Northridge Vision - Business Survey Short Form

8 Minutes - 35 ideas, proposals and questions

This is the Short survey that allows interested community members, businesses and stakeholders to participate in the visioning process quickly. Alternatively, you may use the Medium Length (100 questions-20 minutes) or Long (200 questions-40 minutes).

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?

<table>
<thead>
<tr>
<th>Owned</th>
<th>Rented</th>
<th>I am a landlord</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

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 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

5 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

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

YES  NO
If so, where to and why?

Cal State University Northridge
State whether you agree or disagree

7 CSUN is good for business in Northridge

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

8 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
How important are the following facts and issues to you?

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

<table>
<thead>
<tr>
<th>Very important</th>
<th>Important</th>
<th>Unimportant</th>
<th>Very unimportant</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

10. Foot traffic and sidewalk activity?

<table>
<thead>
<tr>
<th>Very important</th>
<th>Important</th>
<th>Unimportant</th>
<th>Very unimportant</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

11. Exposure of my business to automobile traffic?

<table>
<thead>
<tr>
<th>Very important</th>
<th>Important</th>
<th>Unimportant</th>
<th>Very unimportant</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Very important</th>
<th>Important</th>
<th>Unimportant</th>
<th>Very unimportant</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Very important</th>
<th>Important</th>
<th>Unimportant</th>
<th>Very unimportant</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Northridge Vision - Business Survey Short Form

8 Minutes - 35 ideas, proposals and questions

This is the Short survey that allows interested community members, businesses and stakeholders to participate in the visioning process quickly. Alternatively, you may use the Medium Length (100 questions-20 minutes) or Long (200 questions-40 minutes).

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

[ ] Yes

[ ] No

Please explain

15 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

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
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?

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

<table>
<thead>
<tr>
<th></th>
<th>Great Idea</th>
<th>Good Idea</th>
<th>Bad Idea</th>
<th>Terrible Idea</th>
<th>No Opinion</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Great Idea</th>
<th>Good Idea</th>
<th>Bad Idea</th>
<th>Terrible Idea</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Limit height and density in commercial areas

<table>
<thead>
<tr>
<th>Great Idea</th>
<th>Good Idea</th>
<th>Bad Idea</th>
<th>Terrible Idea</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Control and coordinate the design of commercial buildings

<table>
<thead>
<tr>
<th>Great Idea</th>
<th>Good Idea</th>
<th>Bad Idea</th>
<th>Terrible Idea</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Great Idea</th>
<th>Good Idea</th>
<th>Bad Idea</th>
<th>Terrible Idea</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Great Idea</th>
<th>Good Idea</th>
<th>Bad Idea</th>
<th>Terrible Idea</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

More public transportation of all types

<table>
<thead>
<tr>
<th>Great Idea</th>
<th>Good Idea</th>
<th>Bad Idea</th>
<th>Terrible Idea</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Great Idea</th>
<th>Good Idea</th>
<th>Bad Idea</th>
<th>Terrible Idea</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

25 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
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?

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

27. Eliminating parking meters

28. More parking meters to prevent all-day parking

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

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

<table>
<thead>
<tr>
<th>Great Idea</th>
<th>Good Idea</th>
<th>Bad Idea</th>
<th>Terrible Idea</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Great Idea</th>
<th>Good Idea</th>
<th>Bad Idea</th>
<th>Terrible Idea</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

32 More commercial development along major streets

<table>
<thead>
<tr>
<th>Great Idea</th>
<th>Good Idea</th>
<th>Bad Idea</th>
<th>Terrible Idea</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

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

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

35 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?