This area of some 40 blocks is approximately 70% developed and is situated on what was formerly sand dunes. There is a rolling topography which slopes to the west and south, affording a view in many instances of the Pacific Ocean. Though the land was subdivided some 50 or 60 years ago, the street improvements have been completed within the last 15 years, and 95% of the improvements erected in this area are not more than 12 years old. There is a brisk building activity taking place in this area at the present time, and the character of improvements is generally uniform, being of the one-story and basement, stucco, five and six-room bungalow type, with a cost range of from $4,000 to $6,000. Most of the homes were erected by speculative builders; however, the architecture is pleasing, and there is a good degree of marketability. The inhabitants are largely "white collar" workers, business men of the junior executive type, and skilled artisans, having an income range of from $1800 to $6,000 per year. The area is zoned second-residential, permitting flats and small apartments; however, the buildings are practically all single-family residences. There are no racial problems, and the likelihood of there ever being is remote. There are very few vacancies in this area, and it is 90% owner-occupied and shows a good degree of pride of ownership. School facilities and transportation are satisfactory. It should be stated that in all the Sunset and Parkside district at certain seasons of the year there are heavy fogs and winds which seemly are not a great deterrent, as property in these districts sell readily at advancing prices. A great deal of the financing in this area is accomplished by use of F. H. A. Title II loans. A standard six-room house in this area would have sold for $7,000 in 1929, $4500 in 1933, and is currently selling for $6,000. The same home would have rented for $65 in 1929, $40 in 1933, and $55 now.