AREA DESCRIPTION

1. NAME OF CITY: San Jose, California
   SECURITY GRADE: High Yellow
   AREA NO.: 0-15

2. DESCRIPTION OF TERRAIN: Level with gentle undulation.

3. FAVORABLE INFLUENCES:
   Convenience to transportation, trade schools and shopping centers; zoned single-family residential, with provision for apartments along Lincoln Avenue.

4. DETERMINANT INFLUENCES:
   Evidence of some "Jerry building" in parts of area. Distance to high school facilities. Streets not fully improved.

5. INHABITANTS:
   White collar workers, trades:
   a. Type of job: Executives, Skilled
   b. Estimated annual family income: $1500 to 3000
   c. Foreign-born: No concentration
   d. Negro: No
   (Racial)
   (Yes or No)
   e. Infiltration of Remote
   f. Relief families: Very few, if any
   g. Population is increasing: Moderately decreasing; static.

6. BUILDINGS:
   a. Type or types: 1 to 2 story
   b. Type of construction: Frame and Stucco
   c. Average age: 8 years
   d. Repair: Good

7. HISTORY:
   SALE VALUES
   YEAR | RANGE | PREDOMINATING % | RENTAL VALUES
   1929 level | $3500-7500 | 45% | $2500-5000 | 30% |
   1933 low | 1750-4000 | 22% | 3000-5000 | 28% |
   current | 3000-5000 | 100% | 4000-6000 | 100% |
   Peak sale values occurred in 1933 and were 100% of the 1929 level.
   Peak rental values occurred in 1929 and were 75% of the 1929 level.

8. OCCUPANCY:
   a. Land: 50%
   b. Dwelling units: 85%
   c. Home owners: 75%

9. SALES DEMAND:
   a. Good
   b. 35,000 singles
   c. Activity is: Good

10. RENTAL DEMAND:
    a. Good
    b. 250 singles
    c. Activity is: Good

11. NEW CONSTRUCTION:
    a. Types 8000 to 12,000 multi
    b. Amount last year: 48 singles, 5 multi-family

12. AVAILABILITY OF MORTGAGE FUNDS:
    a. Home purchase: ample
    b. Home building: Limited

13. TREND OF DESIRABILITY NEXT 10-15 YEARS
    Upward
    (Disregarding "eternal" district line)

14. CLARIFYING REMARKS:
    Zoned single-family residential with provision for small trading centers and multi-family dwellings along Lincoln Avenue and Willow Street east of Lincoln. The three blocks in the extreme northern portion are outside of the city limits and unzoned. A considerable portion of the area is protected by deed restrictions. Real estate selling in some of the area's subdivisions was evidently of a "high-pressure" type and left much to be desired. Recent developments and sales efforts, however, have been along more ethical lines and indicates a tendency to better the general tone of the area. The area is better stabilized, a regrading will undoubtedly result in an upward higher classification to some parts of this area.

15. Information for this form was obtained from W.L. Armstrong, A. Banker.

J. B. Pen, Ralph B. Peet, Jr., Map of San Jose, Plan Dept.

Date: September 1, 1937