



Northridge Vision - Business Survey Medium Length

20 Minutes - 94 ideas, proposals and questions

This is the Medium length version of the Business Survey to allow interested businesses and property owners to input in some detail. If you want to participate in less or greater detail, you may use the Short or Long form.

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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

7 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

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

YES NO

If so, where to and why?





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CAL STATE UNIVERSITY, NORTHRIDGE (CSUN)

State whether or not you agree with the following statements

9 CSUN is good for business in Northridge

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

10 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

11 Northridge businesses should cater more to college students and faculty

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

CSUN DEVELOPMENT

CSUN VALLEY PERFORMING ARTS CENTER

Under construction and Scheduled to open in early 2011

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

YES NO

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

YES NO

Additional Comment



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BUSINESS AND EMPLOYMENT

14 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

How important are the following facts and issues to you?

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

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

16 Foot traffic and sidewalk activity?

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

17 Exposure of my business to automobile traffic?

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

18 Local dining and entertainment near my business

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

19 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

20 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

21 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

22 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

23 Public transportation, buses, shuttles, Metrolink

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



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

YES NO

Please explain

25 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

26 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



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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?

- 27** 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

- 28** Develop more places to combine shopping, dining, theatre, etc.

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

- 29** Limit height and density in commercial areas

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

- 30** Control and coordinate the design of commercial buildings

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

- 31** 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

- 32** 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

33 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

34 Limit the number and size of public school buildings

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

35 Higher density development around transportation stops and stations

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

36 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

37 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?

38 More public transportation of all types

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

39 High-speed rail connections to distant cities

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

40 Underground rail and subways

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

41 Overhead rail and monorails

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

42 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

43 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

44 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

45 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

46 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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47 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

48 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

49 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

50 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

51 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

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

YES NO

Additional Comment

[Text input box for additional comment]

53 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

54 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

55 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?

56 Widening sidewalks and narrowing the street

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

57 Creating more street capacity to reduce congestion

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

58 Eliminating curbside parking to increase street capacity

Great Idea	Good Idea	Bad Idea	Terrible Idea	No Opinion

1	2	3	4	5
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- 59** 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

- 60** Eliminating parking meters

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

- 61** More parking meters to prevent all-day parking

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

- 62** 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

- 63** Development of parking structures using business/property assessment districts

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

- 64** Development of parking structures using parking meter district funds

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

65 Free parking validation programs for merchants and businesses

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

66 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

67 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

68 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

69 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

70 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

71 More outdoor public art and sculpture at government expense

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

72 More outdoor public art and sculpture privately funded

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



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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?

73 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

74 More clean community-friendly industries and industrial parks

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

75 More commercial development along major streets

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

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

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

77 More development of shopping areas

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

78 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

79 More banquet and meeting facilities

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

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

80 Improve streets and sidewalks at government expense

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

81 Improving streets and sidewalks through property tax assessments

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

82 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

83 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?

84 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

- 85** 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

- 86** 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

- 87** 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

- 88** 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

- 89** 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

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

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

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

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

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

94 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?

