AREA DESCRIPTION

1. NAME OF CITY: OAKLAND, CALIFORNIA
   SECURITY GRADE: HIGH BLUE
   AREA NO.: B-12

2. DESCRIPTION OF TERRAIN: Rolling, parts of which are characterized by steep slopes and bluffs, which lend themselves to view home locations and landscaping.

3. FAVORABLE INFLUENCES: Impressively view; well-improved streets. For Catholic families, convenient to fine Catholic School. Zoned single-family residential and restricted as to racial characteristics.

4. DETRIMENTAL INFLUENCES: Lack of adequate transportation; not convenient to shopping or public schools (district has only Catholic School)

5. INHABITANTS: Professional, business men and executives.
   a. Type
   b. Estimated annual family income $3000-7500
   c. Foreign-born No concentration ;
   d. Negro No
   e. Infiltration None
   f. Relief families None known
   g. Population is increasing rapidly; static.

6. BUILDINGS: Detached, single-family fine homes;
   a. Type or types
   b. Type of construction Frame or stucco
   c. Average age Nights years
   d. Repair Very good

7. HISTORY: For example:
   SALE VALUES RENTAL VALUES
   YEAR 3 yr. old: $6500-11,000 $9000 100% $55 - 85 $70 100%
   1920 level
   1933 low 4500-7500 6500 66% 40 - 50 45 64%
   1937 current 6000-9500 7500 85% 45 - 65 65 79%

   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 25 %
   b. Dwelling units 98 %
   c. Home owners 90 %

9. SALES DEMAND: a. Good
   b. Mod. 6-ram home $7500
   c. Activity is Good

10. RENTAL DEMAND: a. Little
    b. 6-room home, $55
    c. Activity is Slow

11. NEW CONSTRUCTION: a. Types 6-ram homes, $7650
    b. Amount Last year 91 in 1936

    b. Home building Ample

13. TREND OF DESIRABILITY NEXT 10-15 YEARS: Upward

14. CLARIFYING REMARKS:
   (7) Population increasing due to home construction activity, caused by large amount of speculative building. Rental values are low in proportion to sales values. There have been many Veterans Welfare Board purchases and long term F.H.A. financing; in both cases, amortization payments are less than rent. (10-11c) Rental activity is slow, as most homes are owner-occupied. This area is known as HIGHLAND MANOR and PIEDMONT ESTATES; with better transportation and school facilities, might be accorded (A) GREEN classification. The undeveloped area to the northwest, which is hatched BLUE, may also develop into a GREEN area.

15. Information for this form was obtained from RECORDS OF BUILDING INSPECTOR'S OFFICE:
   THOMAS F. WATSON, CITY OF OAKLAND, CALIFORNIA; RALPH E. PRENTICE
   Date 6-15-37