

Linfield Village Master Plan

Public Meeting #1

Agenda

- Introductions
- Scope of Work
- Project Schedule
- Data Inventory / Mapping
- Case Studies
- Public Opinion Survey
- Discussion
- Next Steps



Introduction

- **Simone Collins Landscape Architecture**

- 610.239.7601
- Peter Simone, RLA, FASLA
psimone@simonecollins.com
- Pankaj (PJ) Jobanputra, AICP
pjobanputra@simonecollins.com
- Joe Wallace
jwallace@simonecollins.com
- Geoff Creary
gcreary@simonecollins.com



- **4Ward Planning**

- 267.480.7133
- Todd Poole
tpoole@landuseimpacts.com



Thank you Linfield Village Master Plan Committee

- Phyllis Cloak
- Susan Costantini
- D. Elaine DeWan
- Thomas DiBello
- Linda Irwin
- Patricia Kaufman
- Robert Kleckner
- Patrick Morroney (BOS Liaison)
- Dennis Rumler
- Alexandria Sasek



Questions to Consider

- What is the future of Linfield Village?
- What are the future options for the Publicker site?
- How do we increase property values in Linfield?
- What is the best use of the State Game Lands?
- How do we preserve and enhance the historic architecture in Linfield Village?
- How do we encourage walk-to businesses and restaurants?
- How do we plan for increased traffic?
- How can public water be provided to more residents?
- What are economically feasible development scenarios?



Simone Collins Landscape Architecture

Founded in 1990 – Thirty years of service

10 Person firm of landscape architects & planners

Principals: Peter Simone & William Collins – each with over 40 years experience

Primary areas of practice

- Zoning & Planning
- Parks & Recreation
- Trails, Greenways & Connectivity
- Urban Planning & Streetscapes

- 40 Design Awards from a wide variety of professional organizations
- Authored successful grants for \$28 million
- Largest construction project as prime: \$24 million (Lincoln University)

Mission: “Help to create an ecologically enduring society”.





Simone Collins Landscape Architecture

Relevant project examples

West Conshohocken Vision Plan (with 4Ward Planning)

West Conshohocken Vision Plan

List of Improvements

Transportation Improvements

Page	Location
A	New Off-Ramp from I-76 Near Woodmont Road
B	Removal of I-76 Off-Ramp at Moorehead Avenue
C	Expansion of Crawford Avenue
D	New Pedestrian Bridge Over River
E	New Pedestrian Bridge at Front and Matsonford
F	New On-Ramp to I-76 from GSK Site / Jones Road

Page

Location

- G New Ramp Next to Barr Harbor Dr.
- H Address Sidewalk Gaps
- I Menon Avenue Complete Street
- J Improved Alleys
- K New Residential Parking Lot at George St. and Menon Ave.
- L New Parking / Driveway Between Moorehead Ave. and Matsonford Rd.
- M Front St. as a One-Way Eastbound Between William St. and Front St.

Proposed Amenities

Page	Location
N	Playground
O	Balligomino Trail
P	Riverfront Access
Q	New Borough Signage / Prominent Matsonford Bridge Sign
R	Walking Trail in I-76 Cloverleaf off of Matsonford Rd. / Cloverleaf Signage and Planting

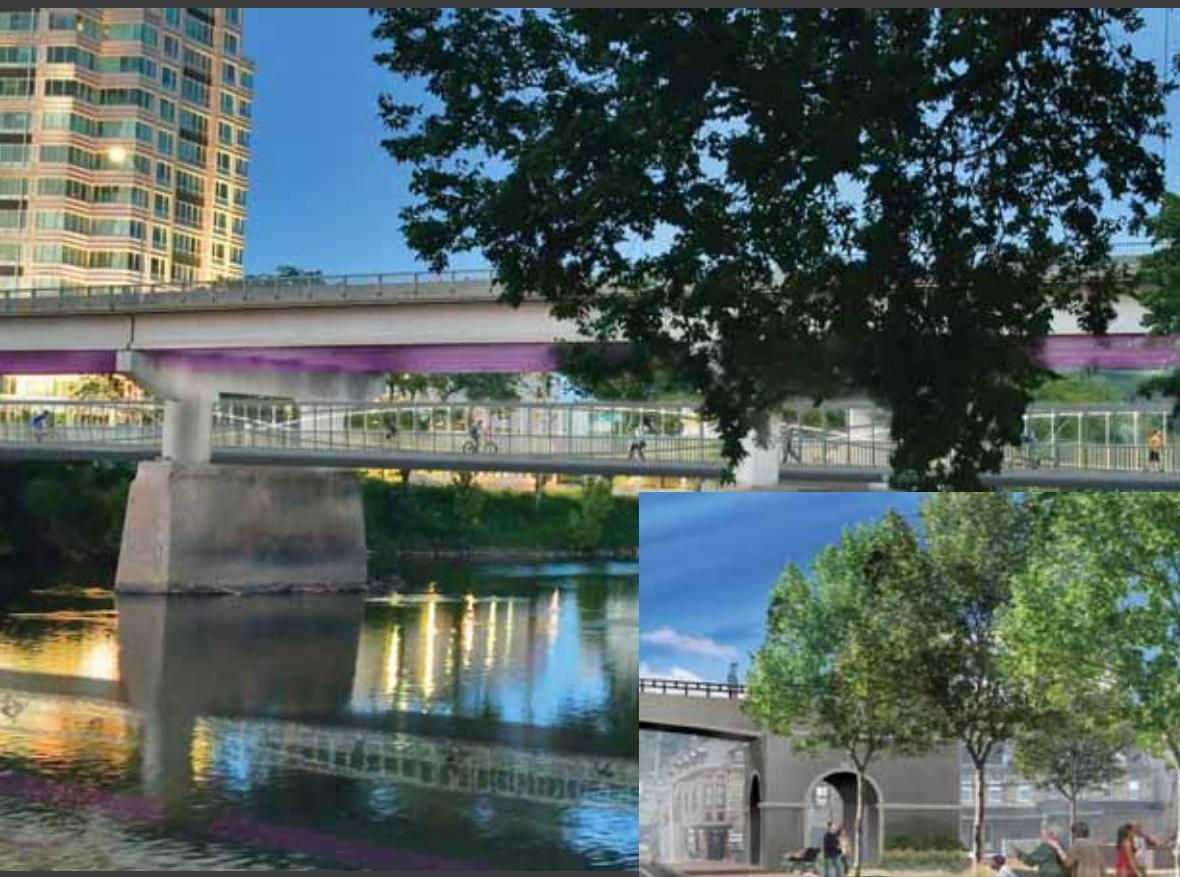
Page

Location

- S Borough Hall
- T St. Gerit's
- U Front Street Redevelopment
- V Union Hill Industrial Area
- W Balligomino Industrial Area / Arader Site
- X Landfill Site
- Y Ford Street Commercial Overlay
- Z Matsonford Rd. and Detrahan Ave. Site



West Conshohocken Vision Plan (with 4Ward Planning)



Pedestrian Bridge Concept



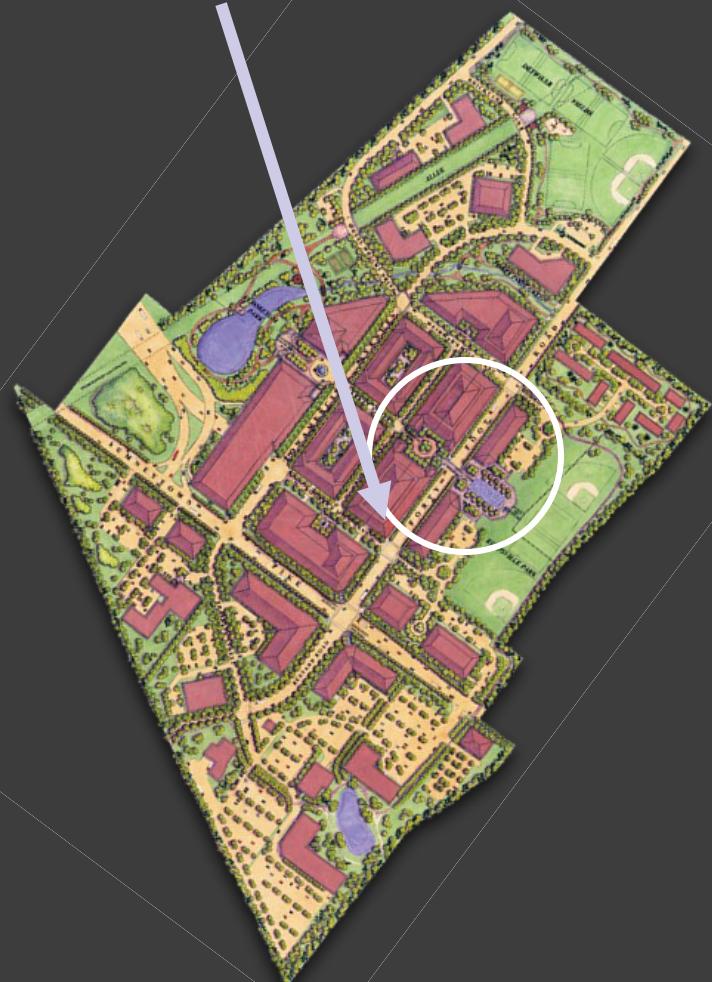
Borough Hall Redevelopment Concept

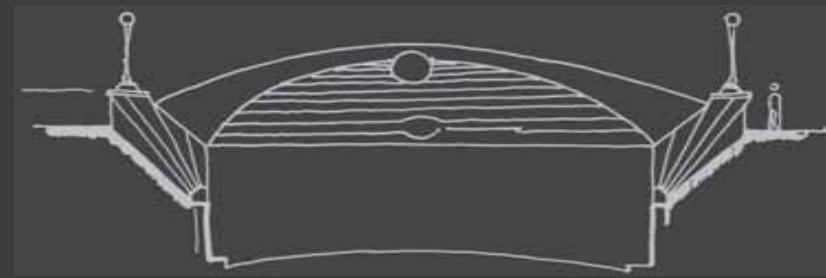
Towamencin Village



Economic studies used to inform highway design

Bridge Location
Depress the state highway



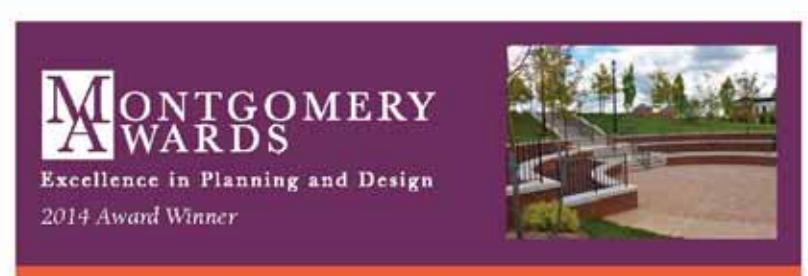


Towamencin Village



Bridge as *urban infrastructure*

Towamencin Village



TOWAMENCIN TOWN SQUARE PHASE I

Towamencin Township

Towamencin Town Square Phase I, an exceptional mixed-use project, received a 2014 Montgomery Award for innovative community vision and planning, extensive collaboration, effective site planning, and positive environmental and economic development. This project demonstrates how a successful public-private partnership can result in a well-designed development that accomplishes an important community vision.

Vision

Towamencin Town Square Phase I marks the beginning of the transformation of Gulphville in Towamencin Township. This development is located in the new Towamencin Village, which is strategically located at the entrance to the Lansdale Interchange of the Pennsylvania Turnpike Northeast Extension. The township had a vision for the redevelopment of the Village of Gulphville to encourage future development,



"Infrastructure to promote preferred development"

About 4ward Planning

Economic & Real Estate Analysis for Sustainable Land-Use Outcomes

4ward Planning was established to assist local governments and developers achieve sustainable development outcomes through responsible, future-based planning. Our approach, founded in socio- economic analysis, seeks the optimum development or redevelopment program based on best-case outcomes within the social, environmental, fiscal, and economic systems (the “4” in 4ward Planning) of a host community and its surrounding area.



Relevant Experience: ANN ARBOR DOWNTOWN DEVELOPMENT ANALYSIS: CONNECTING WILLIAM STREET

Ann Arbor, MI

THE NEED

The City of Ann Arbor wanted to increase the ratable value within its central business district (CBD) and determined this would be best accomplished through encouraging development on four of its publicly controlled parking lots.



THE STRATEGY

Supporting SmithGroupJJR, 4ward Planning was engaged by the Ann Arbor Downtown Development Authority (DDA) to provide a highest and best-use analysis in support of implementing a redevelopment strategy for four city-owned land parcels in the CBD.

THE 4WARD IMPACT

Through its analysis, 4ward Planning provided a preferred development strategy for the four parcels - a strategy which has generated developer interest. Further, the City of Ann Arbor now has a firm understanding of the potential value of selling its parking lots for future redevelopment.

Relevant Experience: KENNETT SQUARE ECONOMIC DEVELOPMENT STUDY



THE NEED

4ward Planning was retained by the Historic Kennett Square Economic Development Task Force to provide market, real estate, and financial analysis, and fiscal impact services to Kennett Square Borough and Township.

THE STRATEGY

4ward Planning conducted an analysis of socio-economic, labor and industry, and real estate trends for Kennett Square and the region. Our team evaluated the projected fiscal impacts of preferred scenarios and developed an action plan, which identifies prioritized tasks, responsible actors, financing and funding options, timelines, objectives, and tactics.

THE 4WARD IMPACT

Our strategy identifies how and what type of revitalization should continue in Kennett Square, while preserving the natural, historic, and cultural assets for both the Borough and the Township.

Project Schedule

January – Nov. 2020



Linfield Village Master Plan

Historic Linfield Village is located on the Schuylkill River at the southern tip of Limerick Township and is identified in the 2009 Limerick Township Comprehensive Plan as one of four growth areas.

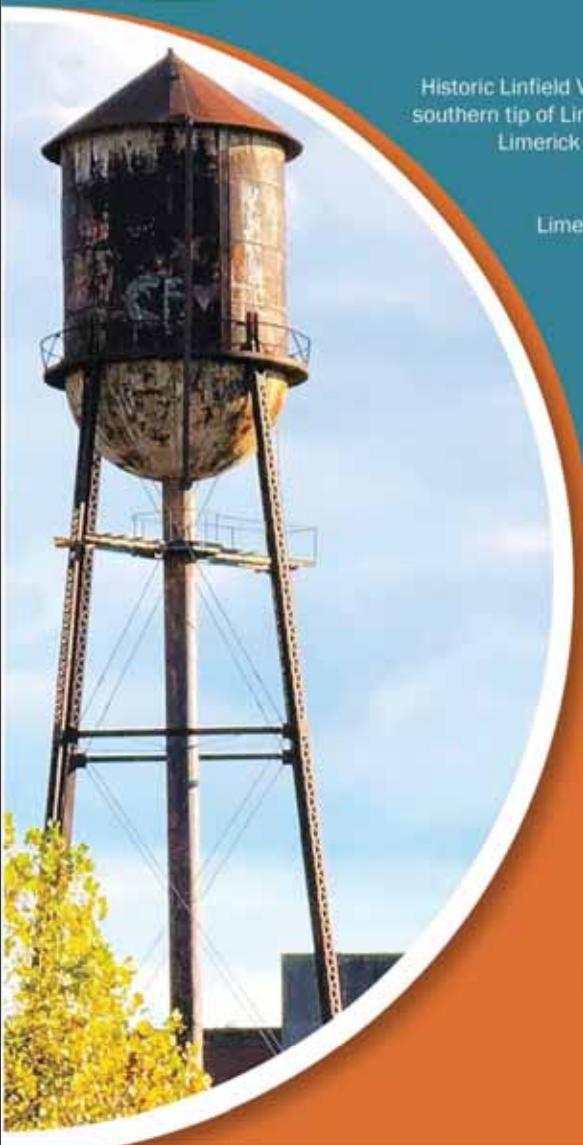
Limerick Township is completing a master plan for this site to identify improvements that will promote and enhance the village's sense of place, protect and enhance its historic character, enhance nearby open spaces, enhance the historic streetscape, and promote the adaptive reuse of old industrial sites and existing architecture.

You are invited to attend the public meetings below to share current experiences in Linfield Village as well as your opinions on desired improvements

Public Meetings

Public meetings will take place
7:00 p.m. - Limerick Township Building
(646 W. Ridge Pike Limerick, PA 19468)

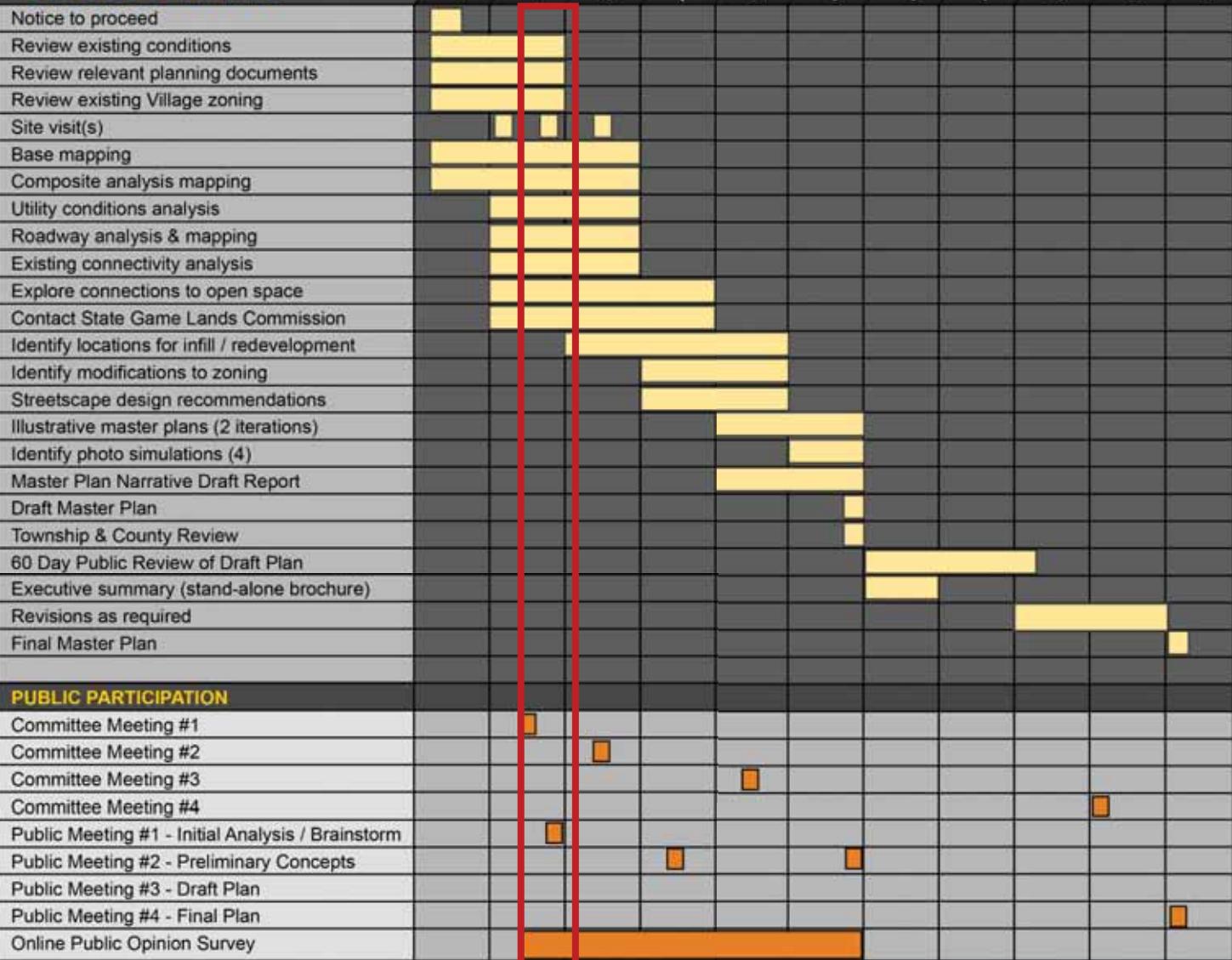
February 25th, 2020: Public Meeting 1
April 16th, 2020: Public Meeting 2
June 30th, 2020: Public Meeting 3
November 5th, 2020: Public Meeting 4



Linfield Village Master Plan

Project Schedule

Linfield Village Master Plan



Questions to Consider

- What is the future of Linfield Village?
- What are the future options for the Publicker site?
- How do we increase property values in Linfield Village?
- What is the best use of the State Game Lands?
- How do we preserve and enhance the historic architecture in Linfield Village?
- How do we encourage walk-to businesses and restaurants?
- How do we plan for increased traffic?
- How can public water be provided to more residents?
- What are economically feasible development scenarios?



Master Plan Goals

- Support Local Planning that will lead to Redevelopment
- Improve Quality of Life to Keep & Attract Residents and Businesses
- Enhance Transportation Infrastructure
- Enhance Other Infrastructure (Water, Sewer, other)
- Reduce Congestion by Promoting Alternate Modes & Mixed Use
- Recommend Viable, Sustainable Redevelopment / Development Concepts that Support the Goals of the Comprehensive Plan



Scope of Work

- Review Existing Plans, Studies, Regulations
- Site Reconnaissance
- Analysis of Existing Conditions and Mapping
- Market Study / Market Gap Analysis
- Proposed Uses and Potential Zoning Changes
- Options for State Game Land
- Utilities and Roadway / Traffic Conditions
- Master Plan Recommendations
- Photo-Simulations / Perspective Drawings
- Draft and Final Report Narrative
- Public Participation
 - Study Committee Meetings (4)
 - Public Meetings (4)
 - Web-based Public Opinion Survey



Data Inventory / Mapping



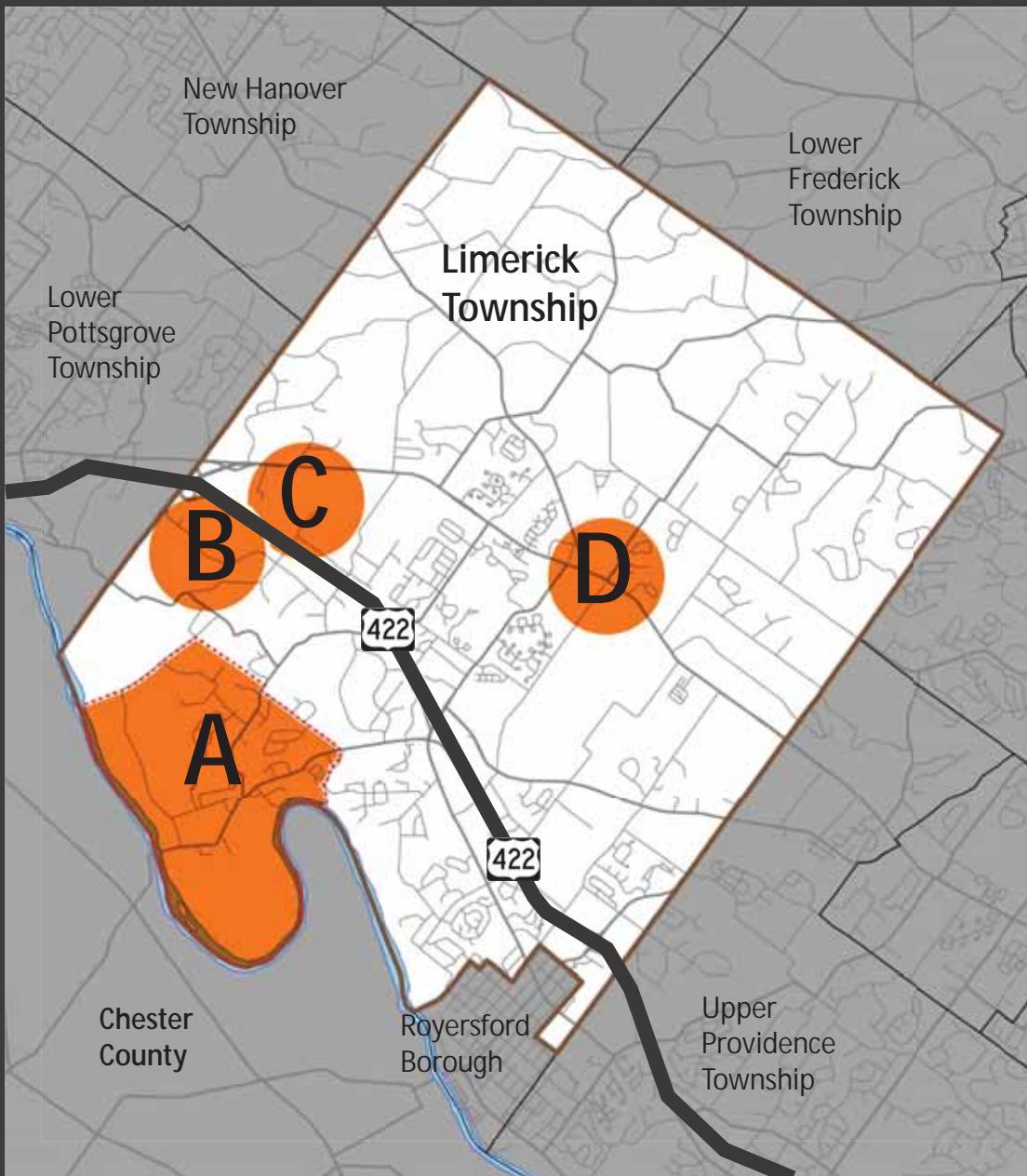
Project Context

The 2009 Limerick Township Comprehensive Plan noted Linfield Village as 1 of 4 suggested growth areas:

A. Linfield Village

- B. Sanatoga Interchange
- C. Airport Business Area
- D. Limerick Village

Linfield Village lies along the Schuylkill River with Route 422 to the north and connections to the Schuylkill River Trail to the south.



Historic Aerials 1937

- Farmland
- Orchards
- Defined Village Center



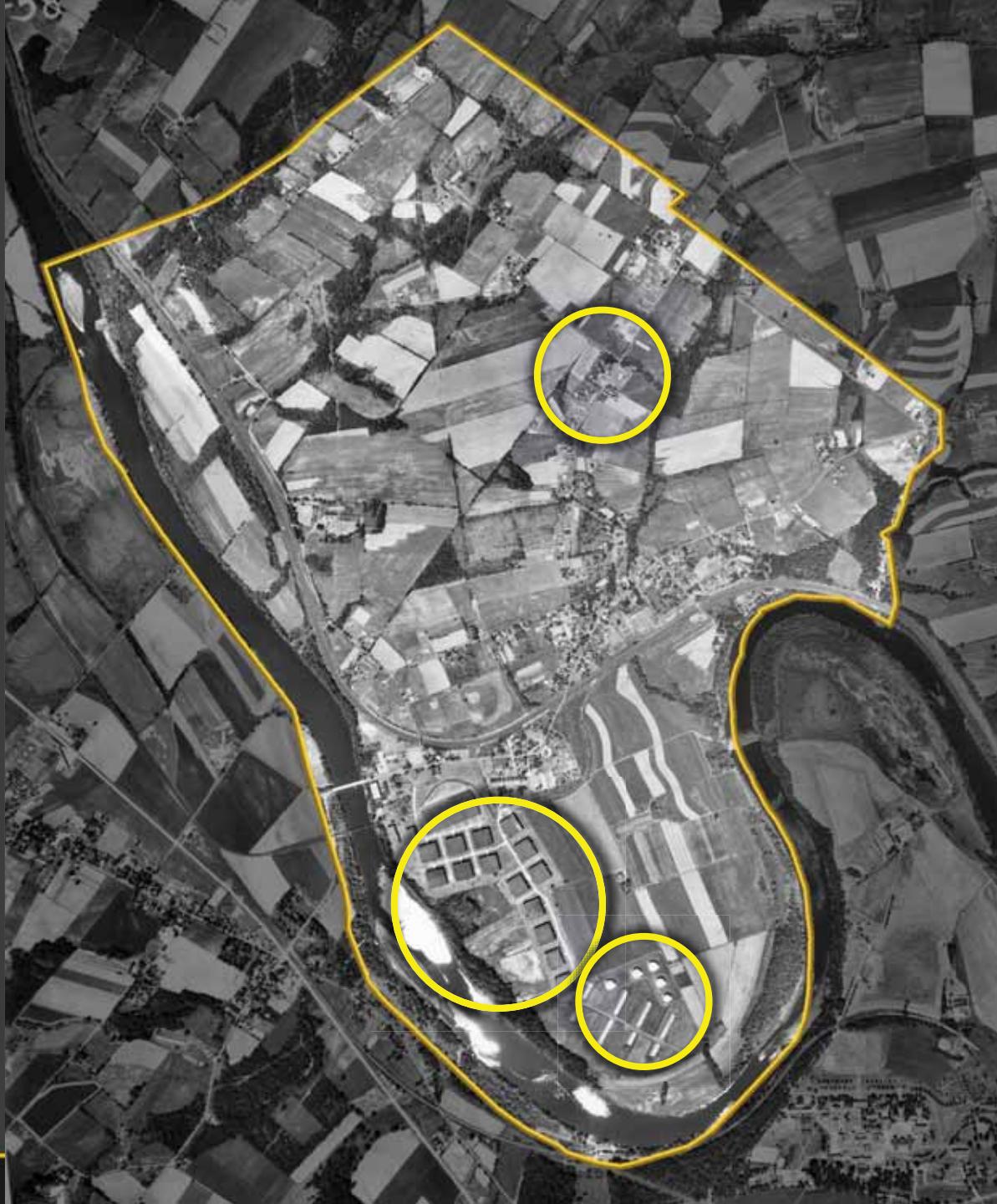
Historic Aerials 1942

- Farmland
- Orchards
- Defined Village Center



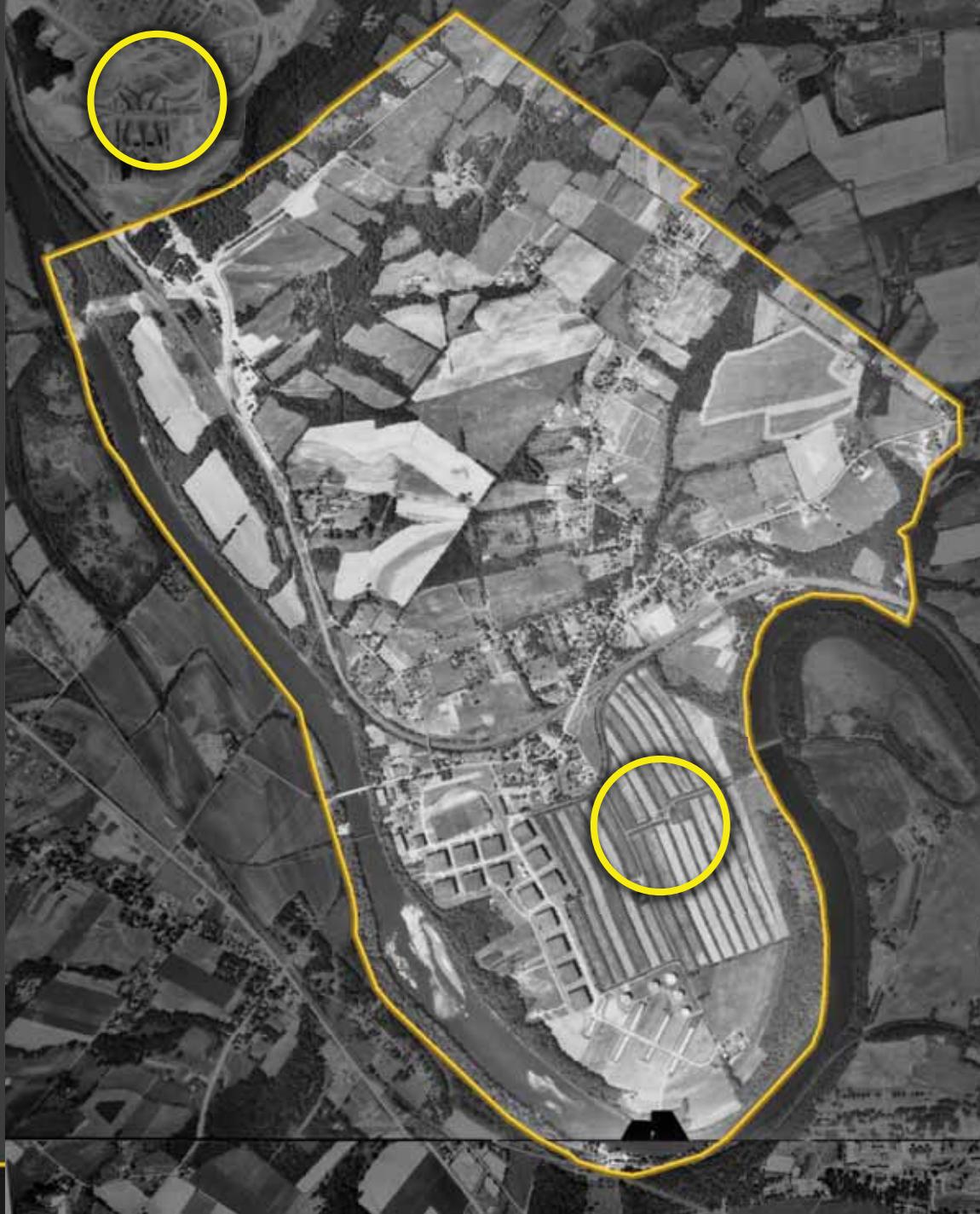
Historic Aerials 1958

- Publicker Warehouses & Facilities Constructed
- Residential growth along Limerick Center Road



Historic Aerials 1971

- Limerick Generating Station Under Construction
- Hedgerows formed in State Game Land



Historic Aerials 1985

- Limerick Generating Station
- Bengal Paper Industrial Facility

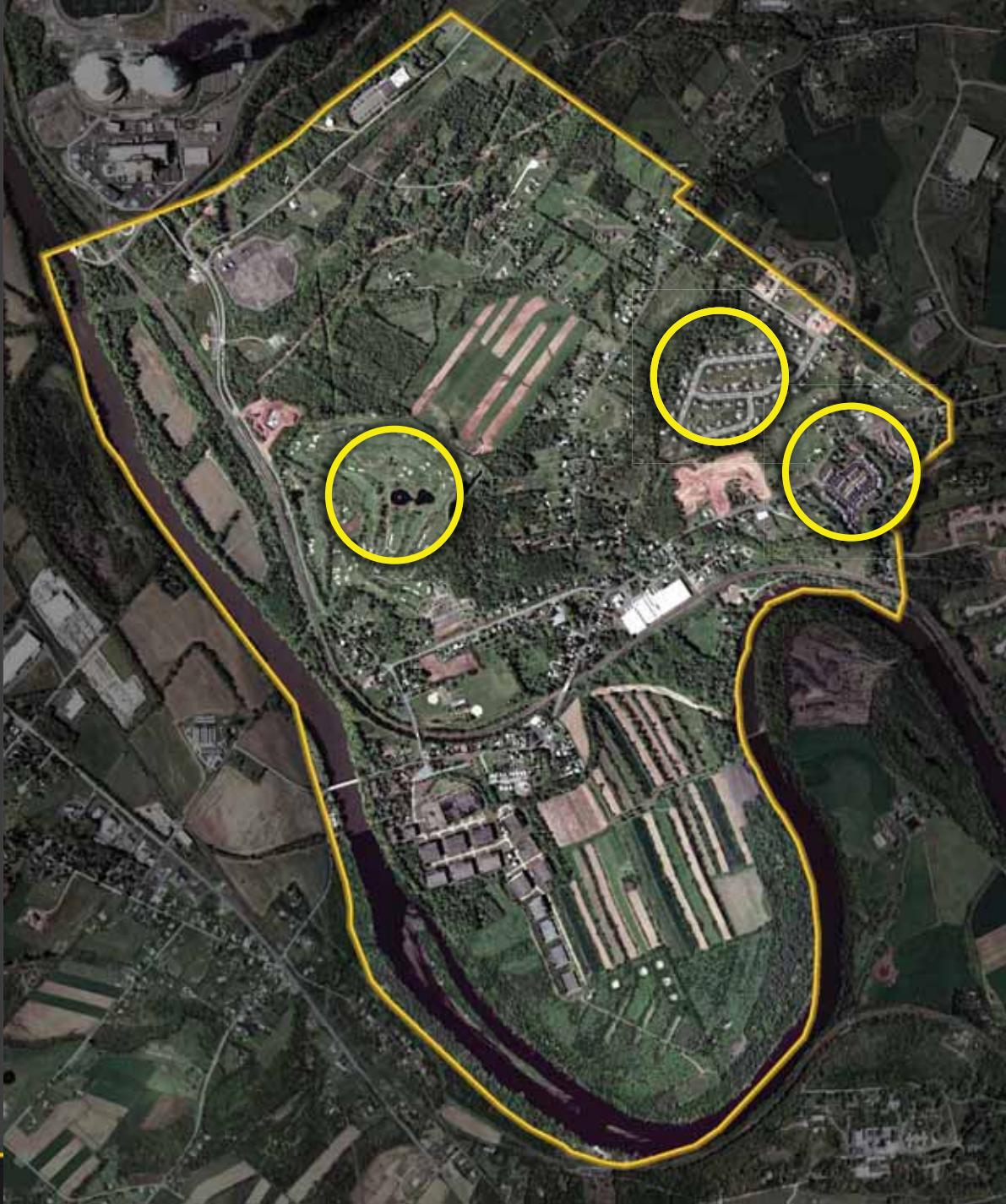


Historic Aerials 1999



Historic Aerials 2002

- Golf Course Constructed
- Residential Subdivisions:
 - Linfield Farms & Linfield Knoll



Historic Aerials 2010

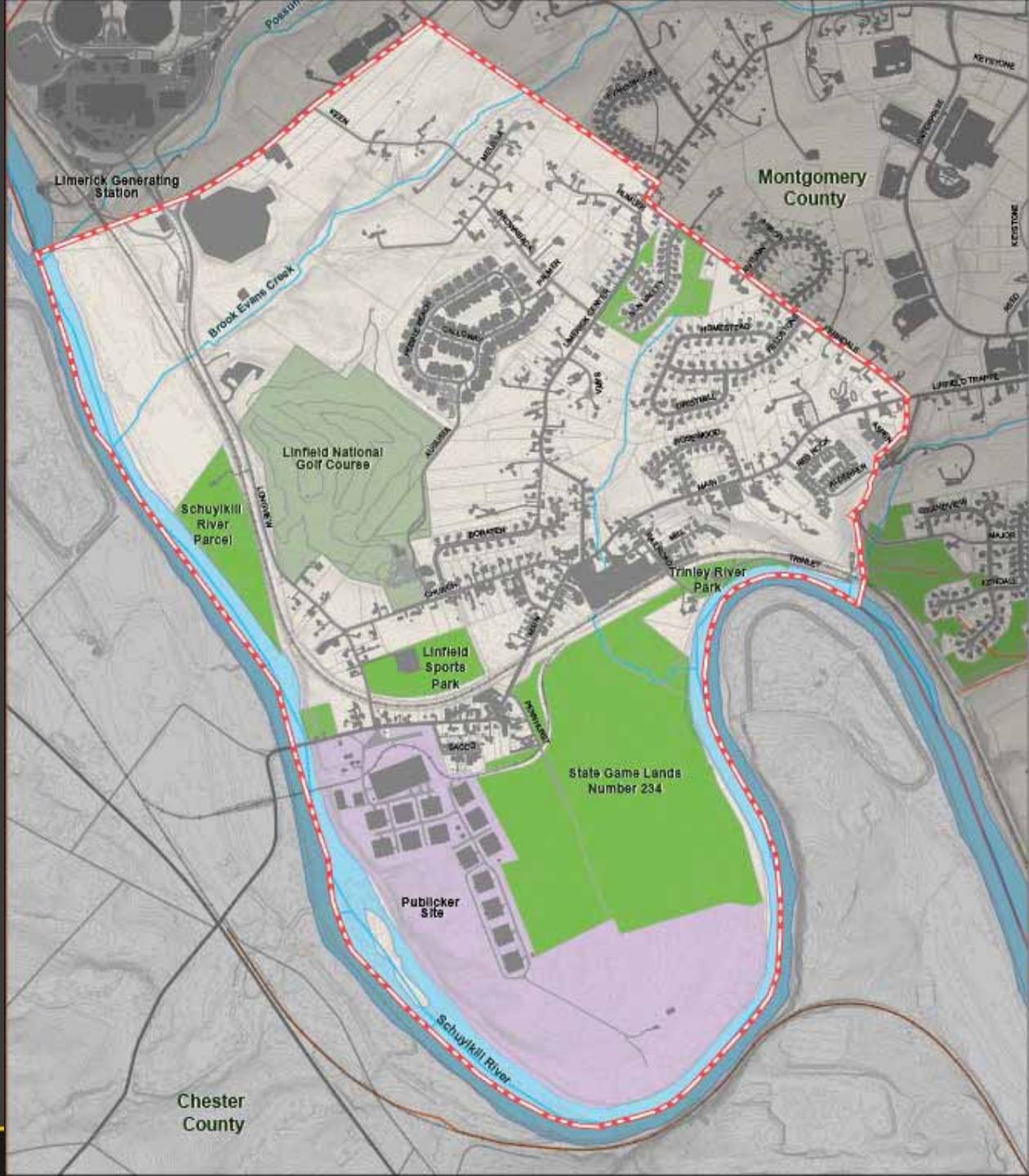
- Golf Course Constructed
- Residential Subdivisions:
 - Villas at Linfield
 - Summerdale Estates



Historic Aerials 2019



Linfield Village Project Area



Transportation



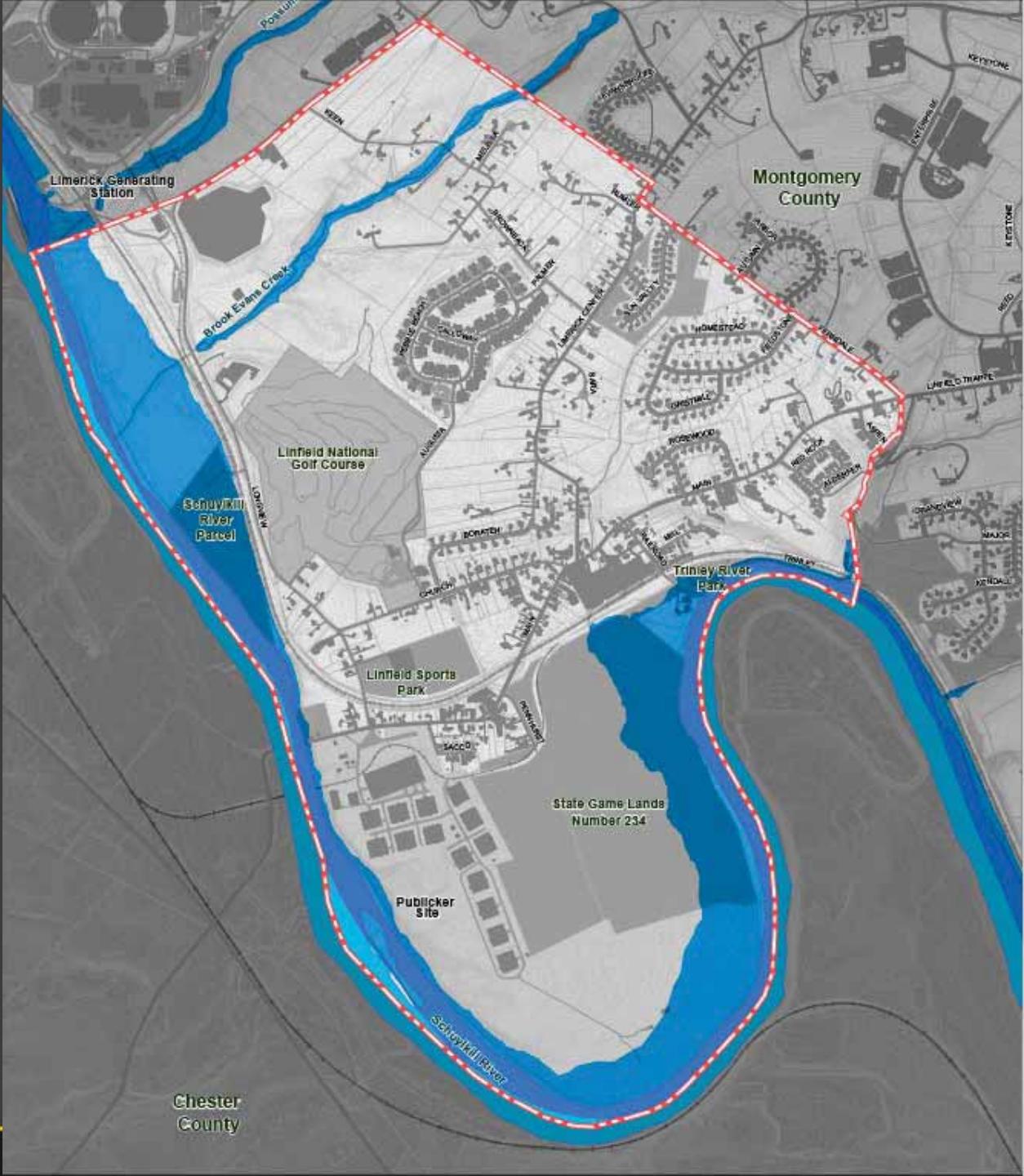
Transportation



Schuylkill River



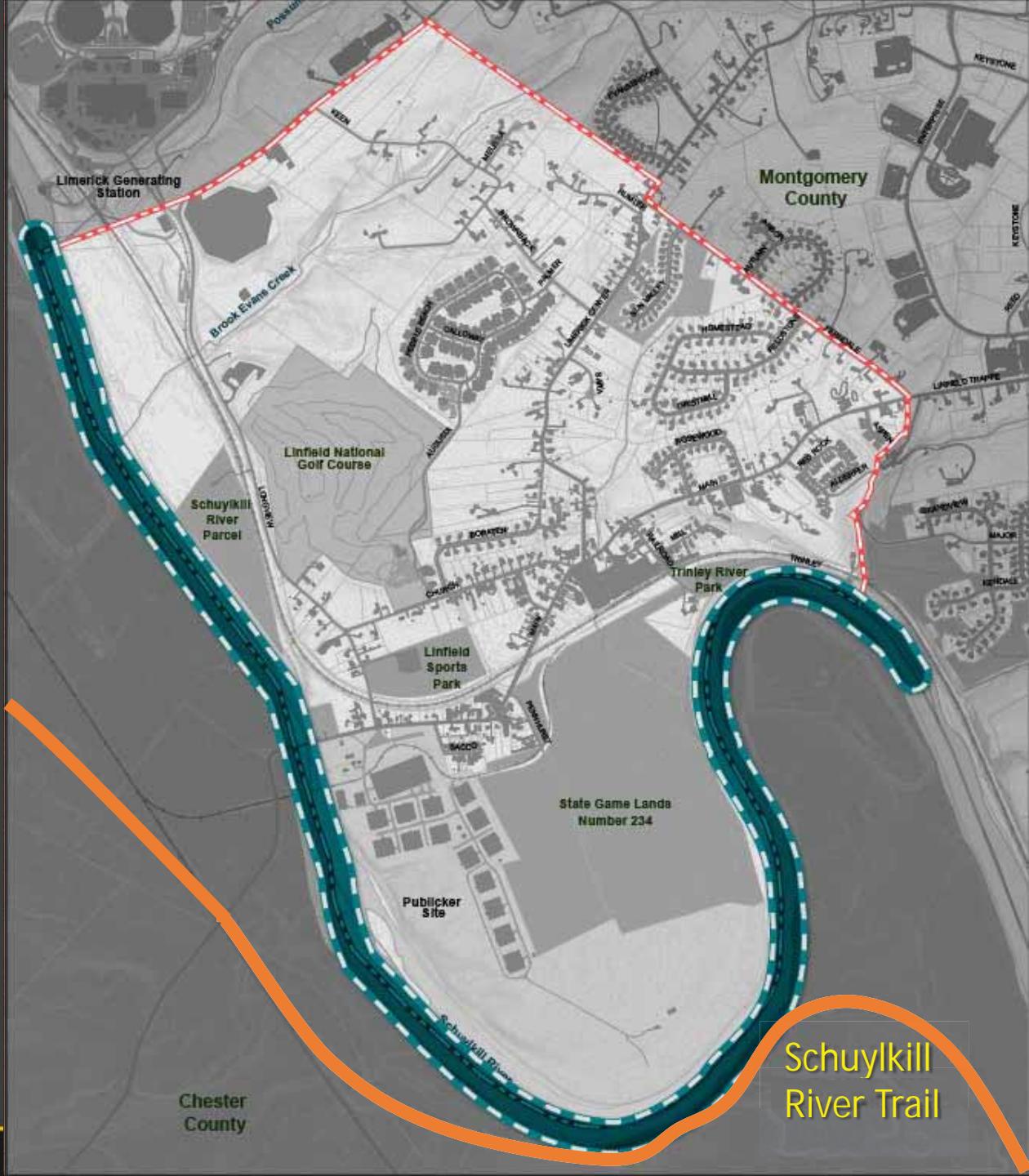
100-Year FEMA Flood Zone



For Planning
Purposes, We
Have Identified
Distinct Areas
Within Linfield



Distinct Areas Within Linfield: Schuylkill River



Distinct Areas Within Linfield: Schuylkill River

Opportunities:

- River Access for Linfield Residents
- Connection to the Schuylkill River Trail

Challenges:

- Flooding
- Access



Distinct Areas Within Linfield: Publicker Site



Distinct Areas Within Linfield: Publicker Site

Opportunities:

- Remove Blight
- Redevelopment (residential, commercial, mixed-use? etc.)
- Civic Space
- Event Space
- Economic Development

Challenges:

- Cost
- Utilities
- Building Adaptive Reuse / Removal
- Traffic



Distinct Areas Within Linfield: State Game Land



Distinct Areas Within Linfield: State Game Land

Opportunities:

- Open Space & Recreation
- Mitigates new development



Challenges:

- Conflicting Uses?: hunting & recreation



Distinct Areas Within Linfield: Main Street Corridor



Distinct Areas Within Linfield: **Main Street Corridor**

Opportunities:

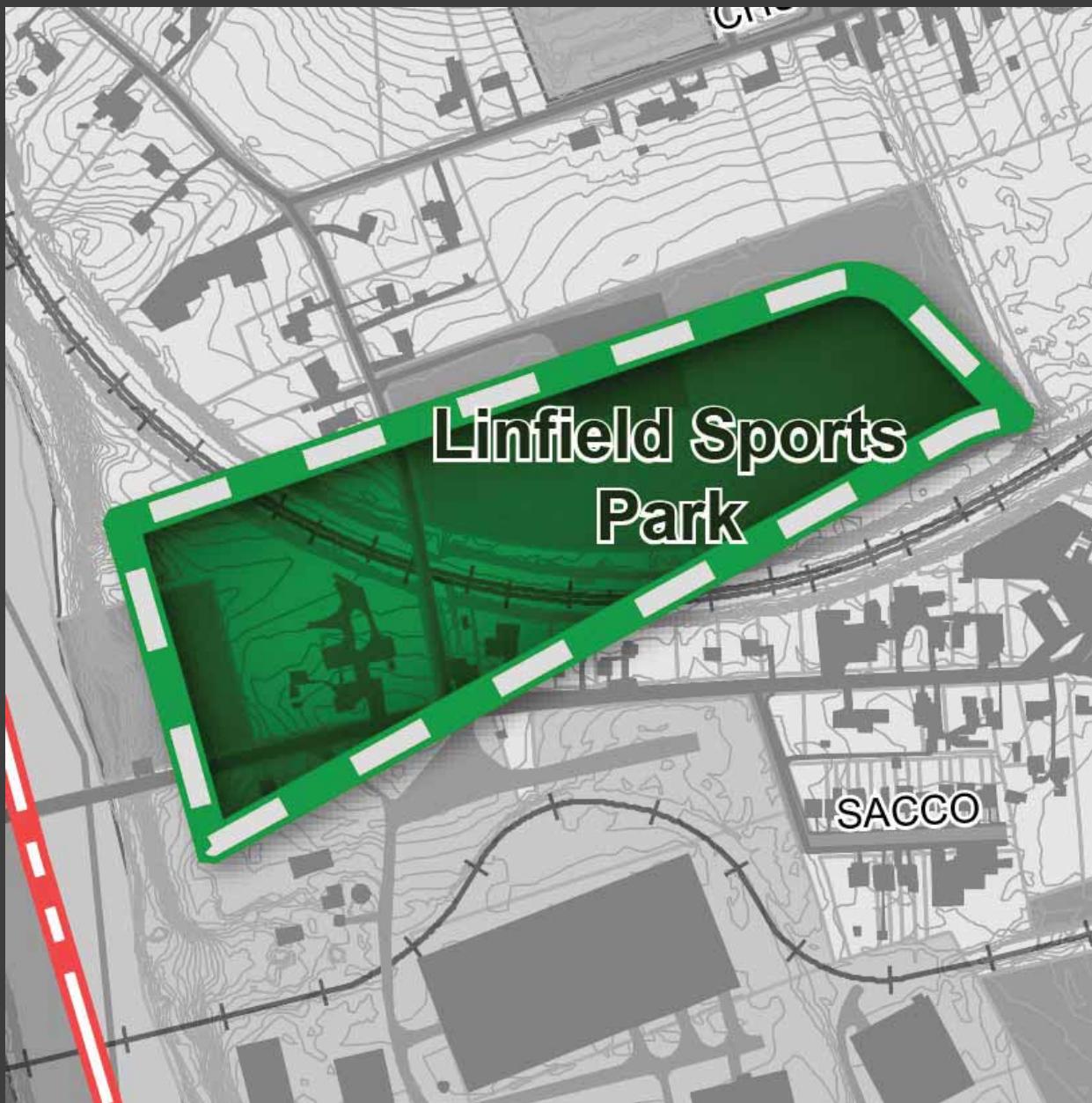
- Great Character
- In-fill development
- Develop Commercial Core
- Improved Walk / Bike Access
- Civic / Gathering Space

Challenges:

- Traffic
- Narrow Right-Of-Way
- Lack of Parking?



Distinct Areas Within Linfield: Sports Park & Toll House



Distinct Areas Within Linfield: Sports Park & Toll House

Opportunities:

- Active Recreation
- Connections to other Limerick Parks & Open Space
- Historic Structure Preserved

Challenges:

- Pedestrian / Bike Connectivity



Distinct Areas Within Linfield: Main Street & Sacco Road



Distinct Areas Within Linfield: Main Street & Sacco Road

Opportunities:

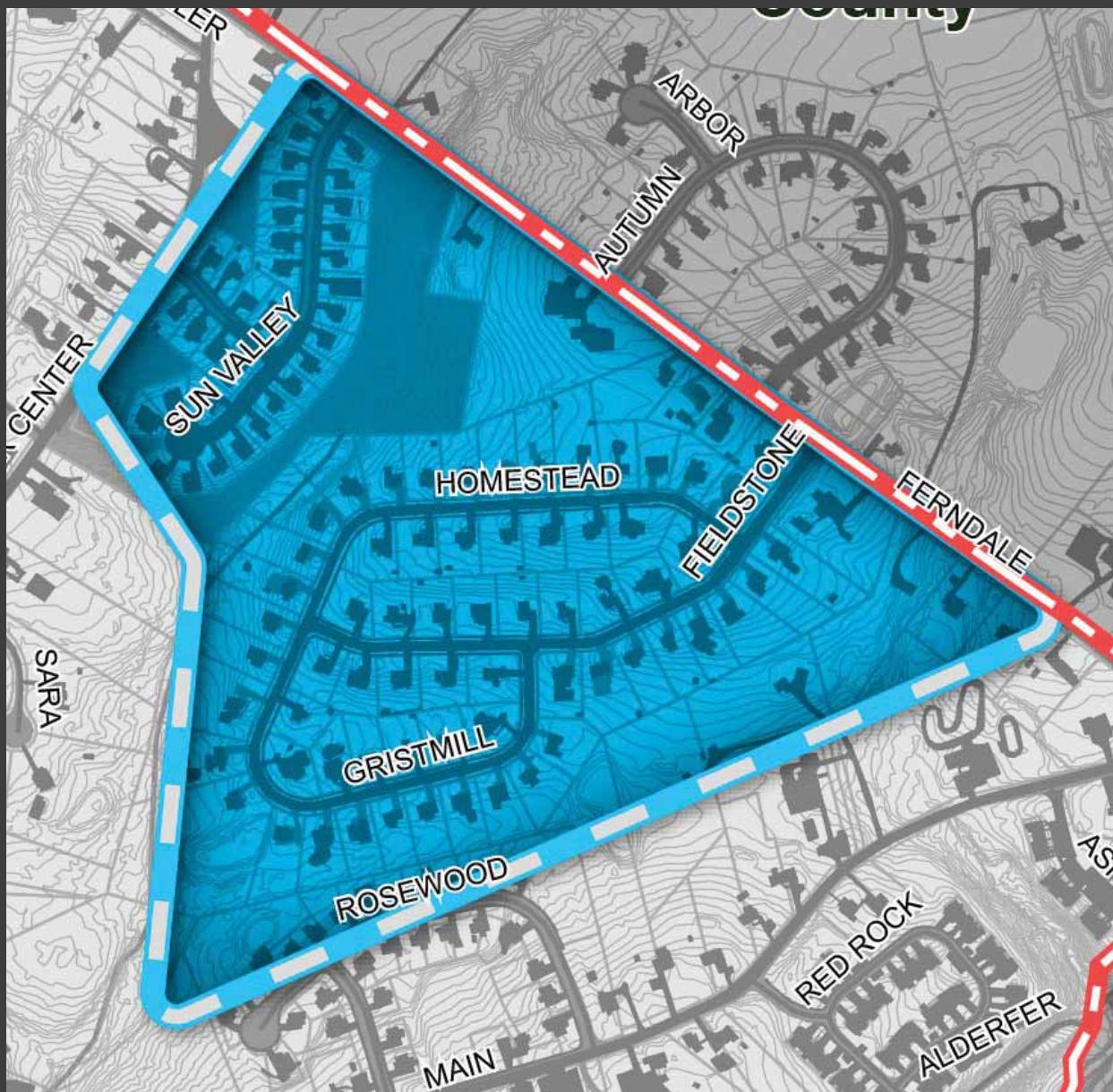
- Unique Character
- Template for Future Growth?
- Expand possible uses?

Challenges:

- Currently Isolated
- Multi-Modal Connectivity



Distinct Areas Within Linfield: Linfield Farms Development



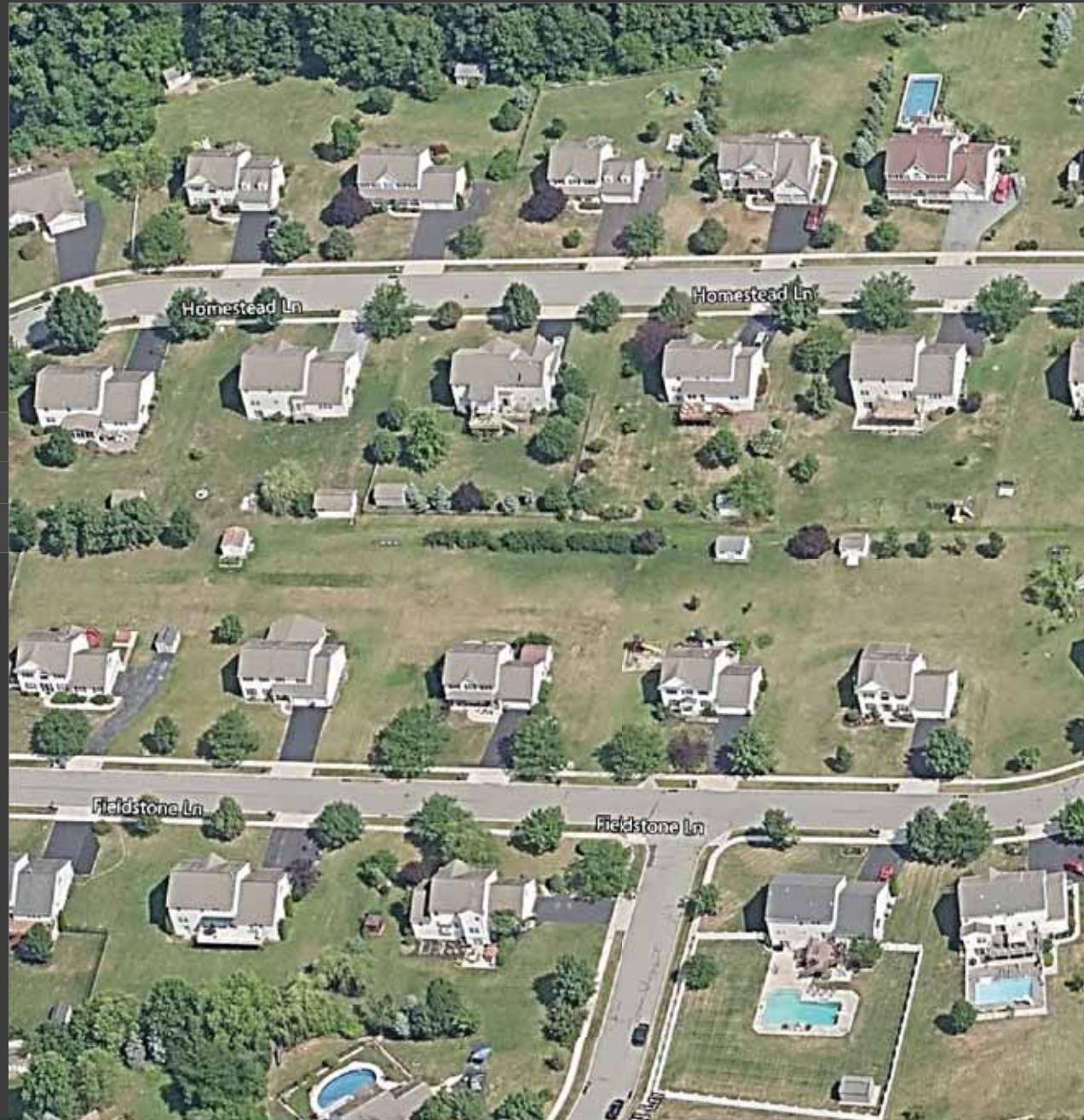
Distinct Areas Within Linfield: Linfield Farms Development

Opportunities:

- Connection to Main Street
- Connection to Open Space & Recreation

Challenges:

- Pedestrian / Bicycle Connectivity



Distinct Areas Within Linfield: Villas at Linfield Development



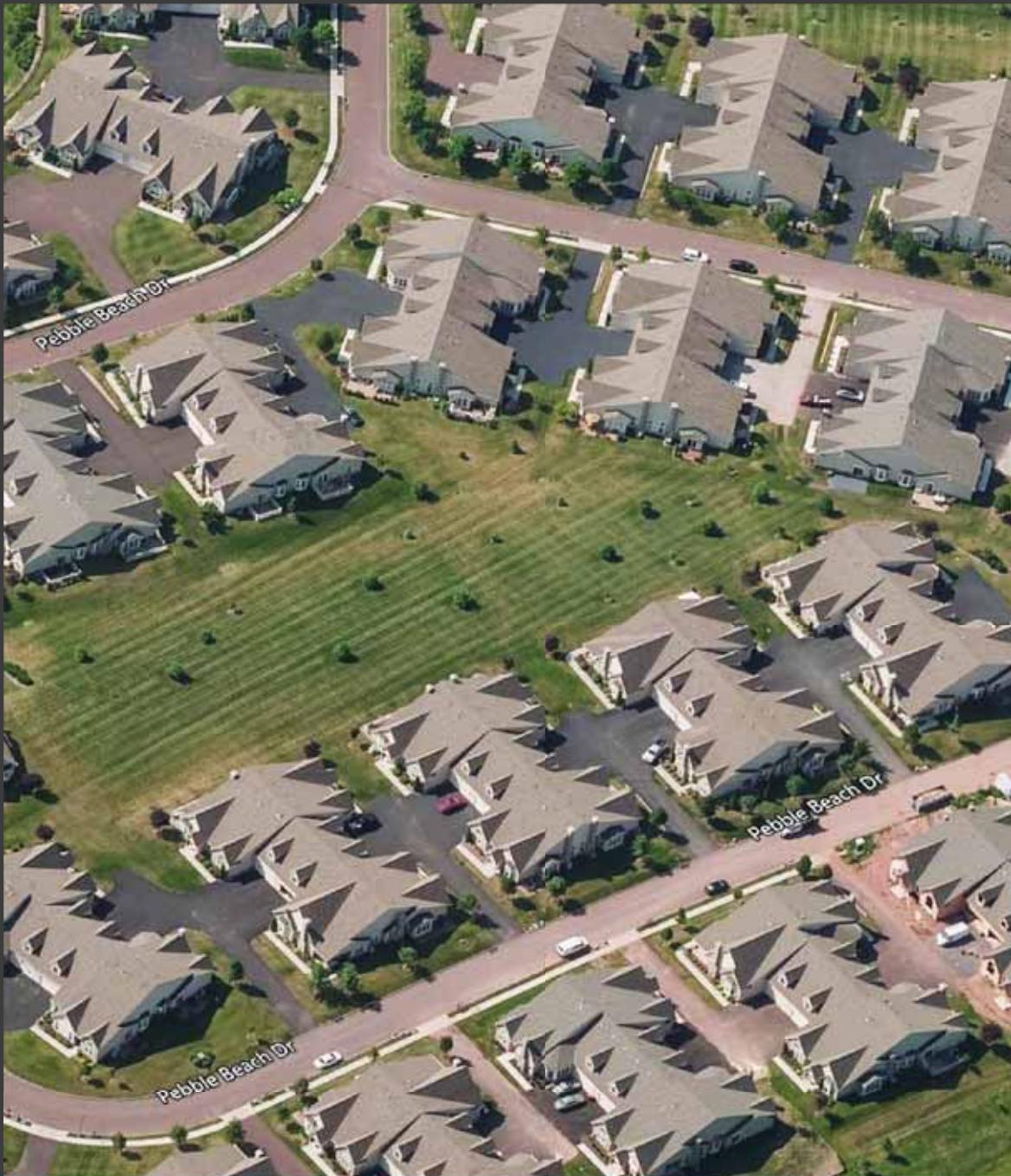
Distinct Areas Within Linfield: **Villas at Linfield Development**

Opportunities:

- Connection to Main Street
- Connection to Open Space & Recreation

Challenges:

- Pedestrian / Bicycle Connectivity



Distinct Areas Within Linfield: Linfield Golf Course & Schuylkill River Park



Distinct Areas Within Linfield: Linfield Golf Course & Schuylkill River Park

Opportunities:

- Open Space and Recreation
- River Access
- Golf Site Permanently Protected Open Space

Challenges:

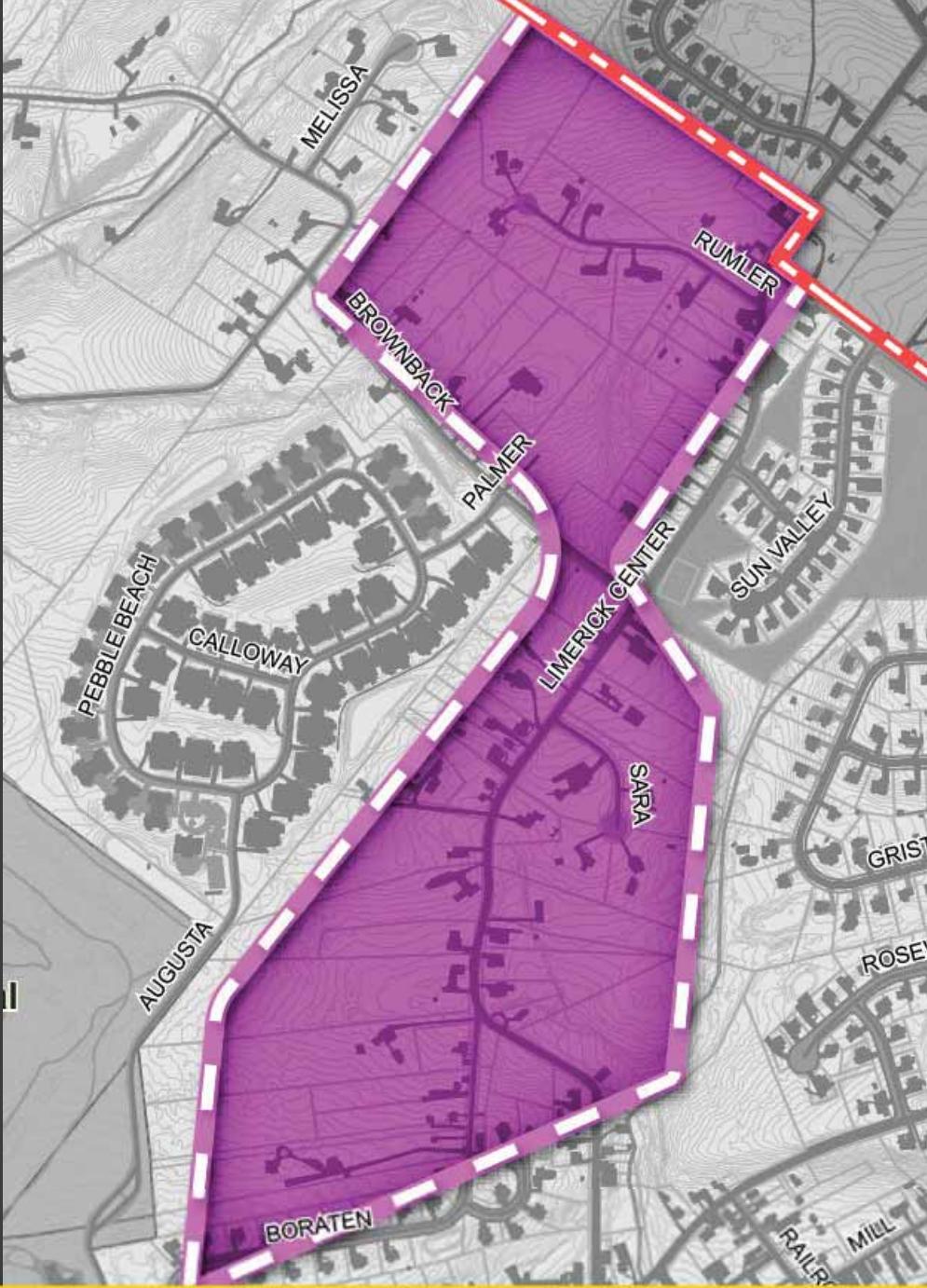
- Private Recreation Market Shifts ?



Distinct Areas Within Linfield: Limerick Center Rd. Residences



Linfield Village Master Plan



Distinct Areas Within Linfield: Limerick Center Rd. Residences

Opportunities:

- Connection to Main Street
- Future redevelopment
- Opportunities?
 - Connection to Open Space & Recreation

Challenges:

- Pedestrian / Bicycle Connectivity



Distinct Areas Within Linfield: Limerick Generating Station



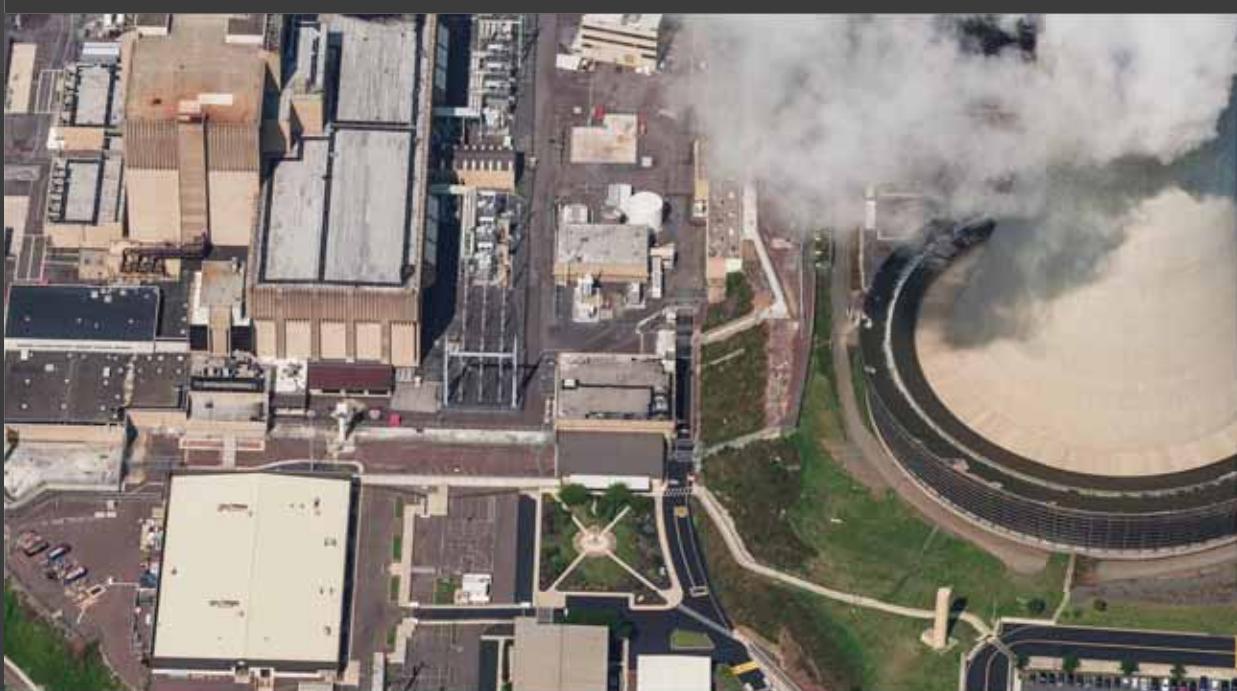
Distinct Areas Within Linfield: Limerick Generating Station

Opportunities:

- What is projected plant life span?

Challenges:

- Maintain Security Forever



Linfield Village

Case Studies: Industrial Heritage



Bethlehem SteelStacks – Bethlehem, PA

Linfield Village

Case Studies: Industrial Heritage



GoggleWorks – Reading, PA

Linfield Village Case Studies: Village Redevelopment



Skippack Village – Montgomery County, PA

Linfield Village

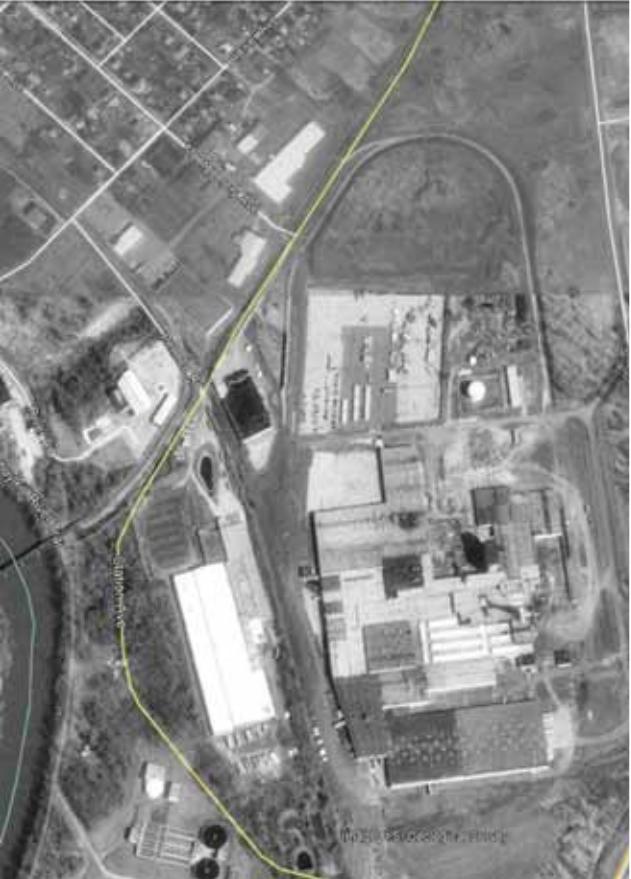
Case Studies: River Towns



Frenchtown, NJ



Stockton, NJ



1992



1999



2004

Linfield Village Case Studies: Incremental Development - Greater Phil. Expo Center, Oaks PA

Public Opinion Survey



Online Survey Link:

www.surveymonkey.com/r/linfieldvillage



Linfield Village Master Plan

General Demographics

1. What is your age?

- Under 18 years old
- 18-24
- 25-44
- 45-64
- 65+ years old

2. In what area do you live?

- Linfield Village, Limerick Township
- Elsewhere in Limerick Township
- Lower Pottsgrove Township
- Pottstown Borough
- New Hanover Township
- Upper Frederick Township
- Lower Frederick Township
- Radnor Township

Questions to Consider

- What is the future of Linfield Village?
- What are the future options for the Publicker site?
- How do we increase property values in Linfield Village?
- What is the best use of the State Game Lands?
- How do we preserve and enhance the historic architecture in Linfield Village?
- How do we encourage walk-to businesses and restaurants?
- How do we plan for increased traffic?
- How can public water be provided to more residents?
- What are economically feasible development scenarios?



Your Ideas, Comments, Suggestions...

GOALS

Goals for the project — Initially broad, then specific: “Develop a Master Plan for the Village” or “Plan for the Publicker site”

Facts - Existing land use, site conditions, parking regulations, adjacent properties, existing utilities, historic structures.

FACTS

CONCEPTS

Ideas for attaining project goals - “Bring in popular retail stores or restaurants”; “Safer routes for biking”; “Redevelop industrial sites”; “Provide stormwater BMPs”

Your Ideas, Comments, Suggestions...

GOALS

FACTS

CONCEPTS

PARTNERS

**DEVELOP A
MASTER PLAN**

**CLOSE TO
ROUTE 422**

**POPULAR
RETAIL /
RESTAURANTS**

DEVELOPERS

**ADDRESS
ACCESS**

**HISTORIC
STRUCTURES**

**SAFER
ROUTES FOR
PED / BIKES**

**MONTGOMERY
COUNTY**

**IMPROVE
QUALITY OF
LIFE**

**GAME
LANDS**

**PUBLICKER
DEVELOPMENT**

**LOCAL
BUSINESSES**

SC Team Next Steps

- Continue to Review Existing Plans and Data
- Continue Analysis Mapping
- Finalize Draft Market Study

Public & Committee Next Steps

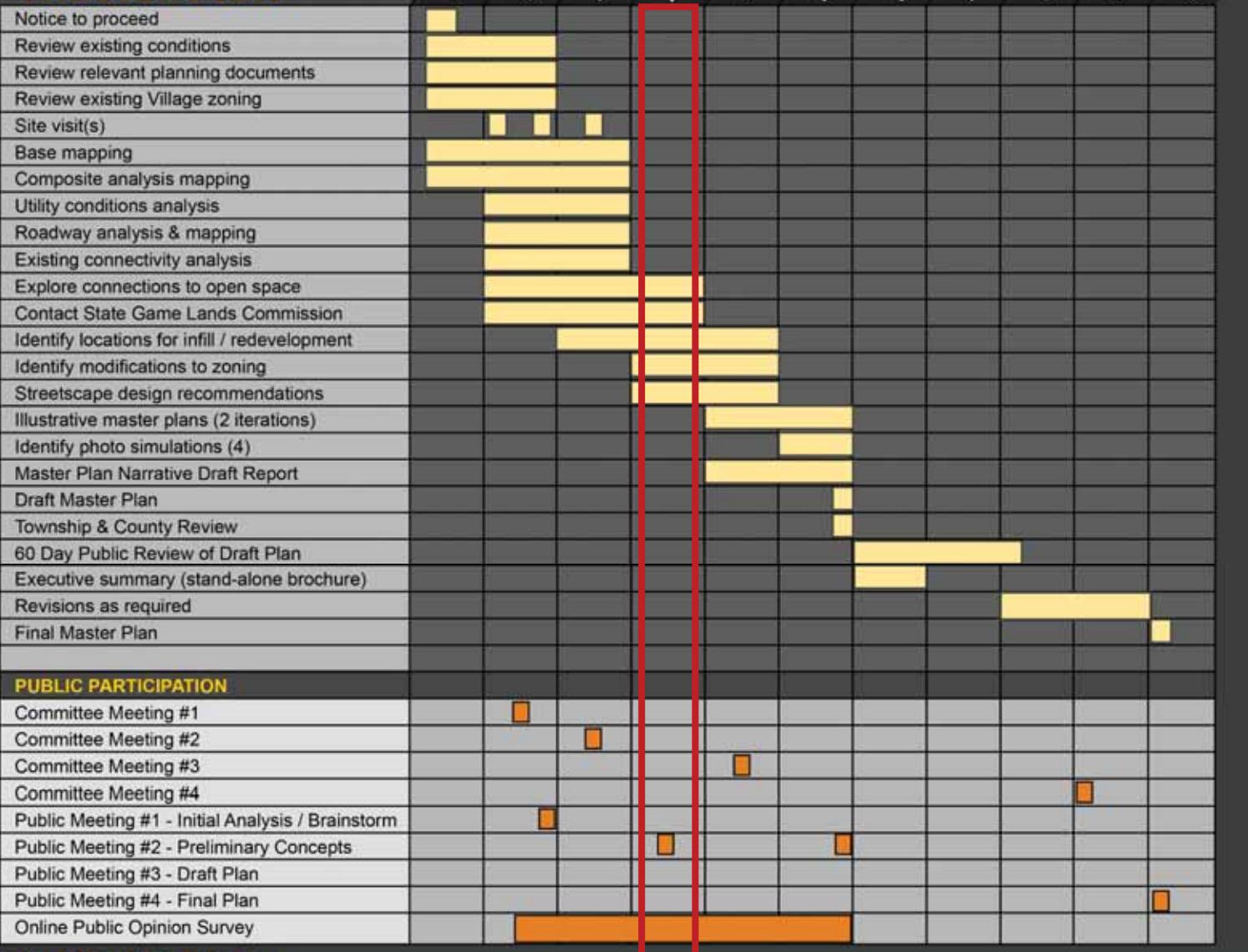
- Take Online Public Opinion Survey

www.surveymonkey.com/r/linfieldvillage

Next Public Meeting – *April 16th, 2020*

Next Public Meeting – April 16th, 2020

Linfield Village Master Plan



Thank you!

- **Simone Collins Landscape Architecture**

- 610.239.7601
- Peter Simone, RLA, FASLA
psimone@simonecollins.com
- Pankaj (PJ) Jobanputra, AICP
pjobanputra@simonecollins.com
- Joe Wallace
jwallace@simonecollins.com
- Geoff Creary
gcreary@simonecollins.com



- **4Ward Planning**

- 267.480.7133
- Todd Poole
tpoole@landuseimpacts.com

