



Northridge Vision – Community/Business Survey

Email to: MyVision@NorthridgeVision.org or Fax to: 818-712-9182
Mail to: Mulholland Institute, 5121 Van Nuys Blvd. 2nd Flr, Sherman Oaks, CA 91403

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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