

# Speak Up on Plans for Northridge!

Join Residents, Local Businesses and Leaders at a Lively "Northridge Vision" Meeting

Important for businesses and commercial property owners

Northridge Vision is a year-long partnership of the Northridge Neighborhood Councils, the North Valley Regional Chamber of Commerce, Cal State University Northridge, and the City of Los Angeles, 12th District Councilman Greig Smith

**Information or RSVP: (818) 627-9566**

## Stakeholder



## Roundtables

Visit Our Website – Take the Community Survey – Register for a Roundtable Meeting

[www.NorthridgeVision.org](http://www.NorthridgeVision.org)

- Community Stakeholders/Residents
- Business, Retail & Business Districts
- Industrial & Manufacturing
- Civic, Non-Profit & Government
- Commercial Property Owners/Brokers

*Your Community — Your Vision*

# NORTHRIDGE VISION





# Stakeholder Fact Sheet

## A Long-Term Vision for the Community of Northridge

This is an opportunity for you as a Northridge Stakeholder to help create a *new vision* for our residential and business community.

**Our Process** - This project will guide the planning process over the next twenty years. We are re-defining community goals for incorporation in the Northridge Community Plan, determining the potential for public and private redevelopment, and improving our business districts.

We are also focusing on the Cal State University Northridge campus as the hub of the community—how best to develop a “college town” personality, promote the university’s new Valley Performing Arts Center, and cultivate “walkable village” areas in the business district.

**Sponsors** - The Northridge East, South and West Neighborhood Councils, the North Valley Regional Chamber of Commerce, Cal State University Northridge and the City of Los Angeles., through 12th District Councilman Greig Smith. Collaborators include: residents, businesses, civic leaders, elected officials and their staffs, commercial property owners, industry representatives, nonprofit organizations, investors and developers.

The Mulholland Institute is directing the project with outreach and planning meetings, gathering information and data to develop an in-depth profile of the area. They are assessing opportunities and developing programs that will allow the business district to improve public spaces, sidewalks and boulevards and to evaluate the potential of adding tourist or travel destinations such as hotels, attractions, galleries, eclectic shopping and upscale restaurants.

The team is assembling information and data relating to the economic, social, civic and demographic characteristics of the local area as well as to the market area from which economic activity, customers and clients are most likely to be developed. They are identifying existing commercial and industrial clusters where Northridge has a distinct advantage—clusters that may be candidates for further cultivation. Economic activities that will complement the developing performing arts center at Cal State University Northridge are also being proposed, including a possible theatre/entertainment district and village lifestyle area.

**Outcomes** - At the conclusion of the research and roundtables, a “concept plan” will be presented, that above all else, includes actionable steps to redirect the future development and evolution Northridge. This will include recommendations on how to strengthen the tenant mix to appeal to pedestrian orientation and create a “village” setting where visitors are encouraged to stay longer, to enjoy the ambiance, and to patronize multiple local businesses.

**Finished Product** - The final report will provide a vision and a model from which to launch implementation efforts. It will recommend best practices from similar projects in other communities.

In addition to land use, the Community Plan can include such special tools as specific plans, scenic corridors, commercial design overlay districts (CDOs) and ordinances to control public spaces and signage. New guidelines are expected to make the business district more attractive to pedestrian traffic by making the area more “walkable.” Aesthetic evaluation—a key component of this project—will result in practical recommendations for theme development for facades and streetscape.

### How You Can Participate

- Take the Community Survey
- Take the Business Survey
- Attend a Stakeholder Roundtable
- Residents, Students, Renters
- Business, Industry, Civic, Non-Profit

Call to RSVP for a Roundtable Meeting:  
(818) 627-9566

Go to Our Website:  
Take One of Our Surveys or Register Online for a Roundtable Meeting



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