Community Character and Land Use

This Chapter provides a 20-year policy framework for the future physical development of the City and its area of impact. The analysis of the community’s existing and desired character provided in this Chapter is based upon the community values (discussed in Chapter 1, Community Context) which were articulated by the citizens during public outreach efforts. This Chapter provides a policy framework for governing landscaping, building design, tree planting, signs, and housing, as well as suggested patterns and standards for community design, development, and beautification. This Chapter is guided by the following general goals:

- Direct land uses to meet current and future community desires and needs while conserving natural resources and protecting agricultural lands from scattered development through efficient and orderly development.
- Encourage a variety of housing types to meet the needs of residents of all ages and economic ability.
- Preserve and enhance special areas of the community to celebrate the community’s identity, character, and heritage.
- Enrich the community’s social, cultural, physical, and economic environments through the arts and integration of aesthetic infrastructure standards, and particularly through the placement of public art at key locations in the City.

2.1 EXISTING COMMUNITY CHARACTER

Land use planning is a recognition that Moscow does not have to wait and react to growth and development. Rather, it can determine where growth will occur and what character this new development will reflect. Through active community support, this Plan will ensure that development meets certain standards that contribute to achieving the desired community character. The following is a brief assessment of the various land uses, their character, and locations throughout the community to provide a perspective of the needs and challenges for planning for future land uses.
2.1.1 Agricultural and Resource Extraction

The City of Moscow is largely surrounded by agricultural lands utilized for the production of wheat, dry peas, lentils, and other dry land crops. See Figure 2.1, Regional Agriculture. The continuation of the existing agricultural uses is generally considered desirable to preserve the agricultural landscape and the local economy until such time as development occurs. Careful consideration must be given to how large tracts of farmland are subdivided to ensure development that is orderly, efficient and compatible with adjoining uses.

Timber production and mining are not uses that commonly occur within the City limits; however, as the City grows and the Area of City Impact expands there may be opportunities for mineral extraction uses to occur near or within the City’s jurisdiction. Mineral extraction uses can present impacts to the community on a broader scale than most uses, as there is the potential for high levels of water use, increased heavy truck traffic, and contamination of water and soil. Care must be taken for such uses to minimize impacts to other resources and require mitigation of land disturbances once the use has ceased.

2.1.2 Residential

Residential use is currently the predominate land use within the community. The character of residential areas vary dramatically from neighborhood to neighborhood due to variations in the era of development, housing types, street layout, building design, and many other elements.

Early development of the City primarily followed a traditional block grid system characterized by straight streets intersecting each other at regular intervals and blocks bisected with alleys. The lots are often narrow and rectilinear in shape with access provided via an alley at the back of the lot. This type of development is found primarily in the areas near downtown and was the typical design of residential development in the late 1800s and early 1900s.

During the 1950s and 60s, developments began catering to the automobile and less emphasis was placed on the pedestrian orientation of neighborhoods. Streets developed during this period continued to follow the traditional block...
grid system, however alleys were no longer provided and vehicular access was shifted to the street. Lots became somewhat wider in order to accommodate a driveway, and garages were shifted to the front of homes, pushing the living quarters to the sides and rear of the lot. These types of neighborhoods in Moscow can be seen east of Logan and Hayes streets to Mountain View Road and north of “D” Street to the east of Mountain View Road.

A third type of neighborhood character was formed during the 70s through today with the introduction of curvilinear streets. These areas have no alleys, and the lots are larger but often irregular in shape. The street pattern is often disconnected (serving only the developed area), and many streets end in cul-de-sacs. Such neighborhoods in Moscow can be found south of S.H. 8 and the University, east of Mountain View Road in the area south of “D” Street, and in limited areas north of Public Avenue. The rolling topography of the Palouse perpetuates this design and makes continuation of a linear connected grid pattern difficult.

Manufactured home parks are of a unique character due to the clustered nature of a specific housing type. Areas with manufactured housing are located throughout Moscow, with the most parks located on the west side of North Almon Street, on North Polk Street, and south of East and West Palouse River Drive. Several manufactured home parks are located outside the City limits and may be incorporated as the City grows.

A newer type of neighborhood development is the planned neighborhood, in which innovative and nontraditional methods of development occur. This type of neighborhood may include a variety of housing types and lot arrangements, outdoor and recreational amenities, and sometimes limited commercial services. Often these areas are developed with a specific design or style in mind and serve to complement a lifestyle of its residents. Units may be owned separately or have common ownership, and they commonly feature smaller lots than are allowed in typical developments. Planned neighborhoods in Moscow are generally smaller than most subdivisions, and are typically development of large lots that have been reviewed under the Planned Unit Development Code.

2.1.3 Commercial and Industrial

Moscow’s commercial districts are generally located within the Historic Downtown Central Business District and along the state highways that run through town. The largest commercial area is located along the north side of west S.H. 8, commonly known as the Pullman Road. This area includes a series of restaurants, fuel stations, hotels, a shopping mall, and general retail stores. The second major commercial area is along east S.H. 8 or the Troy Road. Similar uses are located through this area, but they are generally smaller in scale than those on Pullman Road due to shallow lot depths and the proximity of Paradise Creek. Commercial uses also extend along U.S. 95/Main Street to the north and
Business offices are located throughout the community in all of the commercial districts and thus are surrounded by a variety of other business types. In the downtown area, offices tend to locate in store fronts or in suites above street-level retail. These office suites are often small and outdated. Office uses are also commonly located in smaller structures in the Motor Business (MB) zoned areas and in converted homes within the Residential Office (RO) zoned areas.

The industrial uses within Moscow have historically been primarily related to agriculture. With recent changes in agricultural product and transportation methods, the grain storage facilities located along the railroads have ceased operation. As the old agricultural and railroad properties are redeveloped to uses more suited to the core of town, the majority of land designated for industrial uses will be lost. A new location for industrial uses will be needed to maintain a diverse economy.

The majority of the residential areas within the community are located on the east side of town and they continue to expand in that direction. With the primary location of commercial development along the highways, the residential development in the northeast area of town is distant from many commercial services. Allowance for neighborhood business areas that provide low impact professional office, services, and gathering places would reduce traffic congestion and provide opportunities for jobs and services close to home. Such neighborhood business areas can be designed with a residential character by requiring increased landscaping, locating parking in the rear, and utilizing pitched roofs.

2.1.4 Governmental and Institutional

In the area just east of downtown is a core of governmental and institutional entities. Moscow City Hall is housed in the historic Old Post Office on Third and Washington streets and the Carnegie Public Library is one block to the northeast. See Figure 2.2, Moscow Post Office and Court House. Two blocks south of City Hall is the Federal Building and current post office, and two blocks east of there is the Latah County Courthouse. Moscow High School is also
located within this area. This governmental and institutional core provides an employee and service base that supports downtown commercial and retail uses, and reinforces the sense of a civic center to downtown.

Gritman Medical Center is a community institution and a major employer located at the south end of Downtown Main Street. The medical facility has been the impetus for the location of several supporting health-related practices in the area, including an area along Washington Street that has transitioned from residential uses into various health-related professional offices while retaining the residential character of the structures. Another area where medical uses have clustered is along West “A” Street near War Bonnet Drive.

Many places of worship are scattered throughout the community. These are oftentimes located within residential neighborhoods, and are generally considered to be compatible with the residential uses. Parking is often the largest impact of these uses, and care should be taken to ensure that adequate space is provided, or that parking needs are minimized and expanses of pavement are screened from view of residential uses by landscaped buffers.

2.1.5 Recreation

Much like the governmental and institutional uses, the recreational uses are scattered throughout the community. These uses typically incorporate City-owned parks and recreation facilities, as well as other open spaces that are available to the public such as school grounds, University of Idaho open spaces and various trails and paths throughout the area. Availability of recreational uses adds richness to the community character and facilitates social connections and healthful recreational activities. For more information on recreational uses, see Chapter 4, Parks, Recreation, and Open Space.

2.1.6 Education

The University of Idaho is the largest educational institution within the community. For the 2017-2018 school year, the University reported an on-campus degree-seeking enrollment of 9,319, along with 928 faculty and 2,240 staff members. The draw of students into the community by the University accounts for nearly half of Moscow’s population, and thus creates a demographic with different needs and desires for housing and commercial uses than communities of a similar size that do not include a college or university. In addition to the University of Idaho, only eight miles to the west in Pullman, Washington, is Washington State University with a 2017-2018 on-campus enrollment of 20,286.

In addition to the University of Idaho, Moscow also hosts New Saint Andrew’s College, a private classical liberal arts Christian college with locations in Downtown Moscow in the Skattaboe Block on Friendship Square and North Main Street. In Fall of 2017, New Saint Andrews reported an enrollment of 143 full-time undergraduate students and 16 graduate students.
Moscow School District 281 is the singular public school district within the community and enrolls more than 2,500 students. Four elementary schools are located throughout the community: Russell Elementary is located just northeast of downtown; McDonald Elementary is on the far east side of town on “D” Street; Lena S. Whitmore is located at Blaine and First streets; and West Park Elementary is near the University of Idaho between Sixth and Third streets. The pattern of elementary schools essentially creates a line east to west across the middle of the community, resulting in the need for children from the southern parts of town to be bussed or driven to school because it is too far (or too dangerous) to walk.

Moscow High School is located just east of downtown and Moscow Middle School is located at the intersection of Mountain View Road and “D” Street. The playfields located near the middle school also serve the high school. Paradise Creek Regional High School is located on South Main Street, near Styner Avenue, and has programs designed for students who have dropped out or are at risk of dropping out of traditional high school to earn a high school diploma.

There are two public charter schools in the community: Moscow Charter School is a public school for K-8 with an enrollment of 169 during the 2017-2018 school year, and Palouse Prairie Charter School is a public K-8 school with an enrollment of 189 during the 2017-2018 school year.

There are also two private schools in operation within the community. St. Mary’s Catholic School is a private school for grades K-8. Logos School is a private classical Christian K-12 school with a 2017-2018 enrollment of 388. Much like the religious institutions, these educational uses are located primarily in residential areas.

### 2.2 HOUSING

#### 2.2.1 Housing Types and Ownership

According to the 2015 American Community Survey, there were a total 10,151 housing units within Moscow. This figure does not include group living quarters such as dormitories, fraternities and sororities which housed 2,894 individuals in 2010. In 2015, of the 10,151 housing units, 3,786 were single detached units (single family homes), 627 were attached single units (townhomes), 878 were duplexes, 522 were mobile homes, 4,338 units were attached multiple dwelling units (apartments). Table 2.1, 2015 City of Moscow Housing Unit Inventory, illustrates the current distribution of housing unit type within Moscow.
In 2015 the American Community Survey also reported that 40.1 percent of the City’s housing stock was owner-occupied, and 59.9 percent was renter-occupied.

Moscow already has a wide range of neighborhood characters and housing types, from urban to suburban, and from duplex, multiplex and apartment, to converted homes and efficiencies in basements and ancillary units. Residential-over-ground-level retail and office uses is another housing option that adds to the vibrancy of downtown.

The detached single family residence is the iconic living arrangement. It is generally a dwelling designed for use by one family that sits on its own lot of land. Although home sizes, arrangements, and densities vary immensely, it is nonetheless the primary occupant of land within the community. This housing arrangement generally utilizes the most land area per dwelling unit.

Attached single family residences are those where each dwelling unit has a ground level, shares one or more common wall with other dwelling units, and has some interest in an area of land, whether individually or commonly owned. There are many arrangements of attached residences including twinhomes, townhouses, and patio homes.

Multi-family residences are those in which dwelling units may be above or below other units. These units do not typically include a divided interest in land, but instead have open areas under common ownership. Generally this type of housing is called apartments.

There are other types of housing that meet needs other than those of a family. A group home is typically where several people live together under a common interest, but are not related. A standard example of this type of housing is a fraternity or sorority. Accessory units are another means of providing housing. These are often referred to as mother-in-law apartments or granny flats and are secondary to a detached single family residence, whether they are an apartment within the primary structure or an accessory building on the property.

Many times, group homes and accessory units are not simply a housing type, but a use of a housing unit. The great need for student housing within Moscow often results in the use of single-family homes as group homes for several students living together, or conversion of portions of single family homes into for-rent accessory apartments. Although these housing types meet a need for housing within the community, they also come with a greater need for parking, excess noise, and sometimes a lack of maintenance or care.

### 2.2.2 Housing Demand

Moscow’s population is forecast to grow from 25,146 people in 2017 to approximately 28,760 by the year 2030. See Chapter 1, A Vision for Moscow. According to the 2015 American Community Survey, the average household
size within Moscow was 2.23 people. Assuming that average household size remains consistent with that observed during the 2015 Census, it is projected that by 2030 the community would require a total of 11,811 housing units, which would represent 1,660 additional housing units, or 110 housing units per year to meet the housing needs of the current and future residents. This projected demand for new dwelling units excludes on-campus group housing such as dormitories, fraternities, and sororities which account for housing of about 18.4 percent of Moscow’s population. It is anticipated that, through 2030, the University of Idaho will continue to provide on-campus housing for that 18.4 percent of the City’s population (or approximately an additional 65 beds per year) through various on-campus housing opportunities.

Based on past ratios and the University’s targets for future enrollment growth, roughly half of the projected population growth is likely to be students of the University of Idaho. If that enrollment growth were to occur, between 25 and 30 percent of the total future housing supply should be multi-family units that are located relatively close to campus and marketed toward University students. Another 20 to 25 percent of future units should be alternative types of housing that allow for rental spaces (e.g., ancillary units, basement units, efficiency rooms, and other affordable housing options). Enrollment growth should be carefully monitored to ensure the appropriate mix of housing is available.

At any given point in time, a portion of the housing stock is vacant. Vacancies are essential to the healthy functioning of the housing market and the City’s economic development. When vacancy rates are too low, demand for housing will push up rents and prices as tenants vie for scarce units. In the case of a college town like Moscow, this pressure may make some students opt for other schools. The rule of thumb used by many economists is that five to eight percent is a healthy vacancy rate that promotes a healthy housing market. According to the American Community Survey, in 2015 the City had a relatively low 2.6 percent vacancy rate among all rental housing units. This suggests that depending upon the future enrollment at the University of Idaho there continues to be a potential need to provide additional apartment units within the City. Therefore, an adequate stock of quality housing options located close to campus is essential.

Residents have also expressed a desire to have more housing options available that are principally developed for owner-occupancy. As people and families age, their housing needs change as well. If a mix of housing is provided within neighborhoods, people have the option to move to another home that suits their needs without leaving the community. Units such as village houses, patio homes, townhomes, and downtown residential-over-retail housing units should be encouraged in appropriate locations to expand the housing types available in the community. Additionally, as the Baby Boomer generation ages, there will be an increased need for additional assisted living and continuing care facilities, as well as for centrally-located, accessible dwelling units.
2.2.3 Affordable Housing

Generally, housing is considered to be affordable if it costs no more than 30 percent of the household’s annual income. Typically this consideration includes taxes, insurance, and utilities as part of the cost of housing. According to the 2012-2016 American Community Survey, the local median income for a family in Moscow is $61,499, while the median income for a household is $34,784. The median price of homes sold in Moscow in 2016, as cited by local real estate companies, was $248,500, which is in excess of what is considered affordable housing for someone at the median income level.

There are several strategies available to local government and community organizations to promote affordable housing. Often the most easily implemented strategies are those that can be controlled through land use and development codes. Allowance of infill development and accessory dwelling units provides more housing options by increasing densities, lowering the cost of land associated with a dwelling unit, and supplementing a homeowner’s mortgage payment.

Conversely, codes may also inadvertently pose impediments to the development or maintenance of affordable housing. Careful consideration needs to be given to code regulations and amendments so that regulations are not overly restrictive or costly. Some such regulations may limit the ability for a potential home buyer to obtain a loan on the property due to a nonconforming lot, structure or use. Incentives can be built into codes to encourage developers to construct affordable housing by allowing density bonuses, alternate housing types, additional height, reduced fees, or priority plan review.

Other strategies require the establishment of programs and enforcement to be effective. Establishing a new affordable unit is easy in comparison to keeping the unit affordable when the original owner sells. A mechanism is needed to restrict the unit from being sold at market rate. Programs can be developed to fund the construction and rehabilitation of affordable units through trust funds. Other options include deed restrictions or the creation of land trusts - arrangements in which a private non-profit organization holds ownership of the land, and/or community housing funds that can reduce the purchase price to home ownership providing housing buy downs that are repaid upon the future sale of the property. These strategies typically require third party involvement that may require partnerships between local government and other public or private organizations. To that end, a Community Housing Development Organization (CHDO) by the name of the Moscow Affordable Housing Trust (MAHT) was created in 2009 with the goal of creating affordable housing within the community. Ultimately, it is important that the City carefully monitor the distribution and condition of housing that is available to all residents of all income levels within the community and implement the strategies such as those identified above to address community needs.
2.2.4 Home Occupations

With the advent of the personal computer and the communication age, society began a move toward telecommuting and new forms of home-based businesses. These uses are prevalent today and will continue to become more common as technology becomes more affordable and price of fuel increases. Although many times no one would know if their neighbor operated a business from home, these activities are technically commercial uses within residential zones -- uses that can have impacts on the neighborhood. Home businesses can add to the economic foundation of the community and grow into larger businesses. In this respect, they can be viewed as business incubators. In 2008 the City amended the Zoning Code to establish two different categories of home occupations that allow for these limited commercial activities while ensuring their compatibility with the surrounding neighborhood.

2.3 SPECIAL AREAS AND SITES

2.3.1 Historic Districts

Moscow has two historic districts listed on the National Register of Historic Places. The Fort Russell Neighborhood was originally designated in 1980 and amended in 2017, and the Moscow Downtown Historic District was designated in 2005. There are also 19 individual structures in Moscow that were listed on the National Register before these historic districts were established. When the Downtown Historic District was designated, 32 buildings were listed as contributing structures, including six that had already been listed individually. When the Fort Russell Neighborhood was originally designated, approximately 117 buildings were listed as contributing structures. With the 2017 amendment there are now 243 properties within the Fort Russell Historic District. Thus, altogether, some 275 Moscow buildings have been listed on the National Register of Historic Places, whether individually, as contributing structures within a historic district, or both. Numerous other buildings, sites, and neighborhoods within the city may be considered historically significant but have not yet been officially designated as such.

Fort Russell Neighborhood Historic District. The Fort Russell Neighborhood is located northeast of downtown. It contains 243 properties. See Figure 2.3, Fort Russell Neighborhood Historic District (next page). It is bounded generally by Third Street on the south, “D” Street on the north, Jefferson Street on the west, and Hayes Street on the east. This residential neighborhood is laid out in the traditional grid pattern and has an extensive tree canopy. A majority of the homes in the district were built between the years 1880 and 1920, using a mix of architectural styles including Queen Anne, Eastlake, Gothic Revival, Colonial Revival, English Cottage or Tudor, American Foursquare, and Bungalow. Many of Moscow’s early businessmen had homes in this area -- Frank H. Barton,
Henry Dernham, William Kaufmann, and Frank A. David. The history of this neighborhood goes back to the establishment of Fort Russell during the Indian wars of 1877. Houses listed on the Register as “contributing” were at least 50 years old in 1990. A significant number of houses constructed after 1940, including prime examples of Art Deco and Moderne styles, could be classified as historic, but are not within the period of significance which is between 1885 and 1940.

**Moscow Downtown Historic District.** Recognizing the core of the town, the Moscow Downtown Historic District runs the length of Main Street between Sixth and First streets. See Figure 2.4, Moscow Downtown Historic District (next page). It is generally bounded by First Street, Sixth Street, Washington Street, and the alley between Main and Jackson streets. The commercial district includes 60 structures, a majority of which were built between 1888 and 1953. The earlier buildings represent the Italianate, Romanesque, Mission/Spanish Colonial Revival and Art Deco architectural styles. The location of Moscow’s downtown was decided when Almon Asbury Lieuallen, James Deakin, Henry McGregor, and John Russell each donated 30 acres of land to create the town site in 1876.

**Individually Listed Structures.** Most of the 19 buildings that were on the National Register of Historic Places before the historic districts were established are clustered in three areas: the downtown commercial district, the University of Idaho campus, and an institutional corridor lying between the downtown commercial district and the Fort Russell neighborhood. The other two are nearby residences. Those 19 buildings are as follows:

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**Figure 2.3:**
Fort Russell Neighborhood Historic District

Source: City of Moscow Historic Preservation Commission
2.12 Comprehensive PLAN

Community Character and Land Use

Figure 2.4: Moscow Downtown Historic District

Source: City of Moscow Historic Preservation Commission

Downtown Commercial Area:
- Davids’ Building (302 S Main Street, established in 1889 by Henry Dernham and Emmanuel Kaufmann)
- Hotel Moscow (313 S Main Street, established in 1891 by Robert H. Barton)
- Kenworthy Theatre (508 S Main Street, established in 1926 by Milburn Kenworthy)
- McConnell-Maguire Building (102 S Main Street, established in 1891 by William J. McConnell and James H. Maguire)
- NuArt Theatre (516 S Main Street, established in 1935 by Milburn Kenworthy)
- Skattaboe Block (401 S Main Street, established in 1891 by Kenneth Oliver Skattaboe)

University of Idaho Campus:
- Administration Building, University of Idaho (built 1907-09)
- Kappa Sigma Fraternity, Gamma Theta Chapter (918 Blake Street, built 1916)
- Memorial Gymnasium (built 1927-29)
- Ridenbaugh Hall (built 1901-1902)
- Sigma Alpha Epsilon Fraternity House (920 Deakin Street, built 1932)
- University of Idaho Gymnasium and Armory (built 1904)

Institutional Corridor:
- First United Methodist Church (322 E Third Street, built 1904)
- W. J. McConnell House (110 S Adams Street, built 1886)
- Moscow Carnegie Library (110 S Jefferson Street, built 1906)
Moscow High School (410 E Third Street, built 1912)
Moscow Post Office and Courthouse (206 E Third Street, built 1911)

Nearby Residences:
- Mason A. Cornwall House (308 S Hayes Street, built 1889)
- Almon Asbury Lieuallen House (101 S Almon Street, built 1884)

Historic resources are significant to the identity of the community and many more structures and possibly districts may be added to the National Register listing over the years. Keeping historic resources eligible for listing and protecting and preserving them is important to the character and heritage of the community.

The identification and designation of these two historic districts represent important first steps in the promotion and preservation of these historic areas within the community. However, there are currently no guidelines or architectural standards within these districts to ensure that their historic nature is preserved, nor to enhance development and redevelopment activities that might occur within these districts. The City should consider the development of historic district architectural design standards and reviews to retain the historic character of these areas in the future.

2.3.2 Urban Renewal Districts

The Urban Renewal Agency was formed in 1995 and is not a city governmental body, but is supported by the city staff and the board is appointed by the Mayor with confirmation by the City Council. The Urban Renewal Agency’s purpose is to encourage redevelopment of areas through authority given by the state. It seeks to address deteriorated or deteriorating areas that are impeding economic growth by addressing public needs of both underdeveloped properties and properties in transition. There have been two urban renewal districts within Moscow, with one district still being active.

Alturas Urban Renewal District. The Alturas Urban Renewal District was established in 1996 to provide a for technology-based businesses. It is located south of S.H. 8/Troy Road and west of Mountain View Road. A special zoning district was formed to encourage a cohesive and consistent district to excite economic development. Alturas has fostered economic growth through diversification by establishing a place for research and technology companies to locate and grow in the company of related businesses. The City of Moscow and the University of Idaho desired to make use of the success of the business incubator and provide additional space for the growth and development of new companies. These companies were forecast to provide employment, investment and tax revenue generation capable of maintaining and improving the economy and community of Moscow. However, to accommodate and foster this new growth, it was necessary to provide public infrastructure of water, sewer streets,
and parks within the project area. Without these public improvements, the project was not expected to go forward and new growth and business development was anticipated to locate outside of Moscow. The Alturas District was closed in 2015, however several lots remain available for development.

**Legacy Crossing Urban Renewal District.** The Legacy Crossing district was established in 2008 with the purpose of guiding the development occurring in the old agricultural industry corridor along the railroad and Paradise Creek alignment between the University of Idaho and downtown. The formation of this district came about from the community’s desire to eliminate conditions impeding the City’s economic growth in an area which is located between Moscow’s historic downtown and the University of Idaho campus. The intention of Legacy Crossing is to spur a transition of properties from former agricultural and/or industrial uses to new uses, create more cohesive zoning arrangements, add diversity to the General Business and Residential/Office mixed use zones, and thereby transform the area from its current state of economic liability to one of economic vibrancy. The Legacy Crossing District was amended in 2018 to include the adjacent portion of Main Street to assist with addressing the deteriorating public infrastructure in the Downtown area.

### 2.3.3 University of Idaho Campus

The University of Idaho takes up a major portion of the southeast quadrant of the City with its 1,585 acre campus. As a major land holder, economic foundation, open space provider, and draw for outsiders, it is an important part of the community. The mix of historic buildings, modern facilities, and extensive landscaped open space add to the unique and identifiably academic feel of the campus. The educational core of the campus is located amongst the extensions of Line Street and Sweet Avenue. Residential areas are located at the north and east perimeters of campus nearest downtown and Pullman Road. Dormitories are generally north of Sixth Street, Greek housing is located primarily on Nez Perce Drive and Elm Street, and student family apartments are located between Sweet and Taylor Avenues. The geographic center of campus contains the Kibbie Dome, athletic track, and various playfields. The southern portion of campus includes a golf course and arboretum that extends to West Palouse River Drive. The western areas of campus contain agriculture and university farm facilities.

### 2.4 DOWNTOWN

Downtown Moscow is treasured by the community. It is the heart of the City, not only geographically, but also in terms of identity, community character, and community spirit. It is also a key activity center and gateway to the University of Idaho. Consequently, the quality and character of downtown, including its interfaces with the University, is a meaningful contributor to the University’s ability to attract and retain students.
At the heart of downtown is Friendship Square, a public plaza with amenities that include ample seating, a fountain, a message board, and playground structure. See Figure 2.5, Friendship Square. Functionally, downtown has evolved from a retail and service-dominated central business district to a truly mixed-use district, with offices, institutional and governmental uses, residential units, and ground-floor retail. See Figure 2.6, Evolution of Downtown Moscow (next page). Although peripheral auto-oriented retail development with national chain tenants has pushed downtown to adapt, it has not significantly undermined the viability of downtown because the location, authentic character and quality of downtown as a location for dining, entertainment, and specialty retail continue to exist. In recent years there has been considerable reinvestment in downtown with many of the historic buildings being adaptively reused. Many restaurants have decided to locate downtown which has contributed to downtown’s growth as a dining and entertainment district.

Downtown has continued to be a community gathering place, hosting many community activities throughout the year. Events include the Farmers Market which is held every Saturday from May through October, Artwalk, block parties, parades, homecoming for the University of Idaho, rallies, and concerts.

2.4.1 Downtown Expansion

Expansion of the downtown area has been considered through several planning efforts including the City’s 2003 Downtown Revitalization Plan and the City’s current Comprehensive Plan. Most immediately, the agricultural-industrial area situated along the prior railroad tracks between downtown and the University of Idaho is a target for downtown-style redevelopment. Although the seed company that is located on a portion of the site is a continuing, viable enterprise, most of the uses and buildings on the site are obsolete. The Urban Renewal Agency and private interests are seeking to redevelop this area with mixed-use buildings that reinforce the connection among the University, the hospital, and downtown. See Section 2.3.2 Urban Renewal Districts.

The City’s 1999 Comprehensive Plan recommended expanding downtown to the north, south, and west. Because of the limits to the regional economy, the expansion of downtown should be approached in guarded manner, phasing in
new development and redevelopment in a way that is in pace with market demands.

- The focus of the first phase should be the agricultural-industrial area in the Legacy Crossing Urban Renewal District to the southwest of downtown (generally between Sixth Street, Jackson Street, and Paradise Creek). Since the success of the City is largely tied to the success of the University, enhancing the character of the interconnections between the two, as well as the access of University students to the downtown, is an important policy priority.

- Accordingly, if the market will support such development, buildings in this area should be four to six stories or more in height to emulate some of the structures that were previously located on the site that were higher than six stories. Vertically mixed uses and structured parking should be incorporated as warranted and feasible. The additional building height will create a draw to the south end of downtown, reinforcing the linkage to the University and the hospital, provided that the taller buildings have landmark-quality architecture and are highly sensitive to the context of the area.

If the market study shows uncertainty with regard to whether the market will support a building with structured parking, the City should consider participating in the development of the parking structure in exchange for public access to the parking spaces. This would be a significant benefit to the community character because increased surface parking would likely create a physical and psychological barrier between the University and downtown, and would most assuredly alter the character of this area from urban to auto-urban.

- The focus of the second phase should include the residential area in the Legacy Crossing Urban Renewal District that lies north of Sixth Street and south of Third Street to the west of downtown along Asbury, Almon, and Lilly Streets. This connection should be strengthened by improving the quality and character of development by redeveloping the corridor with mixed-use buildings with a student housing component. These buildings should be three to four stories in height and compatible with the historic downtown’s architectural palette.
The third phase should include the expansion of the downtown into the motor business area along Main and Jackson Streets to the north of “A” Street. The policy behind this expansion is to upgrade the character of these commercial areas which are connected to the downtown core. This is identified as the third phase because stretching downtown to the north will increase walking distances between downtown uses, potentially diluting the energy of the downtown. As such, expansion of the downtown to the north should be undertaken with caution and demonstrated market support, and only after the two prior phases that include the connections to the University have been established.

2.4.2 Downtown Parking

Like many other cities, there is a perceived parking problem in the downtown core. The City’s existing land development regulations exempt downtown uses from off-street parking requirements. Whether parking is empirically a problem or not, the situation should not be exacerbated as new development and redevelopment occur. Accordingly, parking requirements should be modified for the downtown area so any redevelopment resulting in increased parking demand is required to provide the necessary additional parking. This may include a “fee in lieu” of parking spaces for smaller developments, provided there is an established program in place to locate, purchase, and develop public parking facilities, and creative parking joint use and management plans for uses that have complementary parking demands that can be served by common parking facilities.

The largest and most convenient parking lot to the downtown core is the South Jackson Street lot, which is located on Jackson Street between Fourth and Sixth Streets. However, its only convenient pedestrian access to Main Street that does not require walking through a business is via Friendship Square. Many business owners believe that convenience is key, so despite the destination character of downtown, they worry their customers may go where parking is more convenient. Historically appropriate signage and kiosks directing people to and from parking areas and other locations of interest were installed in 2015 to help alleviate this concern.

Parking limitations extend beyond automobiles. Given the large number of bicyclists within the community there is an ever-increasing need for convenient, secure, and preferably covered, bicycle parking downtown. Additionally, convenient and timely public transit services to and from downtown to outlying areas can encourage people to leave their vehicles at home and reduce parking demand. Parking is discussed in more detail in Section 3.6.4, Bicycle Parking and Section 3.10, Parking, of this Plan.

Some business owners also consider commercial loading to be problematic in certain areas. Without off-street loading areas, trucks must block alleys or
streets for pick-ups and deliveries. If the property layout permits, significant new commercial structures in the downtown area should be designed with loading access removed from the public rights-of-way.

2.5 COMMUNITY DESIGN

The physical character of a place creates the first impression for visitors and contributes to the quality of life for residents. The appearance of the physical environment is an asset to be valued, and is formed by many factors. One of the main attributes of Moscow is its small-town atmosphere. Aside from the actual size of the town, community design plays an important role in creating this atmosphere. Moscow is characterized by rolling Palouse hills, open farmland, the University of Idaho campus, the historic downtown, and the residential neighborhoods with tree-lined streets. The accessibility, viability, and pedestrian friendliness of downtown are significant factors in this small town feeling. The visual effects of the agricultural component to the local economy also contribute to the small-town impression.

2.5.1 Entrances and Corridors

The visual effect of entrances is important. Not only does an entrance provide a first impression of an area, the entrance advertises and defines what is within that area. An appropriately designed and maintained City entrance can project a sense of community pride and slow traffic in addition to marking the City limits and welcoming visitors.

The primary entrances into Moscow include S.H. 8 on the west and east ends of town and U.S. 95 on the north and south ends of town. Although the City welcome signs are attractive and have landscaped areas around them, a variety of other signs clutter the entrance areas. In 2015, the City prepared a City Entryway Beautification Plan intended to identify and guide aesthetic improvements to the City’s entryways and highway corridors.

Implementation of the City Entryway Beautification Plan includes development of standard signage design and placement, landscape requirements, and incorporation of public art to help beautify these entrances and add to the community way-finding system.

The entrances to the University of Idaho campus are important as well. The primary entrances to campus include Sweet Avenue at U.S. 95 (S Main Street), Sixth Street at Deakin Avenue, and Line Street, Stadium Drive, and Perimeter Drive at their intersections with S.H. 8 (Pullman Road). Over the past several years, the University developed new entrances at the Line Street, Stadium Drive, and Perimeter Drive intersections with S.H. 8.

The corridors leading into the City center are as important as the actual entry
points into the community. Each of the four main corridors leading into the community is lined with a mix of commercial and residential uses that are not visually separated from the roadway by landscaping or sidewalks. By requiring setbacks and landscaping measures, even unattractive land uses will not materially hamper an attractive route into town. Proposed improvements to these entrances and corridors are discussed in more detail in Section 3.4.10, Corridor and Gateway Beautification, of this Plan.

### 2.5.2 Streetscapes

The design of a streetscape includes the road, sidewalk, and landscape elements within the public rights-of-way, and may include the building facades and landscaped setbacks within the private realm. Streetscape elements such as street lights, trees, and street furniture (e.g. benches) can contribute unique character to a block or entire neighborhood. Street trees and furniture are present throughout the downtown area. They are very important in creating a pleasant, comfortable, and inviting atmosphere.

Streetscape standards are often developed to create a uniform appearance and identity to downtowns, historic districts, and other special areas. Public art can be directly incorporated into streetscape design by reserving locations for sculpture. It can also be incorporated into various elements of the streetscape furnishings. Additionally, streetscape elements such as bike racks can be developed and designed by artists to create interest, landmarks, and a sense of discovery to the streetscape. Provisions should be made to allow for such furnishings and amenities throughout the community in a manner that would afford an enhancement of neighborhood character and identity.

### 2.5.3 Landscaping

Landscaping is a significant factor in the formation of the City’s ambiance. Trees, flowers, and shrubs are perceived as being a reflection of the natural world, thus landscaping is seen as a means of beautifying the urban environment. The aesthetics of landscaping is only one of the many benefits plants provide to the homeowner and the community. Landscaped yards increase home values, careful placement of trees can save on cooling costs, and appropriate planting selections can save water. Having a landscaped yard can provide additional living space, encourage outdoor activities such as gardening, attract birds and butterflies, buffer a home from neighbors’ lights and noise, and reduce pollution and erosion. See Figure 2.7, Buffers (next page).

Landscaped public open spaces can contribute to a greater sense of community, reduced crime, and lower vacancy rates. Studies have shown the benefits of plants and landscaping beyond the residential realm, in that their presence can reduce stress and anxiety which increases productivity for workers and healing for patients. Additionally, shoppers prefer to patronize business locations...
where trees and other landscaping are present. The City should strive to increase the number of trees and areas of public lands throughout the City should be identified for viable, large-scale tree planting efforts.

The University and the residential areas of Moscow are well landscaped. The older residential areas feature streets lined with large tree canopies, adding grace to the City. The extensive landscaping of the more visible parts of the University benefits the entire City. In the downtown area, the landscaping in Friendship Square creates a restful atmosphere, and trees throughout the downtown area break the monotony of the pavement. The downtown street trees provide shading and cooling during the summer, filter runoff, and enhance the aesthetics of downtown. The City should develop a plan to for managing the aging downtown trees with ways to upgrade the existing forest and make it more resilient.

2.5.4 Scale, Density, and Building Design

The massing and design of buildings is an important factor in how the community looks and feels with scale, height, and setbacks all being important factors. They can impact compatibility with existing development, the availability of solar access, and even the comfort of pedestrians. The architectural design of buildings adds to the character, continuity, and interest in an area.

In Moscow’s Historic Downtown, many buildings are built at the street, providing a street wall or continuous row of storefronts that maintain a pedestrian’s interest and frame Friendship Square. There is substantial uniformity in the bulk and exterior treatment of the buildings that unifies the downtown area. Heights range from one to four stories, and brick has been used extensively as a building material. Floor area ratios and residential densities are higher in the downtown area than in the rest of the community, giving a greater opportunity to mixed uses, but also creating a need for parking which is often provided off-site or in public parking lots.

In other community locations, buildings are set back from the street, allowing for landscaped front yards in residential areas and on-site parking in commercial areas. The eastern residential area contains numerous stately homes, many
of them historic to Moscow, concentrated notably in the Fort Russell district. The agricultural warehouses south of the central business district have special visual significance as examples of grain elevator construction, and because the towering elevators are a symbol of the importance of agriculture in the region. They also add a vertical element to the City’s design.

The architecture of many of the City’s buildings is interesting and contributes both to the small-town feeling and Moscow’s sense of place. Preservation and enhancement of some of these buildings and the construction of compatible new buildings can help maintain the City’s special ambiance. The downtown area and the University of Idaho campus are two outstanding assets to the design of the community, with historic and architecturally interesting structures, public spaces, landscaping, and open spaces. The location of the University is somewhat concealed from visitors entering the City. Better integration of the University into the design of the City would benefit both the University and the City.

2.5.5 Signage and Lighting

In both public and private streetscapes, signage, and lighting relate strongly to architectural design and the appearance of the town. Both signage and lighting have obvious benefits, but can also create concerns which must be addressed carefully. Signage is necessary for providing direction and advertising businesses. However, improper placement and excessive displays of signage can distract and block driver views and detract from the aesthetic character of an area. Lighting enhances safety, but can also cause a nuisance by glaring onto adjacent properties and illuminating the night sky.

Controlling the amount, location, size, and type of signage helps to balance the need for advertising and free speech with the need for safety measures and community aesthetics. The design of traffic signage is regulated federally through the Manual of Uniform Traffic Control Devices (MUTCD) and cannot be modified. Way-finding and community information signage, which may direct motorists and pedestrians to parking or points of interest, often have a uniform theme and style and are maintained by the City. Commercial signage is the most challenging to regulate and may have the largest benefit to community character, if regulated appropriately. Giving greater consideration to the type, size, and materials of signage, as well as landscaping beneath self-supported signs in certain areas, will enhance community character.

Lighting is used functionally for illuminating roadways, sidewalks, paths, and entries, and also used aesthetically for building and landscape accents. Lighting should be applied in a manner that provides for even illumination of an area, while giving careful consideration to glare or trespass. Full-cutoff lighting is a good solution to preventing glare and trespass, but flexibility should be retained to allow accent lighting that can contribute to the aesthetics and character of a
building or neighborhood.

2.5.6 Parking

Parking is a major need and concern for all areas of the community. It also has a significant impact on community character. On-site parking is required of all uses in each zoning district (except the Central Business (CB) Zone, where an exemption applies in order to preserve the pedestrian nature of downtown). The strip commercial areas along major roadways are characterized by large parking lots between the roadway and buildings. Such expanses of paved parking discourage walking, encourage the use of the automobile for traveling between businesses, and do not provide adequate vegetative landscaping to break up the masses of pavement.

Residential areas are either characterized by parking at the rear of lots, when facilitated by alleys, or by parking in the front of homes. Each scenario creates a residential character that is quite different from the other. On-site parking accessed by an alley protects the pedestrian realm at the street by eliminating driveways and bringing the living quarters of the residences toward the front of the lot, encouraging interaction. Parking accessed directly from the street discourages neighborhood interaction because multiple curb cuts interrupt the sidewalk flow and garages are located at the front of homes. Availability and use of on-street parking also affects the character of a neighborhood and can provide a measure of traffic-calming. Careful consideration should be given to ensure adequate parking in appropriate locations that does not interfere with the aesthetics of an area.

2.5.7 Neighborhood Identity

While neighborhood preservation is an important issue within the community, many of the existing neighborhoods in Moscow lack a clear identity that is recognized within the community or represented by active neighborhood associations. Neighborhood associations can be a means to foster a greater sense of community, bring neighbors together to make their neighborhood a better place to live, and provide a more meaningful channel of communication between neighborhoods and the City government. The City Council should explore fostering the development of neighborhood associations and the creation of communication channels between these associations and the City government.

2.6 LAND USES

2.6.1 Existing Land Use

Map 2.1, Existing Land Use Character, depicts the current development character of land located within the City limits and the Area of City Impact. The designations depict not only land uses, but also the character of the development...
as reflected in the physical built environment (street network configuration, structure type and placement, and neighborhood age).

- **Agriculture** represents the peripheral rural lands that are adjacent to the City limits and throughout the Area of City Impact. These lands include both tilled ground and open pasture land. The majority of these properties are currently zoned Agriculture/Forestry (AF) or Farm Ranch (FR).

- **Suburban Residential** areas are generally developed with individual residences on larger lots and acreages, commonly around the periphery of more highly developed areas that are primarily located in the northern regions of the community. The majority of these properties are currently zoned Suburban Residential (SR).

- **Auto-Urban Residential** includes the conventional and more recently developed subdivisions with lots ranging in size from 6,000 to 9,600 square feet and where there are no alleys. These areas are principally single family only. Generally, these areas are located in the eastern regions of the City east of Hayes Street, with a few smaller areas in the southern reaches of the City in the Anderson Addition and Indian Hills Addition areas. The current zoning of these areas is largely Low Density Single Family (R-1) and Moderate Density Single Family (R-2). See Figure 2.8, Comparison of R2 Areas.

- **Auto-Urban Residential** (Moderate Density), represents the areas that are developed as multiple-family and manufactured homes. These areas are generally located south of the central S.H. 8 corridor and the northwest region of the City. The existing zoning of these areas is largely Medium Density Residential (R-3) and Multiple Family Residential (R-4).

- **Urban Residential** is the near-downtown neighborhoods that have garage access by way of alleys and also where there is a moderate incidence of accessory residential units. The current zoning of this area is mostly
2.24 Comprehensive PLAN

Community Character and Land Use

Moderate Density Single Family (R-2) and Medium Density Residential (R-4). See Figure 2.9, Urban Residential.

- **Urban Residential (Moderate Density)** is for the neighborhoods that abut downtown and where there is a high incidence of multiple-family dwellings. Multiple Family Residential (R-4) is the primary current zoning of this area.

- **Suburban Commercial** represents a very few properties that reflect a suburban characteristic with an increased amount of landscape surface area and a residential-like building design.

- **Auto-Urban Commercial** is the character type of the commercial land uses along each of the community’s main corridors, including those approaching downtown. The majority of these areas are currently zoned Motor Business (MB). See Figure 2.10, Auto-Urban Commercial.

- **Urban Commercial** is for the areas around the historic downtown core that have a similar character and are also within the current Central Business (CB) zone.

- **Suburban Industrial** is for the Alturas Business Park since it is within an attractive campus-like setting with an open plaza area. The current zone for Alturas is Research, Technology, and Office (RTO).

- **Auto-Urban Industrial** represents all of the more intensive industrial uses principally along the railroad tracks and U.S. 95 to the south and located within the Industrial (I) zone.

- **Public and Semi-Public** uses are for government buildings and properties, as well as semi-public or institutional uses such as churches, schools, and the hospital.

- **University** encompasses the land owned by the University of Idaho and is a part of or directly adjacent to campus. This designation excludes the open and recreational areas that are characterized as Parks, Recreation, and Open Space.
• **Parks, Recreation, and Open Space** includes each of the City’s developed and undeveloped parks and pathways, as well as public and semi-public open spaces on University grounds and designated open areas within private developments.

• **Vacant** designates those areas within the City that are currently not developed.

### 2.6.2 Future Land Use

As a guide for land development and public improvements, [Map 2.2, Future Land Use and Growth Plan](#), represents how and where the City will grow over the course of the next two decades and beyond. The Future Land Use Plan is an integral part of this Comprehensive Plan and represents the most desirable land use based upon the goals and objectives stated in the Comprehensive Plan in consideration of existing uses and development and physical characteristics of the community. The land use designations form the basis for zoning, and thereby the location of housing, commercial, and industrial areas. The Future Land Use Plan and the Thoroughfare Plan are two of the more important planning tools available to the City.

In the determination of whether a specific zoning classification conforms to the land use designation on the map, flexibility should be used to interpret land use designation boundaries which are applied upon a broad scale. Street rights-of-way, lot lines, topography, and other features should be utilized in the location of appropriate zoning district boundary lines. Generally, zoning district boundaries should follow rear lot lines or alleys to preserve the cohesiveness of the streetscape and compatibility of adjacent uses.

Consideration shall be given to the preservation of the character of the existing neighborhood when deciding upon specific zoning classifications. Since there is some amount of inherent overlap within the descriptions of the land use designations, consideration shall be given to zoning classifications that permit development that is consistent with the scale, development pattern, and uses within the surrounding area.

Applying zoning regulations break these areas into more specific classifications with legally binding land use regulations. Idaho State law requires zoning to be “…in accord with the comprehensive plan.” An area may be zoned for a lower intensity than is indicated by this Plan, but generally should not be zoned for a more intense use. The following discusses the land use designations found in the Future Land Use Plan.

• **Agriculture** is intended to allow continued use for agricultural purposes with allowances for limited residential development at very low densities. Lands with this designation should be preserved for agricultural use and development should be directed to areas in closer proximity to the City.
where municipal utilities are available and land can be efficiently developed and serviced. Areas shown as Agriculture on the Future Land Use Plan are outside of the 10-year growth area (refer to Chapter 5, Public Utilities, Services, and Growth Capacity) and beyond the area for which the City is prepared to provide adequate facilities and services during the horizon of this Plan. Generally, these are found around the periphery of the City and throughout the Area of City Impact. The residential development options allow septic/well and septic/public water (where applicable and warranted) at very low densities, consistent with the intended agricultural character. Appropriate current zones for lands with this designation are Agriculture/Forestry (AF) and Farm, Ranch, and Outdoor Recreation (FR).

- **Suburban Residential** designates areas appropriate for larger lots and fringe area development at gross densities ranging from 0.85 to 1.55 dwelling units per acre. These areas are generally located within the northern reaches of the City along north Polk Road and Almon/Mix Road where public services are limited, topography is somewhat challenging, and streets are currently developed to a lesser standard. Clustered development with preservation of open spaces and sensitive areas or steep topography should be promoted within these areas. The use of this designation should be limited to areas that will not impede more intense development in the future where such more intense development can be accommodated. The appropriate current zoning to be applied to Suburban Residential designated areas is Suburban Residential (SR).

- **Auto-Urban Residential** designated areas contain predominantly single-family detached homes on lots ranging from 7,000 to 11,000 square feet in size and are more isolated from surrounding uses which may require residents to rely more on automobile transportation. This designation includes those areas generally anticipated to be developed for low- to moderate-density residential uses at densities between three to six units per acre which could include a mix of detached single-family, twinhome, and townhome residential dwellings. Appropriate current zoning for Auto-Urban Residential designated areas include Low Density Residential (R-1), Moderate Density Single Family Residential (R-2) and Medium Density Residential (R-3) in order to include a mixture of attached and detached dwellings where appropriate.

- **Urban Residential** designated areas are comprised of more compact residential development at densities of five to 15 units per net acre. This designation encompasses many of the older and historic residential neighborhoods of town which are located in close proximity to the City core and are developed in a traditional grid street pattern with alley access. See Figure 2.11, Urban Residential Alley (next page). Prevailing lot sizes within existing neighborhoods generally range between 5,000 to 7,000 square
feet in size. Lands designated as Urban Residential are generally appropriately zoned Medium Density Residential (R-3) or Multiple Family Residential (R-4).

- **High-Density Residential** designated areas are intended to allow the highest density residential development at common densities between 15 and 26 units per acre. Areas appropriate for this designation include those located adjacent to areas of higher activity where there is a range of uses. High-Density Residential areas should be located adjacent or in close proximity to designated arterial or collector streets. New areas of high-density residential development should be located near mixed-use activity areas and corridors that accommodate multi-modal transportation. Lands designated as Urban Residential are generally appropriately zoned Medium Density Residential (R-3), Multiple Family Residential (R-4), or Residential Office (RO).

- **Urban Commercial** designated areas are intended to provide for the most intensive mix of commercial and residential uses in a pedestrian orientated manner. This is appropriately applied within the City’s downtown urban core and the immediate surrounding area where deemed appropriate. Different standards should be applied within Urban Commercial designated areas depending upon whether or not the property is in the Downtown Moscow Historic District. Inside the District, standards should be applied to preserve the existing character and promote compatible infill development or redevelopment. Historic District design standards should be established and applied using a pattern book to ensure compatibility of proposed modifications, additions, and demolitions of historic buildings. See Figure 2.12, Pattern Book Example (next page). Outside the Historic District, more intensive development should be allowed to preserve and strengthen the urban, pedestrian-oriented environment. These areas are intended to redevelop with a character that is similar to downtown (and is architecturally complementary), and one which promotes continuous pedestrian-oriented commercial frontage, wide urban sidewalks, and discourages large areas of surface parking. Incentives should be provided that would allow increased densities for vertical mixed use and structured parking. The most appropriate current zoning designations for these areas
are Central Business (CB) or General Business (GB) in areas removed from available public parking facilities.

- **Urban Mixed** designated areas are intended to provide for the infill development and adaptive re-use of areas that surround downtown. Within these areas, a mix of residential and limited commercial uses should be promoted through the development of small urban apartments, townhomes, and two- to three-story vertically mixed-use buildings. The urban mixed area should provide a pedestrian connection between the University of Idaho and downtown, and provide space for a variety of housing alternatives, niche retail, restaurants, artist studios, and personal and professional services. Off-street parking should be required, but the requirements should be reduced in this area due to the likely number of non-motorized travel the uses will attract.

- **Suburban Commercial** designated areas are intended to provide local and neighborhood commercial services in a manner that is compatible within a residential neighborhood environment. Lands appropriate for this designation include areas in close proximity to higher-density residential development and intersections of designated collector or arterial streets near residential development. Developments within these designated areas should include additional building scale and design standards (e.g., roof shape and materials, building height, setbacks, lighting, signage, etc., coupled with increased buffer yard requirements would better ensure compatibility). Developments within Suburban Commercial designated areas should limit the floor area ratios and require greater landscaping. See Figure 2.13, Suburban Commercial Character (next page). Suburban Commercial designated areas are most appropriately zoned Neighborhood Business (NB).

- **Auto-Urban Commercial** designated areas provide for commercial services and developments that are motor vehicle oriented or those which require large amounts of land. These areas should be located adjacent to existing commercial developments and along major arterials where the vehicle traffic can be accommodated. Developments within these designations should be required to provide significant landscaping which would be applied to enhancing areas along the street edge, screening parking lots, and buffering adjacent uses. Such areas are most appropriately zoned Motor Business...
Research/Technology Park designated areas are intended to provide for professional office and research and technology-based business developments in a campus-like setting. Developments within these designated areas should include additional aesthetic standards and guidelines such as minimum landscape surface ratios and maximum floor area ratios. Building scale and design standards should also be applied. These areas are most appropriately zoned Research, Technology, and Office (RTO).

Industrial designated areas are intended for industrial uses that involve outside storage and manufacturing or hazardous material storage. These areas are generally located south of East Palouse River Drive and east of U.S. 95. The character of developments within Industrial designated areas should be managed through landscaping standards which require more landscape treatment on the perimeter of development than on the interior.

Civic/Institutional designated areas are intended to include properties that are civic or institutional in nature which include but are not limited to educational institutions, government properties, cemeteries, hospitals, fairgrounds, public service and utility facilities, and community/neighborhood centers. Since these areas are dispersed throughout the community, most zoning districts are appropriate for Civic/Institutional designated areas.

University designated areas are intended to include publicly and privately owned properties that support the operation of the University of Idaho. These areas are most appropriately zoned University (U), Neighborhood Business (NB), and Multiple Family Residential (R-4). It is recommended that the City explore the amendment of the U zoning district to include uses that are currently allowed in the NB and R-4 zones and change the zoning classification of the areas on and surrounding “Greek Row” to the revised U zone. Eliminating the requirement that U-zoned properties must be owned by the University of Idaho should be part of the U zone amendment.

2.6.3 Recommended Future Zoning and Land Use Regulation
Considerations

It is recommended that the City change its approach to zoning to more comprehensively address community character and to provide additional flexibility with respect to providing a variety of housing types in particular locations. It is recommended that the City amend the land development regulations to require a balance of buildings, landscaping, and perceived enclosure of the street based on the desired character for the district. Within any given district, the appropriate balance can be achieved with a number of alternative development patterns, provided there is enough land to accommodate the appropriate balance. Development standards would be used to enhance design and ensure land use compatibility.

2.7 LAND USE AND COMMUNITY CHARACTER GOALS AND OBJECTIVES

2.7.1 General Land Use and Community Character Goals

- Direct land uses to meet current and future community desires and needs while conserving natural resources and protecting agricultural lands from scattered development through efficient and orderly development.
- Encourage a variety of housing types to meet the needs of residents of all ages and economic ability.
- Preserve and enhance special areas of the community to celebrate the community’s identity, character, and heritage.
- Enrich the community’s social, cultural, physical, and economic environments through the arts and integration of aesthetic infrastructure standards, and particularly through the placement of public art at key locations in the City.

2.7.2 Existing Community Character

Objective:

Protect existing neighborhood identity and character.

Implementation Actions:

1. Prevent unintended impacts to established neighborhoods when new areas are developed or zoning designations are modified.
2. Protect existing neighborhood streets from concentrated traffic by maintaining a well-connected and distributed street system, including installation of traffic calming measures to discourage through traffic when appropriate.
3. Develop and adopt neighborhood design standards to protect neighborhood and community character, including controls for street trees, fencing, and open space.

### 2.7.3 Housing

**Objective:**

Provide a mix of housing that meets the economic and lifestyle needs of the diverse population of Moscow.

**Implementation Actions:**

1. Provide residential zoning districts in sufficient quantity and location that allow for the creation of a variety of housing types to meet the diverse needs of the community. Zone for multifamily development close to the University and promote the Sixth Street corridor, between downtown and the University, for mixed-use residential-over-retail buildings.
2. Identify areas for infill residential development, including downtown multifamily and residential-over-retail opportunities. Identify barriers to redevelopment of these areas and take steps to eliminate the barriers and promote development and redevelopment.
3. Include a variety of regulatory incentives for the creation of affordable housing opportunities.

### 2.7.4 Special Areas and Sites

**Objective:**

Preserve and enhance special areas of the community to celebrate the community’s identity, character, and heritage.

**Implementation Actions:**

1. Implement design review for development and redevelopment activities within the City’s designated historic districts to preserve and enhance the community’s historic assets.
2. Develop a pattern book that illustrates design elements, materials, and methods for the City’s various architectural styles to be used for making decisions with respect to the improvement of historic buildings within the City.
3. Encourage the continued development of the University of Idaho identity that creates an attractive, functional, and marketable campus.

### 2.7.5 Downtown

**Objective:**

Guide the expansion and intensification of downtown development while considering the needs for parking and desire to maintain the existing historic
character.

**Implementation Actions:**

1. Create design standards for intensive redevelopment of areas near Historic Downtown so that they complement the existing character of downtown.
2. Pursue implementation of the Transportation Commission’s 2008 Downtown Parking Study’s recommended actions to improve parking in the downtown area. See Section 3.10.2, Downtown Parking.
3. Study potential parking management options within the downtown area including, but not limited to: transportation demand management strategies to reduce parking demand; the potential requirement for new development and redevelopment within the Central Business District to provide parking or pay a fee-in-lieu to fund new public parking acquisition and development; the development of satellite parking areas; and other similar parking management strategies.
4. Enhance public transit services to and from downtown to reduce parking demand within the downtown area.

**2.7.6 Community Design**

**Objective:**

Strengthen community character through improvement of the physical environment that enhances the small town feel and historic nature of Moscow.

**Implementation Actions:**

1. Develop and adopt standards to improve the quality of development in auto- urban corridors which serve as the entrances to the community. Standards should include streetscape requirements, strengthened sign controls, site landscaping requirements, and building design and scale standards.
2. Develop streetscape plans to enhance and identify special areas of the community, including Downtown and Historic Districts, and to highlight special connecting streets such as Sixth Street between downtown and the University, Third Street between Washington and Farm Road, and City entrances.
3. Provide landscaping and street tree requirements to ensure future tree cover that enhances community character and provides environmental and economic benefits.
4. Consider the impacts to character that building scale, massing, and design have when revising land use regulations. Provide appropriate setbacks, build-to lines, density, and design guidelines to enhance existing character in the downtown area and in established neighborhoods to promote attractive new development.
5. When revising land development regulations, consider the effects that location and manner of parking have on the character of downtown, neighborhoods, and commercial development. Provide regulations that promote a street environment which is friendly to pedestrians.

6. Develop programs to develop aesthetic infrastructure standards and incorporate public art in streetscape, landscape, and corridor plans, require public art in public projects, and incentivize art in private development.

2.7.7 Land Uses

Objective:

Provide a continuum of land uses that allow a variety of uses and housing types to meet the needs of the community while ensuring the preservation of neighborhood character in an efficient manner.

Implementation Actions:

1. Revise and rewrite the City’s land development regulations so that the zoning districts are focused on a continuum of community character from Agricultural to Urban, rather than focused on use categories that have a limited relationship to community character.

2. Provide flexible development options within each district that are consistent with the district’s character.

3. Create neighborhood conservation districts to allow for reasonable improvements in existing neighborhoods without cumbersome variance procedures. Include standards for making improvements to buildings to ensure that they remain in character with the neighborhood and do not adversely impact the use and enjoyment of neighboring properties.

4. Provide for areas of expansion for residential uses where the extension of utilities and streets can be done in a cost-effective, fiscally prudent manner. See Map 2.2, Future Land Use and Growth Plan.

5. Develop and adopt standards for landscape buffers between incompatible uses.
**Existing Land Use Character**

**EXISTING LAND USE**
- Agriculture
- Suburban Residential
- Auto-Urban Residential
- Auto-Urban Residential, Medium Density
- Urban Residential
- Urban Residential, Medium Density
- Auto-Urban Commercial
- Suburban Commercial
- Urban Commercial
- Auto-Urban Industrial
- Public and Semi-Public
- University
- Research/Technology Park
- Parks, Recreation, and Open Space
- Vacant

**BOUNDARIES, WATER, & INFRASTRUCTURE**
- City Limits
- State Border
- Area of City Impact
- Moscow Downtown Historic District
- Fort Russell Historic District