








Legend


- 1 Children (0-18)
- 2 Young adults (18-30)
- 3 Older adults (over 30)

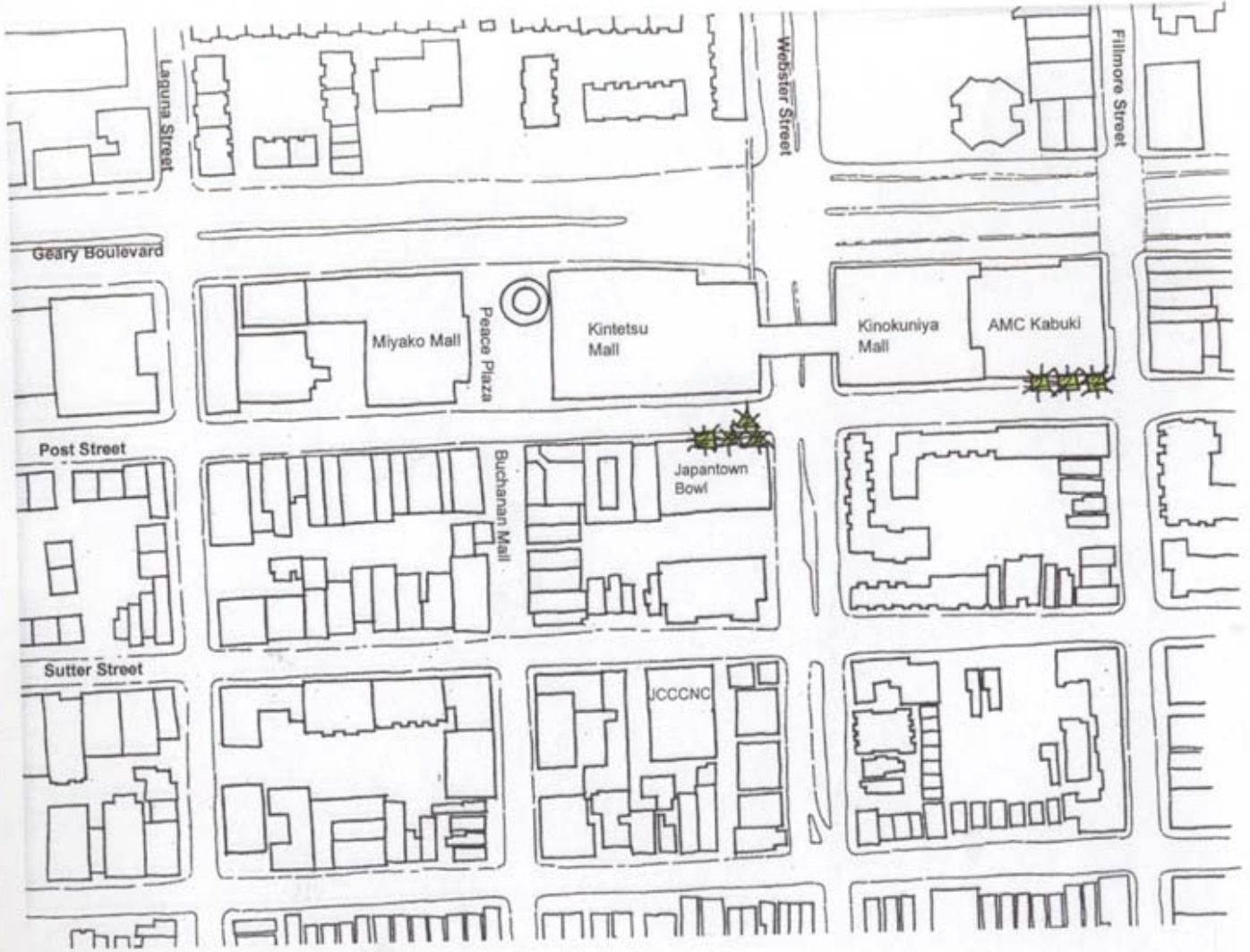
-  Asian Japanese Speaking
-  Asian (English Speaking, not found speaking, speaking other languages)
-  Other

-  Sitting, Sitting and Reading
-  Standing
-  Window Shopping
-  Eating, Sitting and Eating

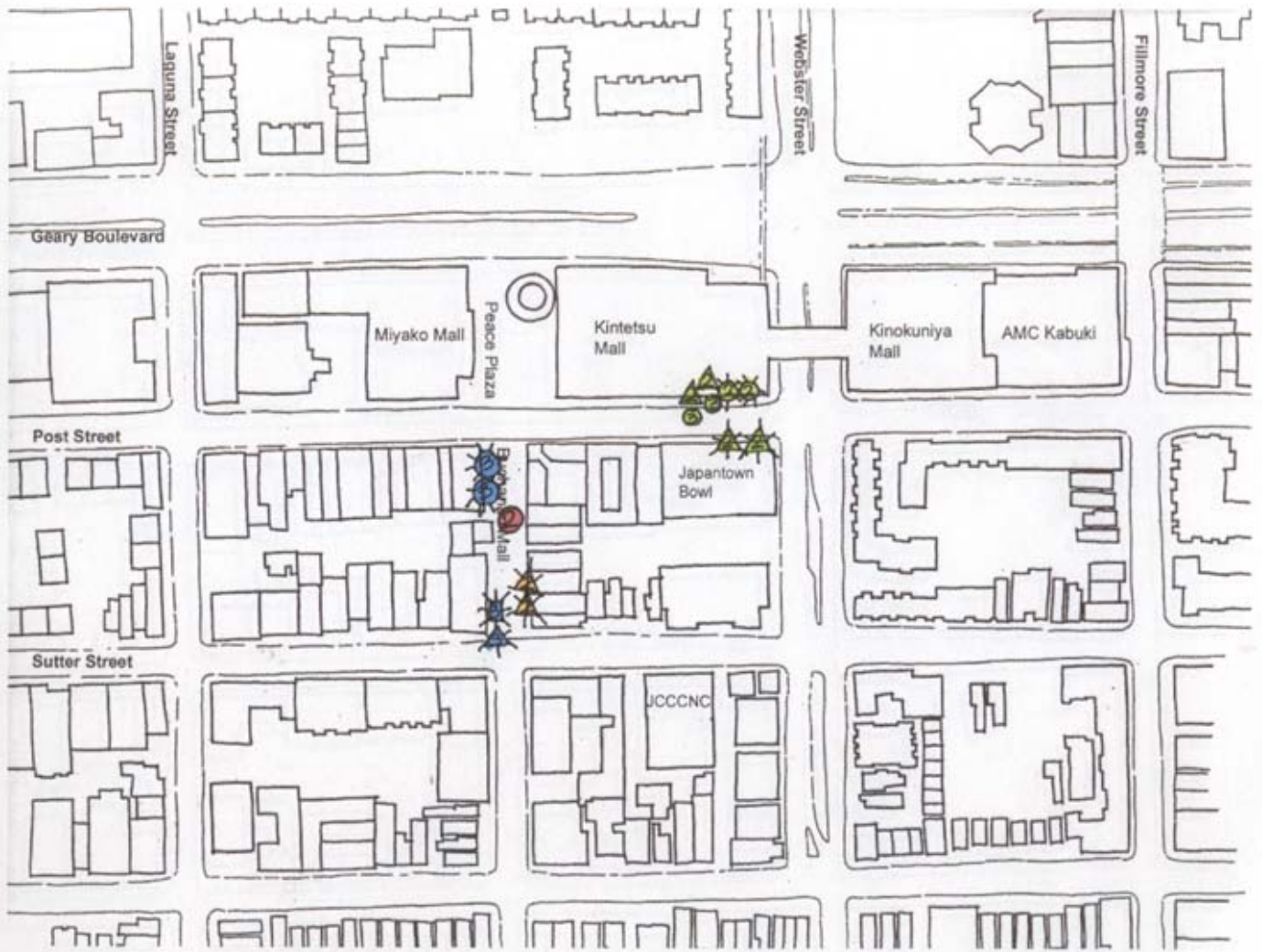
-  Talking

Example

-  Japanese speaking young adult who is eating



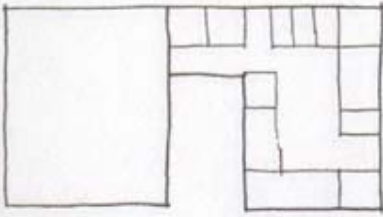
Observation Mapping -- Thursday, October 30, 1999, 7:00 pm



Observation Mapping -- Friday, September 24, 1999, 3:00 pm

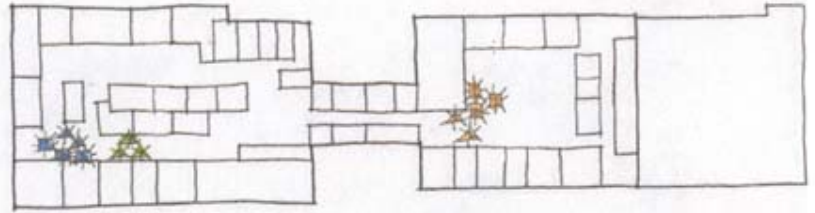


Observation Mapping -- Saturday, October 16, 1999, 2:00 pm



Miyako Hotel

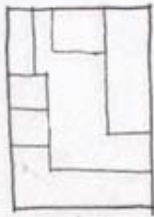
Miyako Mall
Upper Level



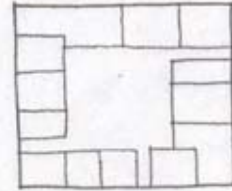
Kintetsu Mall

Kinokuniya Mall
Upper Level

AMC Kabuki

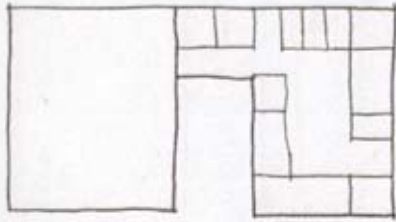


Miyako Mall
Lower Level



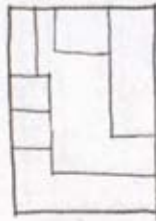
Kinokuniya Mall
Lower Level

Observation Mapping -- Thursday, October 30, 1999, 7:00 pm

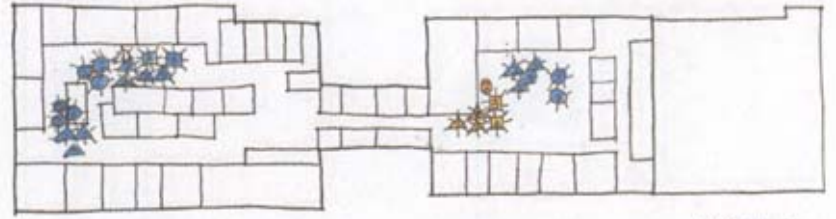


Miyako Hotel

Miyako Mall
Upper Level



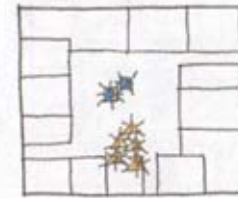
Miyako Mall
Lower Level



Kintetsu Mall

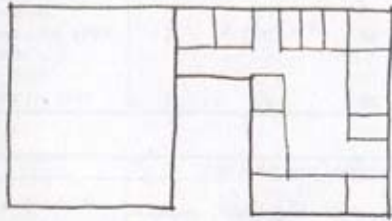
Kinokuniya Mall
Upper Level

AMC Kabuki



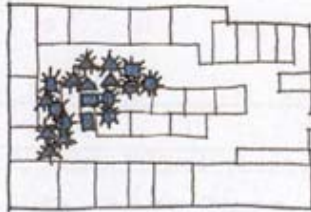
Kinokuniya Mall
Lower Level

Observation Mapping – Friday, September 24, 1999, 3:00 pm

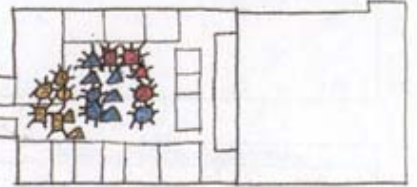


Miyako Hotel

Miyako Mall
Upper Level

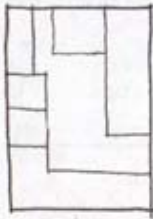


Kintetsu Mall

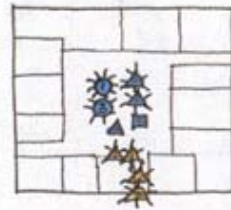


Kinokuniya Mall
Upper Level

AMC Kabuki



Miyako Mall
Lower Level



Kinokuniya Mall
Lower Level

Observation Mapping -- Saturday, October 16, 1999, 2:00 pm

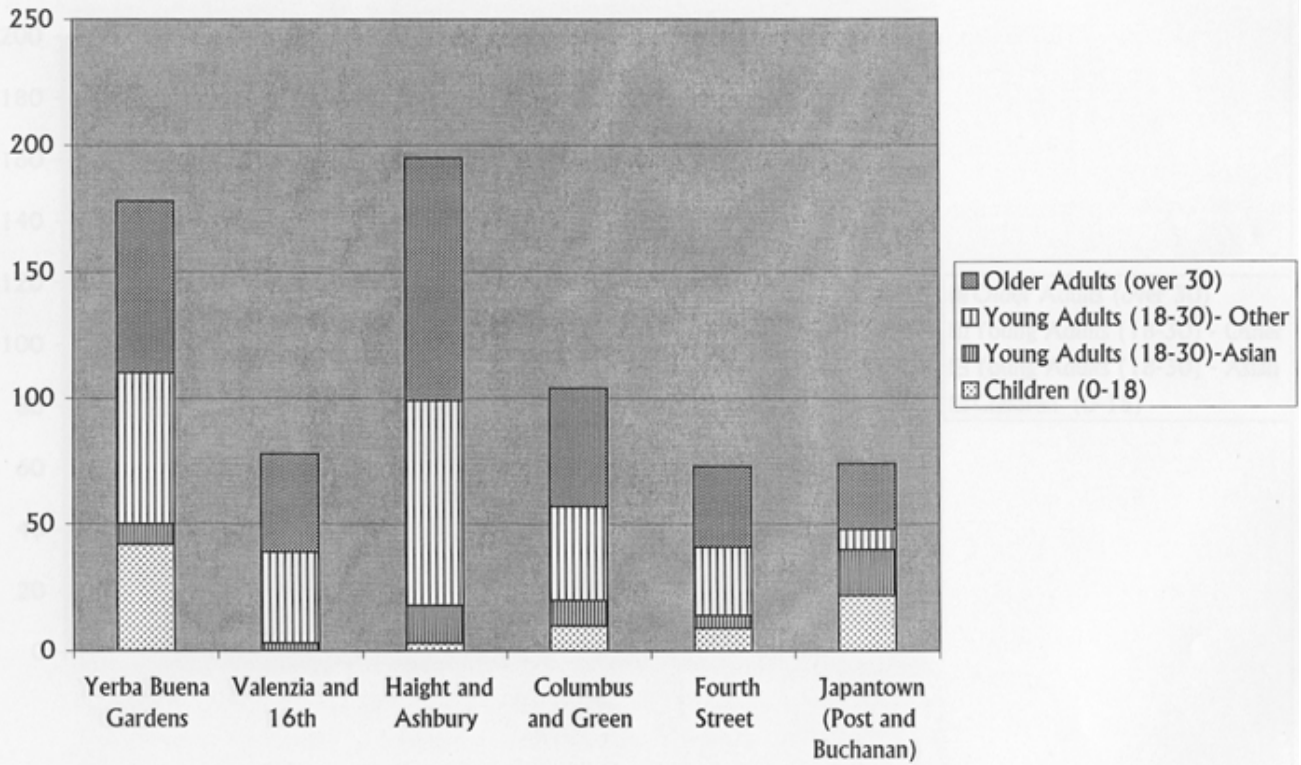
Japantown Pedestrian Foot Traffic												
	Post Street (near Isobune entrance)				Kintetsu Mall (near Isobune entrance)				Buchanan Mall (near People's Video)			
	Children (0-18)	Young adults (18-30)	Older adults (over 30)	Total	Children (0-18)	Young adults (18-30)	Older adults (over 30)	Total	Children (0-18)	Young adults (18-30)	Older adults (over 30)	Total
Thursday 7:00 - 7:15 October 30, 1999	2	29	35	66	11	66	58	135	1	20	22	43
Friday 3:00 - 3:15 September 24, 1999	7	25	42	74	15	56	88	159	8	26	55	89
Saturday 2:00 - 2:15 October 16, 1999	9	20	50	79	17	62	92	171	30	32	63	125

	Post Street (near Isobune entrance)				Kintetsu Mall (near Isobune entrance)				Buchanan Mall (near People's Video)			
	Children (0-18)	Young adults (18-30)	Older adults (over 30)	Total	Children (0-18)	Young adults (18-30)	Older adults (over 30)	Total	Children (0-18)	Young adults (18-30)	Older adults (over 30)	Total
Thursday 7:00 - 7:15 October 30, 1999	3%	44%	53%	100%	8%	49%	43%	100%	2%	47%	51%	100%
Friday 3:00 - 3:15 September 24, 1999	9%	34%	57%	100%	9%	35%	55%	100%	9%	29%	62%	100%
Saturday 2:00 - 2:15 October 16, 1999	11%	25%	63%	100%	10%	36%	54%	100%	24%	26%	50%	100%

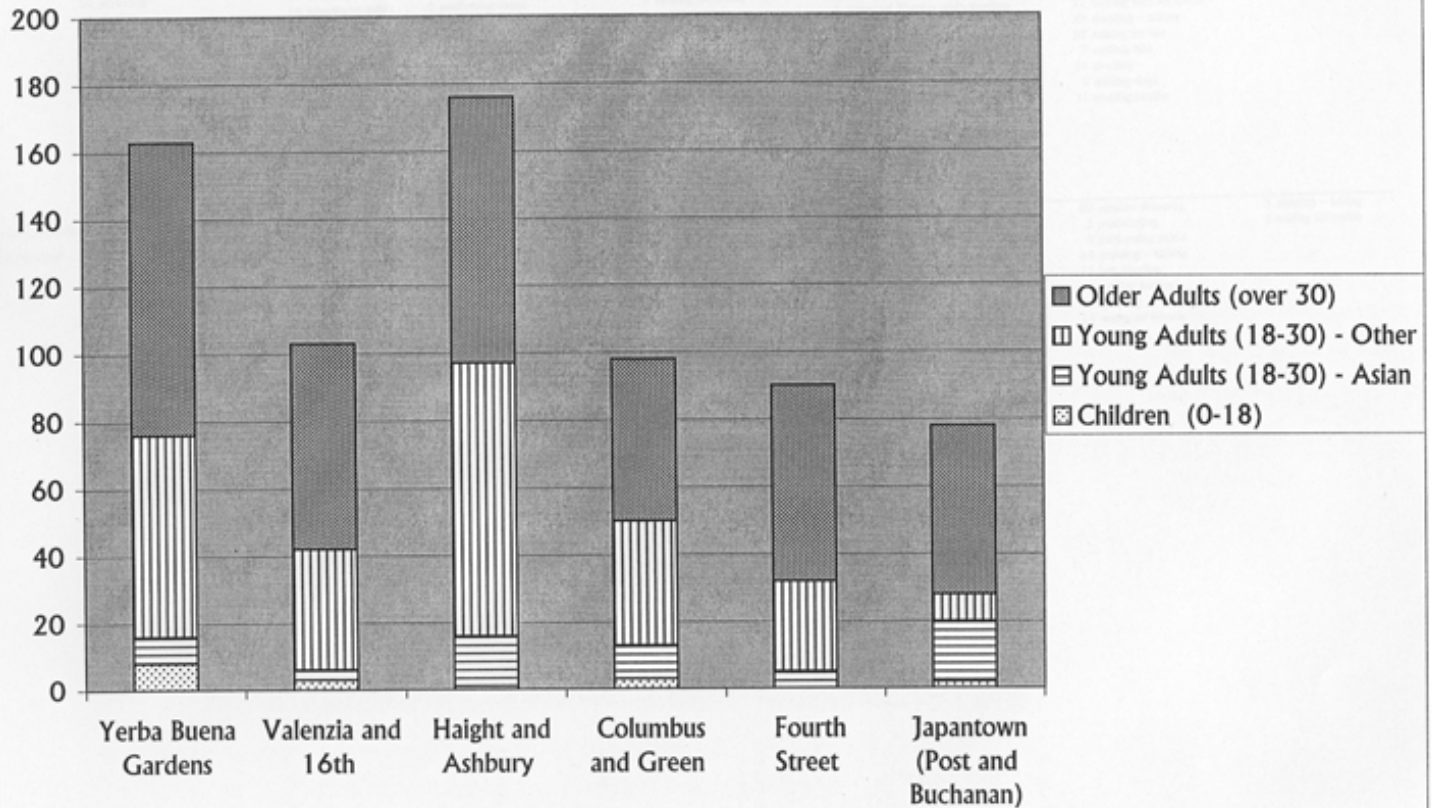
Afternoon Pedestrian Traffic											
	Children (0-18)		Young adults (18-30)						Older adults (over 30)		Total
			Asian		Other		Total				
Yerba Buena Gardens 3:00 - 3:15 February 6, 2000	42	21%	8	4%	60	30%	68	35%	87	44%	197
Valenzia and 16th 1:30 - 1:45 February 6, 2000	0	0%	3	3%	36	36%	39	39%	61	61%	100
Haight and Ashbury 3:30 - 3:45 February 13, 2000	3	2%	15	8%	81	46%	96	54%	79	44%	178
Columbus and Green 3:40 - 3:55 March 13, 2000	10	10%	10	10%	37	35%	47	45%	48	46%	105
Fourth Street 2:00 - 2:15 March 13, 2000	9	9%	5	5%	27	27%	32	32%	58	59%	99
Japantown Post and Buchanan 2:00 - 2:15 October 16, 1999	9	11%	14	18%	6	8%	20	25%	50	63%	79

Evening Pedestrian Traffic											
	Children (0-18)		Young adults (18-30)						Older adults (over 30)		Total
			Asian		Other		Total				
Yerba Buena Gardens 7:45 - 8:00 February 12, 2000	8	8%	19	19%	32	32%	51	52%	40	40%	99
Valenzia and 16th 8:05 - 8:20 March 12, 2000	3	3%	7	7%	36	35%	43	42%	56	55%	102
Haight and Ashbury 8:00 - 8:15 March 19, 2000	1	1%	18	13%	60	43%	78	56%	61	44%	140
Columbus and Green 9:25 - 9:40 March 19, 2000	3	2%	16	11%	67	45%	83	56%	62	42%	148
Fourth Street closed in the evenings											
Japantown Post and Buchanan 8:00 - 8:15 October 30, 1999	2	3%	19	29%	10	15%	29	44%	35	53%	66

Afternoon Pedestrian Traffic



Evening Pedestrian Traffic



	Yerba Buena Gardens	Sony Metreon	Fourth Street	Valenzia 18th to 20th	Columbus Union to Vallejo	Haight	Japantown
Afternoon Activities Observed	5 reading books and newspaper 22 sitting -- talking 15 standing -- talking 9 just sitting 5 dancing 4 playing frisbee 10 protesting 6 sleeping 15 eating and talking 7 eating alone 2 kissing 3 performing music 5 smoking	40 browsing 30 eating and talking 12 eating alone 26 standing in line 36 playing games 44 testing products 11 watching tv 14 listening to music 14 just sitting 37 sitting -- talking 40 standing -- talking 45 just standing	17 standing -- talking 25 sitting -- talking 15 just sitting 10 waiting to be seated 21 eating and talking 14 eating alone 19 window shopping 2 performing music 6 reading newspaper 2 smoking 4 vending -- community/nonprofit 6 pushing stroller 6 walking dog 2 jaywalking	4 moving boxes 15 sitting 9 standing -- talking 6 sitting -- talking 3 just sitting 3 bikes on sidewalk 2 vending flowers 1 vending ice cream 12 waiting for bus 3 building storefront 8 smoking 2 running 26 window shopping 21 talking 2 dog walking 4 panhandling 3 sleeping 5 repairing cars	12 standing -- talking 24 sitting -- talking 8 just sitting 36 eating w/ friends -- restaurant tables 7 walking with cup in hand 4 walking bike 3 performing music 18 waiting to be seated 6 eating w/ friends-- while standing 8 eating alone 2 skateboard 9 smoking 19 waiting for bus 2 jaywalking 22 window shopping 5 panhandling	45 window shopping 15 just sitting 7 panhandling 5 performing music 6 sitting on sidewalk 14 sitting at café tables 15 eating w/ friends 5 eating alone 22 walking with ice cream 24 standing -- talking 27 waiting for bus 7 walking bike 16 smoking 5 walking dogs 11 pushing stroller	1 eating 2 just sitting 6 sitting -- talking 16 standing -- talking 5 window shopping 2 reading newspaper 2 smoking
Evening Activities Observed	8 sitting -- talking 3 just sitting 7 standing -- talking 4 just standing 4 playing by fountain	55 browsing 30 standing in line 35 eating and talking 16 eating alone 33 playing games 39 testing products 12 watching tv 17 listening to music 55 sitting -- talking 37 standing -- talking 22 just standing	20 standing and talking 6 smoking 8 waiting for bus 11 sitting -- talking 3 vending flowers	18 sitting -- talking 14 just sitting 40 eating w/friends -- restaurant tables 22 waiting to be seated 1 performing music 8 waiting for bus 11 smoking 3 panhandling	20 window shopping 3 panhandling 4 performing music 14 standing -- talking 11 just standing 8 waiting for bus 11 smoking 13 eating w/ friends	3 standing -- talking 4 waiting for movie	