

Investment Prospectus Summary

Prime 8-Acre Commercial Development Opportunity – Muncie, Indiana

Property Overview

Key Enterprises is proud to present **8 acres of prime commercial land** strategically located at the intersection of **Wheeling Avenue and Centennial Avenue** in **Muncie, Indiana**. Zoned **BV (Variety Business)**, this property allows a broad range of **commercial, retail, hospitality, and professional uses**, providing exceptional flexibility for future development or investment.

Situated in the heart of **Muncie's cultural, academic, business, and government districts**, the site offers immediate access to major community destinations and a dense consumer base. The property is surrounded by established retail corridors and institutional anchors that drive strong daily traffic and long-term stability.

Property Highlights

- **Site Size:** ±8 acres
 - **Zoning:** BV – Variety Business (permitting diverse commercial uses)
 - **Frontage:** ±1,000 ft on Wheeling Avenue and ±300 ft on Centennial Avenue
 - **Traffic Counts:** ±25,000 VPD (Wheeling), ±10,000 VPD (Centennial), ±31,000 VPD (McGalliard Road)
 - **Access:** Multiple ingress/egress points at a signalized intersection
 - **Current Income:** ±\$100,000 gross annual income from month-to-month tenants
 - **Visibility:** Exceptional exposure from both primary and secondary corridors
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Location Advantages

The property sits within walking distance of key cultural and civic destinations:

- **Delaware County Fairgrounds** – ¼ mile
- **Minnetrista Museum & Gardens** – ½ mile
- **Ball State University** – ½ mile (±20,000 students)

- **IU Health Ball Memorial Hospital** – 1.9 miles (±2,000 employees)
- **Delaware County Regional Airport** – 2.6 miles

The surrounding area also features a robust mix of national retailers that generate continuous consumer traffic and enhance the site’s market position:

Lowe’s, Target, Walmart Supercenter, Meijer, Menards, Kohl’s, Hobby Lobby, Best Buy, AMC Theatres, Aldi, Chick-fil-A, PetSmart, Staples, and Chase Bank.

Demographics

Radius Population Average Household Income

1 Mile	7,642	\$52,312
3 Miles	48,590	\$64,721
5 Miles	81,031	\$69,416

The surrounding market benefits from a stable population base, strong educational and medical employment centers, and a mix of residential neighborhoods and commercial nodes. The local economy is anchored by **Ball State University, IU Health Ball Memorial Hospital**, and a strong **retail and service sector**.

Market Position

Located just ½ mile south of the **McGalliard Road commercial corridor**, the site lies within Muncie’s most established and highest-traffic retail trade area. The corridor includes major national tenants and regional shopping centers that serve the broader Delaware County market.

The property’s **central location, signalized access, and multiple frontage points** make it ideally suited for:

- **Hospitality or hotel development**
 - **Retail and restaurant outlots**
 - **Professional or medical office users**
 - **Mixed-use commercial concepts**
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Investment Highlights

- **Prime Development Location:** Core Muncie location with high visibility and connectivity to all major city arteries.
 - **Flexible Zoning:** Variety Business classification supports broad commercial uses, minimizing entitlement risk.
 - **Strong Fundamentals:** Dense population, institutional anchors, and high daily traffic volumes.
 - **Immediate Cash Flow:** Existing leases producing \$100,000/year with redevelopment flexibility.
 - **Significant Upside Potential:** Rare opportunity for infill development in a mature, proven trade area.
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Conclusion

This **8-acre commercial tract** represents one of Muncie's most compelling investment opportunities — combining **income-producing potential, redevelopment flexibility, and long-term market fundamentals**. With strong surrounding demographics, steady institutional demand, and a prime location in the heart of the city's business and cultural districts, this property offers investors and developers a unique chance to capture value in a high-growth, high-visibility corridor.