



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?

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 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?

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

- 10** Foot traffic and sidewalk activity?

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

- 11** Exposure of my business to automobile traffic?

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

- 12** 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

- 13** 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





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

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

16 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?

- 17** 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
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- 18** Develop more places to combine shopping, dining, theatre, etc.

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

- 19** Limit height and density in commercial areas

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

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

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

- 21** 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

- 22** 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

- 23** More public transportation of all types

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

- 24** 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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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

- ☐ 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

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

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

- 27** Eliminating parking meters

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

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

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

- 29** 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

- 30** 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

- 31** 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

- 32** More commercial development along major streets

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

- 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?



