

# Linfield Village Master Plan

Committee Meeting #2 – January 20, 2021

# Agenda

- **Introductions**
- **Project Schedule**
- **Scope of Work / Goals**
- **Review Previous Meetings**
  - Committee Meeting 1 – February 12<sup>th</sup> 2020
  - Public Meeting 1 – February 25<sup>th</sup> 2020
- **Public Opinion Survey**
- **Draft Market Study**
- **Data Inventory / Mapping**
- **Preliminary Concepts**
- **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*





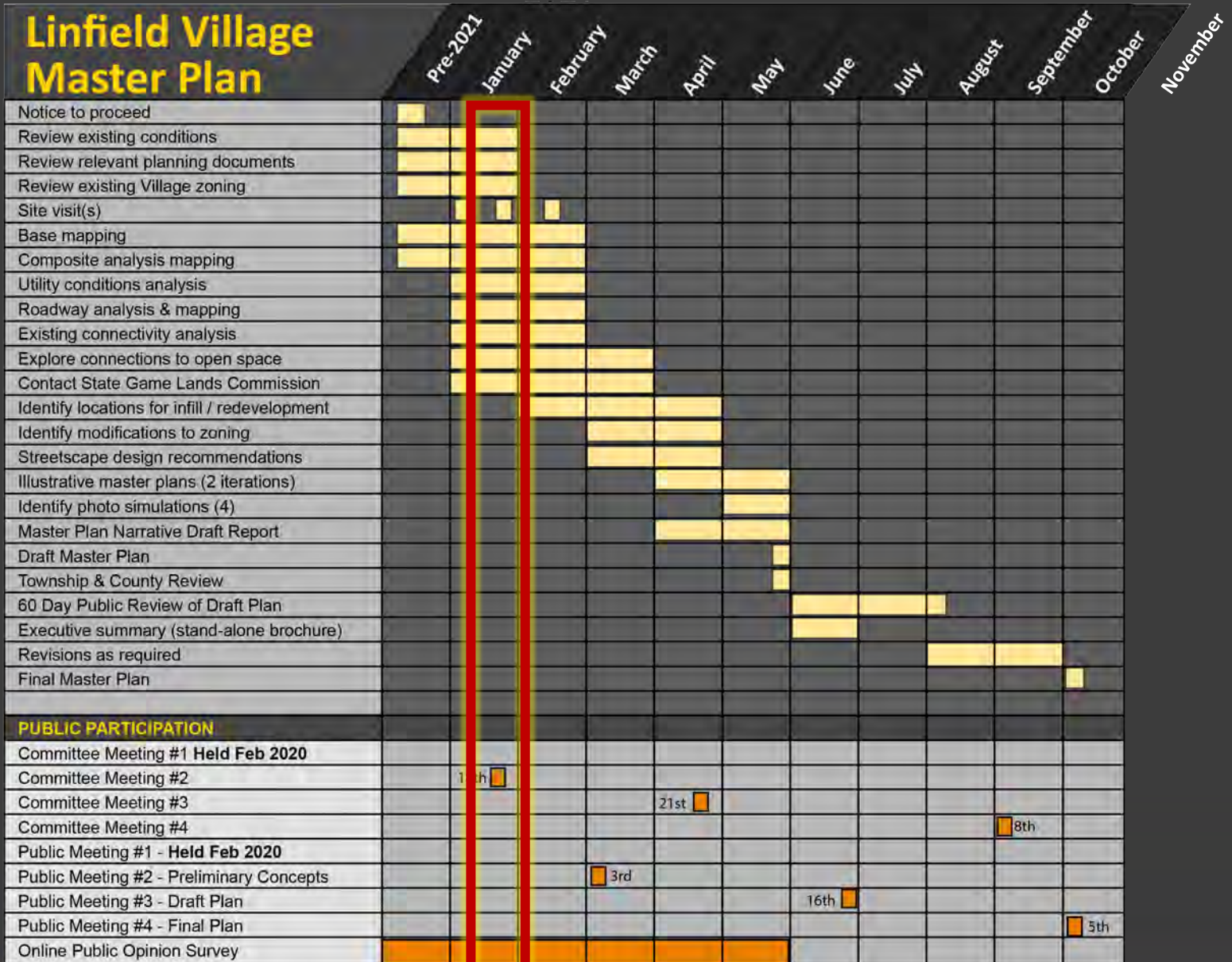
# Thank you Linfield Village Master Plan Committee

- Bob Arrowsmith
- Phyllis Cloak
- William DeGideo
- D. Elaine DeWan
- Thomas DiBello
- Linda Irwin
- Patricia Kaufman
- Robert Kleckner
- Michael McCloskey(BOS Liaison)
- Kevin Rafuse
- Jody Roberto
- Dennis Rumler
- Alexandria Sasek





# Project Schedule



# Project Schedule

	Meeting Title	Meeting Date	Occurrence	Meeting Time
<b>2021</b>	Committee Meeting #2	Wednesday, January 20	3rd Wed	7PM-9PM
	Public Meeting #2 - Project Review / Initial Concepts	Wednesday, March 3	1st Wed	7PM-9PM
	Committee Meeting #3	Wednesday, April 21	3rd Wed	7PM-9PM
	Web Based Survey - administer	Through June 1		online
	Public Meeting #3 - Draft Plan	Wednesday, June 16	3rd Wed	7PM-9PM
	Committee Meeting #4	Wednesday, September 8	2nd Wed	7PM-9PM
	Public Meeting #4 - Final Plan <b>(BOS Mtg)</b>	Tuesday, October 5	1st Tue	7PM-9PM

# Questions to Consider

- What is the future of Linfield Village?
- What are the future options for the Publicer 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







**Committee Meeting #1 –  
February 12, 2020  
10 Attendees**



**Public Meeting 1 –  
February 25, 2020  
27 Attendees**



# Committee Meeting 1 & Public Meeting 1 Brainstorm

## GOALS

## FACTS

## CONCEPTS

## PARTNERS

### Committee Meeting 1:

- Improve quality of life
- Address access to Linfield Village
- Build identity for Linfield

### Public Meeting 1:

- Improve Quality of Life
- Address Access
- Develop a Master Plan

# Committee Meeting 1 & Public Meeting 1 Brainstorm

## GOALS

## FACTS

## CONCEPTS

## PARTNERS

### Committee Meeting 1:

- No public water utilities in Village
- High Publicker building demolition cost
- Poor / limited roadway access
- Trinley Mill Road is a scenic river route
- Publicker is a 'blank slate' – 200+/- acres
- Close to Rt. 422
- Historic Structures
- Great location near / along river
- Traffic a challenge for first responders
- Parking as a limiting factor

### Public Meeting 1:

- Game Lands
- Historic Structures
- Close to 422
- Local/County Zoning
- Chester County Traffic
- Lots of Through Traffic

# Committee Meeting 1 & Public Meeting 1 Brainstorm

## GOALS

## FACTS

## CONCEPTS

## PARTNERS

### Committee Meeting 1:

- More housing opportunities for renters
- Commercial uses in Publiker
- Maker / Incubator space
- Expand village commercial zoning
- Amphitheater / concert space
- Safer routes for pedestrians and cyclists
- Publiker development
- Shuttle service
- Roadway loop from Main Street to Sacco Road
- Connect all Linfield parks and open space
- Attract unique entrepreneurs

### Public Meeting 1:

- Publiker Development
- Popular Retail/Restaurants
- Incubator Space
- Space for Kids
- Fresh Water Supply
- Entertainment areas
- Connect to the Land
- Safe Passage to the SRT
- Private Land Ownership
- Access Into/From Linfield



# Committee Meeting 1 & Public Meeting 1 Brainstorm

## GOALS

## FACTS

## CONCEPTS

## PARTNERS

### Committee Meeting 1:

- Improve golf course for additional events
- Additional property for the toll house
- Disk golf at golf course or other public parks
- Murals on Publiker building walls
- Hockey arena
- Minor league ballpark
- Salvage historic artifacts
- Attract breweries
- Swap state game land locations (Publiker site)
- Sidewalks on Main Street
- College campus
- Public water utilities

### Public Meeting 1:

- Sidewalk on one side of Main Street
- Off-Street Parking (Behind Buildings)
- Tiny Home Community
- Amphitheater
- Impacts on Schools
- Royersford Multi-Use Concept
- Extending Longview Rd (to 422)

# Committee Meeting 1 & Public Meeting 1 Brainstorm

**GOALS**

**FACTS**

**CONCEPTS**

**PARTNERS**

## **Committee Meeting 1:**

- Developers
- Montgomery County
- PA American Water
- GVFTMA (Greater Valley Forge Transportation)
- State Game Commission

## **Public Meeting 1:**

- Developers
- Montgomery County
- Local Businesses

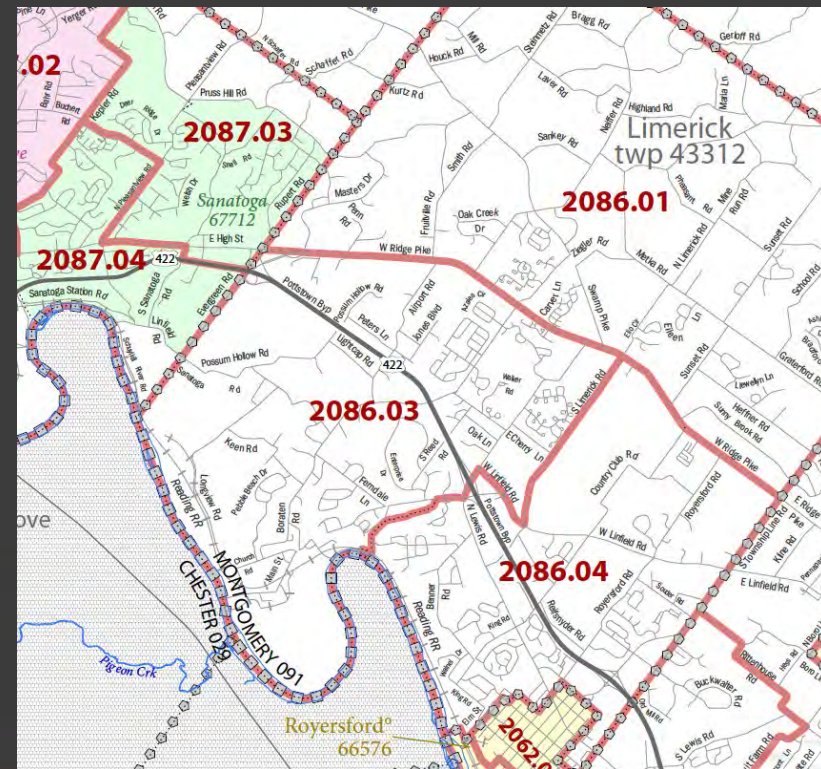
# Demographics & Age Profile





# Linfield Demographics & Age Profile (Montgomery County Census Tract 2086.03)

- **6,380:** Total Tract Population
- **25 to 44 Year Olds:** Largest Age Cohort (26.7%), followed by 45 to 54 Year Olds (20%) and 5 to 17 Year Olds (16.7%)
- **28.6%:** Population of High School Graduates
- **22.2%:** Population with Bachelor's Degrees
- **\$49,313:** Median Income
- **48%:** Employed Population in Management, Business, Science and Arts Occupations



# Public Opinion Survey



**Linfield Village Master Plan**

# Public Opinion Survey:

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



- ***165 responses to date***

**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

☐ Berks Township

## To Date Survey Results:

- **56%** live in Linfield Village; **25%** live elsewhere in Limerick Township
- **31%** have lived at their current address for 21+ years
- **48%** are between the ages of 45-64
- **18%** are age 65+
- **3:** Average size of household
- **49%** of nonresidents go to Linfield Village to travel through it; **39%** visit Linfield for dining; **39%** for parks, recreation and open space
- **61%** drive through Linfield Village daily
- **96%** walk daily to work/school, or to run errands, or for recreation;
- **94%** of respondents noted they never bike for these activities



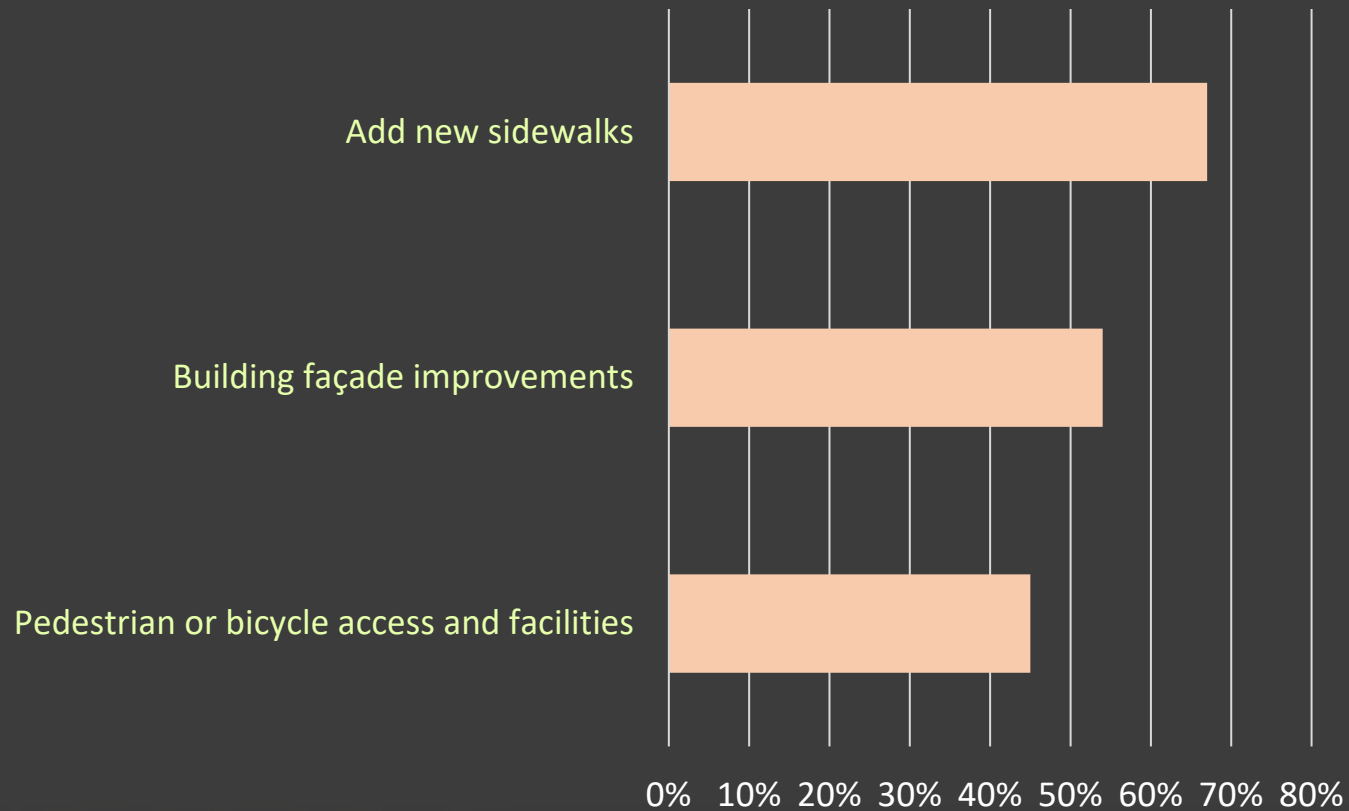
## To Date Survey Results:

- **36%** rate the outdoor appearance of Linfield Village as neither inviting or uninviting; **31%** rate it as uninviting
- **21%** rate 'feeling safe' and the 'friendliness' in the Village as "very good"; **30%** rate the 'level of traffic congestion' as "not good" and **18%** rate as "bad"
- **28%** rate the quality of nearby shopping establishments and work opportunities as "not good"
- **49%** visit Village restaurants/bars once a month; **73%** never visit game lands; **68%** never visit Linfield National Golf Club; **54%** never visit Linfield Sports Park

## To Date Survey Results:

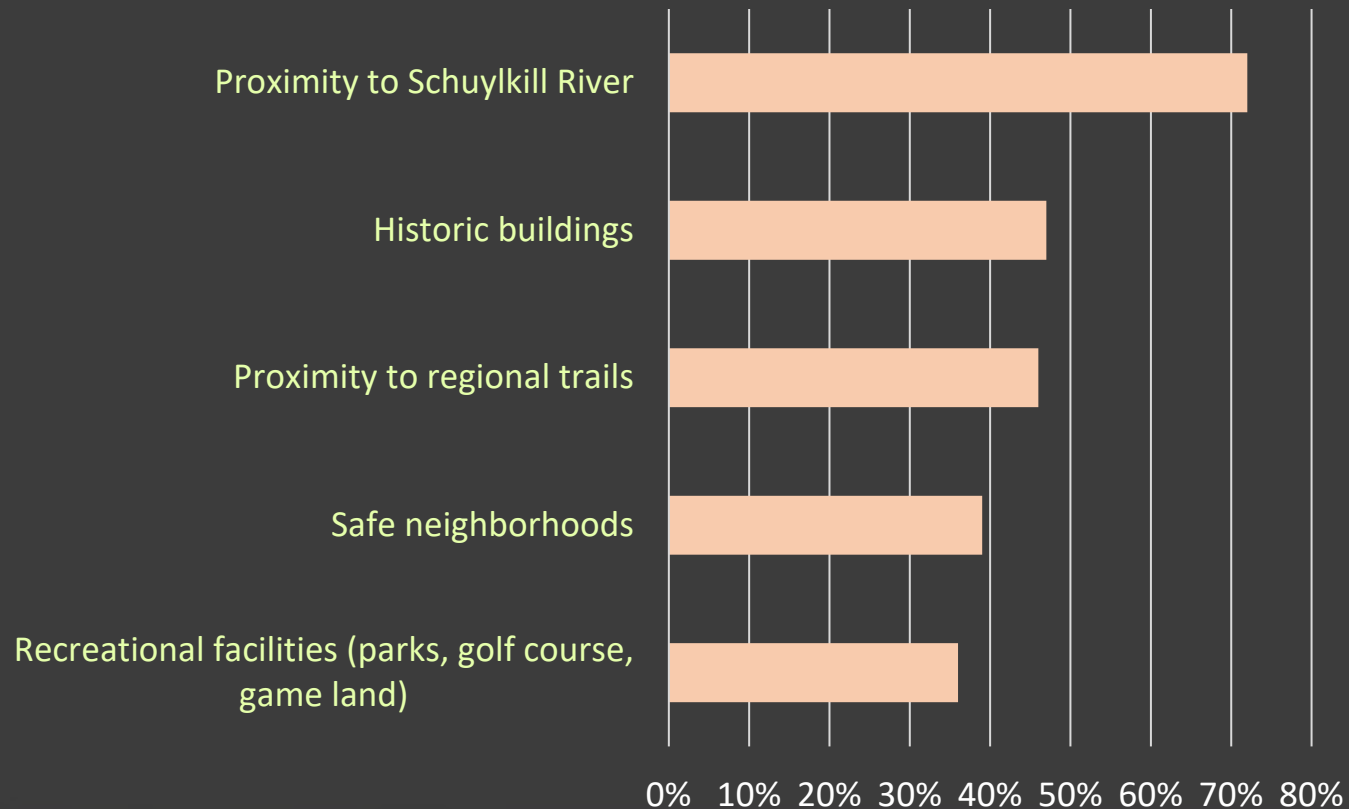
- **68%** feel that the clean-up and redevelopment of the Publicker site is a very important issue facing Linfield Village today
- **65-66%** feel that parks and recreational facilities and green space/trees/woods/open space are very important qualities of Linfield Village and the surrounding area that should be preserved
- **38%** view mixed use as the type of development they would prefer to see on the Publicker site
- **76%** strongly agree that, with regards to Linfield Village, Limerick Township should protect environmental quality over the next 10 years
- **67-68%** strongly agree that the Township should improve traffic and pedestrian circulation in Linfield Village

## Q11: What are the three (3) most important elements to make Linfield Village more inviting?



***Top 3***

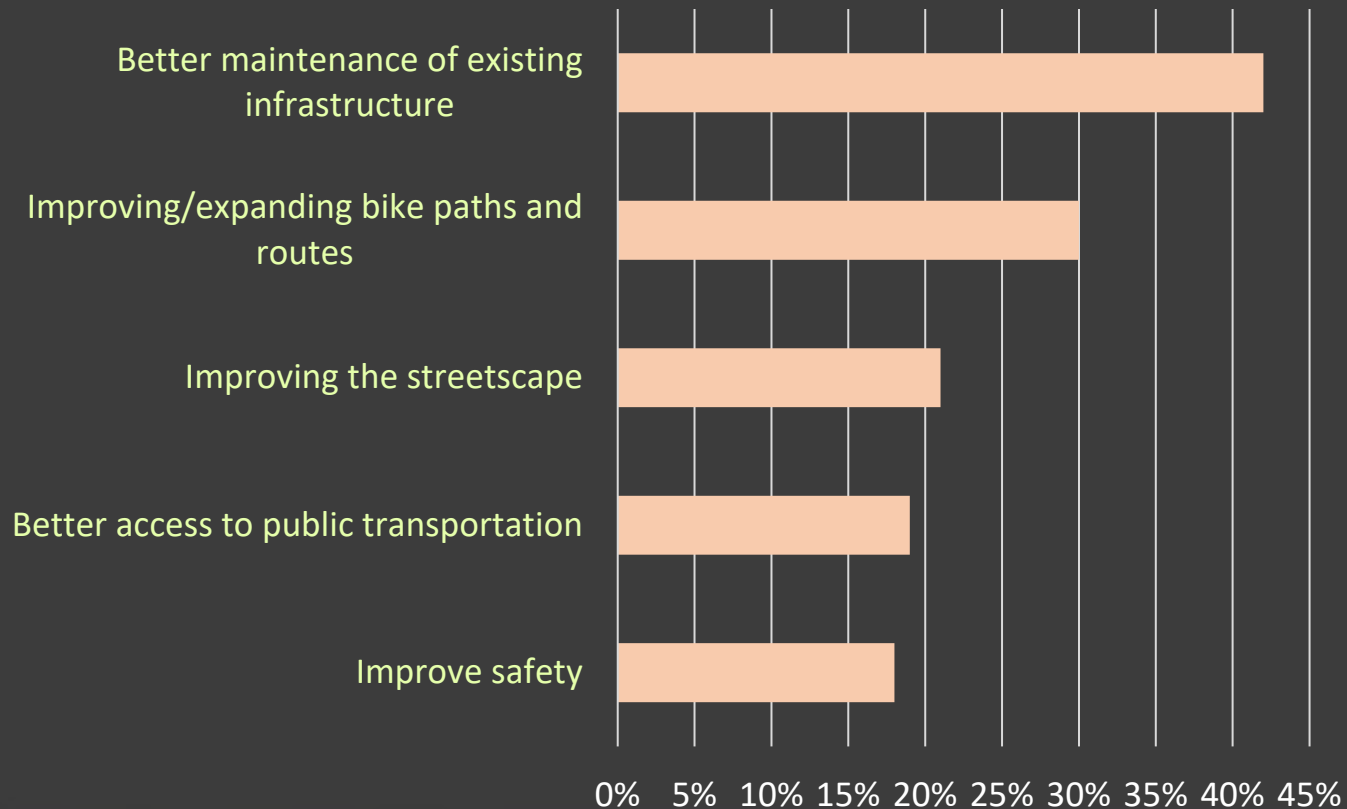
**Q13: What are the most prominent features or characteristics of Linfield Village that make it different and / or more attractive from the rest of the surrounding area?**



***Top 5***



**Q15: Rank the five (5) most important issues that could create better connectivity in Linfield Village.**



***Top 5***

**Q22: New development/redevelopment in Linfield Village will create the need for improvements to local roads. Which local roads are most in need of improvements?**

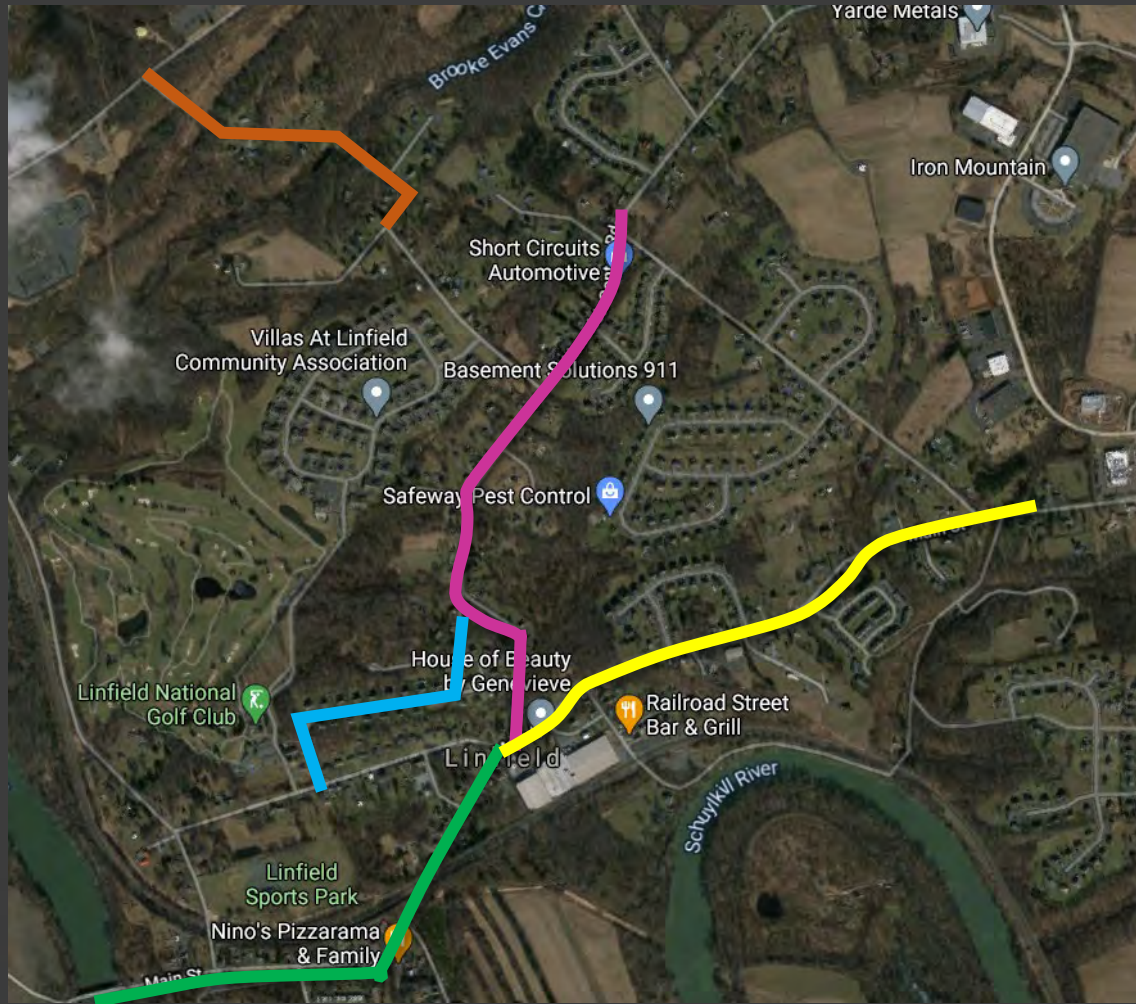
*(Please rank your top 5 from the options below)*

- *Main St. between Linfield Bridge and Church Rd.*
- *Main St. between Church Rd. and Trinley Mill Rd.*
- *Longview Rd. between Main St. and the Power Plant*
- *Longview Rd. between the Power Plant and Sanatoga Rd.*
- *Church Rd.*
- *Limerick Center Rd.*
- *Keen Rd.*
- *Brownback Rd.*
- *Ferndale Ln.*
- *Trinley Mill Rd.*
- *Boraten Rd.*

**Q22: New development/redevelopment in Linfield Village will create the need for improvements to local roads. Which local roads are most in need of improvements?**

**Results:**

- 1. Main St. between Linfield Bridge and Church Rd.**
- 2. Main St. between Church Rd. and Trinley Mill Rd.**
- 3. Limerick Center Rd.**
- 4. Keen Rd**
- 5. Boraten Rd.**



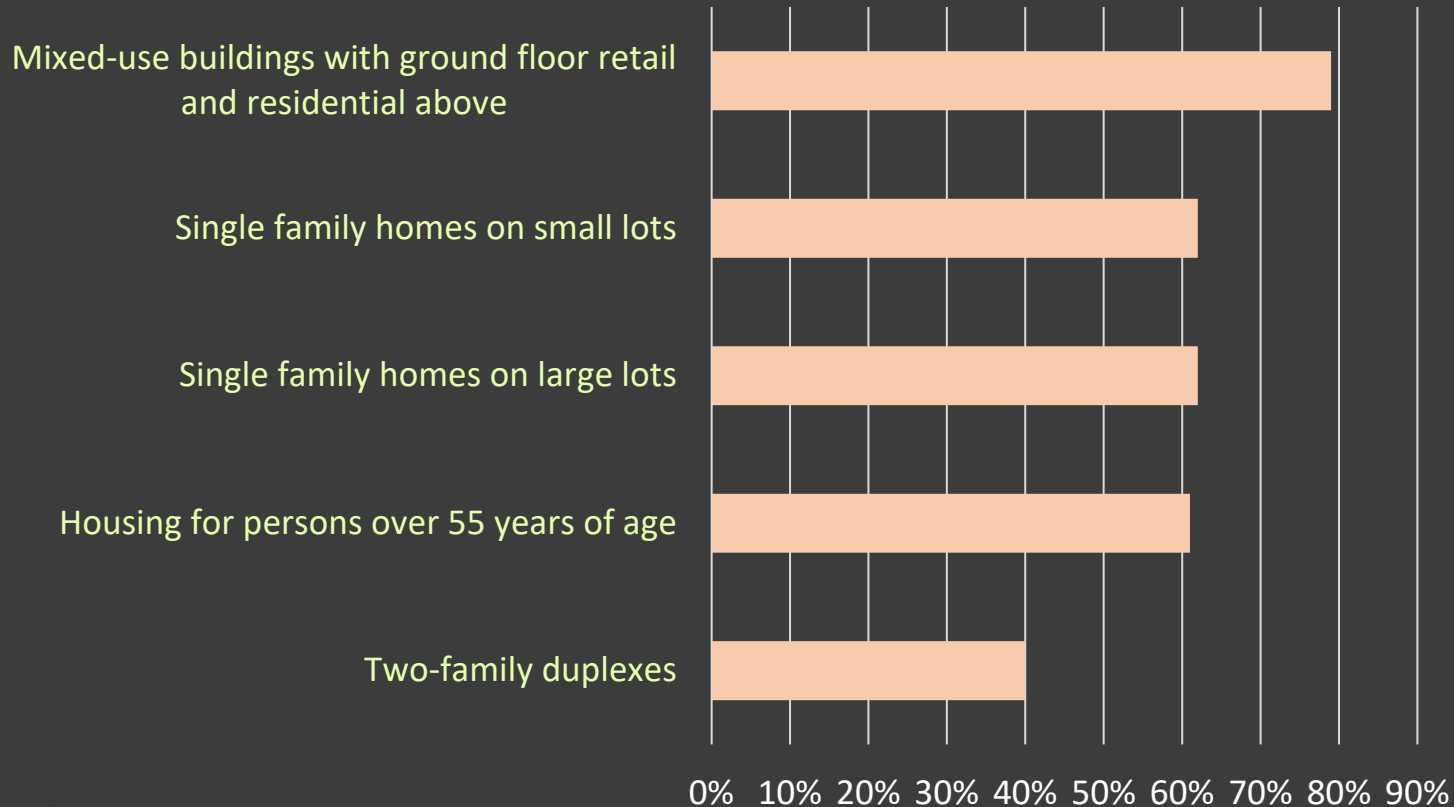


## Q23: Which of the following commercial enterprises would you like to see more of in Linfield Village?



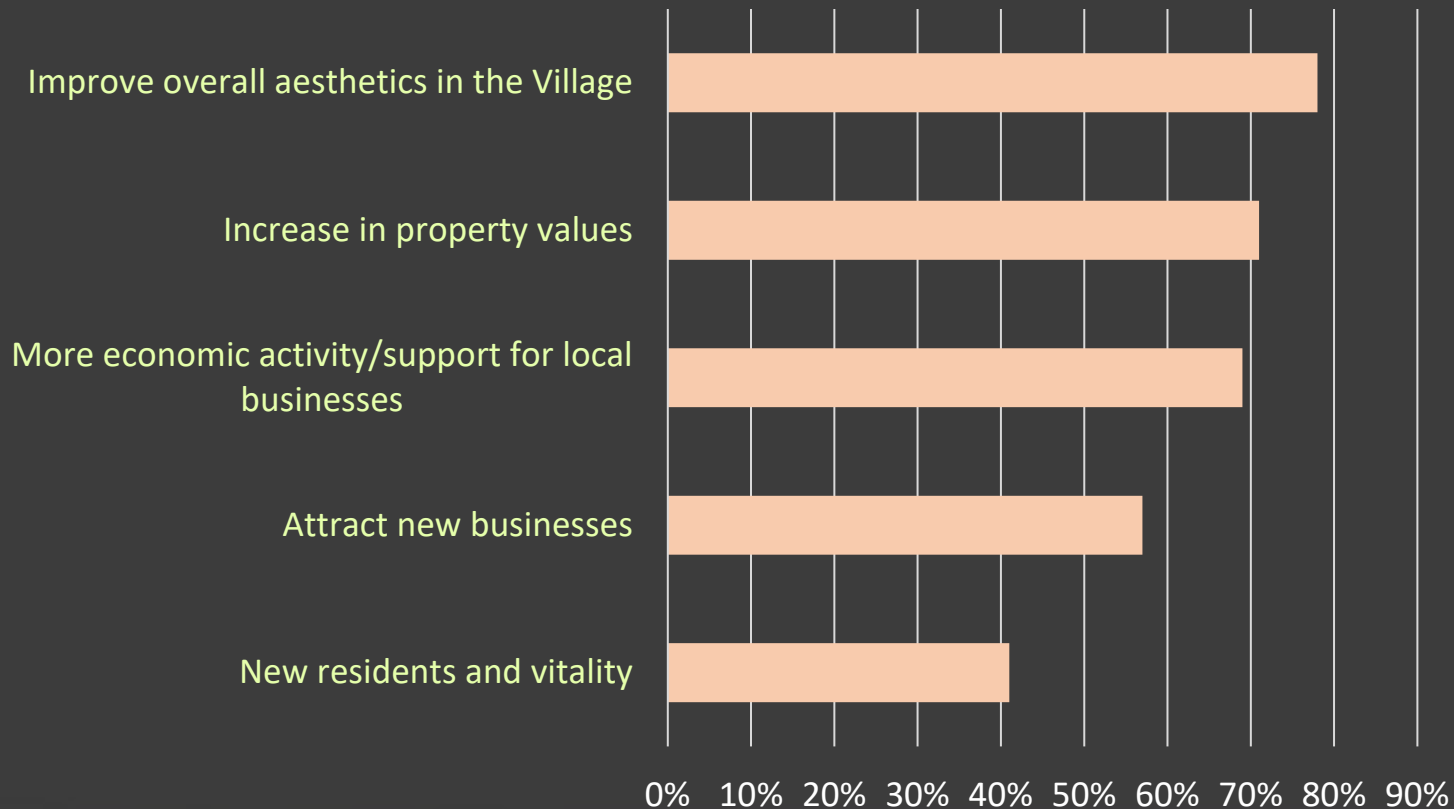
*Top 5*

## Q24: Which of the following types of housing would you like to see in Linfield Village?



*Top 5*

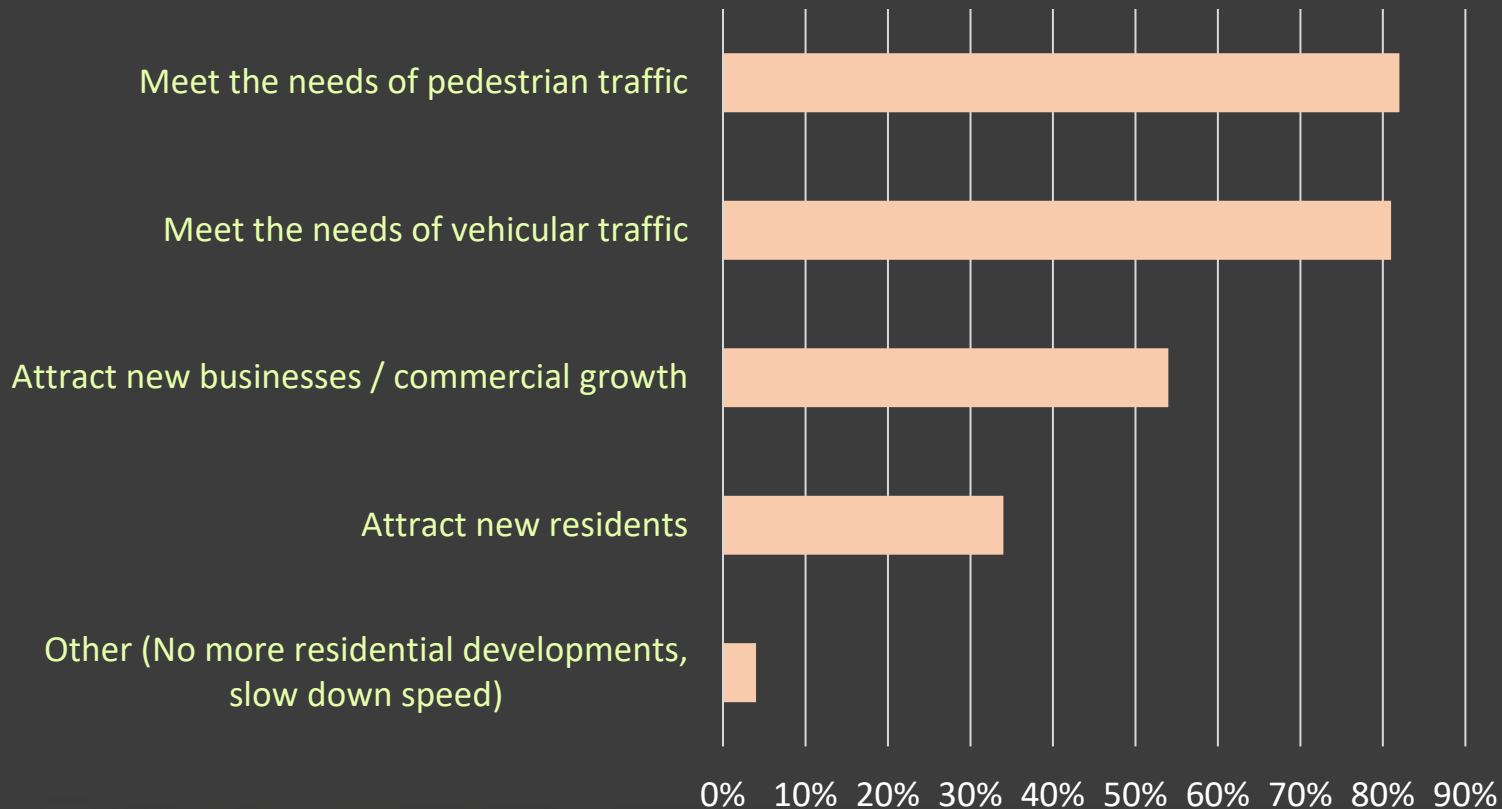
## Q25: What do you think are the major benefits to new development/redevelopment in Linfield Village?



*Top 5*



## Q29: The Main Street Corridor in Linfield Village should be planned in a manner that will:



***Top 5***



# Linfield Village Master Plan MARKET STUDY

Limerick Township, PA

**DRAFT**

February 24, 2020



ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™

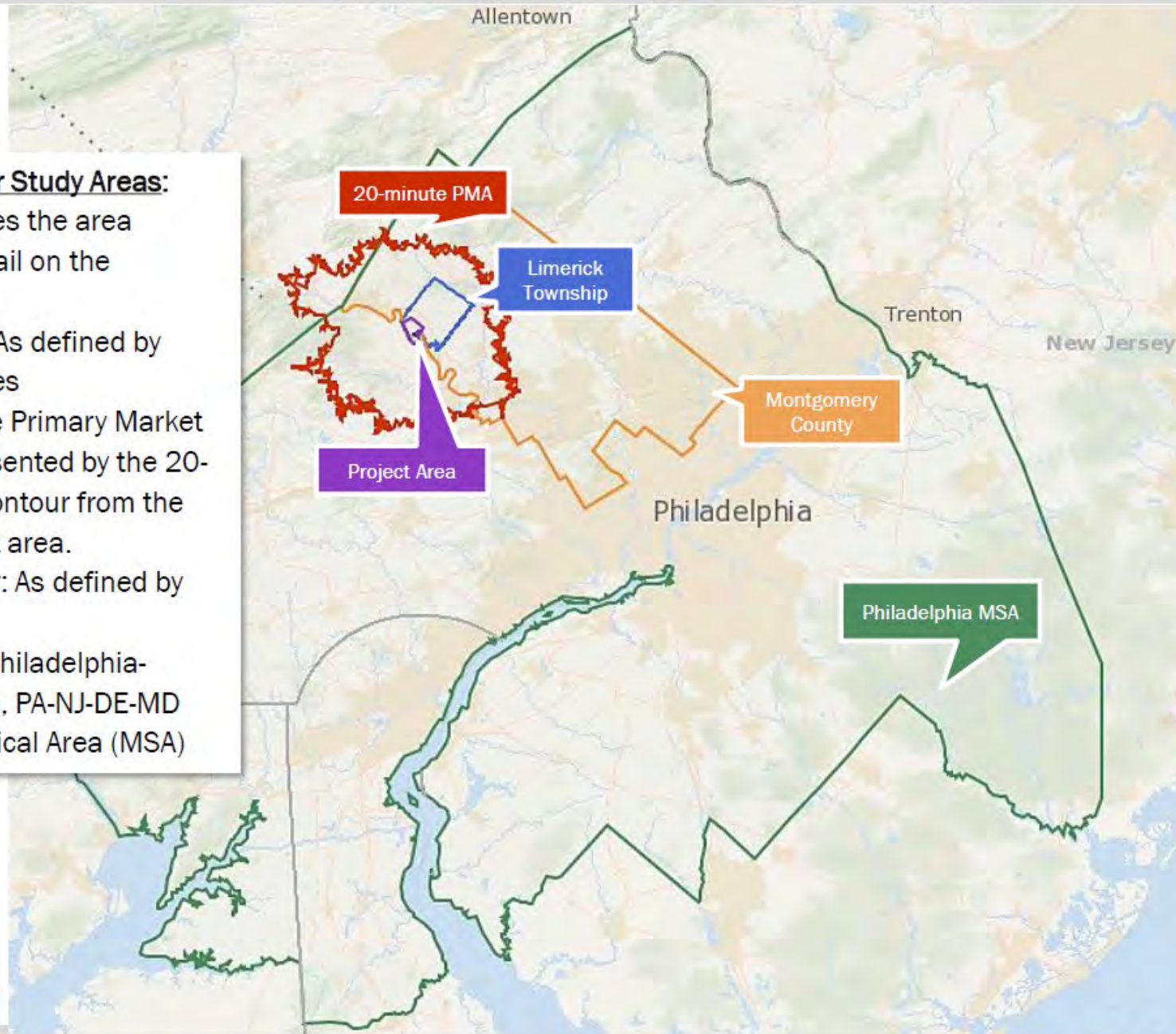
***Analyze the market (Primary Market Area) in 20 minute drive time  
from Linfield Village***



## Study Areas

### Socio-Economic & Labor Study Areas:

- **Project Area:** Includes the area defined in more detail on the following page
- **Limerick Township:** As defined by municipal boundaries
- **20-Minute PMA:** The Primary Market Area (PMA) is represented by the 20-minute drive-time contour from the center of the project area.
- **Montgomery County:** As defined by county boundaries
- **Philadelphia MSA:** Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metropolitan Statistical Area (MSA)



# Residential

Approved and Pipeline Units, +/- 800 units (*chart provided by Township*)

Total Residential	Unit Type	No. New dwelling units	current vacant (3/1/2020)
	<i>Total Approved &amp; Pipe Line Units:</i>		<b>808</b>
<b>Recorded Projects but not Completely Built</b>		<b>576</b>	<b>398</b>
Henry Drive	SFD	3	3
Cane Subdivision (142 Graterford Road)	SFD	1	1
<b>28 Brownback Road</b>	<b>SFD</b>	<b>4</b>	<b>3</b>
Mango Way - 17 Faust Road	SFD	5	3
Coale Subdivision - 1000 Cemetery Road	SFD	3	3
Moscarello (292 W. Ridge) Towns	Towns	72	54
<b>Limerick Town Center (Everleigh)</b>	Towns (2A-2B)	156	156
Limerick Town Center (CU Only)	Apartments	32	32
<b>Limerick Town Center (Arcadia)</b>	<b>Senior Apt. p1</b>	<b>87</b>	<b>0</b>
<b>Limerick Town Center (Arcadia)</b>	<b>AL &amp; Dementia p1</b>	<b>73</b>	<b>0</b>
Limerick Town Center (CU Only)	Senior Apt. ph2	36	36
Limerick Town Center (CU Only)	AL ph2	65	69
Limerick Town Center (CU Only)	Demensia ph2	15	15
<b>Weaver Tract</b>	<b>SFD</b>	<b>15</b>	<b>16</b>
<b>Sunset Estates II</b>	<b>SFD</b>	<b>6</b>	<b>5</b>
<b>Glass - 429 Limerick Center Road</b>	<b>SFD</b>	<b>2</b>	<b>1</b>
<b>William Rees</b>	<b>SFD</b>	<b>1</b>	<b>1</b>
<b>Pipeline Projects (Some of Municipal Approval)</b>		<b>410</b>	<b>410</b>
North Gate (Demcor)	SFD	51	51
<b>Ely Subdivision(fruitville &amp; smith)</b>	<b>SFD</b>	<b>6</b>	<b>6</b>
Lewis Square (phase 2)	Senior Apt.	234	234
	AL & Dementia	73	73
Ravens Claw Parcel A Subdivision	SFD	7	7
Gambone: Fox Ridge/Ruth addition (614 W. Ridge Pike)	Apartments	8	8
Piazza Realty Co., Inc (3373 W. Ridge Pike)	SFA - townhomes	19	19
Gwynedd Glen, Inc. (497 W. Ridge Pike)	Apartments	12	12

# Draft Market Study Results

- **Residential**

- Approx. 4,890 residential units will be built in PMA by 2024
- Assume 5-10% could be built in Limerick (250 – 490 units)
- Publicker Site has high “penalty” costs (demolition, road improvements, utilities)
- There are additional potential residential sites in the Township that have better development potential and pro forma
- Conclusion – Major residential redevelopment of Publicker will not happen soon

- **Office**

- No viable large scale office market in Village (access, weak market)

- **Retail**

- No viable large scale retail market in Village (access, weak market, proximity to population) – some personal service retail possible



# Draft Market Study Results

- **Entertainment**

- Large scale “conventional” entertainment (movies, bowling, amusements)
- “Pop-Up” and transitional events and festivals possible, as a transitional use (5 – 10 years) as redevelopment activities slowly move forward

- **Light Industrial**

- PMA rent prices low, cannot overcome development penalty and poor access

- **Heavy Industrial**

- PMA rent prices low, cannot overcome development penalty and poor access

# Draft Market Study Results

- **“Makerspace”**

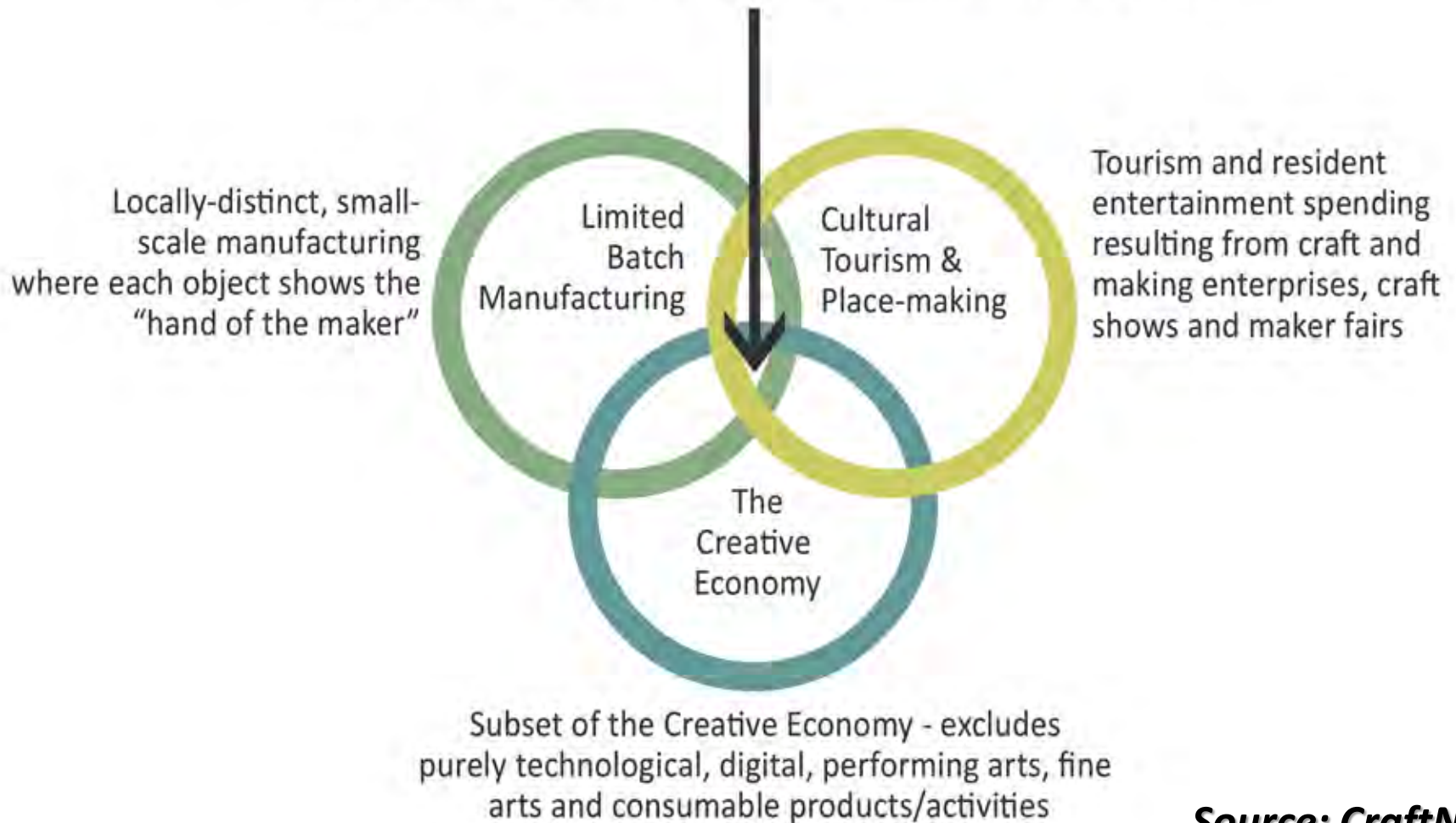
- Small scale & artisanal manufacturing; artists, artisans, brewers, distillers, co-working, etc.
- Adaptive reuse of one or two, smaller, existing structures on Publicker and/or in Village
- Pop up events and festivals as a transitional use – getting more eyes and interest on the Village & Publicker

*IX Art Park, Charlottesville, VA*



## *Defining the Impact of the Artisan Economy:*

At the intersection of craft/making, small-scale production and cultural tourism



***Source: CraftNOW***



# Data Inventory / Mapping



**Linfield Village Master Plan**

# 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.*

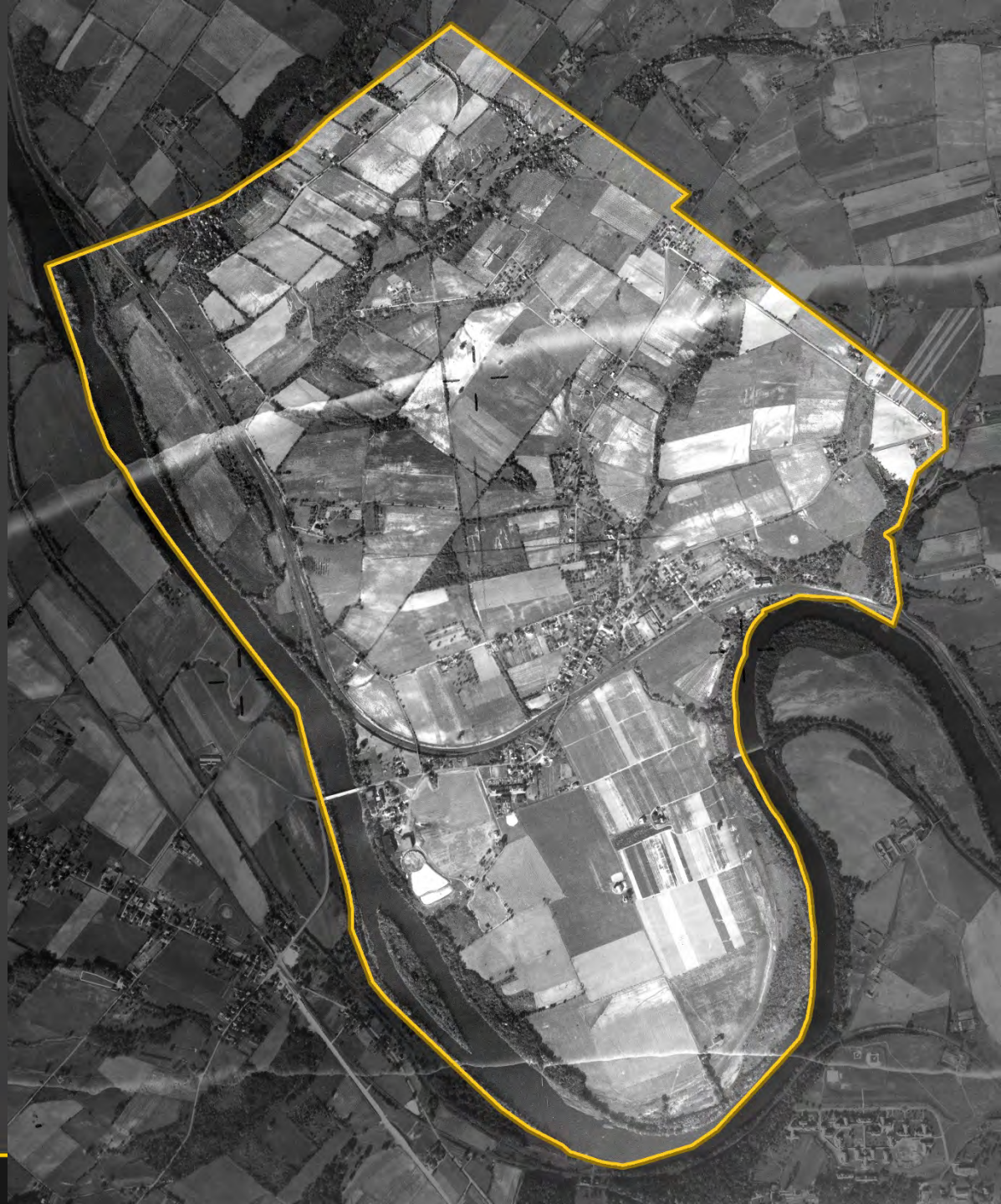




# Historic Aerials

## 1942

- Farmland
- Orchards
- Defined Village Center

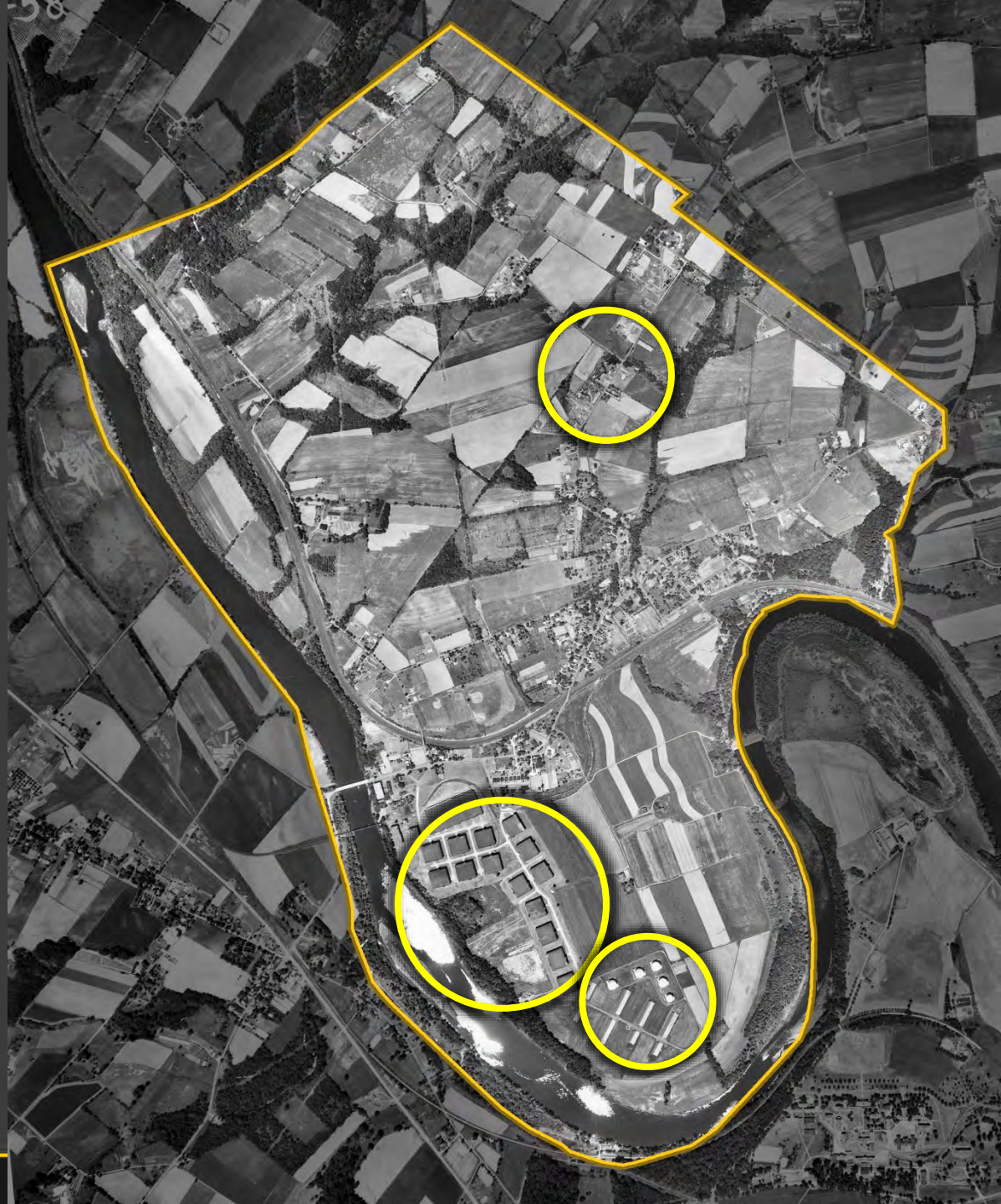




# Historic Aerials

## 1958

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

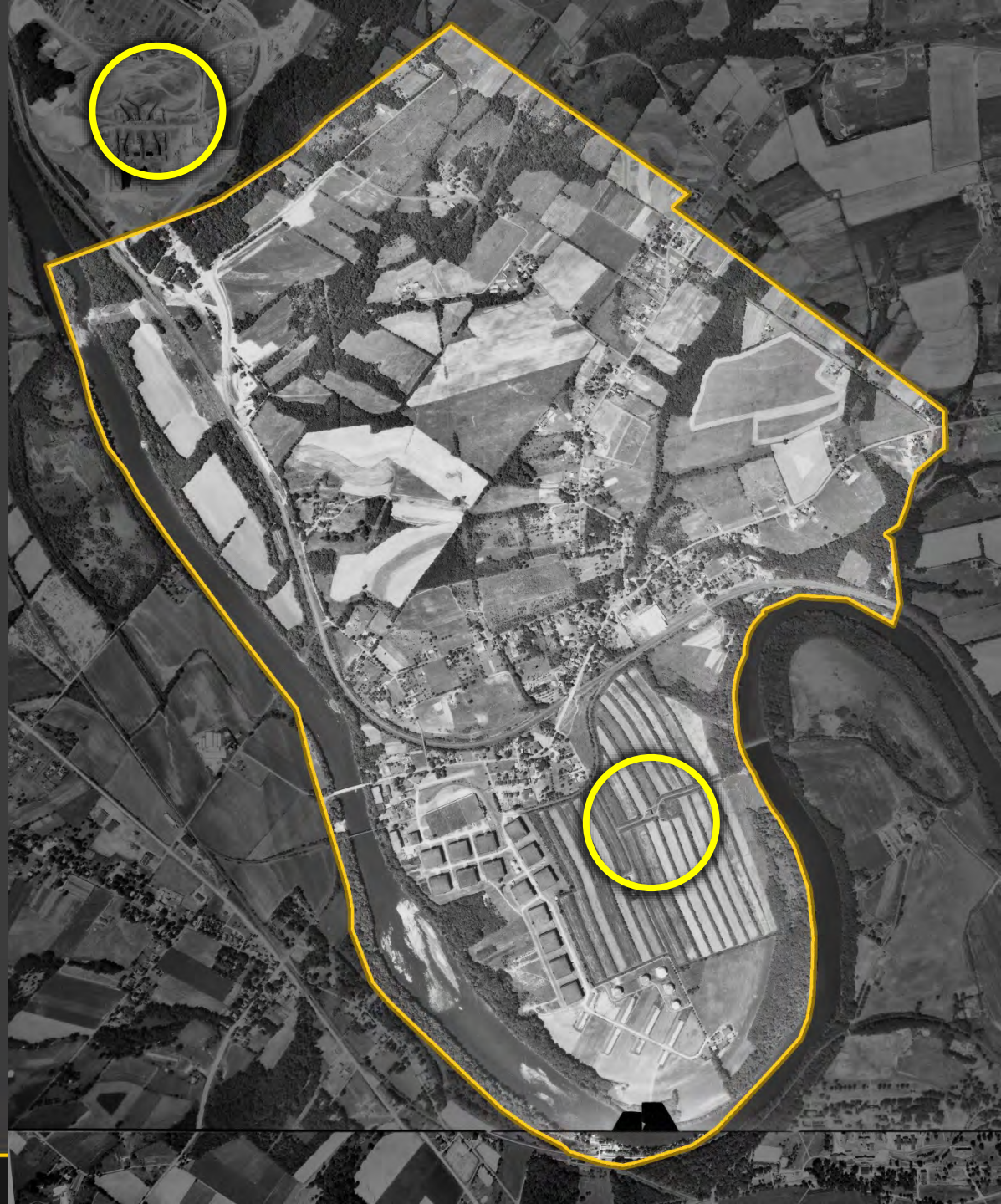




# Historic Aerials

## 1971

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





# Historic Aerials

## 1985

- Limerick Generating Station
- Bengal Paper Industrial Facility





# Historic Aerials

## 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 Master Plan





For Planning  
Purposes, We  
Have Identified  
Distinct Areas  
Within Linfield



# 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

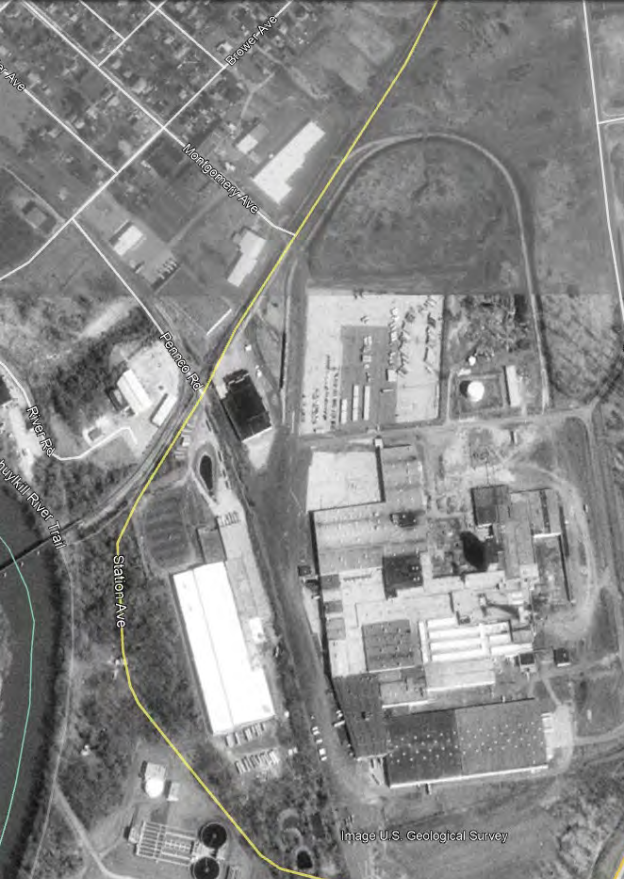


Frenchtown, NJ

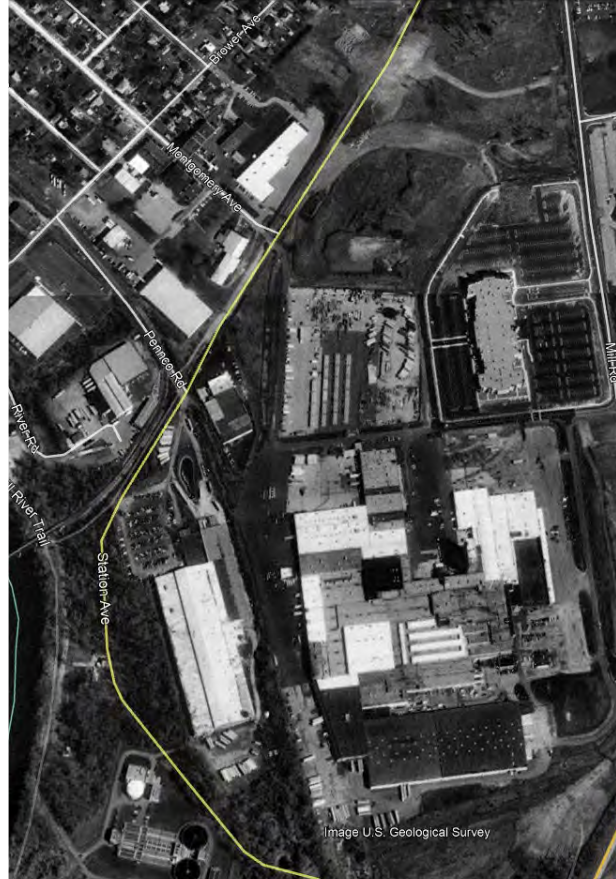


Stockton, NJ





1992



1999



2019

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



# Preliminary Concepts



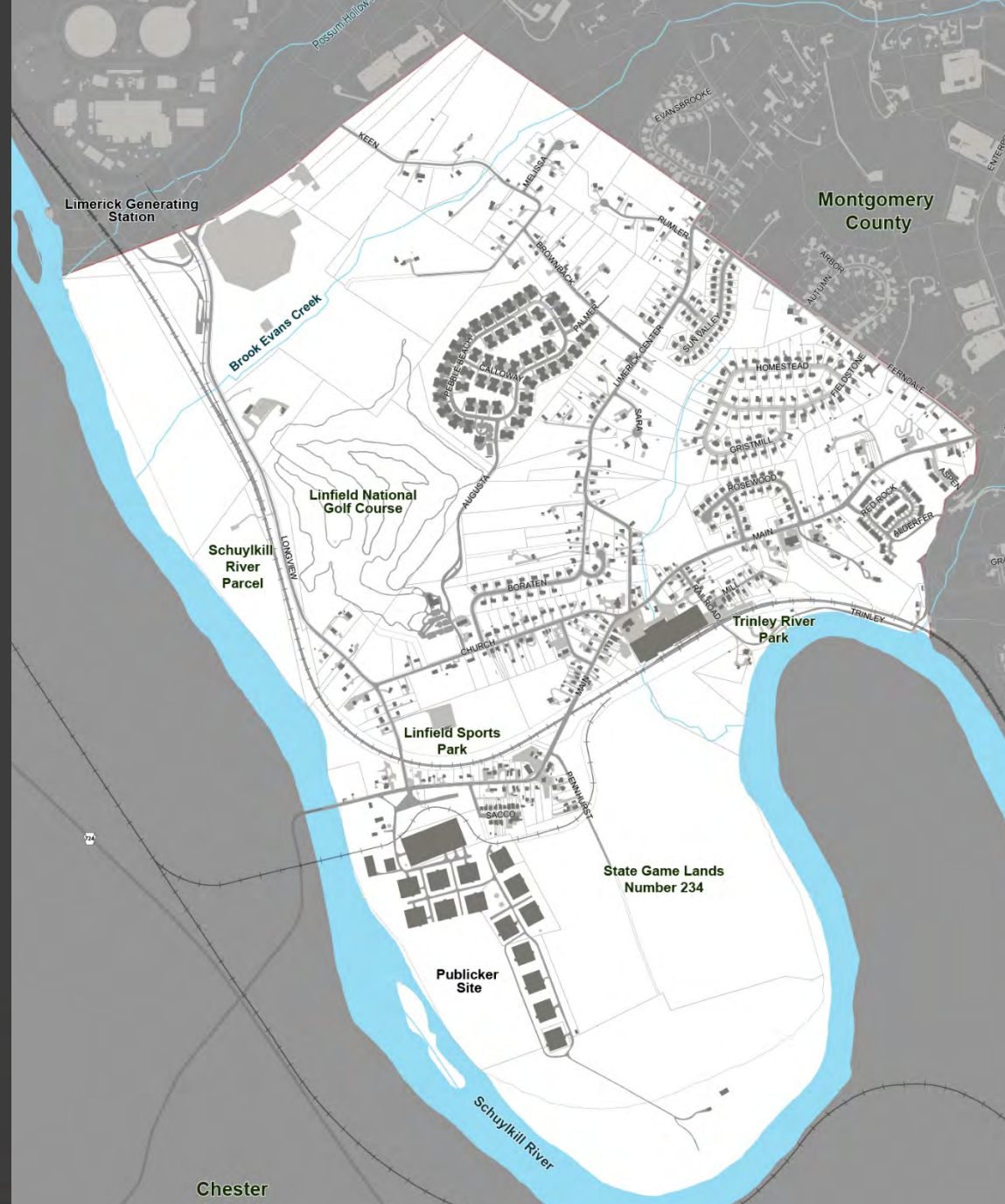
**Linfield Village Master Plan**

# Project Aerial





# Built Environment



# Open Space & Publicker Site





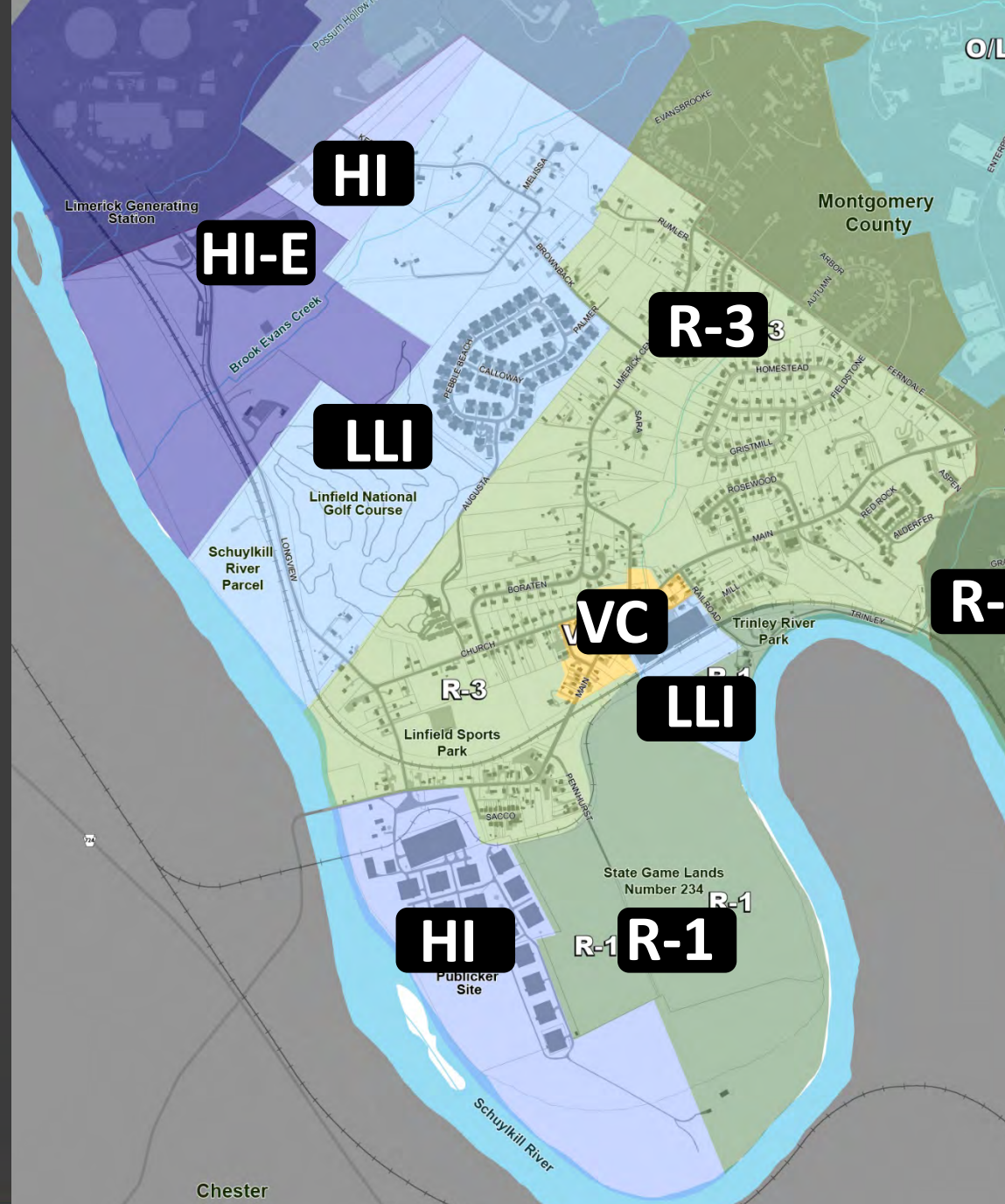
# Open Space & Publicker Site

- With Floodplain



# Existing Zoning

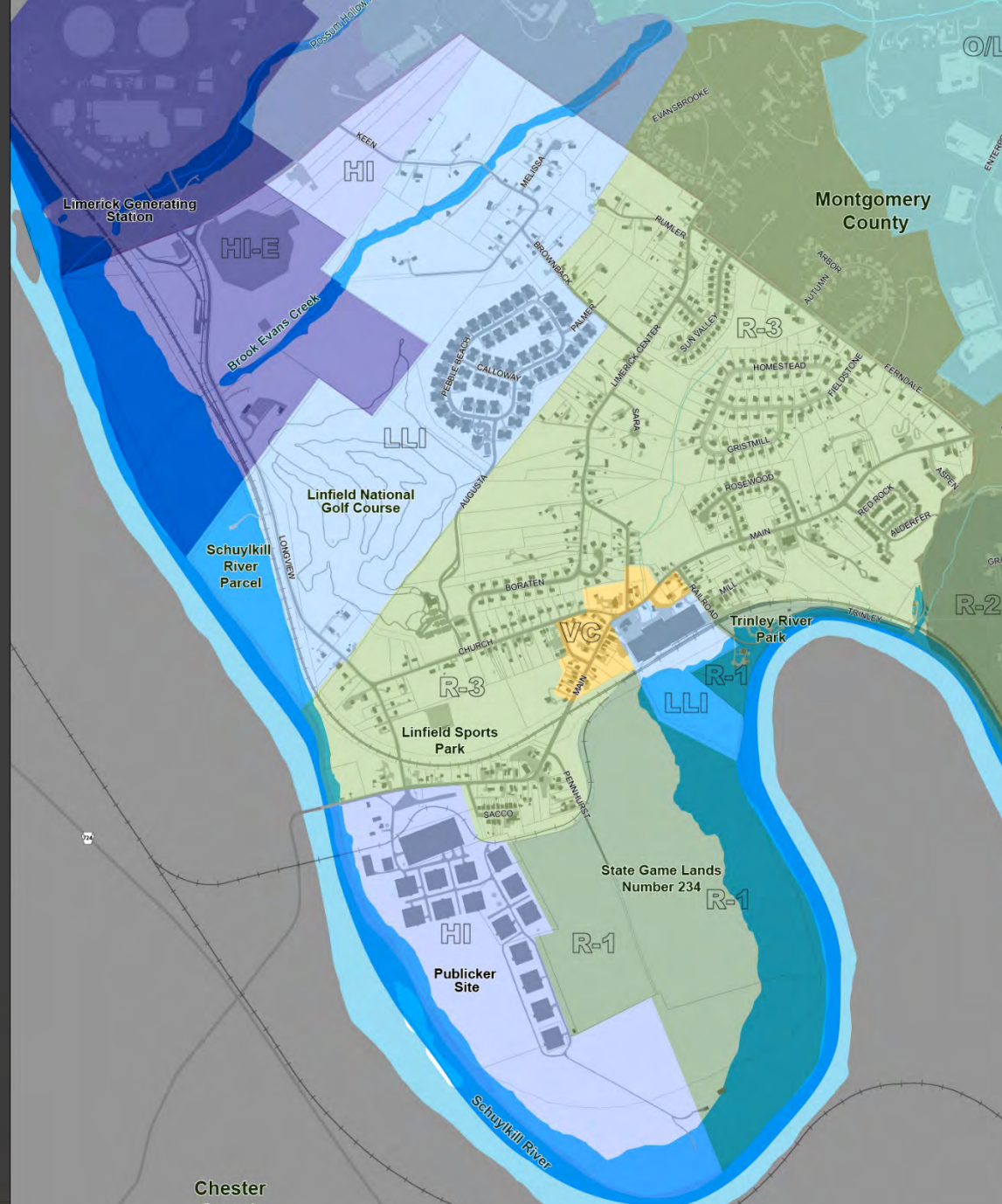
- R-1: Residential / Agricultural
- R-2: Low Density Residential
- R-3: Medium Density Residential
- VC: Village Commercial
- O/LI: Office / Limited Industrial
- LLI: Limited Light Industrial
- HI: Heavy Industrial
- HI-E: Heavy Industrial & Energy





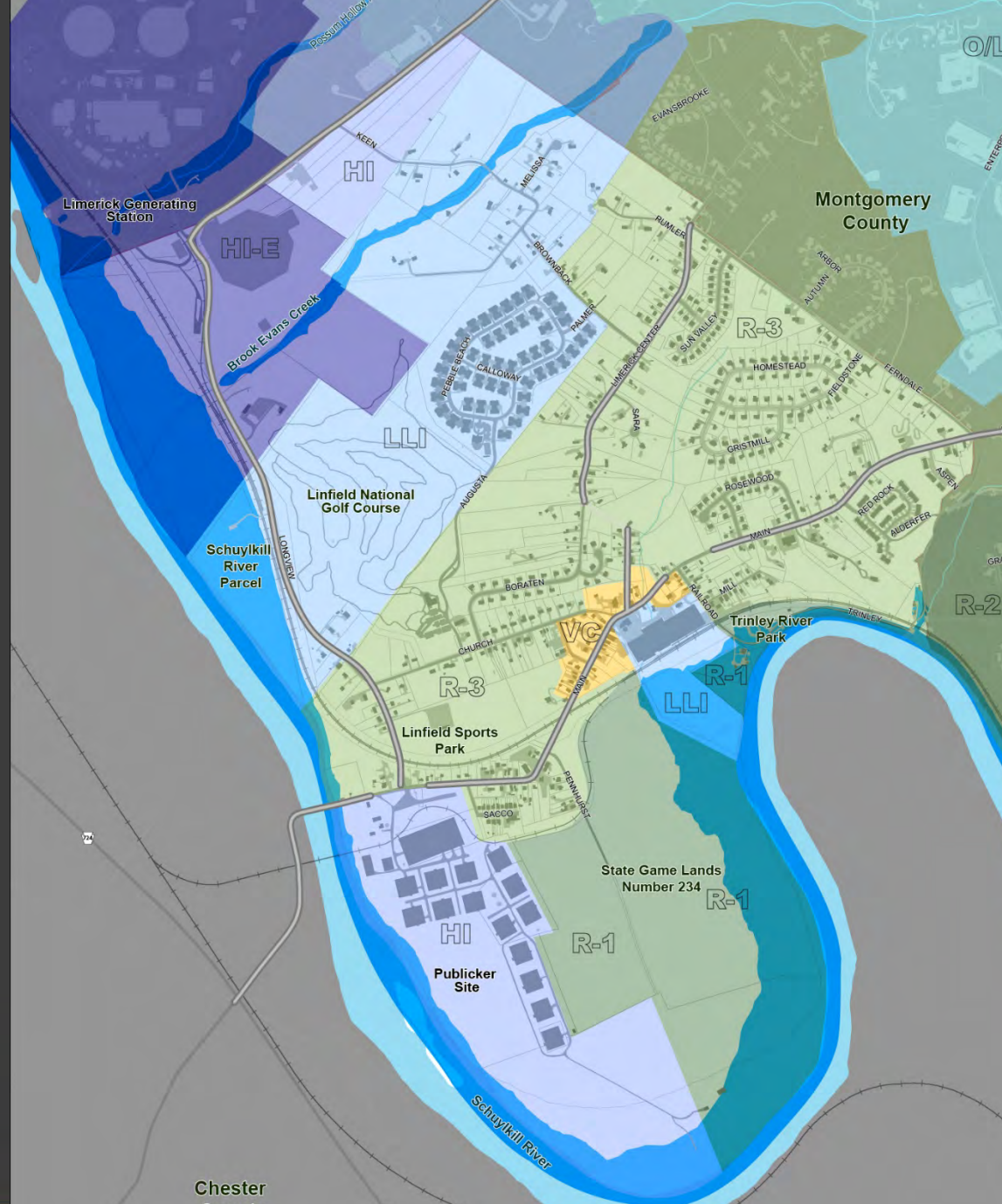
# Existing Zoning

- With Floodplain

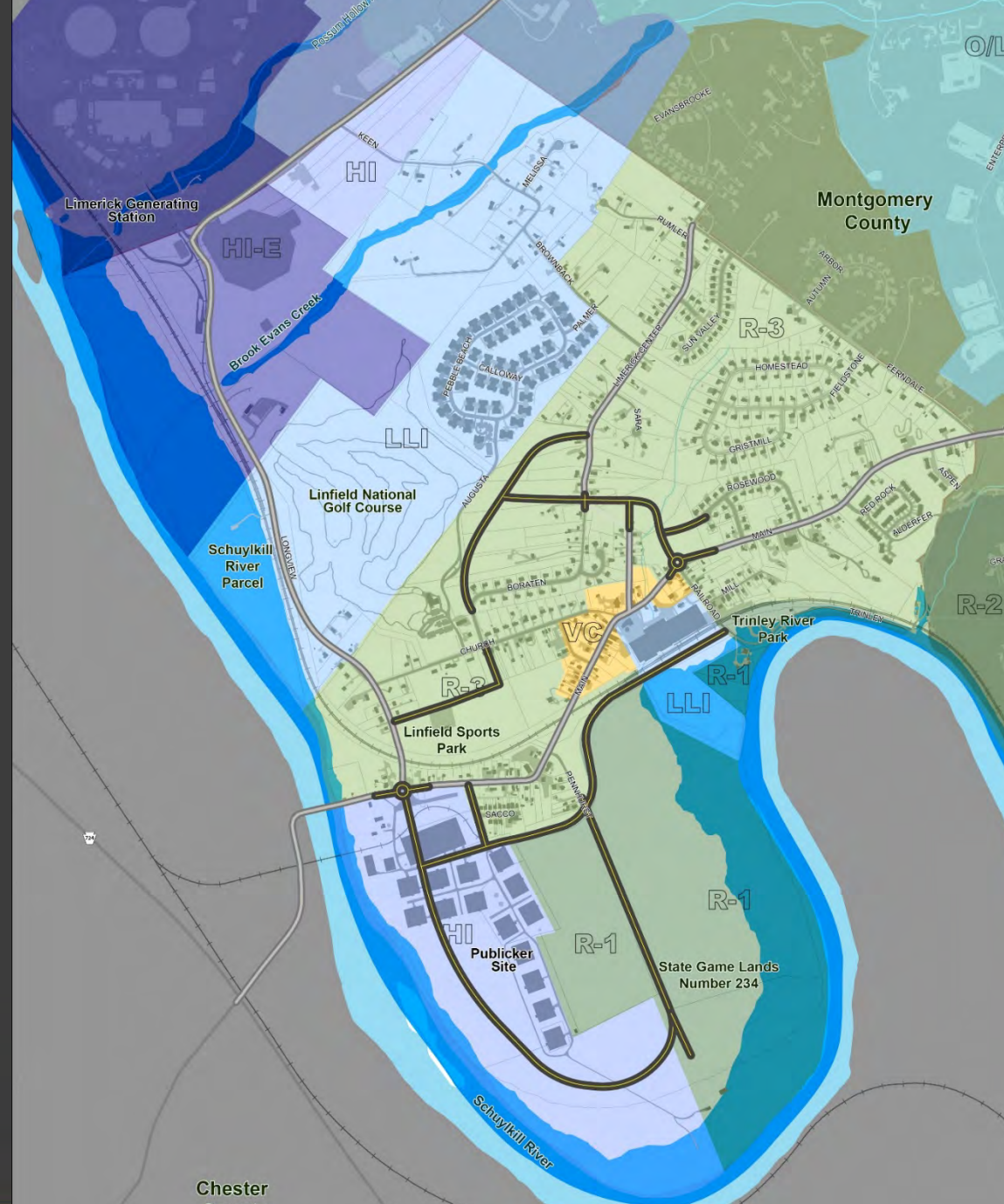




# Existing Roads

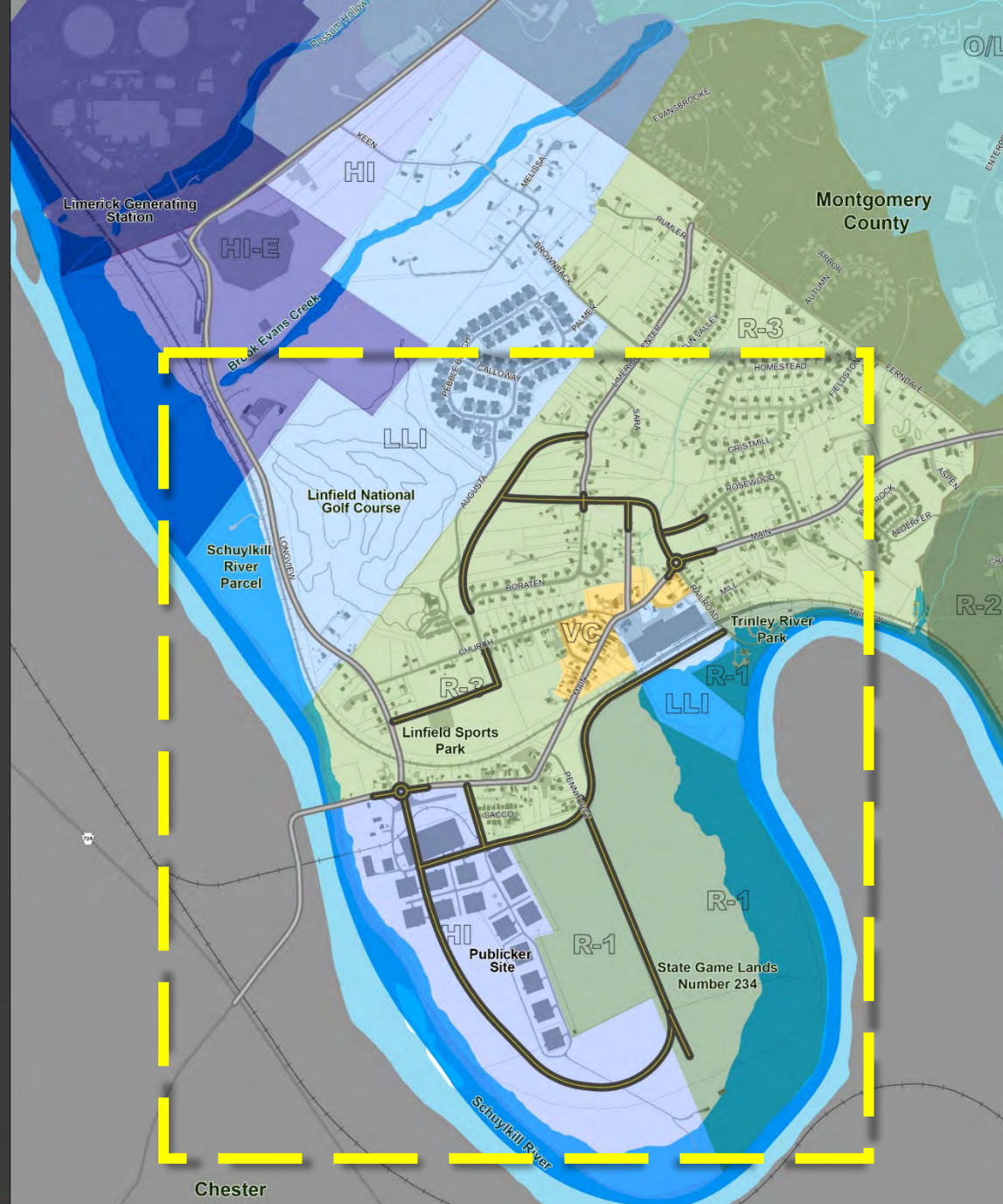


# Conceptual Road Ideas



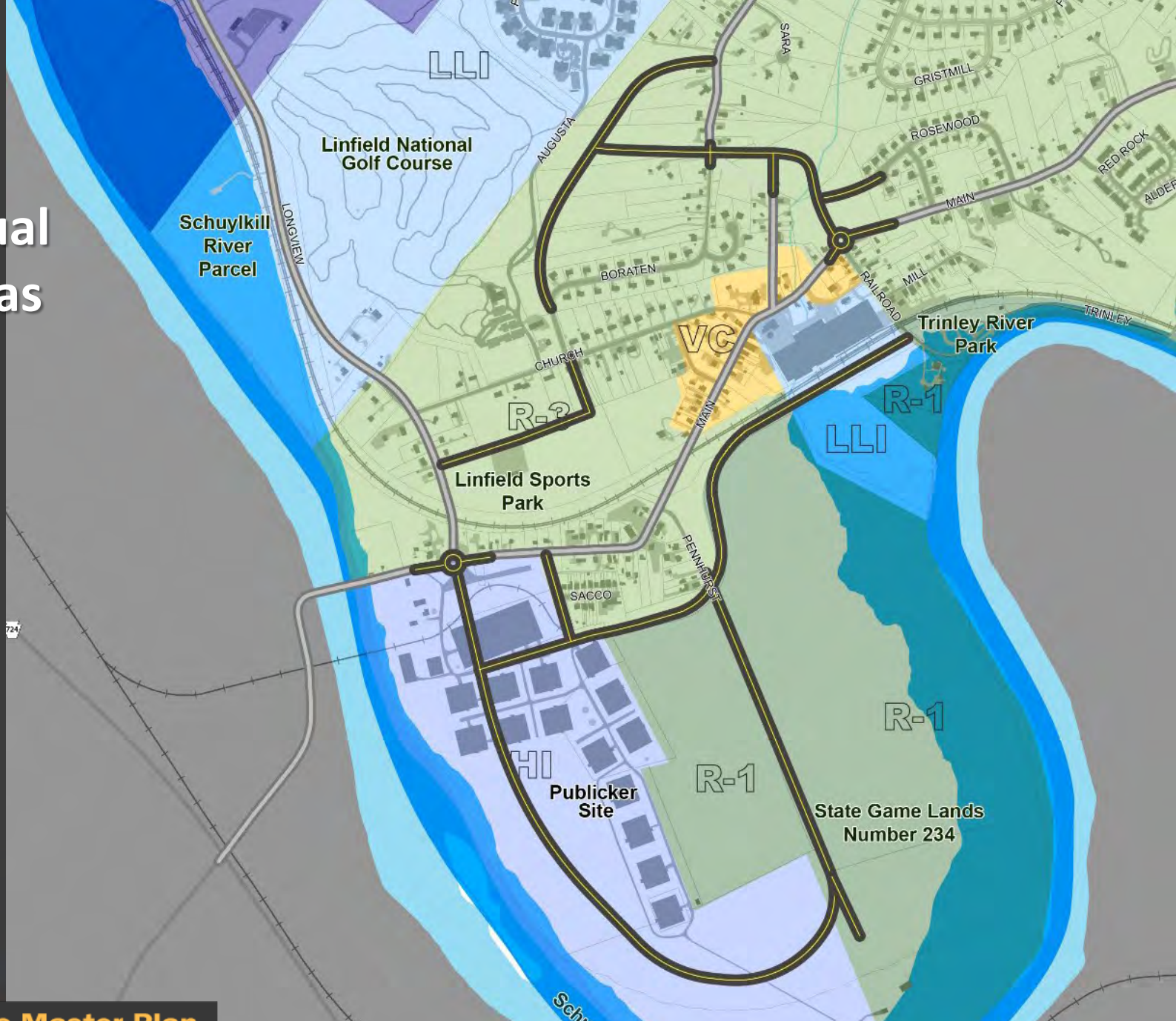


# Conceptual Road Ideas

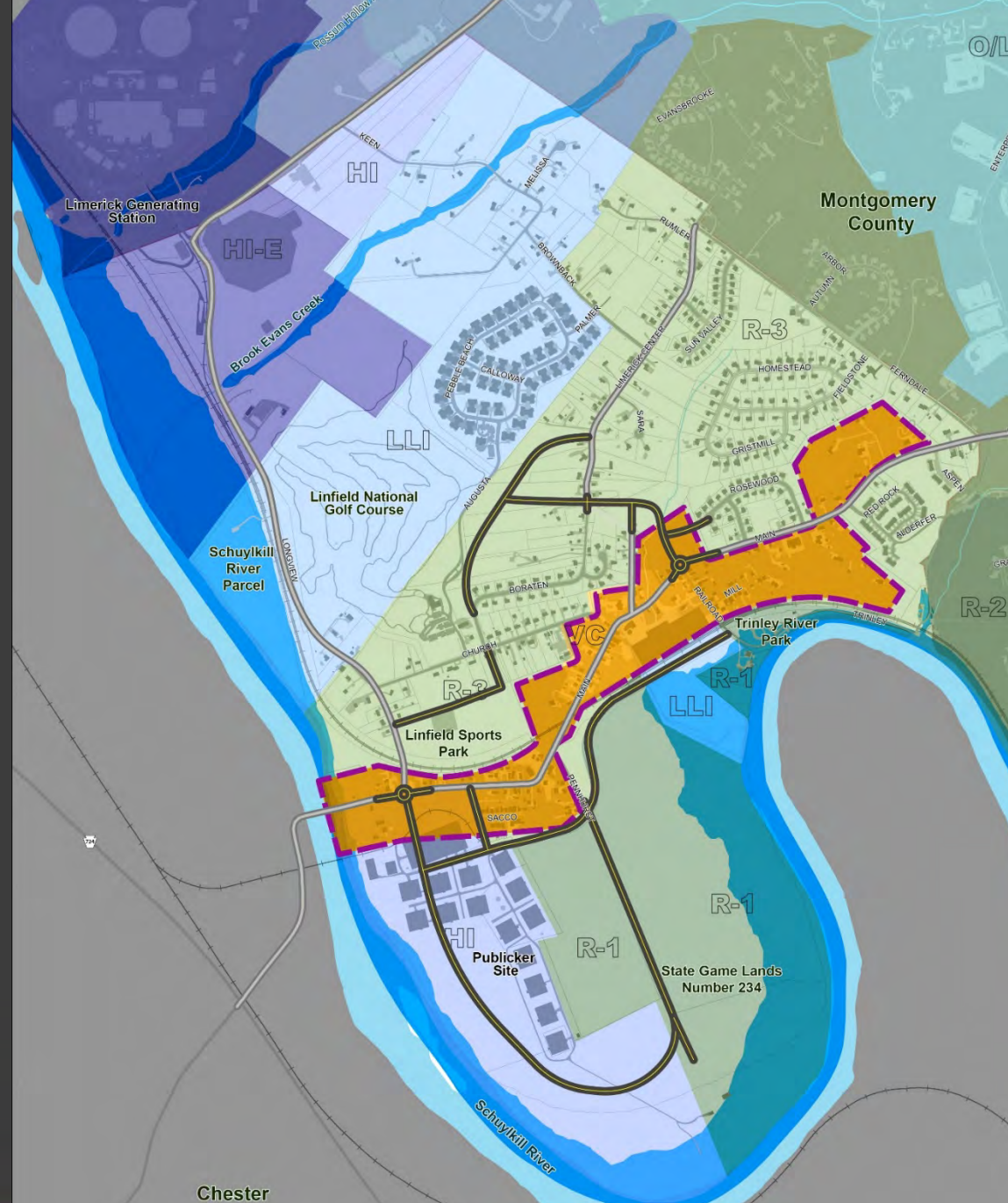




# Conceptual Road Ideas

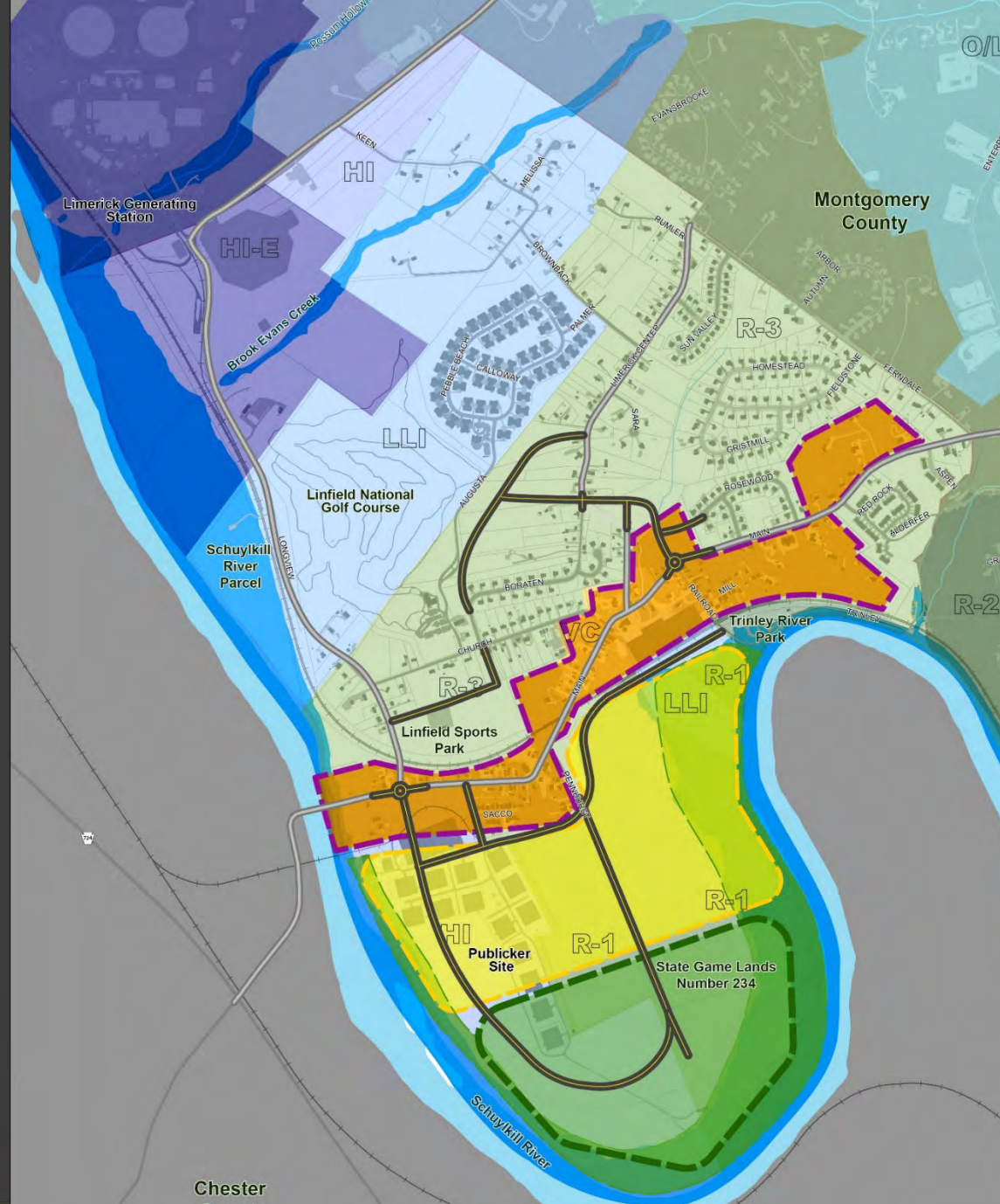


# Conceptual Village Commercial Extension – Existing Zoning or Overlay

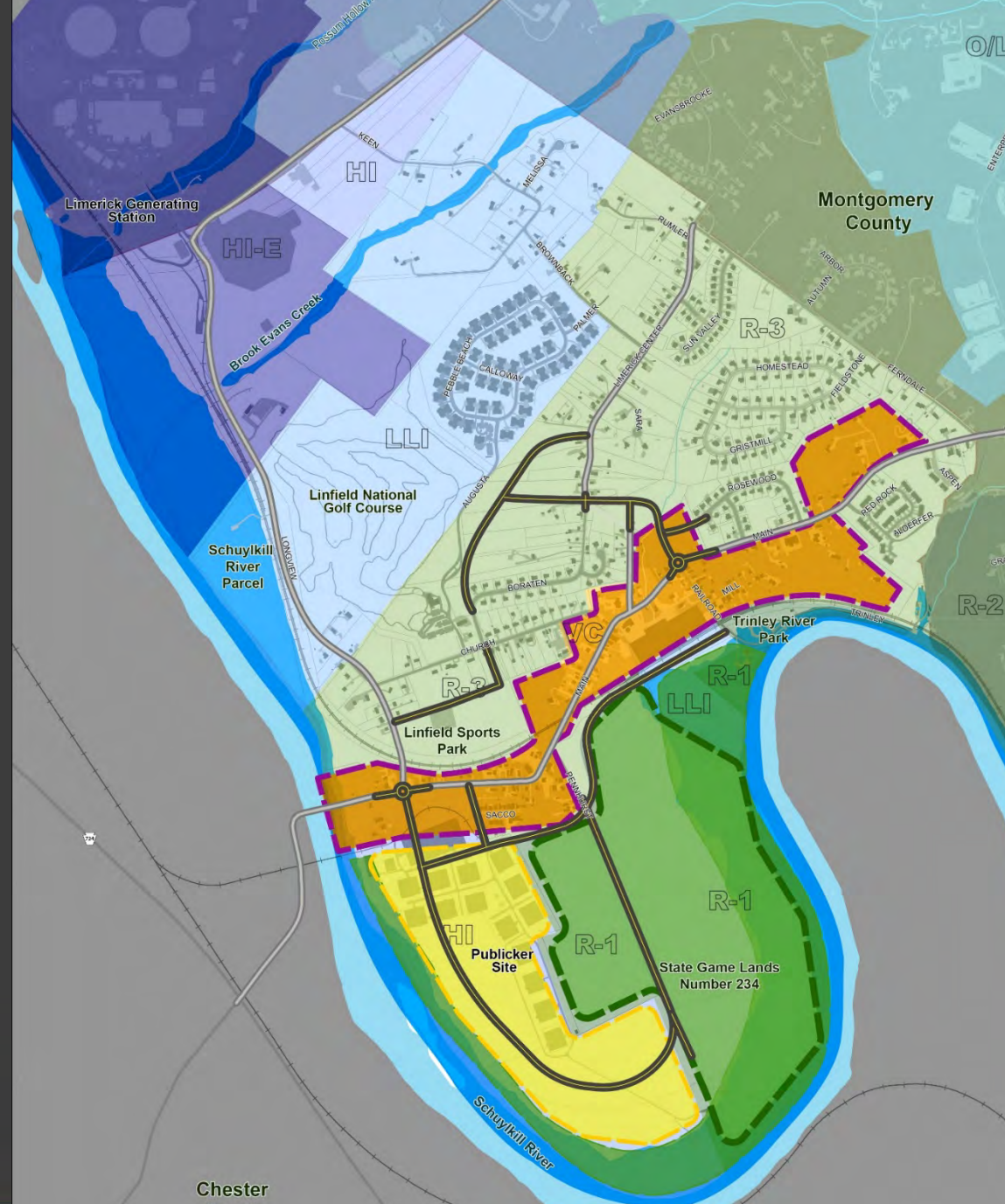




# Conceptual Residential Development (A)



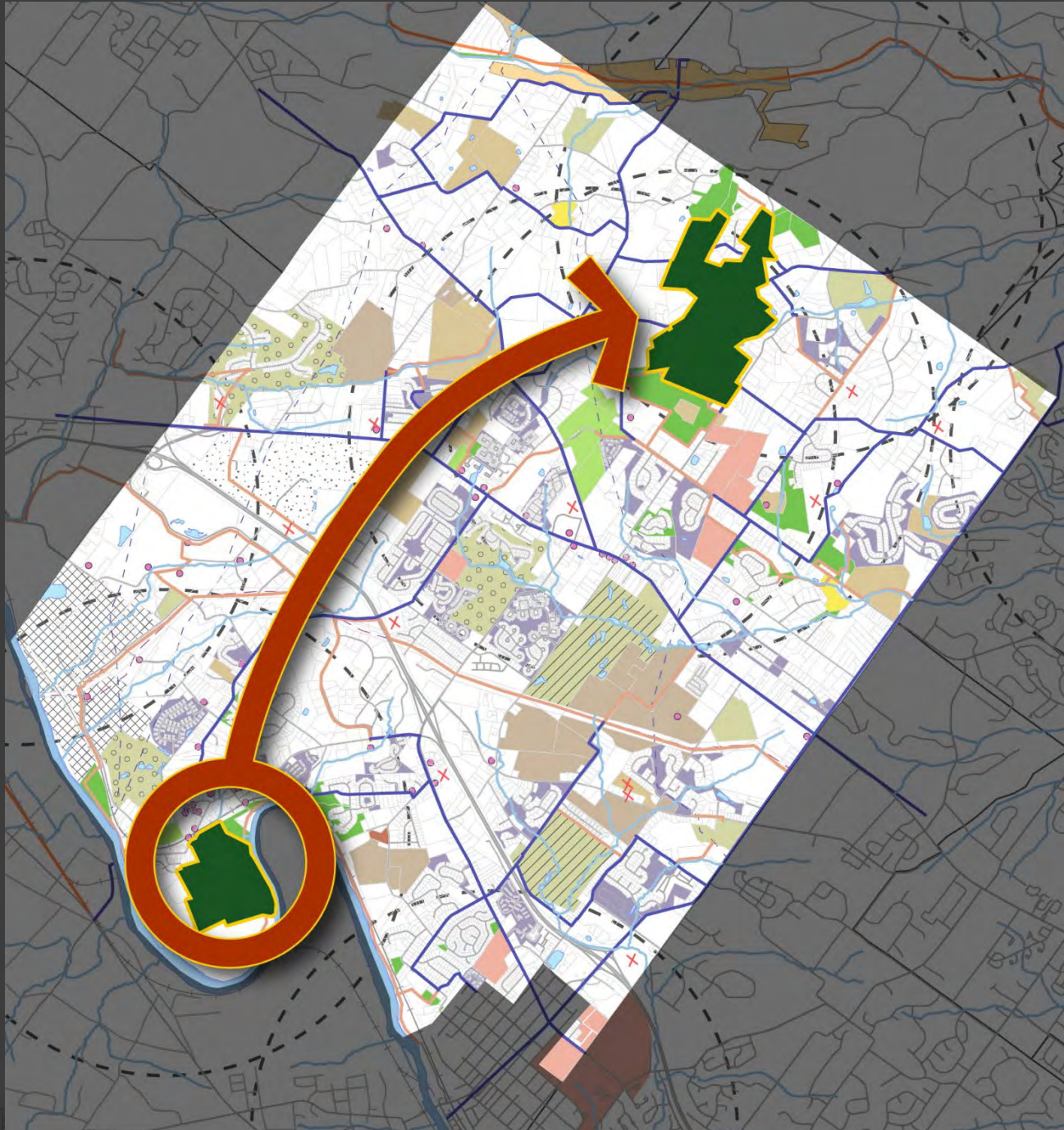
# Conceptual Residential Development (B)





# Conceptual State Game Land Swap

*Shift State Game Lands 234 in Linfield to the north, adjacent to State Game Lands 234 off of Game Farm Rd.*

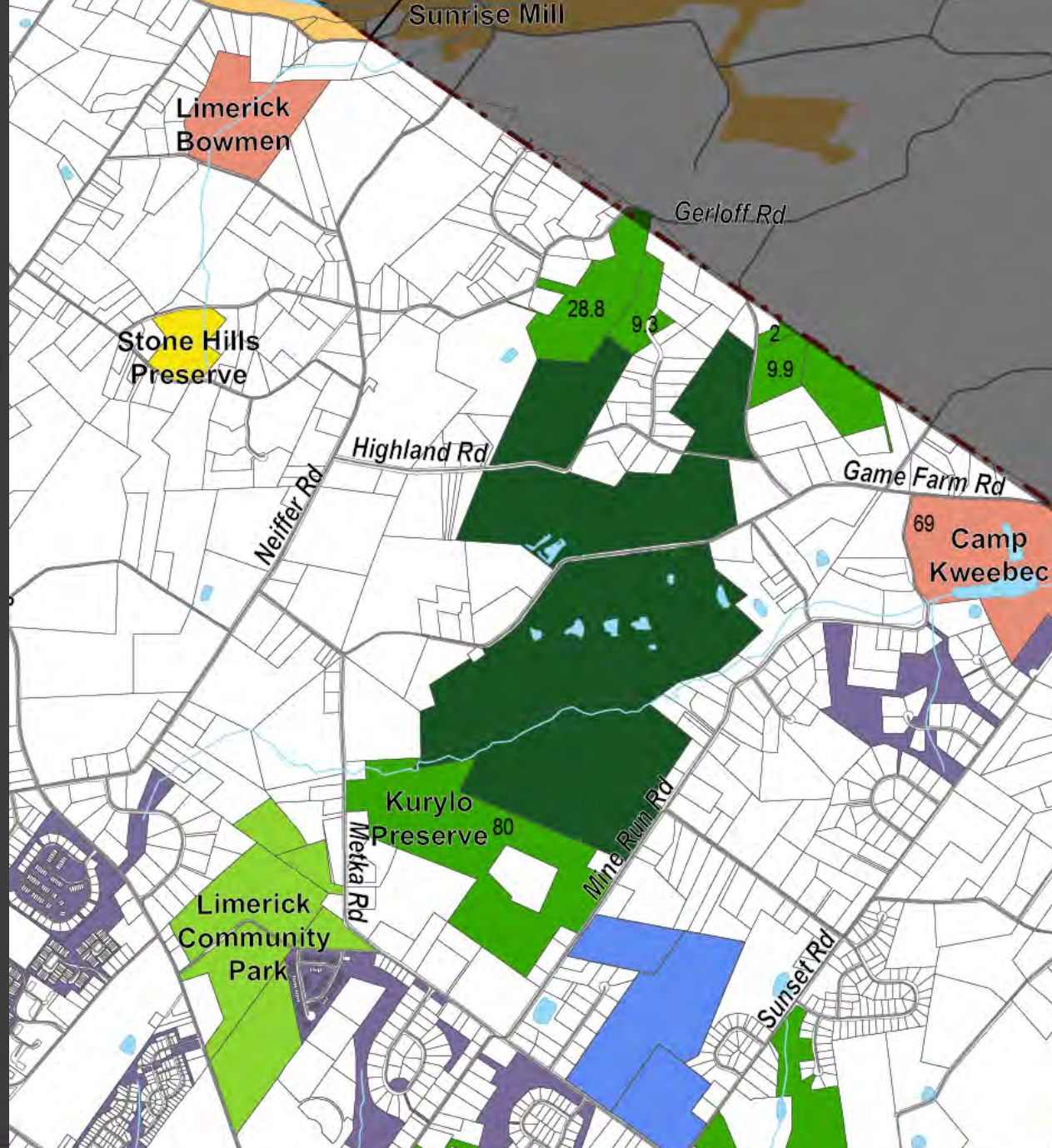




# Conceptual State Game Land Swap

 Existing State Game Land  
328 Acres

 Township Property  
130 Acres





# Conceptual State Game Land Swap

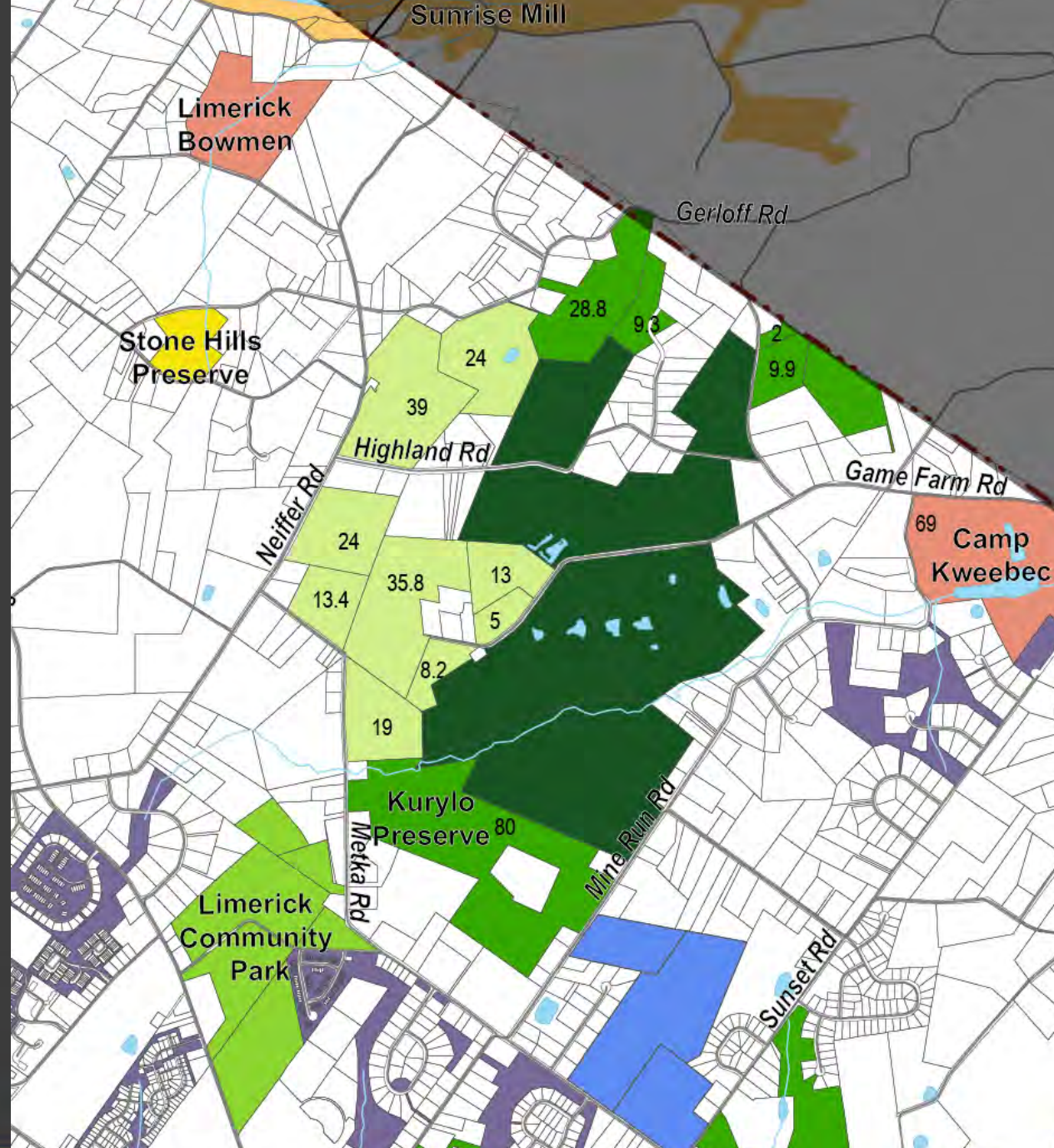
 Existing State Game Land  
**328 Acres**

 Township Property (130)  
+

 Adjacent Ag parcels (181)  
Subtotal: **311 Acres**

***Total Game Land Area after  
Conceptual  
Game Land Swap: 639 Acres***

**Linfield Village Master Plan**

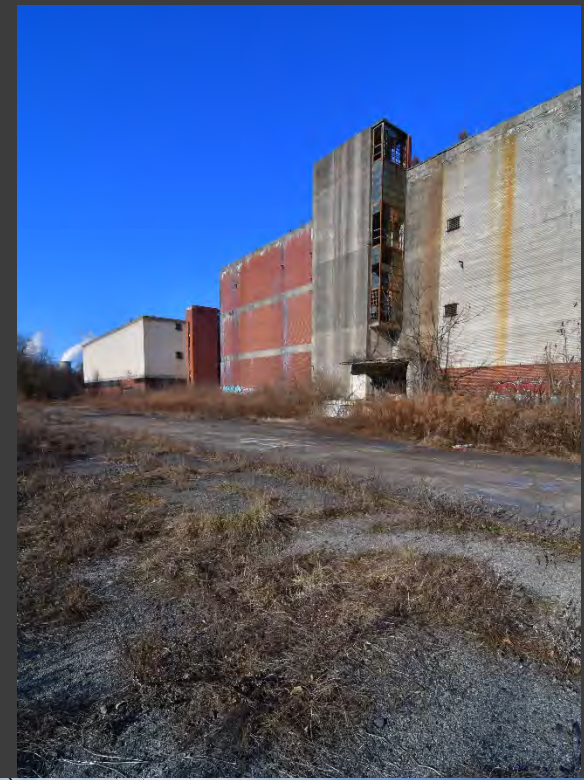


# Initial Conclusions

- Dual redevelopment focus – Village and Publicker
- Village redevelopment will be infill
- Publicker costs require large-scale development
- This is a longterm redevelopment plan – 10 to 20 years – nothing will happen quickly
- Explore State Game Lands / open space issues

## Start now with:

- Roadway plans
- Connectivity improvements
- Overlay or new zoning
- Plan for transitional uses
- Pop up events
- Create interest in Linfield Village





## SC Team Next Steps

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

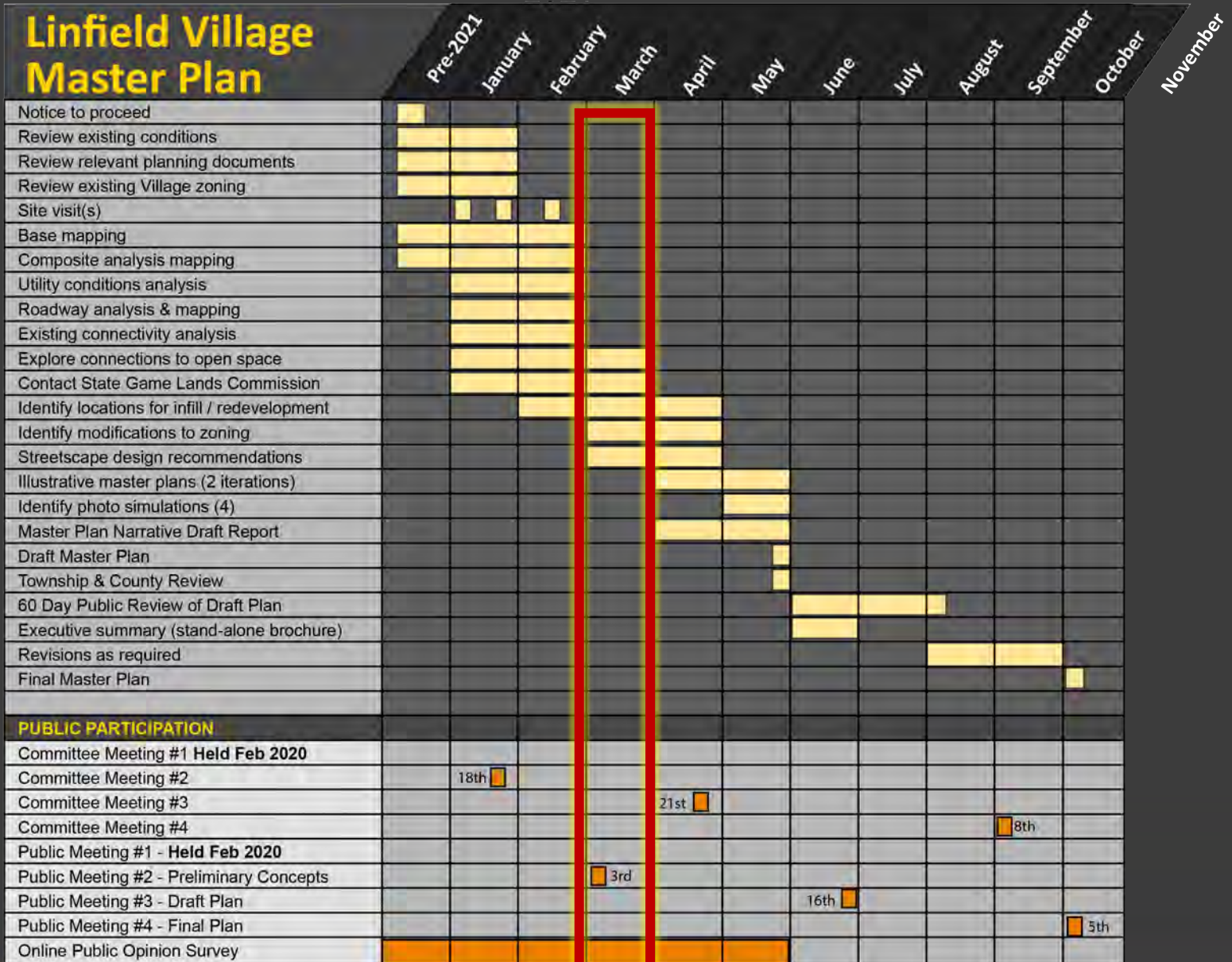
## Public & Committee Next Steps

- Take Online Public Opinion Survey

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

**Next Public Meeting – March 3, 2021**

# Next Public Meeting – March 3, 2021





# Project Schedule

	Meeting Title	Meeting Date	Occurrence	Meeting Time
<b>2021</b>	Committee Meeting #2	Wednesday, January 20	3rd Wed	7PM-9PM
	Public Meeting #2 - Project Review / Initial Concepts	Wednesday, March 3	1st Wed	7PM-9PM
	Committee Meeting #3	Wednesday, April 21	3rd Wed	7PM-9PM
	Web Based Survey - administer	Through June 1		online
	Public Meeting #3 - Draft Plan	Wednesday, June 16	3rd Wed	7PM-9PM
	Committee Meeting #4	Wednesday, September 8	2nd Wed	7PM-9PM
	Public Meeting #4 - Final Plan <b>(BOS Mtg)</b>	Tuesday, October 5	1st Tue	7PM-9PM

# Thank you!

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## Linfield Village Mast

