

1962

COMPREHENSIVE PLAN

Borough of Jenkintown
Montgomery County, Pa.

Jenkintown Planning Commission

FOREWORD

Following our appointment in 1957, the Planning Commission instituted and has since followed a three-part program of community planning: (1) inventory of current resources, facilities, and problems, (2) formulation of long-range goals and objectives for guiding future change and development into a sound community pattern, at minimum cost and with minimum problems to the residents of the Borough, and (3) assistance to Borough Council in solving current development problems.

In 1959, a Planning Survey Report was prepared, summarizing the findings and conclusions resulting from our initial program of "taking stock" of the Jenkintown community - its characteristics, assets, and problems. Another report, Jenkintown Traffic Study, was prepared the same year, summarizing the findings and recommendations of a special traffic and parking study of the Old York Road business area. In 1960 and 1961, special zoning studies were made, resulting in a comprehensive revision of the Zoning Ordinance, which has been enacted by Council. Much of this Comprehensive Plan is based on and summarizes these and other studies made over a four-year period in the areas of population, land use, traffic and parking, and government finances.

This Comprehensive Plan for Jenkintown has been prepared as a guide for future Borough development. During its preparation, the welfare of the entire community has been kept uppermost in the minds of the Commission. However, no small group working on so broad a program can know the desires, objectives, and values of all of Jenkintown's residents. To improve the Plan, the Planning Commission invites the comments and recommendations of every person who hopes to make Jenkintown a better place in which to live, raise his children, and conduct his business. It is the hope of the Planning Commission that the data and the recommended plans and policies included in the Plan will stimulate the interest of the entire Borough in planning for the future of Jenkintown.

It must be recognized at the outset that planning is more than making a plan. The goals and standards reflected in a plan cannot be accomplished by the Planning Commission or any other single individual or agency. The action phase of planning is in the province of those who decide what actually is built or changed in Jenkintown - Borough Council, the School Directors, the business community, civic and professional agencies, and the citizens of the Borough. It is to these organizations and individuals that this plan is directed with the hope that it will help crystallize policy and provide a sound basis for those decisions which affect the future development of Jenkintown.

Jenkintown Planning Commission

Harold Mueller, Chairman	
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A. HISTORY AND SETTING

Early development came with the Friends Meeting House and a Colonial road system.

While some settlement in the Jenkintown area can be traced back to 1684, it was in 1698 that William Jenkins, a Quaker recently arrived from Wales, purchased and settled upon a large tract of land which included most of Jenkintown's present area. The early years of the 18th Century brought the first real activity to Jenkintown. In 1702 the first Abington Friends Meeting house was constructed on the site of the present building on Greenwood Avenue, just beyond the Borough limits. It was about this time that William Jenkins' son, Stephen, built a house in what is now central Jenkintown. In 1711, Stephen Jenkins was commissioned to lay out Old York Road. During the next 15 years this road, Washington Lane, and the Limekiln Pike (now Walnut Street), became important Colonial highways. The intersections of these three roads, plus the Meeting House, constituted the nucleus of Jenkintown's development into a village. By 1759, maps of the area noted the village as Jenkins Town, named for Stephen Jenkins. The tavern operated by his daughter became a well known lay-over point for the Philadelphia-Bethlehem stagecoach and Revolutionary soldiers.

By the 19th Century, Jenkintown had developed from a crossroads village into a well-serviced Borough. In 1803 the Abington Library was established, and in 1839 the Lyceum Building was constructed. This is the building now occupied by the library, but prior to 1910 it was used mainly for debates and lectures. Other facilities appeared during this period, including the first public school in 1842, and the Philadelphia-Bethlehem Railroad in 1875. In 1874 the town was incorporated as the Borough of Jenkintown. Yet, as of 1880, the population of the Borough was only 810.

It was about the turn of the century that Jenkintown experienced its rapid growth, changing from a rural village of 810 in 1880 to a suburban community of 2,968 in 1910. The changing use of the Beaver College tract constituted an important part of Jenkintown's history during the first half of the 20th Century just as it promises to do during the second half. In 1911, the Beechwood School acquired the buildings previously occupied by the Beechwood Inn, a fashionable resort hotel. In 1925, this school merged with Beaver College which owes its name to the location of its founding, Beaver County in western Pennsylvania.

This brief historical sketch indicates the extent to which factors important to Jenkintown's early development are still vital functions or facilities within the community today. The Abington Friends Meeting, the intersection of major highways, the railroad, and Heaver College will all contribute to major changes within the Jenkintown area in the near future, and constitute important considerations for this Comprehensive Plan.

Today Jenkintown is primarily a suburban residential community and shopping center.

Jenkintown is an attractive residential community of single-family, owner-occupied homes, with a main street commercial area that serves as a regional shopping center. It is located some ten miles north of central Philadelphia at the intersection of U.S. Route 611, Washington Lane, and several other important

connector streets for eastern Montgomery County. It is also the junction for several branches of the Reading Railroad. The Borough is sandwiched between two large Townships, Abington and Cheltenham, which have a combined population of nearly 100,000.

Because Jenkintown is fully developed, the rolling character of its topography is often not apparent. Its elevation ranges from 200 feet above sea level at the Railroad station, and 230 feet at the intersection of Runnymede and Walnut Streets, to 330 feet near the intersection of West and Cedar Streets. This differential is significant for a municipality with a total size of only .55 square miles or 372 acres. The area to the east of Walnut Street is generally more level. The irregular terrain to the west of Walnut Street is an important consideration in planning for utilities, streets, and play areas.

B. POPULATION - CURRENT AND PROJECTED

Jenkintown is in an area of rapid growth.

A knowledge of past community growth, an understanding of the character of current population, and a projection of future growth are basic to any planning program. Since Jenkintown has only limited areas for additional residential development, the ultimate population of the Borough and its distribution can be predicted with reasonable certainty, assuming a given zoning policy. This permits rather precise estimates of the need for certain services which are based primarily on dwelling units and population. Jenkintown's past growth has been small, particularly when compared with the two large Townships which surround it, Abington and Cheltenham. These two Townships have been experiencing very rapid growth, particularly since 1940, and further increases are expected. The table which follows shows the growth patterns of Jenkintown, the Townships, and Montgomery County since 1930:

TOTAL POPULATION, 1930 - 1960, U.S. CENSUS

	<u>Population</u>				<u>Percentage Increase</u>		
	<u>1930</u>	<u>1940</u>	<u>1950</u>	<u>1960</u>	<u>1930- 40</u>	<u>1940- 50</u>	<u>1950- 60</u>
Jenkintown Borough	4,797	5,024	5,130	5,017	5%	2%	-3%
Abington Township	18,648	20,857	28,988	55,831	12%	39%	93%
Cheltenham Township	15,731	19,082	22,854	35,990	21%	25%	57%
Montgomery County	265,804	289,247	353,068	516,682	9%	22%	46%

Jenkintown's area of .55 square miles compares with 14.88 square miles in Abington and 8.75 square miles in Cheltenham.

Census reports provide data on Borough residents.

Analysis of 1960 Census data provide significant information on residents of Jenkintown. The following table compares data on family income and educational levels of Jenkintown residents with the total population of Pennsylvania, the Philadelphia Metropolitan area, Montgomery County, and other Montgomery County municipalities.

COMPARATIVE INCOME AND EDUCATIONAL LEVEL DATA - 1960 CENSUS

JENKINTOWN BOROUGH WITH OTHER AREAS

	1959 Median Family Income	Percent of families with income over \$10,000	Median School years completed persons 25 years of age and over
JENKINTOWN	\$ 8,686	39.8 %	12.3 years
PENNSYLVANIA	5,719	13.9	10.2
PHILADELPHIA METRO. AREA	6,433	19.1	10.5
MONTGOMERY COUNTY	7,632	30.7	12.1
ABINGTON TWP.	8,446	37.6	12.3
CHELTENHAM TWP.	9,985	49.9	12.6
LOWER MERION TWP	12,204	58.7	12.8
NARBERTH BOROUGH	7,803	32.9	12.4
NORRISTOWN BOROUGH	6,305	15.8	9.4
ROCKLEDGE BOROUGH	6,500	16.8	10.0
SPRINGFIELD TWP. (Mont. Co.)	9,236	42.7	12.5

It should be noted that in terms of income and educational attainment, Jenkintown is substantially higher than the State and the Metropolitan area, and is slightly higher than the County. The medians for some municipalities in the County exceed Jenkintown, however.

Other characteristics of Jenkintown's 1960 population are as follows:

1. Race. Of the total population of 5,017, 4,769 or 95 percent were white, with 248 or five percent nonwhite.
2. Nativity and parentage. 3,772 were native born of native parentage; 944 were native born of foreign or mixed parentage; and 351 were foreign born.
3. Employment status. 2,009 residents were employed, 1,185 men and 824 women. Only 19 men and 41 women were reported as unemployed.
4. Male occupations. 514 or 43 percent were employed in professional and managerial occupations. 229 or 19 percent were clerical or sales workers; 148 or 13 percent were craftsmen or operatives; and 155 or 13 percent service workers or laborers. Two percent were not reported.

5. Female occupations. 183 or 22 percent were employed in professional or managerial occupations. 431 or 52 percent were clerical or sales workers; 24 or 3 percent were craftsmen or operatives; 163 or 20 percent were household or service workers. Three percent were not reported.
6. Age distribution. The age distribution of Jenkintown residents in 1960 follows:

<u>Age Group</u>	<u>Male</u>	<u>Female</u>	
Under 5 years	152	157	
5 - 9 years	198	161	
10-14	198	176	
15-19	155	456*	
20-24	73	293*	
25-29	99	96	
30-34	102	112	
35-39	112	146	
40-44	116	147	
45-49	138	171	
50-54	146	209	
55-59	129	190	
60-64	158	197	
65-69	95	171	
70-74	83	130	
75 and over	<u>93</u>	<u>168</u>	
Total	<u>2,047</u>	<u>2,970</u>	<u>5,017</u>

* A total of 380 Beaver College students are included in the female age groups 15-19, and 20-24. These female age groups total 749, compared with 228 in these age groups for males.

A projected population of about 6,000 represents full development.

The two major determinants of Jenkintown's future population are the amount of developable land, and zoning policy. The major short term consideration is the proposed high-rise luxury apartment project on the Beaver College tract. Approximately 500 units are planned for this project, which is in accordance with current zoning regulations. Completion of this project will increase the number of dwelling units in the Borough by one-third. This and other factors pertaining to dwelling unit potential in the Borough result in an estimated "full" population of Jenkintown Borough of approximately 6,000 in the early 1970's computed as follows:

Dwelling units, 1960 Census		1,540
Constructed since 1960	+ 2	
Demolished since 1960	- 3	- 1
Dwelling units, March, 1962		<u>1,539</u>
Proposed apartment project	500	
Estimated additional units resulting from conversions of existing dwell- ings to apartment use	70	
New single family dwellings	12	
Total estimated increase		<u>582</u>
		<u>2,121</u>
Less vacancies - 5% rate assumed	106	
Less demolitions in central business area estimated	30	-136
Estimated dwelling units		<u>1,985</u>
Population per household, estimated		<u>3.0</u>
Population in households		<u>5,955</u>
Add non-household population estimated at 1%		60
Estimated Ultimate Population		<u>6,015</u>

It must be emphasized that this projection assumes construction of the Beaver Tract apartments, and no basic changes in the density controls of the present zoning ordinance. Any major redistricting or/amendments to the residential district use regulations which would open additional areas to multiple dwellings, or a relaxation of the present high standards on conversion into multiple dwellings, will increase the estimated total.

Household size will continue to decrease but at a slower rate.

The following table shows the trends in population and households from 1930 to 1980, the assumed date of full development in Jenkintown. The drop in household population per household or dwelling unit between 1930 and 1960 is very marked. This decline is expected to continue but at a much slower rate. The decline in non-household population to more average proportions is expected with the moving of Beaver College from the Borough.

POPULATION AND HOUSEHOLD TRENDS, 1930-1980

BOROUGH OF JENKINTOWN

	Total Popu.	Non-household Popu.	Household Popu.	Households or Occupied Dwelling Units	Household Popu. Per Occupied D.U. or H.H.
1930	4,797	-	-	-	-
1940	5,024	24*	5,000	1,243	4.03
1950	5,130	402**	4,728	1,415	3.34
1960	5,017	529**	4,488	1,489	3.01
1980	6,015	60	5,955	1,985	3.00

Source: U.S. Census of Population, except as noted

* Estimated

** Includes Beaver College students

C. LAND USE - EXISTING AND PROPOSED

Jenkintown is primarily a residential community.

The accompanying Existing Land Use Map is a record of the present pattern of land uses in the Borough. This basic planning tool provides an index of the relationships of different types of land uses - residential, commercial, industrial, public and semi-public. The information reflected on the map is useful in evaluating opportunities for future development, in analyzing the pattern of circulation from homes to work, school, and shops, and in surveying the pattern of governmental services for each section of the Borough. This general map of land uses was developed from more detailed maps in the files of the Planning Commission, Borough Clerk, and Borough Engineer, and supplemented by direct surveys. The land use map can be kept current by posting changes as permits for new construction, demolitions and use changes are issued by the Building Inspector.

Jenkintown's area of .55 square miles, or 372 acres, is utilized as follows:

	<u>Acres</u>	<u>Percent of total</u>
Streets:	61.0	16.5
Commercial Use	48.0	13.0
Churches and Parochial		
School	5.5	1.5
Beaver College	12.0	3.0
Public Schools	10.0	3.0
Municipal-Parking	1.5	-
Borough Hall		
Fire Houses		
Residential	<u>234.0</u>	<u>63.0</u>
	372.0	100.0

As the land use summary indicates, 63 percent of the total Borough area is devoted to residential use. Single family detached residences predominate, constituting about half of the Borough's housing supply, but occupying more than half the residential area. The remaining half of the dwelling units are located in semi-detached, row, and apartment dwellings. Lot sizes vary from an average of about 2,000 square feet near the commercial area to a range of from 12,000 to 25,000 square feet on the periphery of the Borough. There are relatively few vacant building lots remaining - perhaps enough for 10 or 12 new detached dwellings.

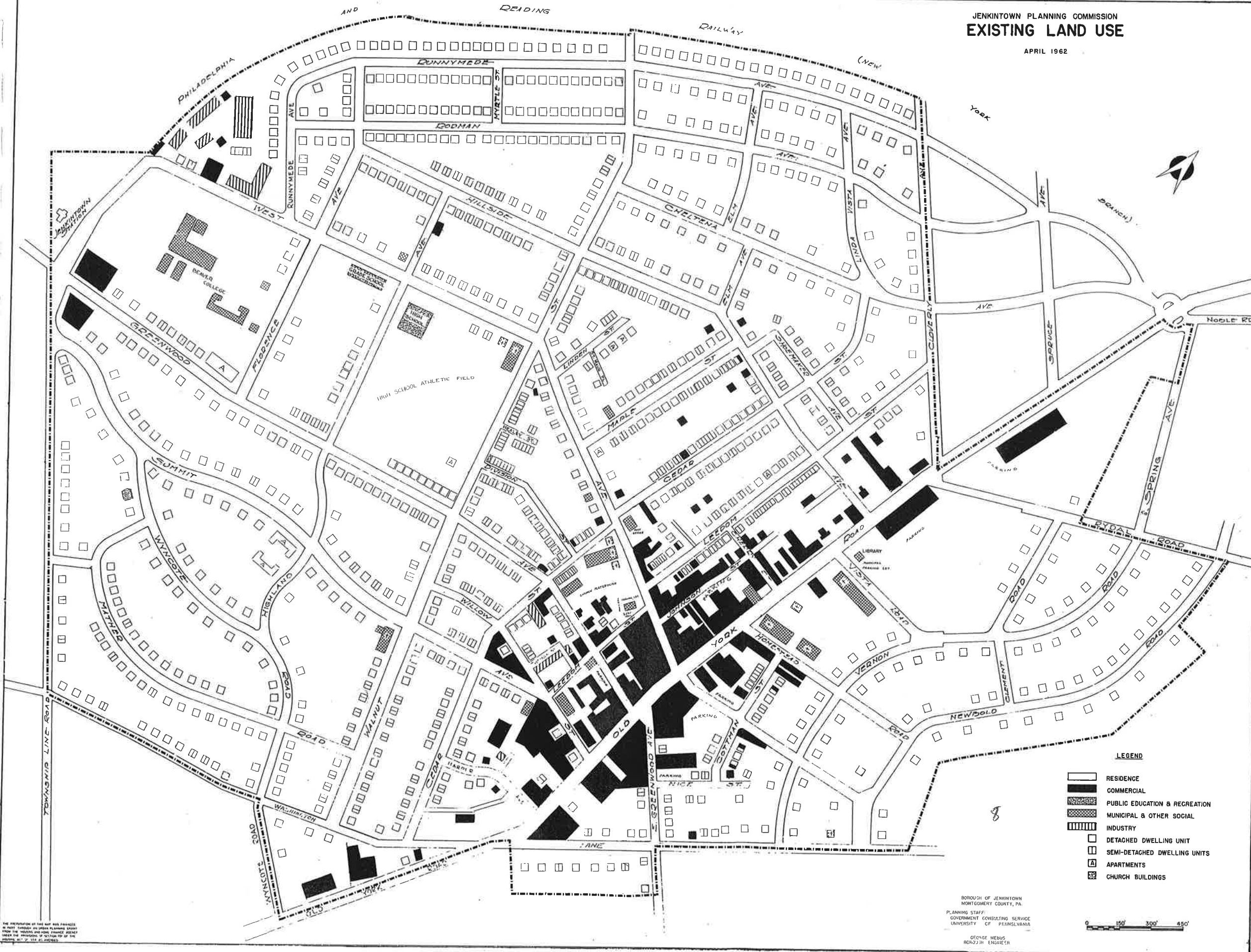
The 61 acres of streets in the Borough, or 16 percent of the total area, is within the normal range of street area in an urban community.

Commercial activity constitutes the other major land use in Jenkintown.

The Old York Road business area constitutes the major non-residential land use in the Borough. A separate section of this report is devoted to the characteristics and plans for this area but the land use map indicates the sizable area it occupies. There is also a small cluster of commercial and light industrial uses in the western part of the Borough adjoining the railroad. Jenkintown has generally avoided the problems of mixture of incompatible land uses. This can be attributed to the adoption and enforcement of a sound zoning ordinance as far back as 1941.

JENKINTOWN PLANNING COMMISSION
EXISTING LAND USE

APRIL 1962



LEGEND

- RESIDENCE
- COMMERCIAL
- PUBLIC EDUCATION & RECREATION
- MUNICIPAL & OTHER SOCIAL
- INDUSTRY
- DETACHED DWELLING UNIT
- SEMI-DETACHED DWELLING UNITS
- APARTMENTS
- CHURCH BUILDINGS

BOROUGH OF JENKINTOWN
 MONTGOMERY COUNTY, PA.
 PLANNING STAFF:
 GOVERNMENT CONSULTING SERVICE
 UNIVERSITY OF PENNSYLVANIA
 GEORGE MEBUS
 RONZINI ENGINEER



THE PREPARATION OF THIS MAP WAS FINANCED BY THE FEDERAL GOVERNMENT THROUGH THE NATIONAL HOUSING ADMINISTRATION UNDER THE PROVISIONS OF SECTION 1702 OF THE HOUSING ACT OF 1949 AS AMENDED.

Public and semi-public land uses occupy the remainder of Jenkintown's land, including the 12-acre Beaver College tract, Jenkintown's elementary and high schools, the Immaculate Conception Roman Catholic School, churches, Borough Hall, two fire companies, the library, and several fraternal organizations. While all of these properties are tax exempt, they are essential components of urban community life. It should be noted that except for the school playgrounds and athletic areas, there are no outdoor recreation or park areas in the Borough.

Changes in pattern of future land use are minimal.

The basic pattern of commercial and residential land uses in Jenkintown is not expected to change substantially. The land use policies of the zoning ordinance and map have been achieved, as a comparison of the existing land use map with the Zoning Map indicates. It is possible, however, for commercial uses to expand in depth from the Old York Road axis to replace existing residential uses. Cottman Street, and parts of Leedom and Cedar Streets, for example, now are in a Commercial District classification. It is expected, however, that both Leedom Street and Cedar Street will retain their residential characteristics, with only a scattering of commercial uses.

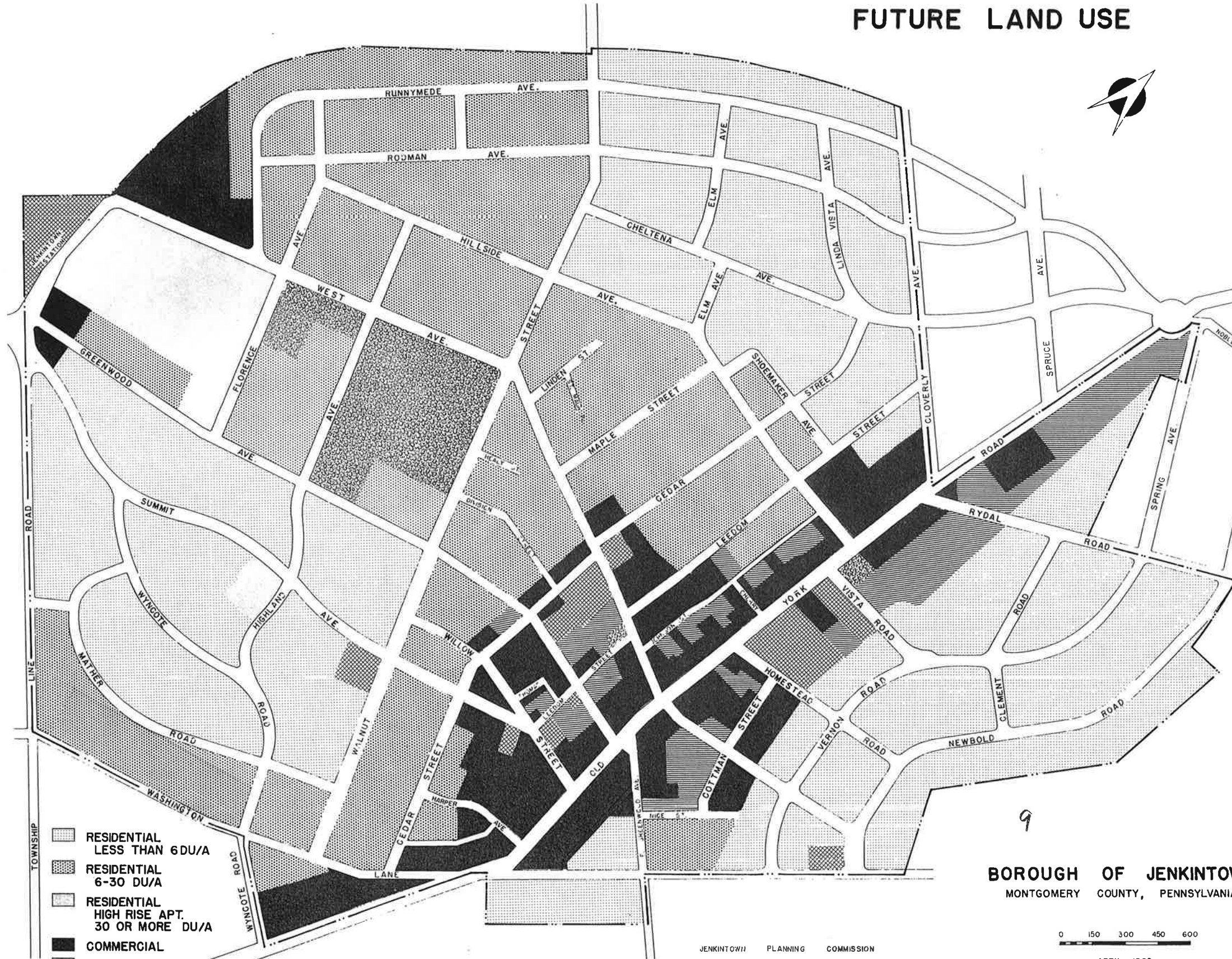
The major land use change in the near future is the construction of the high-rise luxury apartment structure on the Beaver Tract to replace the educational and dormitory use of this area. Borough Council has established special controls over the design and siting of this use. Construction is expected to begin in the fall of 1962.







Another potential influence on land use in Jenkintown is the designation of the Jenkintown Station as one of the major terminals in Operation North Penn, an improved mass transit system utilizing the Reading Railroad. Traffic and parking implications of this development have been noted in the Streets and Parking section of this report.

Replacement of older commercial uses and buildings with new, and obsolete residences with new residences throughout the Borough are expected, but no major re-allocations of land use are anticipated.

The Future Land Use Plan reflects the above considerations.

PROPOSED FUTURE LAND USE



-  RESIDENTIAL
LESS THAN 6 DU/A
-  RESIDENTIAL
6-30 DU/A
-  RESIDENTIAL
HIGH RISE APT.
30 OR MORE DU/A
-  COMMERCIAL
-  PARKING (PUBLIC)
-  OTHER PUBLIC
- SEMI-PUBLIC

THE PREPARATION OF THIS MAP WAS FINANCED IN PART THROUGH AN URBAN PLANNING GRANT FROM THE HOUSING AND HOME FINANCE AGENCY UNDER THE PROVISIONS OF SECTION 701 OF THE HOUSING ACT OF 1954 AS AMENDED.

JENKINTOWN PLANNING COMMISSION
PLANNING STAFF:
GOVERNMENT CONSULTING SERVICE
UNIVERSITY OF PENNSYLVANIA
BOROUGH ENGINEER:
GEORGE MERUS



APRIL 1962

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BOROUGH OF JENKINTOWN
MONTGOMERY COUNTY, PENNSYLVANIA

D. HOUSING

Housing conditions are good in Jenkintown.

Because of the almost complete development of the Borough, the problem of providing adequate direction to new residential growth is no longer a significant planning issue. The question of housing condition, however, is a matter requiring continuous concern. In addition to the detrimental effects of substandard housing to the health and safety of occupants, blighted areas invariably are correlated with increasing municipal costs for police and fire protection, welfare services, and health services, and decreasing property values and tax revenues. Such conditions are seldom static, but tend to spread out and lead to the gradual deterioration and decline of larger areas - further reducing the assessable resources of the Borough.

Fortunately, housing conditions in Jenkintown are good, so the problem primarily is one of conserving and maintaining standards to prevent blight. As the Housing Characteristics table indicates, only 15 dwellings were classified as dilapidated at the time of the 1960 Census, which means that these dwellings were considered structurally unsound or otherwise unfit for human habitation. Six structurally sound dwellings lacked adequate plumbing. In addition, 33 dwellings were classified as deteriorated, which means that extensive signs of inadequate maintenance have appeared. Experience of other communities has been that if necessary repairs are not made promptly, the blight will spread. In cases where owners of dilapidated or deteriorated properties will not voluntarily take corrective action, building, housing, and fire prevention codes can force necessary action.

HOUSING CHARACTERISTICS

BOROUGH OF JENKINTOWN

	<u>1950</u>	<u>1960</u>	<u>Change 1950-1960</u>
<u>Ownership and occupancy</u>			
Total dwelling units	1,439	1,540	+101
Occupied dwelling units	1,415	1,483	+ 68
Owner occupied	985	1,020	+ 35
Renter occupied	430	463	+ 33
Percent owner occupied	69.6	68.7	-

<u>Type of Structure</u>	<u>1950</u> (1)
1 dwelling unit, detached	671
1 dwelling unit, attached (row)	109
1 & 2 dwelling unit, semidetached	395
2 dwelling unit, other	74
3 & 4 dwelling unit	93
5 dwelling units or more	97
Total	<u>1,439</u>

<u>Condition</u>	<u>1950</u>	<u>1960</u>
Sound with adequate plumbing	1,310	1,486
Sound but lacking private bath or toilet or running water	30	6
Deteriorated (2)	-	33
Dilapidated	15	15
Not reported	84	-
Total	<u>1,439</u>	<u>1,540</u>

<u>Year built</u>	
Number reporting (1950)	1,400
1945 or later	10
1940-1944	15
1930-1939	125
1920-1929	425
1919 or earlier	825

(1) 1960 figures not available.

(2) Not included in 1950 Census.

Source: U.S. Census of Housing, 1950 and 1960.

Federal urban renewal assistance is available.

The Federal Government, through its Urban Renewal Administration, provides assistance to municipalities for the elimination of poor housing conditions through renewal. Under the current program, the Federal Government under writes three-fourths of the net cost of acquiring, clearing, and re-planning blighted or slum areas which have reached a stage of deterioration where rehabilitation is not feasible. Net cost is the difference between cost of acquisition, clearance, and re-planning, and the amount for which the land is sold for re-development. Under present law in Pennsylvania, boroughs can participate in such programs only through a county urban renewal agency. Borough officials may want to explore the feasibility of participation in this program with the Montgomery County Redevelopment Authority. Because of the small number of dilapidated dwellings, plus the fact that there is no single concentration of such dwellings which make up as much as a single block frontage, it is believed that this problem can be dealt with through local resources alone. This is, of course, only a preliminary determination based on outside land use surveys, and census data. A structure by structure survey of interior conditions may indicate that participation in the urban renewal program is advantageous to the Borough.

Revision of Building Code, and adoption of Housing Code are recommended.

Since the problem of substandard housing is primarily one of scattered individual residences, it is recommended that the Borough's major approach be through ordinances which can deal with such residences on an individual basis. The most effective tools are an adequate building code and a housing code. The Borough's 1925 building code should be replaced with a modern, performance-type standard building code. The present code does not take into account the design and construction advances which have been made since its adoption.

A housing code should be considered also. Such a code prescribes minimum standards for safe and healthful housing conditions, and applies to all dwelling units in the Borough, including existing units. Standards are included for lighting, ventilation, heating, occupancy requirements to prevent overcrowding, and minimum washing and sanitary facilities. Maintenance requirements are also included to assure that all residential structures are kept in a good state of structural repair with respect to foundations, exterior and interior walls, roof, floors, stairways, porches, etc., and that all sanitary facilities are in good working order. Standard housing codes by national agencies are available for adaptation and adoption by municipalities.

In addition to legal measures, efforts should be continued by such organizations as the Jenkintown Improvement Association and the Chamber of Commerce to stimulate civic pride and interest. Local banking and loan institutions should be encouraged to support home modernization and maintenance efforts, and the Borough should provide such community facilities as clean, paved, well lighted streets, which lend stability to a neighborhood.

E. COMMUNITY SERVICES, FACILITIES AND SCHOOLS

Jenkintown has provided for its citizens the basic services and facilities expected in an urban community. The summary of various services and facilities provided by the Borough which follows is primarily in terms of scope of services and possible future land use and building needs. Recommendations on operations are not within the scope of this report.

Borough administrative services.

The Jenkintown Borough Hall, located on West Avenue at Leedom Street, houses the Borough's administrative offices, Council Chamber, and the Police Department. Most administrative functions are performed by a part-time Borough Secretary. A full-time borough manager plan, now under consideration by Borough Council is supported by the Planning Commission. The main advantage of the present building is the convenience afforded Borough residents by its central location. It is less than adequate in terms of facilities for modern police administration and general municipal administration, however. With the increase in the number of official boards and commissions, the lack of satisfactory conference and meeting space will become more serious. Any addition to the present building would be at the sacrifice of parking space. It will be to the advantage of the Borough to keep in mind the ultimate need for improved office space, and consider some of the few remaining undeveloped areas in the Borough for this purpose. A part of the area on the north side of Vista Road to the rear of the library, for example, should be considered as a site for a new municipal building. It is possible, too, that buildings in the central area will become available which are suitable for municipal offices and meeting rooms. Full utilization of the present Borough Hall site for parking purposes would be consistent with long-term plans to meet parking needs in the area.

Refuse disposal and garbage collection.

Weekly refuse collection service is provided all households in Jenkintown by Borough employees. Combustibles are taken to the Abington Township incinerator, and noncombustibles to a sanitary land fill in Langhorne, under contract arrangements for Borough use of the facilities. The Borough does not collect refuse for commercial establishments.

Garbage is collected twice weekly by private collectors under contract with the Borough. No immediate problems are foreseen in these services, although costs of garbage collection may increase as regulations regarding disposal become more strict.

Water supply.

Water is furnished to all residents of the Borough directly by the Philadelphia-Suburban Water Company.

Sewage disposal.

The Borough owns and maintains sewer lines within the Borough but treatment and disposal is made through Philadelphia facilities on a contract basis. Engineering studies are now being made to assure adequate capacity for the Borough in the future. Sewer rental charges are made by the Borough to cover maintenance and the contract charges made by Philadelphia.

Police, highway, health, and fire protection services.

Other services performed by the Borough include police protection and traffic control, building and plumbing inspection, street maintenance, and snow removal. Council also makes appropriations for the support of the Visiting Nurses Association of Eastern Montgomery County and for support of the Borough's two volunteer fire companies. The location of these companies meets the service area standards of the National Board of Fire Underwriters for both built-up residential areas and mercantile and manufacturing districts. Fire alarm headquarters are maintained at the Borough Hall.

Public school facilities.

Jenkintown is a separate school district which maintains a full educational program, from kindergarten through grade 12. School program and facilities are the immediate responsibility of the elected Board of School Directors. School plant facilities in Jenkintown include a elementary school and a high school, with facilities as follows:

	<u>Elementary School</u>	<u>High School</u>
Grades Served	K through 6	7 through 12
No. of Classrooms	16	26
Special Rooms and Facilities:	Library Auditorium-Gymnasium Cafeteria Health Suite Audio-Visual Education Room Music Room Outdoor Play Area Industrial Arts Area and Mechanical Drawing Room for High School Use	Auditorium Gymnasium Library Cafeteria Audio-Visual Education Room Facilities for instruction in all academic fields as well as Art, Music and Home Economics Outdoor Play Areas
Area of School sites	2 acres	9 acres*

*Includes 1.4 acres in process of being acquired.

The high quality of the Jenkintown School system is best evidenced by a recent evaluation of the Middle-States Association of Colleges and Secondary Schools, which resulted in continued full accreditation of the high school. It is also of

significance to note that 73 percent of the 1961 High School graduates were accepted for further full-time education at colleges, universities, and junior colleges. With a view to improving plant facilities, architectural studies are in process to modernize science laboratories, cafeteria facilities, and other instructional areas, and to relocate or construct new gymnasium and industrial art facilities.

It has been the experience in Jenkintown that approximately 65 percent of the school-age residents of the Borough attend the Jenkintown Public Schools, 33 percent attend Roman Catholic Parochial Schools, and a few attend other private schools. Trends in average daily membership in the public schools are as follows:

	<u>Public School Average Daily Membership</u>						Est. Maximum Borough Enroll.	Est. Plant Capacity*
	1949-1950		1954-1955		Mar. 1962			
	Borough	Tuition	Borough	Tuition	Borough	Tuition		
Kindergarten	35	-	54	-	47	-	60) 416
Grades 1-6	216	5	255	5	332	7	350)
Grades 7-12	228	10	236	14	296	22	360) 572
Total	479	15	545	19	675	29	770) 988

*At 26 pupils per classroom for elementary and 22 pupils for high school.

It should be noted that, as a matter of policy, Jenkintown accepts tuition students only when capacity is available in the desired grade.

Analysis of population trends and the anticipated high-rise apartment on the Beaver College tract indicate that it would not be unreasonable to expect total enrollment of Borough students to reach a possible 1,120, with from 730 to 770 enrolled in the public schools. Only about 25-35 school age children are expected from the proposed apartment. From the planning viewpoint, it should be noted that the present school plant will be adequate in size to accommodate anticipated public school enrollment increases. The elementary school will be used to capacity, but the high school will continue to have available capacity.

It should be noted that, under the provisions of Act 561 of the 1961 Pennsylvania legislature, the Jenkintown School District would be included among the small school districts forced in merger with other districts. Implementation of this legislation is the responsibility of the Montgomery County Board of Education, with final approval of merger plans by the State Council of Education. The Jenkintown School Directors have joined with many other school districts throughout the state in requesting repeal of this Act, or of an amendment under which the need for merger would be determined on other than a school population basis.

School play areas constitute the major public recreation facilities.

Public playground facilities in Jenkintown are limited to those which are part of the public school system. Usable play area at the elementary school is less than an acre and a half, and the playfield and tennis court areas on the high school site total about five acres. These facilities are used as part of the summer recreation program of the School District and the Borough. The tennis courts are also made available for use by residents. These areas are far below the general standards for recreation areas - ten acres of open space per 1,000 population. It is recognized that such a standard is impracticable to apply to Jenkintown. It is recommended, however, that a small playground or tot-lot be considered east of Old York Road, to serve this area which is cut off from the existing play areas by the business district. Such a facility might be located along Vista Road near Vernon, or to the rear of the Episcopal Church. It is assumed that on-site outdoor play areas will be provided for residents of the proposed apartment on the Beaver tract.

For open area recreation use, Jenkintown residents will have to look to Montgomery County facilities, and to such municipal facilities as Abington's Alverthorpe Park, the eastern edge of which is one half mile from the center of the Borough. The Township now owns 85 acres but plans call for expansion to a park of 178 acres. This facility ultimately will provide the full range of passive and active recreational facilities which cannot be provided in a small, fully developed urban community such as Jenkintown. To a lesser extent, Wyncote Park located in Cheltenham Township near the Borough's southern boundary will serve the same function.

Library facilities involve possible changes.

The Abington Library located on Old York Road in the Borough serves an estimated 35,000 persons, including not only Jenkintown but residents of parts of Abington, and Cheltenham Townships. The importance of good library facilities to the cultural life of a community has been recognized in Jenkintown, and each year Council makes an appropriation for its support. Financial support is received also from Abington Township. However, should Abington establish several libraries of its own in the Township, a reduction of the service area of the present facility would result. The existing library would then be primarily serving Jenkintown and a small portion of the adjacent townships. If this is the case, the present collection of about 30,000 volumes probably will be adequate and no sizable plant expansion will be required. Otherwise, if the present facility is to continue to serve a large portion of Abington, then expansion of the present building will have to be considered. With respect to finances, assuming the establishment of libraries in Abington Township appropriations to the Jenkintown facility will undoubtedly be reduced. It should be noted that the new Pennsylvania Library Code provides State grants to local libraries. If the library continues to meet the State standards, these grants will constitute a valuable addition to the budget.

F. OLD YORK ROAD BUSINESS DISTRICT

A sound business community is important to all citizens of the Borough in terms of shopping convenience, employment opportunity, investment, and tax revenue. Preserving and strengthening Jenkintown's business district has a high priority in the deliberations of the Planning Commission. The 1959 Planning Survey Report included an analysis and recommendations concerning the business district. The following paragraphs constitute a summary and up-dating of the background material included in the 1959 report. Other sections of this Comprehensive Plan include recommendations relating to the business district, particularly the STREETS AND PARKING section.

Census figures show the importance of trade to the Borough's economy.

The 1958 U.S. Census of Business provides the most recent accurate picture of commercial activity in Jenkintown. As the table Retail Trade Trends shows, retail sales increased by 90 percent during the 1948-1958 decade and service trade receipts increased by 92 percent. The service trades include such activities as repair shops, laundries, and other business or consumer services.

RETAIL TRADE TRENDS

BOROUGH OF JENKINTOWN 1948-1958

	<u>1948</u>	<u>1954</u>	<u>1958</u>
Jenkintown			
Sales	\$20,458,000	\$33,628,000	\$38,780,000
Establishments	116	125	135
Employees	1,272	1,578	1,956
Montgomery County			
Sales	\$305,330,000	\$455,705,000	\$618,759,000
Jenkintown sales as percent of County	6.7%	7.4%	6.3%

Source: U.S. Census of Business

The relationship of Jenkintown's retail trade to that of Montgomery County is significant. Although total retail sales increased at a greater rate (103 percent) in the County during the 1948-1958 decade, Jenkintown still constitutes an important segment of this trade. Less than one percent of the County's population resided within Jenkintown in 1960; yet the Borough's stores accounted for 6.3 percent of the County's total retail sales in 1958. This was just about the same as the 1948 figure, but less than the 1954 figure of 7.4 percent.

In terms of employment, Jenkintown's retail stores provided jobs for 1,956 people in 1958 and service trade establishments employed an additional 273. Both of these constitute an increase over the 1948 and 1954 employment figures. The 1960 Census data indicate that 229 men and 431 women residing in Jenkintown were employed in clerical or sales positions. While no data are available on locations of such employment, it is known locally that many of these Jenkintown residents are employed by stores and offices in Jenkintown.

The importance of Jenkintown's commercial area to Borough finances should be emphasized. As in noted in Section H, MUNICIPAL FINANCES, 40 percent of all real estate taxes comes from commercial valuations.

Jenkintown competes with near-by shopping centers.

While the above figures indicate that the Jenkintown central business district is a well-established and growing commercial center, there are factors which seriously threaten this position. Jenkintown must share its trading area with four major shopping centers: the centers containing Wanamakers, Lits and Sears to the north along Old York Road, and Gimbels in the Cheltenham center to the south on Washington Lane. In addition, the Strawbridge and Clothier store within the Borough is far enough from the central business district specialty stores to act as a competitor. A proposed Lord and Taylor department store just south of the Borough on the old York Road Country Club will provide additional competition.

The Planning Commission has based its plan upon the premise that population will continue to increase at a substantial rate in eastern Montgomery County, and that the future of Jenkintown's retail area will depend upon its ability to compete with these modern integrated shopping centers for a reasonable share of retail trade occasioned by the population increase. The potential for the continuing prosperity of the business area is indicated by the relatively high median family income data for Montgomery County residents, included in the POPULATION section of this report.

Throughout the nation, older established retail centers similar to Jenkintown have tried many different techniques in recent years as part of the battle to compete with the modern shopping center. These experiments have met with varying degrees of success, which indicates that no single formula can guarantee prosperity. The approach of the Planning Commission has been to inventory the advantages and disadvantages of Jenkintown's central business district through questionnaires and other analyses, and then to develop recommendations to enhance the advantages and minimize the disadvantages.

Jenkintown's competitive advantages.

The following are certain obvious advantages of Jenkintown in terms of competition for retail sales:

1. It is an established business center, with a proven location and existing clientele.
2. "Jenkintown" is a prestige address, with a reputation as a prime shopping district.
3. A greater variety of commercial goods and services is available than is found in the average shopping center.
4. The Borough provides established municipal services and facilities.

5. The area is well served by highways and public transportation.
6. Many customers live within convenient walking distance of the stores.
7. Jenkintown has an established newspaper and a Chamber of Commerce.

Jenkintown business area also has certain disadvantages.

The disadvantages of the commercial area, however, are equally obvious and include the following:

1. Traffic congestion on Old York Road has reached critical proportions.
2. The relationship of Strawbridge and Clothier, the Avenue of Shops, and the proposed Lord and Taylor to the remainder of the commercial area means that Jenkintown is not a "one-stop" shopping center.
3. The central area lacks adequate and convenient parking and loading facilities.
4. Some of the commercial buildings in the central area are functionally obsolete. Demand for second floor retail or service space is extremely limited.
5. Many stores and offices lack attention to shopper conveniences and comfort such as air conditioning and rest rooms.
6. Rentals of commercial buildings may be higher than facilities warrant.
7. A grouping of non-retail uses on York Road, between the Avenue of Shops and Homestead Street, breaks up the continuity of the shopping district.
8. Vacancies of the larger commercial buildings in particular are of long duration, and have an unfavorable psychological effect on prospective tenants.

Successful program requires action by Council and the business community.

There can be little doubt about the need for positive action to maintain and strengthen Jenkintown's position as a major retail trading center. It is also apparent that both the business community and Borough Council must participate. It should be noted at this point that both Borough Council and the Planning Commission have recognized that two of the most important elements in such a program are improvement of traffic circulation and additional off-street parking facilities. Special studies have been made in these areas, the results of which are included in Section 6 of this report, STREETS AND PARKING. While additional parking space, particularly in the central area, is of utmost importance, it must be stressed that off-street parking space alone cannot halt the decline of a shopping area. A growing number of communities are finding that parking areas must be accompanied by alert and progressive merchandising. Modern, attractive shops, with emphasis on customer comfort and services, play significant roles in attracting customers and keeping them.

The changing role of the Old York Road Business area should be noted also. Within the past few years, several major retail stores have left Jenkintown, including Sears and Roebuck, Horn and Hardardt, Food Fair, Acme, Montgomery Apparel, Hanscoms and several small specialty shops. New commercial uses have replaced most of these, however, including a bowling alley, several automobile sales agencies, and office uses.

Specific recommendations relating to the Old York Road business area are as follows:

1. Increase off-street parking space and improve traffic circulation. Specific recommendations on off-street parking sites, suggested priorities among these sites, street improvements, and traffic flow recommendations are included in Section G, STREETS AND PARKING.
2. Enforce strictly the off-street parking requirements of the zoning ordinance, and prohibit reduction of areas now used for off-street parking purposes below minimum requirements.
3. Keep the business district as compact as possible, consistent with demand. Avoid over-extension of commercial districting on side streets which intersect Old York Road.
4. Modernize commercial buildings, and provide such customer comforts and conveniences as air conditioning, rest room facilities, charge account arrangements, and delivery service. Consideration should be given to developing a general plan for unifying the district architecturally. Convenient safe, and attractive access to stores from the rear, particularly from parking areas, should be provided in addition to store front renovation.
5. Increase efforts to attract appropriate commercial uses to vacant stores, particularly high fashion apparel and specialty shops, which attract customers who are in turn prospects for adjacent retail establishments. Attention should be directed to capitalize on Jenkintown's prestige address by making modern office space available for company offices.
6. Increase promotion, publicity, and advertising around the theme of Jenkintown as a complete business center, supported by maps showing main access routes into Jenkintown and the location of parking lots.
7. Consider an economic feasibility or marketability study of the older commercial areas along Old York Road, with a view to determining the possibilities of large scale commercial renewal. Such a study would involve engineering evaluations of the present structures, a determination of kinds of future commercial needs in the Jenkintown region, the economics of "whole block" commercial redevelopment vs. purchase of vacant land in the area for anticipated commercial needs, and the like. The results of such a detailed study should provide guidance in determining whether additional investment should be made in existing commercial structures, the types of new commercial uses to plan for, and the kinds and amounts of capital required for a major commercial renewal. Such a study would have to be regional in scope, and should be done cooperatively with Abington and Cheltenham Townships.

G. STREETS AND PARKING*

Jenkintown has a long history of traffic problems and traffic studies.

One of the major problems facing almost every municipality, whether large or small, is that of providing for the safe and efficient movement of people and goods. Because of a constantly growing population and the tendency of the public to rely on private rather than public forms of transportation, municipalities almost universally are confronted with problems of traffic congestion. Jenkintown is no exception. The two major circulation problems facing Jenkintown officials are the ever-increasing volumes of traffic moving through the Borough on streets which were not designed for such volumes, and the inadequacy of off-street parking spaces in the business area. These traffic and parking problems are not new to Jenkintown, however; they have long been recognized by citizens and Borough officials. Numerous studies have been made and reports prepared. Only a few of the major recommendations of these reports have been carried out, primarily because of the limited financial resources of the Borough. The data, analyses, plans, and recommendations of previous reports, however, have been of great value to the Planning Commission in developing a streets and parking plan for Jenkintown. The reports identified below are of particular significance:

1. In 1946, George B. Mebus, the Borough Engineer, prepared a "Report on Traffic and Parking Survey" for the Jenkintown Borough Council. This report contains a detailed examination of parking facilities and usage, traffic flow patterns and comprehensive data on street widths. On the basis of these data, recommendations were made concerning on-street parking, one-way streets, the location of bus stops, traffic light synchronization, street widenings, bypass routes, intersection improvements, signing and painting.
2. In 1959, Richard A. Overmyer and Bruce Murray, Traffic Engineers, prepared a report entitled "Jenkintown Traffic Study" as part of the current comprehensive planning program of the Planning Commission. The recommendations included in this report deal principally with traffic control measures on Old York Road and Greenwood Avenue, a one-way street pattern, other traffic control improvements on some of the local streets, a measurement of current parking requirements and proposed sites for off-street parking facilities. The off-street parking recommendations of this report form the basis for the parking recommendations of the proposed plan.
3. In 1960, the Pennsylvania Department of Highways published a report entitled "Traffic Improvement Plan For U.S. Route 611 and State Route 263 in Eastern Montgomery County" for the Eastern Montgomery County Planning Committee. This report was based on a comprehensive traffic study of Old York Road throughout its entire length within the County, and part of Easton Road. The material dealing with the Jenkintown section of Old York Road is of value for the Borough Plan. The data include volume counts, accident reports, speed and delay studies, and signal system studies. The major recommendations deal with synchronization of traffic signals, parking controls, bus stops, turn controls and other improvements to Old York Road. It is the synchronization and parking control recommendations which relate to Jenkintown.
4. John S. Gallagher prepared a report entitled "Public Transportation in Montgomery County" for the County Commissioners early in 1961. This document includes a review of the County's current transportation problems with special

* Leslie Williams, Traffic Engineer, served as consultant to the Planning Commission in the preparation of the streets and parking plan.

emphasis on the plight of the commuter rail lines. The recommended plan of action constituted the basis for the establishment of the Passenger Service Improvement Corporation's program in Montgomery County. This program has great significance for Jenkintown, and its local implications will be discussed in a later section of this report.

The recommendations included in each of these reports have been carefully reviewed and evaluated in the context of the current conditions and other comprehensive plan proposals. Many of the features of the street plan proposals, therefore, have been recommended in earlier reports.

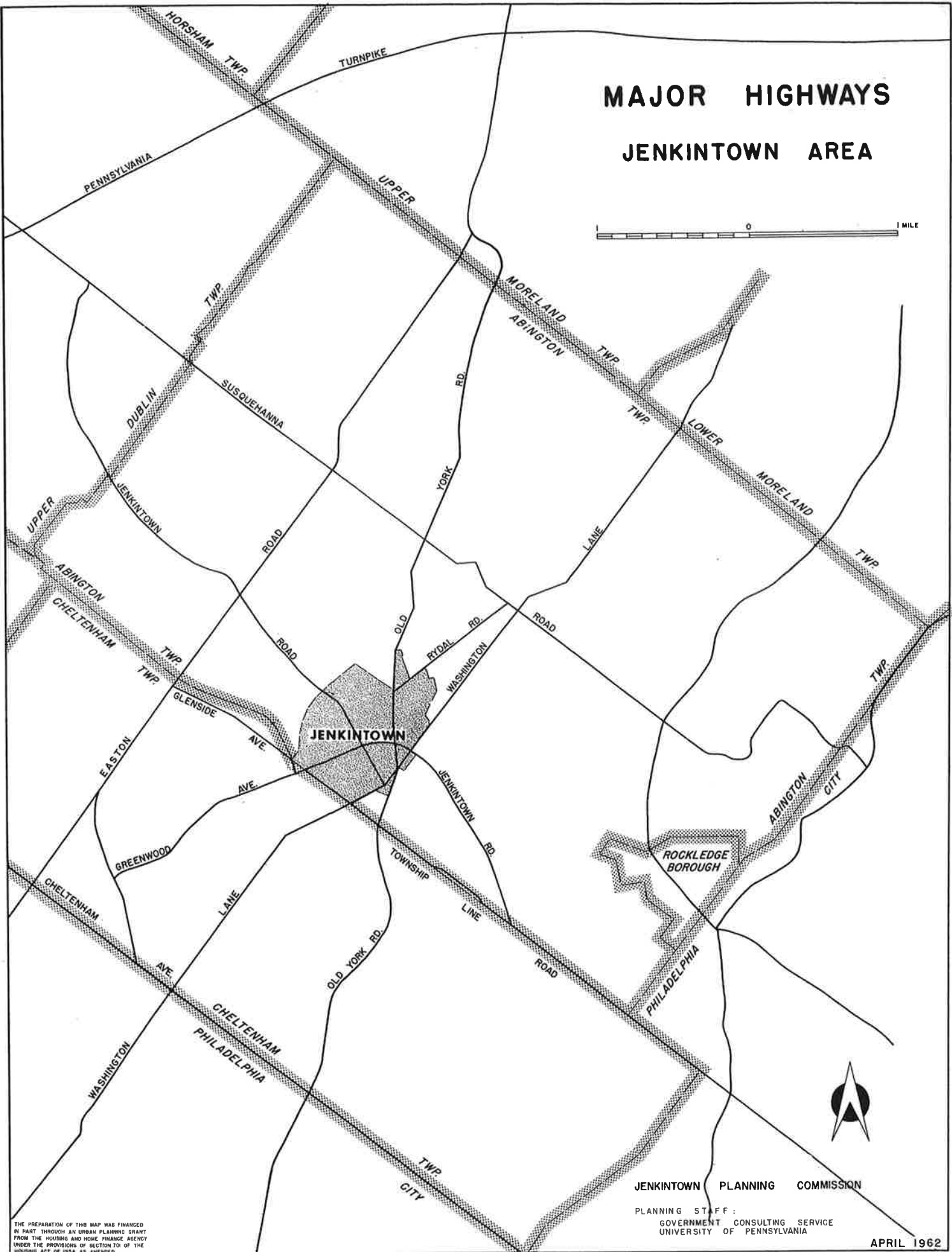
No major arterial highway construction or improvement is expected in the Jenkintown area in the near future.

In order to work out the best possible solutions for traffic problems, it is necessary to take a hard look at the regional transportation network, both highway and rail, and to determine its implications for Jenkintown. The map, Major Highways, Jenkintown Area indicates the relationship of Jenkintown to the regional network. Only two existing expressways or limited access arterial highways have a significant impact upon Jenkintown at the present time. One is the Pennsylvania Turnpike which passes about four miles to the north of the Borough. This artery attracts much of the through east-west traffic that might otherwise have to pass through Jenkintown. However, with an interchange at Willow Grove, traffic is attracted to Old York Road which acts as a feeder to the Turnpike. To a lesser extent, the new Route 309 expressway attracts some of the north-south through traffic that might otherwise be using Old York Road through Jenkintown.

There are now no definite plans for a new expressway in the Jenkintown area. The Delaware Expressway which is under construction may attract some of the north-south traffic now using Old York Road. Several agencies have suggested a circumferential expressway encircling Philadelphia at a distance of about ten miles from City Hall and sometimes referred to as the "Ten Mile Loop". Although no definite or official route has been established, it is suggested that this loop might be an extension of the Mid-County Expressway (Delaware County) swinging through eastern Montgomery County very close to Jenkintown and then into north-east Philadelphia, and ultimately crossing the River to join a comparable loop on the New Jersey side. Because of the heavily developed areas through which this highway would have to pass, much more detailed studies will be required before a final route is selected.

As the preceding paragraphs have indicated, Old York Road now serves as a major artery for both local and through north-south traffic. The other major streets and highways in the Jenkintown area might be termed connector streets since they serve to connect residential areas with the expressways, shopping areas and places of work. The map Major Highways, Jenkintown Area, shows that the Borough is located in a grid or square formed by four of these connectors - Easton Road, Susquehanna Road, Washington Lane, and Township Line-Glenside Avenue. The map also emphasizes the importance of the two connectors passing through Jenkintown - Greenwood Avenue and Walnut Street. Although the grid may serve as a connector street by-pass system for some traffic, with such traffic-generating concentrations as the Jenkintown shopping area, the Standard Pressed Steel plant, and the railroad station all located within the grid, a great deal of traffic will use the diagonal connectors (Walnut and Greenwood) leading directly to them. Again there are no immediate regional plans for any new connector streets that would in any way alleviate this traffic load.

MAJOR HIGHWAYS JENKINTOWN AREA



THE PREPARATION OF THIS MAP WAS FINANCED IN PART THROUGH AN URBAN PLANNING GRANT FROM THE HOUSING AND HOME FINANCE AGENCY UNDER THE PROVISIONS OF SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED.

JENKINTOWN PLANNING COMMISSION

PLANNING STAFF:
GOVERNMENT CONSULTING SERVICE
UNIVERSITY OF PENNSYLVANIA

APRIL 1962

The Borough's street plan is based on a functional classification system.

A sound circulation pattern is based upon a classification of every street in the community according to the function each is to perform. Each classification or function ideally requires a distinct set of design standards and traffic control measures. In the case of Jenkintown, with its narrow streets and full development, the design standards (street widths, lane widths, grades, curves, etc.) will serve only as a goal or framework as is discussed in subsequent paragraphs concerning the official map and street widenings. This means that traffic and parking control measures have to be used to implement the classification system, at least in the short run. These proposals are included in the Major Street Plan.

As discussed in the preceding paragraphs, Old York Road must be considered a major arterial highway. The Major Street Plan map classifies Washington Lane, Township Line Road, and the northern section of Walnut Street as connector streets. At least a part of all four of these are under the jurisdiction of the State Highway Department. Although there should be one definite east-west connector street such as Greenwood Avenue (also partially a State Highway), the east-west traffic flow is now dispersed over a number of streets including portions of West, Vernon, Runnymede, and Summit, as well as Greenwood.

Some of these streets should be serving only as commercial feeder streets rather than through connector streets. Other important commercial or shopping area feeder streets are Leedom, Johnson, Cottman and Nice Streets. The remainder of the streets in Jenkintown should serve as local residential service streets.

Major Street Plan Recommendations.

The following recommendations, which are shown on the Major Street Plan map, have been selected by the Planning Commission as items that should be accomplished immediately.

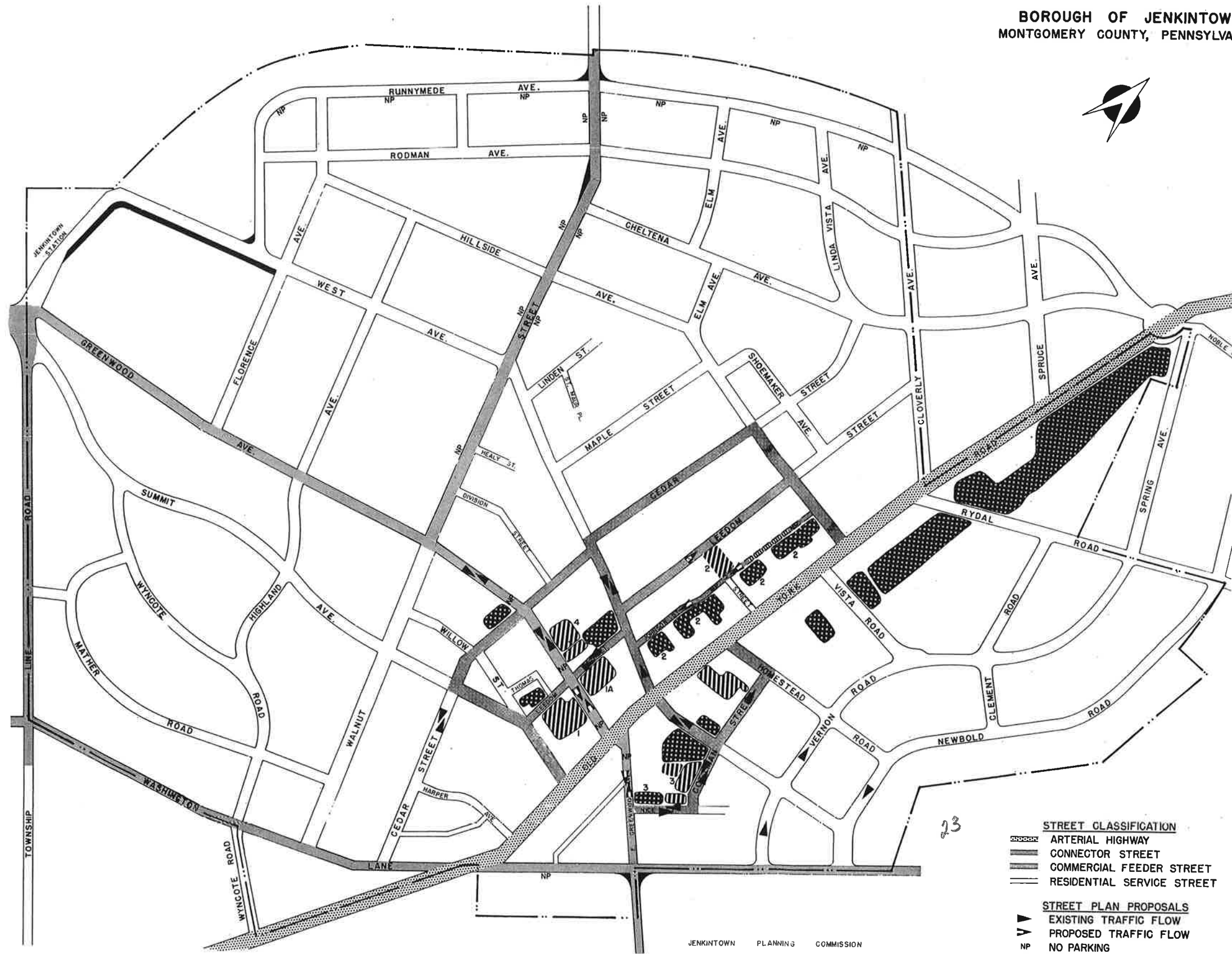
1. Modernization and synchronization of traffic signals plus the elimination of parking on Old York Road.

Traffic volumes will continue at a high level and in order that both vehicular and pedestrian traffic move expeditiously and safely, the traffic signals should be modernized and synchronized, curb parking should be prohibited, and left turns be permitted from Old York Road only at Washington Lane, Greenwood Avenue and Rydal Road. The amount of traffic that Old York Road can accommodate would be substantially increased by the installation of a flexible signal control system. This will require close cooperation with Cheltenham and Abington Townships so that traffic through a master controller connected with the controllers at local intersections can move traffic smoothly along Old York Road irrespective of the fluctuations in volumes.

These are the recommendations resulting from the State Highway Department's Route 611 study. The details of the recommended system are already on the drawing boards and the Montgomery County Commissioners have agreed to underwrite 40 percent of the cost of modernizing and synchronizing signals on Old York Road. It is estimated that Jenkintown's share of the cost will be from \$14,000 to \$16,000 depending on such factors as the type of equipment used. The immediate implementation of this project is strongly recommended.

MAJOR STREET PLAN

BOROUGH OF JENKINTOWN
MONTGOMERY COUNTY, PENNSYLVANIA



23

STREET CLASSIFICATION

- ARTERIAL HIGHWAY
- CONNECTOR STREET
- COMMERCIAL FEEDER STREET
- RESIDENTIAL SERVICE STREET

STREET PLAN PROPOSALS

- EXISTING TRAFFIC FLOW
- PROPOSED TRAFFIC FLOW
- NO PARKING
- CURB CUT-BACK
- STREET EXTENSION
- EXISTING PARKING LOT
- PROPOSED PARKING LOT
- 1-4 PARKING LOT PRIORITIES

JENKINTOWN PLANNING COMMISSION

PLANNING STAFF:
GOVERNMENT CONSULTING SERVICE
UNIVERSITY OF PENNSYLVANIA

BOROUGH ENGINEER:
GEORGE MEBUS

0 150 300 450 600

APRIL 1962

THE PREPARATION OF THIS MAP WAS FINANCED IN PART THROUGH AN URBAN PLANNING GRANT FROM THE HOUSING AND HOME FINANCE AGENCY UNDER THE PROVISIONS OF SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED.

In order to obtain maximum advantage of these improved signals in facilitating traffic flow, curb parking will have to be prohibited at all times on Old York Road. This emphasizes the importance of providing more off-street parking spaces to absorb this loss.

2. Open Greenwood Avenue to two-way traffic flow.

There is a sizable amount of east-west traffic passing through Jenkintown and these volumes will increase. Some of this traffic is simply moving between the communities to the east and west of Jenkintown. Much of it is also generated by the railroad station, and the shopping area in Jenkintown. Commercial development planned for a portion of the golf course will draw increased patronage to this section. This east-west flow is now dispersed over several streets. The objective of the proposed plan is to concentrate the through traffic on Greenwood Avenue relieving the other streets for use as commercial feeder and residential service streets.

As the Major Street Plan shows, Greenwood Avenue is planned for two-way traffic flow. The advantages of this plan are as follows:

- a. Keeps through traffic out of other residential areas and streets.
- b. Eliminates bad left turn movement at Washington Lane and Vernon Road.
- c. Eliminates two-way streets running into one-way streets.
- d. Frees West Avenue for use as a relief route when congestion occurs on Greenwood Avenue.
- e. Provides the most direct route between the station area and the communities east of Jenkintown.

There are two major obstacles to a two-way pattern on Greenwood Avenue. One is the cost of acquiring and removing the part of the Farenwald property on Old York Road to eliminate the "jog" in Greenwood Avenue. The other difficulty stems from the narrow width of some parts of Greenwood Avenue. While most of the street is 25-26 feet in width, the part between Cedar and Walnut Streets is only 23 feet wide. This means that to accomplish one moving lane in each direction, curb parking will have to be prohibited - or else the street must be widened.

Improvements contemplated for both the Jenkintown Station area, and for Greenwood Avenue east of Jenkintown in Abington Township strengthen the case for concentrating through two-way traffic on Greenwood Avenue. Costs for acquisition and demolition of the Farenwald property and widening Greenwood Avenue from Leedom Street to Washington Lane are estimated at \$63,000.

3. Prohibit parking and improve alignment on Walnut Street north of West Avenue.

Walnut Street now has a sizable traffic flow from the Standard Pressed Steel Plant and the adjacent residential areas in Abington Township to the station, to Jenkintown shopping area, and to other destinations beyond the Borough. In order to facilitate this flow and restrict it to major streets, it is recommended that parking be prohibited on Walnut Street from the bridge to West Avenue. It is also recommended that the curve near Cheltona Street

be improved by cutting back some of the curb on the western side. The widening of the bridge over the railroad and the cutting back of the corners at Runnymede Avenue would also relieve some of the congestion in this area. Prohibition of left turns at this intersection will alleviate congestion at this location.

4. Cut Johnson Street through and create one-way loop along with Leedom Street.

The three streets discussed in the preceding paragraphs are all either connector or arterial streets. A third important type of street is the commercial feeder which has the function of carrying traffic from the major through streets into the parking and loading areas of the shopping district. The major recommendation here is to open Johnson Street between Cherry Street and Hillside Avenue which will permit the development of a one-way loop system on Leedom and Johnson Streets between Hillside and West Avenues. This will provide much better access to the planned expansion of public off-street parking facilities along these two streets. It will also encourage merchants to provide customer parking in the vacant area between the rear of their stores and the street. The one block stretch of Hillside Avenue between the two streets should be widened to accommodate the resulting two-way traffic.

5. Improve parking controls and intersection design on Runnymede Avenue.

To further facilitate the traffic pattern using West Avenue and Runnymede Avenue, it is recommended that the intersection of these two streets be improved by cutting back the western corner to enable the channelization of turning movements. The Major Street Plan also calls for the prohibition of parking on the south side of Runnymede Avenue because of the narrow 24 foot cartway. Most of the homes on this street have off-street parking areas. The curb cut-backs to improve the turning movement at Walnut Street will also help prevent traffic from backing up on Runnymede Avenue.

6. Widen two blocks of West Avenue when the Beaver tract is developed.

It is recommended that, when the Beaver College tract is developed, provision be made for the widening of West Avenue along the west and north sides of the property. This could be achieved by placing the sidewalk on the top of the bank on the west side, and back of the trees on the north side. This additional width will be required if a turn-around for railroad station traffic is developed here.

This general area of the station and the hazardous multiple intersection of West Avenue, Greenwood Avenue, Summit Avenue, Township Line Road, and the bridge over the railroad is now characterized by traffic congestion. With the implementation of "Operation North Penn", the program of improved rail commuter service, this problem will be greatly intensified. Because of the magnitude, cost and complexities of the improvements required, it is recommended that no major investment be made in this area until details on the operation of the commuter plan are made known, and a more detailed engineering study of necessary parking and traffic facilities is made. It has been suggested in the local press, for example, that a bridge be constructed at West Avenue over the railroad to Greenwood Avenue west of Glenside Avenue in Wyncote. Proposals of this nature deserve serious study within the context of the other problems in the area. A study and detailed plan should be the primary responsibility of the railroad and the County, with the cooperation of the adjoining municipalities.

Jenkintown should develop an official map as the basis for necessary street widenings.

The Major Street Plan consists of recommendations which in terms of their relatively low costs and critical need, should be implemented in the near future. However, it may become necessary for desirable to widen or otherwise improve other streets in the future. In order to facilitate future street widenings, it is recommended that the Borough Council adopt an ultimate right-of-way ordinance and an official map. No private construction can occur within the street rights-of-way shown on an official map adopted by Council. This planning tool is designed to forewarn residents about possible future street widenings and to minimize the cost both to the residents and the Borough.* The actual scheduling of street widenings with priorities and cost estimates is the function of the capital improvement program since these decisions must be made in the context of other planned municipal improvements.

The map entitled Street Widths, Existing and Proposed shows both the existing and proposed rights-of-way and cartway widths for the major streets in Jenkintown. In most cases, the recommended street widths are based on the premise that all collector and commercial feeder streets have a minimum cartway width sufficient to accommodate two moving lanes and one stopping lane. Thirty feet is recommended for this purpose, so that if necessary, this width can accommodate three moving lanes. When four feet are allowed on each side for sidewalk and three feet for a planting strip, a minimum right-of-way of 44 feet results. In the shopping area the planting strip should be eliminated in favor of wider sidewalks. Where the Borough decides that two lanes for stopping at the curbs are necessary, both cartway and right-of-way widths would have to be increased accordingly.

The alternatives facing Jenkintown with respect to its central area streets.

The distinction between the recommendations of the Major Street Plan and the use of the official map are most clearly evident in the Borough's central shopping area. As traffic in this central area increases, it will be necessary for Council to take measures beyond the short term proposals of the Major Street Plan. There are a number of streets with cartways of less than 28 feet on which there now is two-way traffic flow plus parking. Examples of such streets are Cottman, Nice, West, Hillside, and Cedar. Ultimately a decision will have to be made either to widen the street, prohibit on-street parking, make the street one-way, or tolerate the increasing congestion. In making such a decision for any given street, Council will have to weigh a number of factors including the costs involved, the availability of off-street parking, etc. The official map sets standards and helps to minimize the impact, if the final decision is to widen the street.

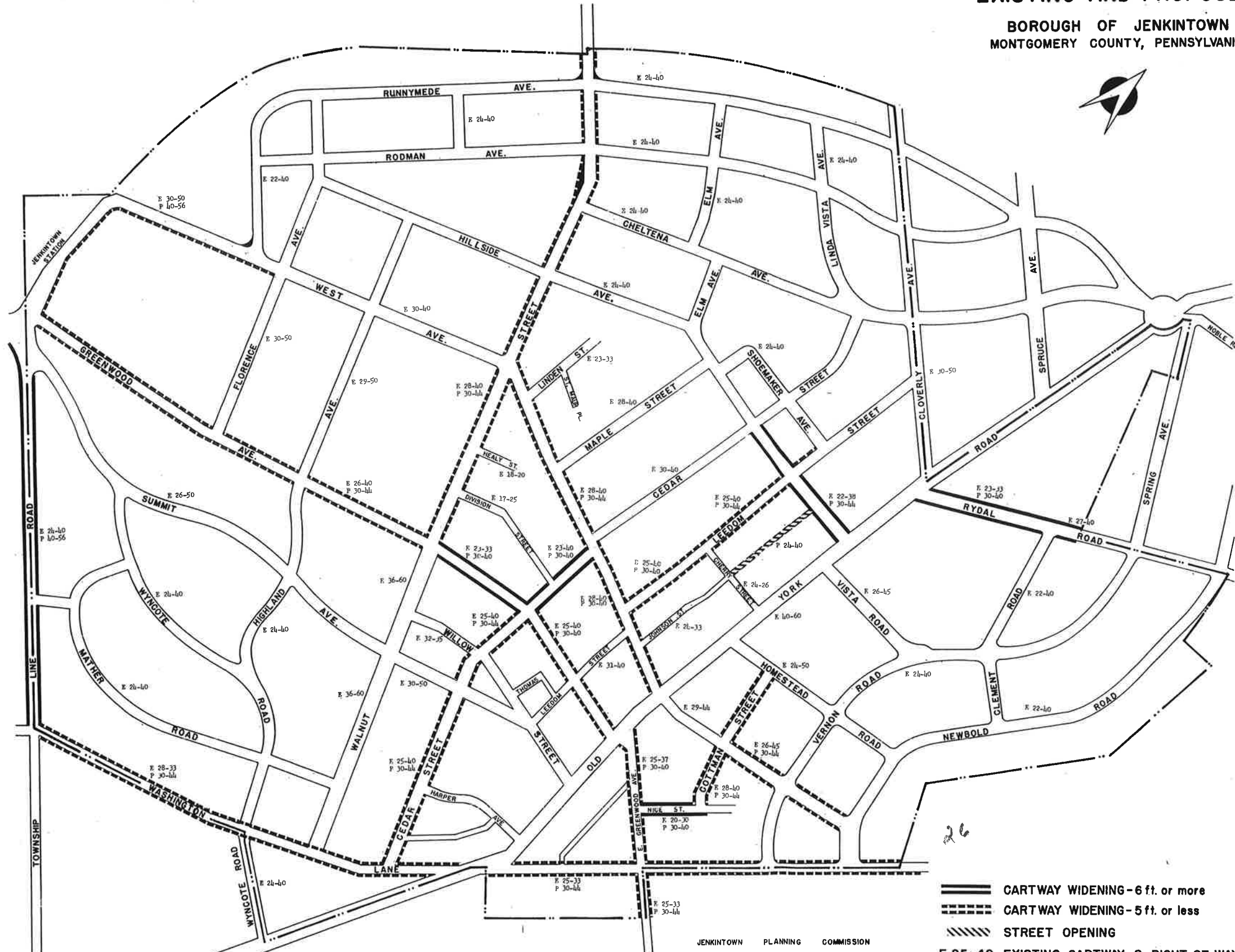
Greater use of the Reading commuter rail line is expected in the future.

"Operation North Penn" will result in a greater utilization of the Jenkintown station. The use of a public subsidy to achieve better service and lower fares is expected to result in a major increase in the patronage of the commuter service

*See Ultimate Right-of-way Ordinances and Official Maps, prepared by Montgomery County Planning Commission, July, 1961.

STREET WIDTHS, EXISTING AND PROPOSED

BOROUGH OF JENKINTOWN
MONTGOMERY COUNTY, PENNSYLVANIA



- CARTWAY WIDENING - 6 ft. or more
- CARTWAY WIDENING - 5 ft. or less
- STREET OPENING
- E 25-40 EXISTING CARTWAY & RIGHT OF WAY WIDTH
- P 30-44 PROPOSED CARTWAY & RIGHT OF WAY WIDTH

JENKINTOWN PLANNING COMMISSION

PLANNING STAFF:
GOVERNMENT CONSULTING SERVICE
UNIVERSITY OF PENNSYLVANIA

BOROUGH ENGINEER:
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APRIL 1962

THE PREPARATION OF THIS MAP WAS FINANCED IN PART THROUGH AN URBAN PLANNING GRANT FROM THE HOUSING AND HOME FINANCE AGENCY UNDER THE PROVISIONS OF SECTION 709 OF THE HOUSING ACT OF 1954. SEE ENCLURE.

to Philadelphia. Some officials expect an increase of more than twenty percent as contrasted with the twenty percent decline during the past decade. County officials who are working on this project hope that the initial phases of this program will be in effect in 1962.

This program will result in three major requirements for this section of Jenkintown:

1. Greatly improve traffic circulation in the station and bridge area.
2. Provision for public feeder bus and private shuttle bus service.
3. Additional parking spaces at the station.

It is not known exactly what type of traffic and parking improvements will be necessary in the station area should this program be implemented. However, neither the cost of the parking improvements nor all of the costs of improving the circulation in this area should fall on the residents of Jenkintown.

The Gallagher report* includes some figures which indicate the magnitude of the problem. Some 1,400 persons board Philadelphia-bound trains at the Jenkintown station on an average week-day, yet the parking lot accommodates less than 350 cars. Even though in the long run the parking lot might be expanded, still many commuters will rely upon being transported to the station, particularly during inclement weather. This emphasizes the importance of facilitating this peak hour traffic flow. In addition to accommodating the wife picking up her husband at the station, this complex must also accommodate through traffic, taxis, the shuttle buses from nearby apartment developments, and in the future, public feeder buses.

Although the rail commuter lines constitute the major mass transit service for the residents of Jenkintown, the Philadelphia Transportation Company and several other companies operate scheduled buses on Old York Road.

Major Parking Plan Recommendations.

The parking area recommendations included in the Comprehensive Plan are based on the following premises and considerations:

1. Preserving and strengthening the Old York Road business area is important to all citizens of the Borough, in terms of shopping convenience, employment opportunity, investment, and tax revenue.
2. Adequate, well-planned and conveniently located parking facilities are essential to the continued vitality of the Old York Road business area.
3. Parking facilities in this area are inadequate, particularly between West Avenue and Cherry Street. The Planning Commission's parking study of 1959 which applied conservative parking standards to the retail and service uses in the critical area of Old York Road, i.e., between Vista Road and Summit Avenue, indicated a need for parking spaces. Only 150 spaces were available

* Public Transportation in Montgomery County, John S. Gallagher, Jr., 1961

to meet this need, leaving a shortage of 450 spaces. While there have been some changes in uses in this area since 1959, the magnitude of the parking space deficiency remains about the same.

4. Since both the business community and the citizens of the Borough have an important stake in the future of the business area, both must share the responsibility for providing additional parking facilities in critical areas. The appropriate agencies for an action program to fulfill this responsibility are (1) the Borough Council, and (2) an organization of business men which includes commercial property owners as well as entrepreneurs.
5. The changing character of uses in the older parts of the business area from retail sales establishments to office type uses requires that the parking needs of this type of use be recognized and accepted. Marketability of commercial buildings for office use depends on the availability of permanent parking spaces for company executives or professional personnel interested in rental. It is no longer realistic to urge, therefore, that all parking space be kept available for customer-client parking.

Within the framework of these premises and considerations, the sites listed below have been selected and are shown on the Major Street Plan as proposed parking areas. They are listed in order of priority, as determined by the Planning Commission in consultation with representatives of the business community. The Planning Commission has detailed maps of the existing uses and parking lot "potential" for each of these areas. The main characteristics of each, however, are as follows:

No. 1. Greenwood Avenue - Leedom Street. This area of approximately 25,000 square feet now is occupied by a private parking area of approximately 30 spaces along Leedom Street, and by automobile repair facilities in converted storage garages on the interior. It is recommended that the designated area be developed as a unit, by leasing the present lot and acquiring or leasing the adjoining area to the south. This would provide a lot for approximately 90 cars in the one of the areas of greatest need, with access from Leedom Street and from Greenwood Avenue. There is also a possibility of developing access or exit facilities to Summit Avenue, through the VFW and/or Philadelphia Electric properties. The possibilities of a long-term rental for these properties should be explored, however, with an option to purchase. Improvements as a metered lot for both short term shopping parking and all day parking for persons now using the private lot are estimated at \$10,000. Note that both the Center Building and the Pioneer Fire House are excluded from the proposed parking site.

No. 1 A. As an alternative to Site No. 1 in the initial endeavor, the northeast corner of Greenwood and Leedom can be considered. The dominant use in this area is the tire warehouse fronting on Leedom. An area of approximately 16,000 square feet has been designated, which should accommodate approximately 53 cars. Development of this lot could be accomplished gradually, with the warehouse acquired as a first step. As in the case of Lot 1, a metered lot for both all day and short term parking is proposed. Need in this area warrants acquisition of both sites; one of the two should be acquired initially, and the other after facilities have been provided in the Johnson Street area. The extent to which the initial facility is used, of course, will determine the urgency of the second lot at this intersection.

No. 2. Johnson Street. The block fronting on Old York Road between West Avenue and Cherry Street is the other area of most critical need. For this area, the Plan proposes improved use of the land now devoted to parking at the rear of the properties fronting on Old York Road, plus the creation of a new lot at Cherry and Johnson Streets. On the east side of Johnson Street, the consolidation of various parcels into two lots, one on each side of Yorkway Place, has been discussed and explored for many years. Various schemes and alternative plans have been prepared by the Planning Commission, the businessmen's associations, and private individuals. As many as 82 spaces can be developed on the east side, assuming removal of the printing establishment and the beverage distributing outbuilding, and use of the Masonic lot during the day. This is an area in which the business community should assume primary financial responsibility, with support from the Borough Council in terms of utilizing its powers of condemnation if necessary, and providing such legal assistance as may be necessary to obtain use of the Masonic parking area. A significant contribution to the potential of this area is being made by Borough Council in the opening of Johnson Street to Hillside Avenue.

The opening of Johnson Street coupled with the parking need in the area generated by existing uses, makes an additional area at the north-west corner of Cherry and Johnson Streets feasible. This corner property of approximately 7,000 square feet (45' x 155') now is occupied by a semi-detached dwelling fronting on Leedom Avenue, with a beverage distributing establishment to the rear. Portions of the rear of this lot will have to be acquired for the Johnson Street extension, and it is proposed that the entire property be acquired. It is further proposed that this property and the Cherry Street right-of-way be combined into a parking lot. Vehicular and pedestrian passage from Leedom Street to Johnson Street would be possible through the parking lot, but only minimum vehicular traffic would be expected after Johnson Street has been extended to Hillside. Approximately 30 cars could be accommodated in this facility.

No. 3. In the Nice Avenue-Cottman Street area, the Plan reflects the expansion of the Jenkintown Parking Corporation parking lot. The priority item in this area is to make arrangements for use of the Moose lot at Nice and Greenwood for daytime shopper parking. Increased use of Greenwood Avenue as access to the Jenkintown Shopping district makes this lot of prime importance. The Plan assumes gradual acquisition of the properties fronting on Cottman Street and Nice Avenue, and several interior garages as expansion of the Parking Corporation lot. It is assumed also that the Borough Council will be willing to use its authority of condemnation should this become necessary. It may become feasible to convert these areas from an attendant lot to a metered lot at some time in the future, and the Borough should stand ready to work out such an arrangement with the Parking Corporation. This may involve, for example, lease of the land to the Borough, with a guarantee from the Parking Corporation to cover amortization of meter costs.

Additional parking space is anticipated also in the adjoining block to the north, bounded by Old York Road, West Avenue, Cottman Street, and Homestead Road. Much of this block has been acquired by two financial institutions, with the expectation that some of the existing structures will be removed for the construction of new buildings and parking facilities.

No. 4. This area is an extension of the "Borough Hall" lot, on Greenwood Avenue. This single lot, now occupied by an electric supply warehouse and office, has an area of 10,800 square feet and could accommodate approximately 30 cars. This lot, together with the 32 spaces on the Borough Hall and the 12 spaces planned for the adjoining lot just purchased by the Borough, will provide a 74 space parking lot. It should be noted that this lot and either of the lots proposed on the east side of Leedom at Greenwood, all have the advantage of easy supervision from the Police Station.

Financing the Parking Plan.

While the three lots proposed for Borough acquisition and development (Leedom at Greenwood, Johnson at Cherry, and the expanded Borough Hall lots) are in productive locations, there can be no guarantee that meter receipts from each lot will be adequate to amortize the investment in that lot. It is certain, however, that returns will be greater than on the Borough lot behind the Library. Receipts per meter in the proposed lots should approximate current receipts per meter from the Borough Hall lot. Increased tax revenue resulting from the increment in value of commercial land and buildings in the area of these lots, plus meter receipt yield, adds up to a sound investment for the Borough. It is recommended, therefore, that if sufficient current revenue is not available for the purchase and development of one of the Leedom Street lots, and the Johnson at Cherry lot, a bond issue be authorized for this purpose.

H. MUNICIPAL FINANCES

A review and analysis of Jenkintown's current and recent governmental expenditures, revenues, and bonded indebtedness are necessary to provide an understanding of the Borough's current financial position and to provide a basis for determining how well it can finance its future governmental and capital improvement needs. Many of the projects recommended in the Comprehensive Plan, particularly the STREETS AND PARKING Section, can be accomplished best through a capital improvements program. Advance scheduling of capital projects, giving full consideration to existing long-term indebtedness, will help maintain a reasonable level of annual expenditures for capital improvements and debt service. Analyses were made of official Audit Reports for the last five years - from 1956 through 1960, the last full year for which data were available at the time of the study. Most of the data which follow summarize this financial information for the years 1956, 1958, and 1960.

CURRENT FUND EXPENDITURES

As Table H-1 indicates, Jenkintown's general fund expenditures have increased \$36,000 from 1956 to 1960, an increase of 18.5 percent. The largest items of expenditure, Highways, and Law and Order, are also the functions which required the largest increase during this period. The reduction in the Fire and Building function is due to the enactment of a one-and one-half mill fire tax in 1960, which expenditure is not reflected among general fund expenditures. The \$6,000 reduction in debt service during this four-year period should be noted. This table indicates also the following disbursements which are not considered current fund expenditures, for the reasons indicated:

1. The Real Estate Deed Transfer Tax disbursed to the School District represents one half of the total amount collected by the Borough, which serves as the collection agency.
2. The state tax on out-of-state fire insurance companies is paid by the State to the Borough for pensions of firemen. The Borough pays the full amount received to the Jenkintown Firemans' Relief Association.
3. Repayment of tax anticipation notes represents short term loans to continue Borough operations before current taxes are received. Repayment is made as current taxes are received.

TABLE H-1

GENERAL FUND EXPENDITURES

BOROUGH OF JENKINTOWN

1956, - 1958, - 1960

<u>Function</u>	<u>1956</u>	<u>1958</u>	<u>1960</u>	<u>1956 - 1960 Percent Change</u>
Highways	\$55,235	\$60,096	\$62,456	13
Law and Order	61,696	79,087	86,489	40.2
Police Pension	2,400	9,066	9,066	278
Fire and Building	10,447	11,528	6,050	-42.1
Borough Property	4,158	5,929	4,760	14.5
Sewer	19,600	20,721	22,567	15.1
Sanitation and Health ¹	8,109	8,330	9,574	18.1
General Administration	13,143	19,049	16,393	24.7
Library	2,000	2,000	2,000	-
Social Security	898	1,156	1,636	82.2
Miscellaneous	941	699	446	-52.6
Debt Service, Principal and Interest	17,801	11,508	11,385	-36.
Total General Fund Expenditures	\$196,428	\$229,169²	\$232,822	18.5
Other Disbursements:				
Real Estate Deed Transfer Tax to School District	\$ 6,131	\$ 5,002	\$ 6,536	
Foreign Fire Insurance Tax to Firemens' Relief Association	3,193	3,893	3,643	
Repayment of tax anticipation notes		69,000	65,000	

¹ Includes Visiting Nurse appropriation.

² Does not include advance of \$22,000 for Fire Truck, repaid same year from Bond Improvement Loan.

Source: Official Audit Reports.

GENERAL FUND REVENUE SOURCES.

Table H-2 indicates the major sources of income for Borough operations. It is significant to note that, although total General Fund Revenues increased only 18.2 percent between 1956 and 1960, the largest single revenue resource - the real estate tax - increased 30 percent during the same period. The real estate tax represented almost 70 percent of General Fund Revenues in 1960, and 62.5 percent in 1956. Sewer rentals and parking meter receipts are the two other sources of income which exceed \$7,000 per year. The Borough's occupation tax and real estate transfer tax together netted the Borough over \$11,000 in 1960. The \$11,000 realized from the Borough Fire Tax in 1960 is included in a separate fund, and therefore is not included in Table H-2.

TABLE H-2

GENERAL FUND REVENUE SOURCES

BOROUGH OF JENKINTOWN

1956, - 1958, - 1960

	1956	1958	1960	Percent of 1960 Total Revenue	1956-1960 Percent Change
Real Estate Tax	\$124,112	\$157,873	\$162,761	70.9	31.1
Occupation Tax	4,621	5,906	5,980	2.6	29.4
Real Estate Transfer Tax Borough Share	6,132	5,003	6,536	2.9	6.6
Parking Meter	22,357	23,606	21,416	9.3	-4.2
Sewer Rentals	26,420	23,748	24,475	10.6	-7.4
Fines	3,923	4,156	4,181	1.8	6.6
Licenses & Remits; Misc.	5,514	5,777	4,064	1.7	-26.3
Non-revenue Receipts	1,487	1,010	548	.2	-63.1
Total Borough General Fund Revenue	\$194,566	\$227,087	\$229,961	100	18.2

Other Receipts:

Real Estate Transfer Tax- School District Share	\$ 6,132	\$ 5,003	\$ 6,536		
Tax Anticipation Notes proceeds-repaid same year	-	69,000	65,000		
State refund-Foreign Fire Insurance Tax, paid to Fireman's Relief Ass'n.	3,193	3,893	3,643		

Source: Official Audit Reports. (32)

ASSESSED VALUATIONS AND MILLAGE.

Table H-3 indicates that real estate valuations have leveled off in Jenkintown. Since expenditures have increased, and real estate valuations, on which the main source of revenue is based, have remained stable, increases in tax rates were necessary. Borough millage increased, therefore, from $16\frac{1}{4}$ mills to $21\frac{1}{2}$ mills, an increase of 32 percent. The percentage increases for both school and county purposes were greater than the Borough percentage increase.

TABLE H-3
 ASSESSED VALUATIONS AND MILLAGE
 BOROUGH OF JENKINTOWN
 1956, - 1958, - 1960

	<u>1956</u>	<u>1958</u>	<u>1960</u>	<u>1956-1960 Percent Change</u>
Assessed Valuation ¹				
Real Estate	\$7,700,925	\$7,753,900	\$7,791,200	1.2%
Occupation	308,740	313,350	307,250	- .5%
Total	<u>\$8,009,665</u>	<u>\$8,067,250</u>	<u>\$8,098,450</u>	
<hr/>				
Borough Millage	$16\frac{1}{4}$	21	$21\frac{1}{2}$	32.3
School Millage	37	44	50	35.1
County Millage	$1\frac{1}{2}$	2	2	33.3
Fire Millage	-	-	$1\frac{1}{2}$	-
Total	<u><u>$54\frac{3}{4}$</u></u>	<u><u>67</u></u>	<u><u>75</u></u>	<u><u>37%</u></u>

¹ Source: Borough Audit reports.

Table H-4 provides a measure of the relative tax burden on real estate in Jenkintown and nearby municipalities. Of the 13 municipalities shown, Jenkintown is the fourth highest, with higher taxes in Abington, Cheltenham, and Narberth. Table H-5 provides additional comparative information on Jenkintown, Abington, and Cheltenham. It is significant to note from this table that Jenkintown has a higher market value of real estate per pupil attending public schools than either of the two adjoining townships. In market value per capita, however, Jenkintown and Cheltenham are about the same, with Abington slightly less. When the assessment ratio determined by the State Tax Equalization Board is applied to the established rates in each of these municipalities, Jenkintown has a 22 mill rate on "true value", compared with 23.5 mills in Abington and 23.4 mills in Cheltenham.

TABLE H-4

AVERAGE TAX PER \$1,000 MARKET VALUE
OF REAL ESTATE IN JENKINTOWN AND SELECTED
MONTGOMERY COUNTY MUNICIPALITIES, 1959

Borough or Township	Market Valuation of Real Estate, 1958 (000)	Average Tax (Borough or Township, School District, and County) per \$1,000 Market Value of Real Estate.
JENKINTOWN	\$ 26,400	\$ 20.58
Abington - T	\$242,222	\$ 21.76
Ambler - B	22,573	16.57
Bridgeport - B	19,145	18.42
Bryn Athyn - B	5,582	7.94
Cheltenham - T	181,105	21.61
Hatboro - B	26,595	20.35
Lansdale - B	48,586	13.48
Lower Merion - T	402,484	18.06
Narberth - B	19,482	21.09
Norristown - B	99,860	17.94
Rockledge - B	8,858	16.75
Springfield - T	87,226	19.77

T=Township

B=Borough

Source: Research Department, Chamber of Commerce of Greater Philadelphia, LOCAL TAXES, 1959

TABLE H-5

COMPARATIVE ANALYSIS, VALUATIONS PER CAPITA AND TAX RATES

JENKINTOWN, ABINGTON, CHELTENHAM

<u>Valuations</u>	<u>Jenkintown</u>	<u>Abington</u>	<u>Cheltenham</u>
Real Estate Valuation ¹			
Market Value - 1960 ¹	\$ 26,583,300	\$ 269,305,500	\$ 191,414,800
1960 Population	5,017	55,831	35,990
Market Value per Capita \$	5,298	\$ 4,823	\$ 5,318
Pupils attending Public School	627	9,640	6,178
Market Value per pupil attending public school \$	42,397	\$ 27,936	\$ 30,983
<u>Tax Rates - 1960</u>			
Municipal ²	23.	14.5	13.
School	50.	49.	48.5
County	<u>2.</u>	<u>2.</u>	<u>2.</u>
Total	75.	65.5	63.5
X Assessment Ratio	<u>29.3%</u>	<u>35.9%</u>	<u>36.9%</u>
True value Tax Rate	<u>22.0</u>	<u>23.5</u>	<u>23.4</u>

¹ State Tax Equalization Board

² Includes Jenkintown Fire Tax

Table H-6 indicates the kinds of land uses which make up taxable real property in Jenkintown, and points up the fact that there has been a slight increase in residential valuations and a small decrease in commercial valuations. This Table indicates also the importance of Jenkintown's commercial area to the total Borough financial structure - 40 cents of every real estate tax dollar derives from commercial valuations.

TABLE H-6

TAXABLE REAL PROPERTY

BOROUGH OF JENKINTOWN

Type	Assessed Valuation		1960-1961 \$ Change	Percent of 1961 Total
	1960	1961		
Residential	\$4,593,550	\$4,595,450	+ \$1,900	59.
Industrial	21,000	21,000	-	.5
Commercial	3,133,300	3,123,300	- 10,000	40.
Other	38,250	28,250	- 10,000	.5
	<u>\$7,786,100</u>	<u>\$7,768,000</u>	<u>-\$18,100</u>	<u>100%</u>

Source: State Tax Equalization Board

General bonded indebtedness has been very modest.

Table H-7 indicates the bond issues which are outstanding at the end of 1961, and the years in which the individual serial bonds mature. The debt as of December, 1961 of \$77,000 represents only about four percent of the Borough's legal borrowing capacity. Under the Municipal Borrowing Law, as amended in 1961, local governments are permitted to borrow up to seven percent of the market value of taxable property. Indebtedness up to two percent of market value can be incurred by councilmanic action; the remaining five percent requires approval of the electorate. Based on a market valuation of \$26,500,000, Borough Council has the authority to incur a total debt of approximately \$530,000 by Councilmanic action, and an additional \$1,325,000 if approved by the voters.

It is significant to note also that Jenkintown has enjoyed a very favorable interest rate of 1 5/8 percent and 1 3/8 percent on its issues. Interest rates on bonds of municipalities or authorities of 4, 5, and 6 percent are not uncommon.

TABLE H-7
BOROUGH OF JENKINTOWN
GENERAL BONDED INDEBTEDNESS

December, 1961

<u>Title and Date of Issue</u>	<u>Original Issue</u>	<u>Maturity</u>	<u>Int. Rate</u>	<u>Outstanding Dec. 31, 1961</u>
1950 Equipment and Improvement Loan July 15, 1950	\$60,000	July 15, 1965, 1970	1 5/8%	\$ 30,000.00
1954 Improvement Loan Dec. 1, 1954	\$40,000	Dec. 1, 1964, 1969, 1974	1 5/8%	30,000.00
1958 Improvement Loan Dec. 1, 1958	\$30,000	Dec. 1, 1960, 1968	1 3/8%	21,000.00
				\$ 81,000.00
		Less Amount in Sinking Fund.		4,000.00
		Net Debt, December, 1961		\$ 77,000.00

SCHEDULE OF BOND MATURITIES

December, 1961

Year of Maturity	1950 Equipment and Improvement Loan		1954 Improvement Loan		1958 Improvement Loan		Total
	Bond Numbers	Amount	Bond Numbers	Amount	Bond Numbers	Amount	
1962					10-12	\$ 3,000	\$ 3,000
1963					13-15	3,000	3,000
1964			11-20	\$10,000	16-18	3,000	13,000*
1965	31-45	\$15,000			19-21	3,000	18,000
1966					22-24	3,000	3,000
1967					25-27	3,000	3,000
1968					28-30	3,000	3,000
1969			21-30	10,000			10,000
1970	46-60	15,000					15,000
1974			31-40	10,000			10,000
		\$30,000		\$30,000		\$ 21,000	\$81,000

* \$4,000 of this payment in sinking fund as of December, 1961

The future financial picture.

Any attempt to project future municipal operating expenditures is extremely hazardous, since such expenditures depend on kinds, amount, and quality of services rendered - which in turn depend on legislative policy and general economics at the time. Since Jenkintown is a relatively mature community, however, it does not face the problems of those communities which are experiencing extensive development. Jenkintown has the basic community services and facilities to meet foreseeable needs. These basic services may have to be expanded or altered slightly to meet growth and changes in the composition of the population, but major capital outlays for sewer plants, water plants, new schools, and the like are not contemplated. Substantial capital expenditures will be required however, for storm sewers, street widenings, improvement in street lighting, acquisition of off-street parking lots, and refuse collection trucks. These items are listed specifically in Section I of this report, IMPLEMENTING THE PLAN. To help finance these required capital expenditures, an increase in the value of taxable real estate is anticipated. The largest increase is expected to result from the construction of a modern luxury apartment house on the Beaver College tract. It is estimated that this project will have a value of approximately \$10 million. If assessed at the current level of 29 percent of market value, Jenkintown will have an increase in assessed valuation of \$2,900,000. At the 50 mill rate, this will provide an additional \$145,000 per year to the School District; at the 23 mill rate, the Borough will receive an additional \$67,000 each year.

I. IMPLEMENTING THE PLAN

Plan accomplishment requires positive, continuing action.

The value of the comprehensive plan for Jenkintown will depend on the extent to which it is used to guide private and public developments which are required to bring about the desired features of the plan. Planning tools available to Borough officials to guide future development and implement plan recommendations include the following:

1. Zoning. Jenkintown's Zoning Ordinance, which was revised in 1961, is a basic means of preserving and enhancing the residential values now found in this fine residential community. It is also a basic tool for preserving commercial property values. The maintenance of zoning regulations concerning density and land use is particularly important, and is a major assumption of the Plan. It is a major Planning Commission responsibility to review the Zoning Ordinance periodically and recommend necessary amendments within the framework of the Plan. The Planning Commission also reviews and makes recommendations on zoning amendment requests submitted to Council by other persons or agencies.
2. Building, health, and sanitation regulations. These regulations of the Borough must be rigorously enforced to maintain sound housing standards and to prevent obsolescence and slums in the next 25 years. It is recommended that a modern building code be adopted to replace the present code, and that a Housing Code be adopted which prescribes minimum standards for safe and sanitary living in all dwelling units. These regulations are effective in eliminating existing substandard conditions and in preventing future housing blight.
3. Official street map. Adoption of an official street map by ordinance is an effective measure for preventing encroachment on the course of planned street improvements.
4. Eminent domain. This is the power of the Borough to take land essential for public purposes. It is a "last resort" measure, when negotiation fails.
5. Urban renewal. The small number of substandard dwellings in Jenkintown makes participation in the federal urban renewal program questionable at this time. Participation at a later time may be beneficial, particularly if more liberal provision is made for renewal of commercial areas. Only a small proportion of federal assistance funds are available for non-residential renewal.
6. Capital improvements programming. Many of the recommendations included in the Plan, particularly the STREETS AND PARKING recommendations, can be accomplished best through a capital improvement program, based on sound long-range financial planning. Development of such a program involves estimating the capital improvements which will be necessary during the next 10 or 15 years, and the costs for operating and maintaining these improvements. A priority list is established from this inventory, from which a three to five year capital budget of "first priorities" is prepared. The annual Borough budget then actually authorizes a one-year slice of the long-range capital improvements program. Forms and procedures for initiating a capital improvement program were submitted to Council by the Planning Commission in 1961, and were used by Council in preparing the 1962 budget.

Many capital improvement projects and cost estimates have been discussed during the plan preparation, including a storm sewer at the end of Cedar Street at \$30,000; Johnson Street extension and improvement at \$9,000; improvement of street lighting at \$10,000 annually over current expenditures; purchase of collection trucks at \$25,000; widening of Greenwood Avenue from Leedom Street to Washington Lane, including acquiring part of the Farenwald property at \$63,000; traffic light synchronization at \$15,000; and acquisition of parking lot sites with estimated costs ranging from \$15,000 for the smaller sites to \$50,000 for the larger sites. If there is agreement that these and other capital improvements should be accomplished, it is essential that Council adopt a policy of making provision for a given amount each year, or a given percentage of current expenditures, for capital needs. For Jenkintown, an annual capital expenditure of \$40,000 would seem reasonable to get caught up with capital needs. This would include debt service on bonds issued for capital improvements as well as current expenditures for capital improvements. This represents less than 20 percent of current general fund expenditures.

7. Bonded indebtedness. While capital improvement programming will help maintain a reasonable level of annual expenditures in the long run, certain proposed improvements, such as the proposed additional Borough parking facilities, have such an urgency that a bond issue is proposed to implement these recommendations now.

While each of these controls and techniques are essential to the effectuation of the plan, a continuing planning approach to current problems must be maintained. Plan accomplishment requires continuing positive action, and the analysis of all decisions affecting the development of Jenkintown in terms of their contribution toward the goals reflected in the Plan.

There are many features of the Plan, particularly the recommendations relating to the Old York Road area, for which the business community has a major responsibility. Part of the off-street parking recommendations, the store renovation and modernization, and increased customer services, for example, are matters in which Borough Council and the Planning Commission can encourage and lend limited assistance, but which are largely up to private initiative. An appeal is made to enlightened self-interest and civic pride to accomplish these parts of the Plan.