

# ECONOMIC DEVELOPMENT

## 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 façade 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.

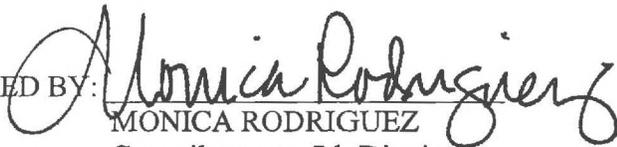
Highest priority within an eligible zone will be assigned to areas meeting more of the secondary needs criteria in comparison to other areas within the same zone. After completing the baseline and secondary needs assessments, EWDD will submit a transmittal to the City Council with findings and recommendations 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.

The 7<sup>th</sup> District has several transformational projects that are either in construction or in the planning stages, including the Culinary Arts Program and Business Incubator, Bradley Green Alley, and Food Kiosk projects. Van Nuys Boulevard continues to be the epicenter for these and future developments that will be encouraged by the inclusion of the area in the Opportunity Zone Program, which has the potential to attract long-term investment. Through its inclusion in the Opportunity Zone and Comprehensive Economic Development Strategy Focus Area, Van Nuys Boulevard meets the primary criteria for establishment of a JEDI Zone. The JEDI Zone program presents an opportunity to leverage the infrastructure and real estate investments supported by the Opportunity Zone with incentives to the businesses of Van Nuys Boulevard.

I THEREFORE MOVE that the Economic and Workforce Development Department be directed to evaluate the following area as a JEDI Zone and report to the Council with findings and recommendations on creation of the zone:

- Van Nuys Boulevard, between San Fernando Road and Laurel Canyon Boulevard.

PRESENTED BY:

  
MONICA RODRIGUEZ  
Councilwoman, 7th District

SECONDED BY:



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