



**Possibilities for a NewCity Moscow**  
**January, 2006**

These potential actions are derived from citizen comments given in the Community Conversation and Charette in October 2005

**Cherish the core values:**

**Keep the small town atmosphere**

- Stake the social and economic future on the “New Frontier” to keep Downtown Moscow the heart of the community
  - Focus new development such that a majority of new residents will live within a one mile radius of downtown
- Preserve the views of countryside from Main Street
- Create a greenbelt to focus growth inward
- Keep the skyline – even if it is with new buildings

**Bridge the town-gown divide**

- Humanize the DMZ that currently exists between downtown and campus with dense mixed-use development that creates inviting public spaces

**Grow without sprawl;**

**Re-imagine the “Strip”**

- Reclaim parking lots and single use buildings for dense, mixed-use, vibrant, and pedestrian friendly

**Make new growth great growth**

- Adopt a form based code to govern design of all new development areas

**Tame the car:**

- Link land use and alternative transportation -develop places that encourage walking, biking, and transit
- Implement a “living streets” program, including sidewalks on every street and traffic calming
- Conduct a *Transportation Demand Study* to determine how car trips may be reduced

**Get serious about getting green:**

- Join the U.S. Mayor’s Climate Protection Agreement
- Prepare and implement a Green Infrastructure Plan
- Design and implement alternative stormwater management regulations

**Understand the financials**

- Conduct a cost of community services study to determine cost-revenue impacts of new growth



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**“Keep your eyes on the prize”** – brainpower, not sprawl, is the key component of 21<sup>st</sup> century economic growth

- Create a “President’s Commission on Economic Development, co-chaired by the presidents of the University of Idaho and Washington State University, to leverage the full economic potential of the Universities
- Create a “Knowledge Corridor” between Moscow and Pullman – a brand identity that positions the region to succeed economically in the 21<sup>st</sup> century.

### **Make planning fun**

- Build a LIVING, “integrated” plan based on creating and connecting the “whole” community
- Change the process from confrontation to collaboration – citizens involved at the earliest stage and use the charette process to build consensus
- Utilize the free market to facilitate the achievement of the city’s planning concepts

### **Communicate the vision and listen to the people!**

#### **Suggested Planning Commission Actions**

- Send a copy of the Integrated Plan to every household in the city
- Hold general neighborhood meetings outside of city hall throughout the year
- Host monthly local access TV/web cast show on planning Issues
- Staff a planning booth at the Farmer’s Market once a month to distribute information and receive comment
- Improve website to allow interactive capabilities – add an FAQ section
- Ensure that Commission agendas are widely available – in print and on TV
- Create information kiosks downtown and elsewhere