This area adjoins Golden Gate Park on the north, has a rolling topography, and is 95% built-up.

It is in the Sunset District and is inhabited largely by business men of the junior executive type, "white-collar" workers, and skilled mechanics, having an income range of $1800 to $5,000. There are no racial concentrations, and threat of infiltration of this character is remote. A high degree of maintenance is in evidence in the area. The improvements consist of single-family frame and stucco row and detached bungalows and two-story residences. There is a high percentage of owner-occupancy in the area and but little vacancy. The area is zoned second-residential, but there are no apartment houses, and owing to a high degree of development, but little likelihood of there being any. Primary grade schools are convenient, but high school facilities are at some distance. Transportation facilities are good, and its nearness to Golden Gate Park and the beaches is a beneficial influence. The blocks bordering Sunset Boulevard are particularly attractive, and the area as a whole should be graded a "high blue". A standard six-room house in this area would have sold for $7500 in 1929, $4500 in 1933, and is currently selling for $6750. The same home would have rented for $70 in 1929, $40 in 1933 and $60 now.