AREA DESCRIPTION

1. NAME OF CITY: OAKLAND, CALIFORNIA
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: Impressive 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:
   a. Type: Professional, business men and executives.
   b. Estimated annual family income: $3000-7500
   c. Foreign-born: No concentration
   d. Negro: No
   e. Infiltration of (Nationality): None
   f. Relief families: None known
   g. Population is increasing rapidly; decreasing... static.
6. BUILDINGS:
   a. Type or types: Detached, single-family frame homes
   b. Type of construction: Frame or stucco
   c. Average age: N/A
   d. Repair: Very good
7. HISTORY:
   a. Land: 25 %
   b. Dwelling units: 98 %
   c. Home owners: 90 %
8. SALES DEMAND:
   a. Good
   b. Mod.: 6 rm home $7500
   c. Activity is: Good
9. RENTAL DEMAND:
   a. Little
   b. 6 room home: $55
   c. Activity is: Slow
10. NEW CONSTRUCTION:
    a. Types: 6 rm homes, $7650
    b. Amount Last year: 91 in 1936
11. AVAILABILITY OF MORTGAGE:
    a. Home purchase: Ample
    b. Home building: Ample
12. TREND OF DESIRABILITY NEXT 10-15 YEARS: Upward
13. 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 Veteran's Welfare Board purchases and long term F.H.A. financing; in both cases, amortization payments are less than rent. (10-c.) 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 hashed BLUE, may also develop into a GREEN area.
14. 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