OCTOBER 2026

PEOPLE'S PLAN ALTADENA

EXECUTIVE SUMMARY

UNITED WAY Greater Los Angeles

Project Passion

MY TRIBE RISE

DENA HEALS

KDI

Credits

It truly takes a village! So many community members contributed to the visions laid out in the People's Plan. While we have attempted to name many of you, we know this list is not exhaustive. To anyone we may have missed, please know we appreciate you, too!

Kounkuey Design Initiative

Role: Process Facilitation & People's Plan Production

Chelina Odbert, CEO + Founding Principal
Asha Srikantiah, Managing Director, Strategy & Staff
Jerome Chou, Senior Planning Principal
Eric Riley, Planning Principal
Jonathan Franklin, Design Principal
Corinne Odom, Planning Associate
Tolani Ayeni, Planning Intern
Sarah Yanni, Development Associate
Leslie Dinkin, Senior Design Coordinator
Melody Hwang, Senior Graphic Design Coordinator
Sai Ravikumar, Design Intern

CORE PARTNERS

Project Passion

Role: Community Organizers

Brandon Lamar, Founder
Jasmin Lopez, Executive Assistant
Peju Oluwele, Harambee Ministries Program Coordinator

MY TRIBE RISE

Role: Community Organizers

Heavenly Hughes, Executive Director
Nicole Vazquez, Program Coordinator

DENA Heals

Role: Community Organizers

Carola Secada, Founder
Mike de la Rocha, Co-Founder

SPONSOR

United Way of Greater Los Angeles

Elise Buik, Chief Executive Officer
Derric Johnson, Vice President - Impact and Equity
Edward Braxton, Program Officer

CONTRIBUTORS

Bet Tzedek

Role: Legal Services

Diego Cartagena, President & CEO
Aimee Williams, Associate Vice President
Christopher Kung, Pro Bono Coordinator
Martha Torres-Ortiz, Paralegal

LA Voice

Role: Policy & Advocacy

Wendell Miller
Viveka Ray-Mazumder

Estolano Advisors

Role: Implementation Strategy

Cecilia V. Estolano, Chief Executive Officer & Founder
Richard France, Principal
Thomson Dryjanski, Director
Judy Saunders, Senior Associate

PHOTOGRAPHY

Rio Asch Phoenix

COLLABORATORS

Role: Project and Community Leaders

1000 Voices Altadena Mosaic
Altadena Bicycle Club
Altadena Collective
Altadena Community Garden
Altadena Community Land Trust
Altadena Community Watershed Alliance (ACWA)
Altadena Earthseed Community Land Trust
Altadena Green
Altadena Photographers
Altadena Rising
Altadena Seed Library
Altadena Tenants Union
Altadena Village
AltadenaWild
Amigos de los Rios
Arts and Culture Coalition of Altadena (ACCA)
Building Community Together - Altadena coLAB
The Altadena Commercial and Open Spaces Roundtable (CAPS)
Collective UnBound
Common Ground
Dena Hive Consortium
Dena Soil Project
Designing Resilience
Greenline Housing Foundation
HPP Cares
Side Street Projects
Studio Petrichor
Ujima Network

What is the People's Plan?

The Altadena People's Plan is a community-driven initiative to create a shared vision for rebuilding Altadena after the Eaton Fire, from the people who live, work, or own property here. Many Altadenans have been doing the work of rebuilding since the fires were extinguished—not just their own homes and businesses, but the community as a whole. The People's Plan aggregates and amplifies these efforts, and lifts up the priorities that Altadenans themselves have identified for additional support, so the town can rebuild in a way that stays true to its character.

Who is the People's Plan For?

This Plan is for the people of Altadena, funders, and government agencies, to guide future investment and rebuild efforts. It serves as both a roadmap towards a collective vision and a tool for collective accountability, advocacy, and imagining the radical possibilities of a truly community-driven rebuild of Altadena.

FOR FUNDERS

Since the Eaton Fire, many of you—whether philanthropies, corporations, institutions, or individuals—have come forward with the desire to support Altadena. But you've voiced that it can be hard to know what is actually needed by the Altadena community, and even harder to ensure that your funds have direct impact. The People's Plan addresses that gap by outlining key problems, visions, and priority projects that the Altadena community seeks to address. We have included informed cost estimates for implementation, so you can get a realistic view of the commitment required to make an impact. The People's Plan also lists the "Collaborator(s)" working on each project. In many instances these groups already have community buy-in and they're driving towards results as volunteers on a shoestring budget. Our team can connect you directly with these organizations to learn more about the realities on the ground, and maximize the effectiveness of your funding.

FOR GOVERNMENT AGENCIES

Elected officials and government employees—we know so many of you at the town, county, state, and federal levels have committed your full support to Altadena's rebuild. And yet, as an unincorporated area in Los Angeles County, Altadena faces a unique challenge in policy and governance due to a lack of direct and local political representation. Residents and business owners feel these challenges at both the personal and community scales. Whether trying to get permitting approved for their own home or trying to advocate for the establishment of affordable housing for neighbors, Altadenans have to compete with all other unincorporated areas for time, attention, and government spending.

Understanding the context of the West San Gabriel Valley Area Plan (WSGVAP) and other official planning documents, the People's Plan aggregates the voices of Altadena's constituents so that you, our government partners, can be more efficient and effective in enacting policies and procedures that support rebuilding in the right way. For many of the projects in this plan, we depend on you as our ally and partner to turn ideas into reality. Please view the People's Plan as an articulation of our vision for recovery that preserves Altadena's unique culture and landscape, while also instituting protections and innovations that ensure greater resiliency for the decades to come. This is a roadmap for our partnership through the recovery.

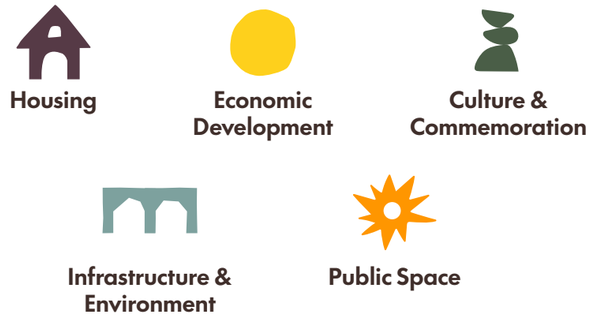
FOR THE PEOPLE OF ALTADENA

Altadena, this is your plan. We can use it as a tool to hold decision-makers and institutions accountable to our vision. It's also a catalyst; creating this plan has already started to build the collective power we'll need to exercise accountability as our community rebuilds, and this will only grow stronger as we involve more of our neighbors.

Altadena, you have always done things your way. This People's Plan emerges from our expertise, our visions for Altadena, and the projects we have already put in motion. Let the People's Plan be a testament to our boundless creativity, tenacity, and unwavering commitment to get things done. Let's keep going.

What's in it?

The People's Plan organizes community priorities and development strategies into five core chapters:



Within each chapter, you will find:

Collaborators

A listing of the key community-based organizations who contributed projects to the People's Plan. These organizations are already active in recovery efforts, and are the people to connect with to push priority projects forward. In some cases these organizations are partnering with additional organizations, as listed in each project description.

Long-term Vision

Description of a thriving Altadena, fully recovered from the Eaton Fire. The vision preserves key elements of Altadena's legacy while imagining a more flourishing, resilient future.

Key Principle for Recovery

The main guideline that should be followed for a successful rebuild.

Goals

Key objectives that Altadena collaborators seek to achieve through recovery and rebuild, in order to get to the long-term Vision.

Projects

An outline of tangible action, as called for by the community, to realize the goals.

Phased Approach

In each chapter, projects have been phased to aid in their implementation.

PHASE 1 (now - 2 years)

Projects that can and should be implemented or initiated in the immediate future.

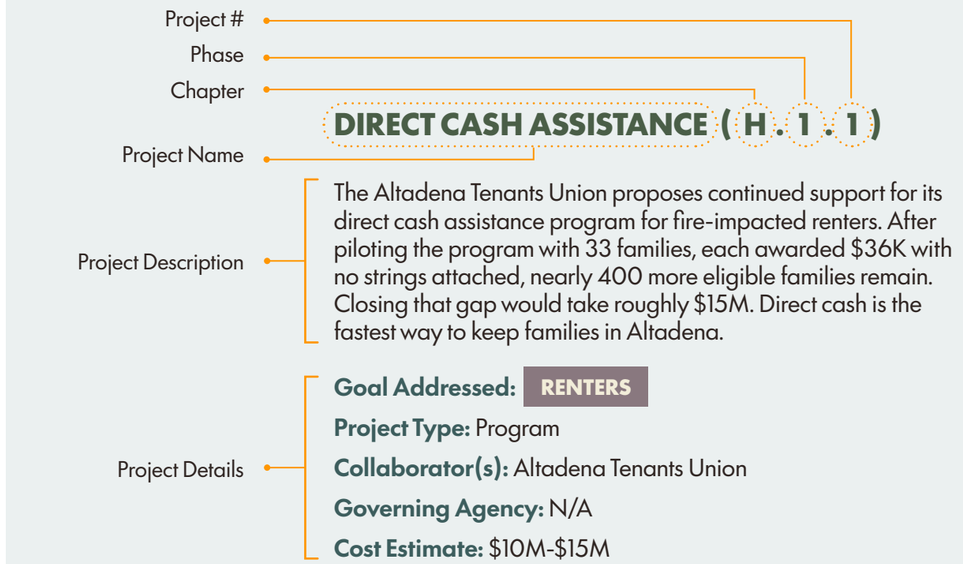
PHASE 2 (2 - 5 years)

Projects that do not necessarily address an urgent need but are accomplishable within a mid-length time frame.

PHASE 3 (5 years+)

Projects that likely require long-term planning and implementation processes and large funding amounts and partnerships.

How to Read Each Project



Project Typology

The projects in each chapter fall into one of three project types:

- Built: Capital improvement or construction projects at a specific site or sites.
- Policy/Planning: A policy change effort aimed at removing a barrier to a just recovery, or a long-range plan for an aspect of the community rebuild process.
- Program: A structured program to achieve a community goal or serve a community need, operated and administered by a government, NGO, or institutional partner.

Cost Estimate

Each project has been assessed for a general cost estimate. Each project's estimate falls into a cost range or has received a specific value estimate based on information provided by the Collaborator.

Project Order

Projects are listed with the top-voted community projects first, followed by the rest in alphabetical order.

How the People's Plan was Made

In summer 2025, United Way of Los Angeles convened the Altadena Wildfire Response Coalition to guide recovery efforts and investments through the lens of local expertise, with particular emphasis on marginalized communities and communities of color. The Coalition included grassroots organizations Project Passion, My TRIBE Rise, and DENA Heals, along with technical advisors Kounkuey Design Initiative (KDI), LA Voice, and Bet Tzedek. In early conversations that fall, Coalition members reached out to other community leaders who were already leading meaningful recovery work through community-based organizations or looser neighbor networks became clear that what was missing was coordination across these efforts.

The Altadena People's Plan was born from that need: to synthesize, organize, and build collective power around work already underway. Through winter, spring, and summer of 2026 these groups signed on as collaborators and contributed their projects to the plan that follows. KDI also showed up at Altadena events and gathered input directly from the community at large. We launched a community survey in the summer and received deep, thoughtful feedback from residents. With each passing month, we brought more people into the People's Plan.

The organizations named below represent key collaborators in this process. Through the People's Plan, they and the thousands of residents they have engaged and represent, aim to galvanize external support for these projects, including financial investment, permits and approvals, technical expertise, and localized decision-making.

WILDFIRE RESPONSE COALITION

DENA HEALS

MY TRIBE RISE

PROJECT PASSION

BET TZEDEK

LA VOICE

KOUNKUEY DESIGN INITIATIVE

COLLABORATORS

1000 VOICES ALTADENA MOSAIC

ALTADENA BICYCLE CLUB

ALTADENA COLLECTIVE

ALTADENA COMMUNITY GARDEN

ALTADENA COMMUNITY LAND TRUST

ALTADENA COMMUNITY WATERSHED ALLIANCE

ALTADENA EARTHSEED COMMUNITY LAND TRUST

ALTADENA GREEN

ALTADENA

PHOTOGRAPHERS

ALTADENA RISING

ALTADENA SEED LIBRARY

ALTADENA TENANTS UNION

ALTADENA VILLAGE

ALTADENAWILD

AMIGOS DE LOS RIOS

ARTS AND CULTURE COALITION OF ALTADENA

BUILDING COMMUNITY TOGETHER - ALTADENA COLAB

CAPS

COLLECTIVE UNBOUND

COMMON GROUND

DENA HIVE CONSORTIUM

DENA SOIL PROJECT

DESIGNING RESILIENCE

GREENLINE HOUSING FOUNDATION

HPP CARES

SIDE STREET PROJECTS

STUDIO PETRICHOR

UJIMA NETWORK

& a special mention to

THE ALTADENA TOWN COUNCIL



Altadena Core Partners

DENA HEALS

DENA Heals supports families impacted by disaster through culturally responsive healing, direct mutual aid, legal education, and trauma-informed care. Rooted in Altadena and Pasadena, they provide both immediate relief and long-term recovery programming grounded in dignity, access, and community connection.

MY TRIBE RISE

MY TRIBE RISE was founded to take the stigma out of gangs and educate people about the positive changes that are possible when people come together to end violence and meet the needs of Black and Brown communities. Born and raised in West Altadena, founders Heavenly Hughes and Victor Hodgson expanded the mission of MY TRIBE RISE to include projects that blend mutual aid with efforts to end racial profiling, police and community violence, and other inequalities that impact communities of color in Altadena/Pasadena. Their programs meet the immediate needs of working-class, elderly, and disabled Black residents.

PROJECT PASSION

Project Passion fosters collaboration and empowers communities by creating spaces where individuals can unite, share resources, and work collectively toward meaningful change. Through intentional partnerships and innovative initiatives, they are committed to building a stronger, more inclusive community where every voice is valued, and every passion has the power to make an impact.

Technical Advisors

BET TZEDEK LEGAL SERVICES

Bet Tzedek provides person-centered legal services that integrate with social support services, educate community members about their legal rights, and use a collective voice to reform systems. Through their network of attorneys and advocates, they provide free comprehensive legal services, education, and policy advocacy to low-income individuals and families across Los Angeles County.

LA VOICE

LA Voice is a multiracial, multifaith community organization that awakens people to their own power, training them to speak, act, and work together to transform our County into one that reflects the dignity of all people. LA Voice's organizing presence is based throughout LA County, across 5 county supervisorial districts and 28 strategic cities.

KOUNKUEY DESIGN INITIATIVE

Kounkuey Design Initiative (KDI), a community development and design nonprofit, is a mission-driven practice committed to building a more just and inclusive public realm through design, planning, advocacy and policy change. KDI works through a community-engaged process in Southern California and beyond, with communities that have been excluded, harmed, or otherwise marginalized by traditional design and planning practices.





Housing in Altadena

The Eaton Fire destroyed more than 9,400 buildings and homes in Altadena, uprooting homeowners and renters and disrupting a long-established community that still hasn't been rebuilt. High rebuilding costs, limited resources for property owners, and pressure from speculative development, all put a full recovery at risk—and renters, who face rising costs and little replacement housing, are especially likely to be permanently displaced. Survey respondents mentioned how rents have soared for those displaced, and many worry that investors will price them out. The stakes are particularly high given Altadena's history: before the fire, roughly 80% of Black residents owned their homes, one of the highest rates of Black homeownership in the country, and that legacy is now in jeopardy.

LONG-TERM VISION

Altadena will be a thriving and diverse community where Black homeownership still leads the nation, where artists and creative folk shape the town, and where renters and owners at all socioeconomic levels can afford to live beautiful, inspired lives.

KEY PRINCIPLE FOR RECOVERY

Bring people home. By this we mean all of Altadena's people: Black, Brown and all races; renters & owners; our creative community, and people of all income levels.

GOALS

Homeowners and renters have different needs to return to Altadena and stay long-term. Recovery must cater to both groups simultaneously, or the housing mix that defined Altadena's cherished diversity will not be accessible after the rebuild.

The following goals present a path to preserving affordability and an equitable rebuild process.

RENTERSHIP	Secure pathways for **renters** to affordably return to Altadena and stay as long-term residents
HOMEOWNERSHIP	Enable current landowners to build back efficiently, safely, and with manageable cost
RECOVERY SUPPORT	Establish **educational programs and policies** for all residents— owners and renters—to navigate recovery and long-term sustainability

PHASE 1
(start immediately)

RENTERSHIP

DIRECT CASH ASSISTANCE (H.1.1)
Give $36K no-strings cash grants to fire-impacted renters; ~$15M reaches nearly 400 more families.

RENTERSHIP

TENANT PROTECTIONS (H.1.9)
Fund tenant unions, organizing, and legal aid to strengthen protections and prevent eviction.

HOMEOWNERSHIP

GAP FUNDING FOR REBUILD (H.1.2)
Secure a 5–10 year funder commitment to close rebuild cost gaps and prevent homeowner displacement.

HOMEOWNERSHIP

FORECLOSURE PREVENTION CAMPAIGNS (H.1.4)
Offer outreach and intervention with UCLA Luskin so at-risk homeowners avoid foreclosure sales.

HOMEOWNERSHIP

PERMIT APPROVAL TURNAROUND TARGETS (H.1.7)
Publish weekly permit targets (under 10 days standard, 21 custom) and add staff to speed rebuilds.

HOMEOWNERSHIP

STANDING HOME HARDENING ASSESSMENT (H.1.8)
Offer voluntary assessments for surviving-home owners to get costed hardening priorities; anonymized data guides grant funding.

RECOVERY SUPPORT

EARNED INCOME TAX CREDIT, EMERGENCY TAX RELIEF (H.1.3)
Expand CA's EITC and add disaster tax credits for displaced low-income workers in one application.

RECOVERY SUPPORT

KNOW YOUR RIGHTS CAMPAIGN (H.1.6)
Launch a joint campaign with legal orgs sharing collective legal action options in short formats.

RECOVERY SUPPORT

FINANCIAL LITERACY & ENTREPRENEURSHIP WORKSHOPS (H.1.5)
Support community workshops offering residents rebuilding guidance, housing resources, and recovery help.

PHASE 2
(within 2-3 years)

RENTERSHIP **HOMEOWNERSHIP**

LAND BANK STEWARDED BY COMMUNITY LAND TRUSTS (H.2.1)
Fund community land trusts to buy undeveloped lots, block speculation, and secure affordability.

RENTERSHIP

MIXED-USE COMMERCIAL CORRIDORS TO EXPAND RENTAL HOUSING SUPPLY (H.2.9)
Build mixed-income rentals and artist studios above corridor retail to bring residents home.

RENTERSHIP

AFFORDABLE HOUSING ON FAITH-BASED LAND (H.2.2)
Pilot affordable housing on faith-based organization land to expand supply and homeownership paths.

HOMEOWNERSHIP

ALTADENA RAPID HOUSING SOLUTION (H.2.3)
Put utility-ready trailers on 40 families' lots to keep rent subsidies and support local business.

RENTERSHIP

BUNGALOW COURTS & MID-DENSITY HOUSING (H.2.6)
Replicate the Pine Street bungalow court for seniors, artists, and families to add rentals.

HOMEOWNERSHIP

ARCHITECTURAL CHARACTER FRAMEWORK AND DESIGN GUIDANCE (H.2.4)
Create design standards that preserve Altadena's character while using fire-resilient methods.

HOMEOWNERSHIP

ARCHITECTURE-SPECIFIC TECHNICAL ASSISTANCE (H.2.5)
Offer homeowners low-cost design, engineering, permitting, contractor, and financing help.

HOMEOWNERSHIP

CONTRACTOR ACCOUNTABILITY SYSTEM (H.2.7)
Create a vetted contractor directory with complaint tracking to prevent predatory practices.

HOMEOWNERSHIP

ALTADENA ZONE 0 READINESS (H.2.8)
Host Hub workshops for homeowners on fire-resistant design and defensible space to cut risk.

HOMEOWNERSHIP

SOIL TESTING & BIOREMEDIATION ASSISTANCE WORKSHOPS (H.2.10)
Provide soil testing and remediation help so owners can rebuild, garden, and replant safely.

= Top voted project from community survey

PHASE 3
(within 3-5 years)

RECOVERY SUPPORT

DOWN PAYMENT ASSISTANCE FOR ALTADENA FAMILIES (H.3.1)
Provide down payment aid for middle-income families above grant limits to keep Altadena diverse.

RECOVERY SUPPORT

FINANCIAL LITERACY & HOUSING RIGHTS EDUCATION (H.3.2)
Host workshops on budgeting, credit, financing, and tenant rights to help residents stay housed.

RENTERSHIP

PATHWAYS TO HOME OWNERSHIP (H.3.3)
Design purchase pathways and marketplaces connecting renters who want to buy with local sellers.



Economic Development in Altadena

The Eaton Fire destroyed approximately 120 commercial properties and damaged many others, creating a significant gap in Altadena's local business landscape. Survey respondents named the everyday places they miss, like the hardware store, the pharmacy, the post office, and a neighborhood grocery, and many hope Black- and Latino-owned businesses can lead the way in closing these gaps. Small commercial tenants—many of whom operate without long-term leases or adequate insurance—face permanent displacement as landlords sell to speculators or raise rents during recovery. Some developers have acquired damaged or vacant parcels with the intent to implement projects that may not align with the community's character. Without protections, small businesses risk permanent closure, eroding the local economic base and the cultural identity of Altadena's corridors.

LONG-TERM VISION

Altadena's economy will thrive, defined by locally-owned businesses that reflect the town's unique entrepreneurial spirit. There will be ample opportunity for workforce development, and a policy landscape that protects and supports the long-term economic health of the community.

KEY PRINCIPLE FOR RECOVERY

Altadena's economic health is protected and driven by the prosperity of local entrepreneurs, small businesses, and workers.

GOALS

Altadena's economic health depends on its small businesses. Recovery must protect business owners—most of whom are commercial tenants—as essential stakeholders, or the small businesses that anchor the community's corridors may not be able to return. The following goals present pathways to preserve Altadena's small business ecosystem through financial and policy measures.

LOCAL & DIRECT	Mitigate the risk of business loss through direct support for local businesses and entrepreneurs
TENANT PROGRAMS	Establish systemic protections and programs for commercial tenants to enable them to come back and stay in Altadena
TAX POLICIES	Adjust tax policies to better support business and commercial property owners
COMMUNITY & EDUCATION PROGRAMS	Support community & educational programs to foster mutual and sustainable support as business owners navigate recovery
CORRIDOR DESIGN	Use recovery as an opportunity to rethink—not just rebuild—Altadena's major commercial corridors

PHASE 1
(start immediately)

LOCAL & DIRECT

EMERGENCY SMALL BUSINESS RELIEF FUND (ED.1.1)

Expand fund and add loans to help businesses keep operating.

TENANT PROGRAMS

COMMUNITY LAND TRUSTS FOR COMMERCIAL TENANTS (ED.1.2)

Acquire and hold commercial properties for local, small businesses.

TAX POLICIES

ADJUSTED TAX OBLIGATIONS (ED.1.3)

Provide extended and automatic property tax reassessment relief and payment deferrals.

COMMUNITY & EDUCATION PROGRAMS

FROM VACANT LOTS TO VIBRANT PLACES (ED.1.4)

Create artistic installations on cleared lots and host festival with music and local vending.

COMMUNITY & EDUCATION PROGRAMS

TAX ASSISTANCE AND EDUCATION (ED.1.5)

Fund free tax preparation and legal aid clinics for disaster-impacted taxpayers.

PHASE 2
(within 2-3 years)

LOCAL & DIRECT

LITTLE RED HEN COFFEE SHOP (ED.2.1)

Rebuild this Black-, family-owned café and diner, a community institution since 1972.

TENANT PROGRAMS

ALTADENA BLACK AND LATINO BUSINESS TRUST PROGRAM (ED.2.2)

Financially support the return of pre-fire Black- and Latino-owned business.

CORRIDOR DESIGN

HOUSING IN COMMERCIAL DISTRICTS (ED.2.3)

Fund mixed-use development to bring back housing and economic activity.

COMMUNITY & EDUCATION PROGRAMS

WILDFIRE RECOVERY AND BUSINESS RESOURCE EVENTS (ED.2.8)

Amplify Chamber of Commerce events connecting entrepreneurs to aid.

LOCAL & DIRECT

LOCAL COMMUNITY CENTER AND KITCHEN SPACE (ED.2.6)

Build permanent space for local vendors and business owners, support workforce training.

TENANT PROGRAMS

COMMERCIAL TENANT POLICY INCLUSION (ED.2.5)

Extend emergency protections to small commercial tenants.

CORRIDOR DESIGN

COMMERCIAL CORRIDOR MARKET STUDY (ED.2.4)

Fund market study to guide property- and business-owner decisions.

LOCAL & DIRECT

RHYTHMS OF THE VILLAGE (ED.2.7)

Rebuild this Lake Avenue cultural hub dedicated to preserving and sharing African heritage.

PHASE 3
(5 years plus)

TAX POLICIES

EMERGENCY-SPECIFIC TAX RELIEF FOR WORKERS (ED.3.1)

Expand Earned Income Tax Credit (EITC) access and credits at state and local levels.

TENANT PROGRAMS

PROTECTIVE POLICIES FOR EMERGENCY AFTERMATH (ED.3.2)

Give commercial tenants the right of first refusal and relocation protections.

= Top voted project from community survey

Project Roadmap: *Economic Development*



Culture & Commemoration in Altadena

The Eaton Fire resulted in the damage and loss of built, ephemeral, cultural, historic, and personal assets of major importance. Museums, places of worship, and other community institutions and their contents were destroyed. Without efforts to commemorate, preserve, and reestablish them, they are at risk of permanent erasure. For many survey respondents, rebuilding homes isn't enough if the soul of Altadena isn't rebuilt with them. The legacy of Black Altadena, which was experiencing population decline even before the fire, is especially at risk of displacement. Many artists who called Altadena home lost their studios, instruments, materials, and both in progress and completed works. Altadenans have long been documenting the town's history and fighting to preserve and make visible the significance of people, objects, and moments throughout time. The Eaton Fire has intensified the need for that work. Altadena's Black legacy, its identity as a collaborative and livable community for artists, and its diversity are some of the aspects of the community that people remember most fondly. They require diligent and specific preservation and replenishment as part of the rebuild and long-term recovery process.

LONG-TERM VISION

The cultural institutions and elements that once defined Altadena's irreplaceable identity have been rebuilt or reimagined. New sites of commemoration and public art, made by local creators, honor the immense losses of the fires and the legacy of residents' contributions pre- and post-disaster.

KEY PRINCIPLE FOR RECOVERY

Collective memory and cultural legacy inform the rebuilding of Altadena's cultural institutions, and the creation of commemorative elements and public art that preserve Altadena's identity.

GOALS

Preservation and investment in history and creativity will ensure that the rebuilding of Altadena retains the most culturally important aspects of the town's former identity.

The following goals present a path for strengthening and reestablishing Altadena's beautiful and unique cultural heritage.

BLACK ALTADENA	Formalize, protect, and replenish the legacy of Altadena's Black community
ALTADENA CREATORS	Catalyze the return of Altadena's artists (of all mediums) with both financial support and physical space
HISTORIC + CULTURAL PRESERVATION	Recognize existing cultural and historic assets and create protections for new ones

PHASE 1
(now - 2 years)

BLACK ALTADENA

ALTADENA BLACK CULTURAL DISTRICT (CC.1.1)

Secure California Arts Council recognition for the Altadena Black Cultural District, unlocking funding that protects Black legacy.

ALTADENA CREATORS

ARTS & CULTURE MICRO GRANTS (CC.1.2)

Create a micro-grant program for individuals and small organizations to preserve and commemorate Altadena's culture.

HISTORIC + CULTURAL PRESERVATION

ALTADENA MAP OF HISTORIC PLACES: REFRESH AND DIGITIZE (CC.1.3)

Digitize Altadena Heritage's Map of Historic Places into an open-source tool for community preservation.

HISTORIC + CULTURAL PRESERVATION

SUPPORT FOR ALTADENA HISTORICAL SOCIETY (CC.1.6)

Fund the Altadena Historical Society's 90-year-old archive with greater public access and expanded historical programming.

BLACK ALTADENA

DENA RISE UP POLICY & LEGISLATIVE ADVOCACY (CC.1.4)

Fund Dena Rise Up's Sacramento advocacy trips for cultural preservation policy.

HISTORIC + CULTURAL PRESERVATION

OWEN BROWN GRAVESITE PRESERVATION (CC.1.5)

Fund continued stewardship of the Owen Brown gravesite in Altadena.

PHASE 2
(2 - 5 years)

BLACK ALTADENA

BLACK HISTORY MONUMENTS (CC.2.3)

Commission permanent monuments and murals across Altadena to document and uplift the community's Black history.

ALTADENA CREATORS

TEMPORARY-TO-PERMANENT COMMUNITY ARTS + MAKER HUB (CC.2.1)

Launch a temporary-to-permanent Arts + Maker Hub using Side Street Projects' facilities for artists to gain creative space.

ALTADENA CREATORS

LOCAL ARTIST & DESIGNER PREFERENCE IN COUNTY CAPITAL PROJECTS (CC.2.4)

Write a County policy prioritizing local artists and designers into Community Design Standards and Public Art RFPs for capital projects.

HISTORIC + CULTURAL PRESERVATION

BLACK ALTADENA

SUPPORT FOR DAMAGED OR DESTROYED PLACES OF WORSHIP (CC.2.6)

Fund the rebuild or repair of Altadena's 14+ destroyed religious sites.

ALTADENA CREATORS

1000 VOICES ALTADENA MOSAIC: CLAY & STORYTELLING WORKSHOPS (CC.2.2)

Support 1000 Voices Mosaic tile-making workshops for residents to shape a permanent public artwork reflecting their memories.

HISTORIC + CULTURAL PRESERVATION

MARIPOSA MUSEUM OF ALTADENA (CC.2.5)

Acquire a site for the Mariposa Museum of Altadena to create an ecology-focused art museum, archive, and Eaton Fire memorial.

= Top voted project from community survey



Infrastructure & Environment in Altadena

Altadena's infrastructure has long been piecemeal and fragmented. During the Eaton Fire, utilities and emergency systems proved inadequate, disproportionately harming West Altadena, home to a greater share of under-resourced communities. Altadena's unincorporated status further exacerbates specific planning for Altadena's infrastructure. LA County Supervisorial District 5 must plan for more than 62 unincorporated communities in addition to Altadena. Given the local government's foundational role in repairing and reestablishing Altadena's infrastructure, the existing Altadena Wildfire Recovery Infrastructure Financing District will play a significant role in every community-selected priority project. Lasting infrastructure and ecological repair requires focused planning, transparency, and opportunities for direct community decision-making.

LONG-TERM VISION

Altadena's network of natural and built infrastructure, including public utilities, stormwater capture, safe streets, and the environment, will be more resilient and capable of withstanding climate threats for generations to come. The infrastructure will protect and facilitate the community's connection to the land, with clear mechanisms for transparency and accountability.

KEY PRINCIPLE FOR RECOVERY

Ensure the safety of the land for all residents, then start with the foundational elements necessary to bring residents and business owners home, and continue with projects vital to help them stay.

GOALS

Aligned and coordinated planning is crucial to ensure Altadena's infrastructure is rebuilt thoroughly and efficiently. The following projects build on the foundational government efforts to reestablish and repair Altadena's infrastructure. Rebuilding requires attention and investments locally attuned to Altadena's terrain, risk profile, and community needs.

The following goals present a path to creating a more connected and transparent infrastructure in Altadena.

GREEN INFRASTRUCTURE	Rebuild Altadena's green infrastructure—stormwater systems and tree canopy—to improve streets, reduce flooding, and cool the community
MOBILITY INFRASTRUCTURE	Create safe, connected mobility for everyday travel and emergency evacuation
PUBLIC UTILITIES	Improve public utility distribution, resiliency, and transparency
SAFETY, ACCOUNTABILITY, TRANSPARENCY	Ensure safety and transparency throughout recovery, based on credible data and guided by democratic processes

PHASE 1
(now - 2 years)

GREEN INFRASTRUCTURE

REGREEN ALTADENA INITIATIVE PHASE 2 (IE.1.1)
Expand Altadena's tree canopy through Tree Stewards trained in ongoing care.

GREEN INFRASTRUCTURE

CERTIFIED WILDLIFE HABITAT STANDARDS (IE.1.5)
Set standards for the County to guide public space maintenance.

GREEN INFRASTRUCTURE
MOBILITY INFRASTRUCTURE

ALTADENA TOWN TRAIL, PHASE 1 (IE.1.4)
Plan Mariposa Street segment for safe walking and stormwater capture.

PUBLIC UTILITIES

MUTUAL WATER UTILITIES (IE.1.8)
Strengthen oversight of private water utilities to ensure equitable access.

GREEN INFRASTRUCTURE

TOWNWIDE STORMWATER INFRASTRUCTURE PLAN (IE.1.2)
Build townwide stormwater system for flood control and fire suppression.

GREEN INFRASTRUCTURE

PROPERTY OWNER STORMWATER EDUCATION AND DESIGN SUPPORT (IE.1.10)
Offer property owners workshops and design guidance on rain gardens, permeable surfaces, and capture-and-reuse systems.

GREEN INFRASTRUCTURE

MARIPOSA GREENWAYS DEMONSTRATION PROJECT, PHASE 1 (IE.1.7)
Redesign Mariposa/Lake for ADA access and stormwater infrastructure.

SAFETY, ACCOUNTABILITY, TRANSPARENCY

PFAS TESTING (IE.1.9)
Fund PFAS testing of local water sources before rebuilding begins.

GREEN INFRASTRUCTURE

ALTADENA GOLF COURSE STORMWATER CAPTURE PROJECT (IE.1.3)
Redesign Altadena Golf Course to capture stormwater and restore native habitat.

GREEN INFRASTRUCTURE

TREE WATERING ASSISTANCE PROGRAM (IE.1.12)
Continue program for newly planted and fire-damaged trees.

PUBLIC UTILITIES

LOW COST UTILITIES (IE.1.6)
Waive utility fees for fire survivors reconnecting as they rebuild.

SAFETY, ACCOUNTABILITY, TRANSPARENCY

SOIL REMEDIATION AND LAND RESTORATION (IE.1.11)
Fund and scale up no-cost soil testing and bioremediation for fire victims.

PHASE 2
(2-5 years)

GREEN INFRASTRUCTURE

PROPERTY OWNER STORMWATER EDUCATION AND DESIGN SUPPORT (IE.2.5)
Provide guidance, workshops on rain gardens, permeable surfaces, etc.

GREEN INFRASTRUCTURE
MOBILITY INFRASTRUCTURE

ALTADENA TOWN TRAIL, PHASE 2 (IE.2.3)
Build priority Phase 2 segments.

MOBILITY INFRASTRUCTURE

ALTADENA MOBILITY MASTER PLAN (IE.2.2)
Create safer walking, biking, and transit conditions in Altadena.

SAFETY, ACCOUNTABILITY, TRANSPARENCY

SPECIAL PURPOSE ENTITY (IE.2.7)
Form community-led organization to coordinate infrastructure funding.

GREEN INFRASTRUCTURE

SEED BANK & NATIVE PLANT NURSERY (IE.2.6)
Use locally sourced seeds to preserve genetics and restore.

GREEN INFRASTRUCTURE
MOBILITY INFRASTRUCTURE

MARIPOSA GREENWAYS DEMONSTRATION PROJECT, PHASE 2 (IE.2.4)
Redesign Mariposa/Lake for ADA access and stormwater infrastructure.

MOBILITY INFRASTRUCTURE
SAFETY, ACCOUNTABILITY, TRANSPARENCY

COMMUNITY WILDFIRE PROTECTION & EVACUATION PLAN (IE.2.1)
Create a plan for Altadena that reduces risk and improves preparedness.

= Top voted project from community survey

Project Roadmap:
Infrastructure & Environment



Public Space in Altadena

Altadena is shaped by its foothill landscape. The parks, trails, streets, and civic spaces are the backbone of the town. Supervisorial District 5 and the LA County Department of Parks and Recreation deserve credit for quickly reopening Loma Alta Park, rebuilding the Eaton Canyon Recovery Center, breaking ground on the Charles White rebuild, and fundraising for all other parks. While this work continues, residents are left with few places to gather and play. Survey respondents described public space as the heart of Altadena, and right now many feel that it's not fully beating.

Altadena's street grid and pedestrian infrastructure are also in need of attention: many streets lack sidewalks, curb ramps, safe crossings, lighting, and shade, and the fire took much of the tree canopy. To rebuild equitably, parks and streets should be planned openly with residents, making them safer, shadier, and more welcoming while respecting the semi-rural character residents value.

LONG-TERM VISION

Altadena's parks, trails, and streets will be rebuilt, programmed, and maintained with and for all Altadenans. They will be accessible, resilient places where children play under a restored canopy, seniors find shade and company, and local residents have had a say in the rebuilding process.

KEY PRINCIPLE FOR RECOVERY

Reopen and rebuild together. This means that every park, trail, and street reopens and rebuilds with Altadenans at the table. That includes children and families, seniors, athletes, gardeners, artists, and the historically disadvantaged communities who suffer the most when public space disappears.

GOALS

Reopening parks is only the first step. Recovery must restore access now, expand what parks offer, connect them with safe and shaded streets, and protect the landscapes that make Altadena distinct. If it doesn't, the public realm will come back smaller, less accessible, and less rooted in Altadena than before.

The following goals present a path to a just rebuilding of Altadena's public realm.

OVERSIGHT	Establish community oversight of public space with LA County
RECREATION	Expand active and passive recreation to meet the needs of Altadena's diverse community
STREETS	Create safe, shaded, walkable streets that connect Altadenans to parks, schools, and businesses
RESILIENCE	Strengthen climate resilience and biodiversity across parks, trails, and green spaces

Project Roadmap: Public Space

= Top voted project from community survey

PHASE 1 (now - 2 years)

OVERSIGHT

LAUNCH FRIENDS OF ALTADENA PARKS (PS.1.1)

Establish organization to ensure resident input in park decision-making.

OVERSIGHT

PARK PHASED OPENINGS (PS.1.6)

Open completed recreation areas while other improvements continue.

OVERSIGHT

PRIORITIZE ALTADENA ARTISTS AND DESIGNERS (PS.1.7)

Give local artists RFP preference to keep recovery dollars local.

STREETS

ALTADENA TOWN TRAIL, PHASE 1 (PS.1.2)

Plan Mariposa Street segment for safe walking and stormwater capture.

STREETS

MARIPOSA GREENWAYS DEMONSTRATION PROJECT, PHASE 1 (PS.1.4)

Redesign Mariposa/Lake for ADA access and stormwater infrastructure.

STREETS

REST STOPS, PHASE 1 (PS.1.8)

Install gardens, gathering space on lots with delayed rebuilding.

RECREATION

JOINT USE AGREEMENTS (PS.1.3)

Secure agreements with PUSD for community group access to school facilities.

RECREATION

OPEN ACCESS TO MULTI-PURPOSE FIELDS (PS.1.5)

Restore access for local clubs, pick-up games, and practices.

RECREATION

ALTADENA CREST TRAIL RECONNECTION (PS.1.9)

Reconnect and restore missing segments, add interpretation.

RESILIENCE

CHANEY TRAIL CORRIDOR WILDLIFE MONITORING & HABITAT RESTORATION (PS.1.10)

Track post-fire wildlife and habitat recovery, train residents.

PHASE 2 (within 2-5 years)

RESILIENCE

TREE CANOPY & SHADE INFRASTRUCTURE (PS.2.1)

Safeguard trees, plant new ones, and install shade structures as rebuilding continues.

RESILIENCE

ALTADENA SCHOOLS GARDEN & COMPOSTING PROGRAM (PS.2.6)

Establish program and space for hands-on student learning.

RESILIENCE

LAUNCH FRIENDS OF ALTADENA SCHOOLS (PS.2.8)

Establish organization to ensure local input in campus decision-making.

RECREATION

COUNTY SENIOR CENTER (PS.2.2)

Opens permanent Senior Center for fitness and social programming.

RECREATION

ALTADENA BIKE PARK (PS.2.3)

Build pump tracks, skill areas, trails that are free for use.

RECREATION

ALTADENA COMMUNITY GARDEN EXPANSION (PS.2.4)

Invest in new plots, irrigation, etc. and fund programs for new gardeners.

RECREATION

WEST ALTADENA BASKETBALL COURTS (PS.2.11)

Build courts that are lit and have seating and shade.

STREETS

ALTADENA FWD MARIPOSA PILOT (PS.2.5)

Convert Woodbury slab into interim commercial hub.

STREETS

MARIPOSA GREENWAYS DEMONSTRATION PROJECT, PHASE 2 (PS.2.8)

Redesign Mariposa/Lake corridor to calm traffic and manage water.

STREETS

REST STOPS, PHASE 2 (PS.2.10)

Install gardens, gathering space on lots with delayed rebuilding.

STREETS

ALTADENA TOWN TRAIL, PHASE 2 (PS.2.7)

Build priority Phase 2 segments.

PHASE 3 (5 years+)

RESILIENCE

ALTADENA GOLF COURSE STORMWATER CAPTURE PROJECT (PS.3.1)

Redesign Altadena Golf Course to capture stormwater and restore native habitat.

RECREATION

CLIMATE RESILIENCE ENVIRONMENTAL EDUCATION CENTER (CREEC) (PS.3.3)

Convert fire camp at Hahamongna into arts, culture, community space.

RECREATION

SAFE ROUTES TO PARKS (PS.3.5)

Repair sidewalks near parks for safe access for all.

STREETS

ALTADENA TOWN TRAIL, PHASE 3 (PS.3.2)

Build priority Phase 3 segments.

STREETS

MARIPOSA GREENWAYS DEMONSTRATION PROJECT, PHASE 3 (PS.3.4)

Redesign Mariposa/Lake corridor to calm traffic and manage water.

A Final Note

As we approach the two-year anniversary of the Eaton Fire, we have seen firsthand the dedication and incredible response from the Altadena community in the face of immeasurable odds and grief. Even now, almost two years out, residents continue to organize new groups and create networks of solidarity to shoulder the hard work of designing Altadena's future on their own terms.

The People's Plan is offered as a catalyst for continued coalition building and coordinated, strategic action among the collaborators whose work is represented here, and the government and philanthropic institutions positioned to provide long-term support to these efforts. This document is by no means complete; it is a snapshot in the much longer story that Altadenans will continue to write as they rebuild their home and community. Their demands and aspirations should remain the north star for the recovery, and their voices should lead in key decisions along the way.

When Altadena is rebuilt––thriving, inclusive, and joyous––the hard work of responding to disaster may fade from memory. This document serves as a record, preserving the sacrifices, labor, and care Altadenans showed when it came time to save and rebuild their community.