

MOTION

The Jobs and Economic Development Incentive (JEDI) Zone program provides economic development incentives within specific geographies of the City that aim to both promote and expand business in Los Angeles. Businesses located in these zones are eligible to obtain a variety of incentives including case management of the City development permit process, permit fee reductions, business consulting, and facade improvements, among others.

Pursuant to the JEDI Zone policy, zones must meet primary or secondary eligibility criteria, be reviewed by the Economic and Workforce Development Department (EWDD), and receive approval from the City Council and Mayor. Once the request to form a JEDI Zone is received, EWDD will conduct a baseline assessment of the area based on the qualifying criteria. Requests will be processed in the order received. If a proposed JEDI Zone is found to be eligible, EWDD will analyze the area under the secondary needs criteria to assign priority areas within the proposed zone, and subsequently submit a transmittal to the City Council with findings and recommendations concerning the creation of the zone. Established zones will expire after five years unless extended for an additional five years. The maximum duration of a JEDI Zone will be 10 years.

Key corridors in Council District 6 would benefit from the economic development incentives offered by the JEDI Zone program. Specifically, portions of Van Nuys Boulevard, Sunland Boulevard / Vineland Avenue, and Parthenia Street are in need of business support efforts that could enhance and revitalize these areas as commercial destinations in the community.

I THEREFORE MOVE that the Economic and Workforce Development Department be directed to evaluate the following three areas as a Jobs and Economic Development Incentive Zone and report to Council with findings and recommendations on creation of the zones: Van Nuys Boulevard, between Calvert Street and Sherman Way; Sunland Boulevard / Vineland Avenue, between La Tuna Canyon Road and Strathern Street; and Parthenia Street, between Sepulveda Boulevard and Van Nuys Boulevard.

PRESENTED BY: *Imelda Padilla*
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