PLANNING & REDEVELOPMENT DEPARTMENT STAFF REPORT PLANNING COMMISSION MEETING FEBRUARY 14, 2008

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ITEM V-A. I.D.E.A. PROGRAM PRESENTATION

SUMMARY RECOMMENDATION

The item is informational only.

BACKGROUND

In 2007, Redevelopment Agency staff developed the Invest Downtown Economic Assistance (IDEA) program to further encourage new investment in the downtown. The program includes development incentives, development process benefits, and new and revised development codes and standards. Staff worked with the Chamber of Commerce Revitalization Committee, downtown stakeholders, the steering committee for the Downtown Specific Plan, and City development departments to create the IDEA program. A draft brochure for the program is attached. Staff will present this program to the Commission on February 14, 2008.

ATTACHMENTS

1. Draft IDEA Program Brochure