AREA DESCRIPTION

1. NAME OF CITY: OAKLAND  
2. DESCRIPTION OF TERRAIN: Rolling
3. FAVORABLE INFLUENCES: Zoned for single-family homes; convenient to grammar schools and junior high school; good view; very good climate
4. DETRIMENTAL INFLUENCES: Distance to local and San Francisco transportation; lack of adequate local shopping centers; distance to high school
5. INHABITANTS: Minor executives, professional  
a. Type and business men  
b. Estimated annual family income  
   $2,250 - 3,600  
c. Foreign-born concentration  
   No  
d. Negro concentration  
   No  
e. Infiltration of lower grades: No  
f. Relief families  
   None known  
g. Population is increasing rapidly; decreasing __________ static.
6. BUILDINGS:  
a. Type of construction and story detached  
b. Type of construction  
   Good; stucco  
c. Average age of homes  
   Six (new to 10) years  
d. Repair  
   Good
7. HISTORY:  
   a. 6 room home:  
      SALE VALUES  
      RENTAL VALUES  
      YEAR  
      RANGE  
      PREDOMINATING $  
      RANGE  
      PREDOMINATING $  
      1929 level Same as 1937  
      6,750 100%  
      50.00 - 60.00  
      55.00 100%  
      1933 low 4,500 - 6,250  
      6,000 74%  
      37.50 - 47.50  
      40.00 73%  
      1937 current 5,500 - 7,500  
      6,750 100%  
      47.50 - 57.50  
      50.00 91%  
      Peak sale values occurred in 1930 and were 100% of the 1929 level.  
      Peak rental values occurred in 1950 and were 100% of the 1929 level.
   b. Type of construction  
      Average age  
      Six (new to 10) years  
      Repair  
      Good
8. OCCUPANCY:  
   a. Land  
      50%  
   b. Dwelling units  
      100%  
   c. Home owners  
      95%  
9. SALES DEMAND:  
   a. Good  
   b. 6 room home  
      $6,500  
   c. Activity is  
      Fair
10. RENTAL DEMAND:  
   a. Fair  
   b. 6 room home  
      $50  
   c. Activity is  
      Fair
11. NEW CONSTRUCTION:  
   a. Types of homes  
      Average  
      $7,200  
   b. Amount last year  
      Seven in 1936
12. AVAILABILITY OF MORTGAGE FUNDS:  
   a. Home purchase  
      ample  
   b. Home building  
      ample
13. TREND OF DESIRABILITY NEXT 10-15 YEARS:  
   Upward  
14. CLARIFYING REMARKS:  
   Building activity began in this area in 1930 to 1932, when prices were low. Houses built were of better type and sold mainly for about $6,000, with some as high as $8,250. There was no great decline here, so the new houses for sale in 1933 competed favorably with older homes in other districts, where large decline from top values had taken place. It is thought the average cost of new homes, $7,200, including lot and financing, may constitute an over-improvement. The upper part of this area is known as WILSHIRE HEIGHTS. A speculative builder, Mr. F. T. Dooley, has built most of the new homes in this area. Most of the new construction has been financed with F.H.A. loans.
15. Information for this form was obtained from  
   Arthur L. Coard, City of Oakland, Records of  
   Building Inspector's Department; County of Alameda, Assessor's Office: R.E. Prentice.
   Date June 15 1938