

# WEST PHILADELPHIA DEMANDS WOODLAND AVENUE ELEVATED AND FREE TRANSFERS

## WOODLAND 'L' WILL BE BOON TO PUBLIC IN TIME-SAVING

Southwest Demands Rapid Transit System That Will Give Darby Section Advantages of Residents Farther North.

Five-Cent Fares, Free Transfers and High Speed Will Save Passengers Many Thousands of Dollars Yearly.

The Woodland avenue elevated line will save passengers \$122,000 a year in time (815,683 hours at 15 cents an hour). The abolition of exchange tickets will save passengers in and tributary to West Philadelphia \$284,000 per year. The recommended high-speed system will carry passengers between West Philadelphia and every other important section of the city at high speed for five cents. Property owners along the Woodland avenue elevated line will gain millions, as did their neighbors along the Market street elevated when that line was built.

More than 272,000 people who live in West Philadelphia are directly interested in and will be personally benefited by the plan for rapid transit development.

On an average 355,000 passengers travel out of, into and within West Philadelphia every day on the street cars.

It is interesting to note where these people travel to and from daily as ascertained by the traffic survey.

Two hundred and four thousand travel daily between West Philadelphia and the central business district. Many of these, however, take a north or south surface line in the business district to destination, paying an additional 5-cent fare, and their movement beyond the business district could not, therefore, be traced by ticket.

Leaving them out of consideration: Thirty-three thousand travel daily between West Philadelphia and South Philadelphia. Forty thousand travel daily between West Philadelphia and North Philadelphia.

Three thousand travel daily between West Philadelphia and Northeast Philadelphia.

Eighty-five thousand travel daily locally in West Philadelphia.

WOODLAND AVENUE ELEVATED LINE

The Woodland avenue elevated line is designed to extend from a point of connection with the Market street elevated line at 39th and Market streets, via South 39th street and private right-of-way skirting the easterly boundary line of the University of Pennsylvania and of the Woodland Cemetery to Paschall avenue, via Paschall avenue to Grays Ferry avenue, via Grays Ferry avenue to Woodland avenue, and via Woodland avenue and a private right-of-way for a short distance to Darby.

This line will open up a wide area in West Philadelphia for development and will tie into Philadelphia that great outlying district which extends from Darby to and includes Chester.

Director Taylor has pointed out in the Transit Report:

"Philadelphia to remain a great commercial center and to become a greater one must enable people of neighboring communities to reach here and do business here more easily and to better advantage than by building up their own independent business centers, which they will be forced to do, unless Philadelphia takes the matter in hand and gives them easy access to and from her commercial districts."

CENT FARES, FREE TRANSFERS.

Under the terms of the transit program the people who live in the district which will be penetrated by the Woodland avenue elevated line will be enabled to take any surface line leading to and from the stations on the Woodland avenue elevated line and transfer free between these surface lines and the Woodland avenue elevated line for one 5-cent fare.

The payment of this one fare will enable passengers originating on those surface lines to travel by way of the Woodland avenue elevated line and the other lines comprising the high-speed system to take an additional ride on the surface line leading to the high-speed station in a forward direction to point of destination on free transfer without extra charge.

In brief this means that persons living in the southwestern section of West Philadelphia who desire to use the high-speed system will be collected and distributed by surface car lines in the southwestern section of West Philadelphia conveyed to and from the Woodland avenue elevated line, or the present Market street elevated line, over which they will be conveyed to every other station on the high-speed system leading into South Philadelphia, North Philadelphia, Northeast Philadelphia, including Kensington and Frankford, and the Northwestern section, and at the other end of the high-speed journey they will likewise be collected and distributed by the surface car system leading to and from the point of destination, all for one five-cent fare.

TRIPS FROM DARBY FOR 5 CENTS.

The trains on the Woodland avenue elevated line will be run through from Darby to Frankford or Camden without change.

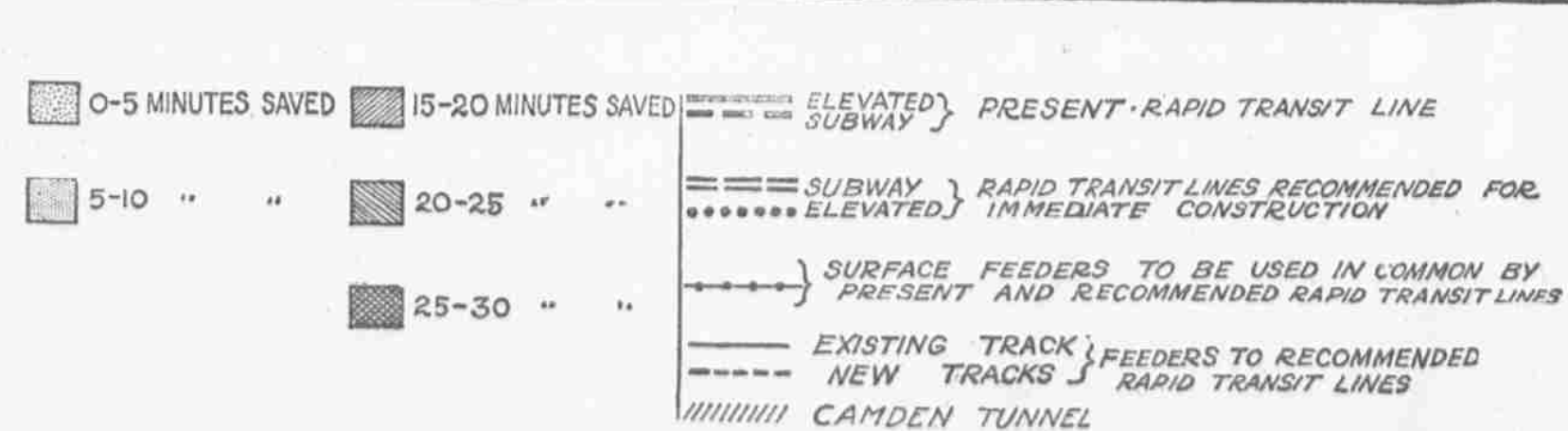
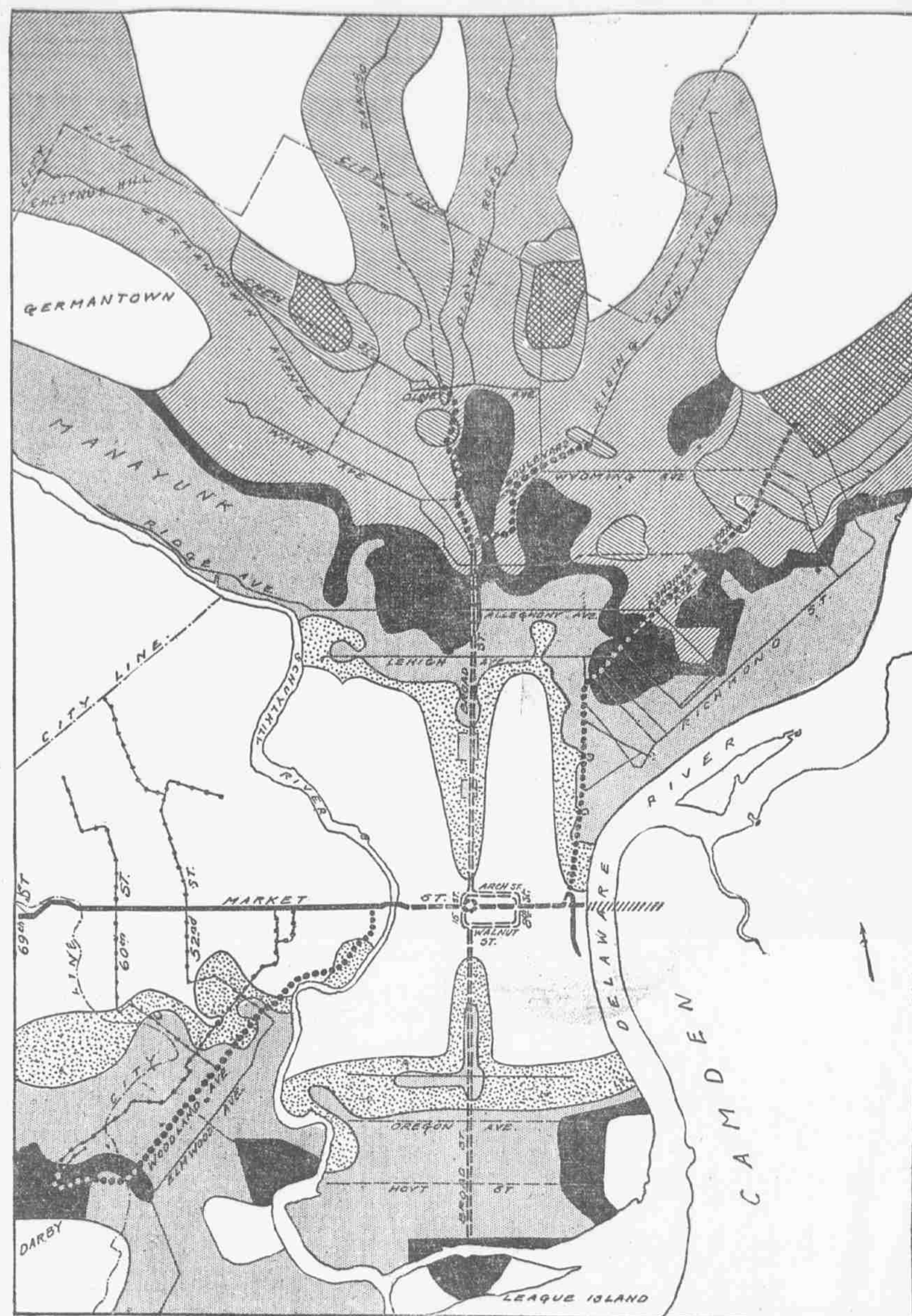
From 39th street and Woodland avenue to Frankford by high-speed for five cents. From 39th street and Woodland avenue to Olney by high-speed for 5 cents.

From 39th street and Woodland avenue to South Philadelphia for 5 cents.

With the privilege to West Philadelphia of using the surface car lines at each end of the journey in a forward direction without extra charge, there can only be one understanding: that the line must be built to and from.

Conclusion: the existing surface lines leading into the southwestern section of

THE TAYLOR RAPID TRANSIT PLAN FOR ENTIRE CITY AT A GLANCE, SHOWING TIME SAVING



West Philadelphia will be eliminated by the Woodland avenue "L" operated in this manner.

The great number of passengers who travel daily between the southwestern section of West Philadelphia and the business district will be enabled to ride comfortably on the existing surface lines with congestion removed, and those who live further out or prefer to use the Woodland avenue elevated line will be enabled to travel more quickly to the business district.

EFFECT ON REAL ESTATE VALUES

It will be of particular interest to residents of the southwestern section of West Philadelphia to anticipate a similar increase in the value of their properties to that which followed the construction of the Market street elevated in the district served thereby.

For the period from 1906 to 1912, the increase in taxable values in all of West Philadelphia was \$9,172,745, or 32.8 per cent, while the increase of taxable values in other residential districts of the city, excluding West Philadelphia, was only 22.2 per cent.

In the 4th Ward, which adjoins Market street on the south, extending from 6th street to City Line, and which is directly served by the Market street "L," the valuation of unimproved real estate in 1906 was \$675,000, although it was only assessed at 50 per cent of that amount.

In 1912 the assessed valuation of the same property in that ward was increased to \$1,875,000 (chassis 100 per cent).

In 1912 it still further increased to \$4,300,000, or a total increase in 12 years of 500 per cent.

This is particularly interesting to the holders of the vast tracts of real estate tributary to the Woodland avenue elevated line, which are undeveloped and which will remain largely unutilized upon as long as they continue to be unavailable for residential purposes by reason of the lack of capacity of the existing lines to carry any more people to and from the district, and the great length of time

necessary to reach such property by street car transportation from the business district.

WHAT RAPID TRANSIT DID FOR NEW YORK.

An exhaustive investigation of the effect of the construction of rapid transit lines on the value of real estate served was conducted by the City Club of New York in 1905, and its report thereon was filed with the Board of Estimate and Apportionment and with the Public Service Commission in New York city.

It discloses the following facts which will be of vital interest to real estate owners in Philadelphia.

The method pursued in arriving at the values was as follows:

Assessment values, as given by the Department of Taxes and Assessments, were taken for the year 1900 on vacant lots on a basis of 60 per cent of full value for district from 7th to Spuyten Duyvil; 6 per cent, between Central Park and the Harlem River, and 40 per cent in the Bronx.

These were compared with the assessment values of 1907 on a 90 per cent basis for all of these districts, and in each case the full value was obtained by relating the assessment figures to 100 per cent. In the districts which were largely built up all vacant lots were listed.

Where there were few buildings, as in the extreme northern portion of Manhattan, a sufficient number of such lots were taken to show the general land values, and from these was figured the total value for the district.

Under the present proposed constitutional amendment, if ratified by the people next year, this annual fixed charge will be reduced from 4.5 per cent to 3 per cent, with a reduction in the annual sinking fund charge from 3 1/2 per cent to 1 per cent. This would make the annual fixed charge on the investment in the Woodland avenue elevated line only \$114,000.

ULTIMATE PROFIT TO CITY.

This annual fixed charge will pay for the entire cost within the term of the bonds, and the city would then own the Woodland avenue elevated line, free and clear of any indebtedness incurred to construct the same, as a great municipal income-producing asset.

The following are certain items in addition to the net income of the Woodland avenue elevated line which may be used in considering the additional indirect offset to the fixed charge.

1. Annual saving to West Philadelphia passengers due to the elimination of exchange tickets under the terms of the program, as stated.

2. Annual saving of time to passengers in the southwestern section of West Philadelphia tributary to the Woodland avenue elevated—\$15,683 hours at 15 cents per hour—\$235,000 annually.

3. Increase of revenue to the city resulting from increase of taxable values in the southwestern section of West Philadelphia.

Special advantages to patrons of the Market street "L" and broad advantages to all of West Philadelphia will result from the adoption of the program.

The construction of the high-speed system will enable passengers using the present Market street elevated to reach any important section of the city by

transit needs in northwest

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already existed to give fair service to these districts, so that the additional facilities had little effect on land value except in the immediate vicinity of subway stations.

The rise in land value along the Broadway branch from 110th to 125th street was much more noticeable, averaging about 70 per cent, but the location of Columbia University at this point affected values to the extent that makes it quite impossible to arrive at any reliable conclusions as to the proportion of rise which could be attributed to the subway.

WHERE LAND VALUES JUMPED.

The situation from 155th street northward, however, is entirely different. Between 155th street, 155th street, Convent avenue and the North River, the land increased in value between 1900 and 1907, about \$17,525,000. Although the elevated road paralleled this district, yet, owing to the topography, the road was of little service, so the subway added very materially to the transit facilities of the locality.

The district between the Harlem and North Rivers from 155th to 175th street increased in value about \$22,400,000; from 175th street to Dyckman street the increase was about \$10,000,000; from Dyckman street to the Spuyten Duyvil the increase was about \$12,100,000. The aggregate rise in the land from 155th street to Spuyten Duyvil was \$44,500,000.

If an estimated normal rise of \$20,100,000, based on the rise of the previous seven years, be subtracted from this, it leaves a rise of about \$24,400,000 apparently due to the building of the subway, which is 104 per cent increase in the value of 1900.

HOW BRONX WAS HELPED.

The rise of land values in the Bronx is likewise very noticeable. Taking the district along the subway, extending in width one-half mile on either side, the increase in land values was as follows: From the Harlem River to Willis and 2d avenues, the rise was about \$5,200,000; from that point to Prospect avenue, about \$22,100,000; from the latter point to Bronx Park, about \$13,500,000.

The aggregate rise of land values for this district from the Harlem River to the Bronx Park was about \$40,800,000. Subtracting from this the aggregate normal rise of \$13,500,000, it leaves an increase of \$27,300,000 due to the building of the subway.

As previously stated, the aggregate rise of land values above 155th street in Manhattan caused by the subway was \$40,800,000. The cost of building the subway from this point to 238th street was \$7,250,000, or but 15 per cent of the actual rise caused by the new line.

In the Bronx the situation was in most respects similar. The aggregate increase in land values of the district extending about one-half mile either side of the subway due to the building of the subway, and in excess of the normal rise of \$13,500,000, was about \$27,300,000. The cost of the line from 154th street to Bronx Park was about \$5,700,000.

COMPARED WITH SUBWAY'S COST

It will be noted that the aggregate rise in land value in Manhattan, from 155th street to Spuyten Duyvil, and in the Bronx, due to the building of the subway, was \$80,500,000. The cost of the entire subway, from the Battery to Spuyten Duyvil and the West Farms Branch to Bronx Park, was but \$43,000,000.

It is particularly important to the holders of real estate tributary to the Woodland avenue elevated line and to the present and future surface lines which will net as feeders thereto, with free transfers, to push the transit development.

The district served by the Market street elevated line has profited largely and disproportionately to other sections of the city by the advantages afforded by rapid transit. It is becoming a big city in itself. Large and prosperous shopping districts have sprung up at 52d and Market streets and 60th and Market streets, with their stores, banks and other industries.

The present rapid transit line running to West Philadelphia has in the last ten years diverted and concentrated the city's growth largely in the district served thereby.

The section served by the Market street elevated is now well built up and prosperous, but the people who use the Market street elevated demand ready access to other sections of the city which the additional high-speed lines will afford.

The people of the southwestern section of West Philadelphia are aware of the advantages already gained by their neighbors who are served by the Market street "L," and they want to share in these advantages, including the privilege of traveling with comfort, convenience and saving of time which will be largely increased when the Woodland avenue elevated and the other high-speed lines are built.

WOODLAND "L'S" ADVANTAGES.

These are all factors which contribute to general prosperity.

The people of the southwestern section of West Philadelphia justly demand that they be placed on a basis of equality with their neighbors.

The Woodland avenue elevated line will effect a saving in time for 57,000 people daily, including those who live tributary to the surface lines acting as feeders.

The present Market street elevated line saves time for 155,000 people daily in West Philadelphia.

The Woodland avenue elevated line, which will serve the people of the southwestern section of West Philadelphia, will cost only about \$4,250,000. The present Market street elevated line with equipment cost about \$20,000,000.

The construction of the Woodland avenue elevated line is undoubtedly a wise investment for the city, as it will involve an annual interest and sinking fund charge of only 6.5 per cent, on about \$4,250,000, or \$278,000.

Under the present proposed constitutional amendment, if ratified by the people next year, this annual fixed charge will be reduced from 4.5 per cent to 3 per cent, with a reduction in the annual sinking fund charge from 3 1/2 per cent to 1 per cent. This would make the annual fixed charge on the investment in the Woodland avenue elevated line only \$114,000.

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Transit Program in Brief

The transit program provides for the operation of all high-speed lines in conjunction with the surface system, which will serve as the agent for the gathering and distributing of passengers using the high-speed lines without extra charge.

Thus the advantages of rapid transit will be extended as equally as practicable to every front door in Philadelphia.

Passengers will be enabled to travel in a forward direction between every important section of the city and every other important section of the city quickly, conveniently and comfortably by way of the combined surface and high-speed lines, regardless of the number of transfers required in so doing, for one 5-cent fare.

Exchange tickets will be abolished.

TRIALS OF TRANSIT

CONVINCING PROOF

OF NEEDED REFORM

Journey From Darby and Return Trip in Crowded Cars Aply Illustrate Deficiencies of Present System.

Standing room only is the rule on the Woodland avenue line, whether you are going east or west, and a ride in either direction would convince any one of the necessity of the improved elevated system as outlined by Director Taylor, of the Department of City Transit. Discomfort and delay are the chief features of the Darby cars as they now exist.

To get the facts an Evening Ledger reporter took the ride both ways, coming in from Darby on the surface-subway line Route No. 11 and going out on the surface line from Front and Chestnut streets.

When the car started at 5:22 a. m. every seat was filled and at 5:32 street two minutes later every strap was occupied by a hanger-on. The best that the most gallant man could do was to surrender his precarious hold to any woman who boarded the car later and, even this favor was thankfully received. The passengers were packed like sardines long before 5:30 street was reached, and it was only the wedge-like formation that kept the standers on their feet.

Among the straphangers were more than a score of little working girls. It could be seen by their careworn faces that they were accustomed to it. They knew that seats were out of the question, so they just hung on or leaned against the edge of a seat whenever the lurching crowd shifted them near one.

CAR PACKED TO LIMIT.

It seemed almost impossible for any more to get in the car when 5:42 street was reached, but at this point and also at 49th street fully two dozen more were added to the crowd.

Still more were taken on at 49th street, but they managed to squeeze in somehow.

The car stopped at intervals before reaching Thirtieth street, and probably half a dozen more were placed somewhere inside.

When the tightly packed passengers were finally landed at the subway, Thirtieth and Market streets, there was a general sigh of relief and a rush for the doors. Then most of them pushed their way into a car of the elevated line and some obtained seats. It was 5 o'clock when the car reached Thirtieth street, and at 5:05 many of the passengers were at Market street ferry, the trip from Darby taking 31 minutes via the surface-subway combination.

ALL-SURFACE NEARLY AS BAD.

To determine whether conditions were any better on the all-surface line, Route No. 13, the reporter took the trip to Darby from Front and Chestnut streets. Conditions were slightly better in this case, but the standing room began at Tenth and Walnut streets, and there was not a seat available until 5:30 and Chester avenue was reached.

From Tenth to Fifteenth the car filled until every available space was occupied. But it was noticed that the westbound passengers did not complain as much as those who rode in town in the morning.

The spirit of quiet resignation was probably due to the fact that the day's work was done and home was waiting for them. Then, too, a good night's sleep would brace them for the morning ride.

The westbound trip started at 5:45 p. m., and ended at the Darby terminus at 6:30. This 45-minute journey to Darby is just 11 minutes longer than the trip in on subway-surface. The Market street elevated subway, from 49th street to Market street ferry, covers practically the same distance in 25 minutes.

Instead of 28 minutes in 45 minutes out, the new rapid transit plan providing for an elevated road will reduce the trip to 14 minutes each way to City Hall, making a saving of 24 minutes for thousands each day.

According to the calculations of Director Taylor, had the high-speed Woodland avenue line to Darby been built in 1912, there would have been a time saving of 4,910,000 minutes in the year. Estimated at a cash value of 15 cents per hour there would have been a saving of \$122,000.

Based upon the growth in population, Mr. Taylor figures that in 1921 there would be a saving of 100,100,000 minutes or a saving in cash value of \$666,000.

It is predicted that when the proposed rapid transit system is completed the Woodland avenue section will grow more rapidly in proportion to present population than any other section of the city. Connection is made at Darby with suburban railways which reach Edgely, Chester and Wilmington. The people of the Woodland avenue district, tributary to the Woodland avenue elevated