

## **FOCUS GROUP SUMMARY**

### **Showplace Square-Potrero Hill Community Planning Process**

Internal Draft, SE, 9-12-02, cont. 9/27/02

This document summarizes the process and results of the PDR Focus Groups that were conducted as part of the community planning process for the Showplace Square-Potrero Hill area. Please call or e-mail Scott T. Edmondson, AICP, (415-558-6384); [Scott.Edmondson@SFGov.org](mailto:Scott.Edmondson@SFGov.org) for further information or questions.

#### **Purpose**

The focus groups were conducted as an additional method of the community planning process to identify planning values important to PDR businesses who are under represented in the workshops.

#### **Selection Process**

The goal was to meet with a broadly representative group of PDR firms who had not participated in the workshops. Scott Edmondson identified a set of firms in the Showplace Square area. Selections based on fieldwork and the business database, as well as through consultations with Paul Lord (co-coordinator with Scott for the planning process) and Miriam Chion (Director of the Community Planning for all five areas of the Eastern Neighborhoods). The list contained 18 firms (See Attachment A) and Scott phoned each firm once to invite them to participate. The Department's target for the focus group was six to twelve firms as a good size for an informal discussion of issues and concerns. Follow-up phone calls would be made if the first round did not generate 6-12 participants.

The first round of phoning generated nine interested firms (see attendees below). It also generated interest by the Design Trade Resource Association (DTRA) of the Design Center, but they could not make the preset meeting date. As a result, they offered to set up a second focus group with DTRA firms at the Galleria. Twelve businesses were contacted and seven attended (see Appendix A)

#### **Time and Attendees**

The first meeting was held on July 25, 2002 from 10:30 AM to Noon, at the Golden Gate Disposal Company (900 Berry Street at 7<sup>th</sup> St.). Attendees were as follows:

- NORCAL Waste Systems
- Economy Restaurant Fixtures
- Pacific Rim Sales
- Gift Center Association
- Anchor Brewing Company
- Luther Greulich Cabinet Maker/General Contractor
- MG West
- Center Hardware
- SF Gravel Company.

The second meeting was held on August 1, 2002, at the Galleria. It was organized by Joe Girimonti, Benefit Chair of the DTRA and with R.J. Collections, and it was attended by Jeff Holt, President of the DTRA, and the following businesses:

- JBS Associates
- Kneedler-Fauchere
- Kravet
- McRae-Hinkley
- Shears & Window
- Dunkirk
- RJ Collections

### **The Meetings**

The meetings began with a round of self-introductions. These introductions were followed by a summary presentation about the community planning process underway since February 2002. The summary was followed by discussions begun with questions from the business survey questionnaire (see Appendix B). Once begun, the discussions were animated and group directed around issues and concerns. Key observations are summarized as follows:

- PDR firms are very price sensitive to rent:
- Some firms were pushed out during the *dot.com* boom.
- Some firms are close to leaving the City if rent trends continue.
- Residential compatibility for adjacent land uses ranged from conditionally OK to incompatible.
- Some PDR operations disturb or endanger residents and some are incompatible with schools, churches, and big box retail.
- Resident complaints interfere with operations. Customer parking is very important, as is a safe, clean, and in some cases aesthetically pleasing built environment. Improvements are required.
- Design Center success is highly related to clustering of core showroom and support businesses.
- Will need more showroom design-center type space in the future as businesses grow.
- Public transit is inadequate in the area for employees as well as customers.
- Existing land use is a problem ñ conflicts with new residents and inadequate parking. These factors push for relocation.
- Need to control displacement pressure from non-PDR uses.
- Need parking for business viability.
- Need adequate public transit.
- Need cleaner, safer environment.

## **APPENDIX A**

### **Firms Contacted**

#### **Initial Contact for Focus Group:**

1. NORCAL Waste Systems\*
2. Economy Restaurant Fixtures\*
3. Pacific Rim Sales\*
4. Gift Center Association\*
5. Anchor Brewing Company\*
6. Luther Greulich Cabinet Maker/General Contractor\*
7. MG West\*
8. Center Hardware\*
9. SF Gravel Company\*
10. Design Trade Association
11. Daytona Motors
12. Greyhound Maintenance Yard
13. Pacific Bell
14. Pascual's Furniture
15. Honest Plumbing
16. Jessica McClintock
17. SF Mini Storage
18. Paginini Electrical.

#### **DTRA Initial Contacts for the Second Focus Group**

- 1) JBS Associates\*
- 2) Kneeder-Fauchere\*
- 3) Kravet\*
- 4) McRae-Hinkley\*
- 5) Shears & Window\*
- 6) Dunkirk\*
- 7) RJ Collections\*
- 8) Guy Chaddock
- 9) Wroolie & Co.
- 10) Clarence House
- 11) Sloan Miyasato
- 12) Desousa-Hughes

\* *Indicates attendee at focus group.*

**APPENDIX B**  
**PDR FOCUS GROUP QUESTIONS**  
**Showplace Square ñ Potrero Hill Community Planning Area**

- Own or Investment**     Do you own your building and occupy it or do you rent to other businesses?
- Owners**                 Have you invested in your property recently? What types of investment? What size/type of space rents most quickly?
- Location**                Why is it important for your business to be located in Showplace Square - Potrero Hill Community Planning Area? In San Francisco? Is it important to be close to your customer base? Local suppliers? Similar businesses? Local Labor? Do you need better transportation? More parking? More Space?
- Compatibility of Uses**                    What adjacent uses are compatible with your business? In terms of change of value in land, in terms of noise, space, truck loading, late or early hours of operation? Could you exist next to Housing? Retail? Schools/Institutions? Light Industrial? Heavy Industrial? Office Space?
- Space**                     Are there any specific space requirements for your business? What is the importance of the kind of building you are located in to your business? (loading dock, roll-up doors, etc.) Could you exist on a second floor?
- Citywide**                 How do you compete with land from other industrial areas? Have you seen other businesses move into Showplace Square - Potrero Hill Community Planning Area?
- Customer Base**         Where are your customers located? Percentage in immediate area, San Francisco, Bay Area, and Other areas?
- Suppliers**                Where are your suppliers located? Percentage in immediate area, San Francisco, Bay Area, and Other areas?
- Clustering**              Are there other businesses that you need to be near? Vertical chain,
- Employees**              Where do your employees live? How do they get to work?