AREA DESCRIPTION

1. NAME OF CITY: OAKLAND

2. DESCRIPTION OF TERRAIN: Rolling; streets platted to minimize grades

3. FAVORABLE INFLUENCES: Homogeneous area of attractive homes; convenient to local and San Francisco transportation, schools, local shopping centers. Fine view, excellent climate. Zoned single-family residential

4. DETRIMENTAL INFLUENCES: Practically none

5. INHABITANTS: Minor executives, office workers, artisans & storekeepers
   a. Type
   b. Estimated annual family income: $2,000 - 4,500
   c. Foreign-born: No concentration
   d. Negro: No
   e. Infiltration of lower grades: No
   f. Relief families: None known
   g. Population is increasing: Yes

6. BUILDINGS: a. Type or types: 5 & 6 room detached
   b. Type of construction: Good; frame and stucco
   c. Average age: 12 (new to 18) years
   d. Repair: Good

7. HISTORY: 6 room - one story home
   - SALE VALUES
     - YEAR
     - RANGE
       - 1926 level $5,000 - 9,000 7,000 100%
       - 1933 low 3,250 - 6,750 4,250 61
       - 1937 current 3,750 - 8,000 5,500 75%
     - PEAK SALE VALUES: 1929, 102% of 1929 level.
     - PEAK RENTAL VALUES: 1929, 100% of 1929 level.
   - RENTAL VALUES
     - RANGE
     - 1926 level: 45.00 - 60.00 60.00 100%
     - 1933 low: 32.50 - 55.00 37.50 62%
     - 1937 current: 37.50 - 65.00 45.00 75%


10. RENTAL DEMAND: a. Good b. 6 room house: $40 c. Activity: Good

11. NEW CONSTRUCTION: a. Types: Avg. 77,000, including 6 room detached 50


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

14. CLARIFYING REMARKS: District known as MADELL PARK. One of the best thought of sections in Oakland for moderate-salaried people. Many of the residents in this section work in San Francisco, as San Francisco transportation is excellent. In extreme northwestern and eastern parts of this area, many homes are of such a standard as to be in GREEN classification. The adjacency of Mills College will tend to stabilize this area for many years to come

15. Information for this form was obtained from W. B. Kyle, City of Oakland, Building Inspector's Office Records: Ralph E. Prentice

Date: June 15