



Overall Altadena Small Business Concierge Program FAQs

1 What is the Altadena Small Business Concierge Program?

The program provides one-on-one technical assistance, expedited permitting support, workshops, and resource referrals to help businesses recover, stabilize, and grow following the 2025 windstorm and wildfire impacts.

2 Who is eligible for the program?

Brick-and-mortar businesses, commercial property owners, and home-based businesses (to a lesser degree) located in Altadena with fewer than 100 employees and no more than \$19 million in annual revenue.

3 What types of support does the program offer?

Participants receive needs assessments, individualized Action Plans, case management, in-person and virtual consultations, workshops, referrals to financial and recovery resources, and navigation support across County processes.

4 How often will businesses meet with their assigned Business Consultant?

Participants typically meet once or twice per month to review progress, update their Action Plan, and resolve issues.

5 What is the goal of the program?

To accelerate commercial corridor recovery, reduce permitting delays, strengthen business stability, and improve long-term economic resilience for Altadena businesses.

Altadena SmallBiz Permit Express FAQs

1 What is the Altadena SmallBiz Permit Express Program?

The Altadena SmallBiz Permit Express Program is a streamlined permitting support service designed to expedite permits, entitlements, licenses, and inspections for qualifying small businesses and commercial property owners in Altadena. It mirrors LA County's broader SmallBiz Permit Express model but is tailored specifically to Altadena's recovery needs.

2 What is EPIC-LA?

EPIC-LA is Los Angeles County's online Electronic Permitting and Inspections system used to submit, track, and manage permitting applications. All Altadena SmallBiz Permit Express applications are submitted through EPIC-LA.



FAQ

Altadena Commercial CONCIERGE PROGRAM



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3 What are the benefits of the Altadena SmallBiz Permit Express?

Benefits include expedited reviews, prioritized inspections, faster written responses from departments, personalized guidance from a Permit Liaison, and coordinated support from multiple County agencies.

4 Are there any fees to participate?

No. There are no fees for the concierge or permitting support services offered through the Altadena SmallBiz Permit Express Program.

5 How does the application process work?

Applicants complete a self-assessment, apply through EPIC-LA using the SmallBiz Permit Express interest form, schedule a meeting with a Permit Concierge, receive an initial assessment, and then meet with County permitting staff for coordinated project guidance.

6 What happens after I submit my permit application?

A dedicated Permit Concierge monitors the application, provides updates, coordinates communication with permitting departments, and helps resolve issues. Businesses then proceed to implementation upon permit approval.

7 Who is eligible?

Eligible applicants include small businesses and commercial property owners in Altadena with fewer than 100 employees and less than \$19 million in revenue over the last three years. Wildfire-impacted and brick-and-mortar businesses receive priority.

8 What types of projects qualify?

Projects requiring building, safety, planning, public works, fire, or licensing approvals that support commercial recovery, tenant improvements, rebuilding, or reopening efforts within Altadena.

9 What documents may be required?

Documents that verify small business status such as tax returns, wage withholding reports, certifications (e.g., SBE, Green Business), lease agreements, ownership records, and project materials such as plans or site drawings.

10 How do I apply?

Visit EPIC-LA, create an account, search for the 'SmallBiz Permit Express Program' interest form, complete the application, and schedule an appointment with a Permit Concierge using the link provided on the confirmation page.

11 Who can I contact for more information?

Businesses can contact DEO's Office of Small Business at 844-432-4900 or osb@opportunity.lacounty.gov for support and additional guidance.



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