

# 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
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*psimone@simonecollins.com*
- Pankaj (PJ) Jobanputra, AICP  
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- Joe Wallace  
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- **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)

## 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-476 from GSK Site / Jones Road |

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

### Proposed Amenities

| Page | Location  |
|------|---|
| N    | Playground  |
| O    | Belligomongo Trail  |
| P    | Riverfront Access   |
| Q    | New Borough Signage / Prominent Matsonford Bridge Sign                                    |
| R    | Walking Trail in I-476 Cloverleaf off of Matsonford Rd. / Cloverleaf Signage and Planting |

## West Conshohocken Vision Plan

### Potential Sites for Redevelopment

| Page | Location                                   |
|------|--|
| S    | Borough Hall                               |
| T    | St. Ger's                                  |
| U    | Front Street Redevelopment                 |
| V    | Union Hill Industrial Area                 |
| W    | Belligomongo Industrial Area / Arader Site |
| X    | Landfill Site                              |
| Y    | Ford Street Commercial Overlay             |
| Z    | Matsonford Rd. and Delaven Ave. Site       |





## West Conshohocken Vision Plan (with 4Ward Planning)



*Pedestrian Bridge Concept*



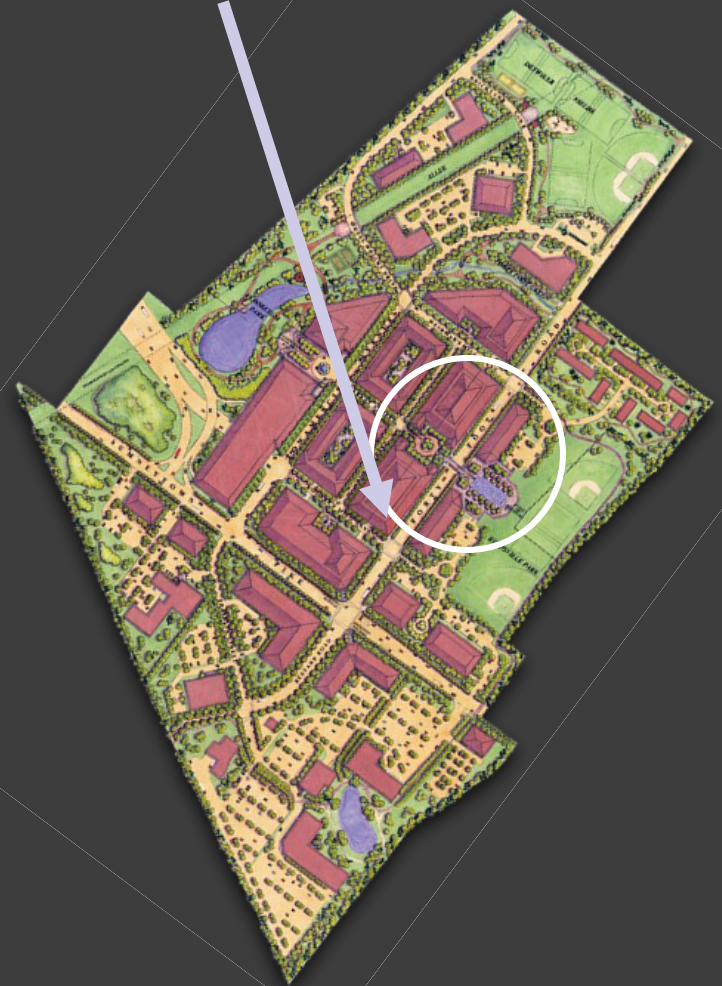
*Borough Hall Redevelopment Concept*



## Towamencin Village

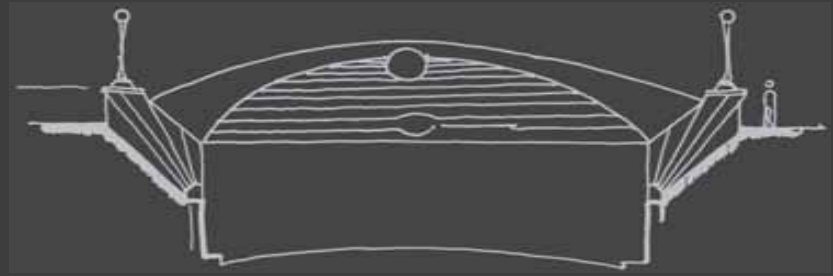


*Bridge Location*  
*Depress the state highway*



Economic studies used to inform highway design

## Towamencin Village



*Bridge as urban infrastructure*



# Towamencin Village



Excellence in Planning and Design

2014 Award Winner



## 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 environment 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 Midpville in Towamencin Township. This development is located in the new Towamencin Village, which is strategically located at the entrance to the Marquette Interchange of the Pennsylvania Turnpike's Northeast Extension. The township had a vision for the redevelopment of the Village of Midpville 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



## 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

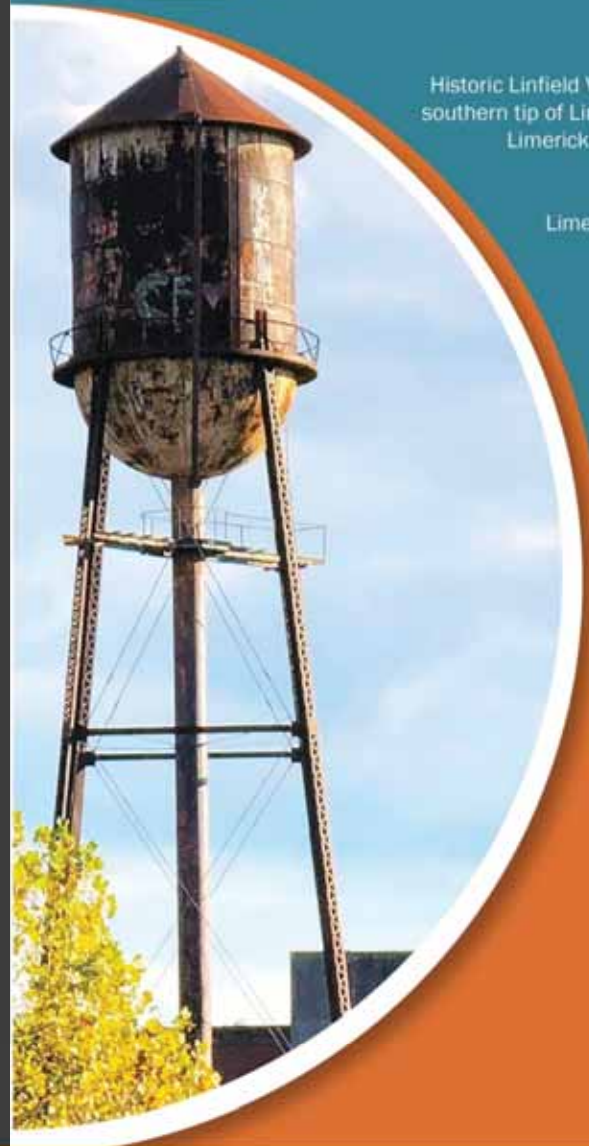
Public meetings will take place  
7:00 p.m. - Limerick Township Building  
(646 W. Ridge Pike Limerick, PA 19468)

**February 25th, 2020: Public Meeting 1**

**April 16th, 2020: Public Meeting 2**

**June 30th, 2020: Public Meeting 3**

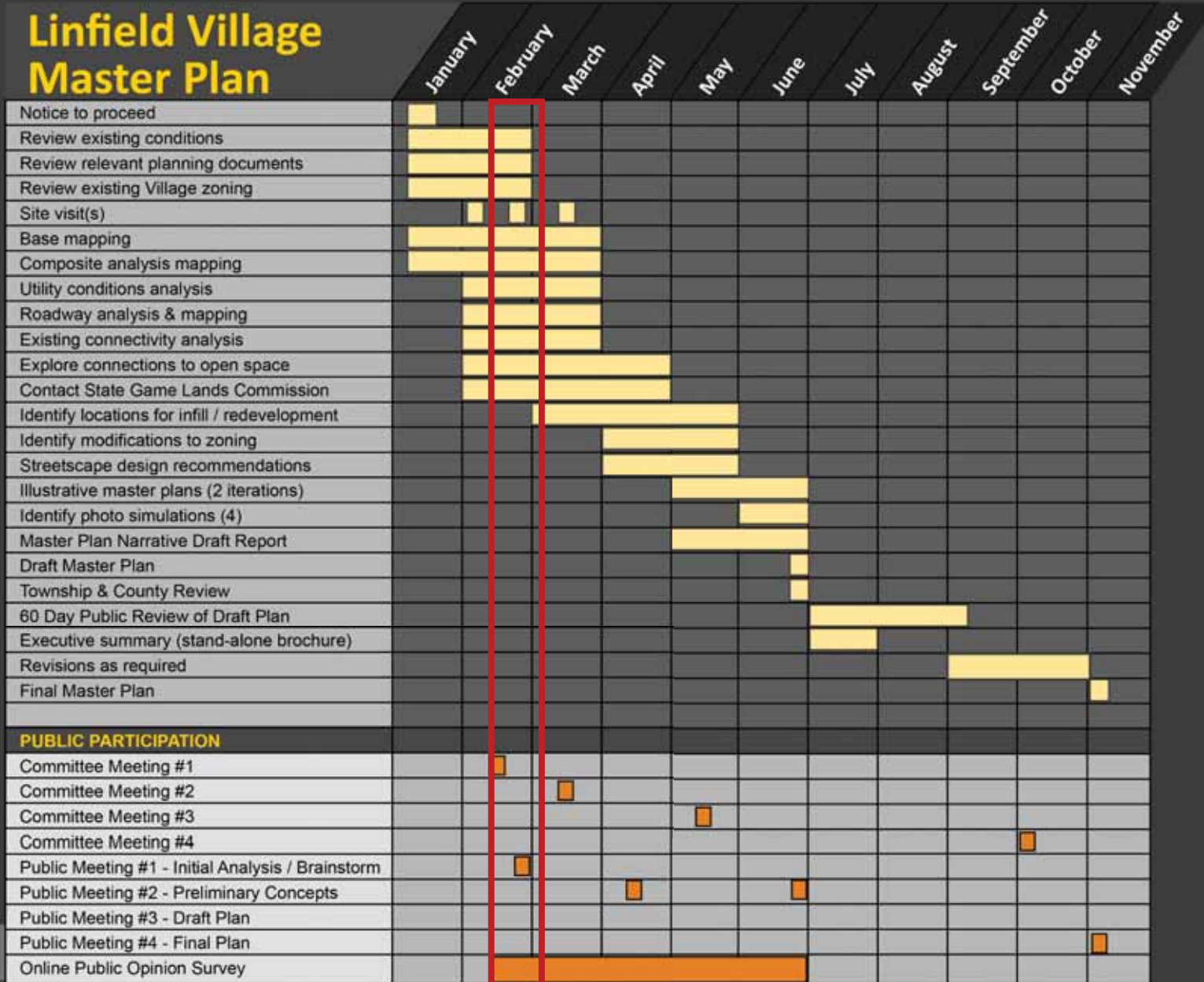
**November 5th, 2020: Public Meeting 4**





# 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?
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- How do we plan for increased traffic?
- How can public water be provided to more residents?
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# 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



**Linfield Village Master Plan**

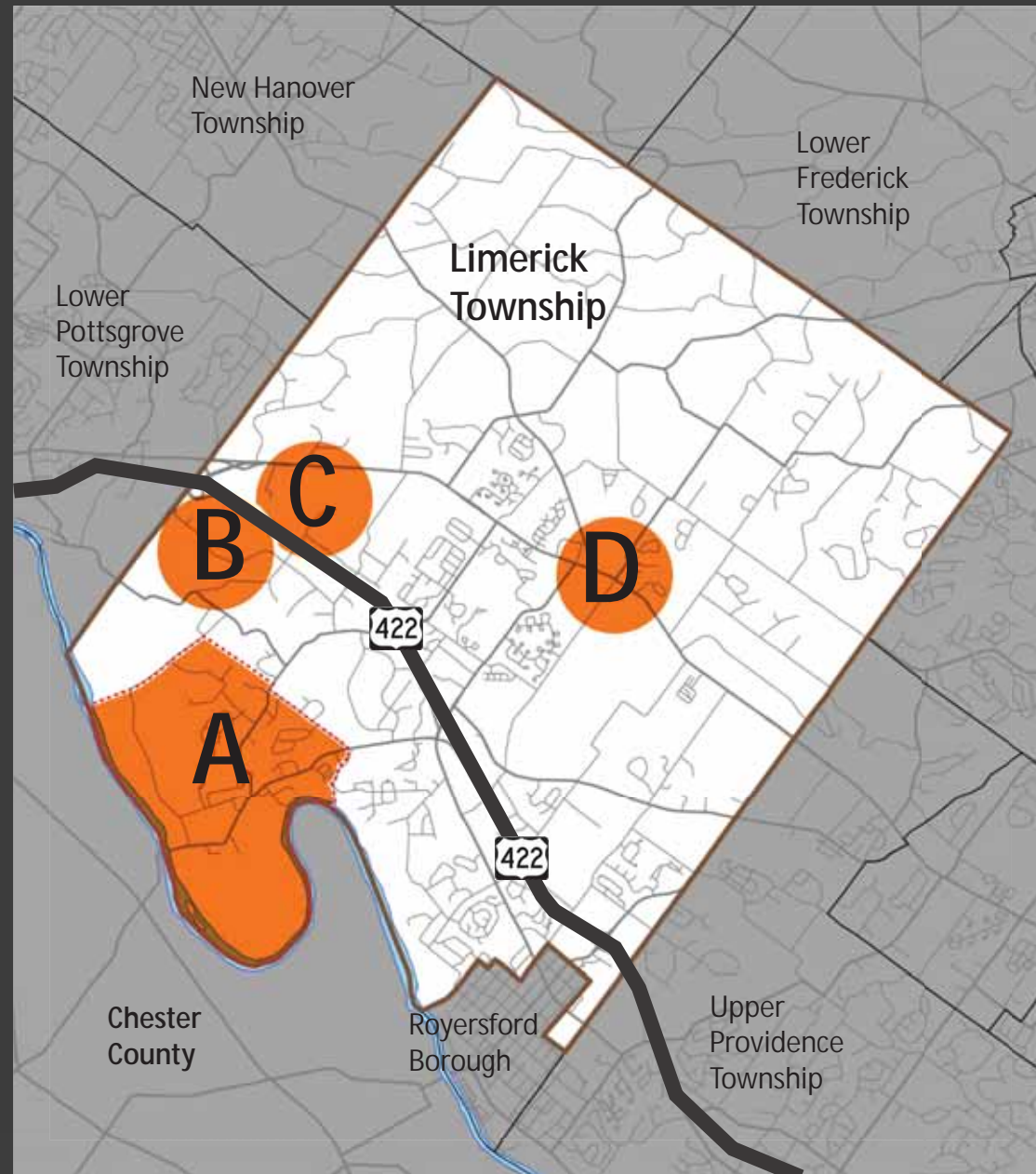
# Project Context

*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

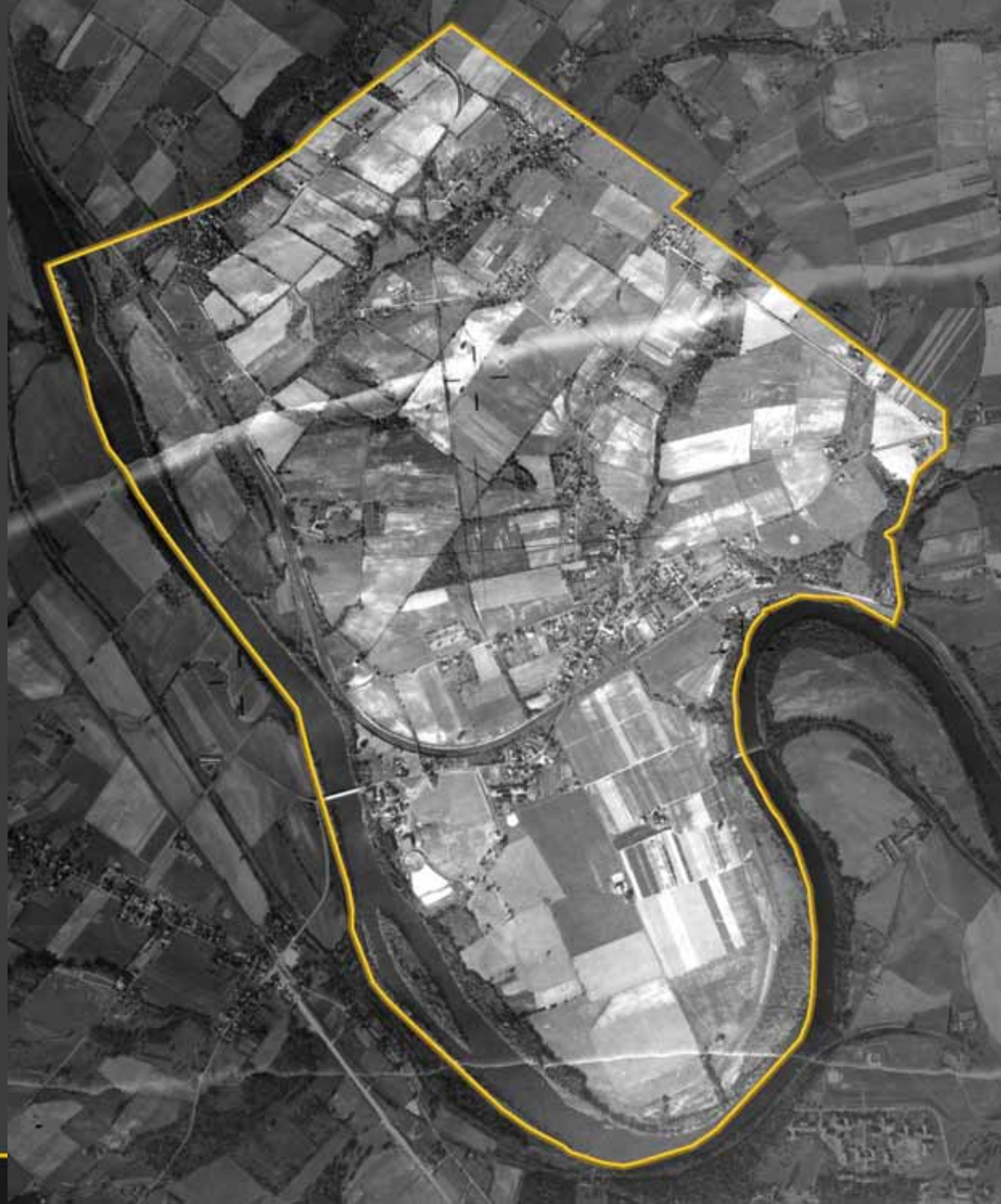
- Farmland
- Orchards
- Defined Village Center

*Linfield lies across the Schuylkill River from the Parker Ford National Historic District. Parker Ford is the site of a September 1777 crossing by George Washington and the continental army.*

# Historic Aerials

## 1942

- Farmland
- Orchards
- Defined Village Center

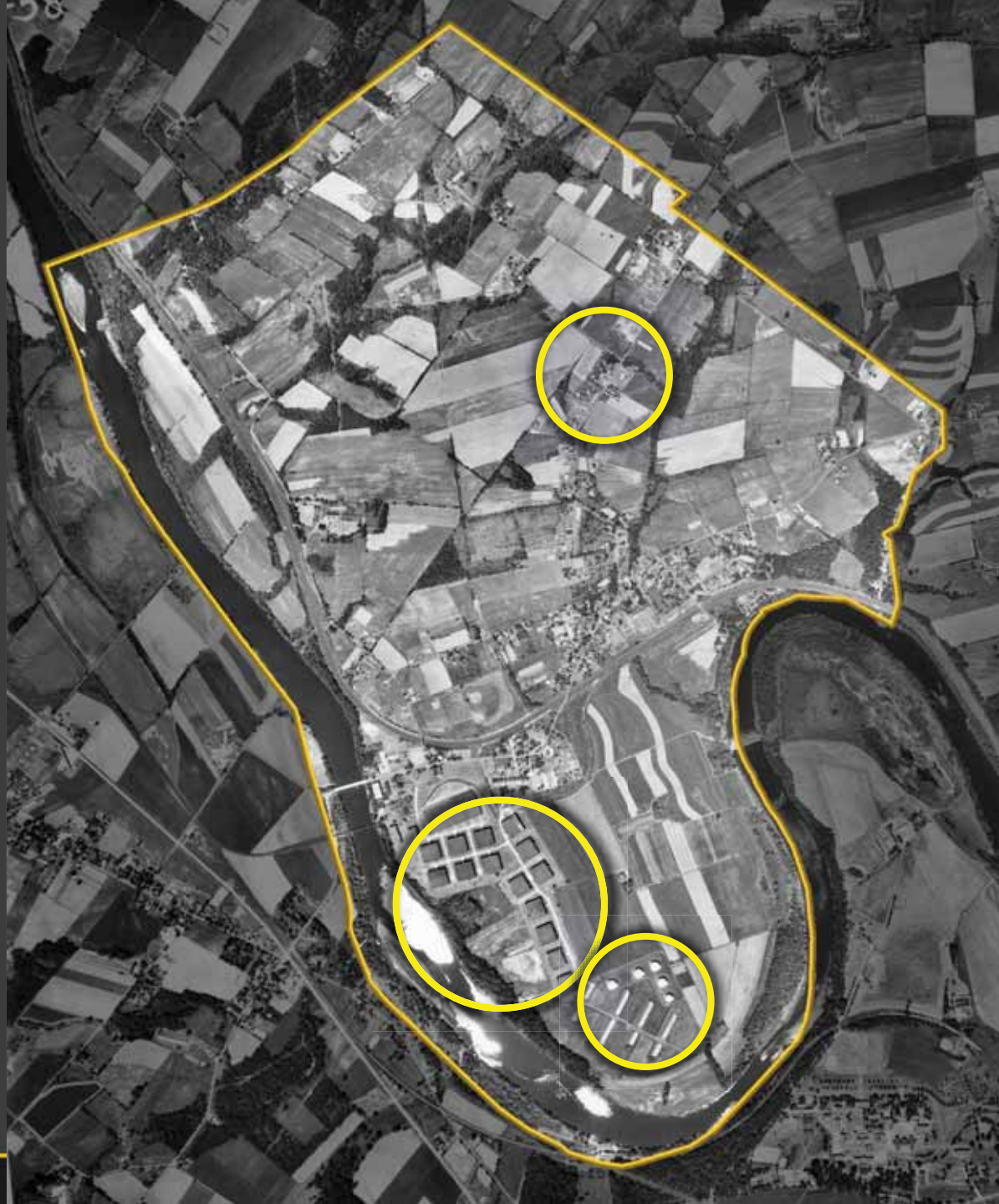




# Historic Aerials

## 1958

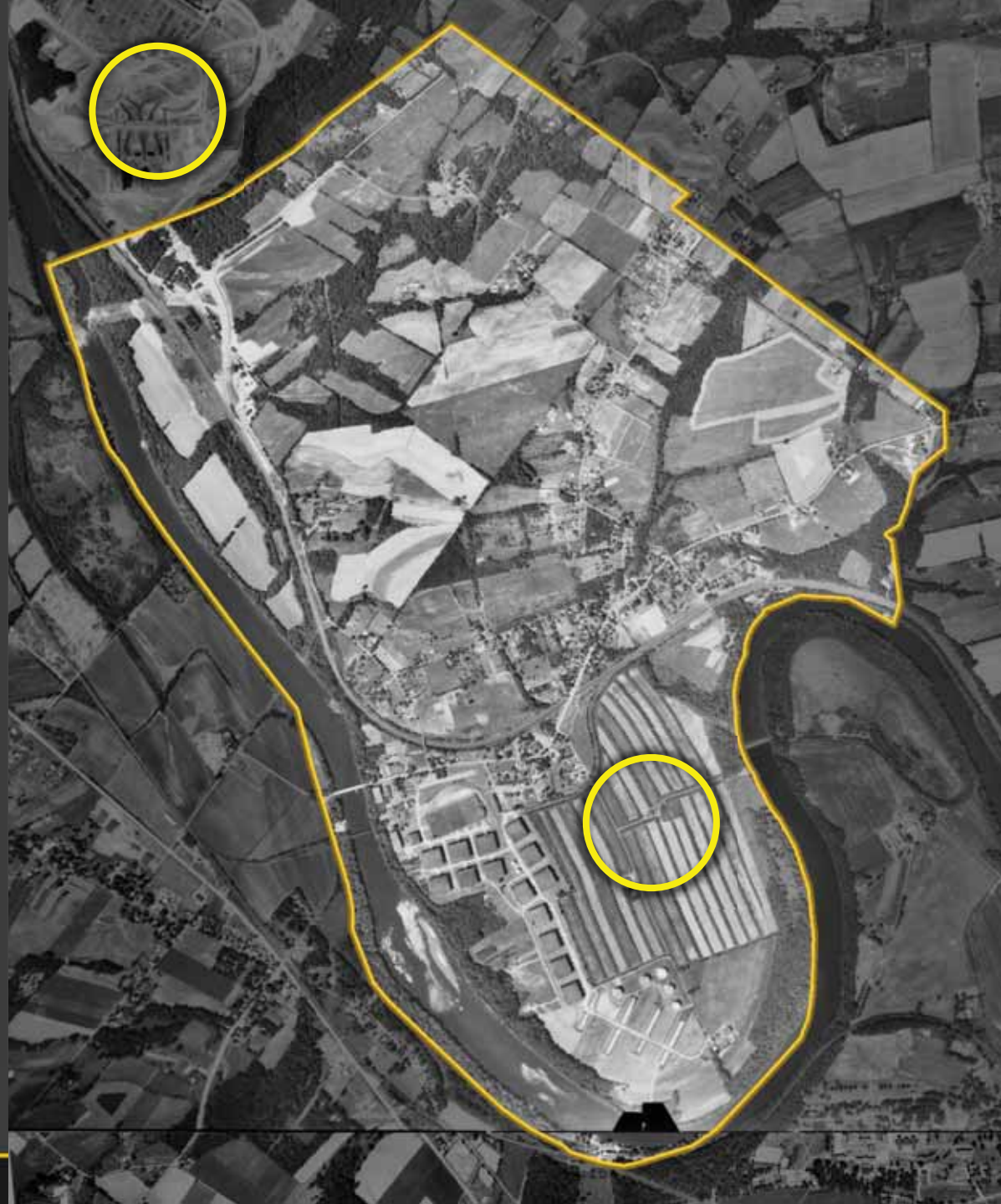
- Publicer Warehouses & Facilities Constructed
- Residential growth along Limerick Center Road



# 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

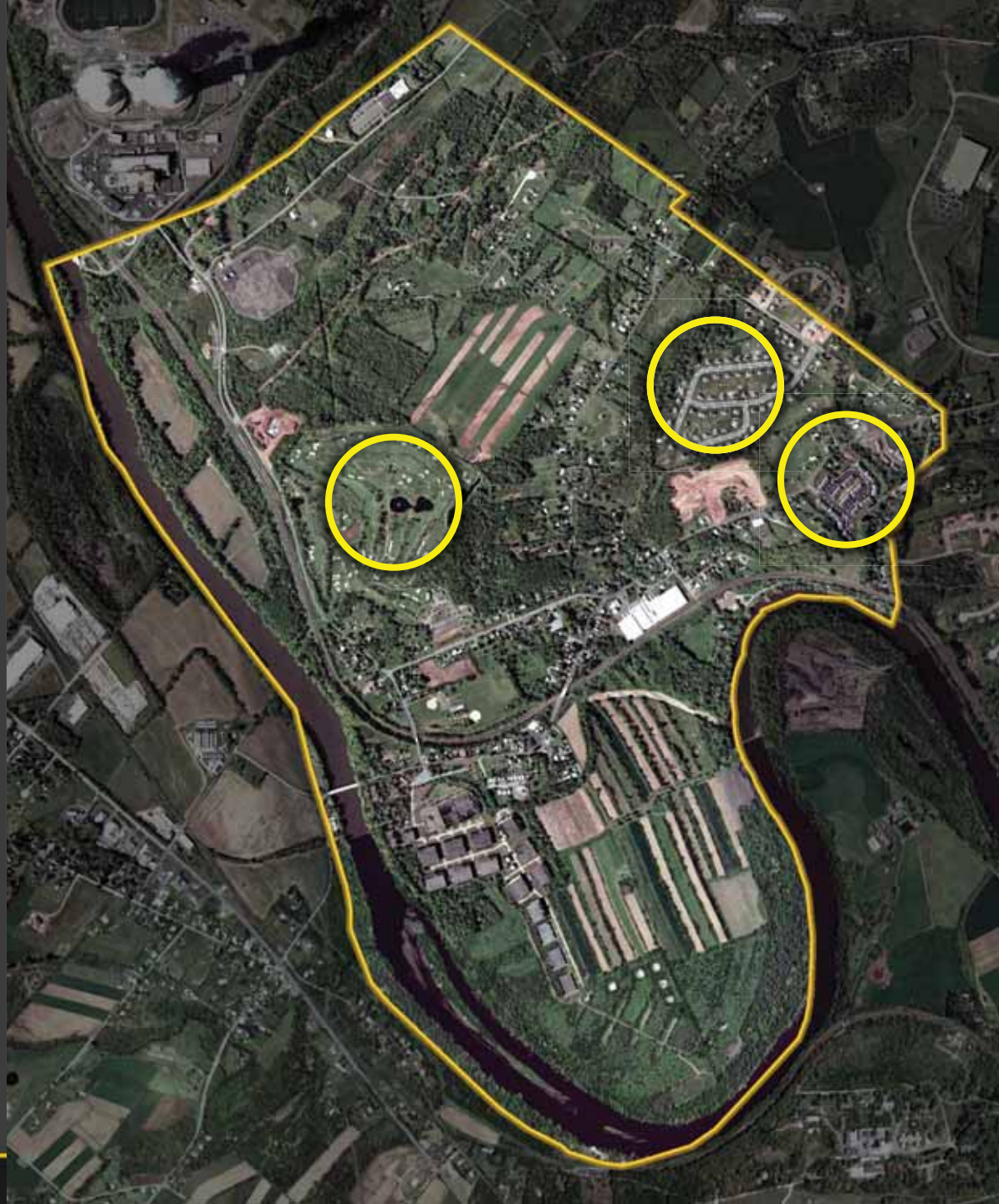




# Historic Aerials

## 2002

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





# Historic Aerials

## 2010

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



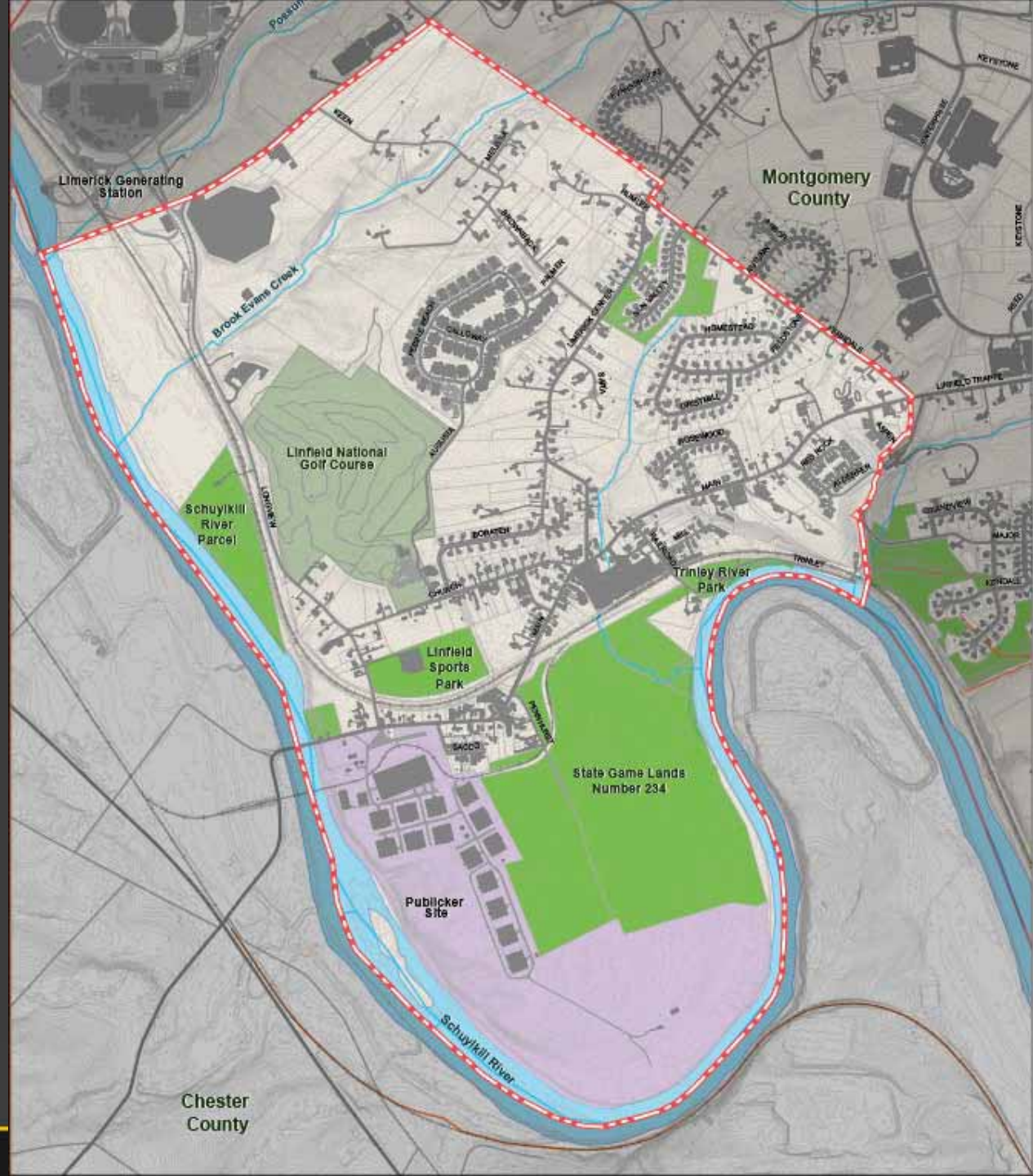


# Historic Aerials

## 2019



# Linfield Village Project Area





# Transportation



# Transportation





# Schuylkill River

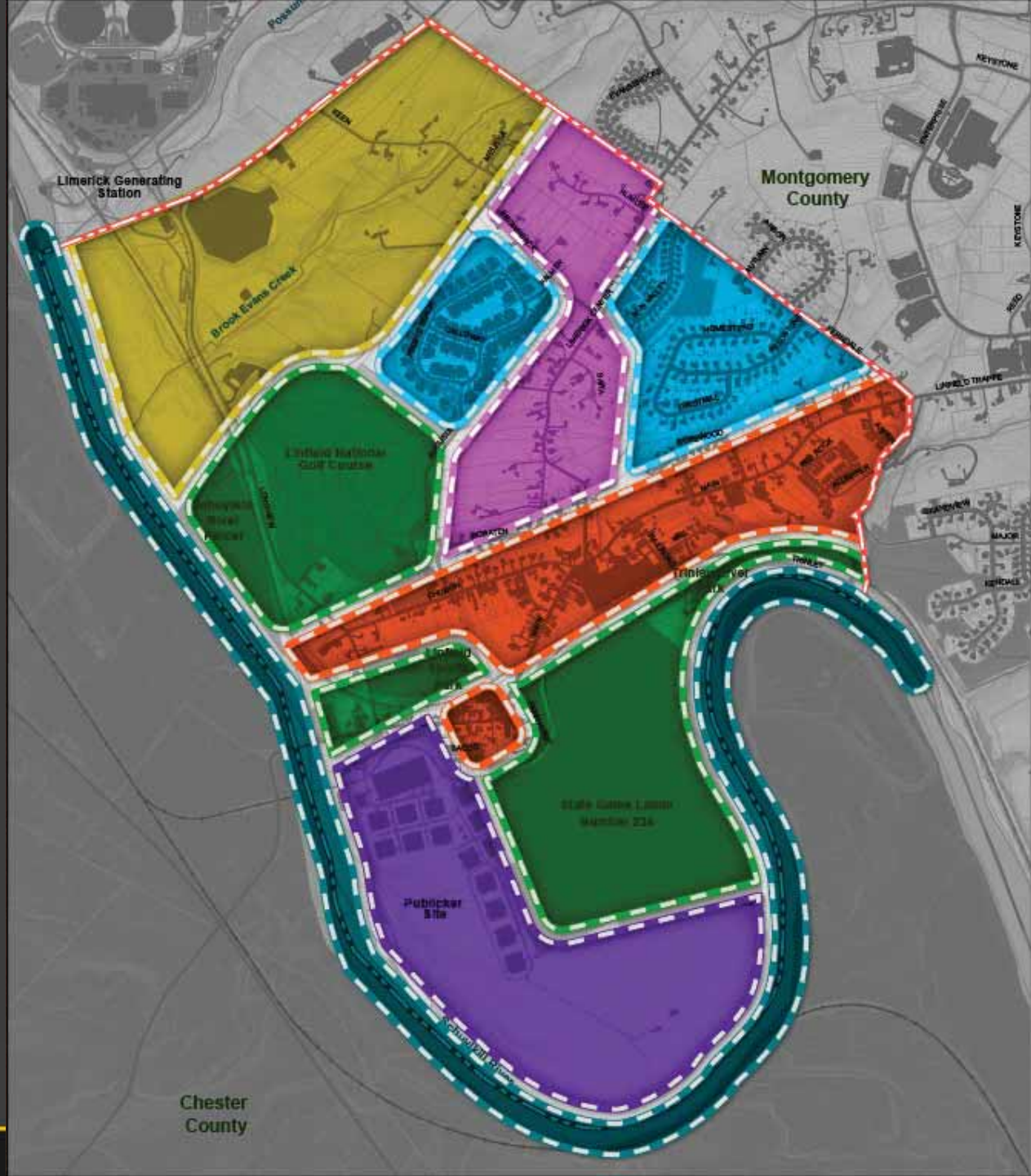


# 100-Year FEMA Flood Zone

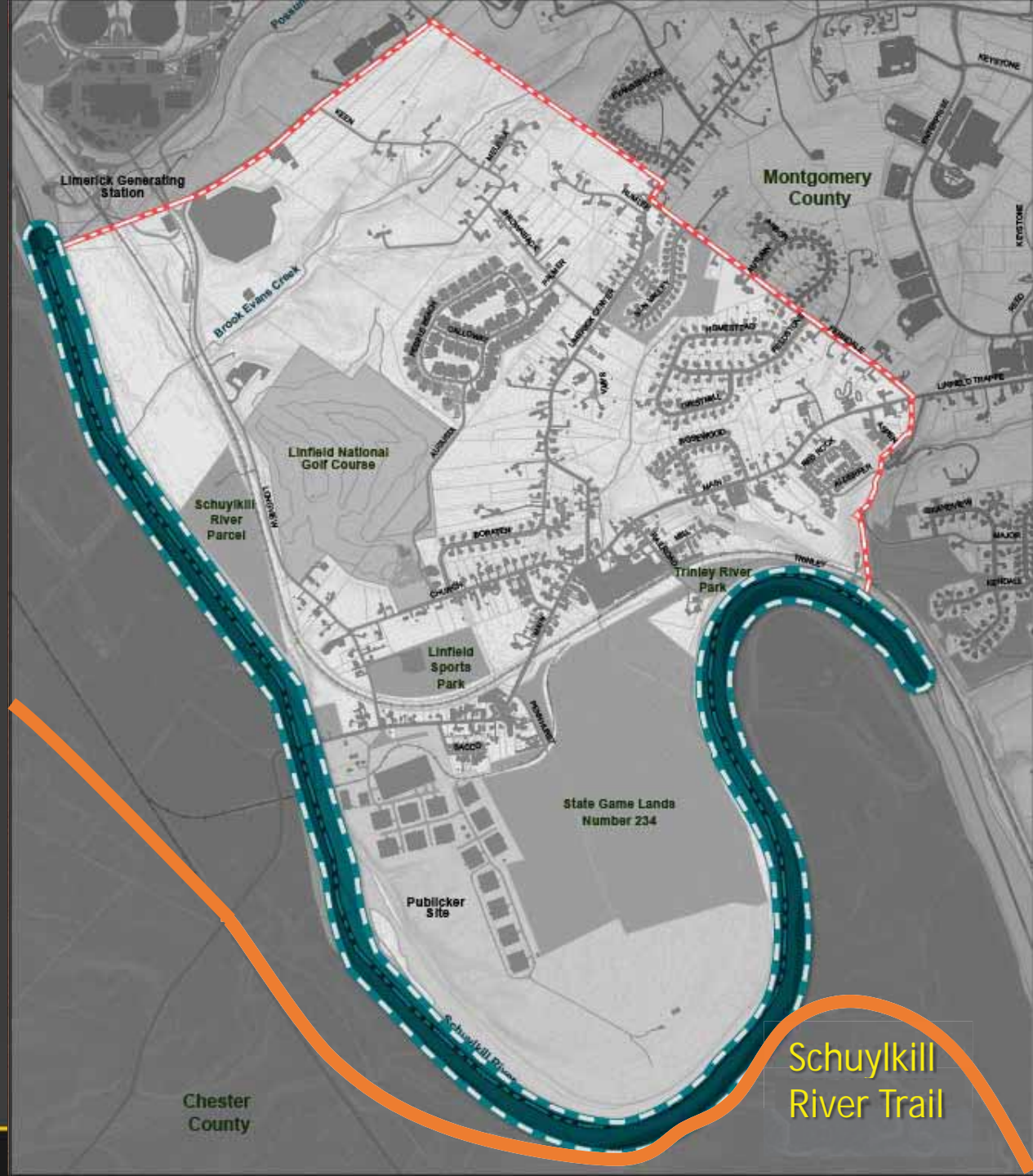




For Planning  
Purposes, We  
Have Identified  
Distinct Areas  
Within Linfield



# 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: Publicer 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



Trinley River  
Park

PENN HURST

TRINLEY

State Game Lands  
Number 234



# 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:

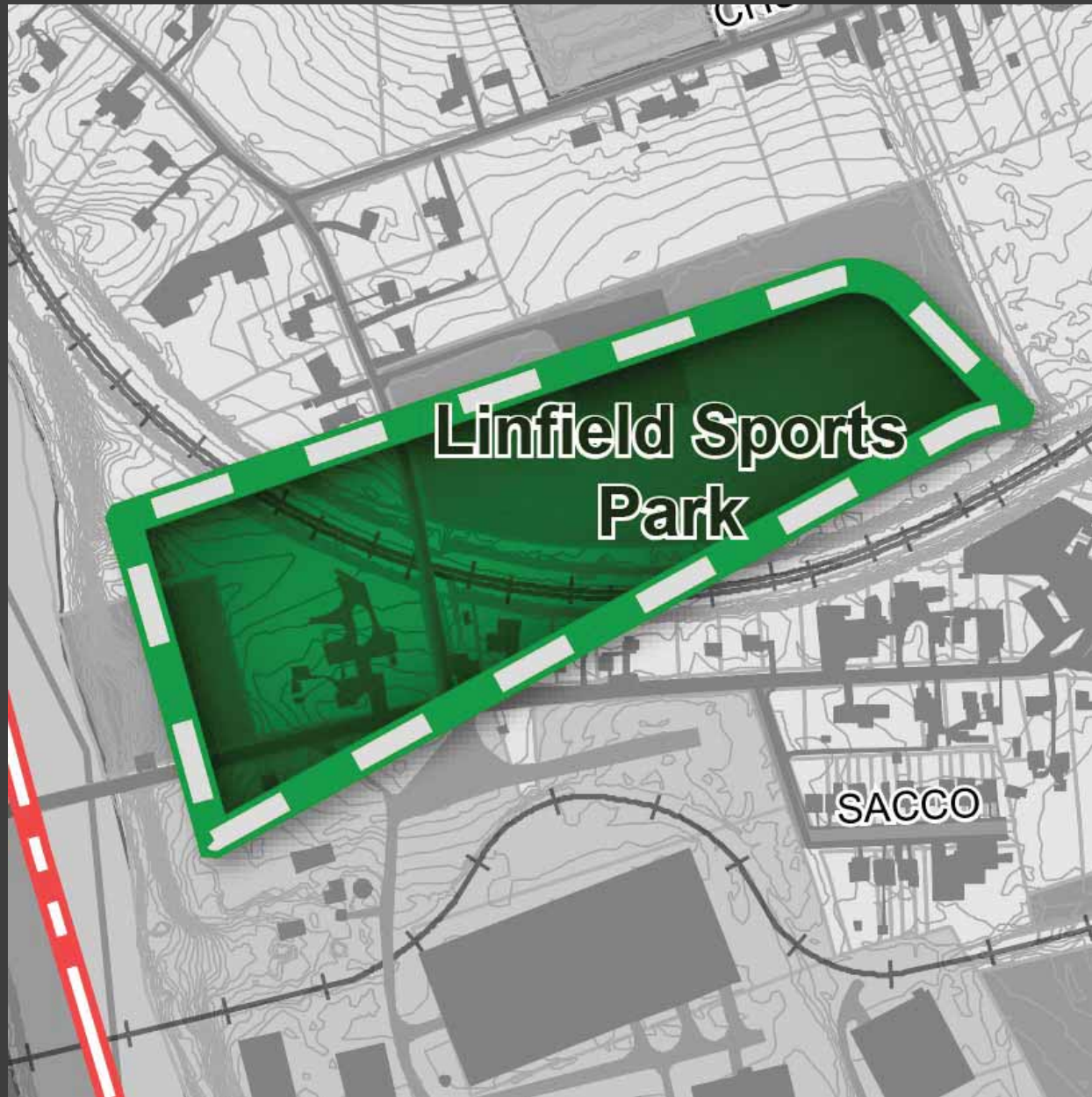
- Great Character
- In-fill development
- Develop Commercial Core
- Improved Walk / Bike Access
- Civic / Gathering Space

### 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

### Linfield Sports Park

SACCO

PENNHURST



# 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





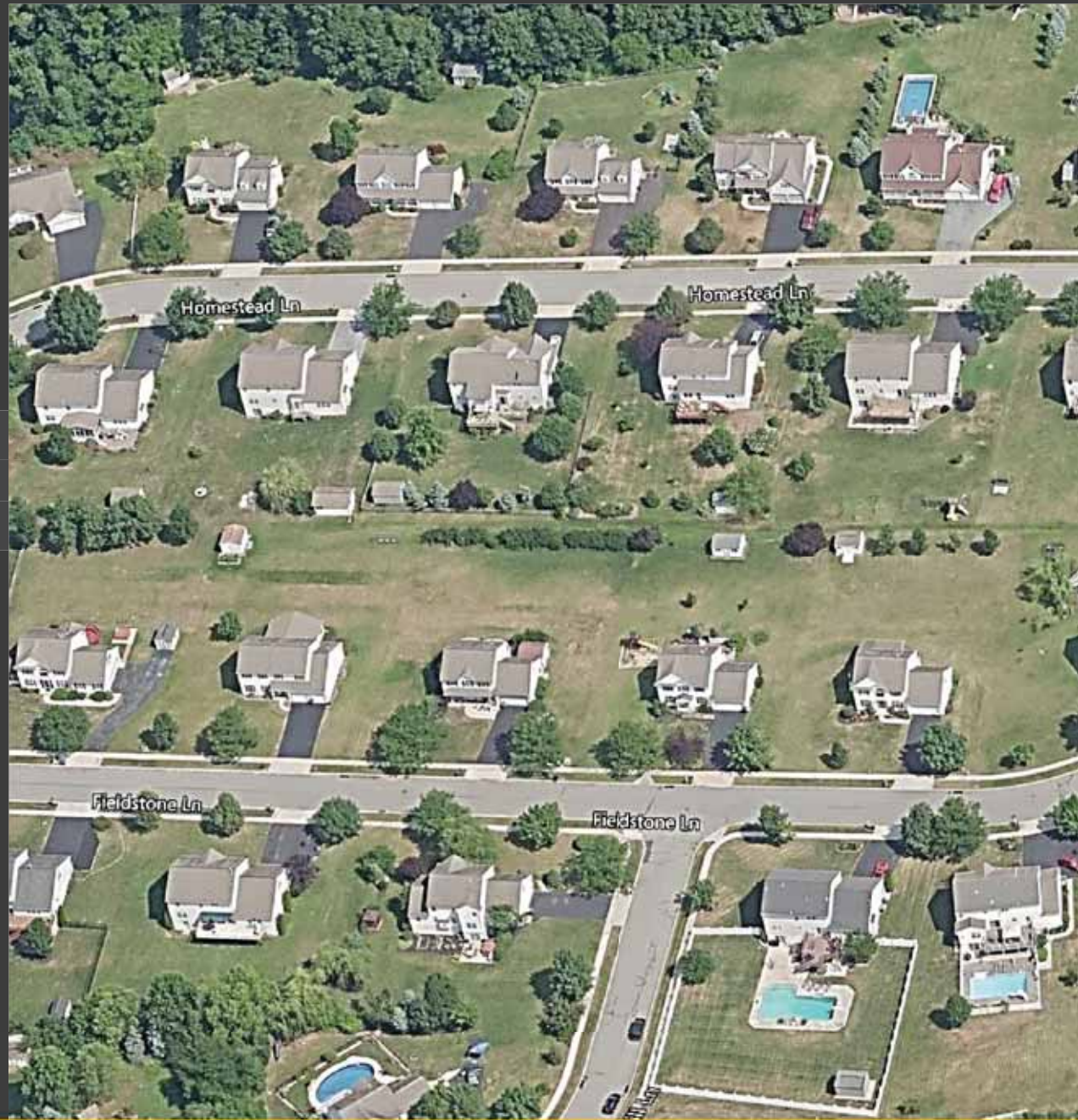
# Distinct Areas Within Linfield: Linfield Farms Development

## Opportunities:

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

## Challenges:

- Pedestrian / Bicycle Connectivity





# Distinct Areas Within Linfield: Villas at Linfield Development





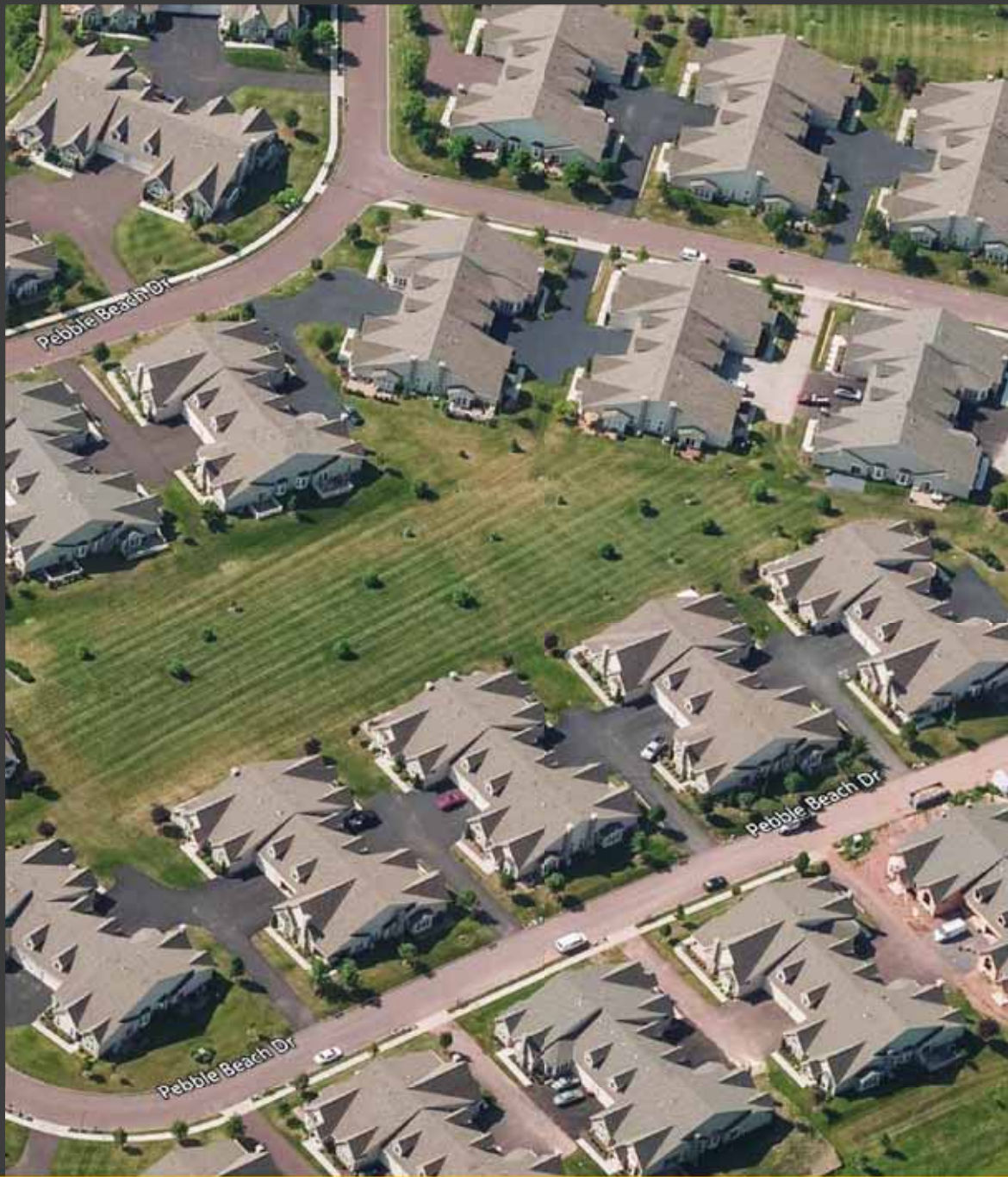
# Distinct Areas Within Linfield: Villas at Linfield Development

## 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 ?



## 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



Skipack Village – Montgomery County, PA



# Linfield Village

## Case Studies: River Towns



Frenchtown, NJ

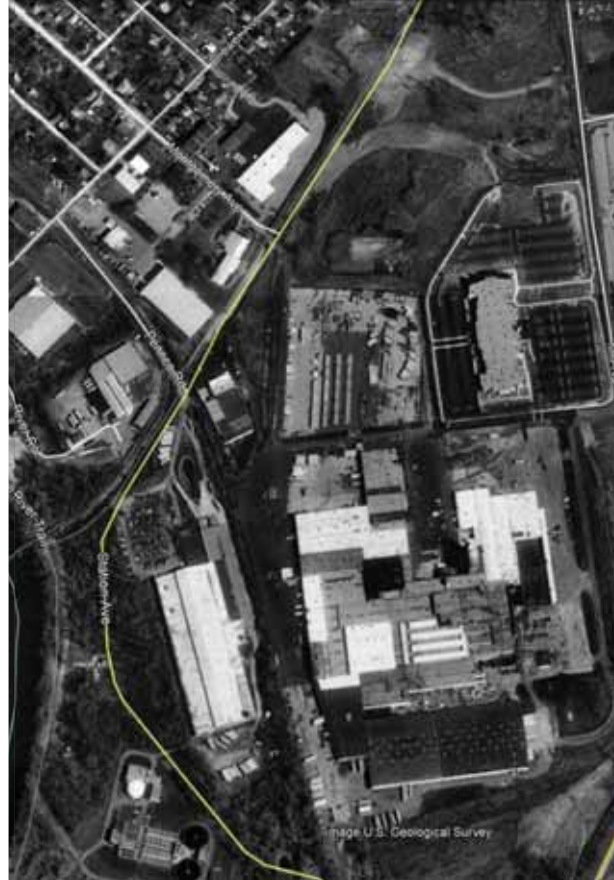


Stockton, NJ





1992



1999



2004

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



# Public Opinion Survey



**Linfield Village Master Plan**

Online Survey Link:

[www.surveymonkey.com/r/linfieldvillage](https://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
- ☐ Berks Township



# Questions to Consider

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# Your Ideas, Comments, Suggestions...

## GOALS

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

PUBLIC/PRIVATE  
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

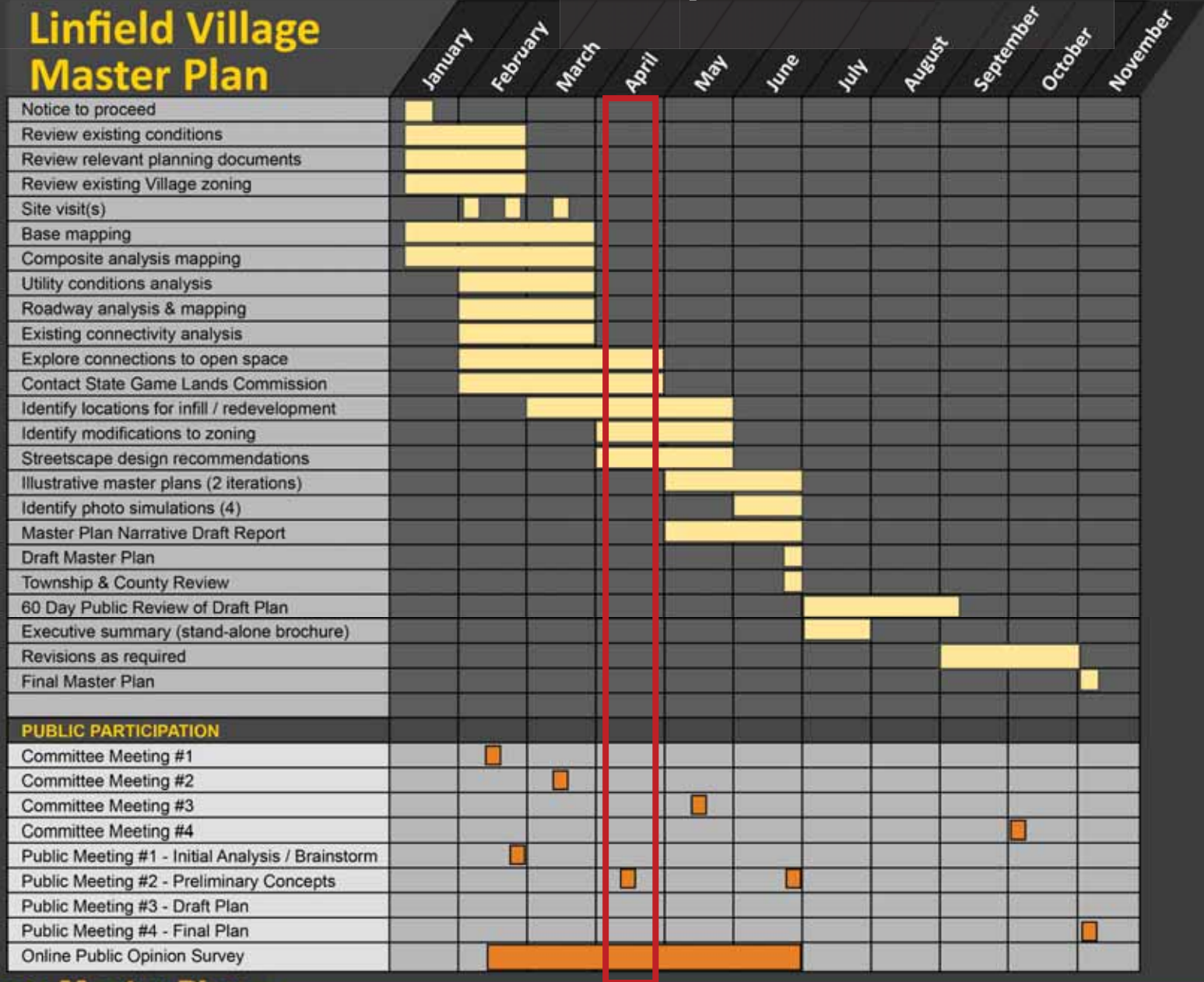
[www.surveymonkey.com/r/linfieldvillage](http://www.surveymonkey.com/r/linfieldvillage)

**Next Public Meeting – *April 16<sup>th</sup>, 2020***



# Next Public Meeting – April 16<sup>th</sup>, 2020

## Linfield Village Master Plan



# Thank you!

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