far in the reports it doesn't seem like the owner has had too many problems with the construction that has forced him to move. This could largely be because his previous building was in poor condition and this gave him a reason to finally make the move, but it will be interesting to hear his thoughts on the new developments given that is a small business owner that is in the wake of these larger organizations making moves.

(2000, Oct. 22). Improving the Village. *The Muncie Star Press*, pp. D2

In a story from 2000, the paper covers Jerry Wise and the beginning of his attempt to revitalize the village in many of the same ways that McGalliard has become changed. Wise organized and funded a University-Village Area Development Plan. This plan included future BSU academic buildings, retail construction, parking garages, new and updated housing, park areas and other improvements.

Through chronicling these stories, it is clear that the village has not only become an eye sore over the course of multiple decades, but it also has been the subject of multiple failed attempts to renovate. Wise has been a part of the development community for a long time, and it will be important to talk to him about why he thinks these things have failed over the years and what IPA has done differently in order to get this thing going. Maybe it is the intervention of the university.

Slabaugh, Seth. (2013, Feb. 22). Higher standards proposed for the Village. *The Muncie Star Press*, Local News.

In an effort to take full advantage of the redevelopment of the Village, city planners hope to create a University Village Overlay District that will raise the standards of design for the square area southeast of Ball State's campus that stretches to the river. This area covers all three projects that have been tried or are in the process of getting built: the McKinley Commons, the Brinshore apartment complex, and the Village Project. The six guiding principles of this district would be: identity, connectivity to BSU and the community, walkability/bikability, sustainability, comprehensive, and vibrant commercial core.

The Village Taskforce and the Village Overlay District are two good examples of the theme for my story: a city and a large organization, in this case a university, working together in order to improve the community at large. It is likely that the many failed attempts to build in the Village have led to these ground rules being put in place, as well as influence from the university.

Riley, Larry. (2000, Nov 26). Muncie and university: one, but too separable. *The Muncie Star Press*, pp. D1

In an editorial from a Ball State professor, Larry Riley talks about the disconnect between the city of Muncie and Ball State University, and how the onus is on the university to reach across the table and help out more than they have. Students don't cross the bridge and those on the south side don't come to campus at all, according to this story, and the university should do more for the city than employ its people.

This disconnect is something I will touch on in my story, and how that relationship has changed since this was published in 2000. The Village project is very much a joint effort, and it

may be the beginning of a formidable partnership. I want to chronicle how the relationship went from an “arranged wedding” as Riley called it to the new Village project.