

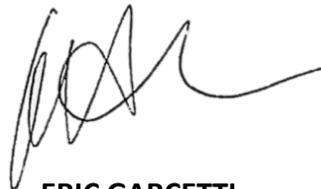
TRANSMITTAL

To: **THE COUNCIL**

Date: **03/03/22**

From: **THE MAYOR**

TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.

A handwritten signature in black ink, appearing to be 'Eric Garcetti', written in a cursive style.

(Andre Herndon) 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

February 16, 2022

Council File: 13-0934-S2 and
20-0382

Council District: 13

Contact Persons & Phone Numbers:

Vanessa Willis (213) 744-9321

Daysi Hernandez (213) 744-9340

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

Attention: Heleen Ramirez, Legislative Coordinator

**TRANSMITTAL: RECOMMENDATION TO ESTABLISH A PORTION OF
HOLLYWOOD BOULEVARD AS A JOBS AND ECONOMIC DEVELOPMENT
INCENTIVE (JEDI) ZONE IN COUNCIL DISTRICT 13.**

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 a portion of Hollywood Boulevard beginning at Las Palmas Avenue, continuing along Hollywood Boulevard business corridor, and ending at Ivar Avenue in Council District 13 (CD13), consistent with the approved Jobs and Economic Development Incentive Zones (JEDI Zones) Establishment Policy and Incentive Plan, (JEDI Establishment Policy), as adopted on March 13, 2020, and revised in November 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.

EWDD is responding to a Council Motion (C.F. 20-0382) that directed the department to

evaluate a potential JEDI Zone located in CD13 on Hollywood Boulevard, between Las Palmas Avenue and Ivar Avenue. EWDD conducted a baseline evaluation of the proposed JEDI Zone in order to provide a description and analysis of the proposed JEDI Zone, assessment of area's economic distress level, recommendations for the 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 the Economic and Workforce Development Department (EWDD), or designee, respectfully requests that the City Council, subject to the approval of the Mayor as required:

1. DESIGNATE Hollywood Blvd between Las Palmas Avenue and Ivar Avenue in CD 13, as a City of Los Angeles JEDI Zone, ("Hollywood Blvd 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 twenty (20) businesses within the Hollywood Blvd JEDI Zone, with a total allocation of up to \$200,000 from previously appropriated JEDI Program funds.

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).

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.

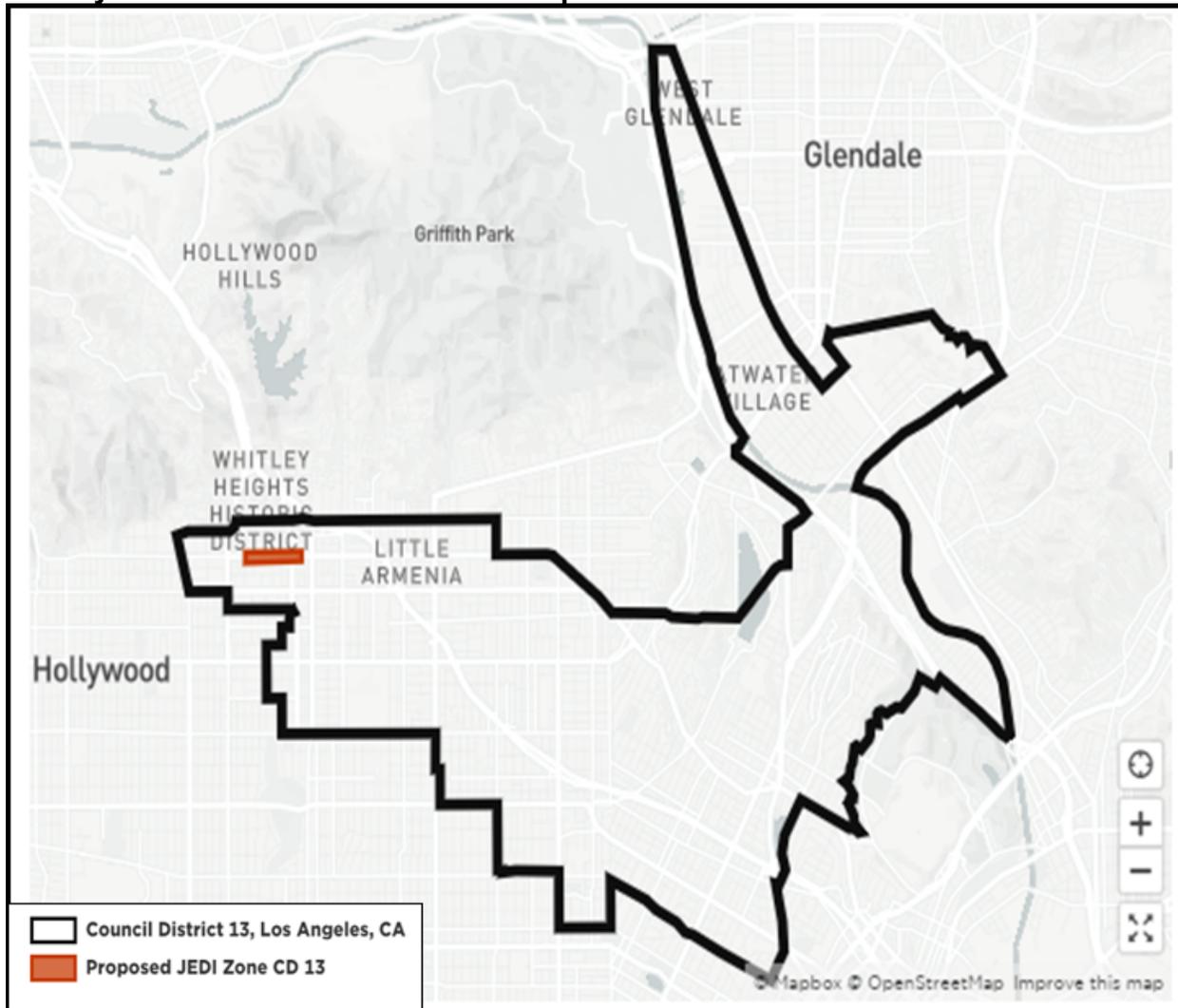
Location

As requested by Council Motion 20-0328 (Council Motion), EWDD conducted a baseline evaluation of Hollywood Boulevard bounded by Las Palmas Avenue to the west and Ivar Avenue to the east for a proposed JEDI Zone. According to Google maps, the distance of the corridor is approximately 0.5 miles.

The proposed Hollywood Blvd JEDI Zone is located within the Hollywood Entertainment District, an important epicenter of entertainment and culture. Hollywood Blvd welcomes ten million visitors annually to visit the Entertainment Walk of Fame.

Map 1 below, illustrates the JEDI Zone location within CD13.

**Map 1 –
Hollywood Boulevard JEDI Zone Proposed Location within Council District 13**



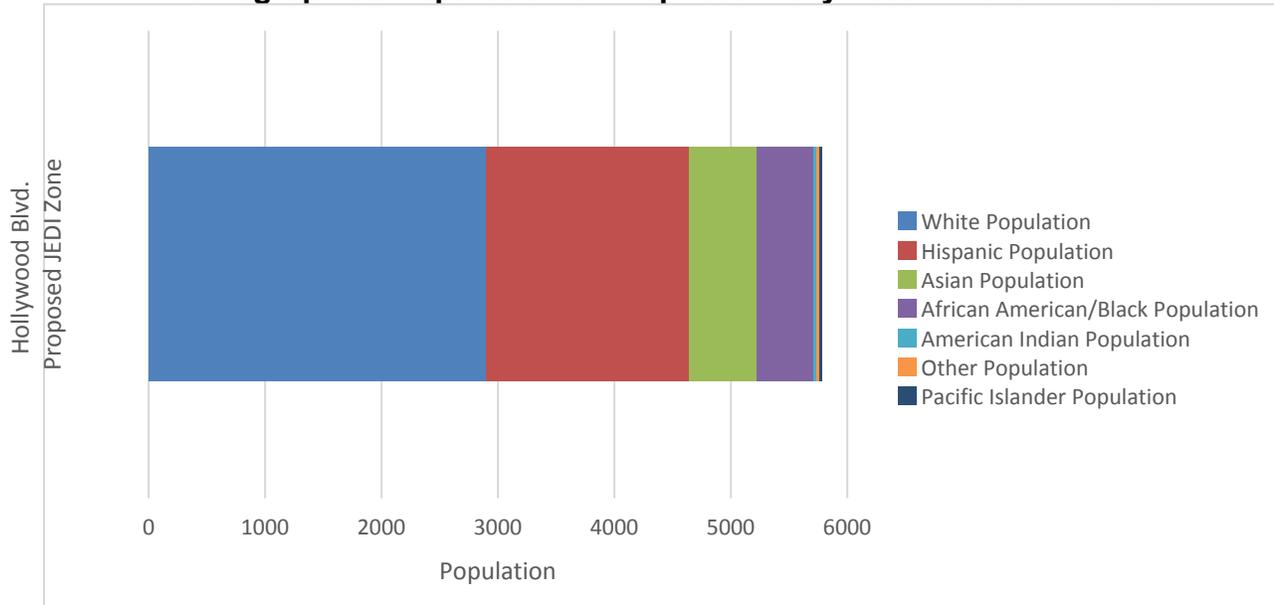
Economic/Income Status

According to the most recent economic data available, CD13's median household income is \$53,584. 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 CD13 is 20.33%.

Demographics

The proposed Hollywood Blvd JEDI Zone is located on one of Los Angeles's main tourist destinations. A thoroughfare known for attractions and pedestrian-packed sidewalks; it is a diverse mixture of the city's population. The demographics of the residents in the high-density Census Block Groups comprising the proposed Hollywood Blvd JEDI Zone are mostly White. There are approximately 6,000 total residents within the proposed zone. According to 2018 ESRI data, the White population is 49%, followed by the Hispanic population at 29%.

**Graph 1-
Demographics Population of Proposed Hollywood Blvd JEDI Zone**



Source: 2018 ESRI data

Business Environment

There are one hundred and eighty (180) actively registered businesses that have a City of Los Angeles – Business Tax Registration Certificate (BTRC) in the proposed Hollywood Blvd JEDI Zone. The area businesses span across a range of industries, including restaurants, motion picture and video industries, and retail stores. The industries with the highest count in the proposed JEDI Zone are detailed in the truncated table below. The full listing of the 180 actively registered businesses with the City of Los Angeles - Office of Finance as of October 21, 2021, can be found in Attachment 1 of this report.

**Table 1-
Active Businesses NAICS Industry Codes within the Proposed JEDI Zone**

NAICS Industry Code	PRIMARY_NAICS_DESCRIPTION	Count of Active Businesses
531100	Lessors of real estate (including mini warehouses & self-storage units)	21
722110	Full-service restaurants	16
512100	Motion picture & video industries (except video rental)	11
722211	Limited-service eating places	8
453990	All other miscellaneous store retailers (including tobacco, candle, & trophy shops)	8
453220	Gift, novelty, & souvenir stores	7
711510	Independent artists, writers, & performers	6
812930	Parking lots & garages	5
	Grand Total (Attachment 1)*	180

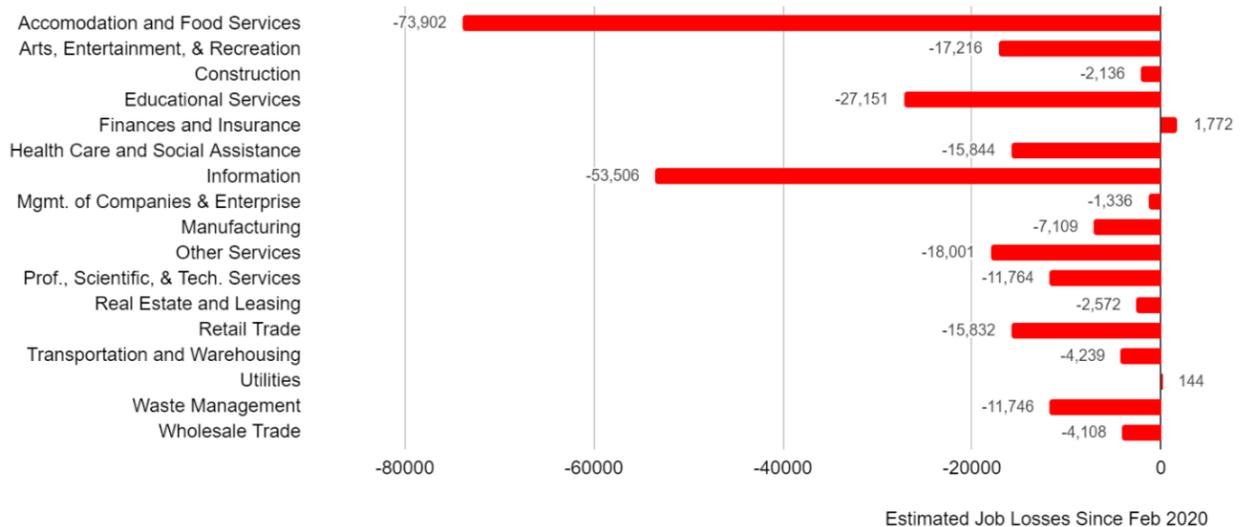
*List has been truncated due to length.

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 metropolitan areas in the country with approximately 15,000 total business closures of which approximately 7,500 businesses are permanently closed.

Implementation of the Hollywood Blvd 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.

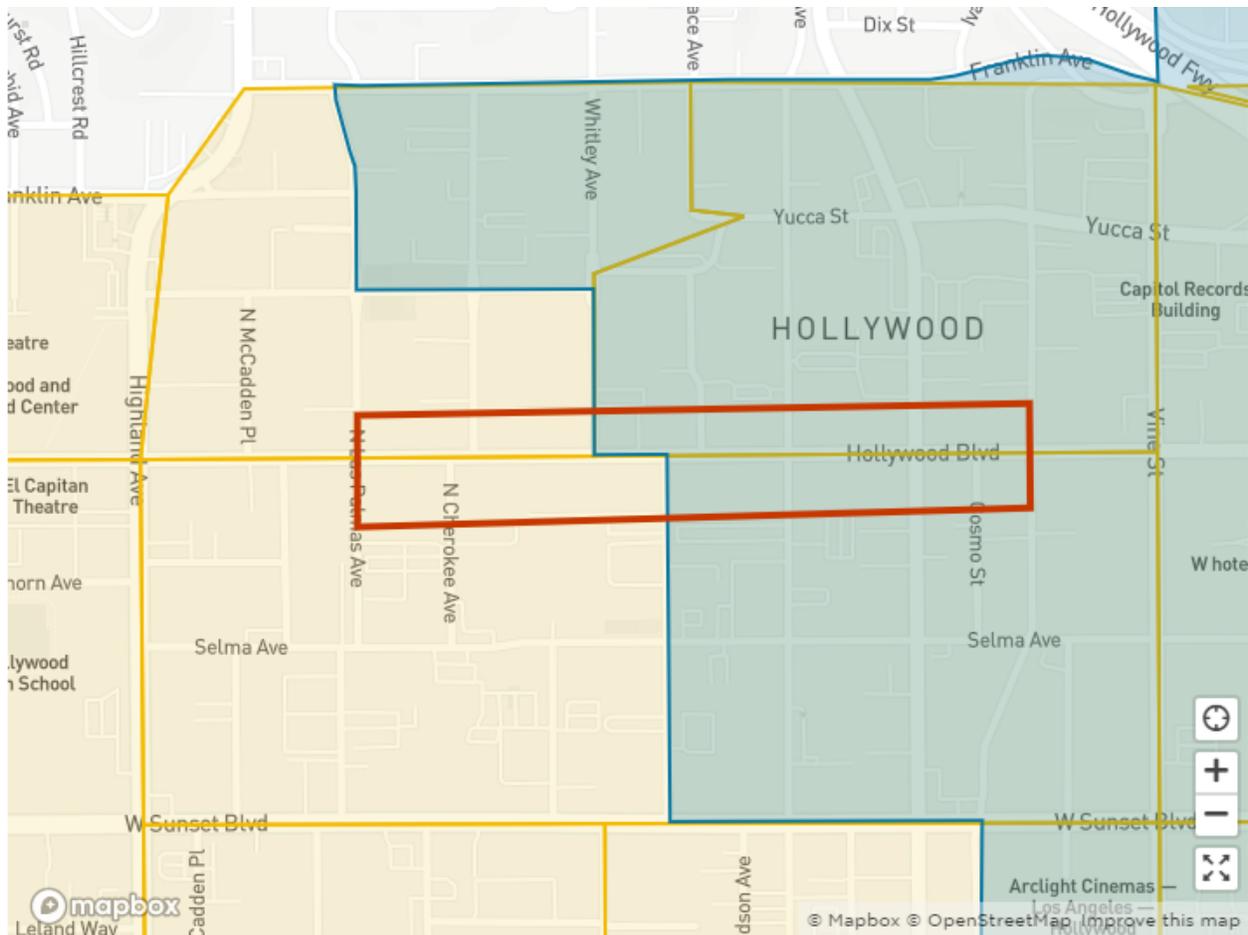
The JEDI Policy states that priority will be given to those proposed JEDI Zone areas with the greatest need by evaluating for factors indicating distress in the following Secondary Needs Assessment categories:

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 Hollywood Blvd 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 Hollywood Blvd JEDI Zone area is located within a Federally designated Opportunity Zone which fulfills the primary qualifying criteria for the area's nomination as a JEDI Zone. A portion of the proposed area is also within a Promise Zone.

Map 2- Economic Incentives Overlay Map



- Proposed JEDI Zone CD 13
- CEDS Focus Areas
- Promise Zones
- Opportunity Zones

As indicated in Table 2, the primary qualifying criteria has been met. The proposed area can be further evaluated for factors indicating distress (Secondary Needs Assessment).

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

Primary Qualifying Criteria	Qualification Status
City-established EIFD District	Not Applicable
City-established CRIA District	Not Applicable
Within a designated Opportunity Zone	Meets Criteria
Focus Area designated by Citywide Economic Development Strategy	Does not meet Criteria
Promise Zone Community	Partial Area Meets

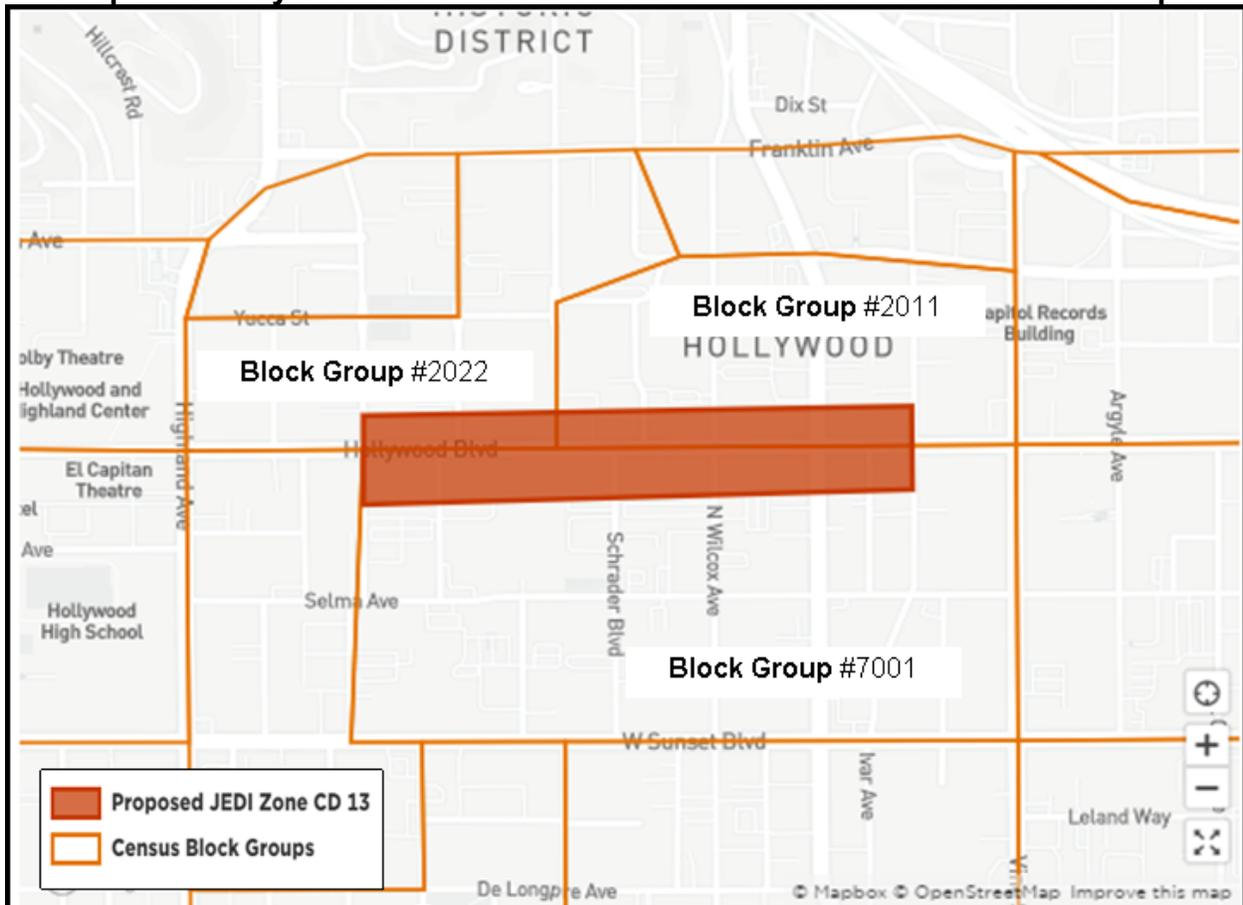
	Criteria
Economic assessment establishing five criteria in the secondary needs assessment.	N/A

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 Hollywood Blvd JEDI Zone Annotated with Census Block Groups**



The Hollywood Blvd JEDI Zone is comprised of three abutting census block groups: Census Block Group #060371902022, Census Block Group #060371902011, and Census Block Group #060371907001. Map 3 identifies the Census Block Groups that comprise the proposed CD13 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 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 report 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
	6.4% Unemployment Rate Council District 13
	8.9% Unemployment Rate CD 13 Proposed JEDI Zone

The area **meets** 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.

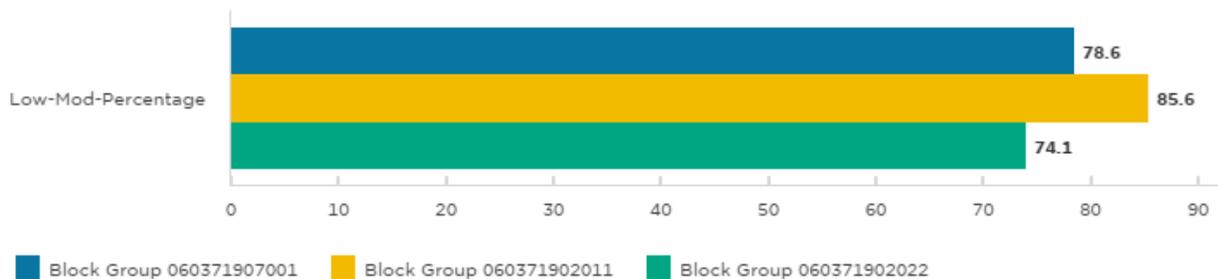
Low- and Moderate-Income Area:

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% or less of Area Median Income
- Moderate Income: Between 50% to 80% 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 three census tract blocks that comprise the proposed Hollywood Blvd JEDI Zone are LMI.

EWDD averaged the LMI rates within the three 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.



Source: 2020 HUD Income Limits

Blight:

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.

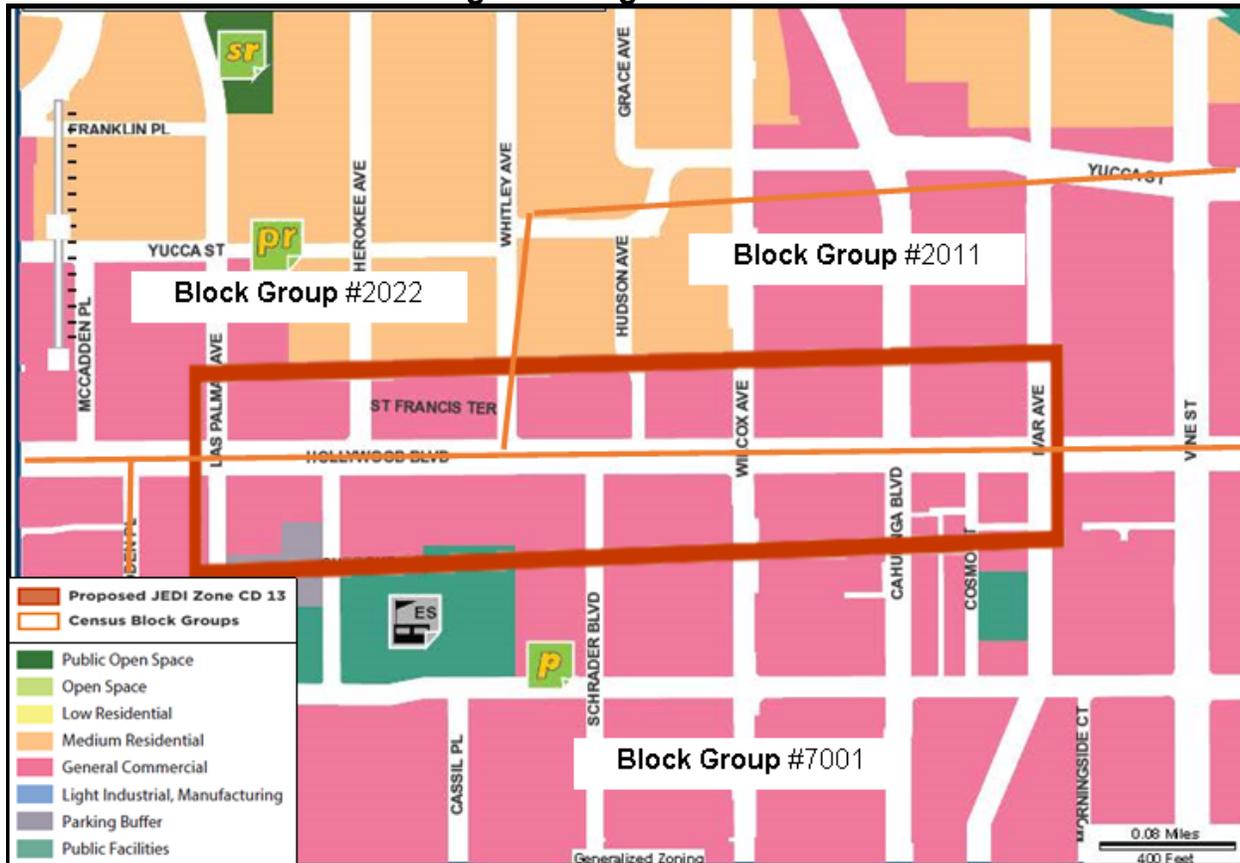
EWDD staff conducted a site visit and found the physical condition of the buildings to have deferred maintenance and moderate deterioration. There are accessibility concerns and deteriorating foundations with some businesses that could be addressed through the JEDI Zone's Façade Improvement Program. The proposed Hollywood Blvd JEDI Zone **meets** the blight criterion.

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 Hollywood Blvd 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



Identified City Priority Project:

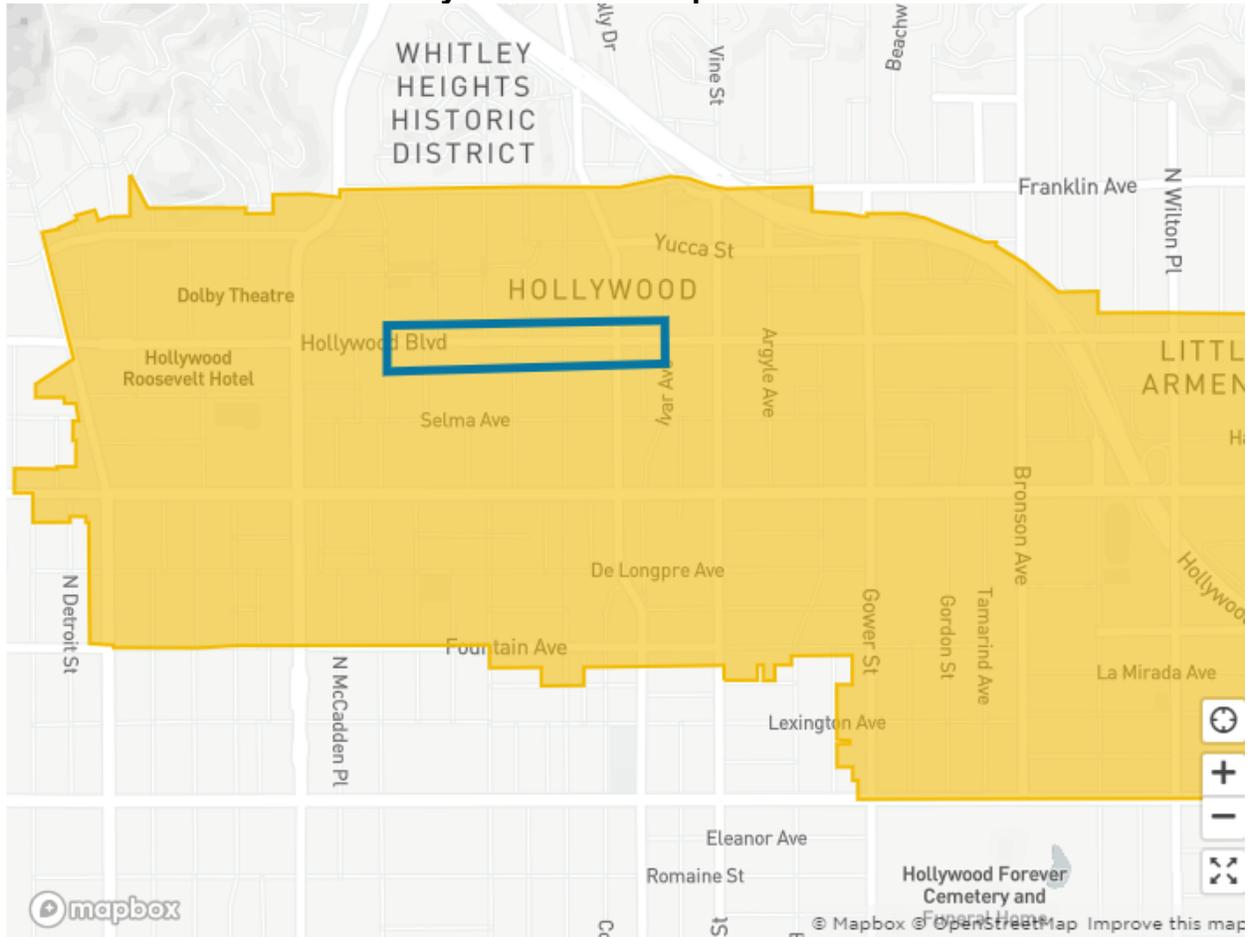
A proposed JEDI Zone must contain at least one City priority project to meet the secondary needs assessment criteria identified in the JEDI Zone Establishment policy. CD 13 initiated the Heart of Hollywood project focused on economic development and place-making in the historic core of Hollywood. The proposed Hollywood Blvd JEDI Zone **meets** the criterion of having an identified City priority project.

Former Community Redevelopment Project Area:

A proposed JEDI Zone must also be within the boundaries of a former Community Redevelopment Project Area that was active at the time of the dissolution of the Community Redevelopment Agency of the City of Los Angeles (CRA/LA) to meet the criteria in the JEDI Zone Establishment Policy.

The Hollywood Redevelopment Plan was adopted May 7, 1986, and was effective for thirty years. The Hollywood Redevelopment Plan was active at the time of the dissolution of the CRA/LA February 1, 2012 and **meets** the criteria.

**Map 5-
Hollywood Redevelopment Area**



- Proposed JEDI Zone CD 13 - Hollywood - Hollywood Bl. from Las Palmas Av. to Ivar Av.
- Community Redevelopment Agency Project Boundary

Table 7 provides a Summary of the Secondary Needs Assessment Qualifications for the proposed JEDI Zone areas, indicating which criteria is either met or not met in the proposed area.

**TABLE 7 –
Summary of Secondary Needs Assessment**

Secondary Needs Criteria	Qualification Status
<p>Unemployment Non-seasonal unemployment rate that is at least 3% higher than the Citywide rate.</p>	Meets Criteria
<p>Low and Moderate Income Qualifies as low and moderate-income (LMI) area as defined by the HUD. An area where at least 51% of the residents are LMI persons.</p>	Meets Criteria

<p>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.</p>	<p>Meets Criteria</p>
<p>Commercial Industrial and Retail Usage The area is more than 50% commercial, retail, or industrial uses.</p>	<p>Meets Criteria</p>
<p>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.</p>	<p>Meets Criteria</p>
<p>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</p>	<p>Meets Criteria</p>

Business Incentive Plan

The proposed Hollywood Blvd JEDI Zone has met the baseline and secondary needs assessment criteria outlined in the JEDI Zone Establishment Policy. EWDD recommends approval of the requested Hollywood Blvd 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 Hollywood Blvd JEDI Zone:

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. Business must meet eligibility criteria 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.

Next Steps

Upon approval of the JEDI Zone designation by 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.

5th Year Impact Report

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

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

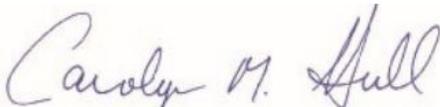
At the conclusion of the five-year designation of the Hollywood Blvd JEDI Zone, EWDD,

in consultation with the Council Office, will have the option to submit to 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 Hollywood Blvd Walk of Fame is a Historic-Cultural Monument that is the “Main Street” of the Hollywood community, while also attracting millions of visitors per year. However, sidewalks are often congested, certain pieces of infrastructure are outdated, and the area lacks a cohesive, unifying design aesthetic. The Business Incentive Plan can help to address these issues.

The proposed Hollywood Blvd 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 Hollywood Blvd JEDI Zone can improve job growth, and positively affect business attraction, retention, and expansion.



CAROLYN M. HULL
General Manager

CH:FJ:DH:vw

Attachments

NAICS	PRIMARY_NAICS_DESCRIPTION	Count of NAICS
531100	Lessors of real estate (including mini warehouses & self-storage units)	21
722110	Full-service restaurants	16
512100	Motion picture & video industries (except video rental)	11
722211	Limited-service eating places	8
453990	All other miscellaneous store retailers (including tobacco, candle, & trophy shops)	8
453220	Gift, novelty, & souvenir stores	7
711510	Independent artists, writers, & performers	6
812930	Parking lots & garages	5
452000	General merchandise stores	4
611000	Educational services (including schools, colleges, & universities)	4
722410	Drinking places (alcoholic beverages)	4
445100	Grocery stores (including supermarkets & convenience stores without gas)	3
722300	Special food services (including food service contractors & caterers)	3
493100	Warehousing & storage (except leases of mini warehouses & self-storage units)	3
541400	Specialized design services (including interior, industrial, graphic, & fashion design)	3
424990	Other miscellaneous nondurable goods	3
541920	Photographic services	3
448210	Shoe stores	3
541990	All other professional, scientific, & technical services	3
512200	Sound recording industries	3
448190	Other Clothing Stores	2
454390	Other direct selling establishments (including door-to-door retailing, frozen food plan providers, party plan merchandisers, & coffee-break service providers)	2
531390	Other activities related to real estate	2
541600	Management, scientific, & technical consulting services	2
711410	Agents & managers for artists, athletes, entertainers, & other public figures	2
541800	Advertising & related services	2
531310	Real estate property managers	2
339900	Other miscellaneous mfg.	2
532290	Other consumer goods rental	2
424940	Tobacco & tobacco products	2
446120	Cosmetics, beauty supplies, & perfume stores	2
812990	All other personal services	2
315000	Apparel mfg.	2
311900	Other food mfg. (including coffee, tea, flavoring, & seasonings)	1
487000	Scenic & sightseeing transportation	1

NAICS	PRIMARY_NAICS_DESCRIPTION	Count of NAICS
621610	Home health care services	1
448150	Clothing accessories stores	1
448110	Men's clothing stores	1
423990	Other miscellaneous durable goods	1
621111	Offices of physicians (except mental health specialists)	1
424300	Apparel, piece goods, & notions	1
624100	Individual & family services	1
541100	Legal services	1
721100	Traveler accommodation (including hotels, motels, & bed & breakfast inns)	1
541320	Landscape architecture services	1
523900	Other financial investment activities (including investment advice)	1
448310	Jewelry stores	1
485300	Taxi & limousine service	1
541510	Computer systems design & related services	1
621400	Outpatient care centers	1
424930	Flower, nursery stock, & florists' supplies	1
623000	Nursing & residential care facilities	1
334000	Computer & electronic product mfg.	1
711300	Promoters of performing arts, sports, & similar events	1
423600	Electrical & electronic goods	1
423920	Toy & hobby goods & supplies	1
444110	Home centers	1
423940	Jewelry, watch, precious stone, & precious metals	1
561110	Office administrative services	1
522300	Activities related to credit intermediation (including loan brokers)	1
561300	Employment services	1
448140	Family clothing stores	1
561600	Investigation & security services	1
561720	Janitorial services	1
999999	Unclassified establishments (unable to classify)	1
531210	Offices of real estate agents & brokers	1
(blank)	(blank)	
Grand Total		180

Proposed Jedi Zone Council District 13 Visual Evaluation

Façade Improvement



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

Façade Improvement



Vacancies

Throughout the proposed Jedi Zone there are multiple vacancies which can be attributed to many factors, including the lack of foot traffic in the proposed Jedi Zone . With more inviting atmospheres foot traffic will increase and encourage new or relocating business owners to open stores in this proposed area.



Vacancies

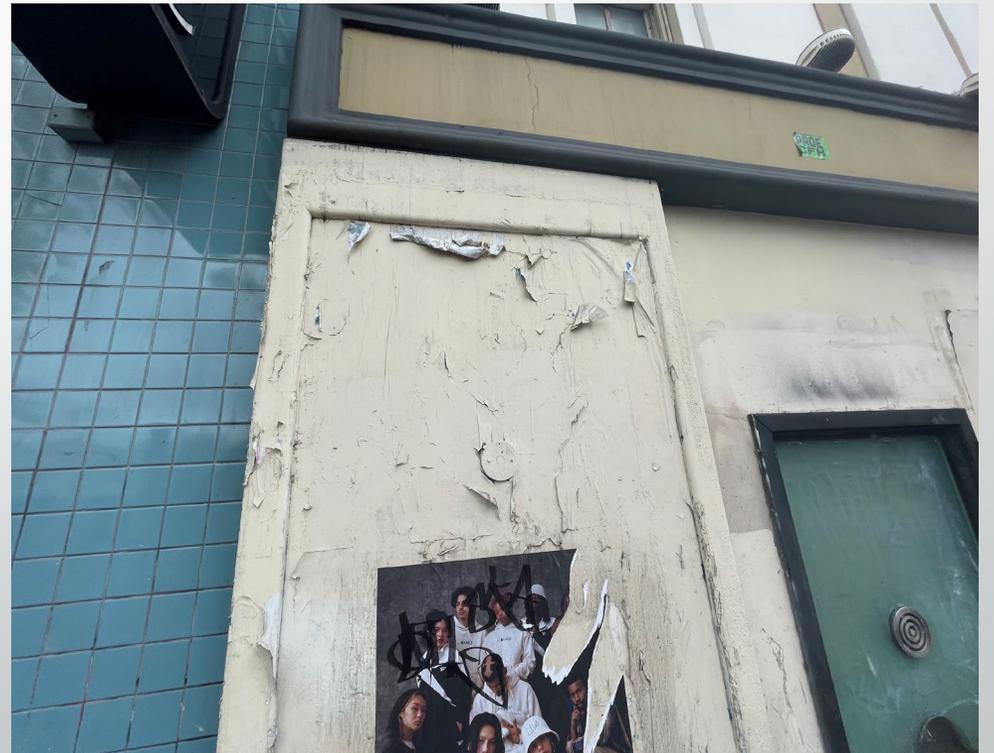


Deteriorating Structures

Example 1



Example 2



Empty Planters

