

ECONOMIC DEVELOPMENT AND JOBS COMMITTEE REPORT relative to the feasibility of establishing a Jobs and Economic Development Incentive (JEDI) Zone for 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.

Recommendations for Council action:

1. DESIGNATE the Reseda Boulevard Corridor in Council District 4, bounded by Gault Street to the north and Vanowen Street to the south, as a City of Los Angeles JEDI Zone, (Reseda JEDI Zone), for a period of five years.
2. AUTHORIZE the Economic and Workforce Development Department (EWDD) to implement a Business Incentive Plan for the area, as detailed in the October 3, 2022 EWDD report, attached to the Council File, consistent with the adopted JEDI Zone Establishment Policy, including providing permit subsidies of up to \$10,000 for up to 20 businesses within the Reseda JEDI Zone, with a total allocation of up to \$200,000 from previously appropriated JEDI Program funds.

Fiscal Impact Statement: The EWDD reports that 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 (Council File No. 13-0934-S2).

Community Impact Statement: Yes

For:  
Reseda Neighborhood Council

Summary:

On June 14, 2022, your Committee considered a Motion (Raman – Price) relative to the feasibility of establishing a JEDI Zone for 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. According to the Motion, the 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 City's JEDI Zone policy, zones must meet primary or secondary eligibility criteria, be reviewed by the EWDD, and receive approval from the City Council and Mayor. Once the request to form a JEDI Zone is received, the 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, the EWDD will analyze the area under the secondary needs criteria to assign priority areas within the proposed zone. The 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, the 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 ten 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 facade 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.

Subsequently, on October 25, 2022, your Committee further considered this matter to include an October 3, 2022 EWDD report. According to the EWDD, 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. Proposed Location Council (Council File 22-0101) requested the EWDD to conduct a baseline evaluation of a proposed JEDI Zone along the Reseda Boulevard corridor in CD4. The proposed Reseda JEDI Zone is bounded by Gault Street to the north, Vanowen Street to the south, Reseda Boulevard to the west, and Etiwanda Avenue to the east. According to Google maps, the distance of the proposed Reseda JEDI Zone is 1.26 miles and is comprised of five adjoining Census block groups (#060671323012 Block Group, #060671323022 Block Group, #060371327002 Block Group, #060371310241 Block Group and #060371310242 Block Group). After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the recommendations contained in the EWDD report, as detailed above. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

Economic Development and Jobs Committee

<b>COUNCILMEMBER</b>	<b>VOTE</b>
PRICE:	YES
KREKORIAN:	ABSENT
BLUMENFIELD:	YES
RAMAN:	YES
HARRIS-DAWSON:	YES

ARL

10/25/22  
CD 4

**-NOT OFFICIAL UNTIL COUNCIL ACTS-**