1. What is your connection with Northridge?
   ☐ Resident   ☐ Own Business   ☐ Employee   ☐ Student   ☐ Shopper/Visitor

2. How long have you lived or done business in Northridge?
   ☐ Less than 5 years   ☐ 5-10 years   ☐ 10-20 years   ☐ More than 20 years

3. Are you planning on relocating out of Northridge any time soon?
   ☐ Yes   ☐ No
   If so, where to and why? ____________________________

How would you rate the following things about Northridge?:

4. Public transportation
   ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

5. Roads and road maintenance
   ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

6. Local traffic and congestion
   ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

7. Sidewalks and sidewalk maintenance
   ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

8. Landscaping and 'streetscaping'
   ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

9. Schools
   ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

10. Medical and healthcare services and facilities
    ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

11. Northridge Hospital Medical Center
    ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

12. Shopping
    ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

13. Amenities, cleaners, beauty salons, drug stores, etc.
    ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

14. Coffee shops and fast food
    ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

15. Restaurants and fine dining
    ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

16. Meeting and banquet facilities
    ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

17. Cleanliness and maintenance of public spaces
    ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent

18. Street lighting
    ☐ Poor   ☐ Fair   ☐ Good   ☐ Excellent
19. Planning and zoning
   □ Poor □ Fair □ Good □ Excellent

20. Housing availability
   □ Poor □ Fair □ Good □ Excellent

Tell us whether or not you agree with the following statements:

21. CSUN is a good neighbor
   □ Agree Strongly □ Agree □ Disagree □ Disagree Strongly □ No Opinion

22. CSUN is good for the community
   □ Agree Strongly □ Agree □ Disagree □ Disagree Strongly □ No Opinion

23. CSUN is good for business in Northridge
   □ Agree Strongly □ Agree □ Disagree □ Disagree Strongly □ No Opinion

24. Northridge should be more of a college town, with a college theme
   □ Agree Strongly □ Agree □ Disagree □ Disagree Strongly □ No Opinion

25. Northridge businesses should cater more to college students and faculty
   □ Agree Strongly □ Agree □ Disagree □ Disagree Strongly □ No Opinion

26. How would you suggest improving commercial areas of Northridge for those who work there?
   □ More parking □ Improved public transportation
   □ More fast food dining □ More restaurants and fine dining
   □ More stores, services and convenience □ Better environment
   □ More landscaping □ More paths, trails and walkways
   □ Other, please specify ________________________________

27. Did you participate in the Northridge Oasis Business Improvement District?
   □ Yes □ No

28. How important is it for your home or business to be located in Northridge?
   □ Very Important □ Important □ Unimportant □ No Opinion

29. How important is local dining and entertainment near my home or business
   □ Very Important □ Important □ Unimportant □ No Opinion

30. How important are local amenities such as cleaners, mini market, beauty salon, fast food near my home or business
   □ Very Important □ Important □ Unimportant □ No Opinion

31. How important is a village environment with a lot of pedestrians who spend time in the area
   □ Very Important □ Important □ Unimportant □ No Opinion

32. How important is public transportation, buses, shuttles, Metrolink
   □ Very Important □ Important □ Unimportant □ No Opinion

33. Would you consider participating in future projects to improve the business district(s)?
   □ Yes □ No Please explain ________________________________
34. What types of improvements to the business district(s) do you think would be worthwhile?

- Street surfacing, coloring and texturing
- Traffic management (calming) paving and textured strips
- Medians and parkways with landscape
- Planters with palms and tropical themes
- Planters with trees and traditional themes
- Benches and street furniture
- Shrubbery
- Wrought iron edging, fencing, unique or vintage light poles and fixtures
- Diagonal parking
- Street meandering with curb detail and landscape
- Unique street signs and welcoming signs
- Lighted decorative and Informational kiosks for promotion, parking and special events
- Public art, outdoor sculpture, fountains, ponds and other water features
- Outdoor (alfresco) dining areas, public spaces with tables and chairs, gathering areas and plazas
- Bus shelters - Distinctive
- Storefront design and improvements – programs and loans
- Special district-wide sales with outdoor activities, farmers markets, street vendors and stalls
- Community Design Overlay district – regulate design/themes, signs, billboards, etc.
- Other features you would recommend ____________________________________________

How do you feel about each of the following ideas and proposals?:

35. Develop more 'town centers' that mix residential with offices and shopping
   - Great Idea
   - Good Idea
   - Bad Idea
   - Terrible Idea
   - No Opinion

36. Develop more places to combine shopping, dining, theatre, etc.
   - Great Idea
   - Good Idea
   - Bad Idea
   - Terrible Idea
   - No Opinion

37. Limit height and density in commercial areas
   - Great Idea
   - Good Idea
   - Bad Idea
   - Terrible Idea
   - No Opinion

38. Control and coordinate the design of commercial buildings, signage and billboards
   - Great Idea
   - Good Idea
   - Bad Idea
   - Terrible Idea
   - No Opinion

39. Higher density development around transportation stops and stations
   - Great Idea
   - Good Idea
   - Bad Idea
   - Terrible Idea
   - No Opinion

40. Replace blighted and run-down neighborhoods with modern higher-density housing
   - Great Idea
   - Good Idea
   - Bad Idea
   - Terrible Idea
   - No Opinion

41. Over-and-under intersections, bridges and grade separations to minimize cross-traffic
   - Great Idea
   - Good Idea
   - Bad Idea
   - Terrible Idea
   - No Opinion

42. Elevated, higher speed 'super streets,' separated from regular traffic
   - Great Idea
   - Good Idea
   - Bad Idea
   - Terrible Idea
   - No Opinion

43. Auto free zones and roadways, unimpeded shopping and pedestrian areas
   - Great Idea
   - Good Idea
   - Bad Idea
   - Terrible Idea
   - No Opinion

44. Redesign of streets, striping, medians, parking and sidewalks to slow traffic down as it passes through town
   - Great Idea
   - Good Idea
   - Bad Idea
   - Terrible Idea
   - No Opinion

45. Northridge can benefit from more productive industrial and manufacturing businesses and jobs
   - Great Idea
   - Good Idea
   - Bad Idea
   - Terrible Idea
   - No Opinion

46. Protect industrially-zoned properties and develop clean, community-friendly industries to maintain the jobs base
   - Great Idea
   - Good Idea
   - Bad Idea
   - Terrible Idea
   - No Opinion
Central Business District – Reseda Boulevard – Proposals:

47. Widening sidewalks and narrowing the street
   ☐ Great Idea  ☐ Good Idea  ☐ Bad Idea  ☐ Terrible Idea  ☐ No Opinion

48. Eliminating curbside parking to increase street capacity
   ☐ Great Idea  ☐ Good Idea  ☐ Bad Idea  ☐ Terrible Idea  ☐ No Opinion

49. Eliminating some curbside parking, create wider sidewalks for outdoor dining and other pedestrian uses
   ☐ Great Idea  ☐ Good Idea  ☐ Bad Idea  ☐ Terrible Idea  ☐ No Opinion

50. Develop parking structures using business/property assessment districts or parking meter funds
   ☐ Great Idea  ☐ Good Idea  ☐ Bad Idea  ☐ Terrible Idea  ☐ No Opinion

51. Calming or slowing of traffic passing through the Central Business District, to help businesses
   ☐ Great Idea  ☐ Good Idea  ☐ Bad Idea  ☐ Terrible Idea  ☐ No Opinion

52. Directional kiosks on corners, with messages directing traffic to available parking, CSUN and special events
   ☐ Great Idea  ☐ Good Idea  ☐ Bad Idea  ☐ Terrible Idea  ☐ No Opinion

53. More clean community-friendly industries and industrial parks
   ☐ Great Idea  ☐ Good Idea  ☐ Bad Idea  ☐ Terrible Idea  ☐ No Opinion

54. New community plans should keep Northridge mostly residential; send development to regional centers
   ☐ Great Idea  ☐ Good Idea  ☐ Bad Idea  ☐ Terrible Idea  ☐ No Opinion

55. Where in Northridge would mixed use/“smart growth” projects be appropriate?
   ________________________________________________________________

56. Where in Northridge would taller offices and commercial buildings be appropriate?
   ________________________________________________________________

57. If Northridge could be like any other community which one should it be? _____________________________

58. What future problems are facing Northridge and what improvements would you recommend?
   ________________________________________________________________

There are several more highly-detailed surveys available to you online at www.NorthridgeVision.org

Optional

Your Name: ____________________________  Organization: ____________________________

Email: ____________________________  Title: ____________________________

Address: ____________________________  Phone: ____________________________

City/Zip: ____________________________

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