



EAST ALTADENA TRANSFORMATION MASTER PLAN

From Wildfire Recovery to Regenerative Urban District

Executive Vision

Transition East Altadena into a nationally recognized Resilience District, urban agriculture corridor, and sustainable micro-enterprise ecosystem through engineered soil restoration, green business incubation, and structured climate adaptation investment.

Phase I – Soil & Infrastructure Stabilization (Years 1–2)

- Engineered soil rehabilitation (tiered model)
- 15–20 tons imported carbon-stable amendment per base lot
- Local blending and hydrophobic correction
- Erosion control and fire-smart landscaping
- Smart irrigation installation

Phase II – Urban Agriculture Activation (Years 2–4)

- Optional micro-farming plots
- Native edible landscaping
- Pollinator corridors
- Community-supported agriculture clusters
- Local produce and food network development

Phase III – Green Enterprise Zone (Years 3–6)

- Soil blending and compost operations
- Irrigation and regenerative landscaping contractors
- Nursery and native plant supply businesses
- Carbon monitoring and environmental services
- Green job training and certification programs

Financial Overview

Projected 1,000-home 5-year scenario: Approximately \$66 million in total program revenue, \$18.5 million in gross profit, and \$14 million net after operational overhead. Urban agriculture and enterprise activation add recurring income and expand the local tax base.

Institutional Capital Invitation

Institutional climate-adaptation and ESG-aligned financial partners — including global banks active in sustainability finance such as HSBC, Bank of America, Morgan Stanley, UBS, and Deutsche Bank — are invited to evaluate participation in structured resilience lending facilities and green infrastructure financing vehicles. Engagement would occur through compliant private project entities without municipal obligation.

Conclusion

This Master Plan establishes a disciplined pathway from wildfire recovery to regenerative urban transformation. By stabilizing land, activating productivity, enabling enterprise, and attracting

responsible capital, East Altadena can become a measurable model of climate resilience and sustainable economic development.