This area lies in the western end of the Sunset District and has a rolling topography. It is largely inhabited by "white collar" workers, and skilled and semi-skilled laborers having an income range of from $1500 to $2500. The area is free from undesirable racial conditions and any threat along this line is considered remote. The development of part of this area has been extremely heterogeneous; this applies particularly to the older dwellings. There is considerably new development taking place at the present time which is of a higher order than existing construction. The district is approximately 60% improved with small houses having a cost range of from $3500 to $5000, the ages of which range from new to 30 years old. Five and six-room frame and stucco row and detached bungalows are the predominant type of new construction. The area is zoned second-residential, and while there are none at present, there is a threat of multi-family dwellings and apartments. There is a 90% owner-occupancy in the area, and there are few, if any, vacancies. The primary schools are available, but high school facilities are distant. Transportation facilities are considered only fair. There is an attractive view of the Pacific Ocean, and it adjoins Golden Gate Park on the south. There is said to be a steady demand for residences in this section, and improvement is going on rapidly. There is, however, a grave question as to the quality of the construction, and it is believed that the district is promotional and the houses are being built to sell. F. H. A. loan applications are readily approved and most of the loans for new construction have been of this type.

A standard six-room house in this area would have sold for $8000 in 1929, $4000 in 1933, and is currently selling for $6000. The same house would have rented for $65 in 1929, $40 in 1933, and $50 now.