This area of 49 blocks, laying along the south side of Golden Gate Park at the beginning of what is known as the Sunset Section, is admirably suited for residential construction. It rises gradually from an elevation of 225 feet at its western boundary to some 325 feet in its eastern part. Its topography is generally rolling without any steep slopes or bluffs. Its inhabitants consist largely of small business men, skilled artisans, "white collar" and service workers, having incomes ranging from $1500 to $3600. There are no racial concentrations in the area, and it is not believed that there is any immediate threat of the infiltration of foreign elements.

The development of the area, which began some 30 years ago, has been heterogeneous in the extreme, and while the improvements consist largely of single-family residences of mixed types, having a cost range of from $4,000 to $6,000, there are also numerous apartment houses and flats. The area is zoned second-residential, but as will be seen from the map, there is quite a business district in the area. In many parts obsolescence is very much in evidence, and maintenance in the whole area is below par. It is a definitely declining area, and owner-occupancy is lower here than in most other sections of the city, being not to exceed 35% with about 4% vacancy in the single-family residences. It is ideally located, transportation facilities are good, schools of all grades are in close proximity, and it abuts Golden Gate Park. There are no detrimental influences. The area is practically 95% built-up, and it is believed that it will gradually be given over to moderate-priced apartments and flats. Owing to its declining tendencies, great care is exercised in making loans in the area, and they are usually made upon a quite restricted basis.

A standard six-room house in this area would have sold for $7500 in 1929, $4000 in 1933, and is currently selling for $6250. The same home would have rented for $70 in 1929, $40 in 1933, and $60 now.