AREA DESCRIPTION

1. NAME OF CITY: OAKLAND, CALIFORNIA
   SECURITY GRADE: HIGH BLUE
   AREA NO.: B-11

2. DESCRIPTION OF TERRAIN:
   Level to rolling

3. FAVORABLE INFLUENCES:
   Convenient to local and San Francisco transportation, schools, local shopping district. Good climate, free from high winds.

4. DETRIMENTAL INFLUENCES:
   Mixed types of homes; new, modern and old; heterogeneous.

5. INHABITANTS:
   a. Type: Professional, business men and executives
   b. Estimated annual family income: $2,500-6,000
   c. Foreign-born: No concentration
   d. Negro: No
   e. Infiltration of race: remote
   f. Relief families: None known
   g. Population is increasing: Slowly; decreasing: static

6. BUILDINGS:
   a. Type or types: old or modern
   b. Type of construction: Frame, shingle or stucco
   c. Average age: 15 years
   d. Repair: Very Good

7. HISTORY:
   For example:
   6-ram modern, stucco homes:
   - 1929 level: $7,000-12,000
   - 1933 low: 4,500-7,500
   - 1937 current: 5,500-8,000
   Peak sale values occurred in 1927 and were 102% of the 1929 level.
   Peak rental values occurred in 1927 and were 100% of the 1929 level.

8. OCCUPANCY:
   a. Land: 90%
   b. Dwelling units: 98%
   c. Home owners: 85%

9. SALES DEMAND:
   a. Good
   b. 6 & 7-rms, $6,500
   c. Activity is Fair

10. RENTAL DEMAND:
    a. Good
    b. 6 & 7-rms, $65
    c. Activity is Fair

11. NEW CONSTRUCTION:
    a. Types: 6 & 7-rams detached, avg.
    b. Amount last year: $750, incl. 1st.
    c. Amount last year: 7 in 1936

12. AVAILABILITY OF MORTGAGE:
    a. Home purchase: Ample
    b. Home building: Ample

13. TREND OF DESIRABILITY NEXT 10-15 YEARS:
    Northeastern, up; southwestern, problematic

14. CLARIFYING REMARKS:
    This area is generally known as ROCKRIDGE. It is difficult to prognosticate the future trend of the southern and southwestern areas of this area. The future of the southern extension will probably be determined by the future development of the adjacent undeveloped area, which, for the sake of conservatism, has been hatched BLUE. The southwest portion will probably trend upward for some years and then follow the very old, but respectable 0-10 area into gradual decline.

15. Information for this form was obtained from:

   CITY OF OAKLAND, RECORDS OF BUILDING INSPECTION DEPARTMENT; RALPH E. PRENTICE; CHARLES GWYNN

   Date: 6-15-37

   Date: 6-15-37

   Date: 6-15-37