

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 City's 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 are 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 commercial avenues of Reseda Boulevard and Vanowen Street sustain a vibrant mixture of small, community-serving businesses in Council District 4, many of which are immigrant-owned and support neighboring low-income communities in Reseda. The area includes important child care businesses and a diversity of family-owned restaurants serving Salvadoran, Peruvian, Persian, Chinese, and Japanese cuisines, as well as unique small enterprises that contribute to neighborhood vitality and community, such as an escape room, table tennis club, boxing studio, bar serving LGBTQ Angelenos, and bicycle and e-bike shops. However, the area would benefit greatly from case management, business consulting, and façade improvements, to protect against the closure of small businesses and promote the growth of new enterprises. The area meets the primary eligibility criteria as a JEDI zone as stipulated by the JEDI Zones Establishment Policy.

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



JAN 26 2022

- The area bounded by Gault Street to the north, Vanowen Street to the south, Reseda Boulevard on the west, and Etiwanda Avenue to the east. The area is inclusive of both sides of the commercial streets that make up its boundaries.

I FURTHER MOVE that the City Council direct EWDD to report back within 30 days with recommendations to amend the JEDI Zones Establishment Policy such that, for the sake of equity, businesses on both sides of boundary streets of JEDI Zones are eligible for the benefits included in the JEDI Zone program, so long as at least one side qualifies under the primary eligibility criteria, given that businesses on either side of the same commercial corridor face the same set of economic development conditions.

PRESENTED BY:



NITHYA RAMAN

Councilmember, 4th District

SECONDED BY:

