



# Visioning Oneida

A Community of Well-Being that is Uniquely Oneida

Building upon the 2007-2012 Community Improvement Initiative

June 2012

What is

# Planning?

## Community Planning Definition

Planning, also called urban planning or city and regional planning, is a dynamic profession that works to **improve the welfare of people** and their communities by creating more convenient, equitable, healthful, efficient, and attractive places for present and future generations.

Planning enables civic leaders, businesses, and citizens to play a meaningful role in **creating communities that enrich people's lives.**

Good planning helps create communities that offer better choices for where and how people live. **Planning helps communities to envision their future.**

It helps them find the **right balance** of new development and essential services, environmental protection, and innovative change.

American Planning Association:  
Definition of Planning (2012)

What is our  
**Vision?**

A Community of well-being  
that is uniquely Oneida.



UKWEHUWE • NE

Place of the Oneida

# Outline

## **Visioning Oneida:**

A Community of Well-Being that is Uniquely Oneida.

### **Part I. Setting the Framework for an Oneida Community of Well-Being**

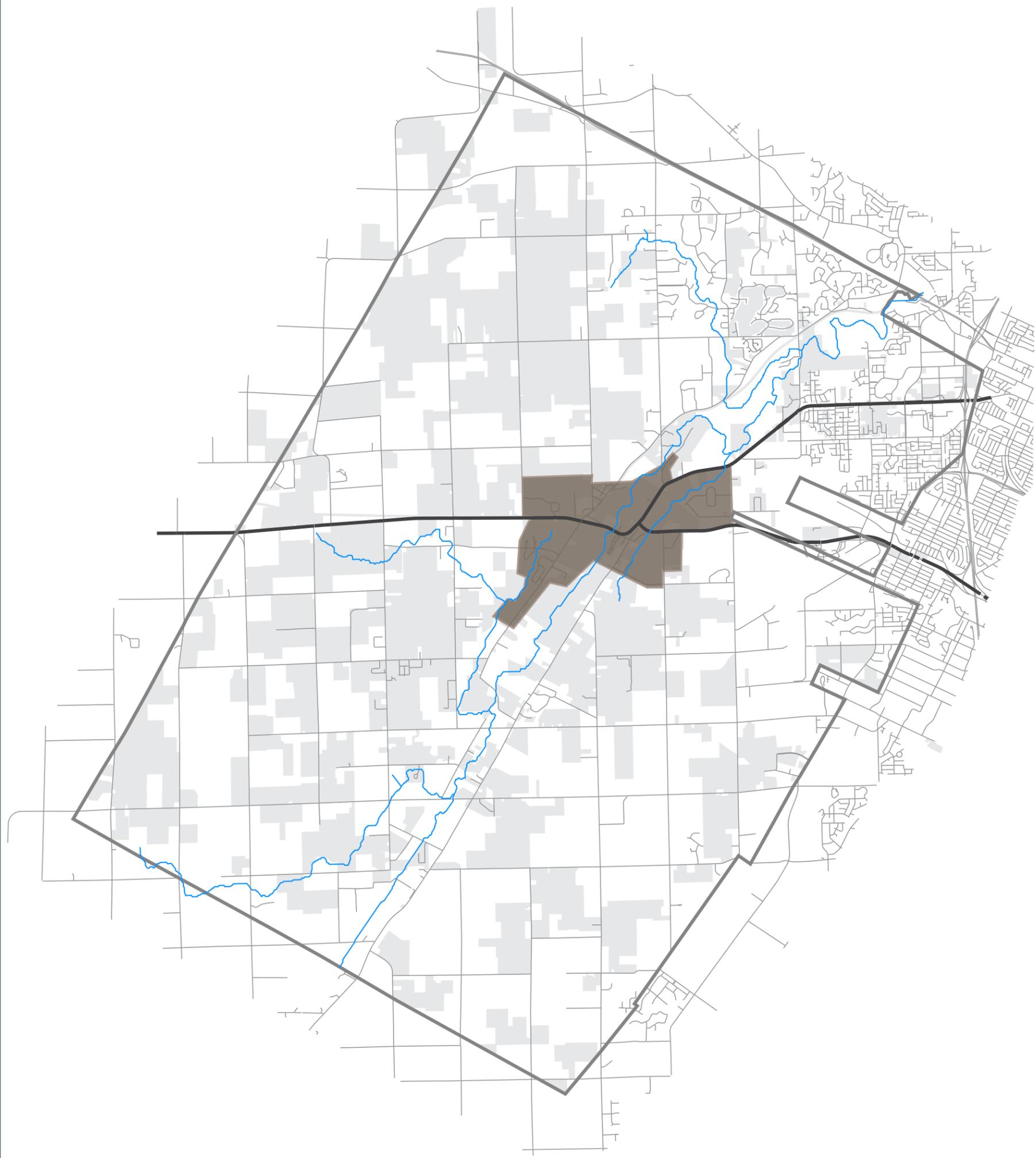
- a. Organizing Concepts
  - 1. Diverse Housing Neighborhoods
  - 2. Connecting People
  - 3. Nurturing Food Network
  - 4. Community Service Core
  - 5. Extending the Service Core
  - 6. "Right sized, right place"- Economics
- b. The Context: Understanding the Reservation
- c. Supporting Data

### **Part II. Implementation for an Oneida Community of Well-Being**

- a. Phase 1 (Current Projects)
- b. Phase 2
- c. Phase 3
- d. Overall Community Development Projects
- e. Implementation: Strategic Planning
- f. Recommendations
- g. Community Based Planning Process

# Part 1. Setting the Framework for an Oneida Community of Well-Being

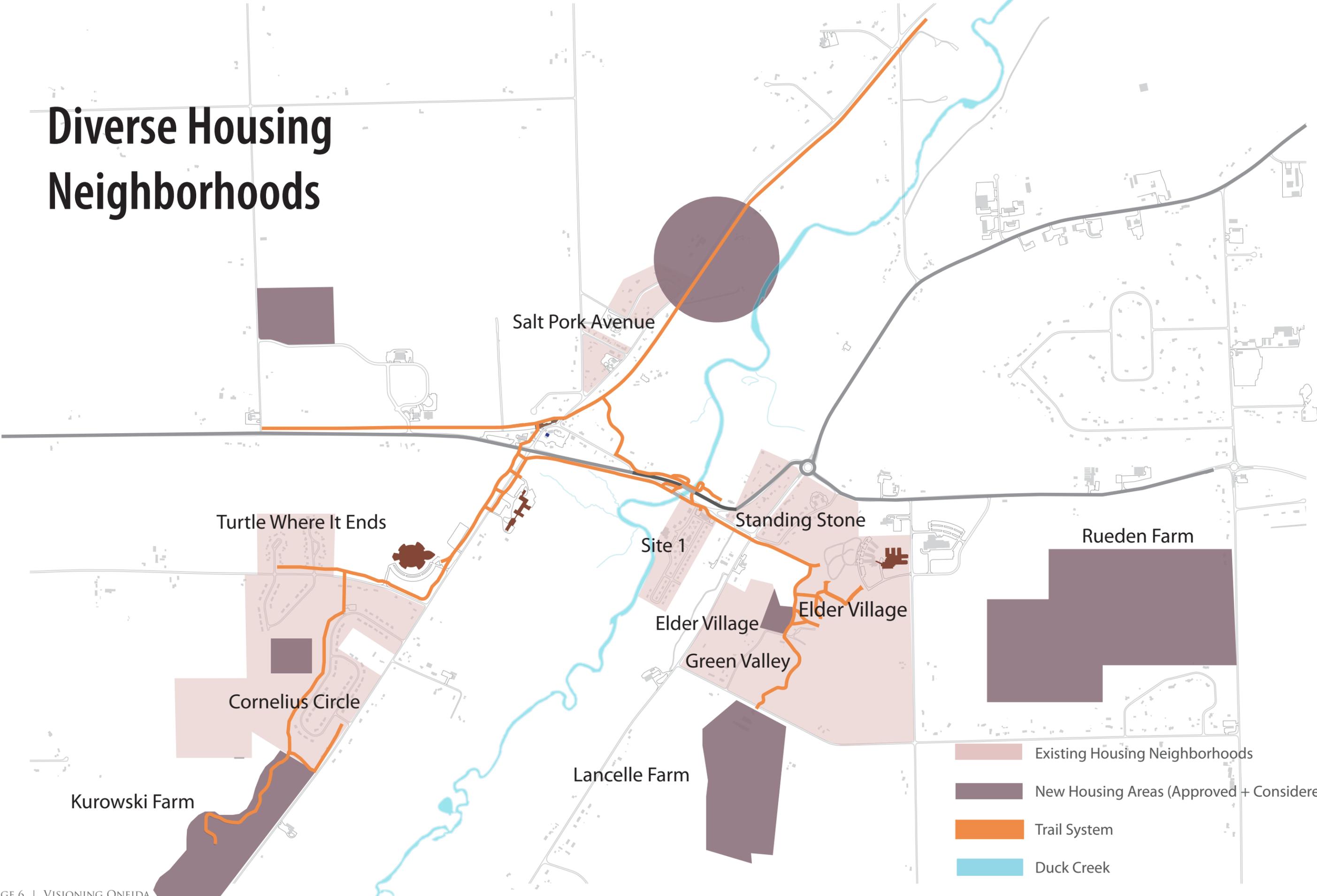
# Central Oneida



# Organizing Concepts

1. Diverse Housing Neighborhoods
2. Connecting People
3. Nurturing Food Network
4. Community Service Core
5. Extending the Service Core
6. “Right sized, Right place”- Economics

# Diverse Housing Neighborhoods



Housing Options  
OHA Home  
Ownership  
+  
Rental



Organizing Concept 1

# Housing Options Elder Homes + Smaller Homes

Elevation A



Elevation B  
Screen Porch Option 2



Elevation B & C  
Screen Porch Options 1 & 3



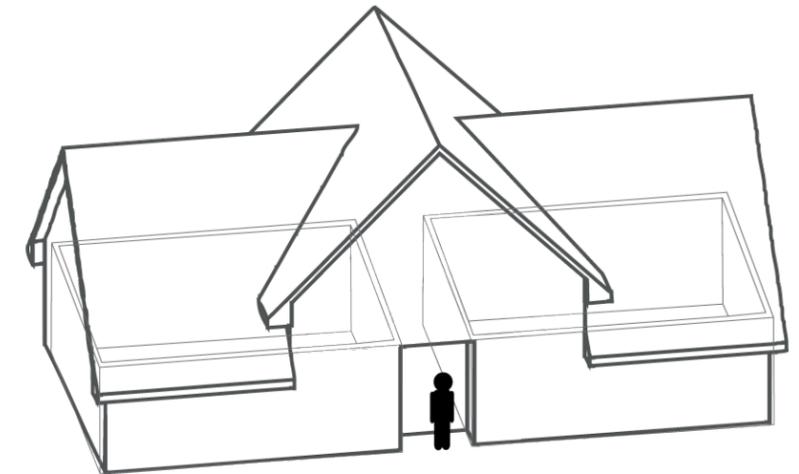
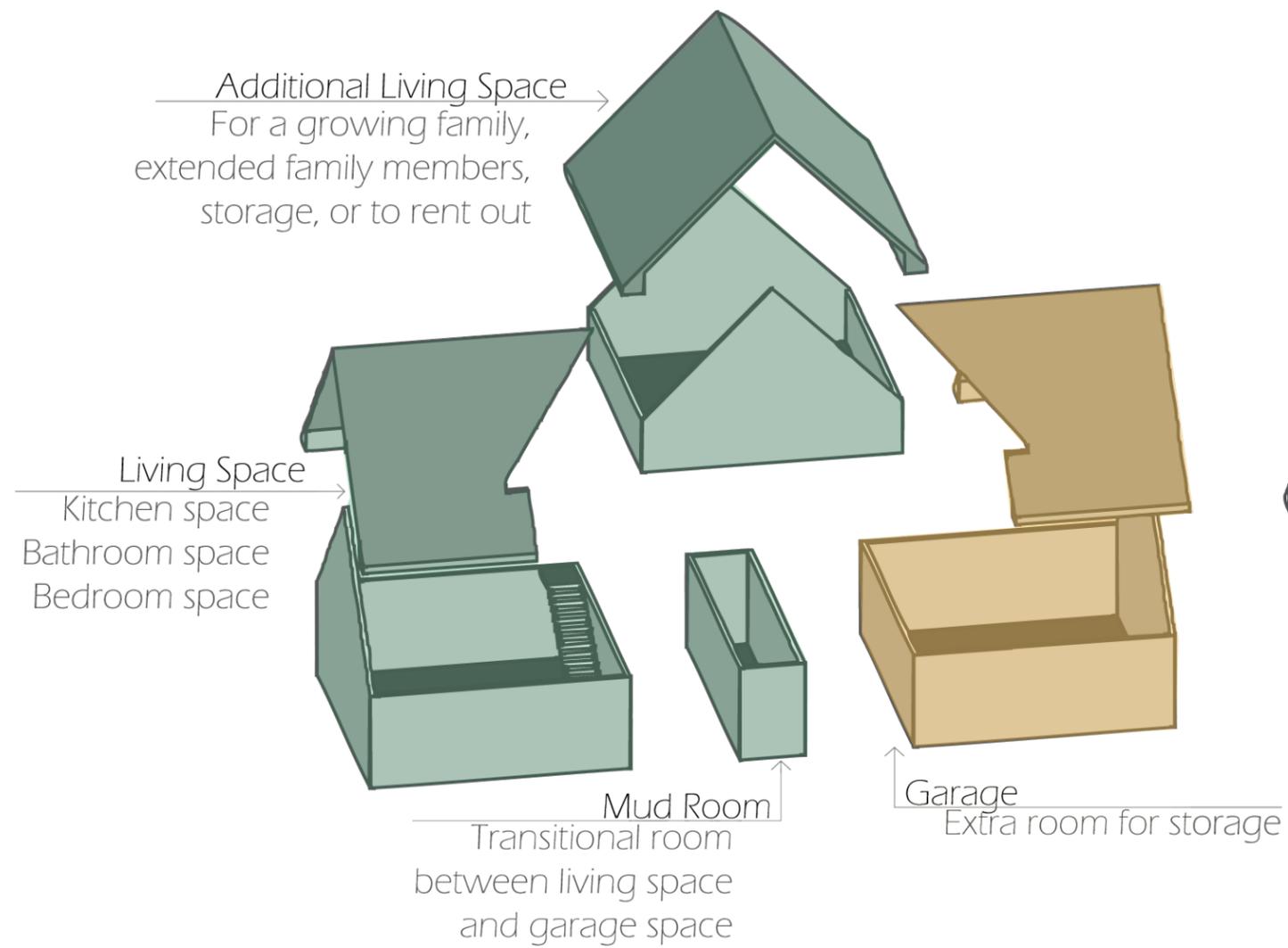
Elevation C  
Screen Porch Option 2



Scheme A-1  
'Bone White' Corrugated Siding, 'Bay Leaf' Window Cladding

## Organizing Concept 1

# Housing Options Extended Family



## Flexible Oneida Housing Prototype

Family Starter Retirement Extended

Oneida Sustainable Design Team  
UWGB Environmental Design Program

# Housing Options Townhouse Apartments



## Organizing Concept 1

# Housing Options Single Family



Organizing Concept 1

## Existing and New Neighborhoods Checklist

- Well designed efficient infrastructure such as sanitary sewer, roadways, walkways, and storm water management
- Housing Site is developed with a mixture of housing types to meet diverse needs
- Connected to the core and other neighborhoods
- Interconnected to Community assets
- Walkable + Bikeable
- Organized in smaller housing groups (avoiding large subdivisions)
- Access to nature
- Work with existing land features
- Connected to recreational opportunities + trails
- Connection to high speed internet

### Organizing Concept 1

# Organizing Concepts

1. Diverse Housing Neighborhoods
- 2. Connecting People**
3. Nurturing Food Network
4. Community Service Core
5. Extending the Service Core
6. “Right sized, Right place”- Economics

# Connecting People

## **Walking/Biking**

- All neighborhoods are connected.
- Safety and streetscaping is “stressed.”
- Community assets are planned in connection to where people live.  
(e.g. Recreational areas)

## **Public Transportation**

- Transit stops are integrated with destinations.
- Neighborhood and Oneida Reservation design that supports Transit efficiency.

## **Communications**

- Fiber optic connector- for businesses
- High speed internet provided to all homes.

## **Roadways**

- Local roads weave the Community together.  
(e.g. Business Parks)

# Connecting People



# Organizing Concepts

1. Diverse Housing Neighborhoods
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# Nurturing Food Network

## Healthy Land → Healthy Food → Healthy People

Places where:

Food and medicines are grown seasonably and in harmony with the land and water.



Food is prepared and provided to the community at various locations.



People are engaged with growing, processing, preparing, and sharing healthy food.



# Nurturing Food Network



# Organizing Concepts

1. Diverse Housing Neighborhoods
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- 4. Community Service Core**
5. Extending the Service Core
6. “Right sized, Right place”- Economics

# Community Service Core



**1** Rebuild Oneida One Stop



**2** Rebuild Oneida One Stop  
Add shops



**3** Total Renewal  
Farmer's Market Green

flip + enhance



# flip + enhance + shops



2

# farmer's market green + total renewal



3



# Organizing Concepts

1. Diverse Housing Neighborhoods
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4. Community Service Core
- 5. Extending the Service Core**
6. “Right sized, Right place”- Economics

# Extending the Service Core



Oneida Business Park

Core Connector Road

Sign

Duck Creek Trail

Highway Noise Buffer

Community Agriculture

Community Events Area

One Stop  
option

Shops

Service Road  
Streetscape/Lighting

Overlook

Community Agriculture

Norbert Hill Woods



# Organizing Concepts

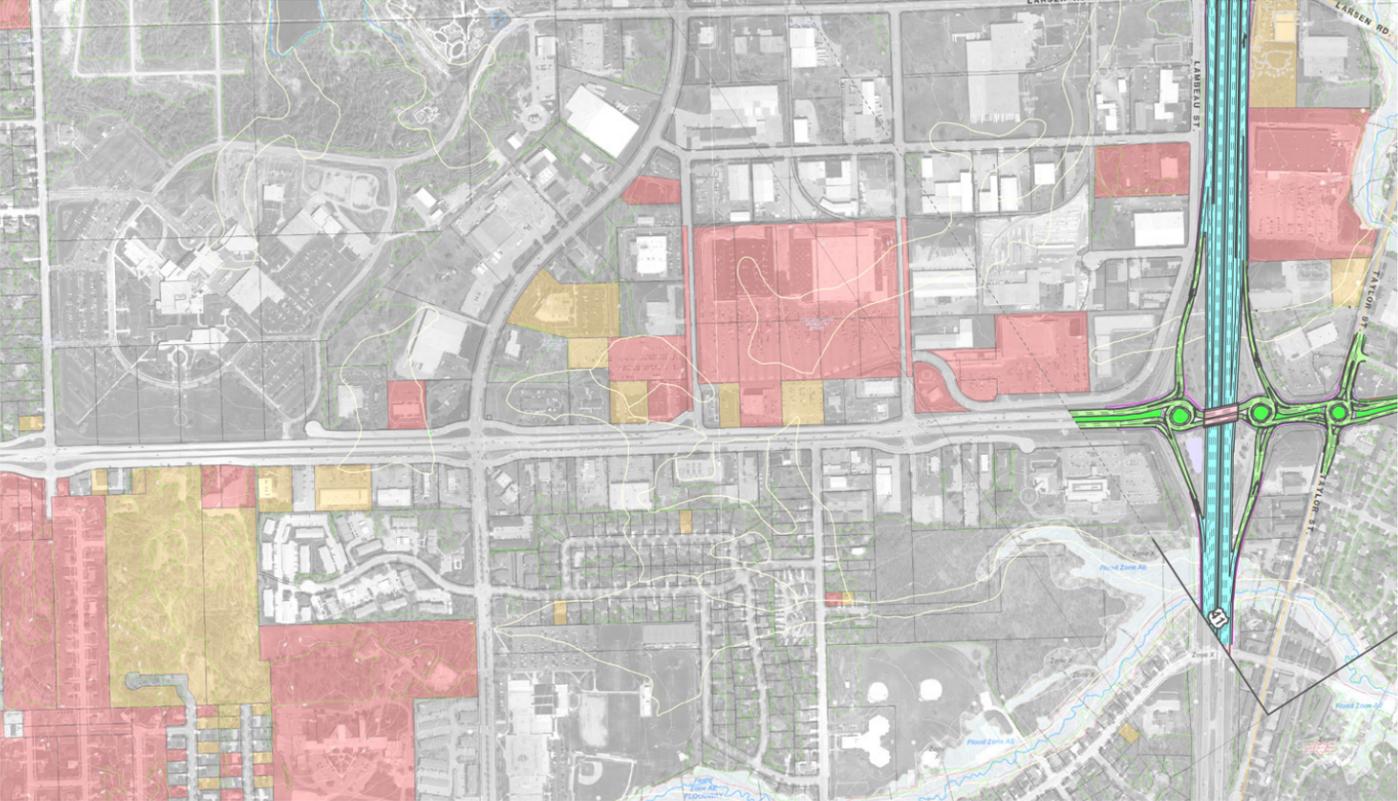
1. Diverse Housing Neighborhoods
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6. **“Right sized, Right place”- Economics**

# “Right sized, right place”

## Economics

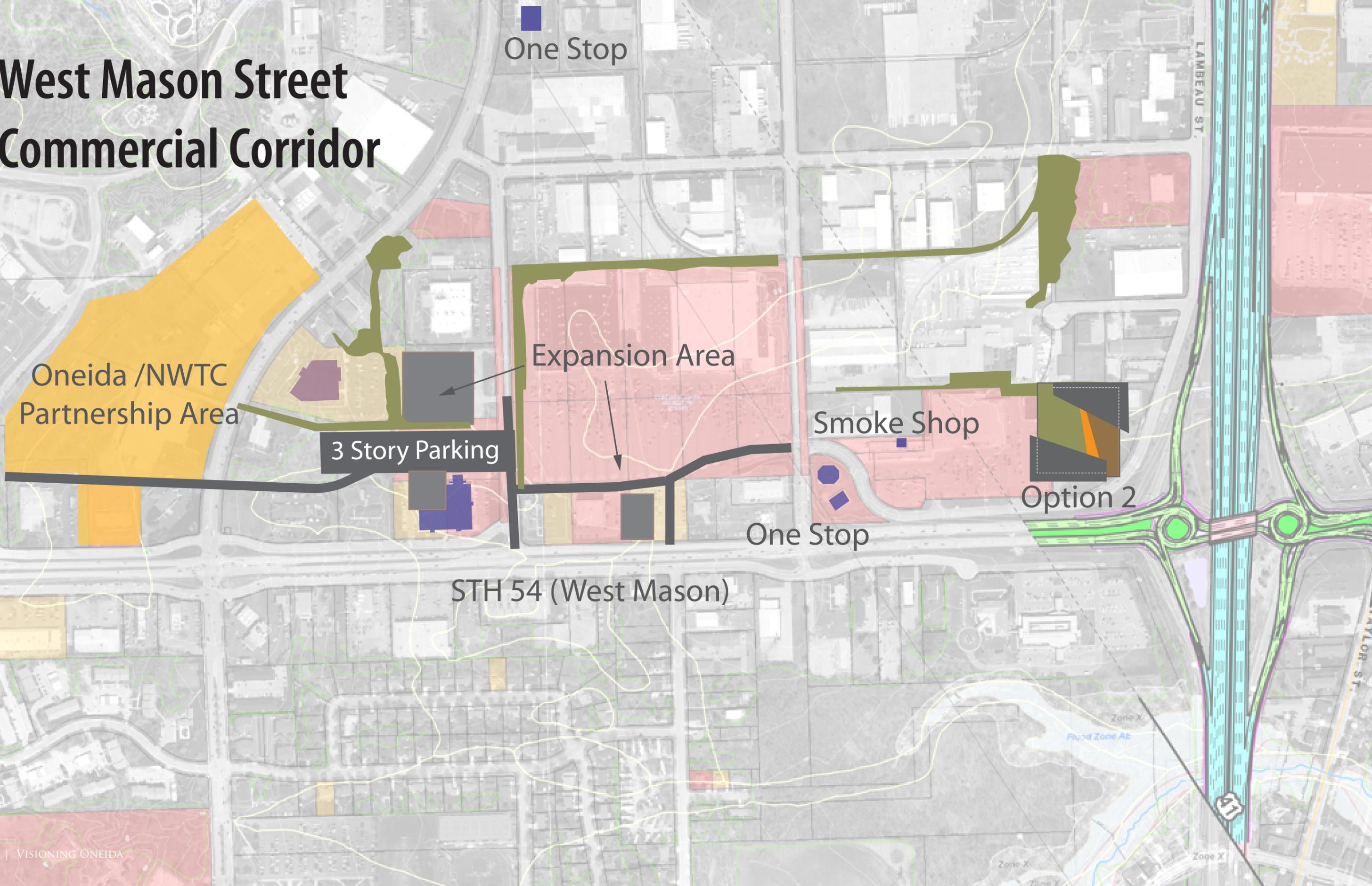


### Community Service Core

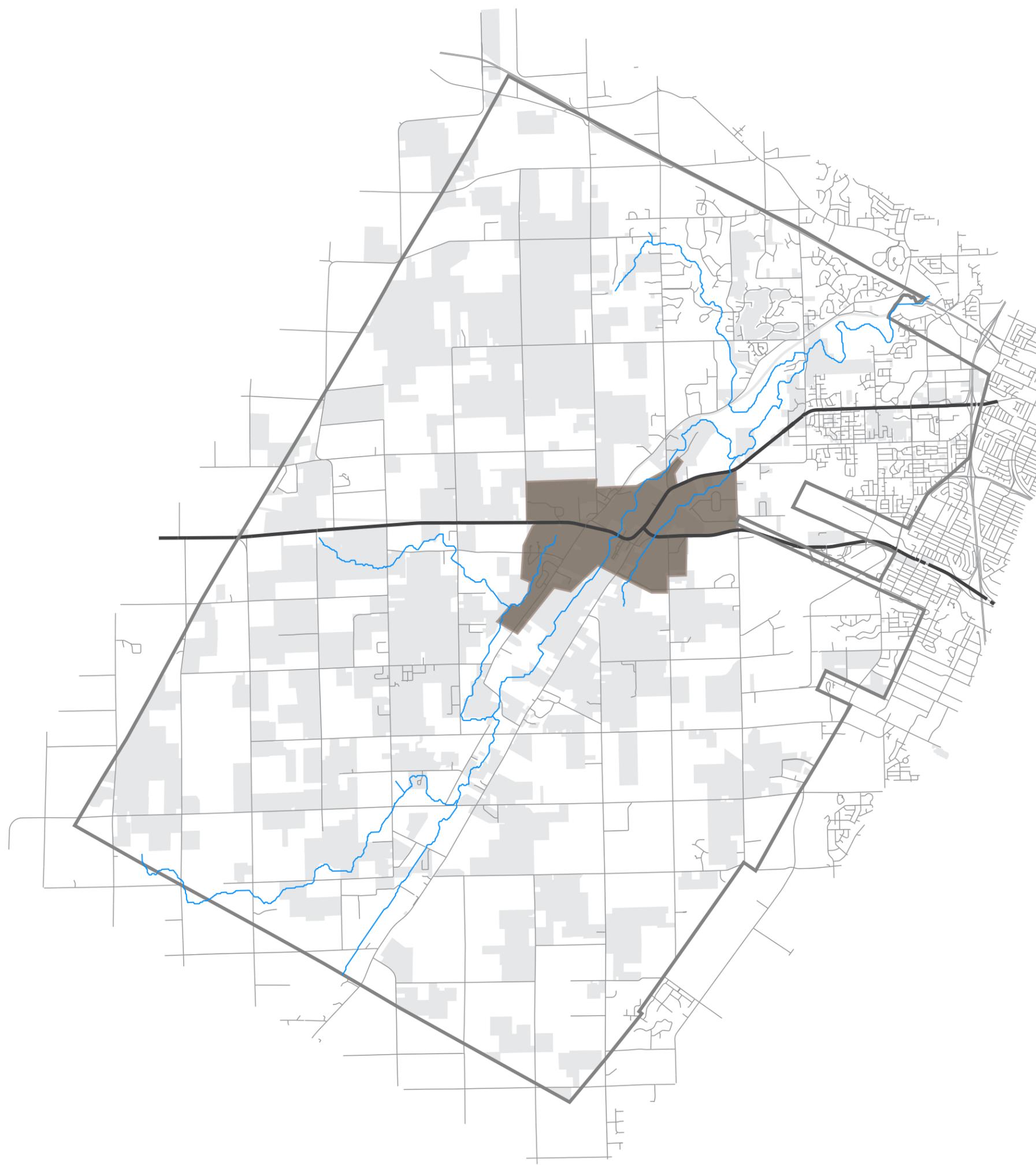


### West Mason Street Commercial Corridor

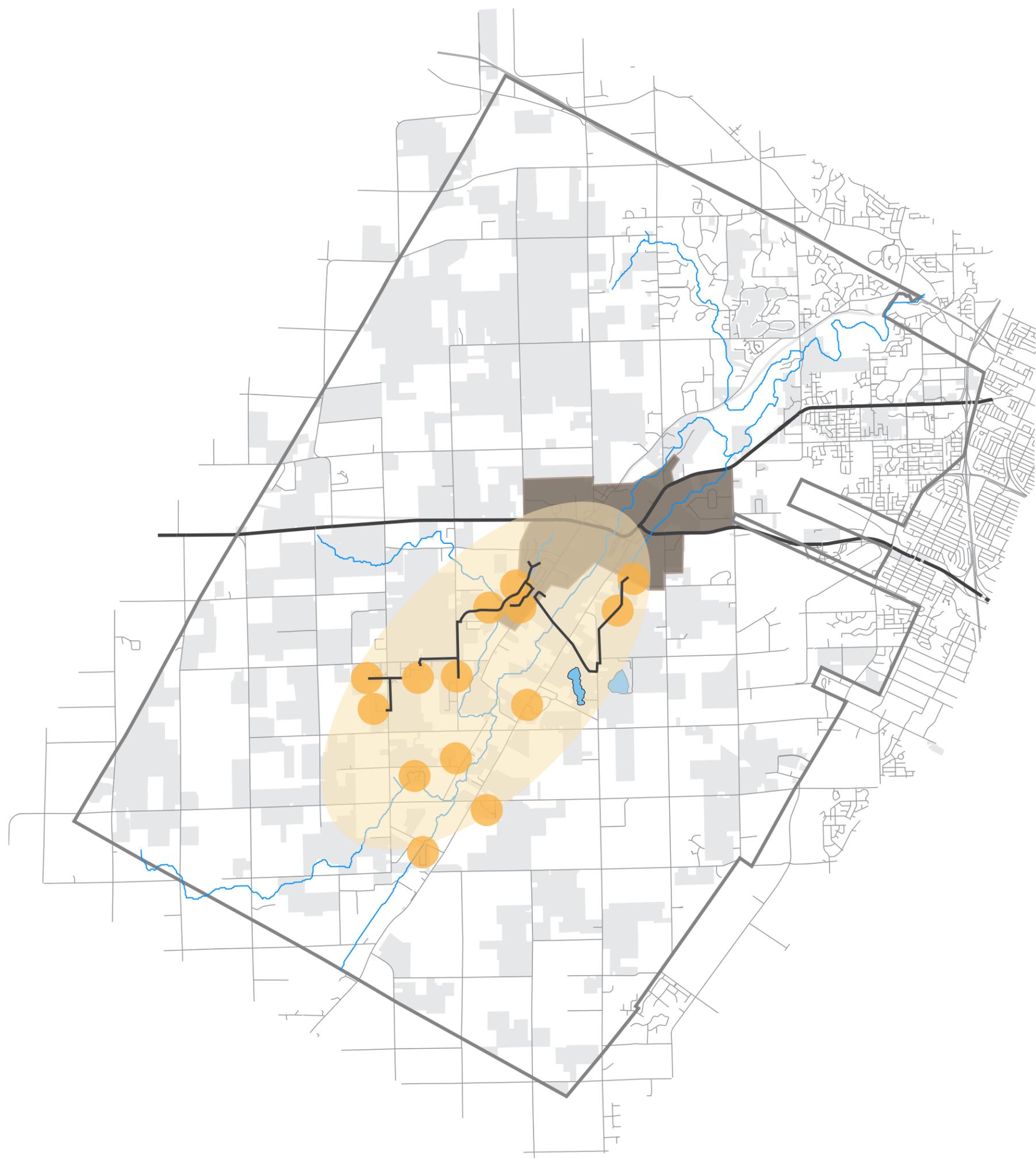
# West Mason Street Commercial Corridor



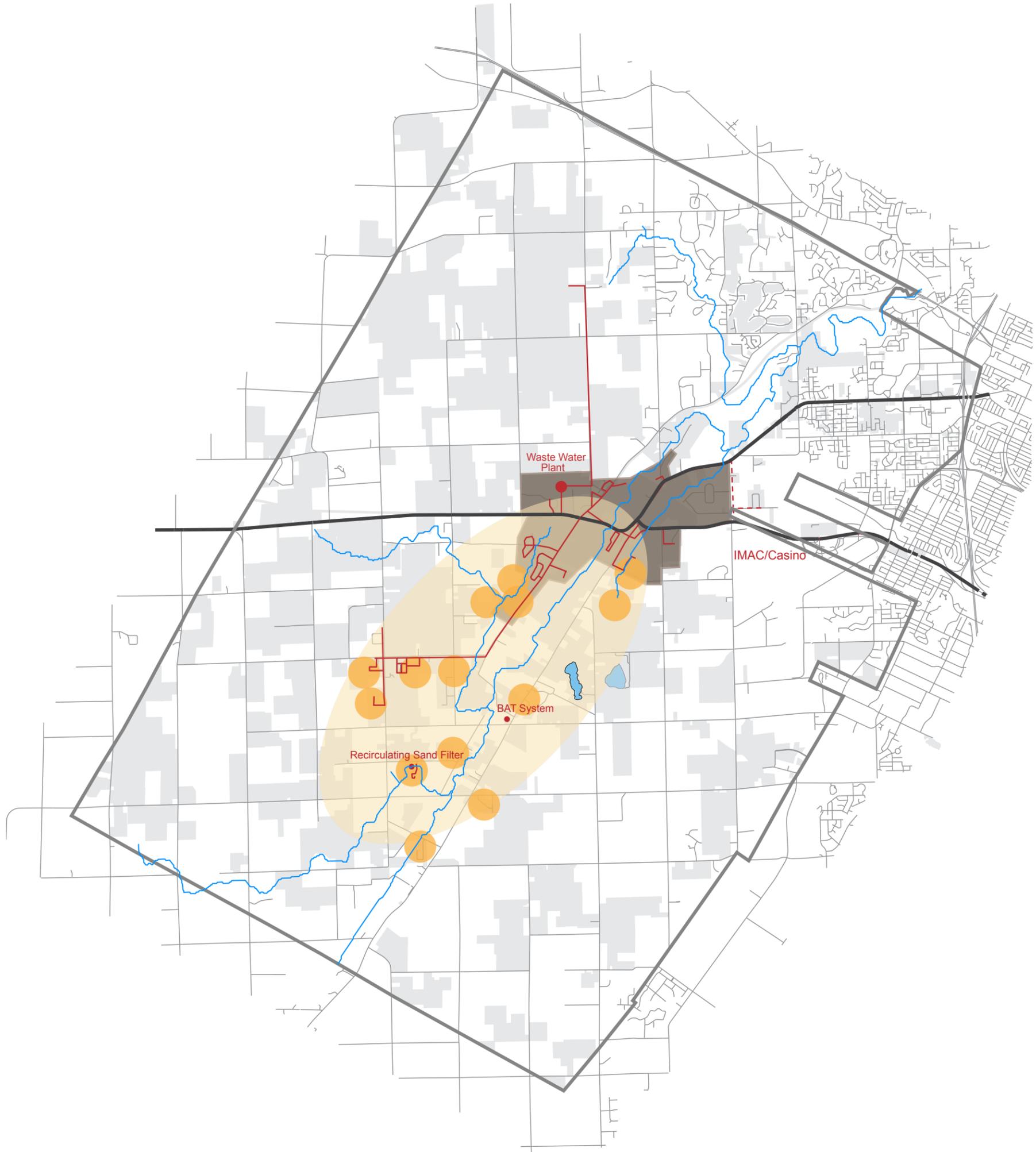
# The Context: Understanding the Reservation



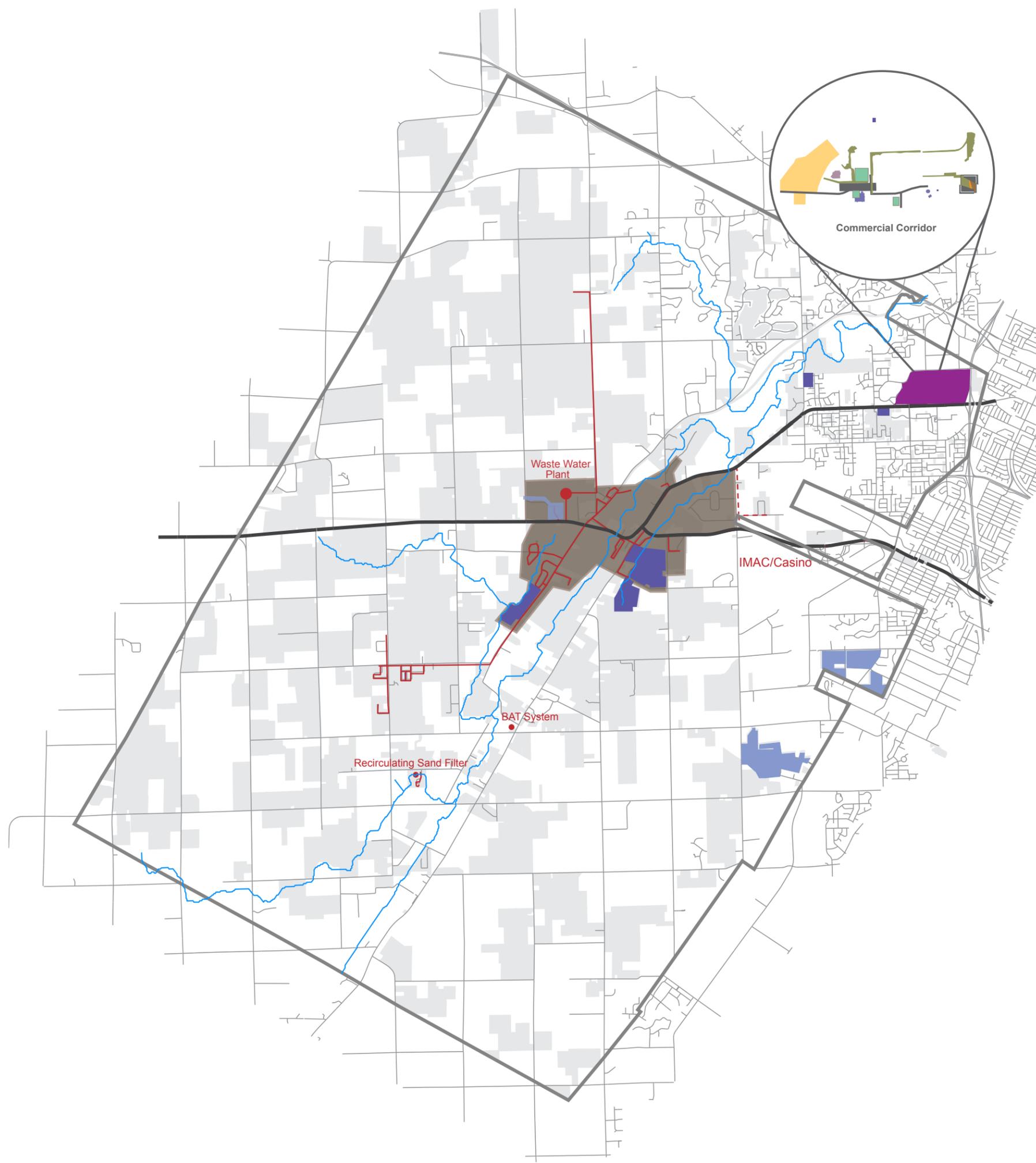
# Central Oneida + Housing Loop



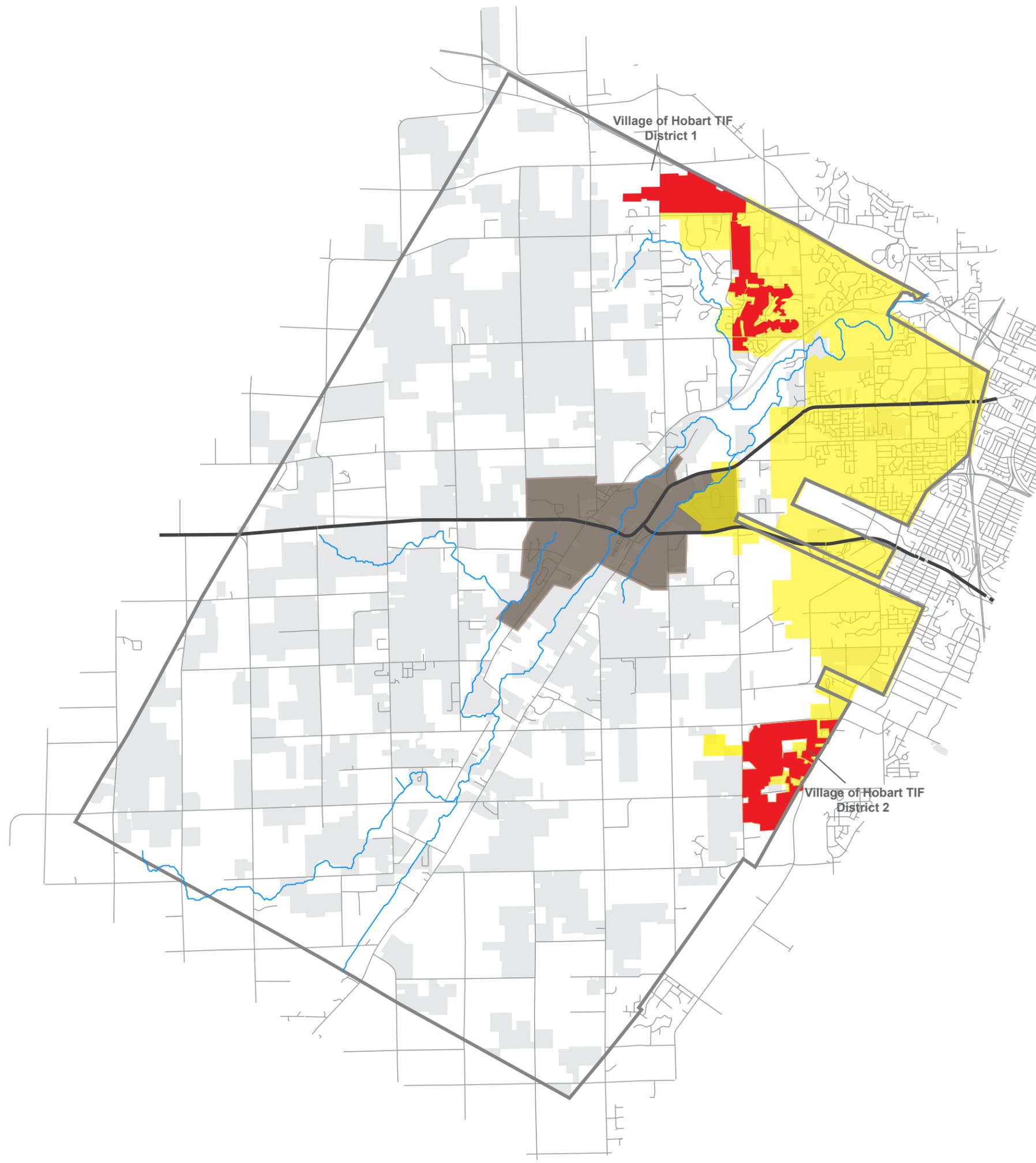
# Oneida Sanitary Sewer System



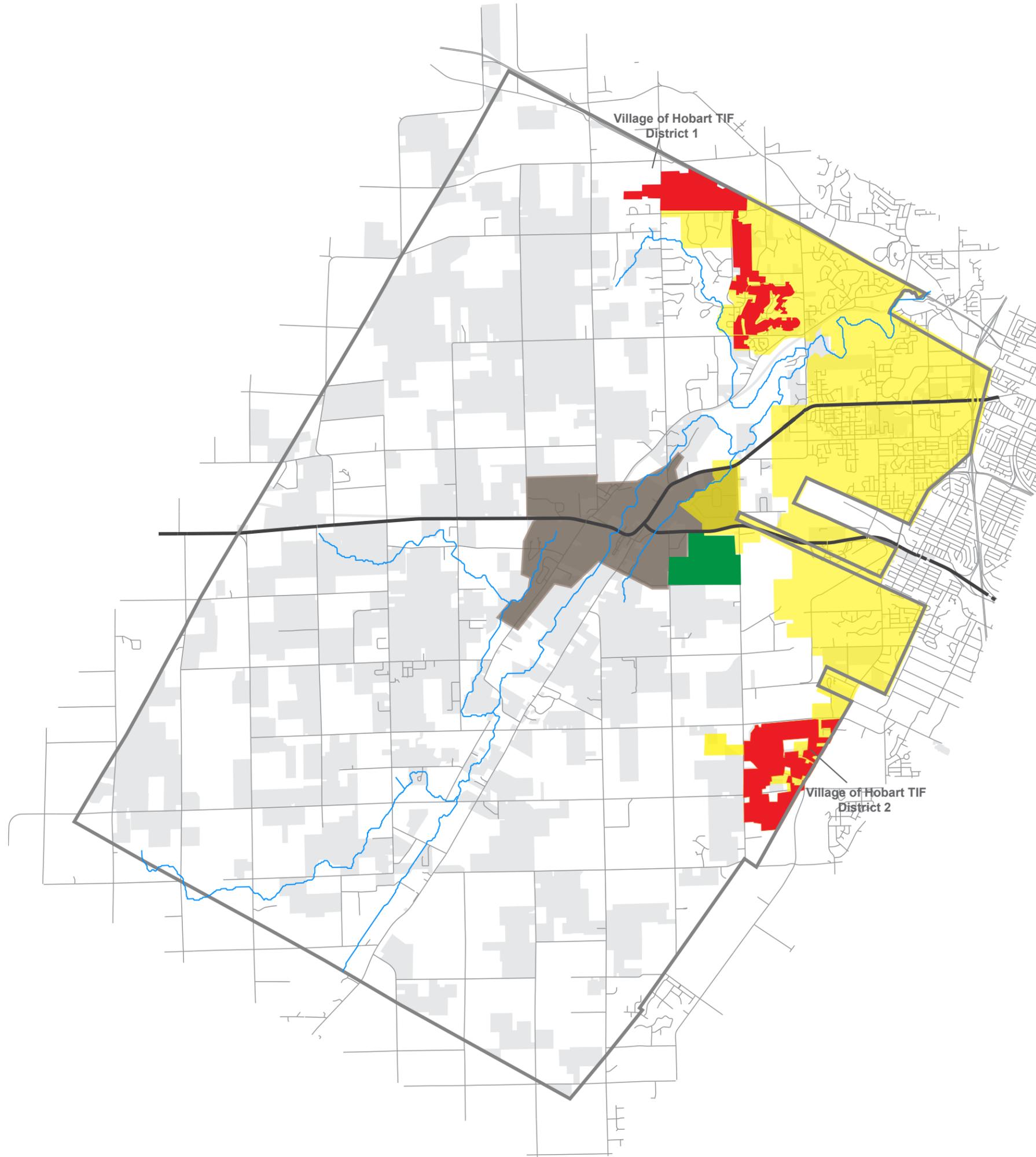
# Housing + Work



# Hobart TIF + Green Bay MSD



# Buffering Central Oneida



# Nesting Central Oneida



# Overall Oneida Reservation Development Framework

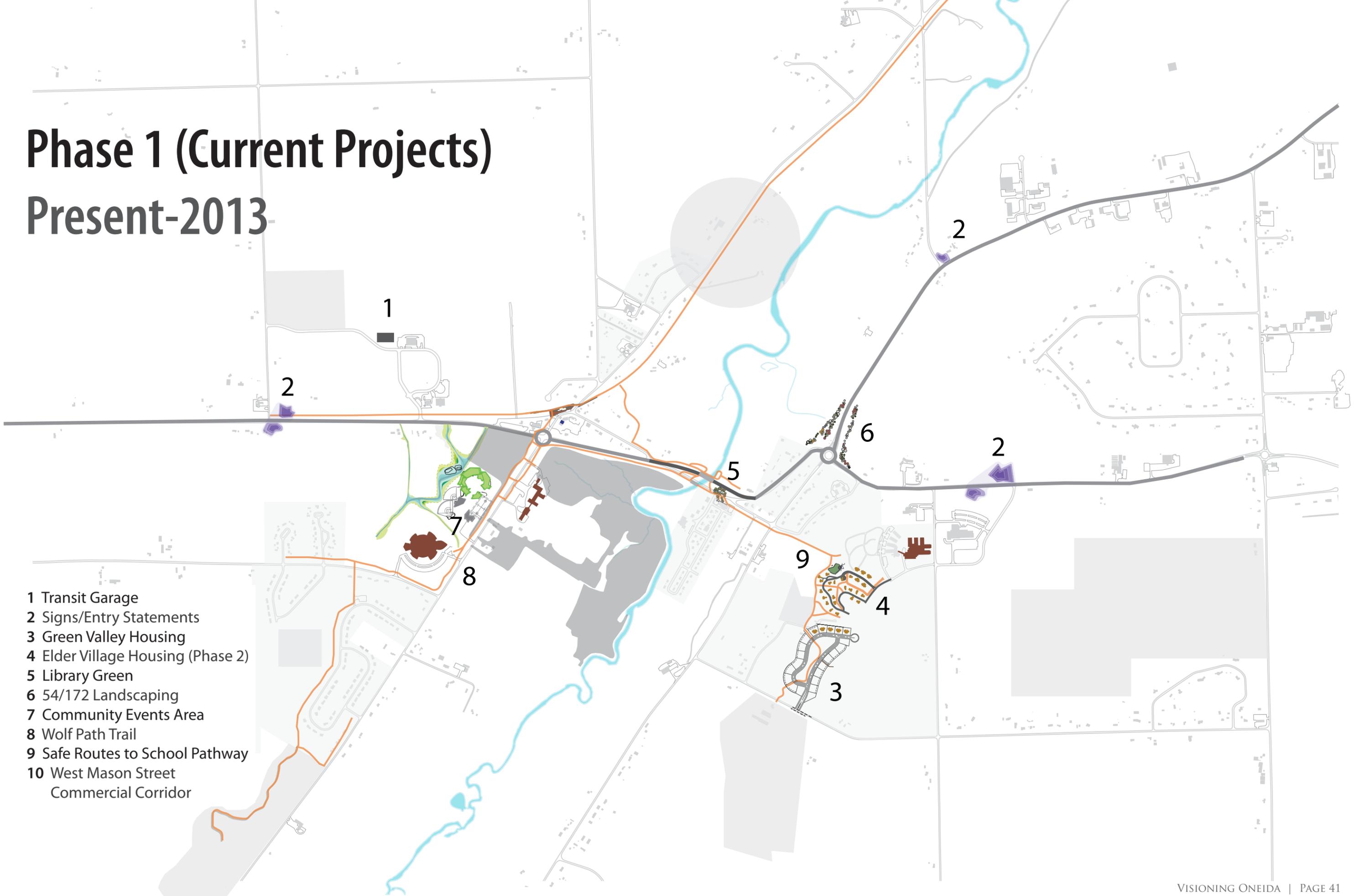


## Supportive Data

- Community Demographics
- Local Statistics
- Community Input
  - Quality of Life Survey
  - Coffee with the Planners
  - Community meetings
  - Other surveys
- Comprehensive Plan

# Part 2. Implementation for an Oneida Community of Well-Being

# Phase 1 (Current Projects) Present-2013



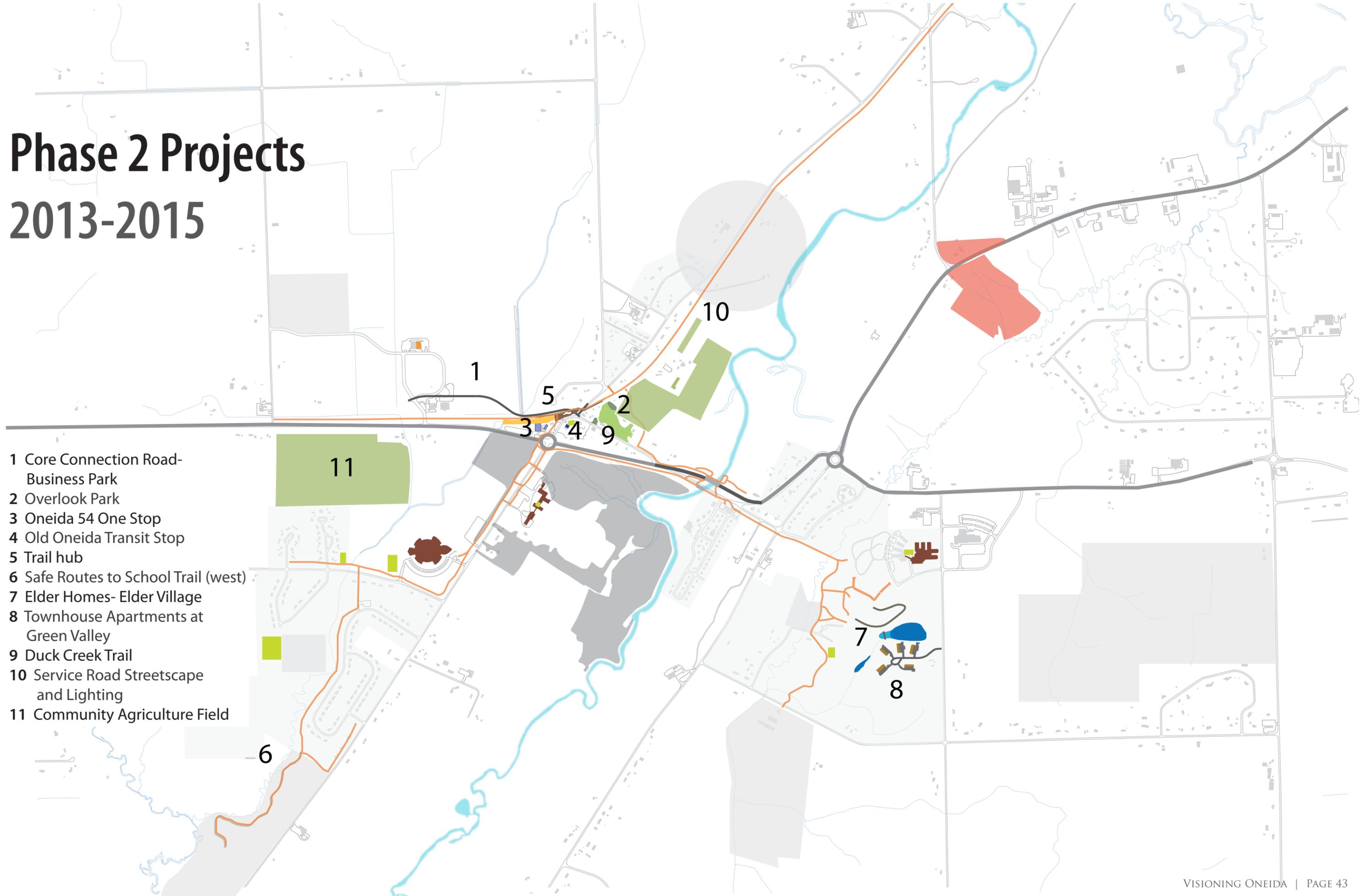
- 1 Transit Garage
- 2 Signs/Entry Statements
- 3 Green Valley Housing
- 4 Elder Village Housing (Phase 2)
- 5 Library Green
- 6 54/172 Landscaping
- 7 Community Events Area
- 8 Wolf Path Trail
- 9 Safe Routes to School Pathway
- 10 West Mason Street  
Commercial Corridor

# Phase 1 (Current Projects)

## Present-2013

Current Projects	Status	Forecast of Probable Cost	Budget Allocated	Source of Funds	Resources Needed	Completion Year(s)
<b>Phase 1</b>						
1. Transit Garage	Planning			State of Wisconsin		2012
2. Signs / Entry Statements	Pre-Construction	\$160,000	\$160,000	Bonding		2012
3. Green Valley Housing	Design	\$3,245,000	\$3,245,000	HUD		2013
4. Elder Village Housing (Phase 2)	Design	\$2,274,115	\$2,274,115	HUD		2013
5. Library Green	Construction			State of Wisconsin		2012
6. 54/172 Landscaping	Construction			State of Wisconsin		2013
7. Community Events Area	Construction	\$2,068,000	\$2,068,000	Bonding		2012
8. Wolf Path Trail	Pre-Construction	\$490,000	\$490,000	BIA		2012
9. Safe Routes to School Pathway	Design	\$340,000	\$340,000	State of Wisconsin		
<b>10. West Mason Street Commercial Corridor</b>	<b>Planning</b>			<b>Tribe</b>	<b>Planning Funds \$250,000</b>	<b>2012 - 2017</b>
<b>Total Phase 1</b>		<b>\$9,696,115</b>	<b>\$9,696,115</b>			

# Phase 2 Projects 2013-2015



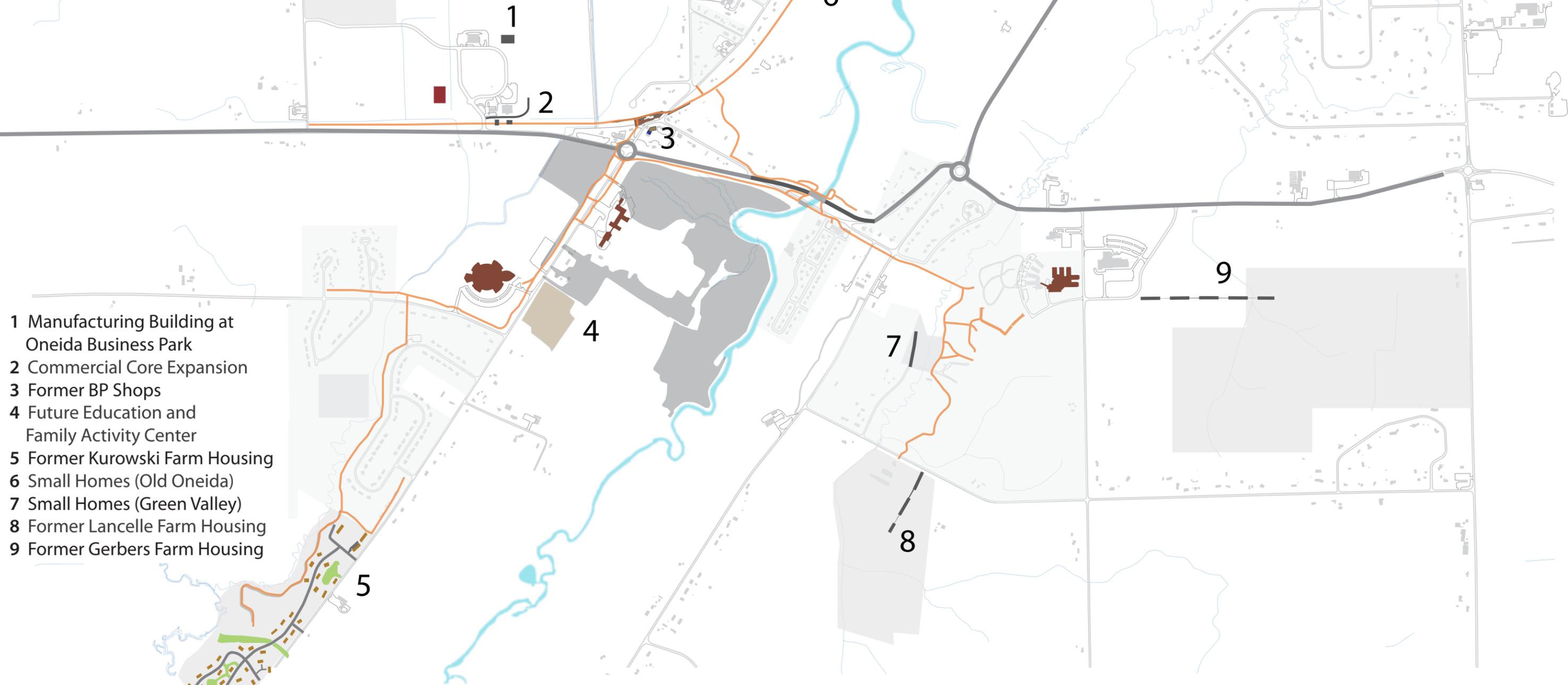
- 1 Core Connection Road-Business Park
- 2 Overlook Park
- 3 Oneida 54 One Stop
- 4 Old Oneida Transit Stop
- 5 Trail hub
- 6 Safe Routes to School Trail (west)
- 7 Elder Homes- Elder Village
- 8 Townhouse Apartments at Green Valley
- 9 Duck Creek Trail
- 10 Service Road Streetscape and Lighting
- 11 Community Agriculture Field

# Phase 2 Projects

## 2013-2015

Current Projects	Status	Forecast of Probable Cost	Budget Allocated	Source of Funds	Resources Needed	Completion Year(s)
<b>Phase 2</b>						
1. Core Connection Road - Business Park	Concept			BIA		
2. Overlook Park	Concept				Matching Grant Funds	
3. Oneida 54 One Stop	Planning	\$3,000,000		Tribe	Matching Grant Funds	
4. Old Oneida Transit Stop	Planning			State of Wisconsin		
5. Trail Hub	Planning		\$70,000	BIA	BIA Planning Funds	
6. Safe Routes to School Trail (west)	Planning			State of Wisconsin		
7. Elder Homes (phase 3) Elder Village	Planning			Tribe/HUD/BIA	Model Home Project \$200,000	
8. Townhouse Apartments at Green Valley	Design	\$1,600,000	\$800,000	HUD		
9. Duck Creek Trail	Planning			BIA		
10. Service Road Streetscape and Lighting	Planning			BIA		
11. Community Agriculture Field	Planning			Tribe	Matching Grant Funds	
<b>Total Phase 2</b>		<b>\$4,600,000</b>	<b>\$870,000</b>			

# Phase 3 Projects 2015-2020



- 1 Manufacturing Building at Oneida Business Park
- 2 Commercial Core Expansion
- 3 Former BP Shops
- 4 Future Education and Family Activity Center
- 5 Former Kurowski Farm Housing
- 6 Small Homes (Old Oneida)
- 7 Small Homes (Green Valley)
- 8 Former Lancelle Farm Housing
- 9 Former Gerbers Farm Housing

# Phase 3 Projects

## 2015-2020

Current Projects	Status	Forecast of Probable Cost	Budget Allocated	Source of Funds	Resources Needed	Completion Year(s)
<b>Phase 3</b>						
1. Manufacturing Building at Oneida Business Park	Concept			Tribe/ Joint Venture		
2. Commercial Core Expansion	Concept			Tribe /BIA/Joint Venture		
3. Former BP Shops	Concept			USDA Rural Development		
4. Future Education and Family Activity Center	Concept			Tribe /BIA/BIE		
5. Former Kurowski Farm Housing	Planning			USDA Rural Development/BIA		
6. Small Homes (Old Oneida)	Planning					
7. Small Homes (Green Valley)	Planning					
8. Former Lancelle Farm Housing	Concept					
9. Former Gerbers Farm Housing	Concept					
<b>Total Phase 3</b>						

# Overall Community Development Projects



# Implementation Strategic Planning

1. Financial Resources
2. Subsidizing Community Service Center (core) businesses
3. Land acquisition
4. Marketing business parks and housing sites
5. Ongoing Strategic Planning with Oneida Business Committee

# West Mason Street Commercial Corridor



One Stop

3 Story Parking

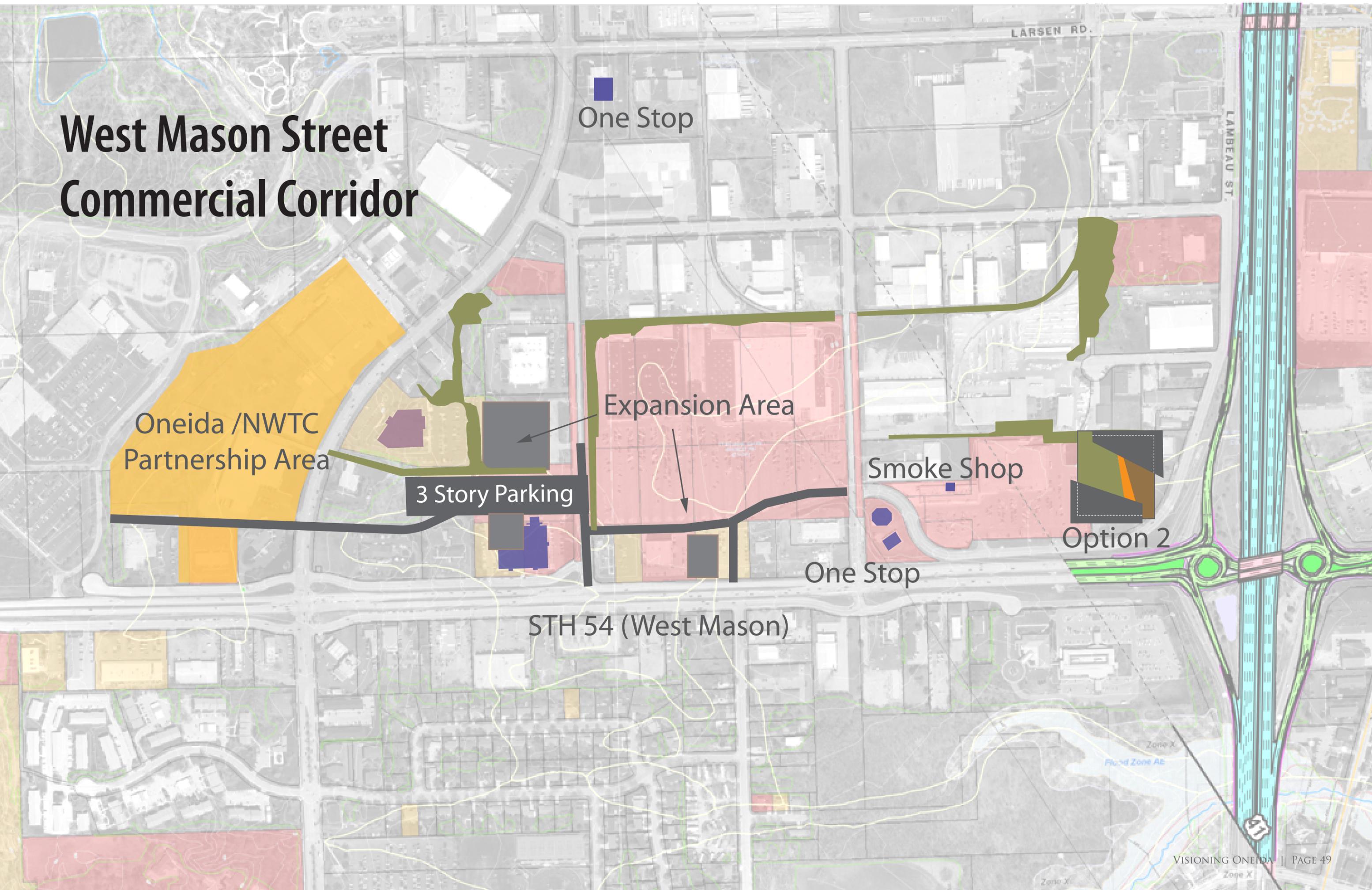
Expansion Area

Smoke Shop

Option 2

One Stop

STH 54 (West Mason)



# Recommendations

1. Prioritize redevelopment of the Mason Street Commercial Corridor
2. Re-establish the Central Oneida Community Service Core.
3. Prioritize land acquisition to support Community Development Initiatives.
4. Develop diverse housing options and neighborhoods.
5. Ongoing Strategic Planning with Oneida Business Committee
6. Continue to develop a Nurturing Food Network.
7. Land use decisions should be based within the context of the land use framework and the Nesting concept.
8. Connect “all” neighborhoods and services with walking/biking trails.
9. Full time marketing effort of the Oneida Business Parks and Housing Sites.
10. Utilize Overall Economic Development Authority (OEDA) to move ahead Community Development initiatives.
11. Purchase the Rueden property to buffer Central Oneida and the Oneida Reservation from surrounding encroachment.

# Community Based Planning Process

## Step 1: **Community Listening**

- visuals
- charettes
- establish principles
- develop concepts

## Step 2: **Concept Development and Studies**

- develop options with the Community

## Step 3: **Technical Analysis and Feasibility Studies**

- refine concepts

## Step 4: **Implementation of Area Development Plan(s)**

- define specific projects
- secure funding