1. NAME OF CITY: ALAMEDA, CALIFORNIA
2. DESCRIPTION OF TERRAIN: Level
3. FAVORABLE INFLUENCES: Convenience to local and San Francisco transportation, local shopping centers, schools and recreational facilities. Zoned single-family residential, except strip along FERNSIDE BOLLYWOOD in northeast part of area, which is zoned for multi-family residences, permitting apartment houses.
4. DETRIMENTAL INFLUENCES: Heterogeneous mixture of old, large two-story houses; predominance of semi-modern one-story cottages and a great many modern bungalows.
5. INHABITANTS:
   a. Type: White-collar employees
   b. Type: High yellow
   c. Foreign-born: Various
   d. Negro: One family
   e. Infiltration of lower grades: Threat
   f. Relief families: Few
   g. Population is increasing: Decreasing
   h. Infiltration of lower grades: Threat
6. BUILDINGS:
   a. Type: Single-family detached
   b. Type of construction: Older: Frame
   c. Average age: 20 (8 to 40) years
7. HISTORY:
   a. One-story 5-10-year-old bungalow: Preferred
   b. Estimated annual family income: $1800-3600
   c. Negro: One family
   d. Relocation: (Yes or No)
   e. Infiltration of lower grades: Threat
   f. Population is increasing: Decreasing
8. OCCUPANCY:
   a. Land: 95%
   b. Dwelling units: 98%
   c. Home owners: 35%
9. SALES DEMAND:
   a. Good
   b. 5-10-year-old bungalow: $3750
   c. Activity is: Good
10. RENTAL DEMAND:
    a. Good
    b. 5-10-year-old bungalow: $3750
    c. Activity is: Good
11. NEW CONSTRUCTION:
   a. Types: Single-family detached
   b. Amount last year: $3500 to $7000
12. AVAILABILITY OF MORTGAGE LENDS:
    a. Home purchase: Limited
    b. Home building: Limited
13. TREND OF DESIRABILITY NEXT 10-15 YEARS: Indefinable
14. CLARIFYING REMARKS: One colored family has lived in southern part of this area for many years. There are several blocks in various parts of this area which could be classed as SLUM, but proximity to detrimental influences and mixture of older type homes prohibits that. Most of the above new construction was in the very northern part of area, along FERNSIDE BOLLYWOOD from TRESIDON PLACE TO PEARL STREET. This large, irregularly shaped area should be regraded in the course of a few years to reflect changing zoning ordinances and possible development. There is a threat of industrial invasion in the northern part along the Tidal Canal.
15. Information for this form was obtained from: John F. Ward, Realtor, Alameda; R.H. Rogers, Building Inspector, City of Alameda; Ralph E. Prentice; F. D. Conner, Vice President Federal Savings & Loan Association.