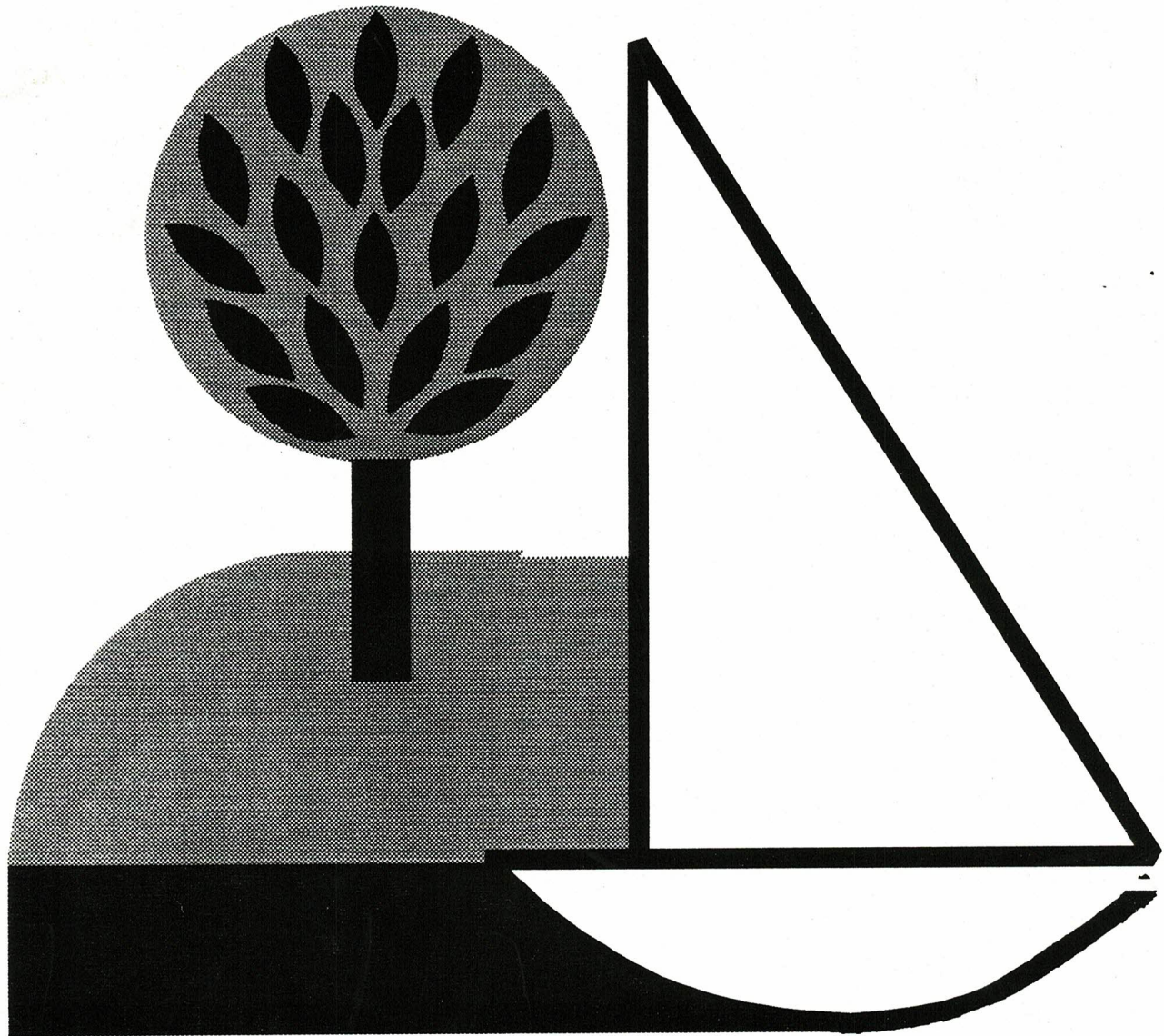


Foster City ***Retail Survey***



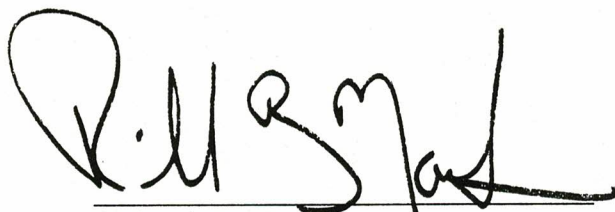
1992 / 1993

INTRODUCTION TO RETAIL SURVEY

In 1992, the City of Foster City and the Foster City Chamber of Commerce joined forces to perform a survey of households in Foster City concerning the provision of retail goods and services. The survey was designed to ascertain residents' opinions regarding what goods and services were lacking, how retailing could be improved, where residents shopped for various goods and why, and what methods they used to find desired goods and services.

The final survey was distributed in the November-December 1992 edition of Shorelines to the approximately 12,000 households in Foster City. This report analyzes the results of the 784 completed surveys that were returned.

The summary describes the results of the survey on a city-wide basis. Graphs and statistics are included for both the city-wide results and for each neighborhood.



Richard B. Marks
Community Development Director
City of Foster City



Peggy Ankerbrand
Executive Vice President
Foster City Chamber of Commerce

FOSTER CITY RETAIL SURVEY

The City of Foster City and the Foster City Chamber of Commerce need your opinions regarding how to improve retail shopping in Foster City. Please assist us by answering the questions listed below. Most of the questions may be answered by simply placing an X in the appropriate box; other questions ask for written-in answers. Please feel free to write additional comments. (Note: the numbers beside the boxes are for machine tabulation only.) Thank you for your assistance.

1. Where do you shop for the following goods and services?

- | | | |
|----------------|-------|------------|
| groceries | _____ | Why? _____ |
| drugs/sundries | _____ | Why? _____ |
| gifts | _____ | Why? _____ |
| hardware | _____ | Why? _____ |
| banking | _____ | Why? _____ |
| cleaners | _____ | Why? _____ |

2. Considering all your shopping in Foster City, which shopping area do you visit the most? (see map on reverse)

- Beach Park Plaza 1
- Charter Square 2
- Edgewater Place 3
- Marlin Cove 4
- The Marketplace 5
- Port O'Call 6
- Outside Foster City 7

3. What types of retail stores/services do you think are missing in Foster City that you would patronize if they located here?

- | | |
|---|---|
| apparel <input type="checkbox"/> 1 | records/tapes <input type="checkbox"/> 5 |
| books <input type="checkbox"/> 2 | toys <input type="checkbox"/> 6 |
| children's apparel <input type="checkbox"/> 3 | shoes <input type="checkbox"/> 7 |
| jewelry <input type="checkbox"/> 4 | sporting goods <input type="checkbox"/> 8 |

other: _____ other: _____

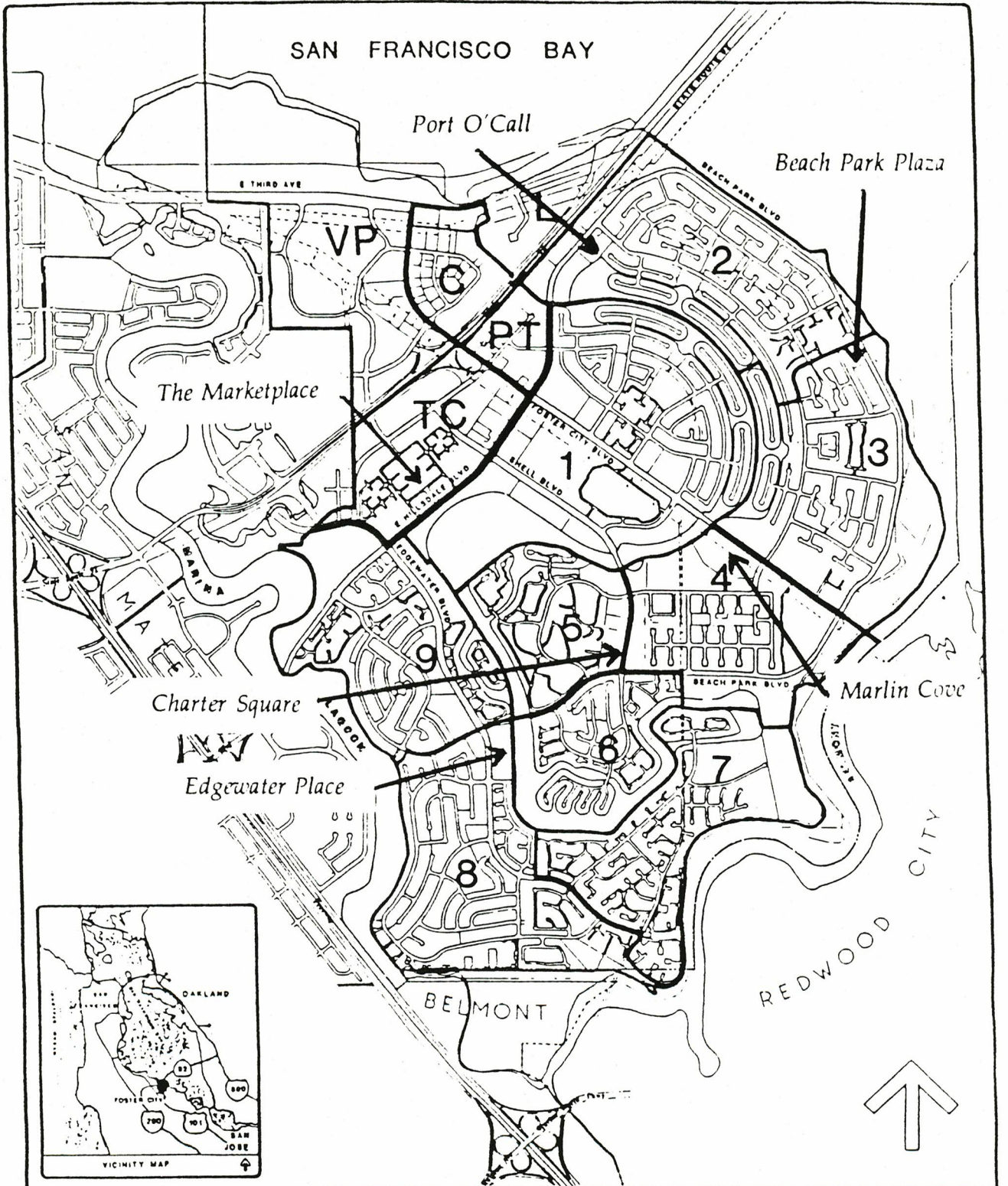
4. What method do you use most often to find desired goods or services?

- newspaper 1
- phone book 2
- signs 3
- telemarketing 4
- other _____

5. Which neighborhood do you live in? (use letters or number shown on map on reverse) _____

6. If you could improve retail shopping in Foster City, what would you improve?

WHEN FINISHED, PLEASE RETURN IN ENVELOPE PROVIDED TO:
CITY OF FOSTER CITY, 610 FOSTER CITY BLVD., FOSTER CITY, CA 94404




CITY OF FOSTER CITY
 CALIFORNIA

NEIGHBORHOODS (in letters or numbers, e.g., TC, 1)
 SHOPPING CENTERS (*in italics*)

SUMMARY OF RETAIL SURVEY

Grocery Stores: Of the residents answering this survey, the largest percentage do their grocery shopping at **Safeway (46.1%)**; next is **Lucky (36.8%)**; leaving **Petrini's** in third place (**12.7%**) (mainly for meat and produce). The major reason for grocery shopping in Foster City is convenience/location.

Drugs & Sundries: The greatest number of people buying drugs and sundries shop at **Longs (71.7%)**; next is **Lucky (7.1%)**; then **Thrifty (6.1%)** and **Locks (5.9%)**. Of those who chose Locks, they indicated they like the personal service and/or because it is not a chain store and want to patronize a locally owned store.

Banks: Foster City branches of **Bank of America (24.9%)** and **Wells Fargo (24.8%)** are nearly equal, followed by **First Interstate (11.4%)**. Those banking **Outside Foster City (16.9%)** included many who belong to Credit Unions.

Gifts: By far the majority of gift buying is done at **Hillsdale Shopping Center (52.7%)** in order to have a greater selection or variety to choose from.

Hardware: Those who patronize **Ace Hardware (67.3%)**, at least for "smaller items", indicated their preference mainly for the convenience and personal service. For "larger items" people patronize **Home Depot (15.3%)** for price and selection.

Dry Cleaners: **Edgewater Cleaners (19.6%)** had the highest percentage (although Holiday at Edgewater was included in the count); **Holiday Cleaners (15.7%)** at Marlin Cove was second, and **Dryclean U.S.A. (13.1%)** at Charter Square was third. Many people (**17.4%**) indicated they prefer to use a dry cleaner near wherever they work, with next preferences given to low prices and/or "quality" work & service.

Most Frequently Visited Shopping Center: **The Marketplace (40.9%)** was the most frequently visited, followed by **Edgewater Place (36.9%)**. **Marlin Cove (10.8%)** was third, with many people indicating that they are unhappy with the ingress/egress.

Method Used to Find Services: **The newspapers (47.3%)** were the method most frequently used to find services, followed by **the telephone book (38.3%)**, **signs (4.4%)**; and **word of mouth (3.0%)**.

Retail Stores/Services Missing in Foster City: The type of store or service most often mentioned as missing in Foster City was **books (33.8%)**, followed by **apparel (32.6%)**; **records/tapes/discs (4.7%)**; **shoes (2.5%)**; **toys (2.1%)**; **sporting goods (1.9%)**; **children's apparel (1.2%)**; and **jewelry (mostly repair) (0.4%)**; however **20.9%** offered **No Answer or an Unusable Answer**.

Suggestions for Improvements: Specific stores that were mentioned by name included: **Wal-Mart**, **Costco**, **K-Mart**, **Ross**, **Marshall's**, **Mervyn's**, **Price Club**, **Home Depot**, **Woolworths**, **Newberry's**, **Crown Books**, **Talbot's Toys**, **Tower Records**, **Blockbuster Video**; **Marie Callendar's**, **Sizzler Restaurant**, **Lyon's Restaurant**, and **Burger King**.

Other requested stores/services included: coffee house/bookstore, large department stores (and/or large discount department stores), discount dry cleaning, discount clothing/shoes, discount books, discount mall and discount outlets; farmers' market, fabric store, craft store, art supply, hobby store (or a combination of fabric/crafts/art/hobbies, etc.

In the "food area", almost every type of food and/or restaurant was mentioned: health food, gourmet food, vegetarian restaurant, cafe's/coffee shops, good sandwich shops, coffee house, piano bar, "hang out", drive-thru restaurant, hofbrau, family restaurants, good breakfast restaurants, jewish deli, italian deli, seafood restaurantcute, inexpensive cafe's with good food.

Suggestions for Improvements at Specific Shopping Centers:

- **Marlin Cove:** by far, the improvement suggested most often was to improve the ingress/egress at Marlin Cove, also to clean the center.
- **Port O'Call:** suggestions were made for a fresh vegetable/fruit/dairy store, a farmer's market, "Green Grocer", "Trader Joe's", meat/grocery/liquor store (even a small one like 7-11), gasoline station for Neighborhood 1, a regional type store, dance studio or child care facility, a "good" restaurant in the old Sr. Pepe's space; and a "Wherehouse".
- **Edgewater Place:** General comments were made about lack of prime time parking, requested control of parking of delivery trucks, eliminate duplication of shops, include a "drug store" that is not within a market, generally clean it up, jazz it up -- make it more eye appealing with more benches on the boardwalk, and more "eat outside" facilities.
- **Charter Square:** Suggestions were made to clean up the center, especially around the 7-11 Store and the laundromat.

NEIGHBORHOOD #1

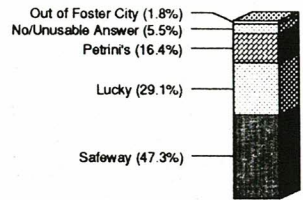
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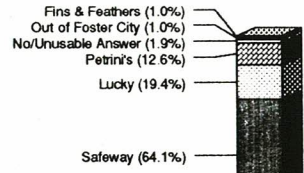
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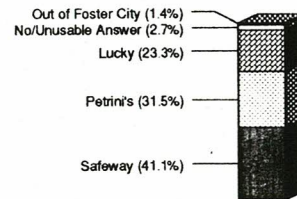
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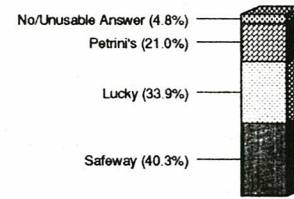
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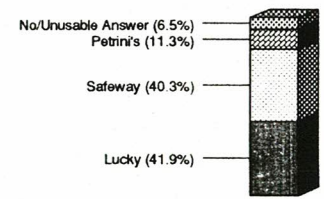
Groceries - 1st Choice



Groceries - 1st Choice



Groceries - 1st Choice



NEIGHBORHOOD #6

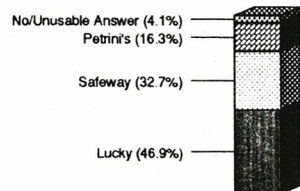
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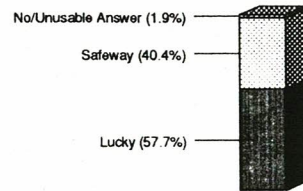
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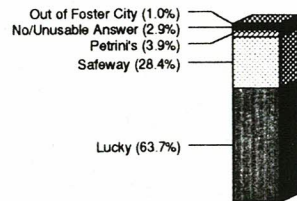
Groceries - 1st Choice



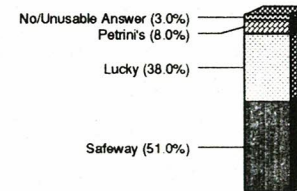
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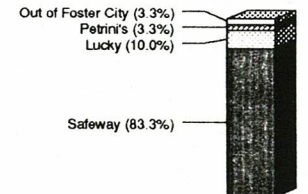
Groceries - 1st Choice



Groceries - 1st Choice



Groceries - 1st Choice



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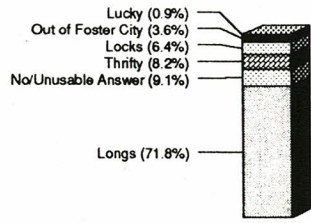
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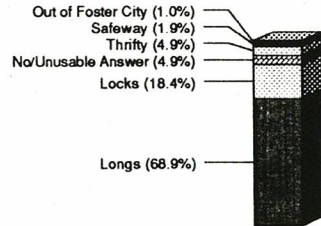
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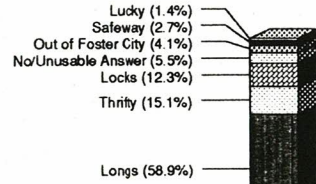
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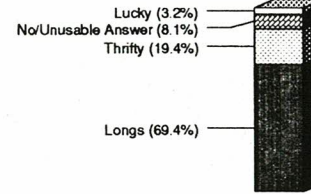
Drugs/Sundries - 1st Choice



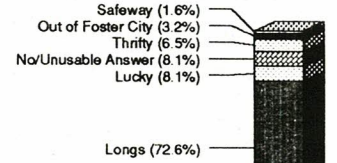
Drugs/Sundries - 1st Choice



Drugs/Sundries - 1st Choice



Drugs/Sundries - 1st Choice



NEIGHBORHOOD #6

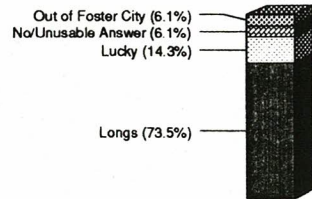
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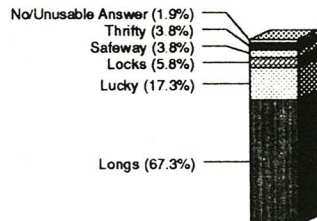
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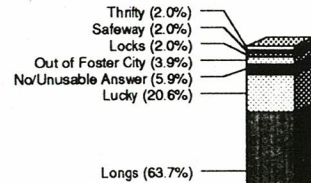
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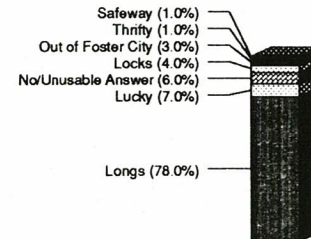
Drugs/Sundries - 1st Choice



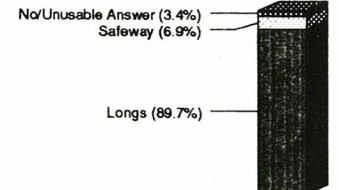
Drugs/Sundries - 1st Choice



Drugs/Sundries - 1st Choice



Drugs/Sundries - 1st Choice



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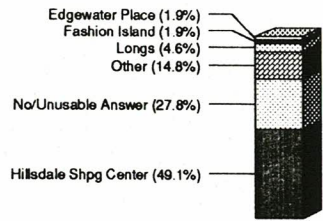
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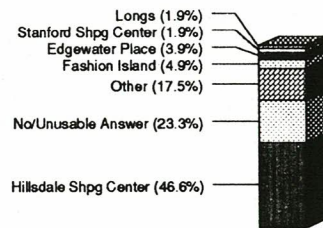
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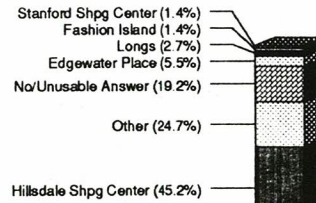
Gifts - 1st Choice



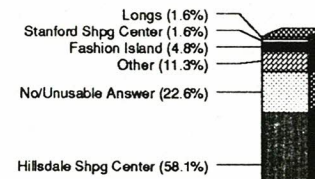
Gifts - 1st Choice



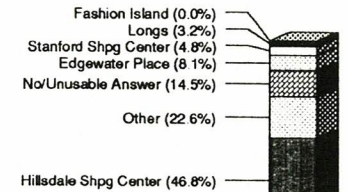
Gifts - 1st Choice



Gifts - 1st Choice



Gifts - 1st Choice



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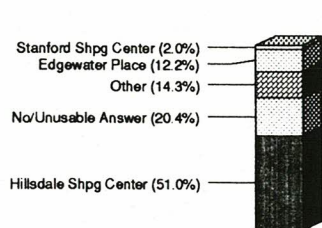
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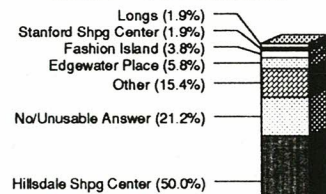
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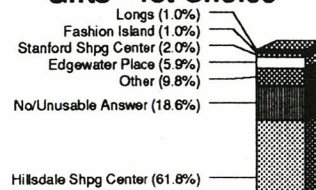
Gifts -1st Choice



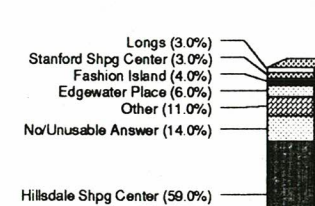
Gifts - 1st Choice



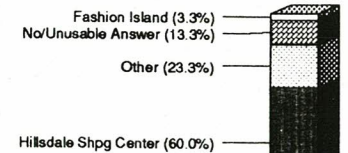
Gifts - 1st Choice



Gifts - 1st Choice



Gifts - 1st Choice



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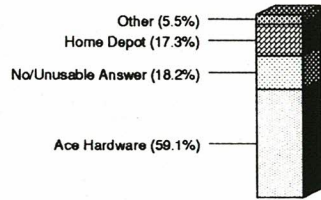
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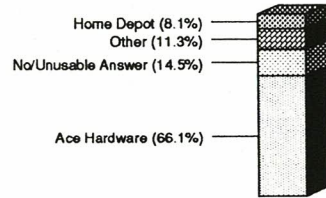
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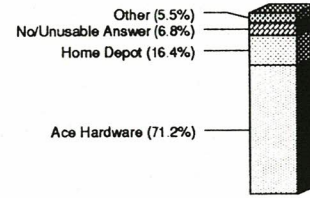
Hardware - 1st Choice



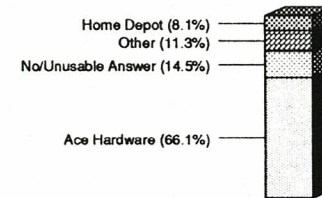
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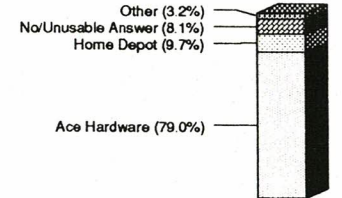
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Hardware - 1st Choice



Hardware - 1st Choice



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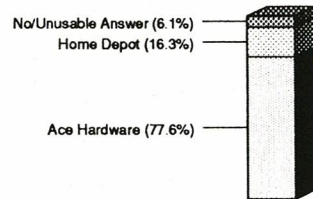
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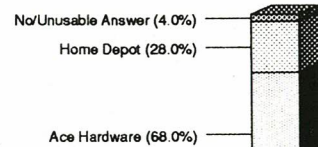
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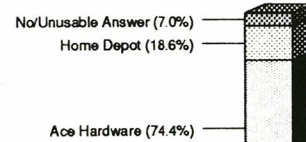
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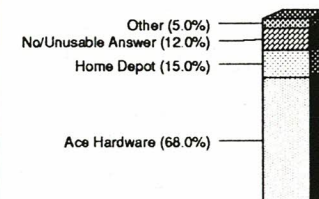
Hardware - 1st Choice



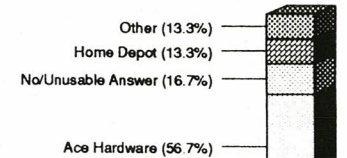
Hardware - 1st Choice



Hardware - 1st Choice



Hardware - 1st Choice



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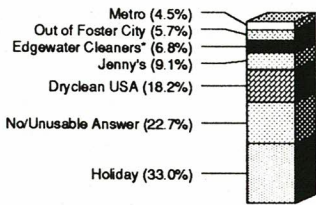
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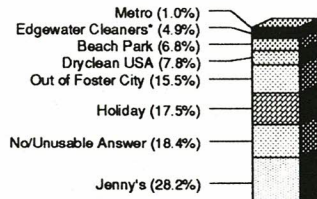
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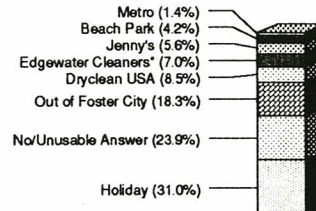
Cleaners - 1st Choice



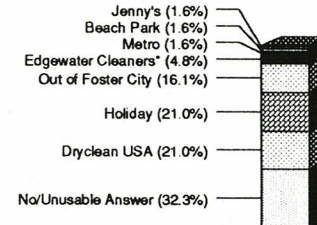
Cleaners - 1st Choice



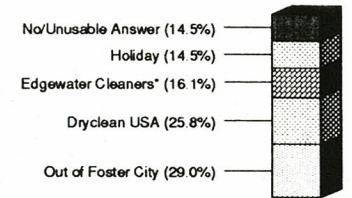
Cleaners - 1st Choice



Cleaners - 1st Choice



Cleaners - 1st Choice



NEIGHBORHOOD #6

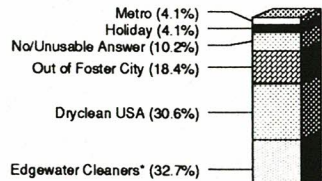
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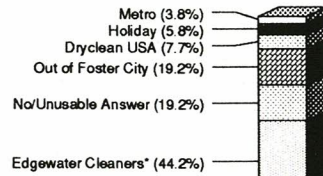
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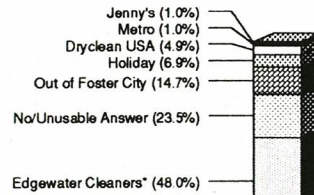
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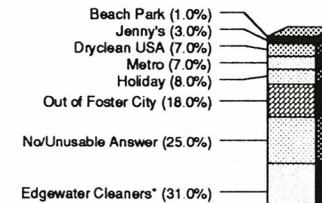
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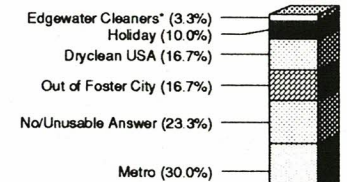
Cleaners - 1st Choice



Cleaners - 1st Choice



Cleaners - 1st Choice



NEIGHBORHOOD #1

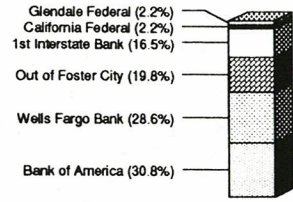
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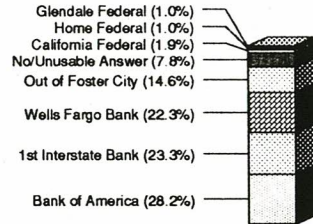
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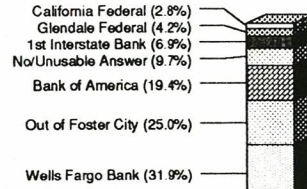
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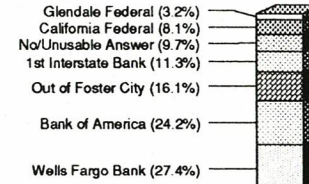
Banks - 1st Choice



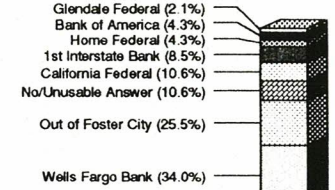
Banks - 1st Choice



Banks - 1st Choice



Banks - 1st Choice



NEIGHBORHOOD #6

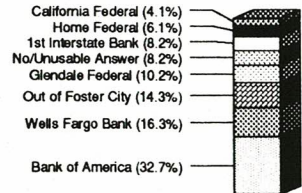
NEIGHBORHOOD #7

NEIGHBORHOOD #8

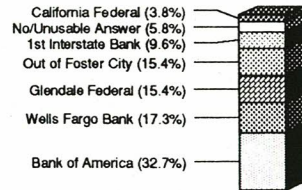
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TOWN CENTER

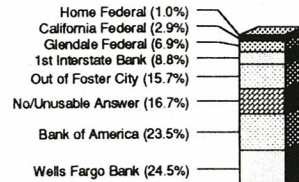
Banks - 1st Choice



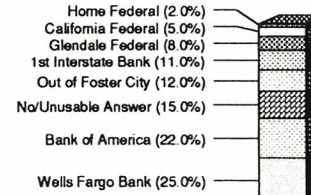
Banks - 1st Choice



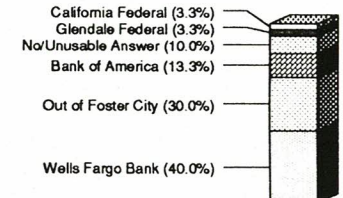
Banks - 1st Choice



Banks - 1st Choice



Banks - 1st Choice



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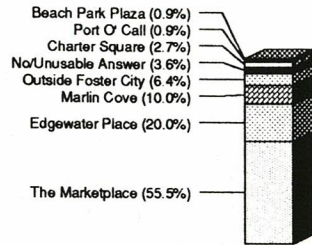
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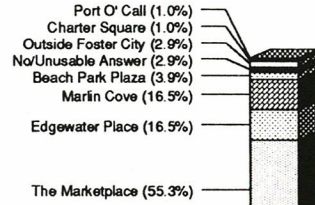
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NEIGHBORHOOD #5

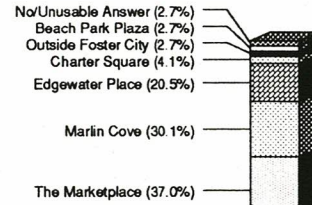
Most Frequently Visited



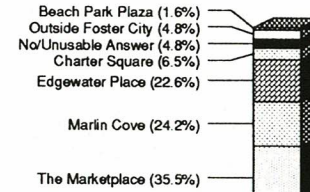
Most Frequently Visited



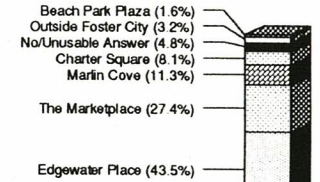
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Most Frequently Visited



Most Frequently Visited



NEIGHBORHOOD #6

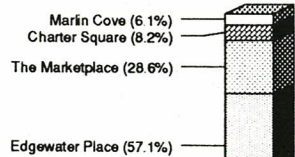
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NEIGHBORHOOD #8

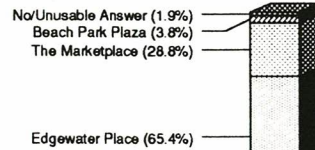
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TOWN CENTER

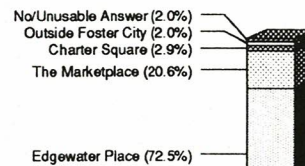
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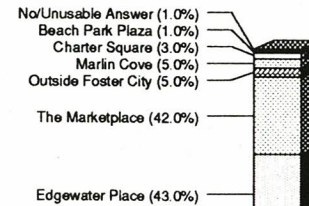
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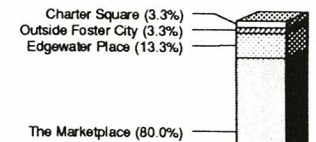
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Most Frequently Visited



Most Frequently Visited



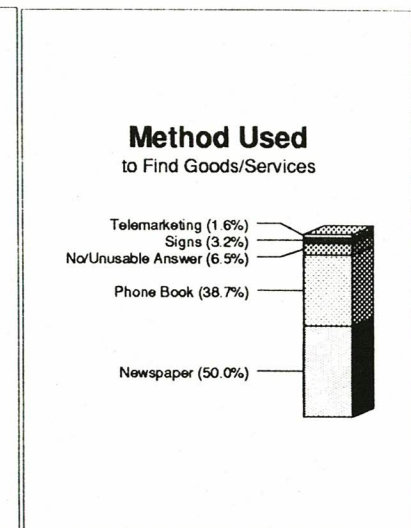
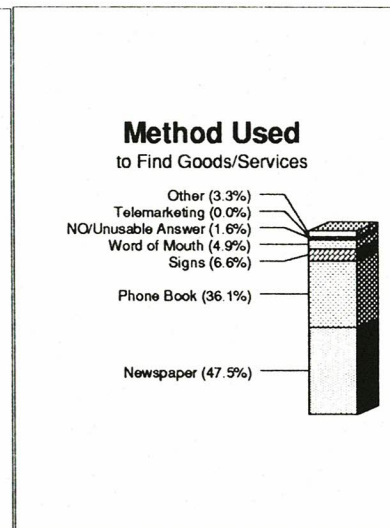
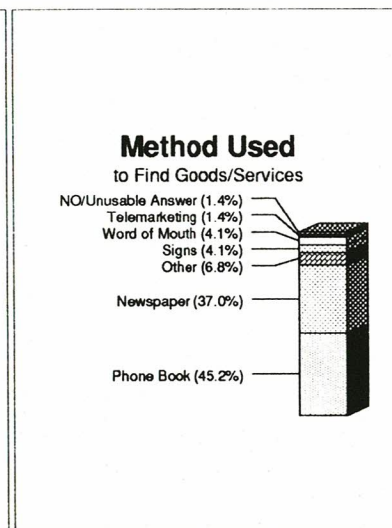
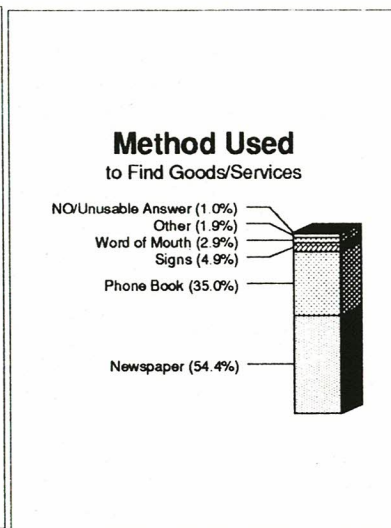
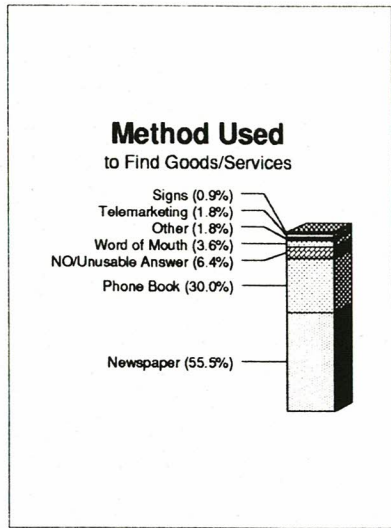
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NEIGHBORHOOD #3

NEIGHBORHOOD #4

NEIGHBORHOOD #5



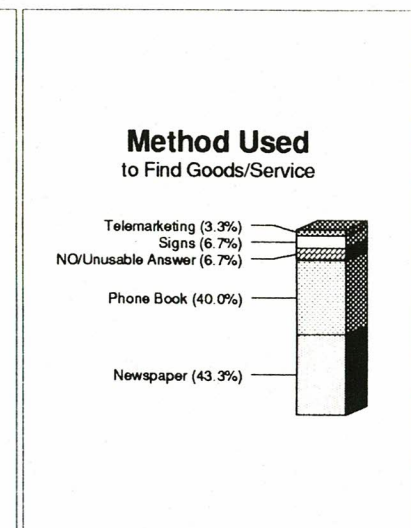
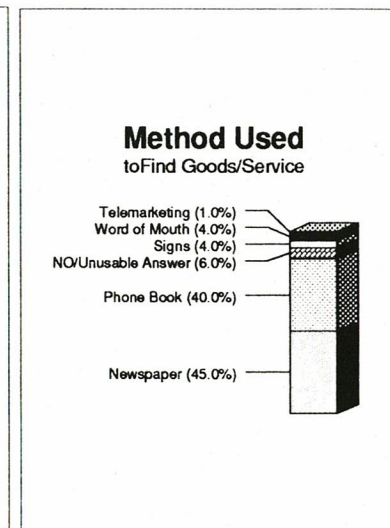
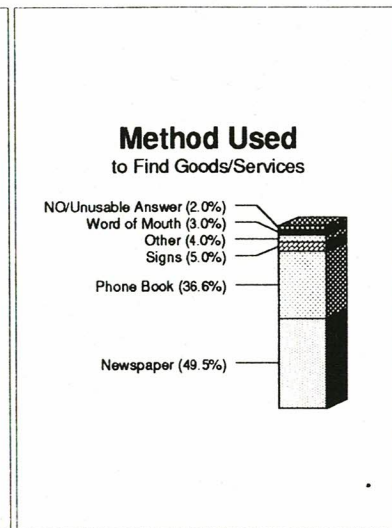
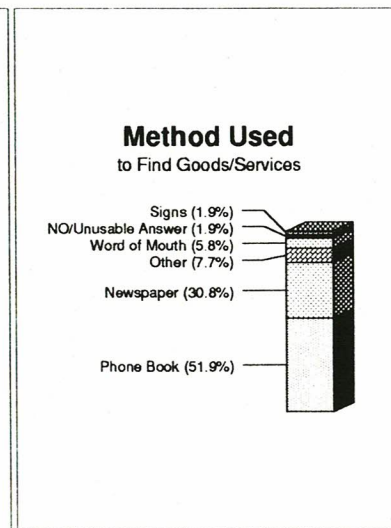
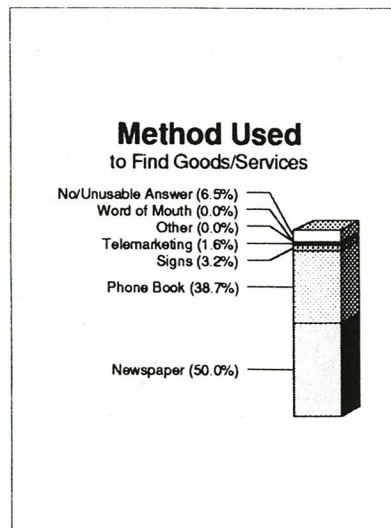
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NEIGHBORHOOD #7

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NEIGHBORHOOD #9

TOWN CENTER



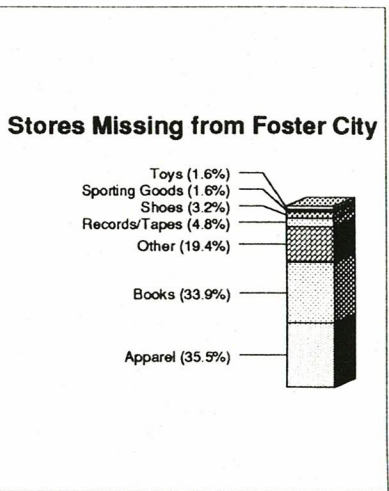
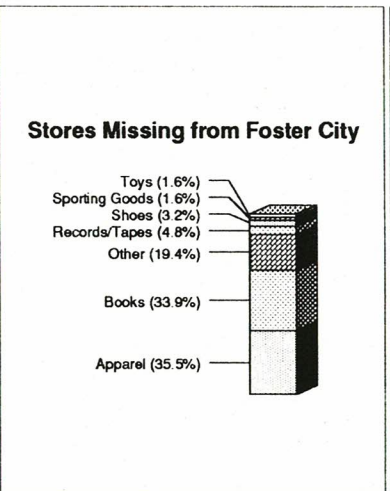
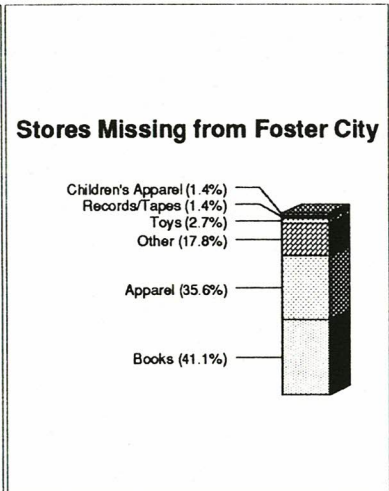
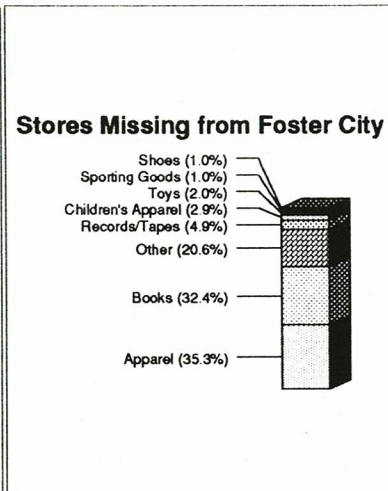
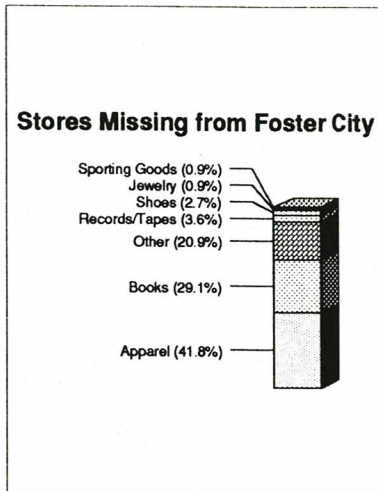
NEIGHBORHOOD #1

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NEIGHBORHOOD #4

NEIGHBORHOOD #5



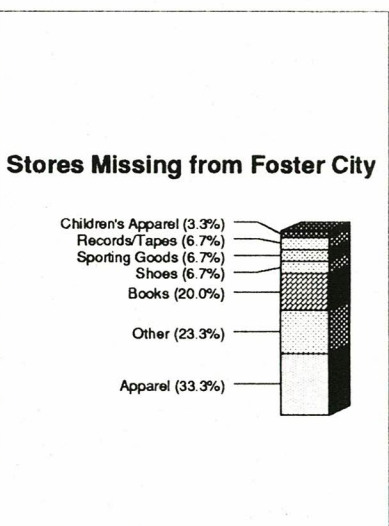
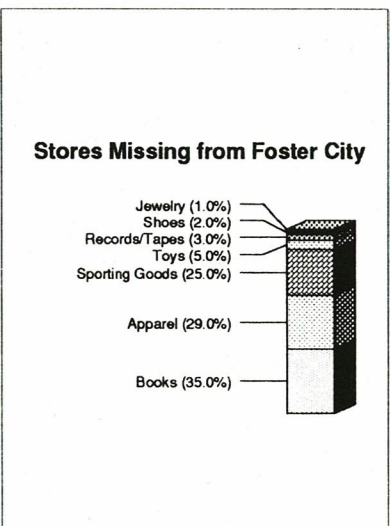
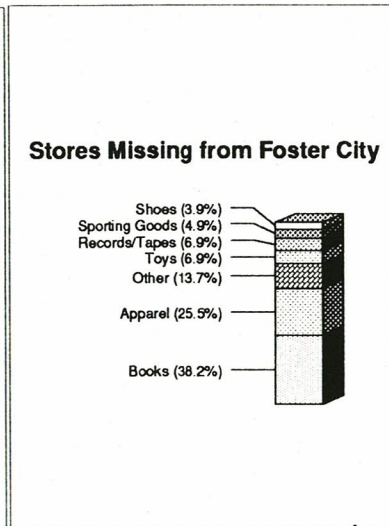
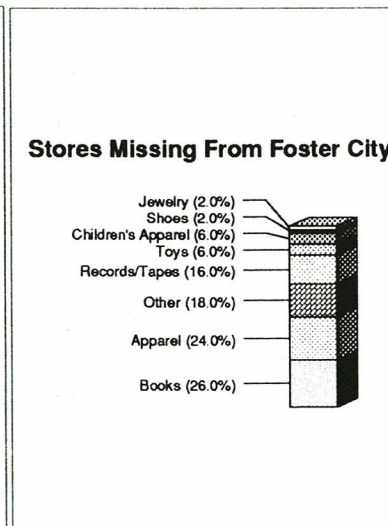
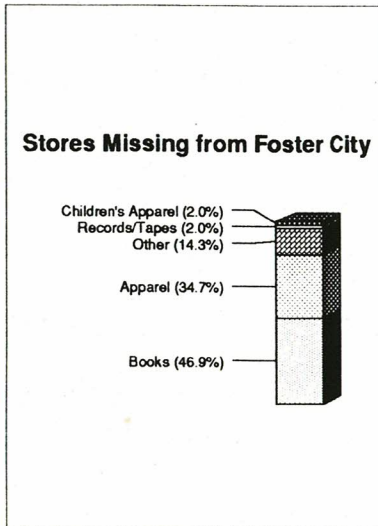
NEIGHBORHOOD #6

NEIGHBORHOOD #7

NEIGHBORHOOD #8

NEIGHBORHOOD #9

TOWN CENTER



TYPES OF STORES NOT AVAILABLE IN FOSTER CITY AND RECOMMENDATIONS

STORES/SERVICES MISSING IN FOSTER CITY (1st Choice)

Type of Stores/Services	Number	%
Apparel	251	32.6%
Books	260	33.8%
Childrens Apparel	9	1.2%
Jewelry	3	0.4%
Records/Tapes/Discs	36	4.7%
Toys	16	2.1%
Shoes	19	2.5%
Sporting Goods	15	1.9%
No/Unusable Answer	161	20.9%

Other

Walmart/Target/Costco/K-Mart/Penney's/Mervyns/Price Club/Drug Barn.

General Merchandise Stores/Chain Stores/Family Clothing/Quality Gifts/Large Women's Apparel Store.

Discount Clothing/Discount Shoes/Housewares/Outlets/Books/Toys/Discount Mall.

Major Discount Department Stores/Furniture/Kitchen Supply.

Woolworth's/Newberry's/Variety Stores/Greater Variety of Stores/Clothes for the Elderly

Fabric/Sewing Goods/Knitting/Arts/Crafts/Hobby Stores/Consignment Shop

Home Improvement/Building Supply/OHS/Home Depot/Bigger-Better Hardware Store

Tower Records/Crown Books/Blockbuster Video/Movie Theater/Good Camera Shop

Boat Store/Marine Supply/Auto Parts/Self-Serve Car Wash/Gas Stations/Car Dealers-Repairs

Computer Hardware-Software/Electronics/More Banking Services

Roller Blade-Ski Rental/Barber Shop/Hair Salon/Shoe Repair/Watch Repair

Top Quality Drycleaner/Discount Drycleaner/Good Stationery Store

Farmers Market/Health Food/Gourmet Food/Cheese Shop/Organic Food/Quality Bakery/Spanish Grocery.

Cafe's/Coffee Shops/Pastry Shops/Donut Shops/Gourmet Shops/Mrs. Fields/See's Candy/Sizzler/Restaurants that stay open later.

Good Sandwich Shop/Coffee House/Piano Bar/"Hang-Out"/Family Restaurant/Marie Callendar's/Seafood Restaurant.

Drive-thru Restaurant/Hofbrau/Lyon's Restaurant/Burger King/Italian Restaurant - A variety of Restaurants.

Good Deli/Good Restaurants/Frozen Yogurt Shop/Combination Coffee House & Book Store.

Good Breakfast Place/Jewish Deli/Cute, Inexpensive Cafe's/Good Food (Good Earth)/Vegetarian restaurant-market.

Good Cake Shop/Good Chinese Restaurant/Another popular restaurant like Chevy's.

IMPROVEMENT RECOMMENDATIONS

PORT O'CALL

Farmer's Market/Big Produce Market (+ basics)
Put in Green Grocer Store or small food store
Use for dance studio and/or child care
Fill Vacant Spaces
Cleanliness

MARLIN COVE

Get rid of that TERRIBLE new entrance/exit and Traffic Pattern
Use the old Sprouse Reitz store for skateboarding
Fill vacant stores/get anchor store
Fill Vacant Spaces
Needs an anchor store

Cleanliness

CHARTER SQUARE

Clean up this Center, especially near 7-11 & Laundromat
Needs a Drug Store
Control parking of delivery trucks and Edgewater Place
Cleanliness

THE MARKETPLACE

Needs more parking close to Safeway
Needs more shops & more parking.

General Needs & Recommendations

ATMOSPHERE !

Update Older Shopping Areas.

Extend or change hours to more evening hours.

Outdoor Marketplace

Need a directory listing every business in Foster City.

Have Shopping shuttles so that walking & shuttling could be combined.

A city without a downtown is like a person without a soul!

Foster City needs a "SOUL", a place where people can
definitely extract the town's identity.

Retail rents are too high for small shops to survive.

Put rent control on business rentals. Lower taxes and rent for merchants.

If you have no car, transportation is poor, so you need incentives to use areas.

Create a central shopping center that offers quality merchandise.

Create a "shopping experience"! Little shops & spots to eat.

Need stores with unique goods, services-good variety, affordable prices!

New campaign to "Shop Foster City First!" Do more to entice new business into vacant shops.

Need to update image to reach the 30's crowd, they spend money & need it quick

Need full time Farmer's Market - Saturday Farmer's Market

Needs Diversity - needs more competitive options.

Needs to attract shoppers from outside Foster City

Needs Better restaurants to keep people in Foster City

Needs LARGER/MORE MODERN grocery stores

Central "downtown" shopping with wide range of shops

Better quality than what we currently have

Centers should use advertising flyers offering discounts/incentives.

Fewer shopping centers - more quality.

Too many Cleaners and Pizza Places - Too many Chinese Restaurants.
1960 plan doesn't work in 1990! we could do without 2 of our shopping centers.

Improve parking at peak hours. **Marlin Cove Parking lot is a JOKE!**

More prominent (readable) signage identifying services*.

Foot/bike bridge to Redwood Shores.

Need road/bridge to Redwood Shores - Southern access !

Eliminate most shopping centers.

Local stores need more courteous sales employees and constant quality control.

Shops in NHBDS 1, 7 & 8

Eliminate duplication of shops, especially in the same shopping center.

Annex Fashion Island into Foster City add BIG chain stores.

Improve the attitude of the local proprietors and clerks .

Realize we're not all couples, need somewhere for single adults (+/- 40).

Existing centers must be cleaned up, they are a disgrace to the City!

In order to keep parking lots cleaner, encourage use of a deposit system so
carts would not be abandoned!

Put in a high school, young people spend money.

Put anchor stores at each end of each shopping center.

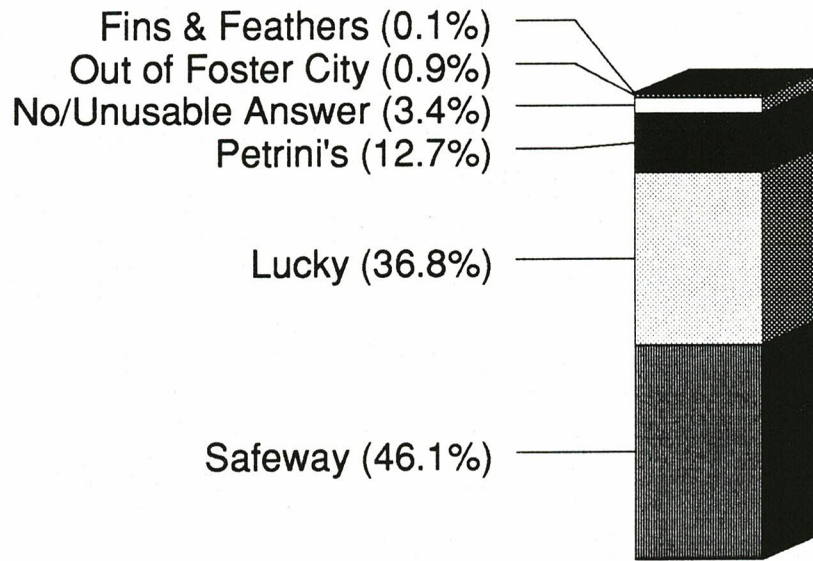
Clean up stores inside & out, put up signs "Keep Foster City Clean".

Prejudice exists as to rental fees to various retailers!

Some of the shops aren't very sophisticated, i.e., geared to the ambience of the community.

Get rid of Port O'Call it's a waste of space.

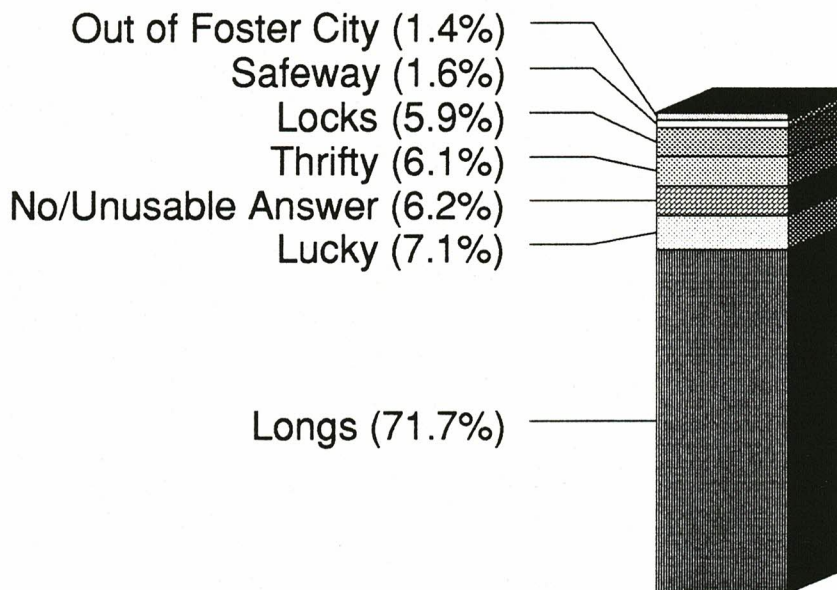
Groceries - 1st Choice



GROCERIES/FIRST CHOICE

STORE	NUMBER	%	WHY?	NUMBER	%
Safeway	355	46.1%	Location/Convenience	348	46.6%
Lucky	283	36.8%	Price	129	17.3%
Petrini's	98	12.7%	Other	69	9.2%
No/Unusable Answer	26	3.4%	Variety/Selection	68	9.1%
Out of Foster City	7	0.9%	No/Unusable Answer	42	5.6%
Fins & Feathers	1	0.1%	Good Meat/Produce	25	3.4%
			Quality	24	3.2%
			Service	20	2.7%
			Good/Easy Parking	8	1.1%
			Likes Owner/Staff/Friendly	7	0.9%
			Habit	3	0.4%
			No Other Place to Go	3	0.4%

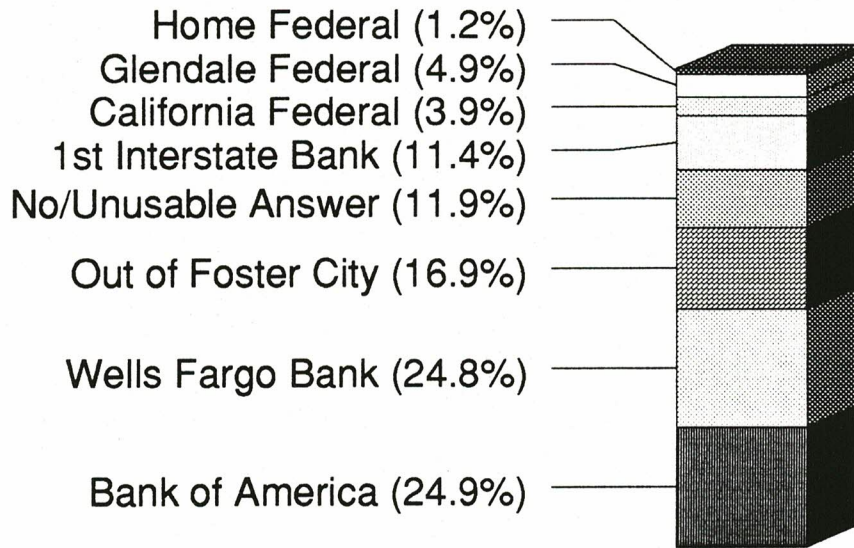
Drugs/Sundries - 1st Choice



DRUGS/SUNDRIES - FIRST CHOICE

STORE	NUMBER	%	WHY ?	NUMBER	%
Longs	544	71.7%	Location/Convenience	399	53.3%
Lucky	54	7.1%	Variety/Selection	114	15.2%
No/Unusable Answer	47	6.2%	No/Unusable Answer	102	13.6%
Thrifty	46	6.1%	Price	97	13.0%
Locks	45	5.9%	Other	51	6.8%
Safeway	12	1.6%	Likes Owner/Staff/Friendly	24	3.2%
Out of Foster City	11	1.4%	Service	14	1.9%
			Quality	5	0.7%
			Good/Easy Parking	1	0.1%
			Habit	1	0.1%
			No Other Place to Go	1	0.1%

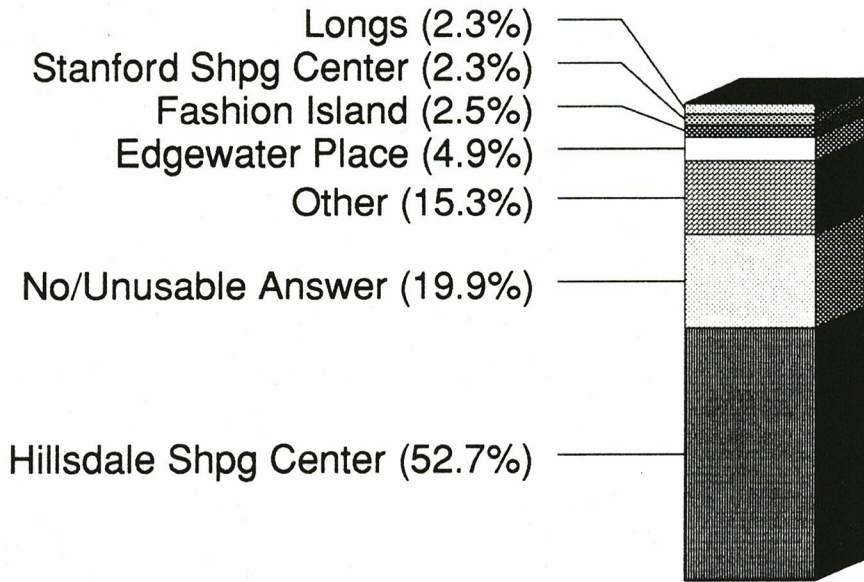
Banks - 1st Choice



BANKS - FIRST CHOICE

STORE	NUMBER	%	WHY ?	NUMBER	%
Bank of America	192	24.9%	Location/Convenience	332	43.2%
Wells Fargo Bank	191	24.8%	No/Unusable Answer	172	22.4%
Out of Foster City	130	16.9%	Other	127	16.5%
No/Unusable Answer	92	11.9%	Habit	70	9.1%
1st Interstate Bank	88	11.4%	Service	36	4.7%
California Federal	30	11.4%	Likes Owner/Staff/Friendly	13	1.7%
Glendale Federal	38	4.9%	Variety/Selection	8	1.0%
Home Federal	9	1.2%	Price	7	0.9%
			Quality	2	0.3%
			Good/Easy Parking	2	0.3%
			No Other Place to Go	0	0.0%

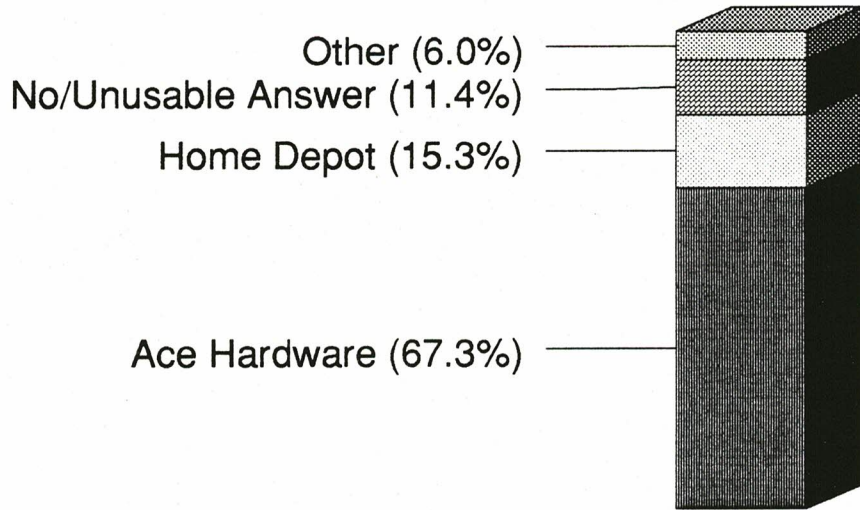
Gifts - 1st Choice



GIFTS/FIRST CHOICE

STORE	NUMBER	%	WHY ?	NUMBER	%
Hillsdale Shpg Center	406	52.7%	Variety/Selection	440	56.7%
No/Unusable Answer	153	19.9%	No/Unusable Answer	205	26.4%
Other	118	15.3%	Location/Convenience	61	7.9%
Edgewater Place	38	4.9%	Other	37	4.8%
Fashion Island	19	2.5%	Price	23	3.0%
Stanford Shpg Center	18	2.3%	Quality	4	0.5%
Longs	18	2.3%	No Other Place to Go	2	0.3%
			Habit	2	0.3%
			Likes Owner/Staff/Friendly	1	0.1%
			Good/Easy Parking	1	0.1%
			Service	0	0.0%

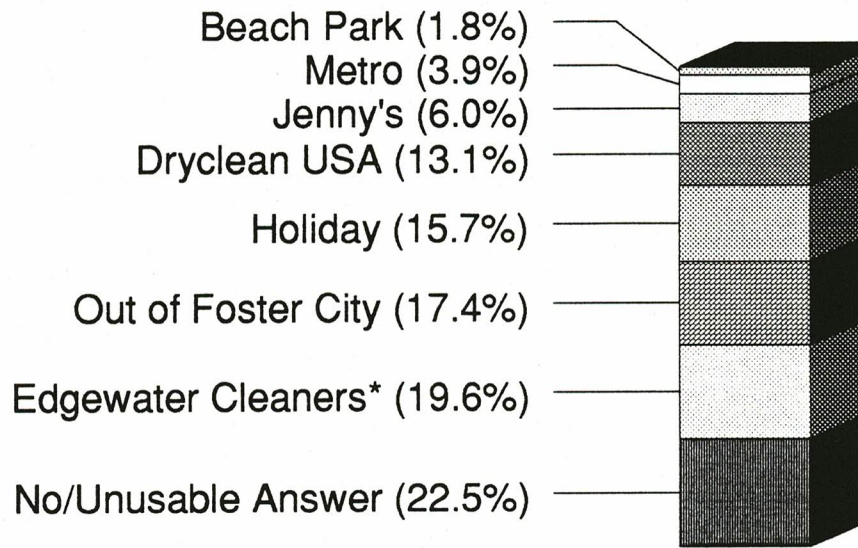
Hardware - 1st Choice



HARDWARE - FIRST CHOICE

STORE	NUMBER	%	WHY ?	NUMBER	%
Ace Hardware	518	67.3%	Location/Convenience	366	50.6%
Home Depot	118	15.3%	No/Unusable Answer	138	19.1%
No/Unusable Answer	88	11.4%	Variety/Selection	69	9.5%
Other	46	6.0%	Price	54	7.5%
			Other	37	5.1%
			No Other Place to Go	31	4.3%
			Service	18	2.5%
			Likes Owner/Staff/Friendly	11	1.5%
			Habit	0	0.0%
			Quality	0	0.0%
			Good/Easy Parking	0	0.0%

Cleaners - 1st Choice

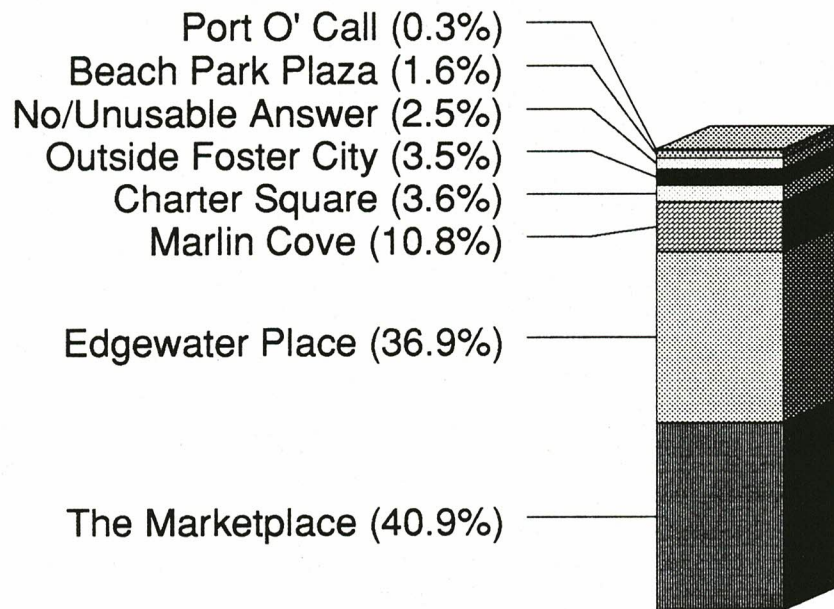


CLEANERS/FIRST CHOICE

STORE	NUMBER	%	WHY ?	NUMBER	%
No/Unusable Answer	173	22.5%	Location/Convenience	308	40.1%
Edgewater Cleaners*	151	19.6%	No/Unusable Answer	206	26.8%
Out of Foster City	134	17.4%	Price	68	8.9%
Holiday	121	15.7%	Other	52	6.8%
Dryclean USA	101	13.1%	Quality	50	6.5%
Jenny's	46	6.0%	Service	45	5.9%
Metro	30	3.9%	Likes Owner/Staff/Friendly	23	3.0%
Beach Park	14	1.8%	Habit	12	1.6%
			Good/Easy Parking	3	0.4%
			No Other Place to Go	1	0.1%
			Variety/Selection	0	0.0%

*Holiday @ Edgewater included

Most Frequently Visited

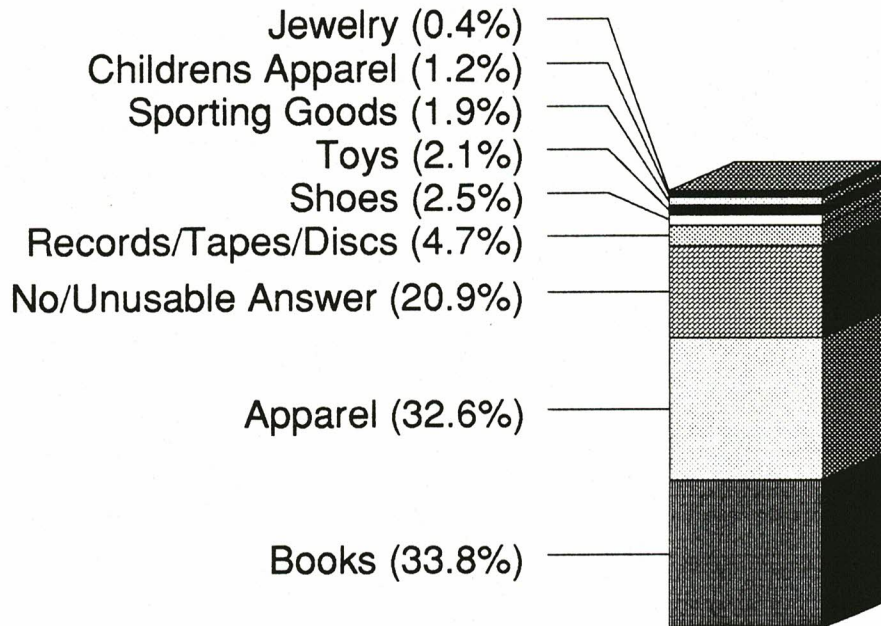


MOST FREQUENTLY VISITED

Shopping Center	Preference	%
The Marketplace	315	40.9%
Edgewater Place	284	36.9%
Marlin Cove	83	10.8%
Charter Square	28	3.6%
Outside Foster City	27	3.5%
No/Unusable Answer	19	2.5%
Beach Park Plaza	12	1.6%
Port O' Call	2	0.3%

Stores/Services Missing

From Foster City



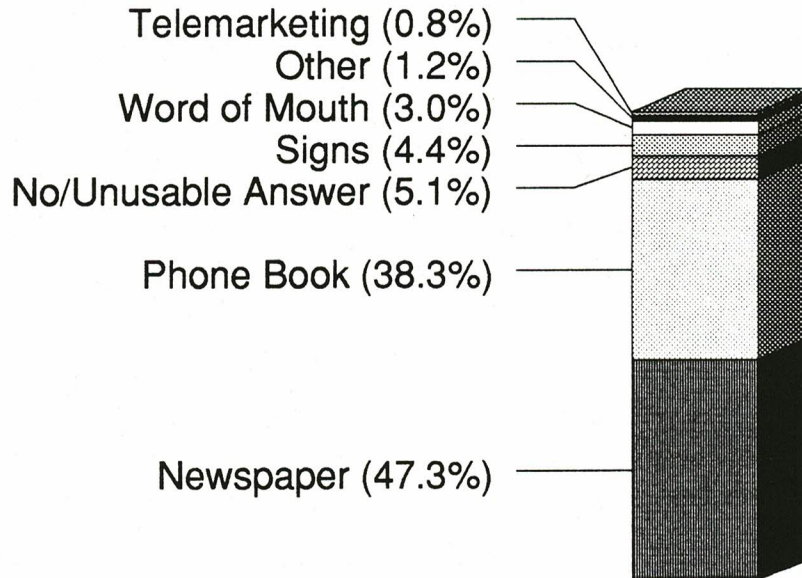
STORES/SERVICES MISSING

FROM FOSTER CITY

Type of Stores/Service	Number	%
Books	260	33.8%
Apparel	251	32.6%
No/Unusable Answer	161	20.9%
Records/Tapes/Discs	36	4.7%
Shoes	19	2.5%
Toys	16	2.1%
Sporting Goods	15	1.9%
Childrens Apparel	9	1.2%
Jewelry	3	0.4%

Method Used

To Find Goods/Services



METHOD USED TO FIND GOODS/SERVICES

Source	Response	%
Newspaper	364	47.3%
Phone Book	295	38.3%
No/Unusable Answer	39	5.1%
Signs	34	4.4%
Word of Mouth	23	3.0%
Other	9	1.2%
Telemarketing	6	0.8%

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements
1	Need Variety of Stores
1	Need Variety
1	More Grocery Parking; Larger, Modern Grocery Stores
1	Gourmet Grocery; More Shops, restaurants and parking at the Marketplace; More surveys like this.
1	Stop solicitors outside Lucky and Safeway
1	All stores improved
1	Target; K-Mart; Consignment Shop
1	Movie Theater, Car Dealers/Repair; Need readable signs; Gas station at Port O'Call
1	Bring in chain stores to Fasahion Island; Annex Fashion Island into Foster City.
1	Large one stop discount store; Warehouse at Port O'Call Not enough parking at Mktpl Marlin Cove parking a mess now
1	Convert FI into Discount Ctr
1	Spec. Bakery/German Breads Restaurants, Italian, French, Japanese Theater
1	Home Store, Nursery Gourmet Grocery
1	Marlin Cove is depressing; Pot O'Call has no selection - The Marina Center in San Mateo has done an excellent job of improvement.
1	Should have "kept" Talbots and Levy Brothers
1	POC need rejuvenation No new shopping centers
1	Lg. malls bring selection Sm. shops must offer service
1	Put in a department store
1	FI is sadly in need of tenants
1	Quality of merchandise
1	Drive thru Cleaner Chinese Rest. that delivers Egress/ingress Marlin Cove
1	Home supply needs Transportation is poor/no car Need incentive to use areas
1	Gen department store (Penney)
1	Don't need street sweeping, people clean their own in Europe
1	Fill empty shopping centers with variety
1	Department Store Discount like Price Club
1	Hard for small shops to compete with Hillsdale
1	Don't think we need additional stores or services
1	Videos @ Marlin Cove
1	Need home improvement center - Quality toy store - Fabric Store
1	Landlord's in FC charge such high rents that merchants have to pass on the expenses causing vacancies/lack of variety
1	Large building materials store, e.g., Orchard Supply - Fabric Shop
1	A GOOD, organized mall; Improve Fashion Island.
1	Parking @ Safeway is always too crowded. Marlin Cove's change makes no sense. Enforce compact parking
1	In 1-1/2 yrs I have found the grocery stores & cleaners by driving by. Are the other shpg centers hidden or dead?
1	Architecture could be more charming/inviting. Looks like Cleveland now!
1	Adult apparel
1	Men's barber shop; The parking lot at Marlin Cove is a JOKE Will probably not go as often!

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements
1	MC parking lot will be avoided Put rent control on business. Too many dry cleaners/pizza Need centers filled - not empty
1	Need a ski shop City gov't support for small businesses. Don't burden them with ordinances.
1	Hardware store needs to keep a better stock, they are often out of what you need!
1	Build a "down town". A city without a downtown is like a person without a soul!
1	More restaurants; Specialty Stores Would shop in Foster City if prices are reasonable.
1	Get rid of solicitors at store
1	Major department stores
1	More parking at Marketplace Large home improvement/hdwre store; discount store such as Target/Mervyns
1	Do not add the two Retail Shpg Ctrs as shown in the MasterPlan !
1	Mervyns, Macys-Bigger Stores Better selection, lower cost, Allow for private enterprise, home businesses (signs, etc.)
1	Attract larger name stores with more variety
1	Wal-Mart. Don't think any store will make it here until rents are lowered so merchants don't have to charge so much
1	Housewares like Crate & Barrel Williams/Sonoma TypeFC has no ambiance, selection,quality-only basic convenienc
1	Department type store with a variety of goods like Levy Bros. or even Sprouse-Rietz
1	Good discount stores like Home Depot and outlet stores
1	Department stores like FI had Penneys, Bullocks; also more restaurants, they keep areas alive
1	The Marketplace satisfies our needs very well. It is extremely convenient and well maintained.
1	Need more disabled parking at Safeway. Only have 2 & usually full. Would love books& magazine store
1	Create shopping area that carries everything.
1	Parking & Traffic Flow-MktPl people drive very fast, dbl pk Traffic flow @ MC very ineffic glad BofA moved
1	We need more stores for better selection.
1	Need clothes for the elderly
1	Shuttle service to all shpg areas, maybe include Hillsdale and/or FI. Competitive prices and quality. Made in America
1	Need more selection.
1	Open a couple of new chain coffee shopts.
1	Large Dept. Store, Discount stores like Ross, Target, Payless + nicer restaurants likeSizzler, TGI Fridays, etc .
1	Improve parking lots-especially Safeway/Post Office & NOW the new exit at MC, it's a mess.Open POC to regional type stores
1	Consolidation into a designated area.
1	Gourmet Kitchenware Store. A Good China/Crystal shop for gifts. A Good apparel store, quality clothing
1	We are essentially a bedroom community. People are in the habit of shopping in malls, large name stores
1	One stop shopping
1	Small mall with larger variety of stores.
1	Movie Theater
1	Good deli - shops in POC Good inexpensive beauty shop Warehouse type food store
1	Department stores with shoes, clothes & sporting goods
1	See that services also cater to nearby cities
1	Bargain office supply, larger nursery. Bargain chain stores like Mervyns.
1	Better/more gen menu restaurant-Hickory Pit or Sizzler; Carrows is only reasonable, priced full menu. Entertainment facility.

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements			
1	Do most of my shopping and marketing outside of Foster City because I work.			
1	Need meat, groceries, liquor at POC-miss Safeway.			
1	Large variety store like Target Wal-Mart, Restaurants besides Chinese & pizza. Annex FI & turn it into a REAL mall			
1	Rid us of greedy shpg ctr owners whose high rents keep prices higher in FC			
1	Newcomers-don't know yet!			
1	Advertising, signs, esp. Chtr Sq. I never know what's inside until it's gone.			
2	Food Store PO'Call			
2	Costco	Home Depot	Parking Metro	Public Restrooms at Metro
2	Outdoor Markets			
2	Need More Resaurantants (good)	No More Denny's etc.	Full service stationery store	Do Not Control Retail Market
2	Add Blockbuster Video	Improve Port O'Call	Improve Arco Sta.	
2	Need Lg. Disc. Store	Target	K-Mart	Place discount store in MC
2	Bring Green-Grocer to POC			
2	Low price stores-Crown Books	Tower Records	Outlet store	
2	Discount Stores			
2	Better apparel			
2	More stores in Port O'Call			
2	Re-Develop Port O'Call	Gas station at Port O'Call		
2	Put dance studio or child care	center at Port O'Call		
2	Lg. Discount Type Stores	Wal-Mart		
2	Need Family restaurantts, especially for breakfast.			
2	Fresh produce/florist	POC is a mess		
2	Need Bookstore	Good barber shop for men		
2	Small Dept. Store for towels, name brands, etc.			
2	Family oriented dept. store			
2	Bookstore like Crown	Restaurant like Marie Callender	Restaurant like Baker Square	
2	Larger, well known chain store	Gourmet coffee house	Movies, more food places	Bakeries
2	Computer Hard/Software			
2	Improve facade of shpg ctrs	Concentrate in one location		
2	More competitive options			
2	Prefer one-stop shopping mall			
2	Progressive books	Health food market	Vegetarian restaurant/markets	
2	Home Depot/Furniture(Flegels)	Upscale household goods(W&S)	Fill POC with specialty food	
2	Sewing materials. Small market, deli,bakery, boutique shops close to home			
2	Fill unoccupied shopping areas	Too many empty shops in each area		
2	Better access in & out of	parking lots-too many right turns only		
2	Provide specialty/Auto Parts/	Gourmet Foods/Kitchen Supply stores		
2	Neon signs would improve business at least 50%			

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements
2	Another hardware/nursery with a bigger selection
2	Home Depot, Costco, etc at FI
2	Food store at POC Center
2	Finish off Port O'Call
2	Diverse ethnic restaurants e.g Thai.
2	General Merchandise (Whole Earth, Wards) Automotive(Grand Auto-Kragen-also service) Apparel - Mervyns, etc.
2	Small food store at POC, not 7-11!
2	Need grocery store at POC
2	Family restaurant/coffee shp
2	Garden nursery, more upscale Dept. stores-May Co., Robinsons Penneys-Good Restaurants like Tony Roma's, Red Lobster
2	Fishing gear
2	Fresh fruit store, bakery with high quality bread.
2	More variety of stores so we wouldn't have to fight the traffic to Hillsdale
2	More variety of clothing stores
2	Bakery other than chain store
2	Non-chain card shop, GourmetFd
2	Need shopping versatility -
2	Store like Levy Bros.
2	Home Depot or Price Club, Wal-Mart
2	Finish POC + gas station, hdwr yardage, 7-11 type, coffee shp deli, washer/dryer place. Put POC back to being a shpy ctr
2	Need "Unique" anchor store in each ctr instead of all hvg the same type. Discount stores like Ross, Marshalls, Rack
2	Variety of stores & English speaking personnel for communications purposes. This is not a racist comment!
2	Some businesses in FC cannot compete in price or selection with mall stores.
2	Parking @ Marketplace. Make POC into groceries, fresh fruit/veg./fish/poultry/bakery florist like in B.C.
2	Need stores like K-Mart, Warehouse records/tapes, Payless Shoes, Costco, Drive thru Fast Food!
2	A few more restaurants would be nice. Don't want to see FC become over-developed with retail shops.
2	Open more stores at POC.
2	Need a good department type store that draws people. Most of our shopping areas look like they have been bombed out
2	Need a good department store
2	Outlet stores - Convert FI to outlet center-clothes, furniture. Remove POC, move stores to vacancies other ctrs
2	Access to 92 from BP thru to 3d to increase traffic flow to BPP & POC. Wal-Mart in Prop HS site
2	Quite happy the way it is.
2	Need discount stores
2	Keep people from parking in fire lanes along sidewalks.
2	We need a good book store
2	Get Nordstrom's in
2	A new campaign to "Shop FC First! Do more to entice new business into vacant shops. New driveways @ MC are terrible
2	Men's Appl in price range of Men's Wearhouse. Bring MC back to life, clean up, impv.signs, arrows to find your way out!

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements			
2	Outlet Center. Indoor produce or Farmer's Market. Put something in POC like Farmer's Mkt. More professional building space			
2	Really miss Talbots			
2	Encourage residents to patronize local shops so they can stay in business			
2	Any retailer business needs traffic - namely shoppers. Don't think you can create that here to compete			
2	The new layout at MC pkg lot is HORRIBLE. Recommend an entrance/exit near BotA-now that entire side is blocked off			
2	Develop Port O'Call			
2	Need housedold fix it. Need 7-11, convenient mart, Gas station at POC More stores @ POC			
2	First class restaurant	POC should work hard to become a discount mall		
2	Increase variety of merchandise and service available			
2	Rents should be cheaper - maybe then more shops would come to FC			
2	Create a Cafe', market place atmosphere with outdoor sidewalk eateries, open air produce similar to Stanford Mall			
3	Attrct outside FC			
3	Discount type stores			
3	Home Depot	Discount Mall		
3	Need Woolworth type			Variety,Hshld,Pers,child,gifts
3	Clothing Outlet Stores	Home Depot, Price Club	More prominent signage	Improve parking
3	Better signs/indet.services	More variety in restaurants	Home improvement/decorators	Use Sprouse/Reitz skateboardg
3	Arts/Crafts/Fabrics Store	Small Department Store		
3	Variety Store/Fabric Store	Quality Merchandise	Friendly Services,e.g., Longs	
3	Major stores like Mervyns	Penney's		
3	Marshalls in Sprouse/R space			
3	Increase variety			
3	Apparel			
3	Quality discount stores	Major Department Stores		
3	Computer products (hard&soft)	Baker's Square	Rehabilitate FI	Get Kinko's copies
3	Marlin Cove is a mess	Need a book store	Large video/records outlet	
3	Organic Foods	Major Department Store	Better dining/open late	
3	Lg. variety store like Walmart	Toys R Us		
3	Gift Shop, Variety Store	Discount Store, Best/Consumers		
3	Spanish Grocery Store	Employment Agencies	Improve face of shpg ctrs-make more exciting-more attractive	
3	Miss Crown Books			
3	Most shopping ctrs. in FC are run down, poorly landscaped and depressing			
3	Less of the "same shops", more volume in gen. retail clothing Discount/K-Mart, TJ Max Discount cleaners			
3	Value Shopping-not cheap	Private stores need higher mark-up to survive		
3	FI should be torn down & converted into housing.Lesser used shopping area shoud be upgraded or torn down			
3	Nice coffee shop w book store	Hard tc Hard to compete with major	malls. Burlingame did it with	little shops & spots to eat
3	Critics Choice coffee/variety	4 star restaurant top floor of the Tower. Quality shops		
3	More stores in FI			

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements
3	Have access rds to/from RWDShores-our population is not large enough to support so many shopping centers.
3	Farmers market evenings or weekends
3	More restaurants. Bookstore is too far away. Lots of empty places in the centers - why?
3	Need more clothing stores, gas stations, restaurants, liquor stores. Need sporting goods, theaters (movie)
3	Off-price apparel, i.e., Ross Need greater variety & better quality. Book store, Miss Talbots!
3	Need dept. store Get rid of Port O' Call-waste of space and money.
3	Miss Sprouse-Reitz for notions
3	See survey for solution to MC parking lot. Make it safer and better.
3	Enjoy everything as it is. Have found all of the Foster City merchants very polite and accomodating.
3	Marlin Cove parking lot-it is inconceivable that such a terrible traffic flow was approved.
3	Discount stores, Best Products Service Mchds, Drug Barn, books Barnes & Noble, B. Datton, etc Discount dry cleaner
3	I would close POC, it is depressing; clean up MC Marketplace needs more stores
3	Would like to see results of this survey published!
3	Discount apparel or outlet type stores
3	Need Discount Liquor. Expand Petrini's. Put "anything" in oldr Sprouse- Reitz location except gym
3	Donut shop/video pinball arcade. Variety of goods and a place to get together.
3	No center of town; focus on white collar specialty shops. Good quality discount stores.
3	Sidewalk coffee shop
3	Health Foods, Good restaurants. Marlin Cove needs to be filled with a practical mix of tenants.
3	Bread outlet like Oroweat. Burlington Coat Factory or other outlets, thrift shop. Family owned Dept. Store
3	Put anything (type of store) in vacant areas.
3	No comment
3	We need major retailers to get our residents & outsiders into our centers. High quality outlets. Farmers market
3	Less duplication within the same complex.
3	Larger nursery (plants)
3	Full market & gas station in POC. We have enough shpg areas, but none offer the convenience of Hillsdale/FI
3	Eliminate some of the pizza places, add Indian, Thai Restr Gourmet food or cheese specialty shops
3	Need more variety; every ctr has same types of stores/services. People don't stay in their own neighborhoods to shop
3	Restaurants
3	Would like to see some discount outlets or some very good restaurants that are not pizza parlors or Chinese food.
3	New lanes from FC Bl. to MC made access to MC a real annoyance.
4	Too spread out Need One Stop Shpg Can't find things
4	Traffic light timing Foot/bike bridge to RW Shores
4	Breakfast places Improve prices & selection
4	FC need a "soul". A place where people can definitely extract the town's identity! No 1 place quite fits the bill
4	Larger stores More variety
4	Outlet stores
4	Less cleaning establishments Quality restaurants

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements		
4	Recreational stores/services		
4	Parking at Edgewater Place		
4	Good book store		
4	Clean up stores inside & out	Put up signs "Keep FC Clean"	
4	An auto parts store in M C		
4	Gourmet deli	Full time farmers market	FC needs updtg to reach 30's crowd, spend money.
4	Need a dept. store like the Levy Bros., good selection, moderate price		
4	Put up a drawbridge so that residents can't leave city and have to shop local		
4	Boutique - gift items, bakery	Health food store	High quality stores
4	More courteous sales employees	Constant quality (product) control.	
4	Discount Hardware		
4	Marlin Cove parking lot is now dangerous! Have quit going to my favorite shops because of the dangerous parking lot		
4	Good restaurant	Fashion Island is such a convenient location, but offers nothing.	
4	*Like PrintersInc, PA/Barrone MP. Realize we're not all cpls with young children. Need some where for single adults (40)		
4	Blockbuster Video, Target	Discount Clothing (Ross	Nordstrom Rack)
4	Need Blockbuster	Need Crown books	Large stationery store
4	Allow merchants to display signs describing their goods		
4	Need "chain stores" otherwise too expensive. Mervyns, Talbot See's, Expressly Portraits, Wherehouse, Noble Books		
4	Cafe'/Bookstore		
4	Ambience/lighting/selection/customer service		
4	Need more stores, but only if prices are competitive. Allow better sign advertising. Some shops/ restaurants I only hear about		
4	Miss Penney's at FI-going to Hillsdale is a hassle.		
4	Some apparel, shoes, etc. Expand com/ind base so people can shop where they work or attract stores that draw outsiders		
4	K-Mart, good bookstore, store like Macys'		
4	Women's apparel PLEASE clean up Charter Sq. especially the parking lot towards the laundry.		
4	Better stores in MC with a large draw in addition to Petrini's		
4	Sprouse-Reitz type store		
4	Additional stores to meet our needs so we don't have to shop outside FC		
4	Need more competitive prices, larger stores		
4	Marlin Cove !		
4	Better variety of stores	Hardware	
4	Nothing to improve.	Have enough stores.	
4	Ross, Marshalls, Coffee Shop like Lyon's. Clean up MC. Outlaw skatebds/bikes @ Shp Ctrs. Redo pkg at MC.		
4	All shopping centers are filthy and a disgrace to FC		
5	Need Toy Store		
5	Need Chain Stores/price		
5	Quality Stores, gift stores	High-end outlet stores	Home Depot, Lg.Hardware Sto Gift/Toy Store
5	Put a High School in FC	Young people spend money	

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements
5	Good Penney's Advertising flyers by centers Offer discounts or incentives
5	Cleanliness of all shop ctrs Metro Ctr is exception
5	Bakeries
5	Need larger hardware store Fresh fruit/vegetable market
5	Home Improvement
5	Variety of stores, branches of chain stores: Kids Mart, Ross, NY Fabrics
5	Not enough parking around Safeway
5	Encourage chain stores like Crown Books, Big-5, etc. Promote specialty shops (crafts, hobbies) in small shpg areas
5	Discount store for books or childrens clothing. Need another popular restaurant at Edgewater like Chevys
5	Existing shopping centers must be cleaned up! Disgrace to the City. Prejudice exists/rental fees to various retailers.
5	Need recycle center
5	Discount outlets to FI
5	Competitive prices
5	Specialty Discount stores - Ross, Clothetime, Payless Shoe Source. We shop at these stores.
5	Home furnishings, TVs, Mens & ladies shoes
5	Lunch places, good restaurants Gap, Limited, Tower. Outdoor cafe's, little shops.
5	Lower costs and more selection Variety
5	Department stores, Price Club, Home Depot - make use of FI
5	Small stores can't compete. Instead of stores why don't we encourage restaurants! What is FC?
5	Big name dept. store like Macy's in FI. Seafood restaurant.
5	Discount stores-Target, Price Club, Ross, Tower Books/Records
5	Large department store
5	Dessert/coffee place at Long's or Safeway. Children's toy store @ Chtr Sq. would be great.
5	Quality of items. We have too many stores like Millbrae; need more like Palo Alto
5	Department store like Penneys Gift Shop
5	Apparel/Shoe stores
5	Nothing beats a Mall!
5	More promotions and variety as in Hillsdale Mall
5	We don't need more shopping centers. I'm mostly satisfied with what we have.
5	Bakery. Restaurant-A quality place.
5	Non-chain auto repair. Goods & services now avail. adequate considering size & location near larger shpg areas.
5	Need Good bakery
5	Too many stores mistakenly lower their standards for the FC residents.
5	More clothing stores
5	A decent restaurant. Need useful stores. No more pizza places into FC
6	Sizzler Too many Chinese Rest. A really good restaurant
6	More shops in NBHD 1, 7, 8 Shoe, Dress, Sporting Good Stores
6	Clothing Major Appliances

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements			
6	Another drug store Chtr Sq			
6	Add another grocery store			
6	Small grocery store			
6	Control pkg of delivery trucks at Charter Square & Edgewater Place			
6	Crafts, Target type store	One good department store	Discount Store	Main street type shopping
6	Home Improvement, Discount	Parking, variety of stores at one location		
6	Do away with library project and spend the money to attract viable merchants			
6	For my purposes everything is adequate as is. I drive so I'm satisfied with what we have now			
6	Discount book store, Fabric- Notion-Craft Store,"Dime Store Lower Prices			
6	More restaurants-Sizzler, Italian. Put in entertainment every Fri/Sat for residents & kids to enjoy.			
6	Numerous - see survey			
6	Good cake shop, Good bakery	Good Chinese restaurant		
6	Quaint shops & boutiques in a "main street" atmosphere			
6	Better publicity of what/where	Family oriented restaurants	Reduce no. of shpg ctrs	concentrate shpg
6	Discount clothing	Discount Books		
6	More variety of stores			
6	Encourage restaurants, not Mex; more upper scale than Denny's; Reasonably priced womens shop with shoes, movie theater			
6	Peet's Coffee Store - closest one is Menlo Park - Best coffee ever			
6	Auto parts			
6	Fitness Center. Marlin Cove's new traffic "curb" is ridiculous and discourages potential customers			
6	Discount books - outlet stores in FI			
6	Parking @ Edgewater on weekends is frustrating. I dislike the new entrance @ MC-in order to exit you drive forever			
6	More variety like stores at Charter Square, but that ctr is always dirty and messy			
6	Magazine/newspaper store	Good bakery. More variety.	FI should be a more important outlet for FC, esp. w/ overpass	
6	Department Stores	Daily Farmers Market		
6	It would be great to have a mall here for us, but like FI it would be vacated for lack of customers. Shop where work.			
6	Centralize everything.			
6	Quality Bakery. Quality casual rest. w Amer. fd. More variety, larger stotes, video stores. MC pkg lot=terrible			
6	Computer/electronics, remodelg store-kitchen, bath-home decor Price Club-Open later hours; Kaiser satellite clinic			
6	Lighting/home impv. store-Home Depot, Price Club. Some areas need more parking like around Chevy's			
6	Eliminate the same services in each shopping center, i.e., dry cleaners, beauty shps, etc spread around so ea ctr is unique			
6	Improve pkg @ Marketplace	Better signage at some ctrs.	Help ctrs rent out vacancies quickly so they don't become eyesores.	
7	F.I. @ full potential			
7	Target			Good Quality Department Store
7	Parking not good	Cute Cafes/inexpensive	good food/Good Earth	Marie Callendar type
7	Very Satisfied			
7	Need Lg. Discount Stores	Payless, OSH, Home Depot	Cost Plus	Btr. restaurants to Keep People in F
7	Bring Talbot's Back	Home Depot FI		

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements		
7	Housewares, linens, furniture, Central	"downtown" shopping, wide range of retail shops, better quality than currently	
7	Good bookstore (Crown)	Good toy store (Talbots)	High end childrens boutique
7	High std. Chinese Restaurant	Chinese groceries	
7	Golf Driving Range	Major Discount like Costco	
7	Traffic		
7	Parking @ Edgewater evenings	Waiting in line @ Safeway	
7	Parking		
7	Get name brand stores	Name Brand Restaurants in FC	
7	Good health food store	Make convenient for after work	
7	Nice cheese store		
7	Better restaurants	More/better apparel stores	Book stores
7	Discount liquor	Eliminate duplication of shops in the same center	
7	Improve the attitude of the proprietors/clerks		
7	Baby stores-furniture, etc.	Discount Dept /home impvemnt	Remodel centers
7	Auto parts store		Improve traffic flow
7	Non-chain coffee shop/lunch and breakfast		
7	Put in a major/name clothing store(s) - men, women & childrens		
7	Better parking at Edgewater		
7	Fewer shopping centers; more quality		
7	Foster City needs a southern access road in and out		
7	Book store should not be a chain		
7	Add high school & community center would focus many within the community. Once outside shop outside		
7	Parking at Edgewater now that Chevy's is there, at times there is no place to park.		
7	Non-grocery type bakery	Too many small centers!	
7	Gift Items		
7	Parking	Christian books	
7	Make FI full of outlet stores (although in SM)		
7	Toy store, clothing -nice boutique with shoes, book store		
8	Too many cleaners	Too many snackbars	Bring Price Club
8	Clean up Marlin Cove	Do something @ Port O'Call	Fill vacant stores in M C
8	Multi-service	Video/records/tapes	Clean up Charter Square, esp. 7-11 and laundromat
8	Improved/Visible Signs		Discount stores
8	Discount Book Store	Fill Marlin Cove spaces	Fix Ingress/Egress to M C
8	Parking at peak hrs.		
8	Prices & Quality	Stress Service	
8	More retail evening hours		
8	Need directory listing every bus.	Dir. services Chess Dr/Vintage	Goods/Services of all business
8	Large home improvement center	Return ingress/egress Marlin C	

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements			
8	Entertainment ages 12-15	Clean up Charter Sq.		
8	More variety of stores			
8	Dessert/expresso shop			
8	Other			
8	Put a drug store in Edgewater			
8	Lg. Dept. store	More choices		
8	More GOOD Qual markets			
8	Prices too high			
8	Restaurants open 'til 10 PM			
8	Discount warehouse	Larger hardway store	Variety store - Target	Larger sporting goods store
8	Nothing-FC is perfect! Don't encourage more fast food convenience stores, neon, etc. We love it the way it is.			
8	Dessert Places Get rid of solicitors, espec. young kids selling newspapers, magazine subscriptions			
8	Need road/bridge to RWD Shrs.	Jitney Service/Post Office	Eliminate most shpg ctrs.	Concentrate in 1 or 2 areas
8	Create "downtown atmosphere"			
8	FC Shpg Ctrs too conjested			
8	Crown books, Tower Records	Cooking/Household	Competitive prices	
8	Shpg Ctrs are a mess/rent too high, selection bad, too many restaurants Model after San Carlos			
8	Def. need record/tape store			
8	Maybe the Marketplace can be the site for more retail & can pull in enough traffic for new business to survive			
8	Auto-car Parts Store	We need career apparel.		
8	Family clothing store	Better variety, nursery/plants	Factory Outlets in FI	
8	Bring in discount stores			
8	Book store like Keplers			
8	Try to keep out cheap little junk shops and have quality shops			
8	All purpose department store			
8	A good book store ea NBHD	Toy Store for families	Too many eating places at Edgewater	
8	Basic restaurants: Hofbrau	A hamburger house - not McDonalds		
8	I'm satisfied now. Everything used on a weekly basis is close by			
8	Would improve nothing!			
8	Day care for sick children	Add record/tape/book store (s)	Add toys & new childrens apparel; no more convenience stores	
8	Some of the shopds are not vry sophisticated (i.e., geared to the ambience of the community)			
8	Concentrate on food-Supermkts, restaurants, Need mega book store ala Keplers/Barnes & Noble; MC access detrimental			
8	Hobbee's type restaurant	Interesting boutiques, more cafes	Keep shpg outdoors not mall	
8	Bigger Video Store like Blockbuster			
8	Miss Talbots			
8	We need more breakfast restrnt	A gd fmly sytle Itallian Rest.	Trader Joe's @ POC/MC	Movie theater/family shoes
8	Another breakfast restaurant. Would like to shoot the person who designed new entrance at MC shopping center!			
8	Add items in #3. Otherwise I'm happy with existing shopping areas.			

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements
8	Need a bakery; a good retail store where you can buy a comp outfit! Workout clothes - all at reasonable prices. No junk
8	Higher quality stores with good prices
8	Health Food Store. I might do more shopping in FC if I could walk or use public transportation Those close to me get my bus.
8	A Good bakery.
8	A branch of a major department store
8	We need women's apparel & shoes, used to have several,now there are two. Choices aren't available.
8	Variety of goods, more selection and choice of stores. Really miss Sprouse Reitz for fabric notions/craft products.
8	Lower taxes and rent for merchants.
8	Quality shoes for men & women Too many little strip malls don't work
8	Name brand store like Penneys One stop shopping with moderate prices
8	Bring in a Department Store like Mervyn's or Target
8	Access to Edgewater
8	Jazz up Edgewater, more eye appealing, more benches on boardwalk. More "eat-outside" facilities
8	Metro Ctr need more "character" - Innovative clothing & gift stores, book store w coffee, etc.-more attractive like Burlingame
8	Larger chain stores needed to draw business-like Metro Center /Serramonte & Town & Country/ Tanforan-Need discount stores
8	Discount Stores
8	I would improve to save gas and my time
8	Large discount stores Nordstrom's for quality. Prefer convenience, speed & selection at larger stores
8	Not enough parking NEAR Lucky's
8	Problem: Selection when Hillsdale is so close. Price factor in buying toys or big ticket hardware.
8	Don't need as many cleaners as we have presently. Losing Talbots was a big loss. Increase variety of stores.
8	Prevent Crime
8	Extend hours, be more compitive with pricing. Increase # of shops available Another fast food option
9	Charter Square
9	More restaurants Bookstore/Coffeehouse
9	Like Penney's Entire Family needs
9	Sufficient
9	Enclosed mall; specialty shops Fine Coffee-Book Store, Toys, Children's Store, Kitchen Shop Sports, food & gift shops
9	Hardware/Building Supply One Stop Shopping (Type)
9	Put in Costco/Price Club
9	Restr. that stay open later
9	Clothing Outlets
9	Good shoe store like Byrons Discount gas station Large discount stores Farmers market/variety of S&Ls
9	Larger variety of stores Reduce retail rent/do not limit Encourage business Clothing stores
9	Larger variety of stores
9	Please, no big mall in FC
9	Need more variety
9	Have shopping shuttles so that walking & shuttling could be combined.

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements
9	Wider range of advertising
9	Better shops in FI
9	FC stores not competitive with larger chain stores (food or other retail stores)
9	Drug store near/in Edgewater
9	Don't feel we need more shpg; major shp ctrs nearby; Need good auto service
9	Residents often shop elsewhere
9	Prices too high
9	Prefer large chain stores for selection & price. Don't need more (mom&pop) retail stores, small ones go out of business
9	Gourmet grocery; Very difficult for some merchants to make it in low volume strip centers
9	Hobby or crafts store; A better, larger variety of foods & merchandise to choose from. More parking availability
9	A good "Joe's" restaurant
9	Computer store for individuals
9	Parking
9	A good cross section of misc services should be encouraged Most needs are covered.
9	FI need to compete with Hillsdale, loved Liberty Hse. miss Penneys. Worried about impact on Rests. with Visa
9	In order to keep parking lots cleaner, I would encourage the use of a deposit system so carts would not be abandoned
9	Saturday-Farmer's Market
9	Need more parking Safeway
9	Variety - Big Name Shopping Mall!! Cost of doing business in FC (rental space) is excessively high, so are prices.
9	Discount outlets (Marshalls,Nordstroms Rack, etc.) to FI
9	No more video, pizza, chinese, yogurt stores. Gym/health club with weights, not another FC Athletic Club!
9	Coffee Critic
9	More personal stores.
9	Accessibility, no sidewalk solicitors.
9	Large womens apparel
9	Need a good bookstore like Central Park in SM w magazines different newspapers, coffee snack bar/reading space
9	Should have a better variety of stores.
9	Selection
9	Add a bookstore. Revitalize POC
9	Appliances
9	Jewelry-watch repair
9	Need a viable shpg ctr. to take over for FI! Home Depot/ Bldrs Emporium type store. Shpg in FC is a chore.
9	Furniture, Deli
9	MC run down, pkg lot constn has made it more aggravating Additional restaurants, no Chinese, we have plenty
9	Need to encourage good retail stores, clothing, shoe, sportg goods, like Burlingame Avenue
9	Retail stores like Marshall's & other outlets/discount store for clothing,household, home improvement
9	Nothing other than an auto parts retailer
9	Discount stores like Ross, Marshall's, Burlington Coat Factory, Price club where comparison shpg is possible

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD	Suggestions for Improvements
9	Kitchen store, department store Parking lots & mkts too crowded Book store
9	FC Shpg Ctrs too small to permit many large stores. "Necessities" handled very well
9	More nursery supplies
9	Fabric, Art Supplies, Art and Crafts...improve Fashion Island
9	Need more personal service. The new pkg lot arrangement at MC is impossible.
9	Clean up Charter Sq./kids, Shaky looking people hanging around 7-11, Grounds not maintained. Same for Beach Park
9	Family clothing store, toy store
9	Discount food/drugs/sundries; More parking at Edgewater & Marketplace. Good restaurant at old Sr. Pepe's
9	Book Store - Why didn't we get the new Barnes & Noble?
9	Inadequate pkg @ Safeway & Edgewater. Traffic flow in & and ctrs extremely congested. I believe biggest problem.
9	Very satisfactory
9	Improve parking
9	Variety & prices (other than food & drug)
9	Need more GOOD Restaurants
9	Good camera shop. Concentrate on Good, Niche Stores that supply good/serv not in chains Outlets at POC
99	More parking at shopping areas Update older shopping areas Need more banking services
99	Parking
C	Improve FI - Lg. Big Name Store
C	Upscale deli like Nick's in SM or Draggers in MP. Turn Sr. Pepe's into Bar & Grill/restaurant like Kincaids
EI	If FI was not successful how could other small shops be?
MI	One Central Center
MI	"Draw stores"
PT	More anchor stores @ the shpg centers in order to draw business.
PT	Selection of shops, Better prices, recycling ctr for apt. dwellers
PT	Need more variety
PT	Craft/Sewing, discount K-Mart, OHS, Big 5, No more small overpriced specialty stores. Clean up POC/MC
SM	Upscale bar with piano
SM	Flower shop Better hardware store
SM	Newspaper/smoke shop, old fashioned coffee shop, really good Italian Deli
SM	Favorite store is Fins&Feather They're terrific-fresh fish and wonderful people
SM	Work in Metro Tower
SM	Need moderately priced apparel stores
TC	Diversify Jewish type deli/restaurant Good bkfst place More quality stores, theaters
TC	Outlet store
TC	K-Mart Get a "real" dept. store in FC MC need an anchor store
TC	The Gap, Eddie Bauer Need 'Big Name' retailers
TC	Place major draw (anchor) stores at each end; like Sfwy and Longs @ The Marketplace
TC	Provide Movie theater

RETAIL SURVEY - SUGGESTIONS FOR IMPROVEMENTS

NBHD Suggestions for Improvements

- TC Create a central shopping area that offers quality merchandise a "shopping experience"
- TC Discount Stores
- TC Parking @ TC is atrocious Traffic pattern is the worst!
- TC FC lacks an old fashioned down town type of street with variety of retail stores, cafe bakeries, etc. A place for fun
- TC Better quality clothing, better stationery/card stores, recordstores
- TC Good florist More promotion
- TC A good book store
- TC Port O'Call needs a grocery
- TC Bring in specialty store which could not be found at Hillsdale or FI
- TC Men's clothing. Attract more high quality chain stores
- TC Wish they had a restaurant in the Marketplace where Sr. Citizens could go for snack/ coffee-Lyon's, Sizzler,
- TC Realistically we could do without 2 of our shopping ctrs 1960 plan doesn't work in 1990
- VP Continental Restaurant Better egress/ingress
- VP Demolish FI & replace w park area & street shpg like 3rd/4th SM; Gourmet coffee, spec.bakery cobbler, health foods, beer pub