

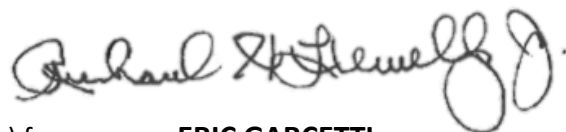
TRANSMITTAL

To: **THE COUNCIL**

Date: **11/05/21**

From: **THE MAYOR**

TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.

A handwritten signature in black ink, appearing to read "Eric Garcetti". The signature is written in a cursive style with a large, stylized "G" at the end.

(Rich Llewellyn) for

ERIC GARCETTI
Mayor

CITY OF LOS ANGELES

CALIFORNIA

CAROLYN M. HULL
GENERAL MANAGER



ERIC GARCETTI
MAYOR

**ECONOMIC AND WORKFORCE
DEVELOPMENT DEPARTMENT**

1200 W. 7TH STREET
LOS ANGELES, CA 90017

November 5, 2021

Council File: 13-0934-S2 and
20-0305
Council District: 9
Contact Persons & Phone Numbers:
Jacqueline Rodriguez (213) 744-7185
Vanessa Willis (213) 744-9321

The Honorable Eric Garcetti
Mayor, City of Los Angeles
Room 303, City Hall

Attention: Heleen Ramirez, Legislative Coordinator

TRANSMITTAL: RECOMMENDATION TO ESTABLISH THE GOODYEAR TRACT AS A JOBS AND ECONOMIC DEVELOPMENT INCENTIVE (JEDI) ZONE IN COUNCIL DISTRICT NINE.

The General Manager of the Economic and Workforce Development Department (EWDD) respectfully requests that your Office review and approve this transmittal and forward to the City Council for further consideration.

SUMMARY

The approval of this action will establish a City JEDI zone for the Goodyear Tract in Council District 9 (CD9), consistent with the approved Jobs and Economic Development Incentive Zones (JEDI Zones) Establishment Policy and Incentive Plan, ("JEDI Establishment Policy"), as adopted on March 6, 2020 and revised on November 2, 2021 (C.F. 13-0934-S2).

JEDI Zones are defined areas where local economic incentives will be used to enhance existing businesses and attract new businesses and industries that will result in increased economic development and growth in the City of Los Angeles, particularly in communities that have been historically underinvested.

On March 6, 2020, the Council directed the Economic and Workforce Development Department (EWDD) to evaluate a proposed JEDI Zone for a portion of the Goodyear Tract in CD9 (C.F. 20-0305). EWDD has conducted a baseline evaluation of the proposed Goodyear Tract JEDI Zone in order to provide a description and an analysis of the proposed JEDI Zone, assessment of the area's economic distress level, and

recommendations for establishment of the JEDI Zone and provision of business incentives to enhance economic development in the corridor through a Business Incentive Plan.

RECOMMENDATIONS

The General Manager of EWDD or designee, respectfully requests that the City Council, subject to the approval of the Mayor as required:

1. DESIGNATE the Goodyear Tract in CD 9 in the area bounded by Slauson Avenue to the north, Florence Avenue to the south, Central Avenue to the east, and Avalon Boulevard to the west, as a City of Los Angeles JEDI Zone, (“Goodyear Tract JEDI Zone”), for a period of five years;
2. AUTHORIZE EWDD to implement a Business Incentive Plan for the area, as set forth herein, consistent with the adopted JEDI Zone Establishment Policy, including providing permit subsidies of up to \$10,000 for up to thirty (30) businesses within the Goodyear Tract JEDI Zone, with a total allocation of up to \$300,000 from previously appropriated JEDI Program funds.

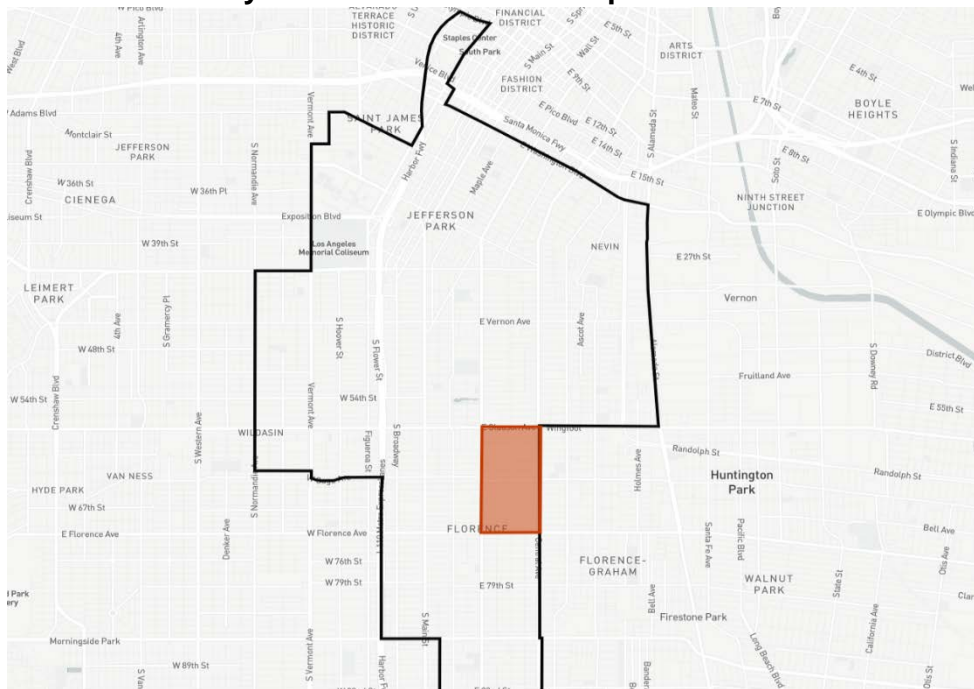
DISCUSSION

The JEDI Zone Program goal is to promote economic development activity, encourage and attract investments, and create jobs and expand business opportunities in economically distressed and underinvested areas through incentives, services, and resources to businesses located within designated JEDI Zones.

LOCATION

In Council (C.F. 20-0305) requested EWDD to conduct a baseline evaluation of the Goodyear Tract located in CD9 for a proposed JEDI Zone. The proposed Goodyear Tract JEDI Zone is bounded by Slauson Avenue to the north, Florence Avenue to the south, Central Avenue to the east, and Avalon Boulevard to the west. According to Google maps, the distance of the corridor is approximately 15,945 feet long (3.02 miles) and is within two (2) adjoining Census block groups (#060372392021 Block Group and #060372393301 Block Group). Map below, illustrates the JEDI Zone location within CD9.

**MAP 1-
Goodyear Tract JEDI Zone Proposed Location**



ECONOMI

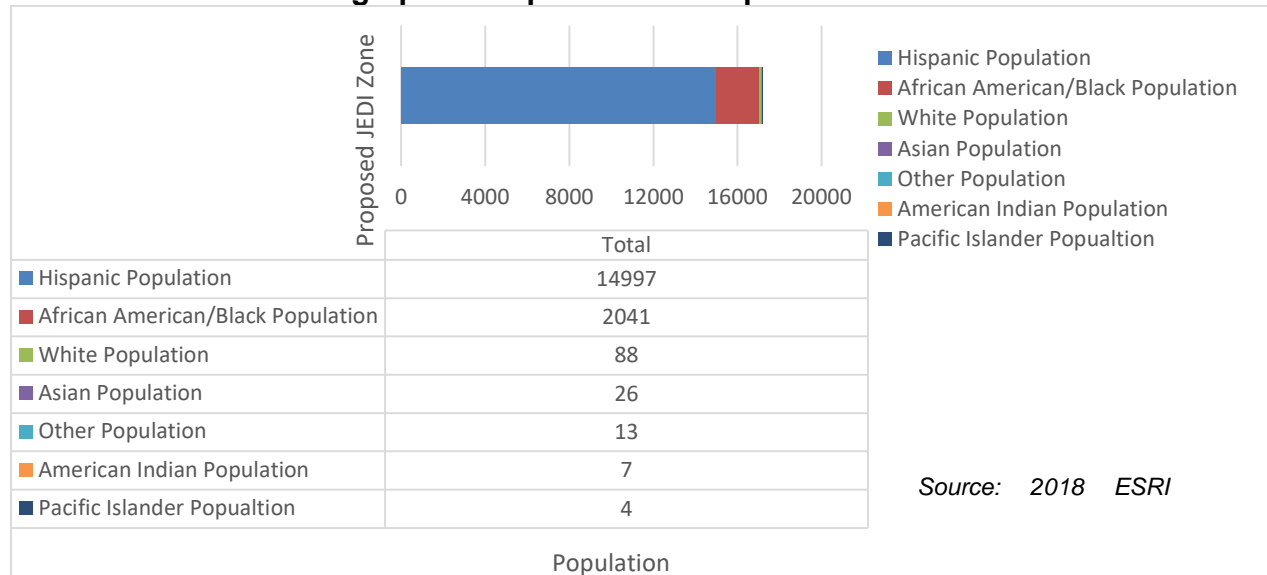


According to the most recent economic data available, CD9's median household income is \$38,528. For context, the median household income in the City of Los Angeles is \$62,142. The percent of the population living below the poverty level within CD9 is 31%. While 18% of the population is below the poverty level within the City of Los Angeles.

DEMOGRAPHICS

The proposed Goodyear Tract JEDI Zone is located in neighborhood identified as Florence. The demographics of the proposed JEDI Zone are predominately Hispanic/Latino. There are approximately 17,176 total residents within the proposed JEDI Zone. According to 2018 ESRI data, the Hispanic/Latino population is 87.3% of the total population, followed by the African American population at 11.9%. Graph below, contains the ethnic/population breakdown of the proposed Goodyear Tract JEDI Zone area.

**GRAPH 1 –
Demographics Population of Proposed JEDI Zone**



BUSINESS ENVIRONMENT

There are five hundred and seventy-three (573) that have a City of Los Angeles - Business Tax Registration Certificate (BTRC) in the proposed Goodyear Tract JEDI Zone. The area businesses span across a diverse range of industries, including manufacturers of apparel, metal and wood products, and other wholesalers. The industries with the highest count in the proposed JEDI Zone are detailed in the truncated table below. The full listing of the 573 actively registered businesses with the City of Los Angeles - Office of Finance as of February 21, 2021, can be found in Attachment 1 of this report.

**TABLE 1 –
Active Businesses NAICS Industry Codes within the Proposed JEDI Zones**

NAICS Industry Code	NAICS Primary Description	Count of Active Businesses
315000	Apparel mfg.	72
722300	Special food services (inc. food service contractors & caterer)	38

NAICS Industry Code	NAICS Primary Description	Count of Active Businesses
454390	Other direct selling establishments (including door-to-door retailing, frozen food plan providers, party plan merchandisers, & coffee-break service providers)	25
311900	Other food mfg. (including coffee, tea, & flavoring)	16
812990	All other personal services	16
434300	Apparel, piece goods, & notions	15
425120	Wholesale trade agents & brokers	12
	Grand Total (Attachment 1) *	573

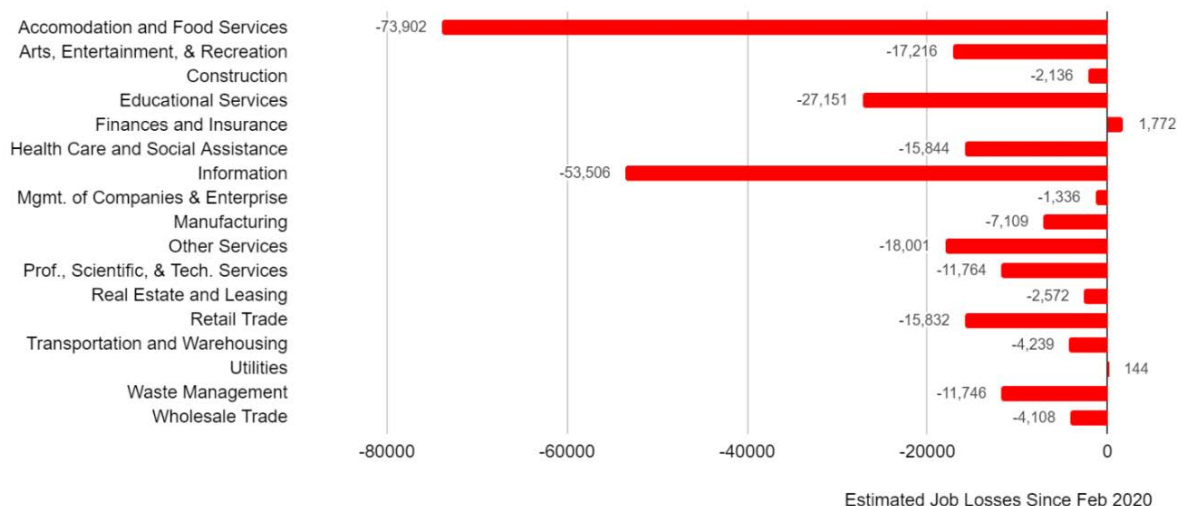
*List has been truncated due to length.

COVID-19 PANDEMIC IMPACT

As a result of the Coronavirus 2019 (COVID-19) health pandemic, local businesses have been facing declining sales, operational challenges, and financial uncertainty. Certain industries such as the low-wage service industries, lessors of real estate, and miscellaneous store retailers that comprise the majority of the industries and business within the proposed JEDI Zone were more severely impacted than others due to their dependance on in-person customers and their inability to transition to remote work like the technology or professional services industries. According to the LAEDC Pathways for Economic Resiliency Report, it is a trying time for Los Angeles County businesses due to strict closure guidelines and the slow recovery which has limited revenue for an extended period of time. From March 1, 2020, to August 31, 2020, Yelp reported more temporary and permanent business closures in Los Angeles than any other metro in the country with approximately 15,000 total business closures of which approximately 7,500 businesses are permanently closed.

Implementation of the Goodyear Tract JEDI Zone program, can assist area businesses negatively impacted by the COVID-19 pandemic and prevent the permanent closures of small and minority-owned businesses.

**GRAPH 2 –
Controller’s Office Job Losses by Industry
By Industry**



Source: Controller's Office

JEDI ZONE ELIGIBILITY ANALYSIS

The JEDI Zone Establishment Policy as adopted by Council and Mayor (C.F. 13-0934-S2) (JEDI Policy) outlines that a proposed JEDI Zone must meet one of the following six Primary Eligible Criteria:

1. City-established EIFD District; or
2. City-established CRIA District; or
3. Within a designated Opportunity Zone; or
4. Focus Area designated by Citywide Economic Development Strategy; or
5. Promise Zone Community; or
6. Economic assessment using the secondary needs assessment criteria. An area must meet five secondary needs assessment criteria to qualify as eligible for a JEDI Zone.

The JEDI Policy states that priority will be given to those proposed JEDI Zone areas with the greatest need by evaluating for factors indicating distress in the following Secondary Needs Assessment categories:

1. Qualifies as low and moderate-income (LMI) area as defined by the U.S. Department of Housing and Urban Development (HUD). The area must have at least fifty-one percent (51%) of the residents be LMI persons.
2. An average unemployment rate that is at least three percent (3%) higher than the Citywide rate.
3. Deteriorated commercial structures, based on the physical deterioration of buildings/improvements; abandonment of properties; chronic high occupancy turnover rates or chronic high vacancy rates in commercial or industrial buildings; significant declines in property values or abnormally low property values relative to other areas in the community; or known or suspected environmental contamination.
4. More than fifty percent (50%) of the buildings in the area are zoned for commercial, retail, or industrial uses.
5. Contains at least one City priority project, defined at the time the JEDI Zone is created.
6. Within the project area boundary of the former Community Redevelopment Agency of the City of Los Angeles (CRA/LA) that was active at the time of the dissolution of the Community Redevelopment Agency.

Primary Qualifying Criteria for the Goodyear Tract JEDI Zone

The JEDI Zone Establishment Policy requires for proposed areas to satisfy one of six (6) primary eligibility criteria to qualify for a baseline evaluation to be designated as a JEDI Zone. The proposed Goodyear Tract JEDI Zone area is located within a Federally designated Opportunity Zone, a Citywide Economic Development Strategy (CEDs) Focus Areas, and the South Los Angeles Promise Zone that fulfills the primary qualifying criterion for the area's nomination as a JEDI Zone.

**MAP 2 –
Economic Incentives Overlay Map**

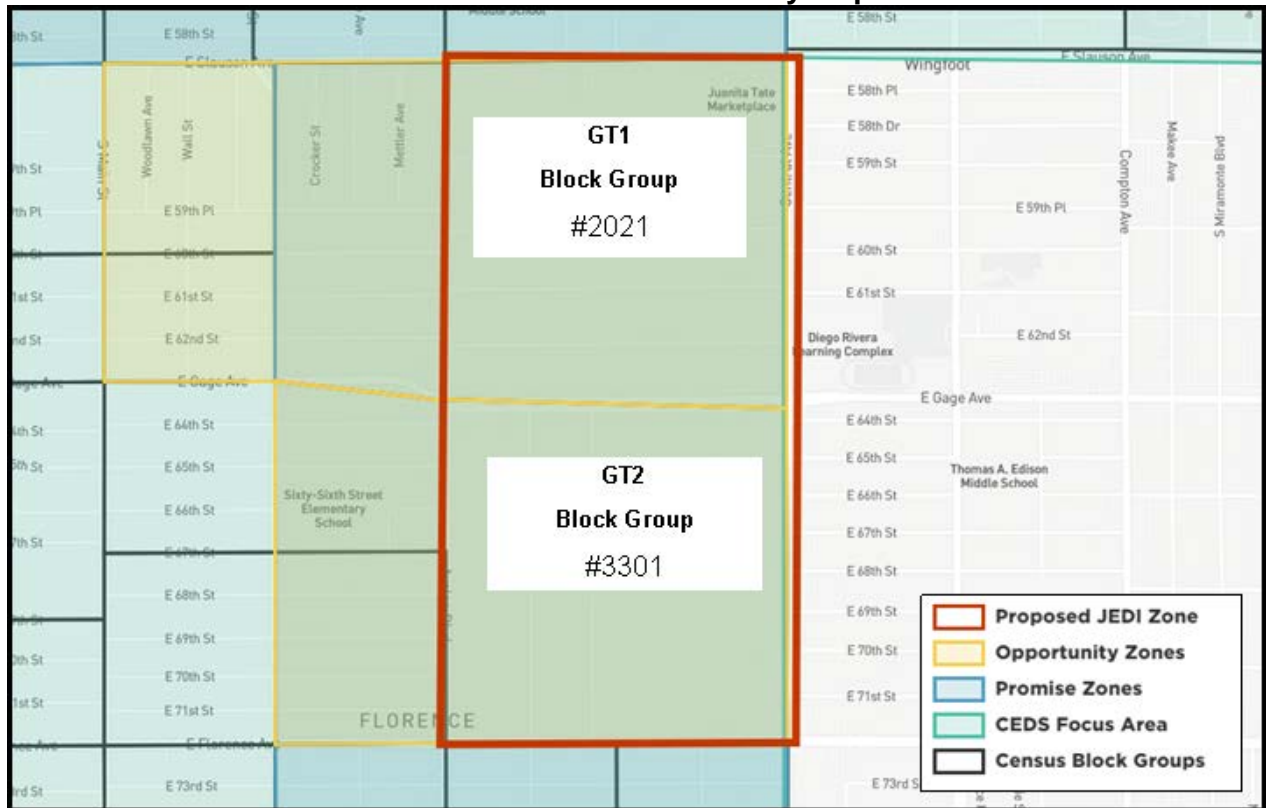


Table below provides a summary of the primary qualifying criteria that have been met.

**TABLE 2 –
Summary of Primary Qualifying Criteria**

Primary Qualifying Criteria	Qualification Status
City-established EIFD District	N/A
City-established CRIA District	N/A
Within a designated Opportunity Zone	Meets Criteria
Focus Area designated by Citywide Economic Development Strategy	Meets Criteria
Promise Zone Community	Meets Criteria
Economic assessment establishing five criteria in the Secondary Needs Assessment.	N/A

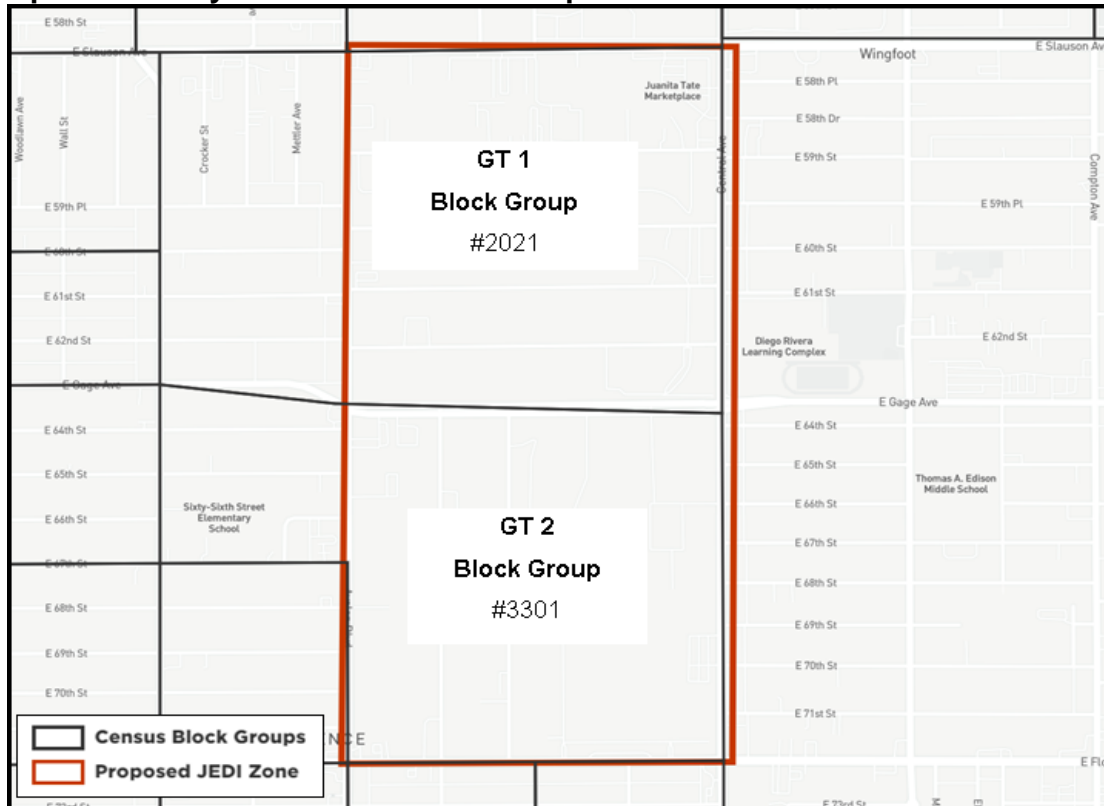
Secondary Needs Assessment

The Secondary Needs Assessment is an analysis of additional measures that indicate an economically distressed area and assigns priority to a proposed JEDI Zone. To deliver targeted, place-based services and small business support to proposed JEDI Zone areas demonstrating the greatest need, the following Secondary Needs Assessment criteria are evaluated to determine the highest priority within the determined eligible JEDI Zone.

1. Unemployment

2. Low and Moderate Income Area
3. Blight
4. Commercial Industrial and Retail Usage
5. Within an Identified City Priority Project
6. Within a Former Community Redevelopment Agency Project Area

**MAP 3 –
Proposed Goodyear Tract JEDI Zone Map Annotated with Census Block Groups**



The Goodyear Tract is comprised of two adjoining census block groups: Census Tract #060372392021 Block Group #1 (GT 1) and Census Tract #06037239330 Block Group #1 (GT 2). Map 3 identifies the Census Tract Block Groups that comprise the proposed CD9 JEDI Zone.

Unemployment


A proposed JEDI Zone must demonstrate that the area has an average unemployment rate that is 3% higher than the average Citywide unemployment rate. EWDD obtained access to unemployment figures that can be averaged over a period of time providing a methodology to measure unemployment over a historical period. This methodology allows for a sustained and persistent basis for a designation of need.

For the Citywide average rate, California State Employment Development Department (EDD) 2019 annual average was applied.

The source of the unemployment rate for council districts and smaller granularity is the U.S. Census American Community Survey 5-year currently ending in 2019. This data is updated annually each December. This unemployment rate source can be apportioned to the City, Council District, and smaller granularity, providing for comparison within the

census tracts and census block groups comprising the eligible area.

**TABLE 3 –
Average Unemployment Rates 2015-2019**

	Unemployment Rate Area
	4.5% Unemployment Rate City of Los Angeles, CA
	8.9% Unemployment Rate Council District 9
	7.2% Unemployment Rate Goodyear Tract Proposed JEDI Zone

Sources: EDD 2019 Average Unemployment Rate; US Census ACS 5-year, ending 2019

The area does **not** meet the criteria of an average unemployment rate at least 3% higher than the average Citywide median. Unemployment in Los Angeles City was at 10.6% as of December 2020. Current unemployment rates are unavailable for the Council District or smaller granularity. EWDD will continue to work to secure more current unemployment rates that can be apportioned to census tracts and block groups.

Low- and Moderate-Income Area

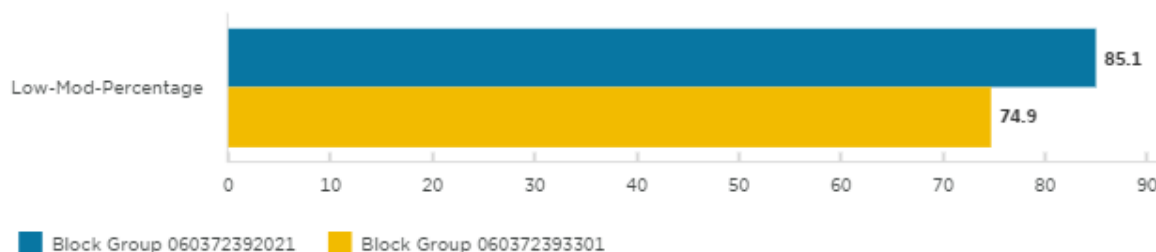
As specified in the JEDI Zone Establishment Policy, proposed areas with 50% or more of its residents that are Low and Moderate Income (LMI) persons as defined by the U.S. Department of Housing and Urban Development (HUD), qualify as an economically distressed area and meets the secondary needs assessment benchmark criteria. HUD defines LMI income categories as:

- Low Income: 50% to 80% of Area Median Income
- Moderate Income: 80% to 120% of Area Median Income

HUD designates an area as LMI when at least fifty-one percent (51%) of the area households are low to moderate-income. Approximately eighty percent (80%) of the area residents within the two census tract blocks that comprise the proposed JEDI Zone are LMI.

EWDD averaged the LMI rates within the two (2) census tract block groups within the proposed JEDI Zone to determine priority. Each census tract block group **meets** the distress benchmark of 51% or more of its households as LMI persons.

**GRAPH 3-
LMI Households by Census Block Group**



Source: 2020 HUD Income Limits

Blight

Economic blight is a secondary needs assessment criteria and is the visible and physical decline of a property or neighborhood as evidenced by the presence of deteriorated commercial structures and buildings/improvements; abandonment of properties; chronic

high occupancy turnover rates or chronic high vacancy rates in commercial or industrial buildings; significant declines in property values or abnormally low property values relative to other areas in the community; or known or suspected environmental contamination.

On January 28, 2021, EWDD staff conducted a site visit and found the physical condition of the buildings to have deferred maintenance and moderate deterioration. There are accessibility concerns and deteriorating foundations with some businesses that could be addressed through the JEDI Zone's Façade Improvement Program. The Goodyear Tract's corridors should be rehabilitated to make the area more walkable and accessible. Refer to Attachment 2 – Site Visit Photos. EWDD's assessment concluded that the proposed Goodyear Tract JEDI Zone area **meets** the blight criteria.

Commercial Industrial and Retail Usage

The JEDI Zone program is a place-based economic development program designed to assist businesses, boost job creation and encourage investment in distressed commercial, industrial and retail areas. For an area to be designated as a JEDI Zone, a secondary needs assessment to determine if the proposed Zone contains 50% or more commercial, industrial and retail uses must be supported.

There are no residential-use buildings located in the prospective Goodyear Tract JEDI Zone area. See below, Map 4 – Zoning and Usage of Structures illustrates the commercial and public open space zoning and usage within the proposed JEDI Zone. All census tract block groups within the proposed JEDI Zone **meet** the criteria of 50% or more of the area containing commercial, retail, or industrial uses.

**MAP 4 –
Zoning and Usage of Structures**



Source: Zone Information and Map Access System (ZIMAS)

Identified City Priority Project

A proposed JEDI Zone must contain at least one City priority project to meet the secondary needs assessment criteria identified in the JEDI Establishment Zone policy. The proposed Goodyear Tract JEDI Zone is within the same boundaries of the Goodyear Industrial Tract, a CD9 priority project to provide a steady source of jobs for area residents. Additionally, the

Unemployment Non-seasonal unemployment rate that is at least 3% higher than the Citywide rate.	Does Not Meet Criteria	Does Not Meet Criteria
Low and Moderate Income Qualifies as a low and moderate-income (LMI) area as defined by the HUD. An area where at least 51% of the residents are LMI persons.	Meets Criteria	Meets Criteria
Blight Deteriorated commercial or residential structures, based on the physical deterioration of buildings/improvements; abandonment of properties; chronic high occupancy turnover rates or chronic high vacancy rates in commercial or industrial buildings; significant declines in property values or abnormally low property values relative to other areas in the community; or known or suspected environmental contamination, as evaluated by EWDD.	Meets criteria	Meets criteria
Commercial Industrial and Retail Usage The area is more than 50% commercial, retail, or industrial uses.	Meets criteria	Meets criteria
Contains an Identified City Priority Project Contains at least one City priority project, defined at the time the JEDI Zone is created which can be identified as part of an adopted community plan.	Meets criteria	Meets criteria
Former Community Redevelopment Area Within the boundary of a Community Development Plan Area that was active at the time of the dissolution of the Community Redevelopment Agency	Meets criteria	Meets criteria

BUSINESS INCENTIVE PLAN

The proposed Goodyear Tract JEDI Zone area has met the baseline and secondary needs assessment criteria outlined in the JEDI Zone Establishment Policy. EWDD recommends approval of the entire requested Goodyear Tract JEDI Zone area and, if the JEDI Zone is adopted, EWDD will provide the JEDI Zone area businesses with an overview of the available benefits, conduct a business assessment, and organize the information and services to determine those most valuable to each stakeholder. EWDD will determine the most effective methods to implement the incentives and enhanced services, including publications and interactive communication technologies. Based on the area economic distress analysis, individual business assessments, and the demonstrated needs, the following, but not limited to, incentives and enhanced services will be offered within the proposed Goodyear Tract JEDI Zone area:

1. **Priority Support Program** –one-on-one business consultation, promote and assist with access to City Programs for businesses, and provide a customized package of incentives and services to help businesses reach their goals.
2. **Business Development Support** – case management and coordination between businesses and City departments during all phases of development, including entitlement, permitting, and construction, if applicable.

3. **Fee Reductions for Development Permits** – provide up to \$10,000.00 in expediting and/or permitting fees incurred through the development permitting process for eligible projects. Subsidy can be used for either City Planning Department or Department of Building and Safety fees not to exceed \$10,000.00 per project.
4. **Façade Improvement Program** – provide funds to improve the exterior appearance of eligible businesses to make them more inviting to walk and shop and assist with business retention for eligible improvements under CDBG funding regulations.
5. **Employer’s Connection** – Provide compensation to employer during staff training, if eligible.
6. **Compliance Assistance** – Facilitate resources to help businesses maintain compliance with land use and building and safety codes and regulations.
7. **Access to Capital** – Connect businesses with lenders that are actively seeking to invest and bring funding opportunities to the City and JEDI Zone area.
8. **Loan Program Fee and Interest Reduction** – Reduce interest rate and fees of Microloan program products, extend payment schedule, and offer loan restructuring to assist with business operations and retention, if permitted under CDBG regulations.

FISCAL IMPACT STATEMENT

There is no impact to the General Fund. During the establishment of the JEDI Zone program, the City Council and Mayor authorized the use of \$1,000,000 of former Urban Development Action Grant (UDAG) funds to provide permit fee reductions for businesses located in designated JEDI Zones (C.F. 13-0934-S2).

NEXT STEPS

Upon approval of the JEDI Zone designation by the City Council and Mayor, a coordinated and branded campaign to promote the package of targeted incentives to stakeholders in the JEDI Zone will be launched by EWDD. The JEDI Zone branded campaign will include publications, visualizations, and presentations, where appropriate. EWDD will conduct outreach in the JEDI Zones to assess businesses needs and will also conduct biennial performance reports to review the activities and benefits resulting from the JEDI Zone Program.

Biennial Performance Reports

EWDD will report to City Council and Mayor on the JEDI Zone’s progress and performance. The report will include a summary of activity in a designated area and a determination of whether adjustments to the JEDI Zone Program are needed.

Five Year Impact Report

After the five-year designation, EWDD will conduct an assessment of the JEDI Zone detailing the impact on the area, including the following:

- The number of new and relocating businesses in the JEDI Zone.
- The number of pre-existing businesses participating in JEDI Incentives.
- The overall percent of businesses helped within JEDI Zone.

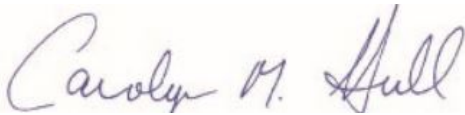
- The number of new jobs created as a result of JEDI incentives.
- Number of businesses retained
- Number of businesses that received capital
- The amount of new investment and capital placed in the JEDI Zone

At the conclusion of the five-year designation of the Goodyear Tract JEDI Zone, EWDD in consultation with the Council Office will have the option to submit to the City Council and Mayor a recommendation for the renewal of the JEDI Zone designation for an additional 5 years. The maximum duration of a JEDI Zone designation will be 10 years.

CONCLUSION

The proposed Goodyear Tract JEDI Zone designation can have a positive impact on the effects of the concentrated poverty in the surrounding area. Businesses taking advantage of the economic incentives and assistance can increase local employment and spur growth for the businesses and residents of the community.

The Goodyear Tract industrial complex, the location of the proposed JEDI Zone, is one of the oldest and largest tracts of industrial lands in Los Angeles and is an economic engine in the Southeast Los Angeles neighborhood and the City. The area consists mostly of small tenants and owner-users manufacturing businesses. The Goodyear Tract's sustainability as a key entry point for small businesses, manufacturers, and other industries will be strengthened by the establishment of JEDI Zone designation. The Goodyear Tract JEDI Zone can improve job growth, and positively affect business attraction, retention, and expansion.



CAROLYN M. HULL
General Manager

CH:FJ:DH:JDR:vw

Attachments

NAICS	PRIMARY_NAICS_DESCRIPTION	Count of NAICS
531100	Lessors of real estate (including mini warehouses & self-storage units)	79
315000	Apparel mfg.	72
722300	Special food services (including food service contractors & caterers)	38
454390	Other direct selling establishments (including door-to-door retailing, frozen food plan providers, party plan merchandisers, & coffee-break service providers)	25
311900	Other food mfg. (including coffee, tea, flavoring, & seasonings)	16
812990	All other personal services	16
424300	Apparel, piece goods, & notions	15
425120	Wholesale trade agents & brokers	12
337000	Furniture & related product mfg.	12
722110	Full-service restaurants	11
424990	Other miscellaneous nondurable goods	11
452000	General merchandise stores	10
339900	Other miscellaneous mfg.	10
722211	Limited-service eating places	9
423990	Other miscellaneous durable goods	9
888888	Medical Marijuana Collective	9
532290	Other consumer goods rental	8
493100	Warehousing & storage (except leases of mini warehouses & self-storage units)	8
541990	All other professional, scientific, & technical services	7
453990	All other miscellaneous store retailers (including tobacco, candle, & trophy shops)	7
311400	Fruit & vegetable preserving & speciality food mfg.	6
332000	Fabricated metal product mfg.	6
321000	Wood product mfg.	5
445230	Fruit & vegetable markets	5
423200	Furniture & home furnishing	5
448140	Family clothing stores	4
811110	Automotive mechanical & electrical repair & maintenance	4
424400	Grocery & related products	4
313000	Textile mills	4
314000	Textile product mills	4
445100	Grocery stores (including supermarkets & convenience stores without gas)	4
448150	Clothing accessories stores	4
524210	Insurance agencies & brokerages	4
423930	Recyclable materials	4
621399	Offices of all other miscellaneous health practitioners	3
562000	Waste management & remediation services	3
326000	Plastics & rubber products mfg.	3
811190	Other automotive repair & maintenance (including oil change & lubrication shops & car washes)	3
441300	Automotive parts, accessories, & tire stores	3
446190	Other health & personal care stores	3
442110	Furniture stores	3
447100	Gasoline stations (including convenience stores with gas)	2
423100	Motor vehicle & motor vehicle parts & supplies	2
424950	Paint, varnish, & supplies	2
454310	Fuel dealers	2
233210	Single Family Housing Construction (1997 NAICS)	2
323100	Printing & related support activities	2
424600	Chemical & allied products	2
441120	Used car dealers	2

NAICS	PRIMARY_NAICS_DESCRIPTION	Count of NAICS
812320	Drycleaning & laundry services (except coin-operated) (including laundry & drycleaning drop-off & pickup sites)	2
441229	All other motor vehicle dealers	2
621210	Offices of dentists	2
423300	Lumber & other construction materials	2
311800	Bakeries & tortilla mfg.	2
531310	Real estate property managers	2
235510	Carpentry Contractors (1997 NAICS)	2
531390	Other activities related to real estate	2
811120	Automotive body, paint, interior, & glass repair	2
423500	Metal & mineral (except petroleum)	2
812111	Barber shops	2
443111	Household appliance stores	2
453220	Gift, novelty, & souvenir stores	2
561720	Janitorial services	2
238990	All other specialty trade contractors	2
448130	Children's & infants' clothing stores	2
561740	Carpet & upholstery cleaning services	1
811210	Electronic & precision equipment repair & maintenance	1
624200	Community food & housing, & emergency & other relief services	1
451120	Hobby, toy, & game stores	1
448210	Shoe stores	1
424700	Petroleum & petroleum products	1
621340	Offices of physical, occupational & speech therapists, & audiologists	1
453110	Florists	1
333000	Machinery mfg.	1
424800	Beer, wine, & distilled alcoholic beverage	1
812112	Beauty salons	1
453310	Used merchandise stores	1
561500	Travel arrangement & reservation services	1
453910	Pet & pet supplies stores	1
443112	Radio, television, & other electronics stores	1
424940	Tobacco & tobacco products	1
621400	Outpatient care centers	1
233220	Multifamily Housing Construction (1997 NAICS)	1
424210	Drugs & druggists' sundries	1
235910	Structural Steel Erection Contractors (1997 NAICS)	1
448120	Women's clothing stores	1
484110	General freight trucking, local	1
811490	Other personal & household goods repair & maintenance	1
488000	Support activities for transportation (including motor vehicle towing)	1
235210	Painting and Wall Covering Contractors (1997 NAICS)	1
425110	Business to business electronic markets	1
448310	Jewelry stores	1
522100	Depository credit intermediation (including commercial banking, savings institutions, & credit unions)	1
331000	Primary metal mfg.	1
522200	Nondepository credit intermediation (including sales financing & consumer lending)	1
561790	Other services to buildings & dwellings	1
325100	Basic chemical mfg.	1

NAICS	PRIMARY_NAICS_DESCRIPTION	Count of NAICS
444190	Other building materials dealers	1
524290	Other insurance related activities	1
235110	Plumbing, Heating, and Air-Conditioning Contractors (1997 NAICS)	1
325900	Other chemical products & preparation mfg.	1
624100	Individual & family services	1
531210	Offices of real estate agents & brokers	1
711510	Independent artists, writers, & performers	1
238290	Other building equipment contractors	1
446120	Cosmetics, beauty supplies, & perfume stores	1
423600	Electrical & electronic goods	1
334000	Computer & electronic product mfg.	1
532100	Automotive equipment rental & leasing	1
115310	Support activities for forestry	1
532220	Formal wear & costume rental	1
811420	Reupholstery & furniture repair	1
423800	Machinery, equipment, & supplies	1
424500	Farm product raw materials	1
541340	Drafting services	1
812113	Nail salons	1
541400	Specialized design services (including interior, industrial, graphic, & fashion design)	1
448190	Other Clothing Stores	1
541800	Advertising & related services	1
999999	Unclassified establishments (unable to classify)	1
442200	Home furnishings stores	1
561430	Business service centers (including private mail centers & copy shops)	1
Grand Total		573

**Proposed JEDI Zone
Goodyear Tract**

Visual Assessment

Façade Improvement



Improving the appearance of the businesses in the area would encourage other business owner to fill the current vacancies in the proposed JEDI Zone.

Unifying the storefronts with common color schemes and signage would provide a more inviting atmosphere.



Deteriorating Structures



Many of the buildings in the proposed JEDI Zone have structures that are deteriorating and in need of repair.

Vacancies

Throughout the proposed JEDI Zone there are multiple vacancies which can be attributed to many factors such as the location of the commercial buildings in the proposed JEDI Zone .





The blocks within the area are long and are not pedestrian friendly. The creation of a new pedestrian infrastructure can help connect the blocks and lighting installations and green landscaping will increase the limited public awareness and engagement.