



Northridge Vision - Business Survey Long Form

40 Minutes - 187 ideas, proposals and questions

This is the Long version of the Business Survey to allow interested businesses and property owners to participate in great detail. If you want quicker access to key ideas, proposals and questions, you may use the Short or Medium Length surveys.

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 Phone 818-712-9500 Fax 818-712-9182 Email: projects@mulhollandinstitute.org

1 Do you own property or have a business in Northridge?

YES NO

2 Is your primary business property owned by you or do you rent it?

Owned	Rented	I am a landlord	Other
1	2	3	4

3 In what area of Northridge is your business or property located? (Check as many as apply)

- Reseda Boulevard Business District, Roscoe to Parthenia
- Reseda Boulevard Business District, Parthenia to Nordhoff
- Reseda Boulevard Business District, Nordhoff to Plummer
- Reseda Boulevard Business District, Plummer to Devonshire
- Tampa and Nordhoff area

- Northridge Mall area
- Northridge Hospital area
- Balboa and Devonshire area
- Balboa and Nordhoff area
- Other, please specify

4 What line of business are you in? (Check as many as apply)

- Advertising
- Automobile Related
- Cleaners, laundries and convenience
- Clothing and wearing apparel
- College related
- Construction and home improvement
- Distribution
- Education
- Engineering
- Entertainment
- Field services and repair
- Financial and banking
- Graphics, design or publishing
- Housewares and kitchen
- Industrial
- Insurance
- Legal & accounting
- Logistics, freight and transportation
- Professional
- Manufacturing
- Market and food sales
- Medical and healthcare
- Non-profit and religious
- Real estate - commercial brokerage
- Real estate - ownership and management
- Real estate - investment and development

- Real estate - residential brokerage
- Research and development
- Restaurant, dining and food service
- Retail
- Science and technical
- Services
- Shops, shopping and specialties
- Wholesale
- Other, please specify

5 Number of employees in Northridge

None	1-10	11-20	21-50	51-100	More than 100
1	2	3	4	5	6

6 Square footage occupied or owned in Northridge (approx.)?

Under 2,500 sf	2,500-5,000 sf	5,000-10,000 sf	10,000-20,000 sf	Over 20,000 sf
1	2	3	4	5

Origin of your products, services, vendors and supplies (approx.)

Where do your products, services, vendors and suppliers come from? Approximate percentage of purchases by your business used to manufacture your goods, or provide your services

7 Northridge or local suppliers

0%-25%	25%-50%	50%-75%	75%-100%
1	2	3	4

8 San Fernando Valley area

0%-25%	25%-50%	50%-75%	75%-100%
1	2	3	4

9 Western United States

0%-25%	25%-50%	50%-75%	75%-100%
1	2	3	4

10 United States

0%-25%	25%-50%	50%-75%	75%-100%
1	2	3	4

11 Outside the United States

0%-25%	25%-50%	50%-75%	75%-100%
1	2	3	4

Origin of your customers and clients (approx.)

Where do most of your customers come from. Approximate percentage of customers coming from each area below

12 Northridge or local customers

0%-25%	25%-50%	50%-75%	75%-100%
1	2	3	4

13 San Fernando Valley area

0%-25%	25%-50%	50%-75%	75%-100%
1	2	3	4

14 Western United States

0%-25%	25%-50%	50%-75%	75%-100%
1	2	3	4

15 United States

0%-25%	25%-50%	50%-75%	75%-100%
1	2	3	4

16 Outside the United States

0%-25%	25%-50%	50%-75%	75%-100%
1	2	3	4

17 How long have you done business in Northridge?

Less than 5 years	5-10 years	10-20 years	More than 20 years
1	2	3	4

18 Are you planning on relocating out of Northridge any time soon?

YES NO

If so, where to and why?

YOUR OPINION OF NORTHRIDGE

How would you rate the following things about Northridge

19 Public transportation

Poor	Fair	Good	Excellent
1	2	3	4

20 Roads and road maintenance

Poor	Fair	Good	Excellent
1	2	3	4

21 Local traffic and congestion

Poor	Fair	Good	Excellent
1	2	3	4

22 Traffic signals

Poor	Fair	Good	Excellent
1	2	3	4

23 Sidewalks and sidewalk maintenance

Poor	Fair	Good	Excellent
1	2	3	4

24 Landscaping and 'streetscaping'

Poor	Fair	Good	Excellent
1	2	3	4

25 Public high schools

Poor	Fair	Good	Excellent
1	2	3	4

26 Private schools

Poor	Fair	Good	Excellent
1	2	3	4

27 Trade and technical schools serving the area

Poor	Fair	Good	Excellent
1	2	3	4

28 Medical and healthcare services and facilities

Poor	Fair	Good	Excellent
1	2	3	4

29 Northridge Hospital Medical Center

Poor	Fair	Good	Excellent
1	2	3	4

30 Professional services, legal, accounting, etc.

Poor	Fair	Good	Excellent
1	2	3	4



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31 Shopping

Poor	Fair	Good	Excellent
1	2	3	4

32 Amenities, cleaners, beauty salons, drug stores, fast food, etc.

Poor	Fair	Good	Excellent
1	2	3	4

33 Coffee shops and fast food

Poor	Fair	Good	Excellent
1	2	3	4

34 Restaurants and fine dining

Poor	Fair	Good	Excellent
1	2	3	4

35 Meeting and banquet facilities

Poor	Fair	Good	Excellent
1	2	3	4

36 Community image and spirit

Poor	Fair	Good	Excellent
1	2	3	4

37 Festivals, markets and special events

Poor	Fair	Good	Excellent
1	2	3	4

38 Cleanliness and maintenance of public spaces

Poor	Fair	Good	Excellent

1	2	3	4
----------	----------	----------	----------

39 Water quality

Poor	Fair	Good	Excellent
1	2	3	4

40 Power service and reliability

Poor	Fair	Good	Excellent
1	2	3	4

41 Power service rates

Poor	Fair	Good	Excellent
1	2	3	4

42 Sewers and storm drains

Poor	Fair	Good	Excellent
1	2	3	4

43 Street lighting

Poor	Fair	Good	Excellent
1	2	3	4

44 Fire department

Poor	Fair	Good	Excellent
1	2	3	4

45 Police department

Poor	Fair	Good	Excellent
------	------	------	-----------

1	2	3	4
----------	----------	----------	----------

46 City government

Poor	Fair	Good	Excellent
1	2	3	4

47 County government

Poor	Fair	Good	Excellent
1	2	3	4

48 State government

Poor	Fair	Good	Excellent
1	2	3	4

49 Planning and zoning

Poor	Fair	Good	Excellent
1	2	3	4

50 Housing availability

Poor	Fair	Good	Excellent
1	2	3	4

51 Which of the above most need improvement - explain?





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CAL STATE UNIVERSITY, NORTHRIDGE (CSUN)

State whether or not you agree with the following statements

52 CSUN is a good neighbor

Agree Strongly	Agree	Disagree	Disagree Strongly	No Opinion
1	2	3	4	5

53 CSUN is good for the community

Agree Strongly	Agree	Disagree	Disagree Strongly	No Opinion
1	2	3	4	5

54 CSUN is good for business in Northridge

Agree Strongly	Agree	Disagree	Disagree Strongly	No Opinion
1	2	3	4	5

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55 CSUN traffic is good for business in Northridge

Agree Strongly	Agree	Disagree	Disagree Strongly	No Opinion
1	2	3	4	5

56 CSUN students are good for business in Northridge

Agree Strongly	Agree	Disagree	Disagree Strongly	No Opinion
1	2	3	4	5

57 CSUN faculty are good for business in Northridge

Agree Strongly	Agree	Disagree	Disagree Strongly	No Opinion
1	2	3	4	5

58 Northridge should be more of a college town, with a college theme

Agree Strongly	Agree	Disagree	Disagree Strongly	No Opinion
1	2	3	4	5

59 Northridge businesses should cater more to college students and faculty

Agree Strongly	Agree	Disagree	Disagree Strongly	No Opinion
1	2	3	4	5

60 Do you think CSUN is good for business on Reseda Boulevard?

YES NO

Additional Comment

61 What do you think could be done to make Reseda Boulevard better for CSUN students as customers

62 What do you think could be done to make Reseda Boulevard better for CSUN faculty as customers

CSUN DEVELOPMENT

63 Are you familiar with the CSUN 'Envision 2035' master plan?

64 If so, which of its goals or objectives do you think are the most promising?

65 If so, which of its goals or objectives do you disagree with?

66 Do you think building MiniMed/Medtronics on the CSUN north campus area was a good idea?

Additional Comment

CSUN VALLEY PERFORMING ARTS CENTER

Under construction and Scheduled to open in early 2011

67 Are you aware of the development of the Valley Performing Arts Center at CSUN

 YES

 NO

68 If so, do you think it will be good for business and the community?

 YES

 NO

Additional Comment

69 Do you expect to attend events at the Valley Performing Arts Center after it opens?

 YES

 NO

70 If so, approximately how many times per year?

1-5	5-10	10-20	Not Sure
1	2	3	4

71 What types of events are you most likely to attend?

- Live Theatre
- Live Concerts
- Ballet and Dance
- Drama and Plays
- Ethnic Dance and Music
- Cultural Events
- Seminars and Symposia
- Expositions
- Other, please specify





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BUSINESS AND EMPLOYMENT

72 How does your firm advertise or develop business?

- Corporate advertising
- Agency advertising
- Target advertising
- Brand development
- Referral - word of mouth
- Walk-in street traffic
- Walk-in sidewalk traffic
- Attraction from nearby anchor activity
- Internet
- Email
- Social networking
- Directories
- Newspaper & magazines

- Coupons and promotions
- Sales staff
- Networking
- CSUN students and faculty traffic
- Other, please specify

73 In what capacity do you currently work or do business in Northridge?

74 Do you currently work or do business in an industrial area of Northridge?

-

Additional Comment

75 How would you suggest improving industrial areas of Northridge for those who work there? (Check as many as apply)

- 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

76 Are you familiar with the former special program known as the Northridge Oasis (Reseda Boulevard) Business Improvement District?

Additional Comment

77 Did you participate in the BID?

Additional Comment

78 Was the BID Helpful in any way to you or the business community?

Explain

79 Was the BID harmful to you in any way?

Explain

80 What do you think were the most important lessons learned from the termination of the BID?

How important are the following facts and issues to you?

81 How important is it for your business to be located in Northridge?

Very important	Important	Zoomerang Unimportant	Very unimportant	No opinion
1	2	3	4	5

82 Foot traffic and sidewalk activity?

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

83 Exposure of my business to automobile traffic?

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

84 Parking near my business

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

85 Street parking near my business

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

86 Boulevard access

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

87 Anchor stores and activities that bring business

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

88 Availability of professional and office space

Very important	Important	Unimportant	Very unimportant	No opinion
----------------	-----------	-------------	------------------	------------

1	2	3	4	5
----------	----------	----------	----------	----------

89 Hotels and motels in the area

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

90 Ease of traffic circulation in my area

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

91 Local dining and entertainment near my business

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

92 Local amenities such as cleaners, mini market, beauty salon, fast food near my business

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

93 A village environment with a lot of pedestrians who spend time in the area

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

94 The local tenant mix/the type and quality of businesses located near my business

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

95 A sense of safety and security for my employees and customers

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

96 Cleanliness and maintenance of the public spaces near my business

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

97 How important is it for your business to be located near CSUN?

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

98 How important are CSUN faculty and students to your business?

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

99 Public transportation, buses, shuttles, Metrolink

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

100 Government services, speed, quality, attention, professionalism

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5





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101 Quality of schools, colleges and universities in the area

Very important	Important	Unimportant	Very unimportant	No opinion
1	2	3	4	5

102 What are the most important qualifications for the people you hire--where do your employees come from? (Check as many as apply)

- Experience in the business
- Extensive experience in the business
- Technical training
- Occupational training
- Community college classes
- Undergraduate degree
- Post-graduate or doctorate
- Certification
- Professional licensing
- Special talents

Other, please specify

IMPROVEMENTS TO YOUR BUSINESS

103 Are you considering expansion in the next five years?

YES NO

104 Do you have plans for improvements to your facility?

YES NO

105 Are you considering external renovation or a new facade?

YES NO

106 Are you planning to remodel the inside of you facility?

YES NO

107 Do you think improvements to your building would benefit your business?

YES NO

108 Do you think improvements to your building would benefit the community of Northridge?

YES NO

109 Are questions of cost and financing preventing you from renovating your building?

YES NO

110 Would special financing or loan programs help you make a decision to renovate your building?

YES NO

Additional Comment

[Empty text box for additional comment]

111 Would loans or additional operating capital help you to grow your business?

YES NO

Additional Comment

[Empty text box for additional comment]



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112 Would you consider participating in future projects to improve the business district(s)?

YES NO

Please explain

-
- 113** If they were paid for by the government, would you consider participating in future projects to improve the business district(s)?

Please explain

-
- 114** If they were paid for by property tax or business tax assessment, would you consider participating in future projects to improve the business district(s)?

Please explain

-
- 115** If they were strictly voluntary, would you consider participating in future projects to improve the business district(s)?

Please explain

-
- 116** What types of improvements do you think would be worthwhile?

- Street surfacing, coloring and texturing
- Cobblestone/stamped concrete crosswalks
- Cobblestone/stamped gutters and edging
- Traffic management (calming) paving and textured strips
- Medians with landscape
- Parkways and planting strips with landscape
- Islands with landscape

- Planters with palms and tropical themes
- Planters with trees and traditional themes
- Benches and street furniture
- Shrubbery
- Wrought iron edging and fencing
- Unique or vintage light poles and fixtures
- Ornamental street posts, signs, clocks, etc.
- Special lighting
- Diagonal parking
- Street meandering with curb detail and landscape
- Street signs
- Wayfinding signs
- Gateway and welcoming signs and monuments
- Informational kiosks for parking and special events
- Lighted decorative kiosks on street corners
- Public art and outdoor sculpture
- Fountains, ponds and other water features
- Outdoor (alfresco) dining areas
- Public spaces with tables and chairs
- Gathering areas and plazas
- Tree guards and grates
- Bus shelters - Distinctive
- Other features you would recommend

117 What types of programs and events do you think would be worthwhile?

- Unified leasing strategies to enhance tenant mix
- Unified leasing strategies to attract better tenants to the business district
- Facade improvement programs
- Facade design services
- Facade - special loan programs
- Cleanup of streets, sidewalks and public spaces
- Additional security services

- Special district-wide sales with outdoor activities
- District wide promotions
- Farmers markets
- Street vendors and stalls
- Scout, civic and community group events
- Community Design Overlay district - to promote uniformity
- Sign ordinances - to regulate size, design, placement, colors
- Other, please specify

118 How would you change Northridge business districts to make Northridge a better place to do business?

119 How would you change government regulations, including licensing and permitting, to make Northridge a better place to do business?



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YOUR VISION FOR THE FUTURE OF NORTHRIDGE

PLANNING AND ZONING

Planners, leaders and your neighbors have identified a number of ideas and proposals over the years. Some of them are listed here.

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

120 Develop more 'town centers' that mix residential with offices and shopping

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

121 Develop more places to combine shopping, dining, theatre, etc.

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

122 Limit height and density in commercial areas

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

123 Control and coordinate the design of commercial buildings

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 124** Control and coordinate the size, colors, appearance and location of signs on businesses

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 125** Control and coordinate the size, colors, appearance and location of billboards and other outdoor advertising

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 126** Limit the number and size of public buildings and public uses

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 127** Limit the number and size of public school buildings

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 128** Higher density development around transportation stops and stations

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 129** Replace blighted and run-down neighborhoods with modern medium-density housing

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 130** Replace blighted and run-down neighborhoods with modern

high-density housing

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

TRAFFIC AND TRANSPORTATION

Planners, leaders and your neighbors have identified a number of ideas and proposals over the years. Some of them are listed here.

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

131 More public transportation of all types

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

132 High-speed rail connections to distant cities

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

133 Underground rail and subways

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

134 Overhead rail and monorails

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

135 Over-and-under intersections, bridges and grade separations to minimize cross-traffic

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

136 Higher speed 'super streets,' elevated above ground level and separated from regular traffic

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

137 Auto free zones and roadways, unimpeded shopping and pedestrian areas

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

138 Traffic signal synchronization to improve the speed and flow of traffic through Northridge

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

139 Redesign of streets, striping, medians, parking and sidewalks to slow traffic down as it passes through business districts

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5



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140 Would you favor replacing housing with more offices and stores?

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

141 Northridge can benefit from more productive industrial businesses and jobs

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

142 Zone and develop more industrial and office space to make room for jobs

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

143 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
1	2	3	4	5

144 Would you favor replacing some blighted and run-down housing areas with modern industry to create jobs

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion

1

2

3

4

5

145 Are you familiar with 'mixed use' development, or the idea of so-called 'smart growth'?

 YES NO

Additional Comment

146 Where in Northridge would mixed use/smart growth projects be appropriate?

- Reseda Boulevard Business District, Roscoe to Parthenia
- Reseda Boulevard Business District, Parthenia to Nordhoff
- Reseda Boulevard Business District, Nordhoff to Plummer
- Reseda Boulevard Business District, Plummer to Devonshire
- Tampa and Nordhoff area
- Northridge Mall area
- Northridge Hospital area
- Balboa and Devonshire area
- Balboa and Nordhoff area
- Anywhere in the CSUN vicinity
- Anywhere in or near commercial zones
- Anywhere in or near industrial zones
- Anywhere where the residential properties are blighted or run-down
- Anywhere where apartments now exist
- Other, please specify

147 Where in Northridge would low and mid-rise (4-5 stories) offices and commercial buildings be appropriate?

- Reseda Boulevard Business District, Roscoe to Parthenia
- Reseda Boulevard Business District, Parthenia to Nordhoff
- Reseda Boulevard Business District, Nordhoff to Plummer
- Reseda Boulevard Business District, Plummer to Devonshire

- Tampa and Nordhoff area
- Northridge Mall area
- Northridge Hospital area
- Balboa and Devonshire area
- Balboa and Nordhoff area
- Anywhere in the CSUN vicinity
- Anywhere in or near commercial zones
- Anywhere in or near industrial zones
- Other, please specify

148 Where in Northridge would high-rise (6 or more stories) offices and commercial buildings be appropriate?

- Reseda Boulevard Business District, Roscoe to Parthenia
- Reseda Boulevard Business District, Parthenia to Nordhoff
- Reseda Boulevard Business District, Nordhoff to Plummer
- Reseda Boulevard Business District, Plummer to Devonshire
- Tampa and Nordhoff area
- Northridge Mall area
- Northridge Hospital area
- Balboa and Devonshire area
- Balboa and Nordhoff area
- Anywhere in the CSUN vicinity
- Anywhere in or near commercial zones
- Anywhere in or near industrial zones
- Other, please specify

CENTRAL BUSINESS DISTRICT - RESEDA BOULEVARD

Planners, leaders and your neighbors have identified a number of ideas and proposals over the years. Some of them are listed here.

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

149 Widening sidewalks and narrowing the street

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

150 Creating more street capacity to reduce congestion

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

151 Eliminating curbside parking to increase street capacity

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

152 Eliminating some curbside parking to allow sidewalks to be widened in selected areas for outdoor dining and other pedestrian uses

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

153 Eliminating parking meters

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

154 More parking meters to prevent all-day parking

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

155 More expensive parking meters to discourage all-day parking and meter feeding

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

156 Development of parking structures using business/property assessment districts

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

157 Development of parking structures using parking meter district funds

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

158 Free parking validation programs for merchants and businesses

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

159 More signs identifying the community of Northridge, entrances, exits, street signs, etc.

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

160 More signs to identify Northridge's Central Business District, and other business clusters

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

161 Calming or slowing of traffic passing through the Central Business District, to help businesses

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

162 Informational kiosks on street corners, with computerized messages to direct traffic to available parking for CSUN and special events

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

163 Informational kiosks on street corners, with computerized notices of special events in Northridge and at CSUN

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

164 More outdoor public art and sculpture at government expense

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

165 More outdoor public art and sculpture privately funded

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5



Northridge Vision - Business Survey Long Form

40 Minutes - 187 ideas, proposals and questions

This is the Long version of the Business Survey to allow interested businesses and property owners to participate in great detail. If you want quicker access to key ideas, proposals and questions, you may use the

Short or Medium Length surveys.

[Go to Surveys Page](#)

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THE NORTHRIDGE ECONOMY

Planners, leaders and your neighbors have identified a number of ideas and proposals over the years. Some of them are listed here.

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

166 Increase the number of research and development facilities for modern technologies

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

167 More clean community-friendly industries and industrial parks

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

168 More commercial development along major streets

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

169 More mixed-use - housing over commercial - along major streets

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

170 More development of shopping areas

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

171 More development of the Central Business District along Reseda Boulevard

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

172 More banquet and meeting facilities

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

173 Improve streets and sidewalks at government expense

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

174 Improving streets and sidewalks through property tax assessments

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

175 Promotion of tourism and attraction of visitors and customers from other areas

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

176 Use of public funds for business incentives

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

GENERAL IDEAS TO IMPROVE NORTHRIDGE

Planners, leaders and your neighbors have identified a number of ideas and proposals over the years. Some of them are listed here.

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

- 177** Improve the power and influence of local governance, such as neighborhood councils

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 178** Improve the power and influence of local civic groups, such as chambers of commerce

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 179** Improve the power and influence of local community groups, such as homeowners associations

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 180** When doing new community plans, work to balance the number of jobs with the number of housing units in Northridge

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 181** When doing new community plans, keep the Northridge community mostly residential, letting commercial development go to regional commercial centers such as Warner Center and Van Nuys

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 182** When doing new community plans, encourage more development with off-the-grid alternative power sources, such as solar panels

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 183** When doing new community plans, change zoning regulations to allow higher-profile technologies, such as windmills in some areas

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion
1	2	3	4	5

- 184** If you wish Northridge could be like any other community or city, which one would it be?

- 185** What are the most important problems facing Northridge in the next 5-10-20 years?

- 186** What would you most like to see changed to improve Northridge in the next 5-10-20 years?

- 187** Congratulations! You made it to the end.

What important ideas or concerns would you like the Northridge Vision project to address that were not covered here?

