

# **THE ALTADENA RECOVERY:** **Who Gets to Come Back?**

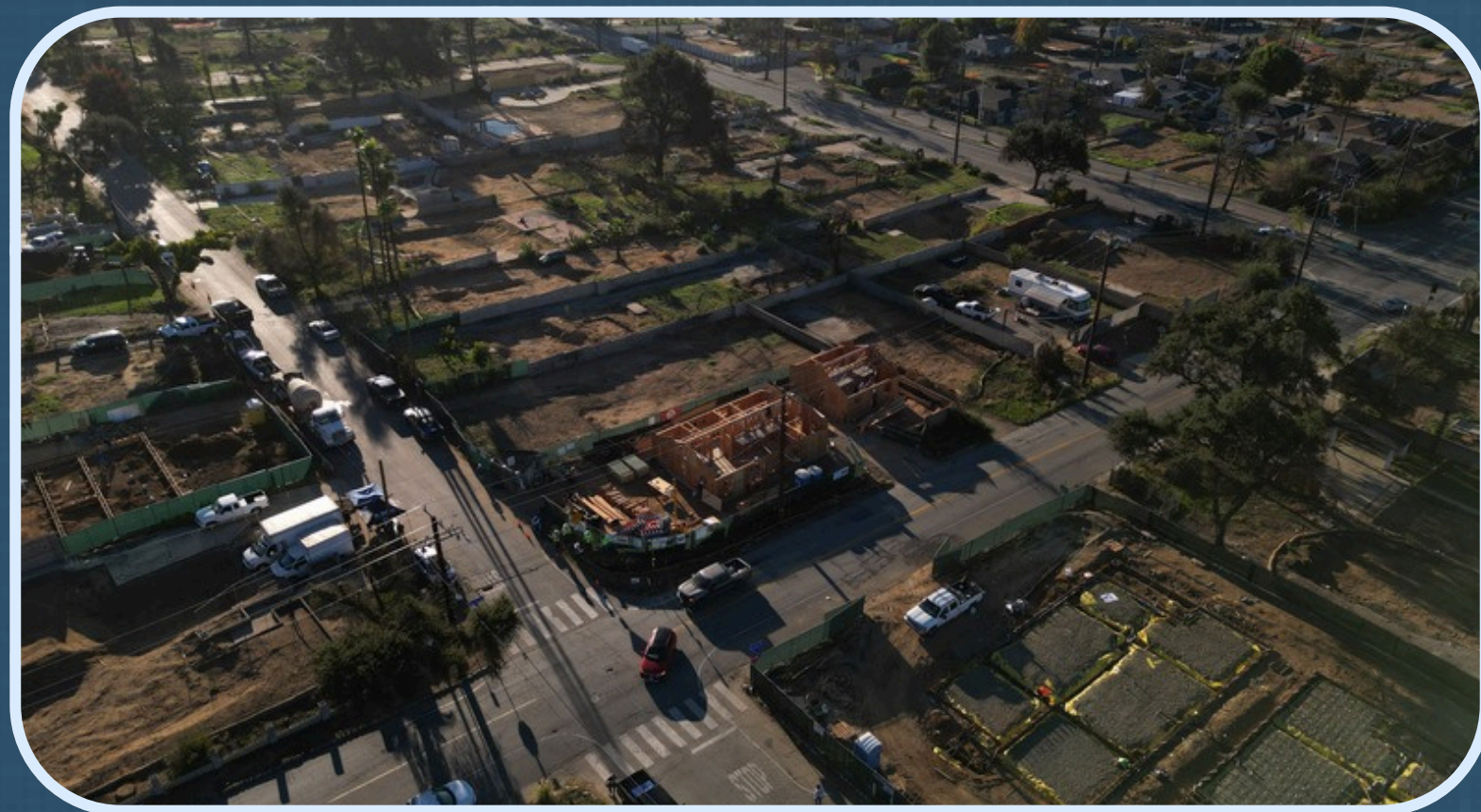
Webinar

06 January, 2026





# Agenda Overview



01

**Welcome**

02

**Recovery Research Findings**

03

**Panel Discussion**

04

**Audience Q&A**





PRESENTERS

PANELISTS



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ALTADENA SMALL BUSINESS OWNER  
CACTUS FOODS

# Eaton Wildfire

## OVERALL IMPACT



### Burn Zone

**14,000** acres burned


**10,500** structures damaged  
or destroyed



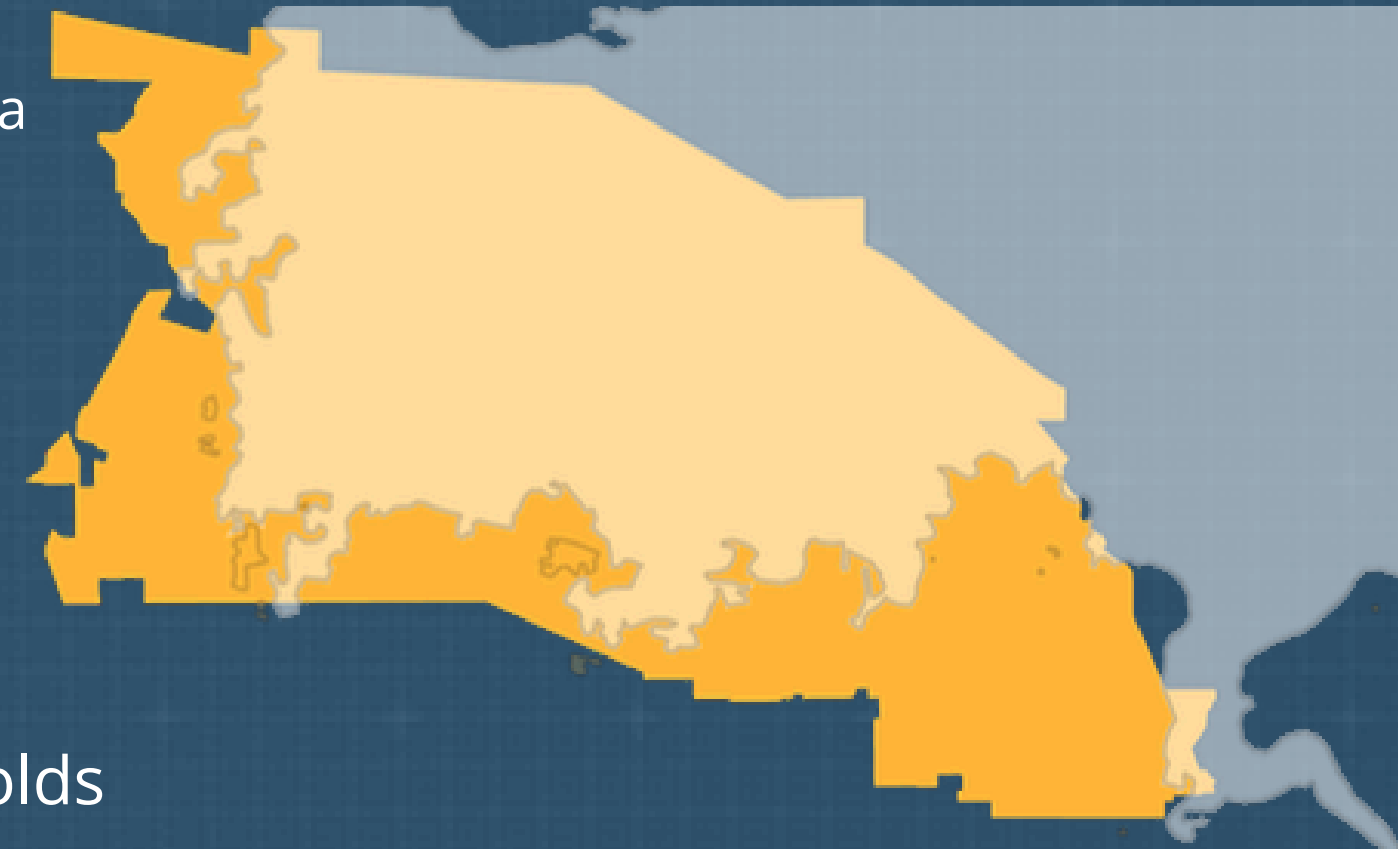
### Population

**216,465** individuals were at risk  
of displacement or displaced

## ALTADENA IMPACT

 City of Altadena

 Fire Perimeter



### Population

**15,291** households

# Altadena Diversity

## RACIAL DIVERSITY

**51 percent**

of households were  
nonwhite

- 49% White
- 20% Latino
- 18% Black
- 7% Asian
- 6% Other

## HOMEOWNERSHIP

**70 percent**

of nonwhite households  
were homeowners

## ENTREPRENUERSHIP

**1,097 to 4,348\***

private businesses

\*includes home-based

Sources: Silvia R. González, Paul M. Ong, and Chhandara Pech, “Impacts of the January 2025 Wildfires on Businesses: The Local Business Landscape in Altadena and the Pacific Palisades Before the Wildfires” (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); Paul Ong, Chhandara Pech, Lorrie Frasure, Samyu Comandur, Eric Lee, and Silvia R. González, “LA Wildfires: Impacts on Altadena’s Black Community Rapid Response Data Brief” (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, January 2025), [available online](#).

Note: No single data source provides a complete or fully consistent picture of the local business landscape. To address this limitation, we draw on three business directories—AtoZdatabases (AtoZ), Data Axle, and Dun & Bradstreet (D&B)—each of which captures different segments of business activity. As a result, estimates for businesses in Altadena are presented as ranges to reflect variation across the three datasets.

# Altadena Vulnerability

## INCOME DISPARITIES

**1 in 6**

residents had incomes below twice the federal poverty line

## HOUSING BURDEN

**17 percent**

of households were severely cost-burdened by housing

## CAPITAL CONSTRAINTS

**71% to 97%**

of businesses were microbusinesses

Sources: Silvia R. González, Paul M. Ong, and Chhandara Pech, “Impacts of the January 2025 Wildfires on Businesses: The Local Business Landscape in Altadena and the Pacific Palisades Before the Wildfires” (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); Paul M. Ong, Gabriella Carmona, Silvia R. González, and Jonathan Ong. “Underserved and Overlooked: Understanding Pre-Fire Economic Inequality Among Residents in Altadena, California” (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, May 2025), [available online](#).

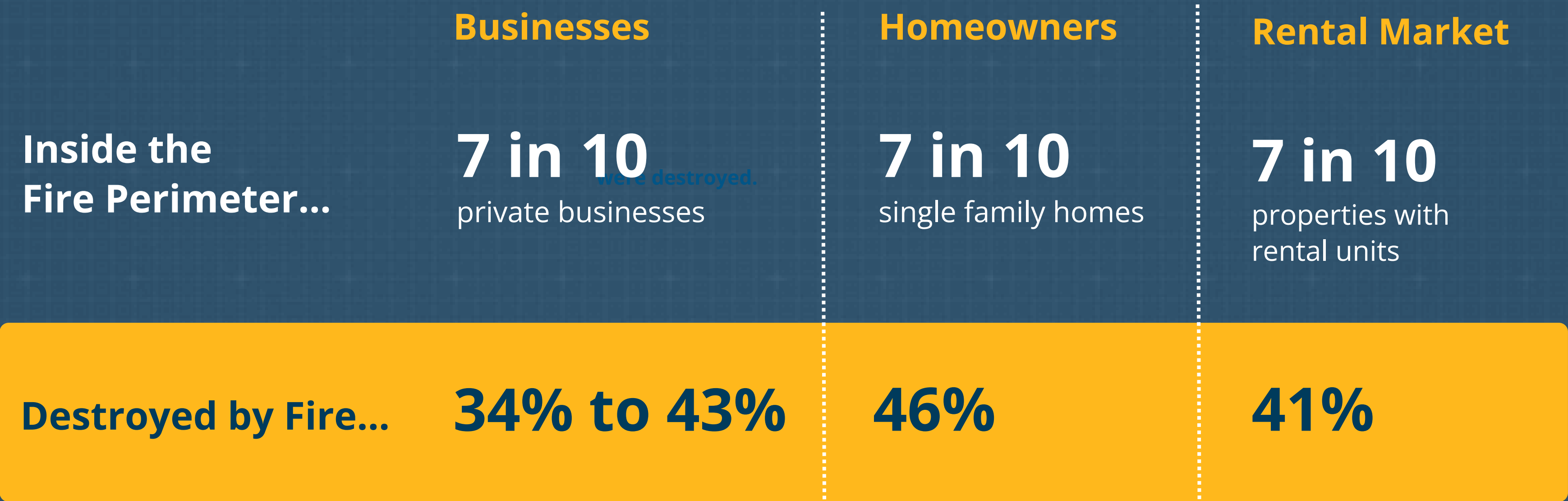
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# Wildfire Impact in Altadena



# Wildfire Impact was ... Severe



Sources: Paul M. Ong, Chhandara Pech, and Silvia R. Gonzalez, "Impacts of the January 2025 Wildfires on Businesses: Documenting Business Damages in Altadena and Pacific Palisades" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); Paul Ong, Chhandara Pech, Lorrie Frasure, Samyu Comandur, Eric Lee, and Silvia R. González, "LA Wildfires: Impacts on Altadena's Black Community Rapid Response Data Brief" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, January 2025), [available online](#); Gabriella Carmona, Paul M. Ong, Xalma M. Palomino, Dr. Vinit Mukhija, and Rodrigo Dominguez-Villegas, "Who's Coming Home? An Analysis of the Property Sales, Permits, and Rebuilding Efforts of Single-Family Homeowners in Altadena, CA After the Eaton Fire" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); UCLA LPPI Analysis of 10-year Rental listings in Altadena using data provided by RentHub.

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# Wildfire Impact was ... Unequal

**Losses were  
concentrated  
among...**

## Small Businesses

**56% - 74%**  
*were destroyed.*

of destroyed  
businesses were  
microbusinesses

## Homeowners

**58%**

of Black-owned  
single-family homes  
were destroyed

*Compared to 45% of  
white homeowners.*

## Rental Market

**76%**

of rental properties  
destroyed were located  
in West Altadena

Sources: Paul M. Ong, Chhandara Pech, and Silvia R. Gonzalez, "Impacts of the January 2025 Wildfires on Businesses: Documenting Business Damages in Altadena and Pacific Palisades" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); Gabriella Carmona, Paul M. Ong, Xalma M. Palomino, Dr. Vinit Mukhija, and Rodrigo Dominguez-Villegas, "Who's Coming Home? An Analysis of the Property Sales, Permits, and Rebuilding Efforts of Single-Family Homeowners in Altadena, CA After the Eaton Fire" (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); UCLA LPPI Analysis of 10-year Rental listings in Altadena using data provided by RentHub.

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# Wildfire Recovery in Altadena



# Wildfire Recovery Remains... Uncertain

Seven Months  
Into Recovery

Few Sold So Far...

**Small Businesses**

**20 to 90**  
properties with  
private businesses

**Homeowners**

**225**  
properties with  
single family homes

**Rental Market**

**21**  
properties with  
rental units

**But Causes  
For Alarm...**

**73% - 98%**  
were microbusinesses

**64%**  
were sold to real  
estate investors

**50%**  
had rental prices  
below \$2,000

Sources: Gabriella Carmona, Paul M. Ong, Xalma M. Palomino, Dr. Vinit Mukhija, and Rodrigo Dominguez-Villegas, “Who’s Coming Home? An Analysis of the Property Sales, Permits, and Rebuilding Efforts of Single-Family Homeowners in Altadena, CA After the Eaton Fire” (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); Chhandara Pech, Silvia R. Gonzalez, Paul M. Ong, “Impacts of the January 2025 Wildfires on Businesses: Six-month Assessment in Altadena and Pacific Palisades,” (UCLA Latino Policy & Politics Initiative, University of California Los Angeles, Los Angeles, October 2025), [available online](#); UCLA LPPI Analysis of 10-year Rental listings in Altadena using data provided by RentHub.

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# Wildfire Recovery Remains... in limbo

Seven Months  
Into Recovery

## Small Businesses

**140 to 160**

Private businesses were delisted, the majority were microbusinesses

## Homeowners

**23%**

of destroyed single-family homes filed a reconstruction permit

## Rental Market

**8%**

of properties with rental units in the fire perimeter had filed a reconstruction permit

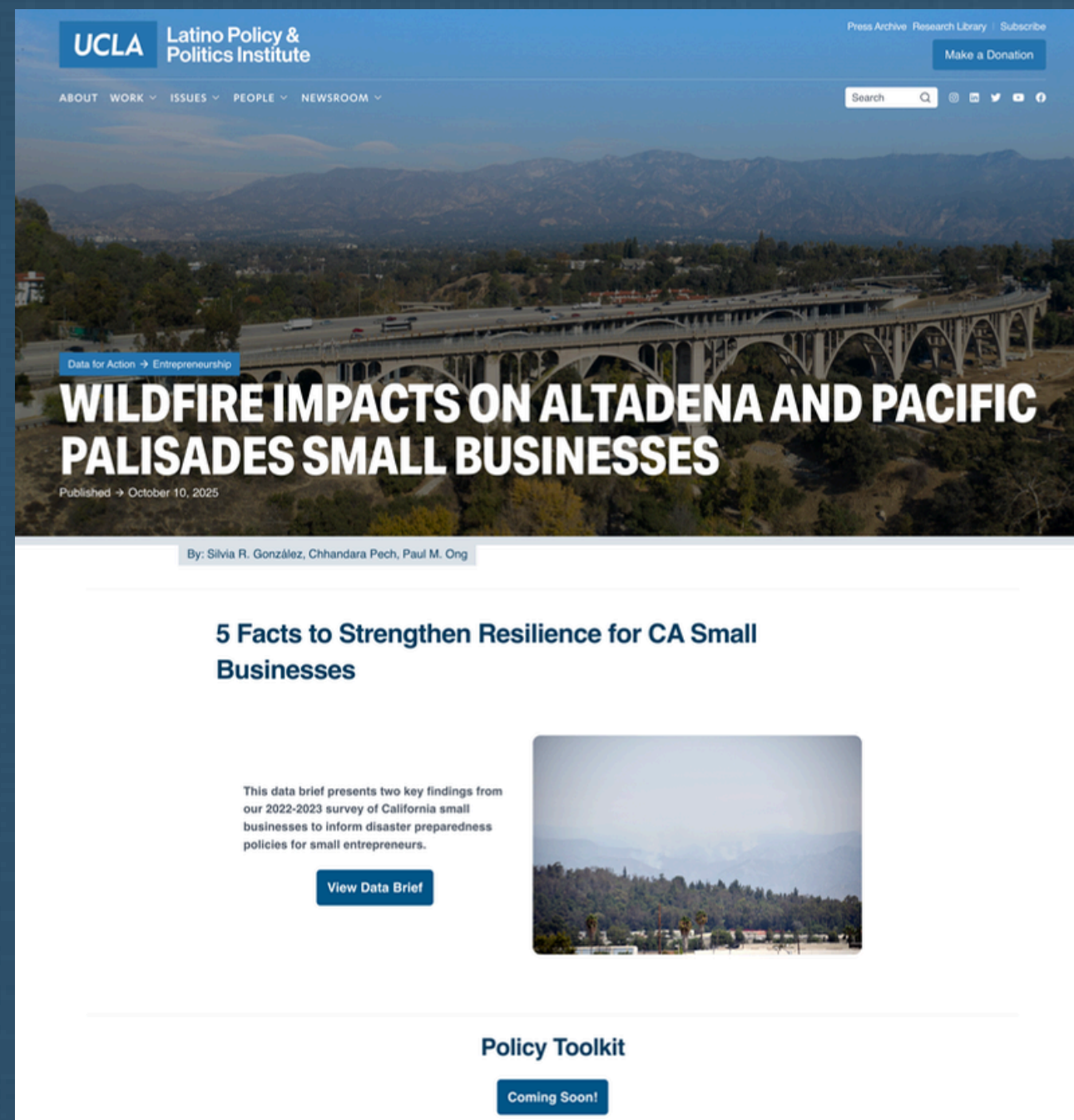
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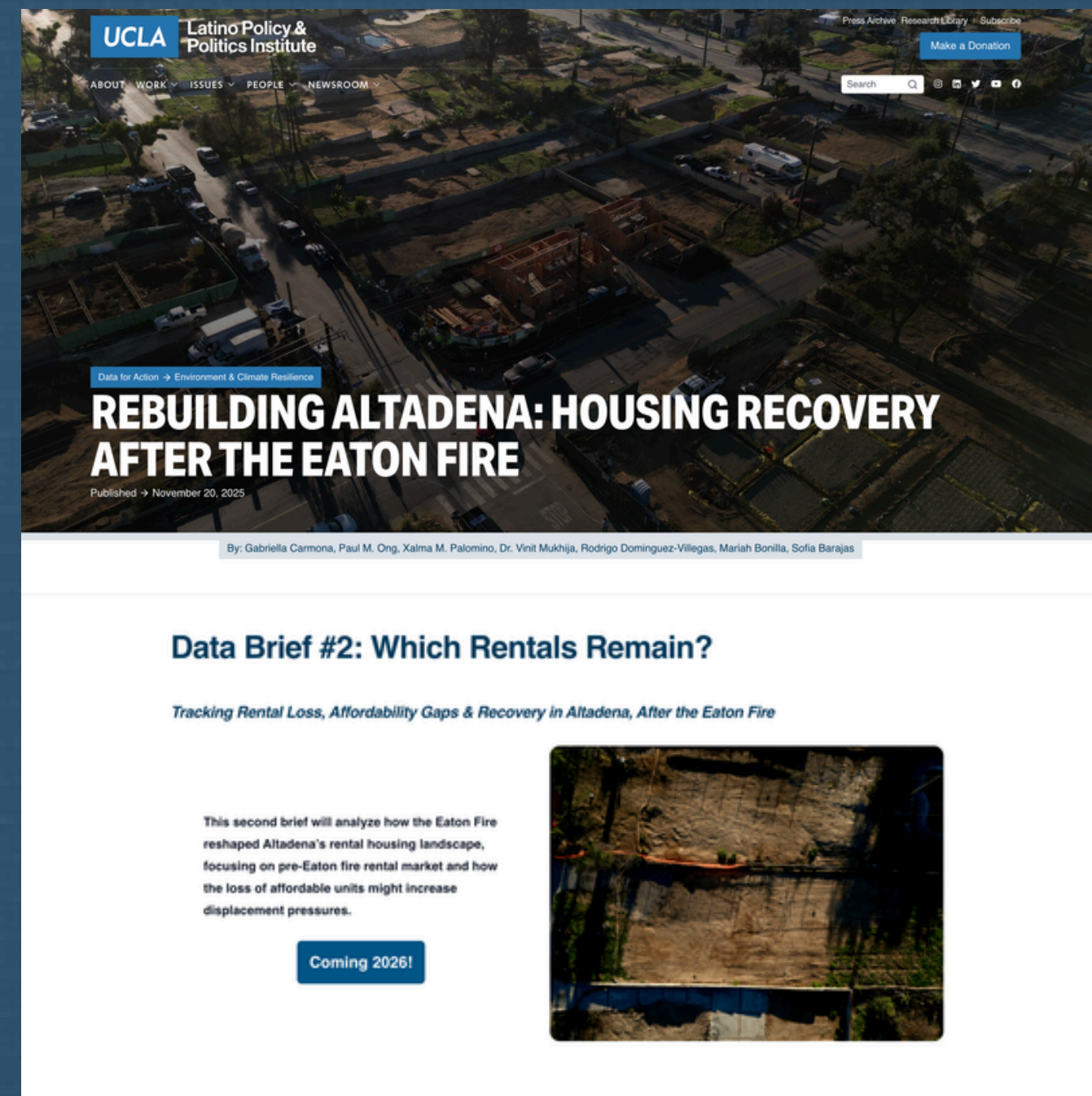


# Looking Ahead

**Small Business Policy Toolkit**  
Coming Early 2026



**Tenant and Rental Landscape Brief**  
Coming Early 2026





# PANEL DISCUSSION



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# THANK YOU

## **Press Inquiries:**

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## **Research Questions**

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