This large area of some 84 blocks, which is 70% developed, is situated on what was formerly sand dunes and still maintains that rolling topography. It is inhabited largely by "white collar" workers, business men of the junior executive type, and skilled artisans, having an income range of $1800 to $3600 a year. There are no racial problems, and the likelihood of there ever being is remote. The improvements uniformly consist of stucco and frame, row, five and six-room houses and bungalows, with full basement for garage space, valued at from $6,000 to $7,000 and ranging in age from new to 10 years old. It is zoned second-residential, but there are no apartment houses and very few flats in the district, nor is it believed that they will ever be numerous on account of the distance from the city center and the amount of the development which has already occurred. There are apparently no vacancies in the area, which is 90% owner-occupied, and maintenance shows a high degree of pride of ownership. There are two grade schools in the area, and high school facilities are convenient. A car line and a bus line traverse the area, and another car line runs the length of its northern border. Nearby parks and recreational areas add to the attractiveness of the area. A majority of houses were erected by speculative builders, and the impression was gained that they were "built to sell". However, the architecture is good, and there is apparently little sales resistance. There is said to be an excellent demand for property in this area at current prices. F. H. A. Title II loans are numerous in this area.

It should be stated that in all these Sunset and Parkside Districts, at certain seasons of the year there are heavy fogs and high winds, which are a distinctly detrimental factor.

A standard six-room house in this area would have sold for $7500 in 1929, $5000 in 1933, and is currently selling for $8500. The same home would have rented for $65 in 1929, $45 in 1933, and $67.50 now.