



Linfield Village Master Plan

Committee Meeting #2 – January 20, 2021

Agenda

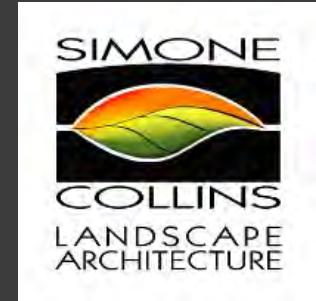
- **Introductions**
- **Project Schedule**
- **Scope of Work / Goals**
- **Review Previous Meetings**
 - Committee Meeting 1 – February 12th 2020
 - Public Meeting 1 – February 25th 2020
- **Public Opinion Survey**
- **Draft Market Study**
- **Data Inventory / Mapping**
- **Preliminary Concepts**
- **Discussion**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



Introduction

- **Simone Collins Landscape Architecture**

- 610.239.7601
- Peter Simone, RLA, FASLA
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- Pankaj (PJ) Jobanputra, AICP
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- **4Ward Planning**

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- Todd Poole
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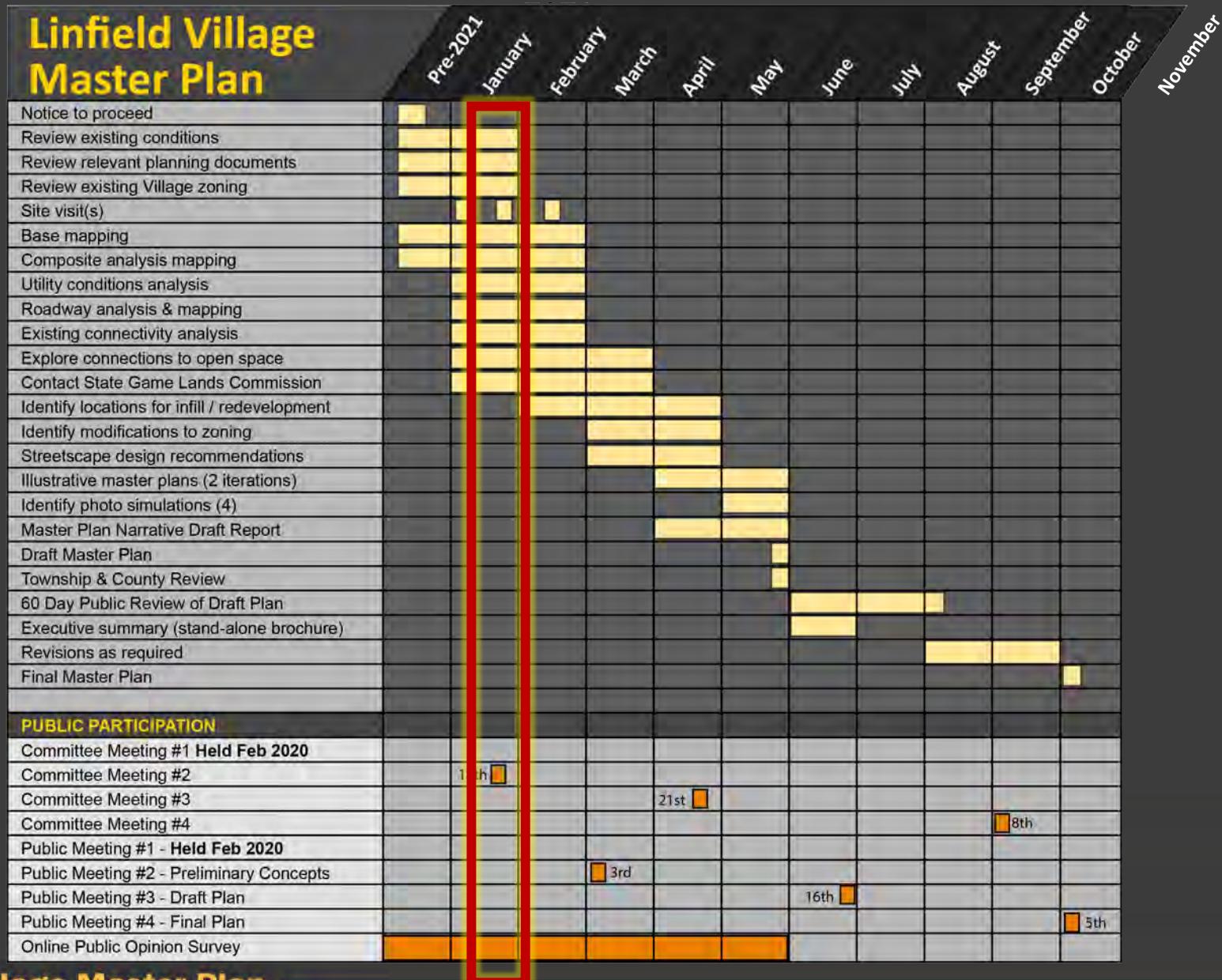


Thank you Linfield Village Master Plan Committee

- 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
2021	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 (BOS Mtg)	Tuesday, October 5	1st Tue	7PM-9PM

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





**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 Publicker
- Maker / Incubator space
- Expand village commercial zoning
- Amphitheater / concert space
- Safer routes for pedestrians and cyclists
- Publicker development
- Shuttle service
- Roadway loop from Main Street to Sacco Road
- Connect all Linfield parks and open space
- Attract unique entrepreneurs

Public Meeting 1:

- Publicker 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 Publicker building walls
- Hockey arena
- Minor league ballpark
- Salvage historic artifacts
- Attract breweries
- Swap state game land locations (Publicker 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:

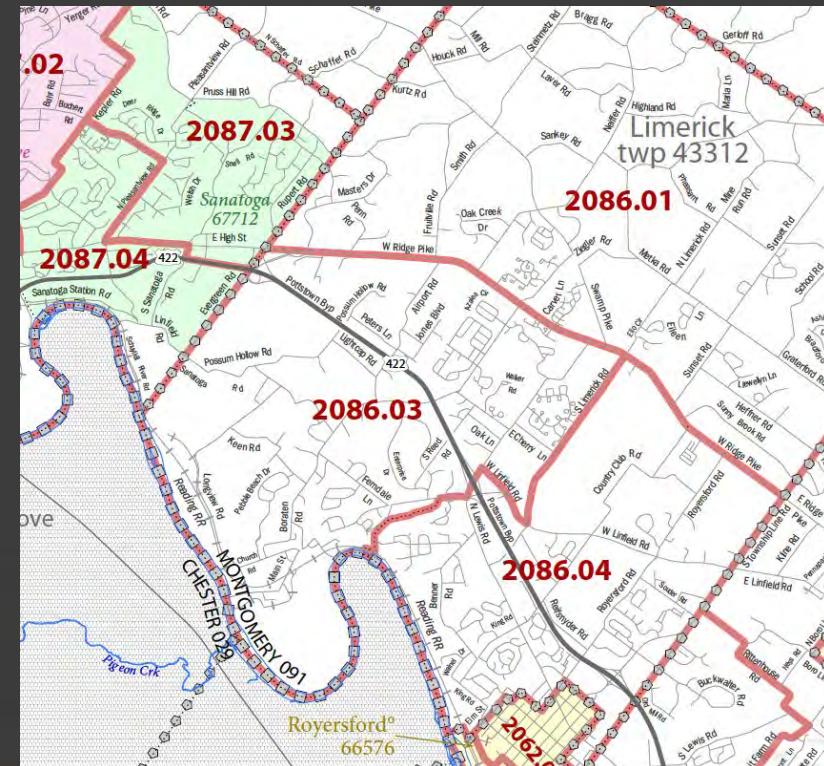
- Developers
- Montgomery County
- Local Businesses

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



Public Opinion Survey:

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
 Pottsgrove Township
 Pottstown 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

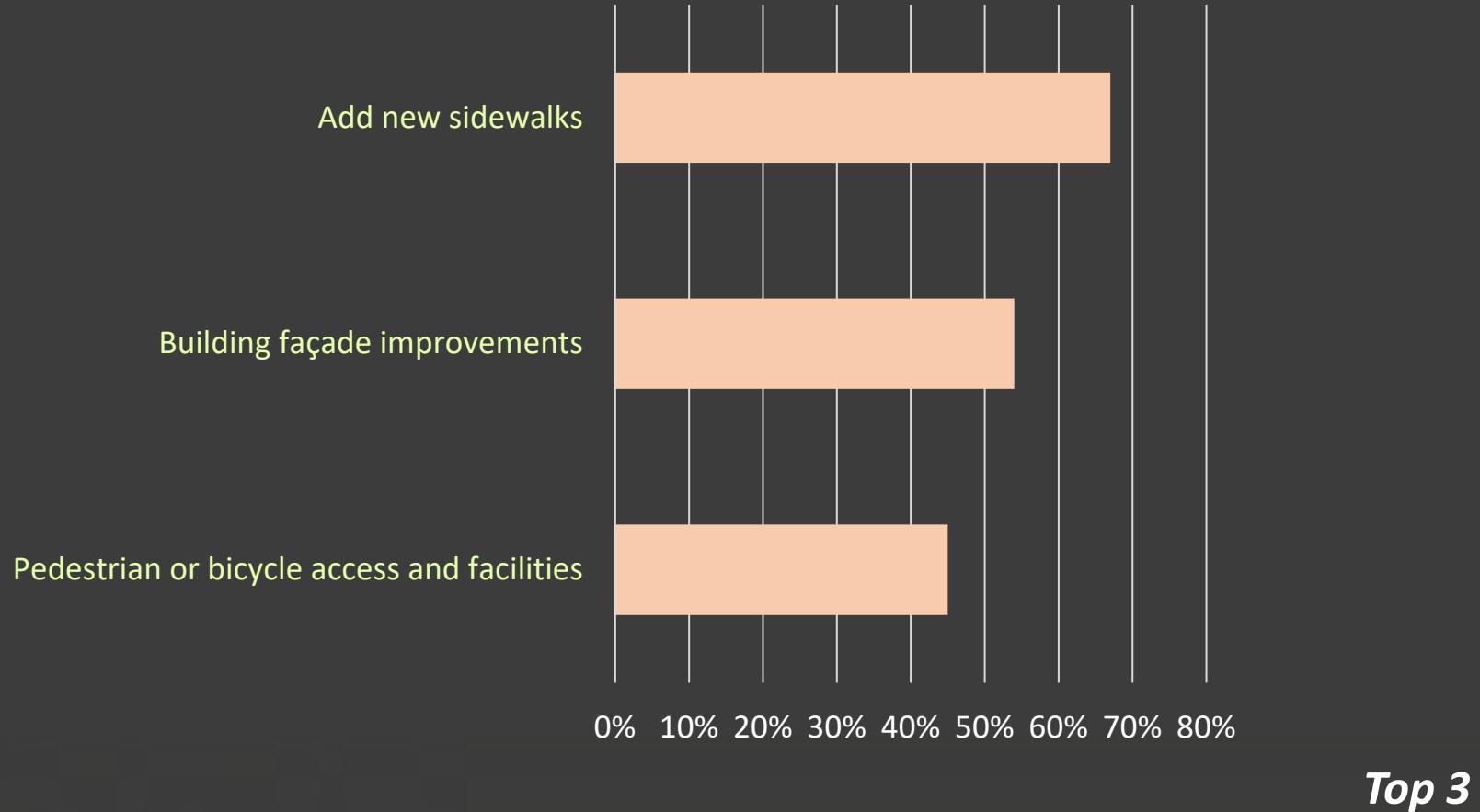
To Date Survey Results:

- **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

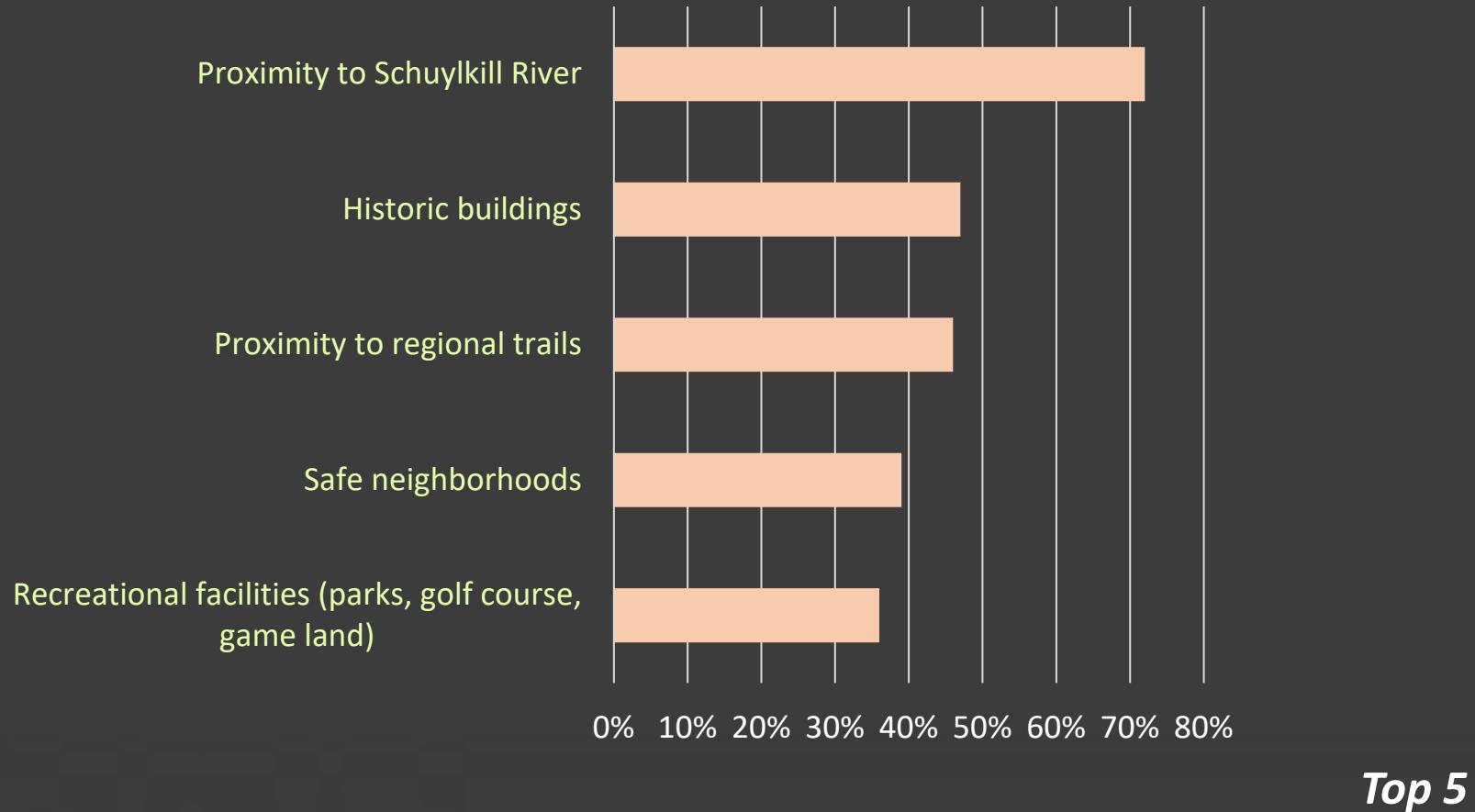
To Date Survey Results:

- **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

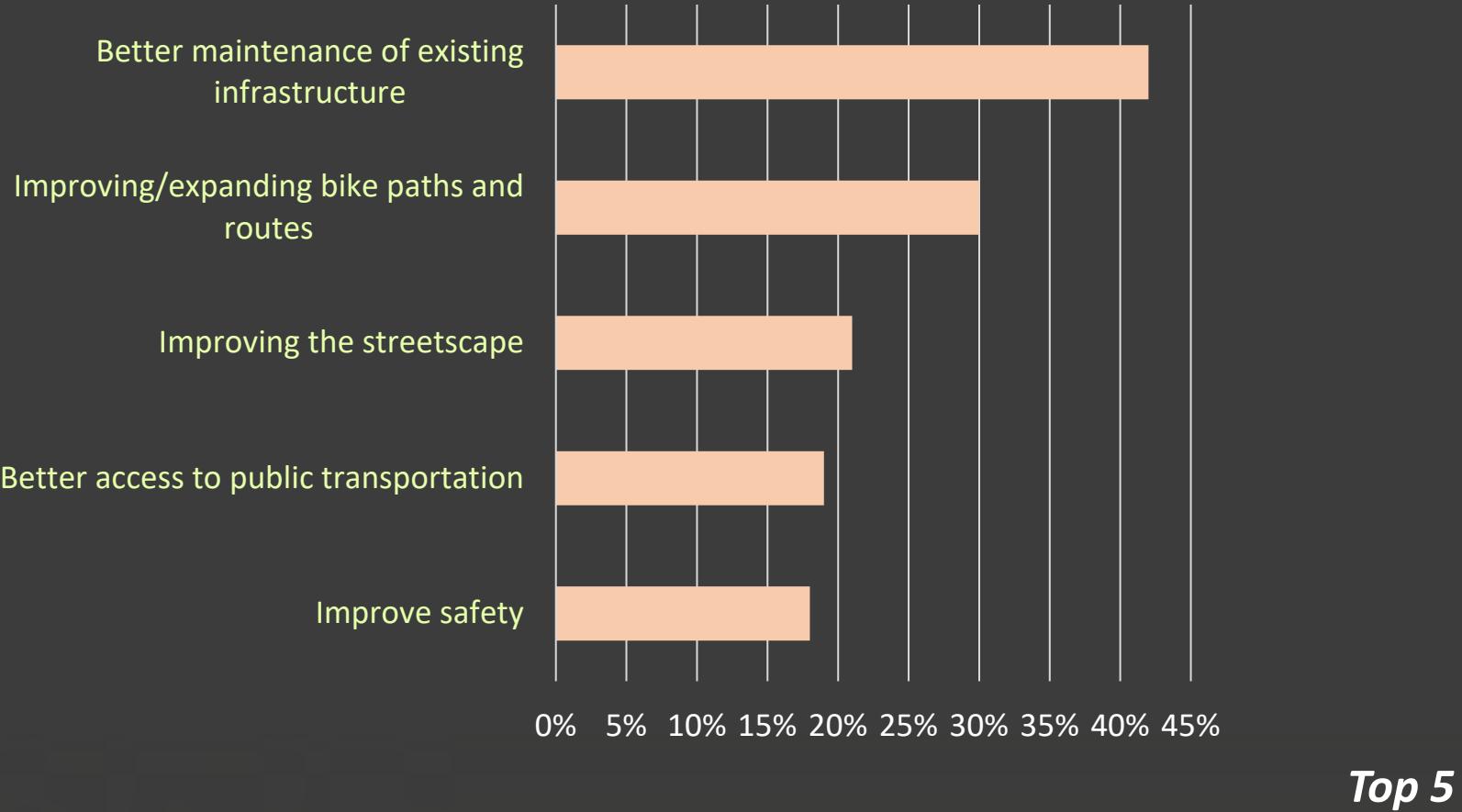
Q11: What are the three (3) most important elements to make Linfield Village more inviting?



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?



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



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?

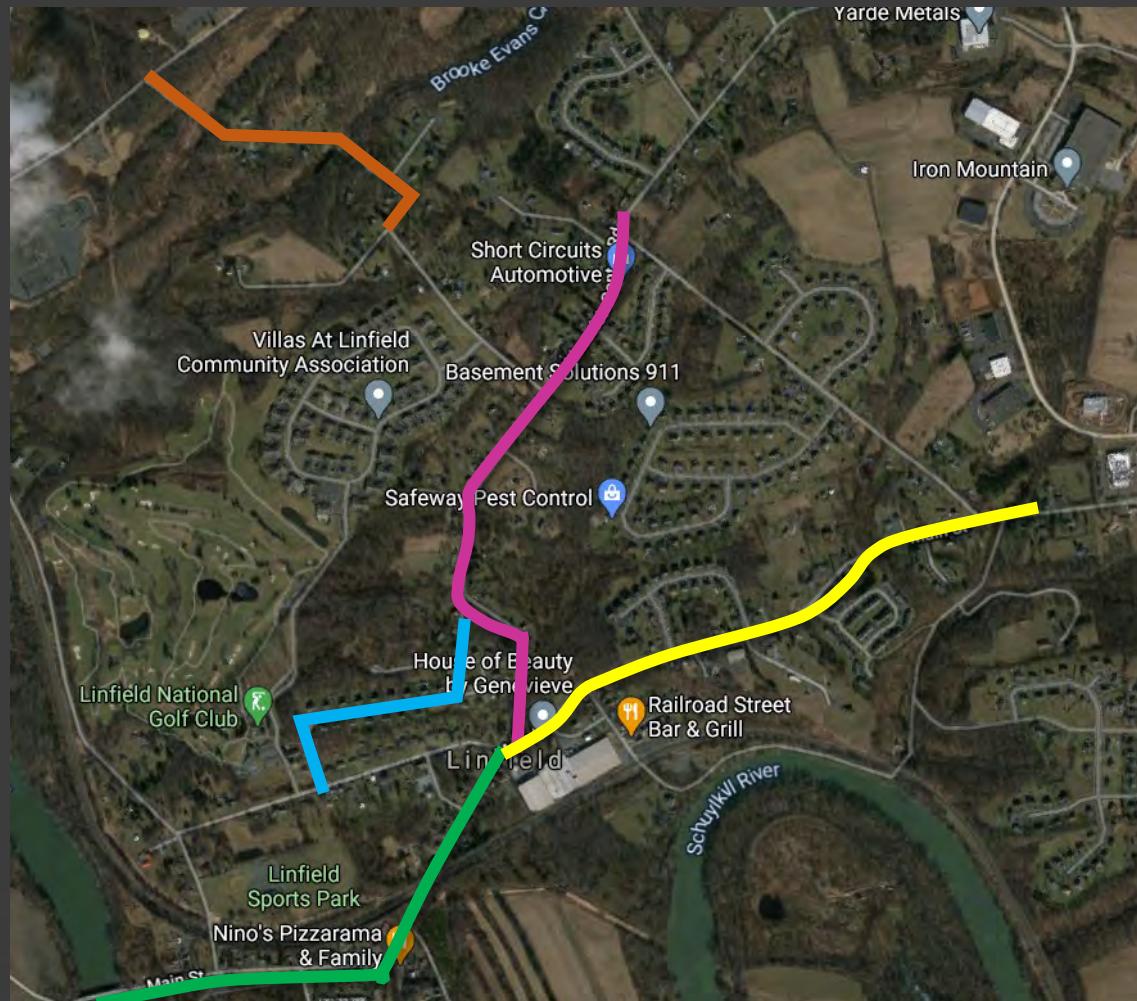
(Please rank your top 5 from the options below)

- ***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.***

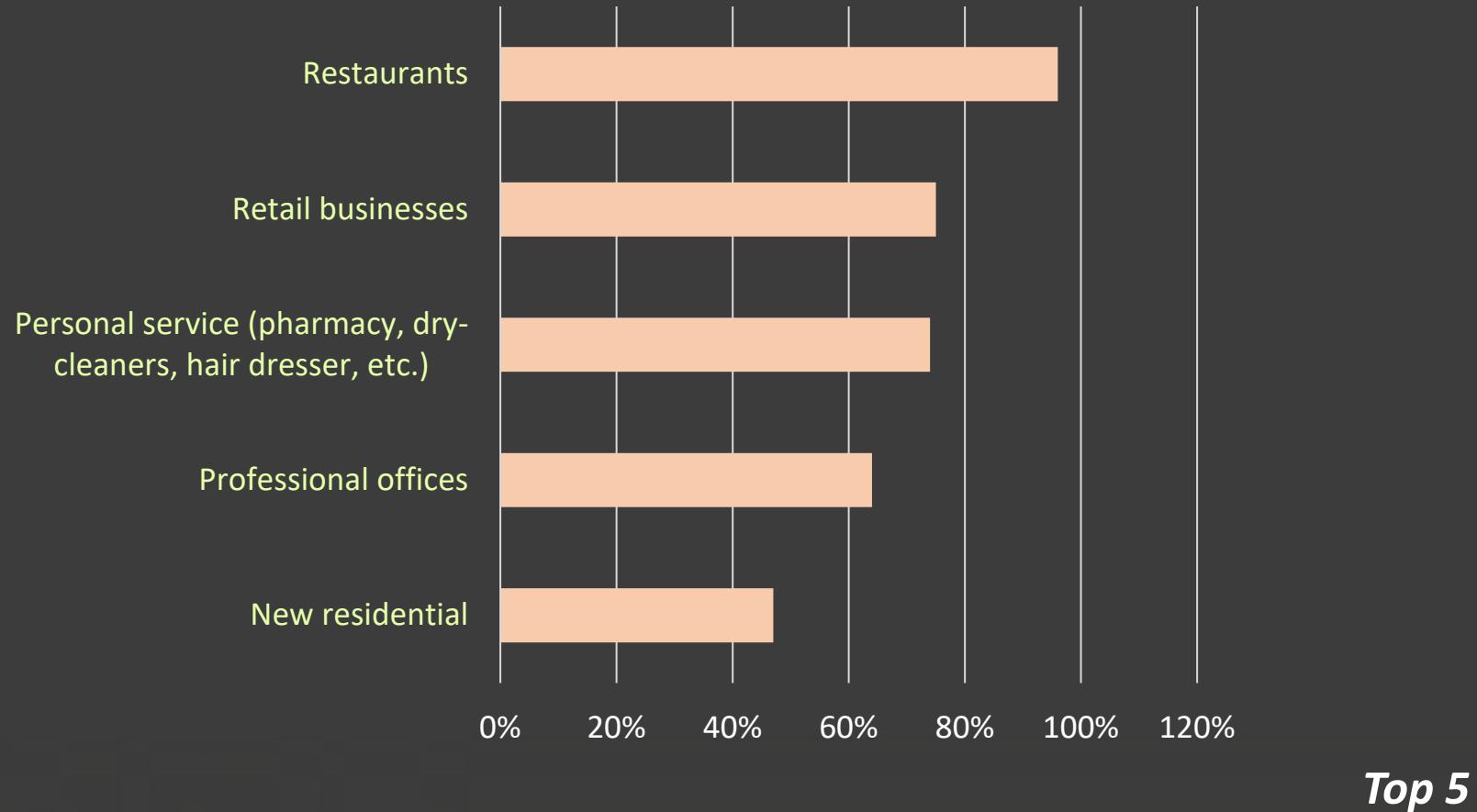
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Results:

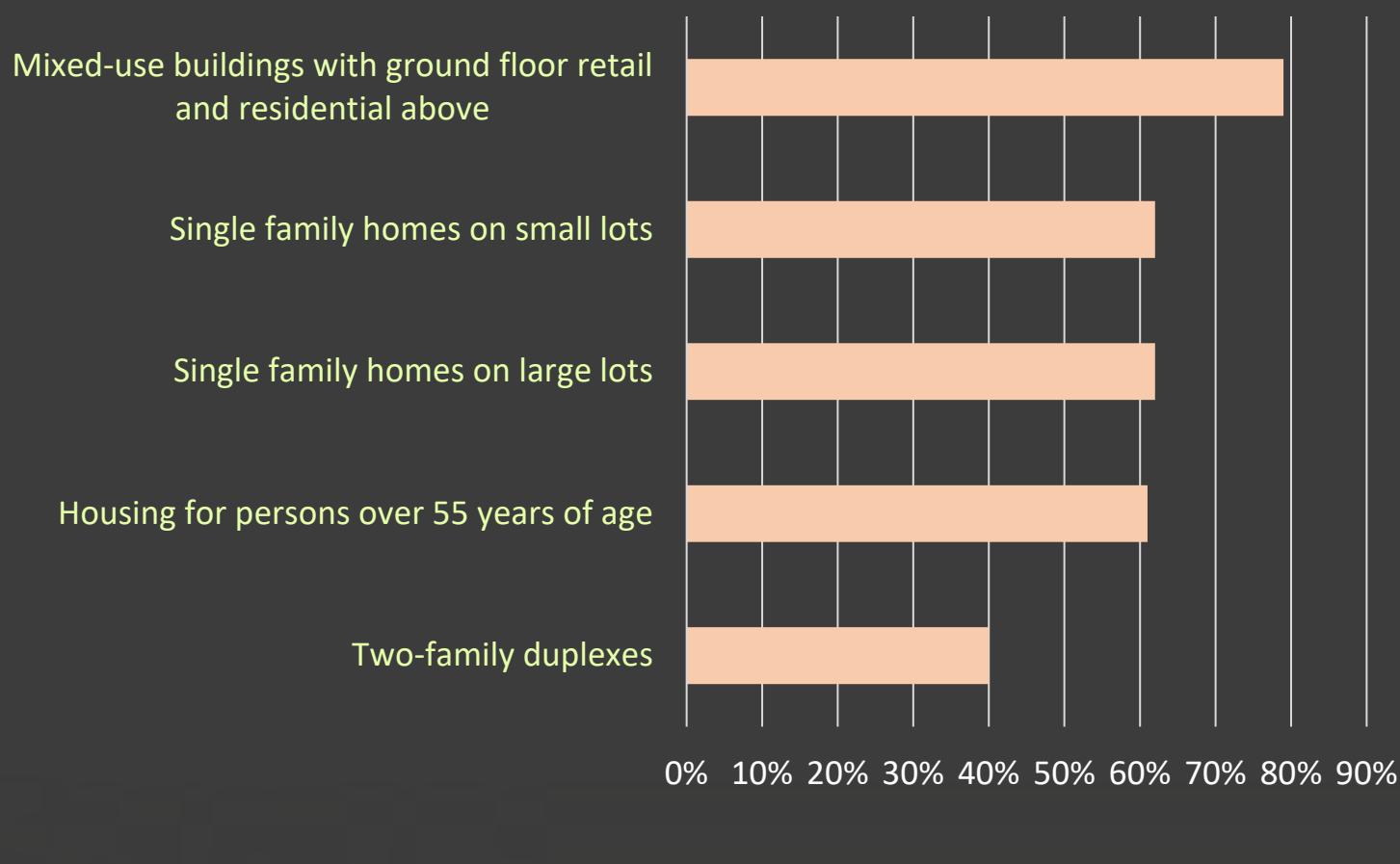
- 1. Main St. between Linfield Bridge and Church Rd.**
- 2. Main St. between Church Rd. and Trinley Mill Rd.**
- 3. Limerick Center Rd.**
- 4. Keen Rd**
- 5. Boraten Rd.**



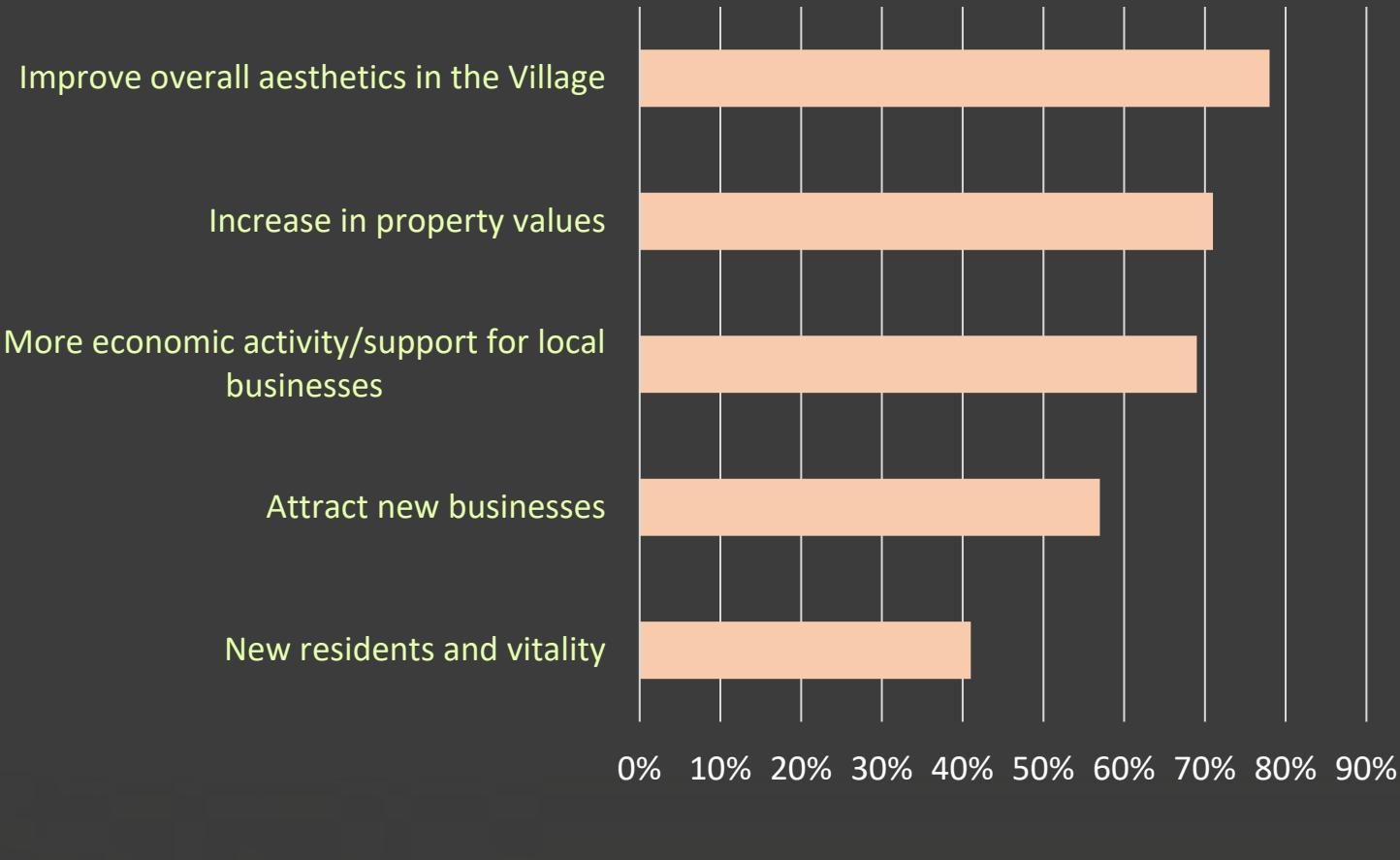
Q23: Which of the following commercial enterprises would you like to see more of in Linfield Village?



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

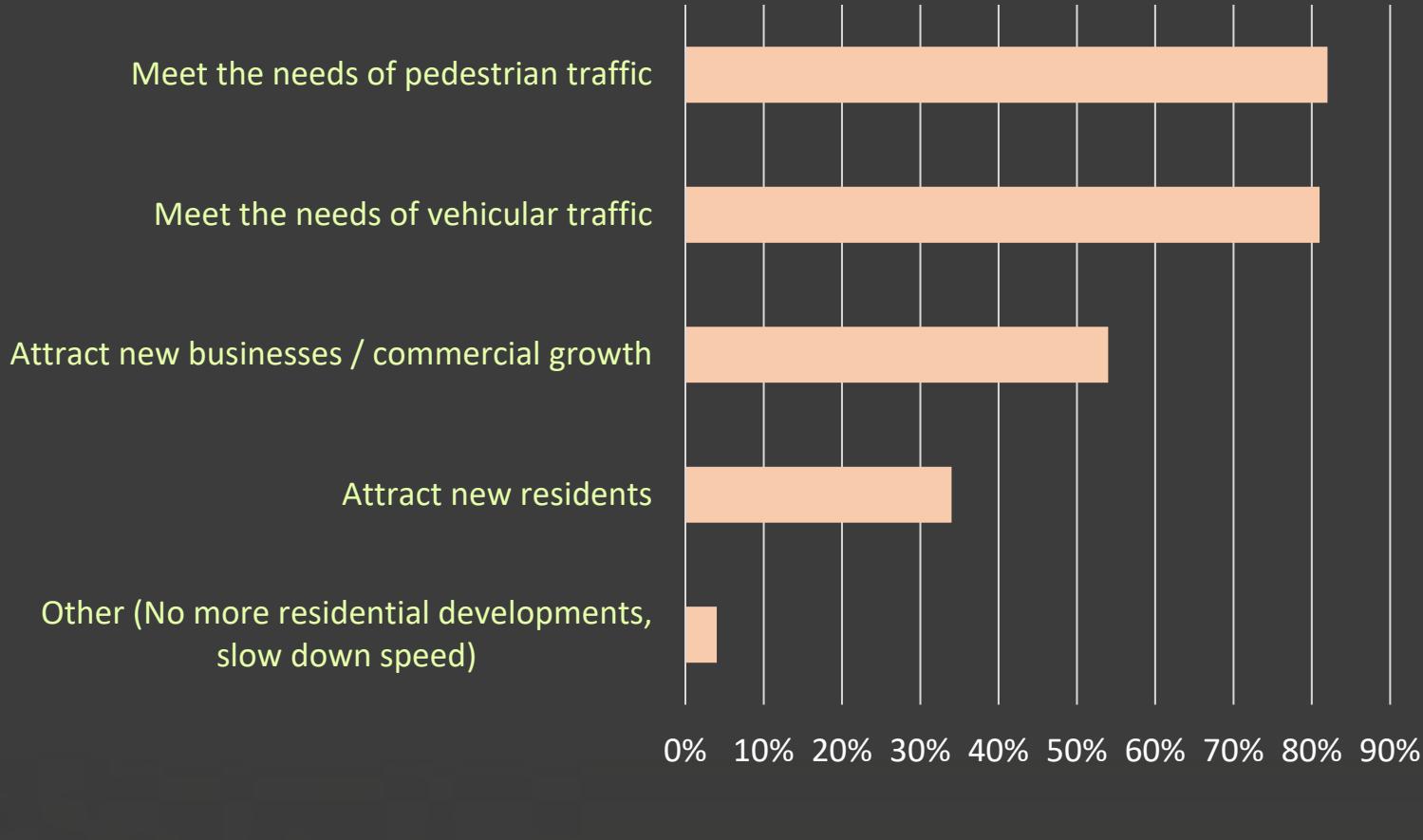


Q25: What do you think are the major benefits to new development/redevelopment in Linfield Village?



Top 5

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



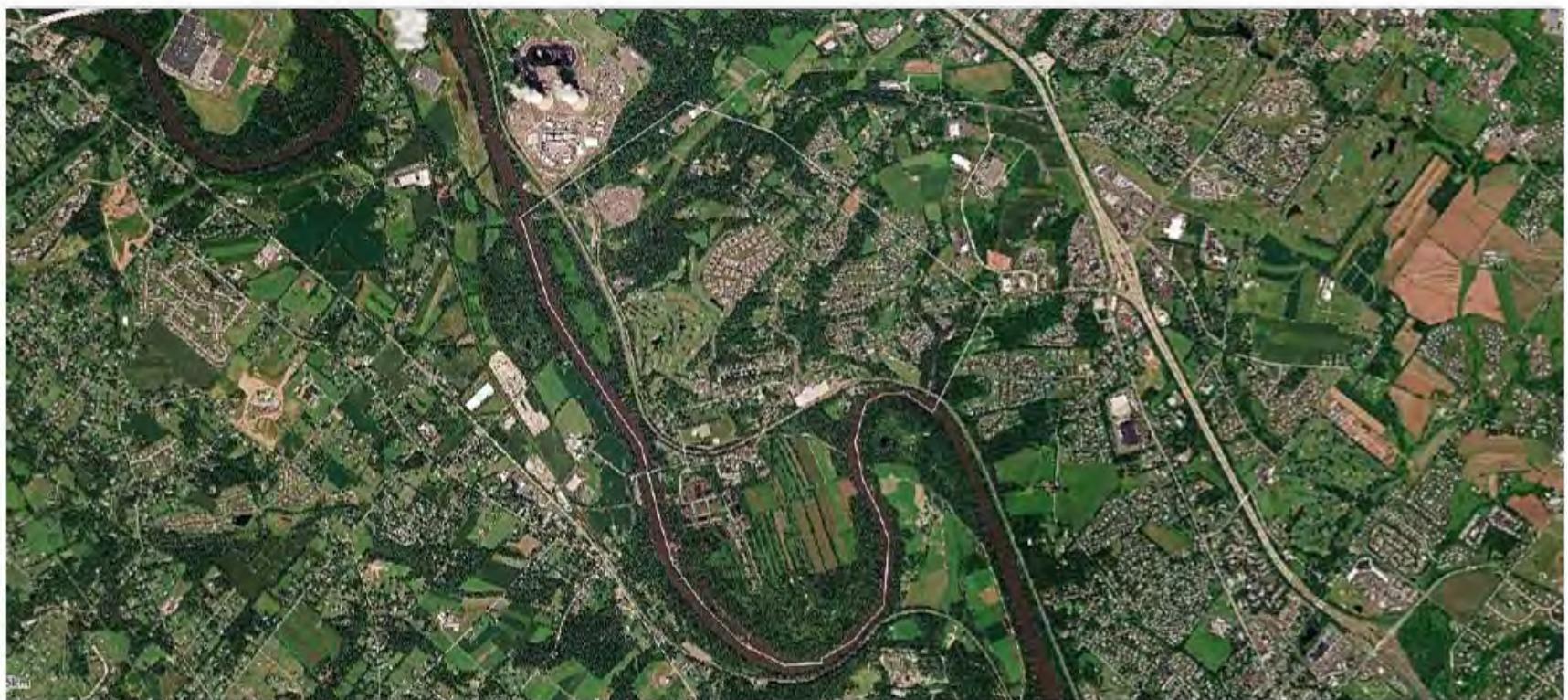


Linfield Village Master Plan MARKET STUDY

Limerick Township, PA

DRAFT

February 24, 2020



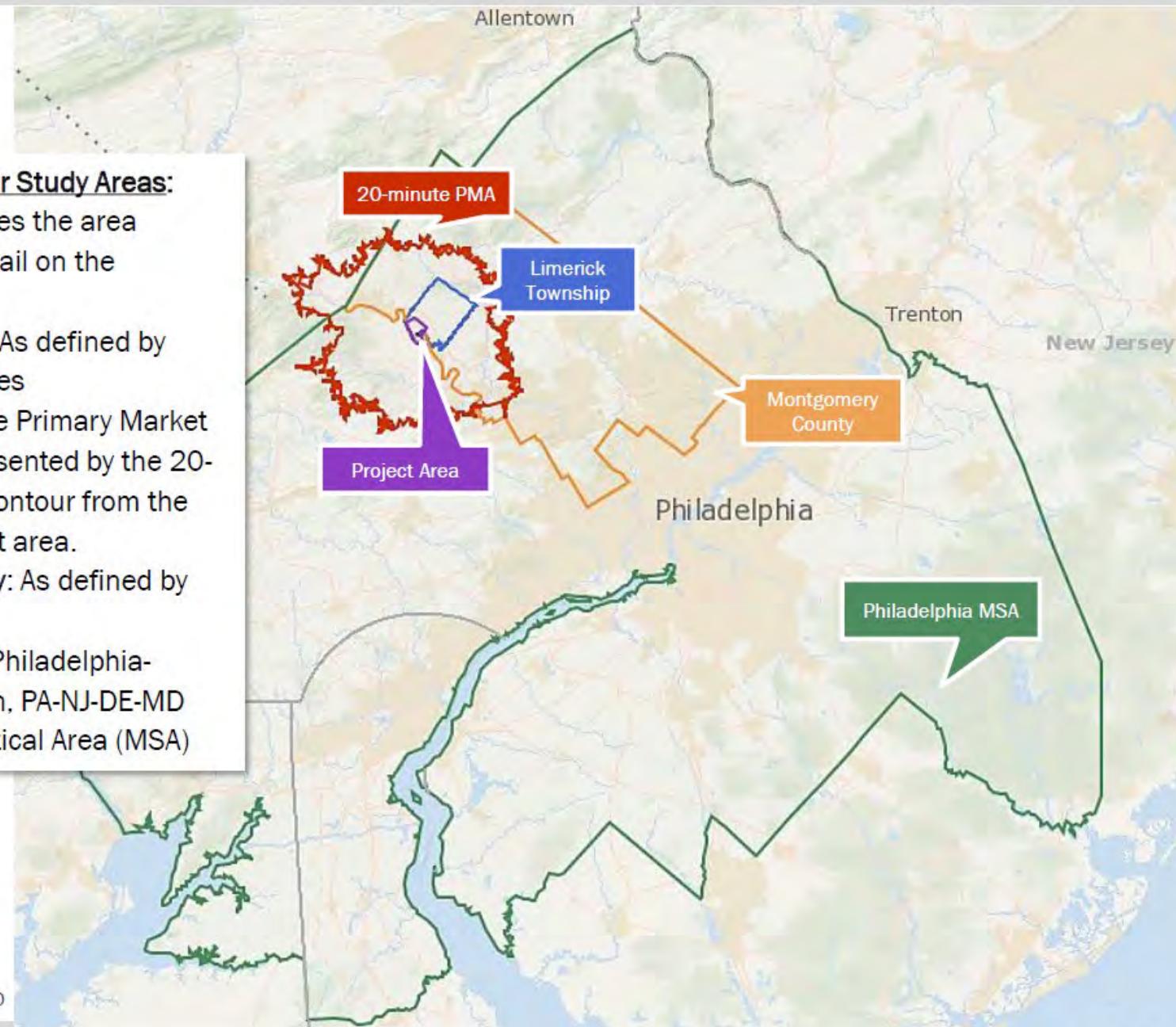
ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™

*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 & Pipe Line Units:</i>		808
Recorded Projects but not Completely Built		576	398
Henry Drive	SFD	3	3
Cane Subdivision (142 Graterford Road)	SFD	1	1
28 Brownback Road	SFD	4	3
Mango Way - 17 Faust Road	SFD	5	3
Coale Subdivision - 1000 Cemetery Road	SFD	3	3
Moscarello (292 W. Ridge) Towns	Towns	72	54
Limerick Town Center (Everleigh)	Towns (2A-2B)	156	156
Limerick Town Center (CU Only)	Apartments	32	32
Limerick Town Center (Arcadia)	Senior Apt. p1	87	0
Limerick Town Center (Arcadia)	AL & Dementia p1	73	0
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
Weaver Tract	SFD	15	16
Sunset Estates II	SFD	6	5
Glass - 429 Limerick Center Road	SFD	2	1
William Rees	SFD	1	1
Pipeline Projects (Some of Municipal Approval)		410	410
North Gate (Demcor)	SFD	51	51
Ely Subdivision(fruitville & smith)	SFD	6	6
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

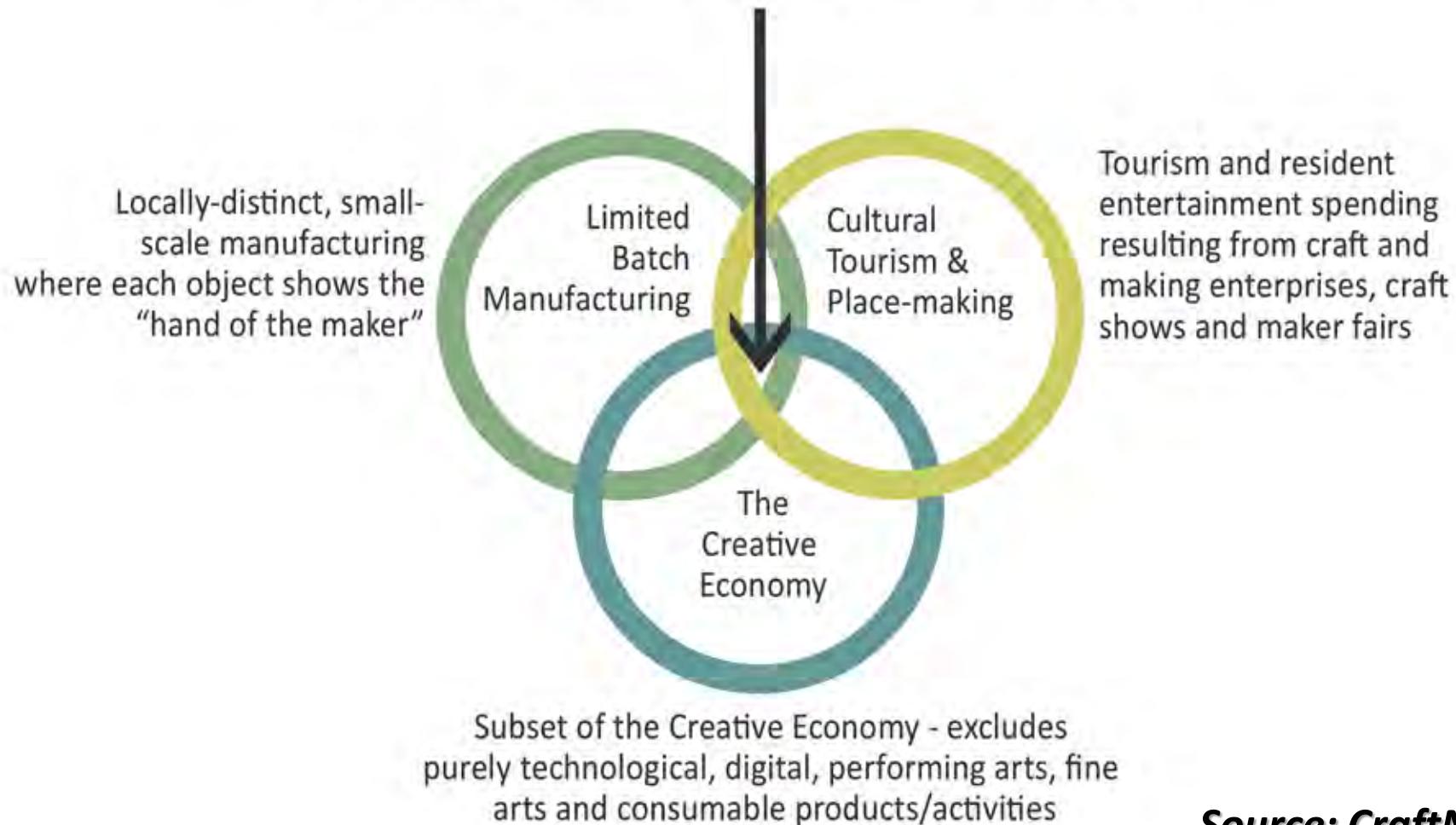
- **“Makerspace”**
 - Small scale & artisanal manufacturing; artists, artisans, brewers, distillers, co-working, etc.
 - Adaptive reuse of one or two, smaller, existing structures on Publicker and/or in Village
 - Pop up events and festivals as a transitional use – getting more eyes and interest on the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



Historic Aerials 1937

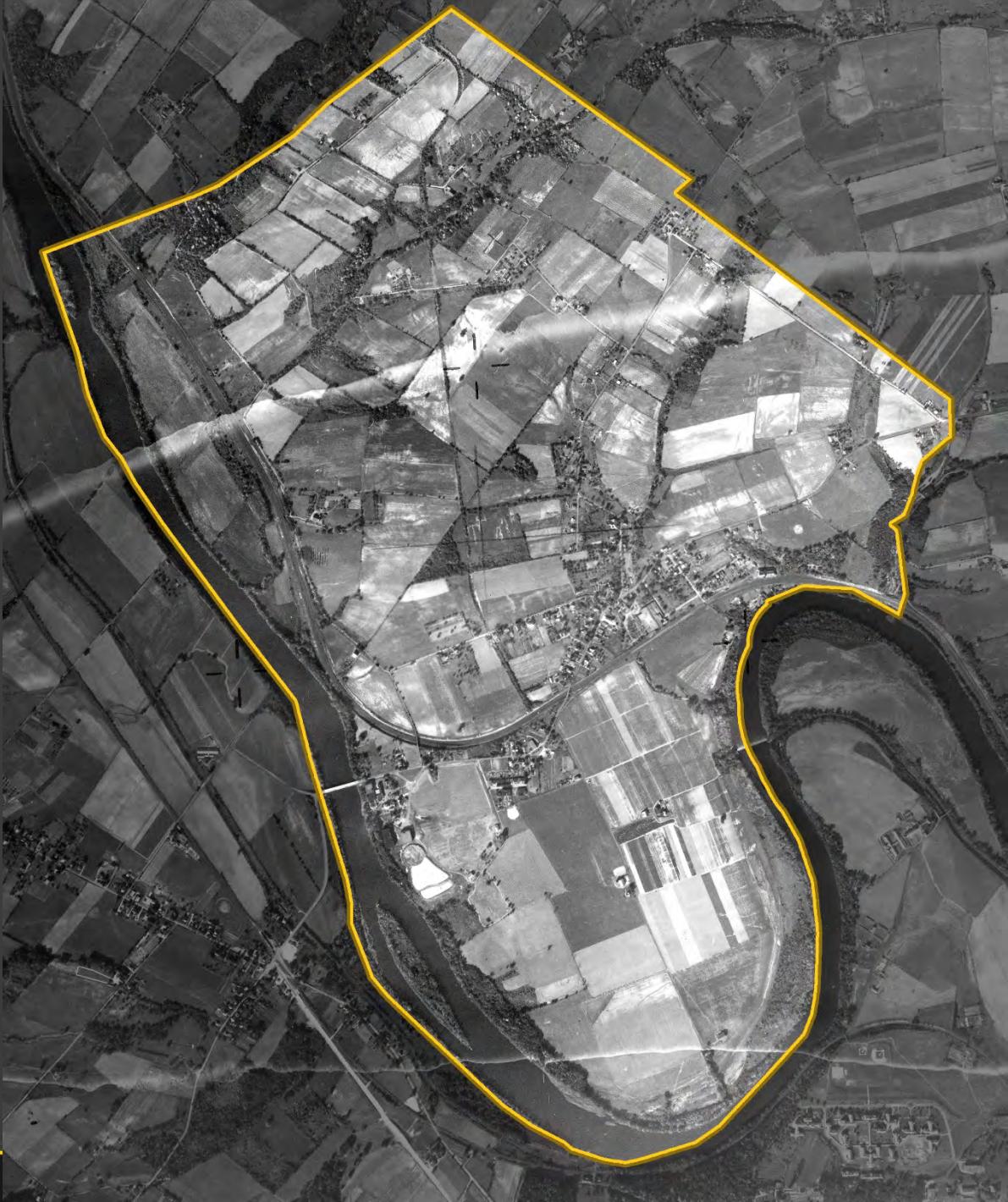
- Farmland
- Orchards
- Defined Village Center

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.



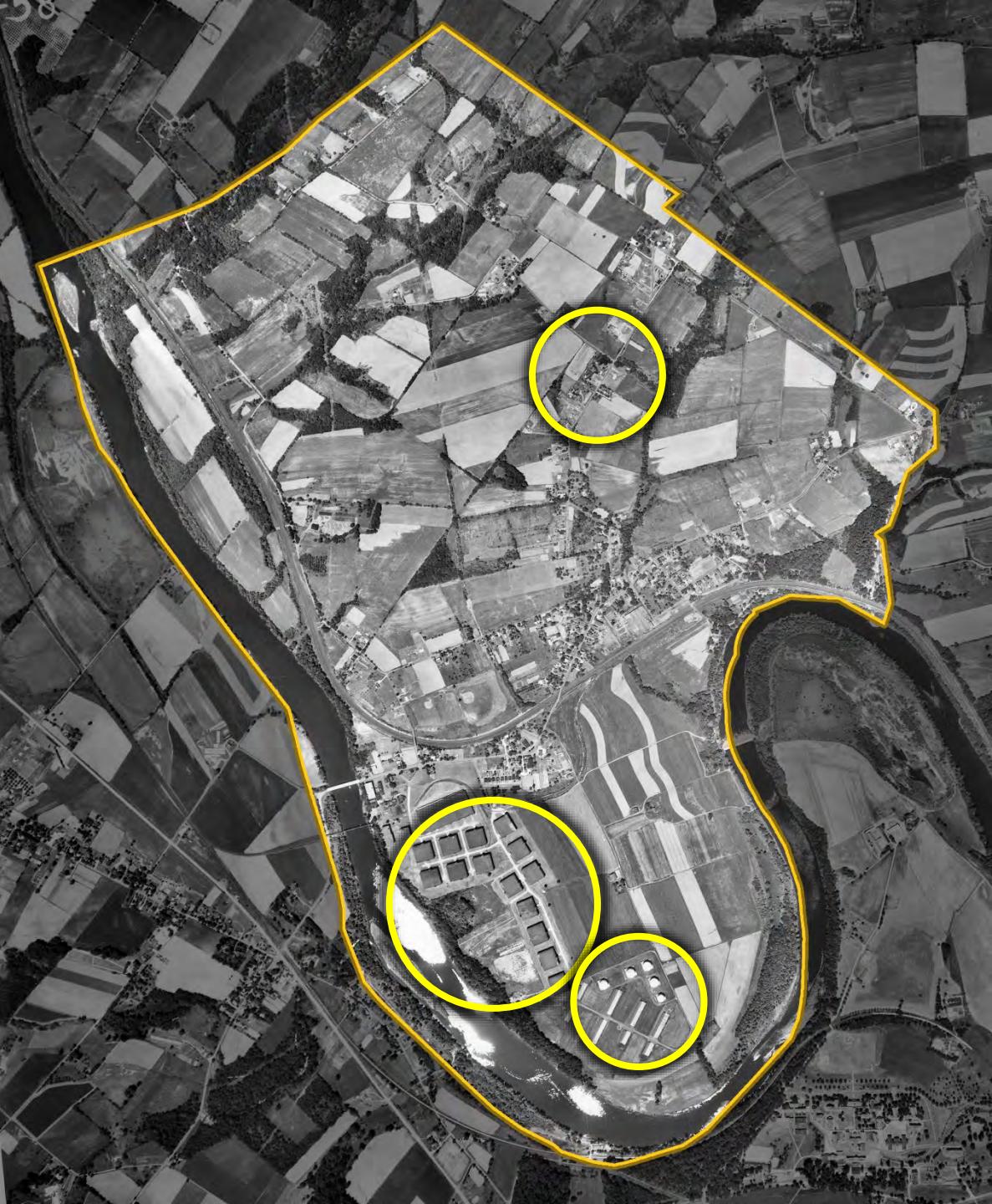
Historic Aerials 1942

- Farmland
- Orchards
- Defined Village Center



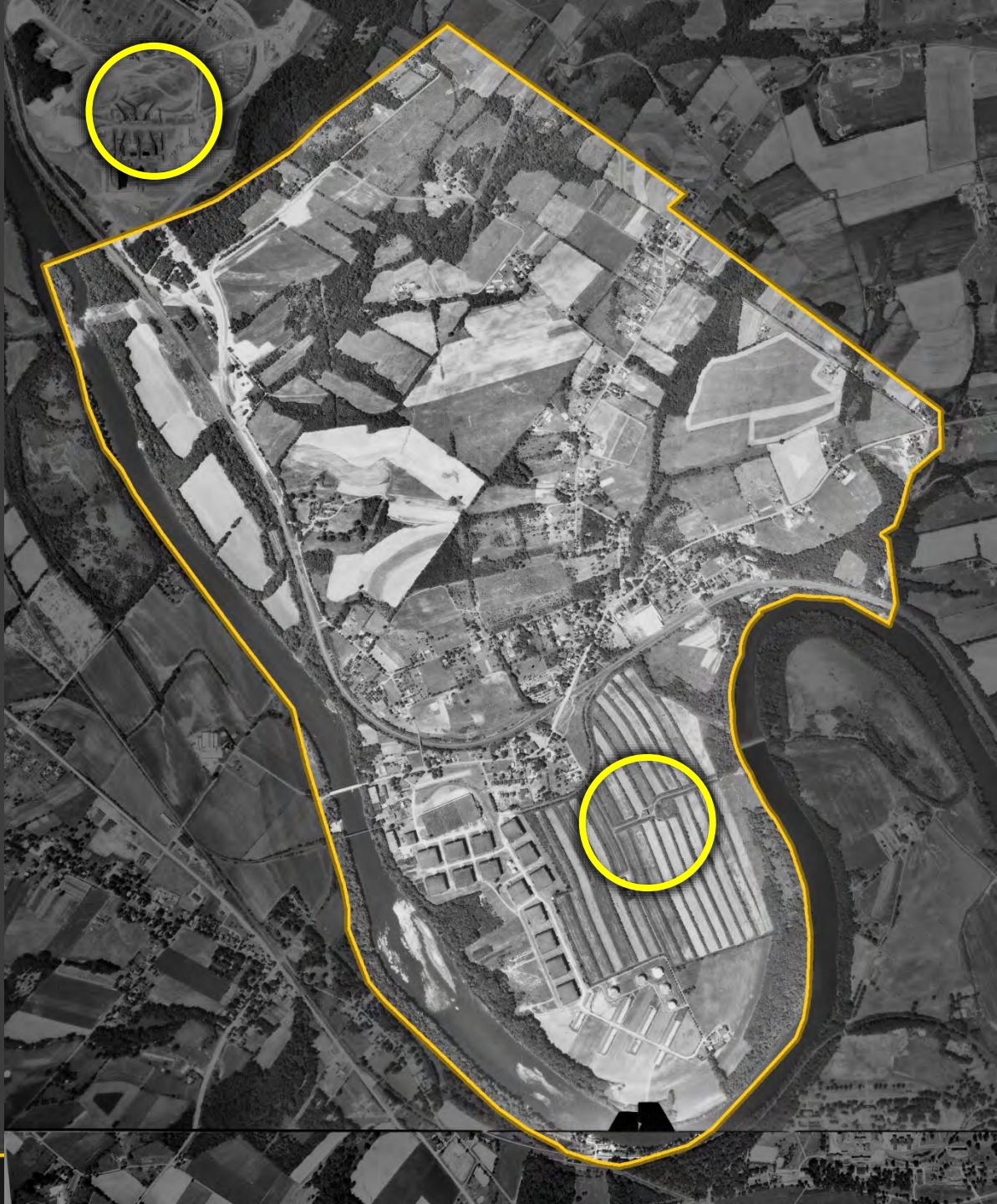
Historic Aerials 1958

- 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 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



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



Skippack Village – Montgomery County, PA

Linfield Village

Case Studies: River Towns



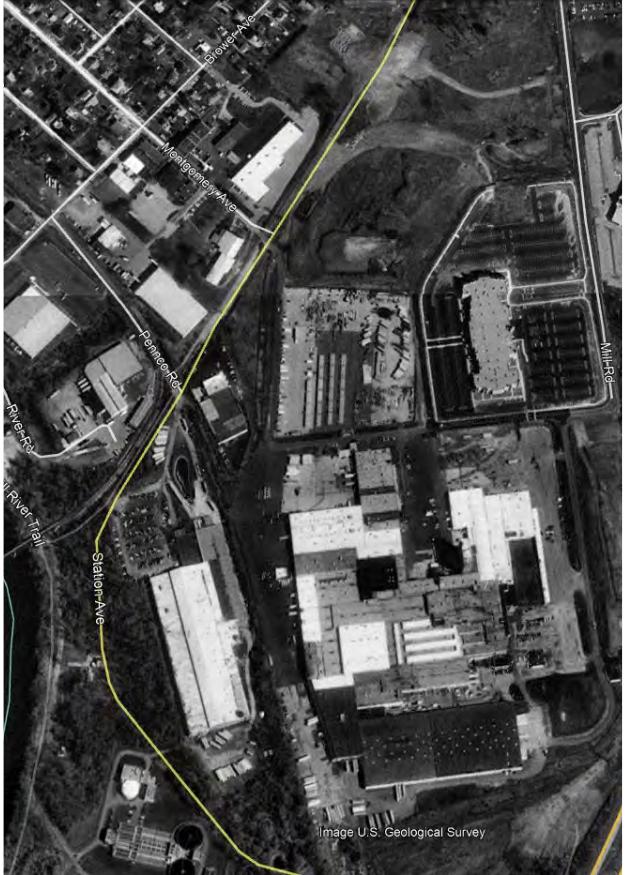
Frenchtown, NJ



Stockton, NJ



1992



1999



2019

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

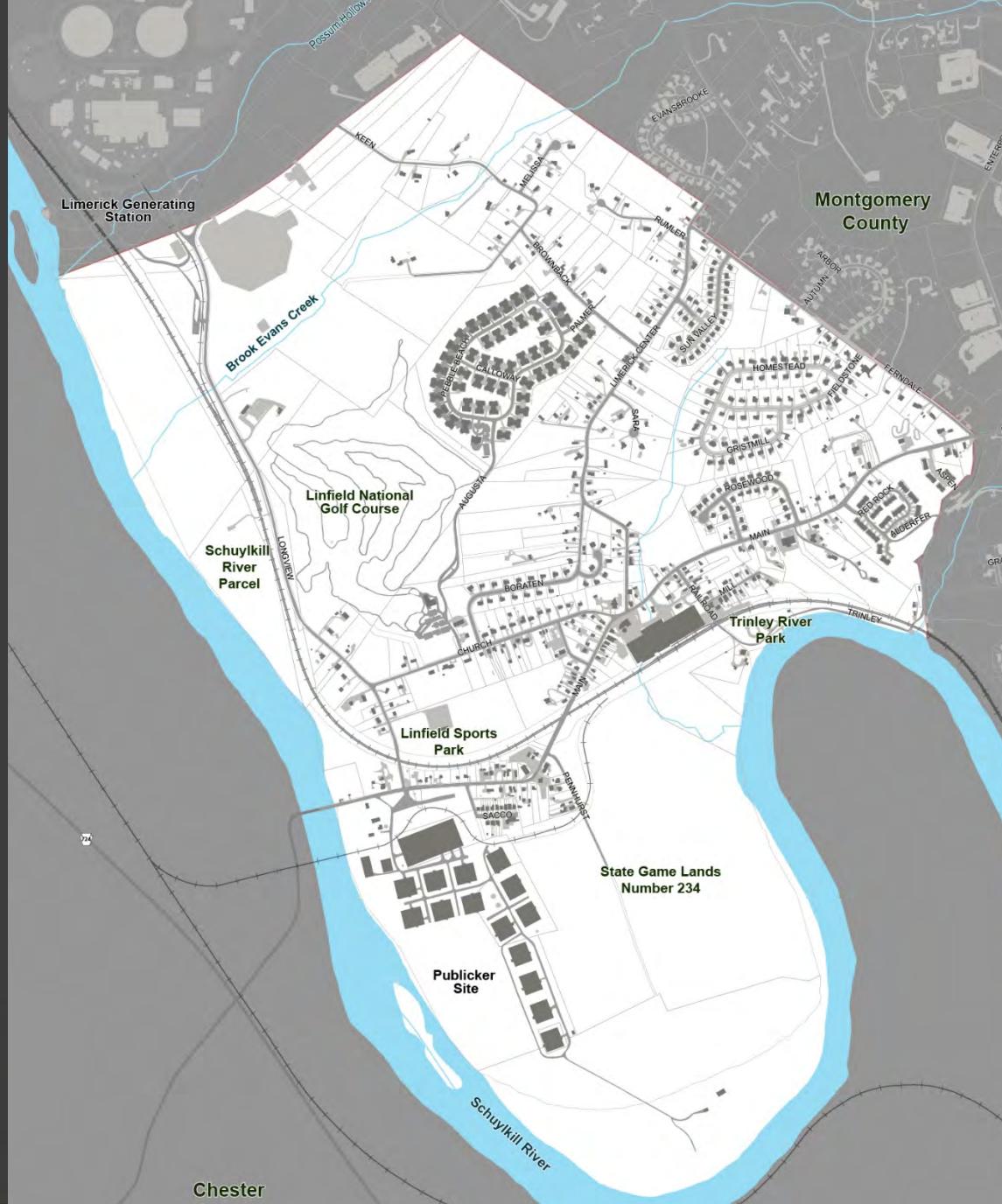
Preliminary Concepts



Project Aerial



Built Environment



Open Space & Publicker Site



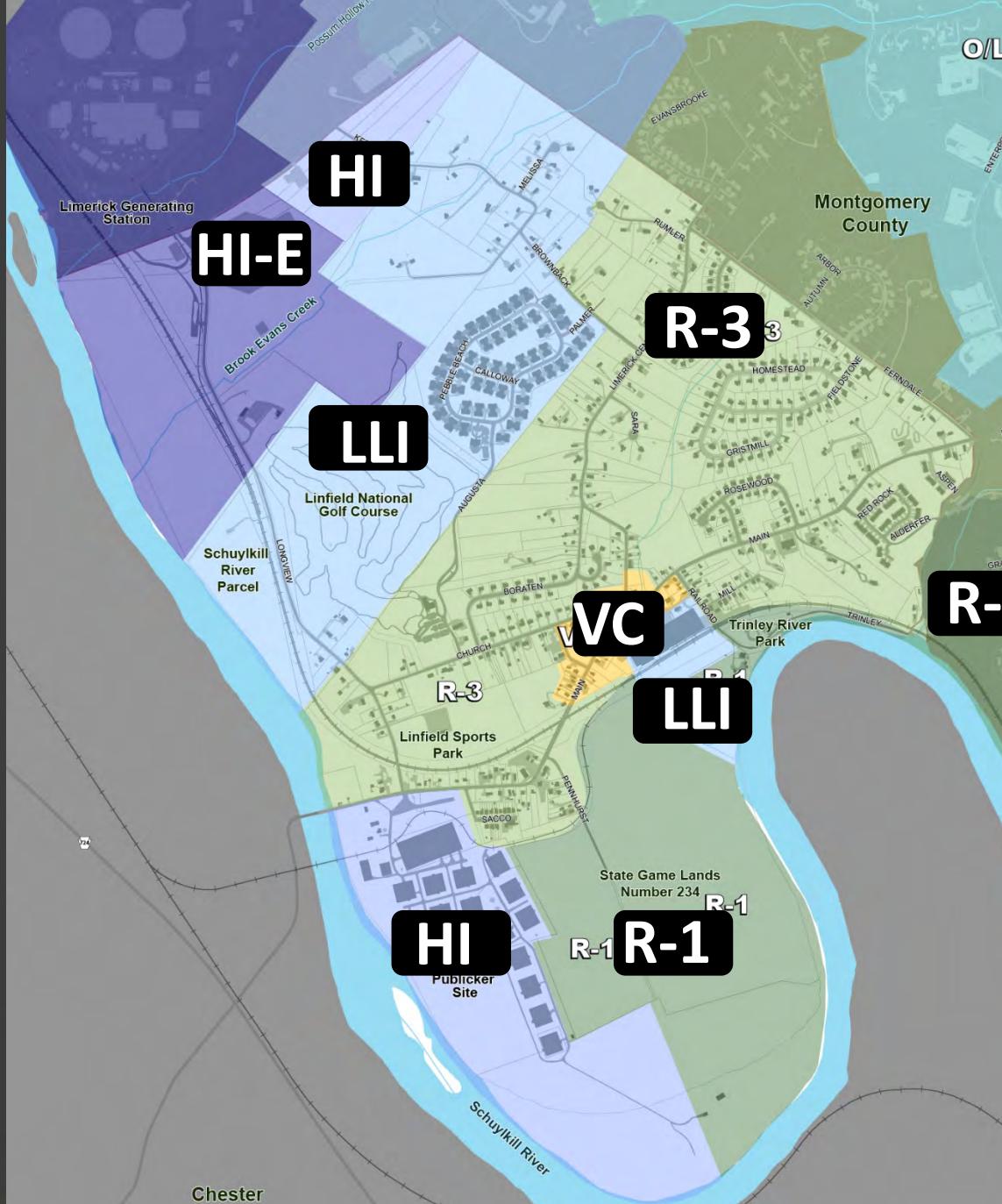
Open Space & Publicker Site

- With Floodplain



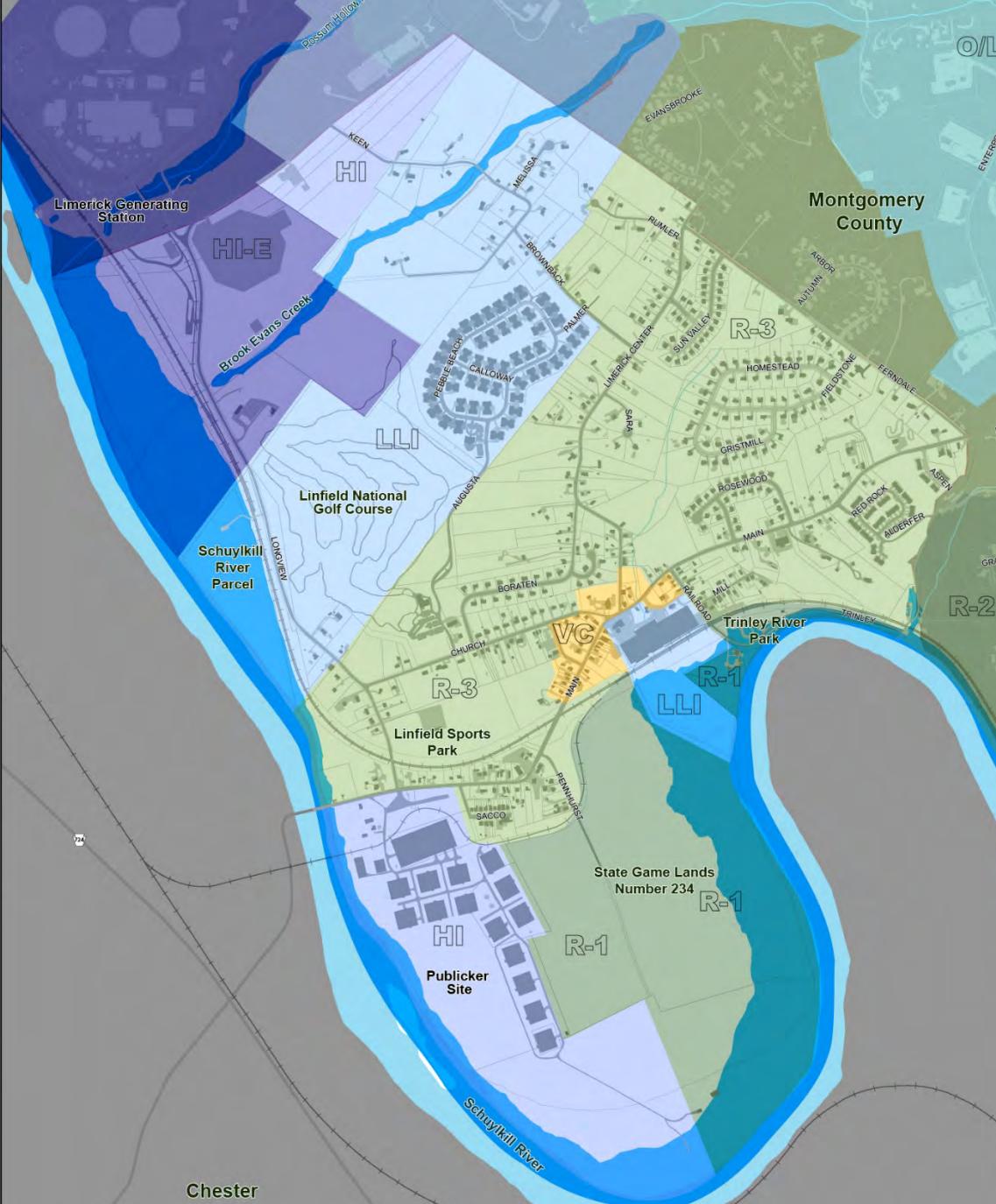
Existing Zoning

- **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**

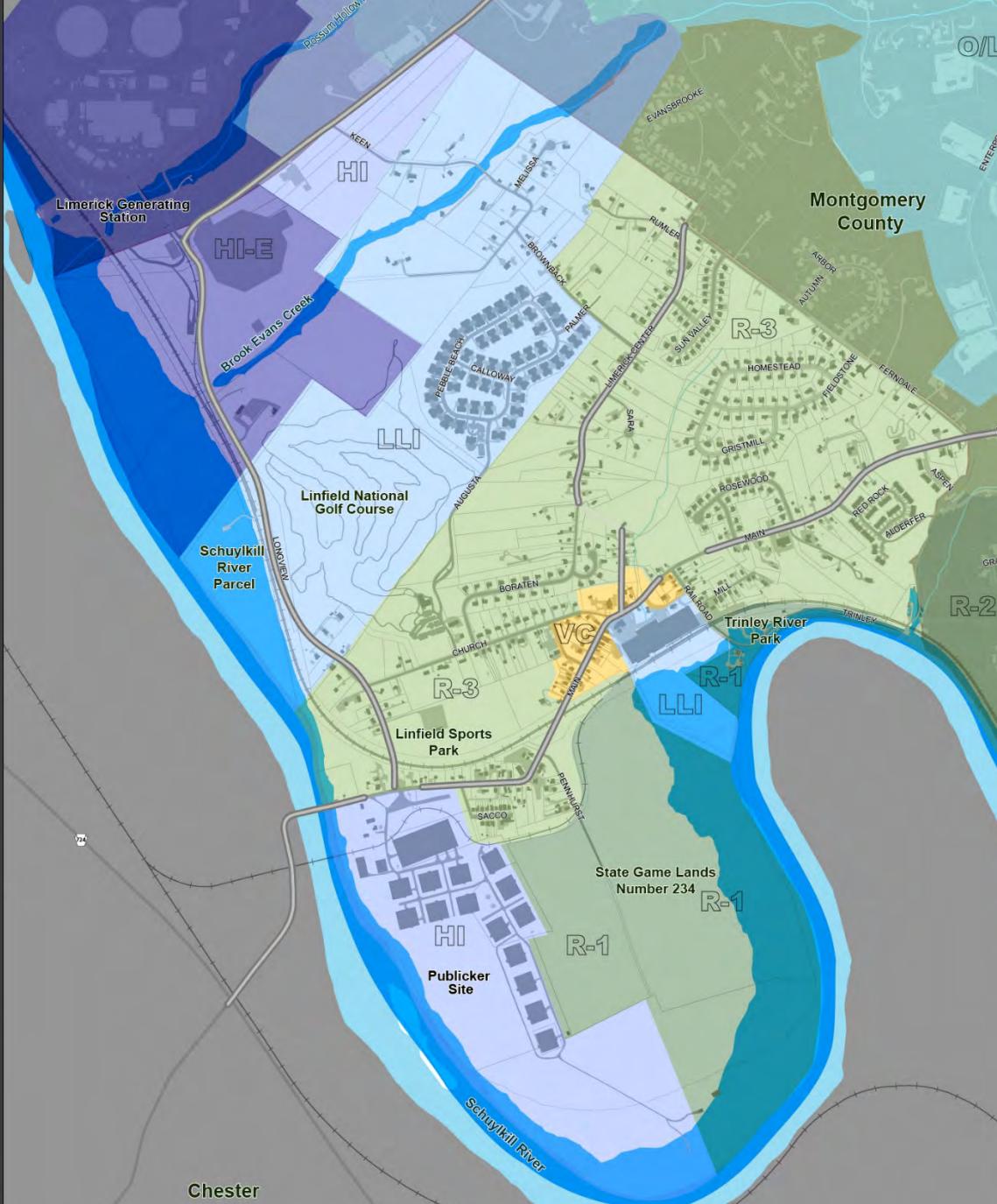


Existing Zoning

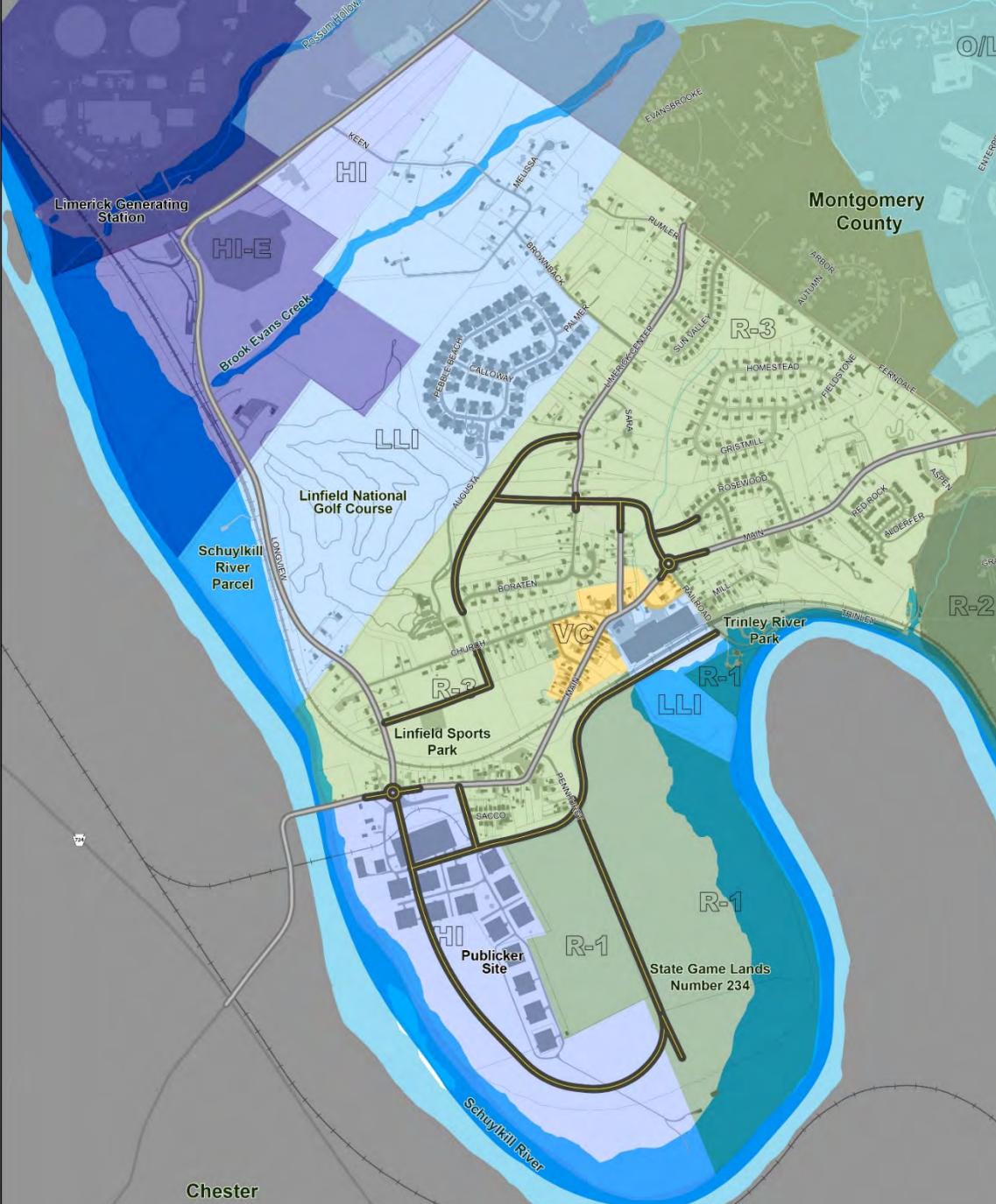
- With Floodplain



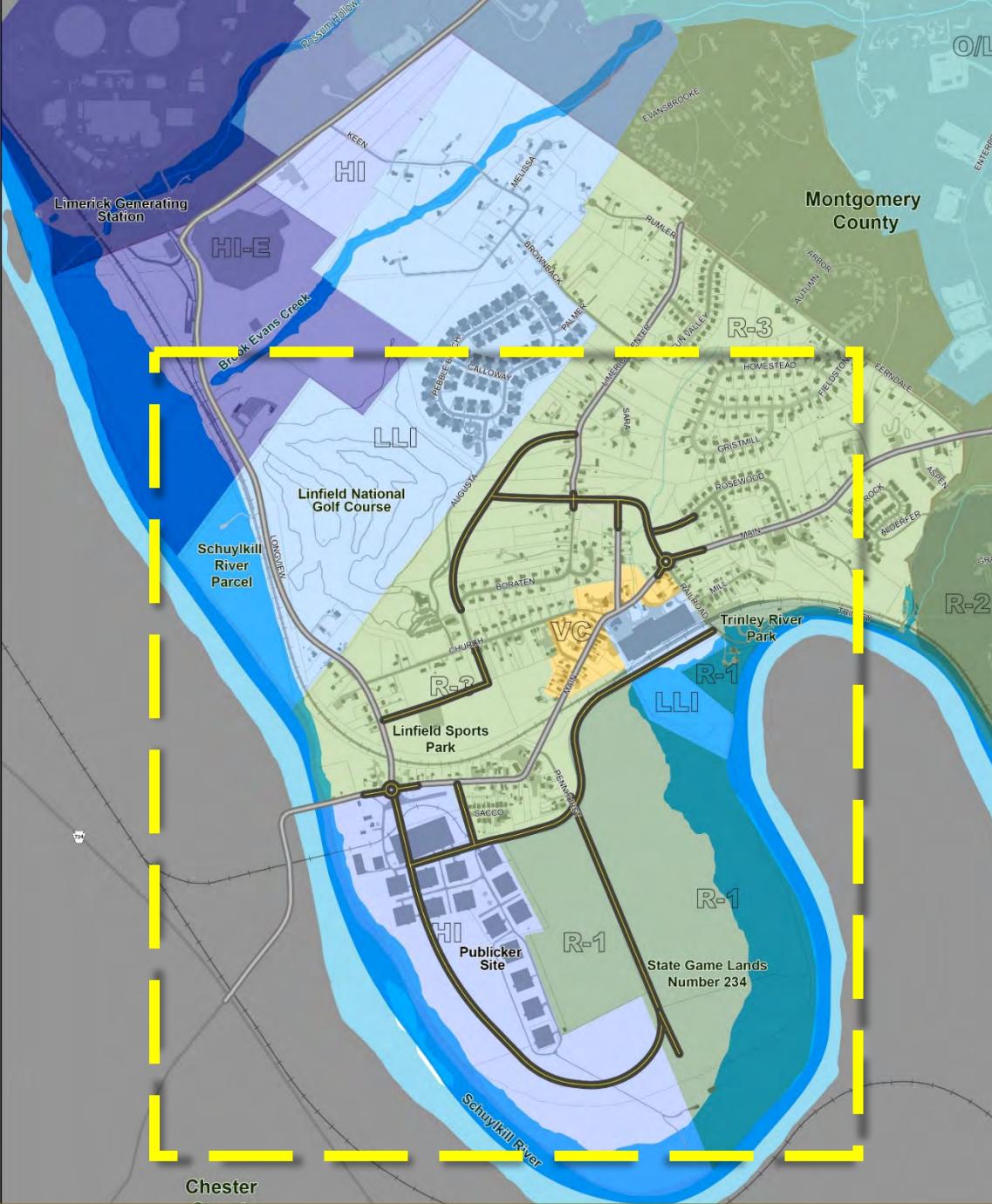
Existing Roads



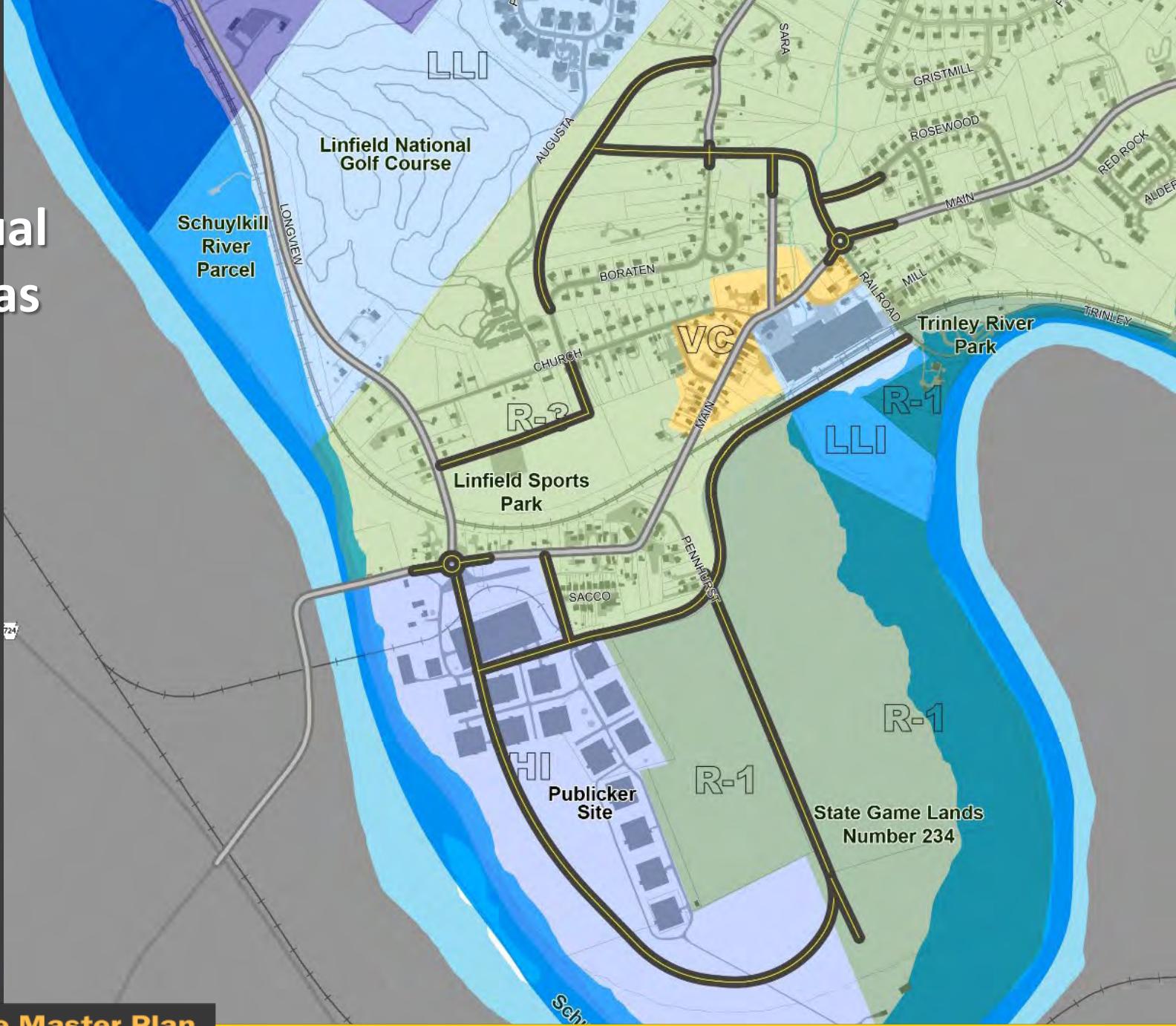
Conceptual Road Ideas



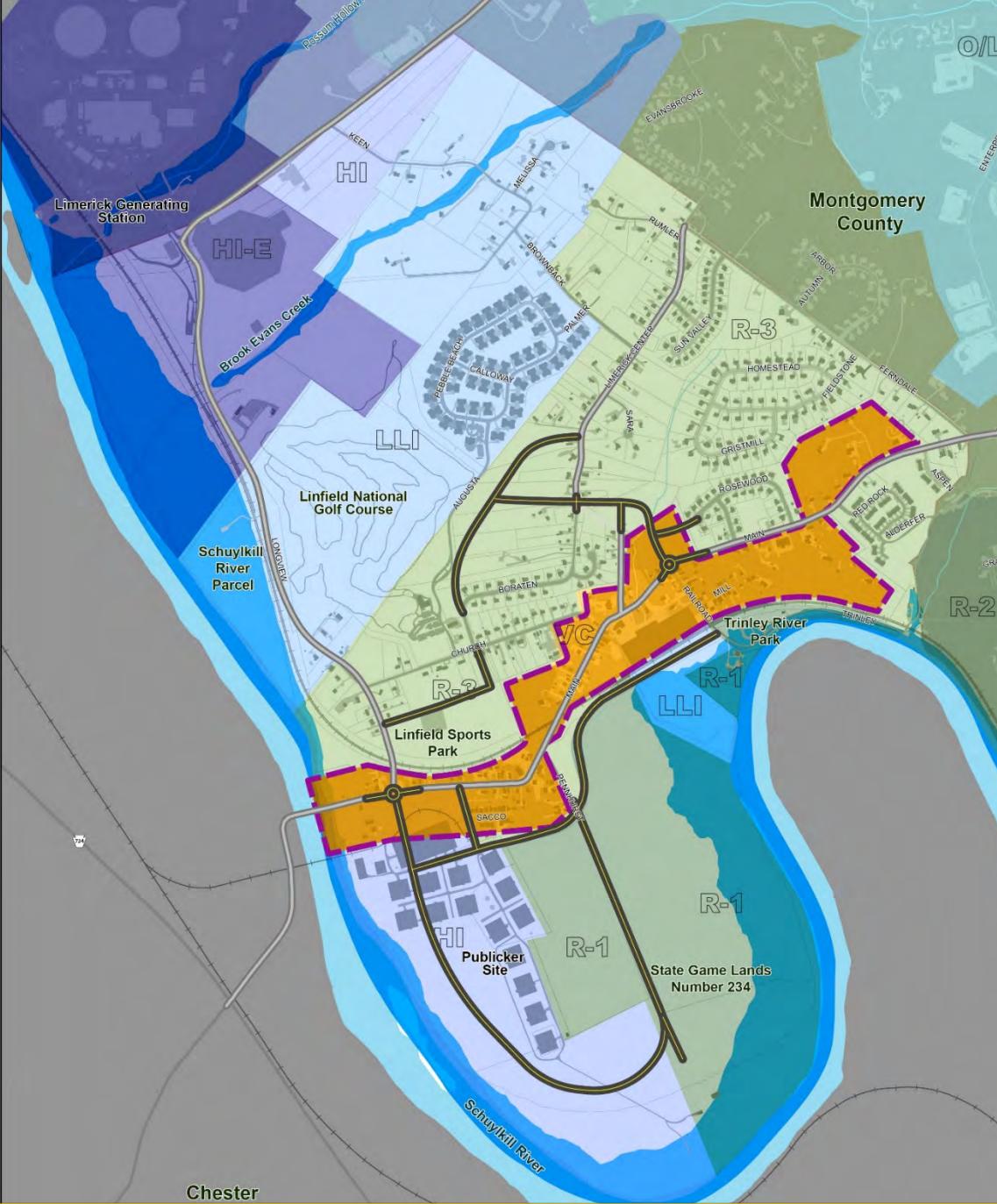
Conceptual Road Ideas



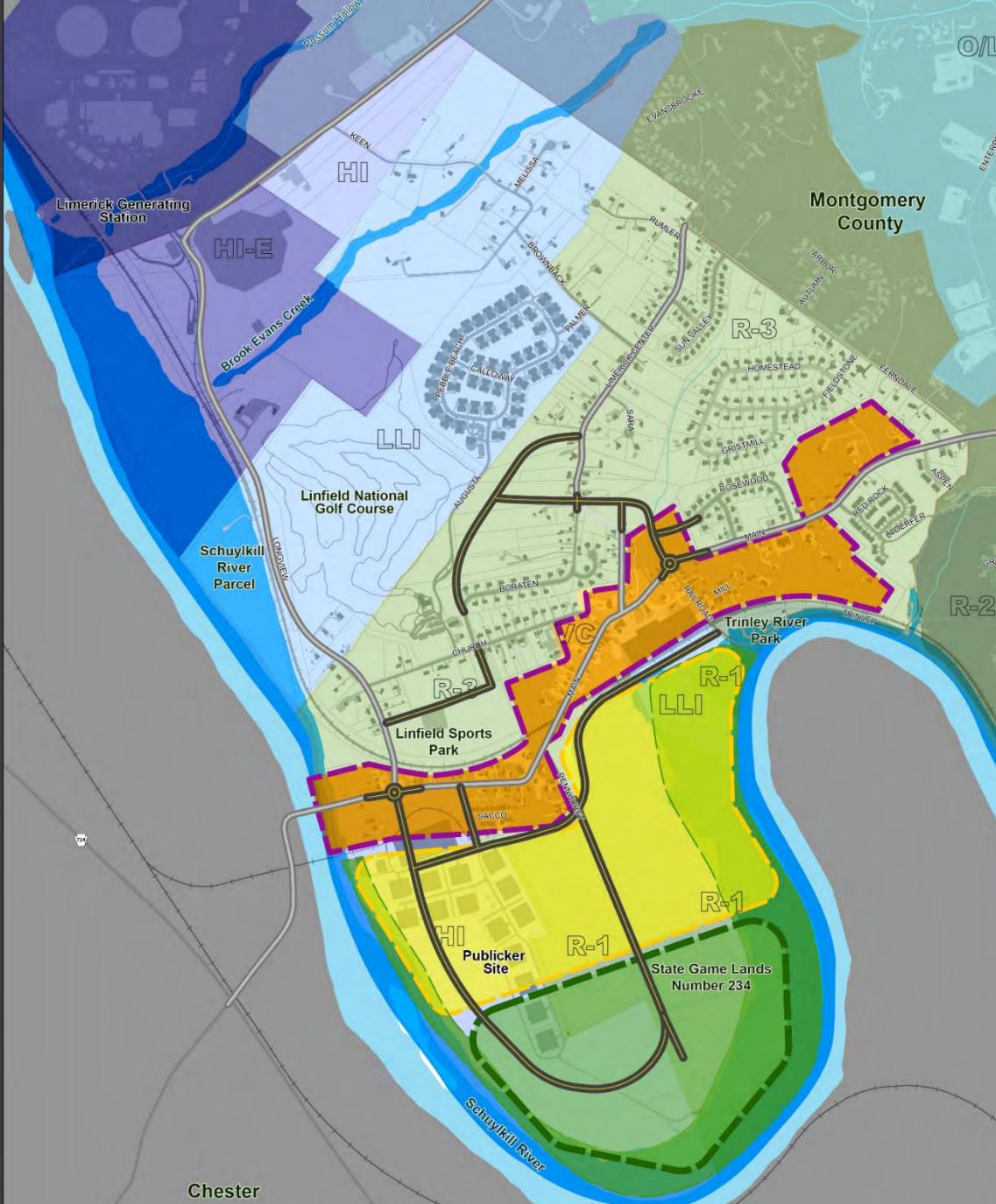
Conceptual Road Ideas



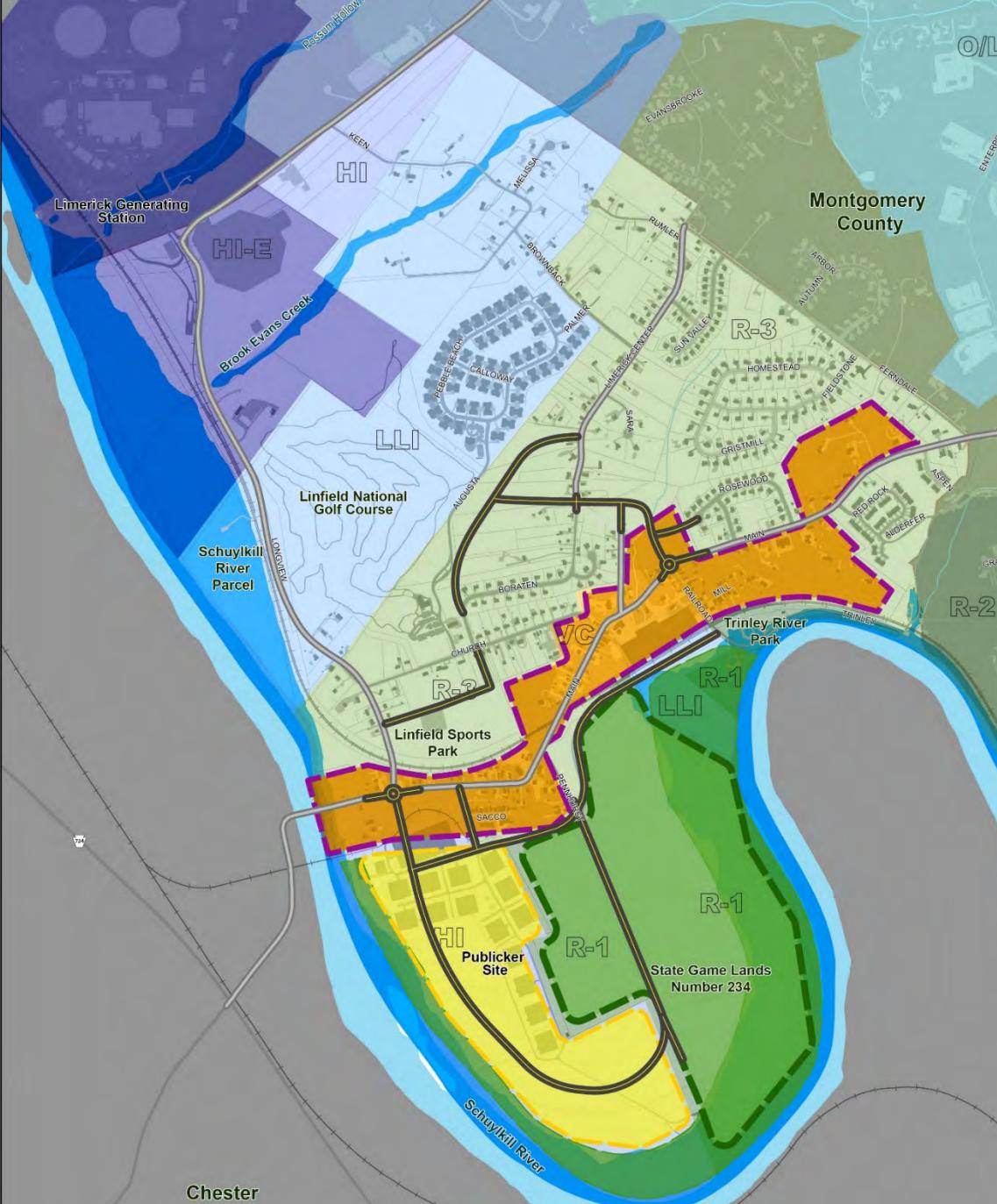
Conceptual Village Commercial Extension – Existing Zoning or Overlay



Conceptual Residential Development (A)

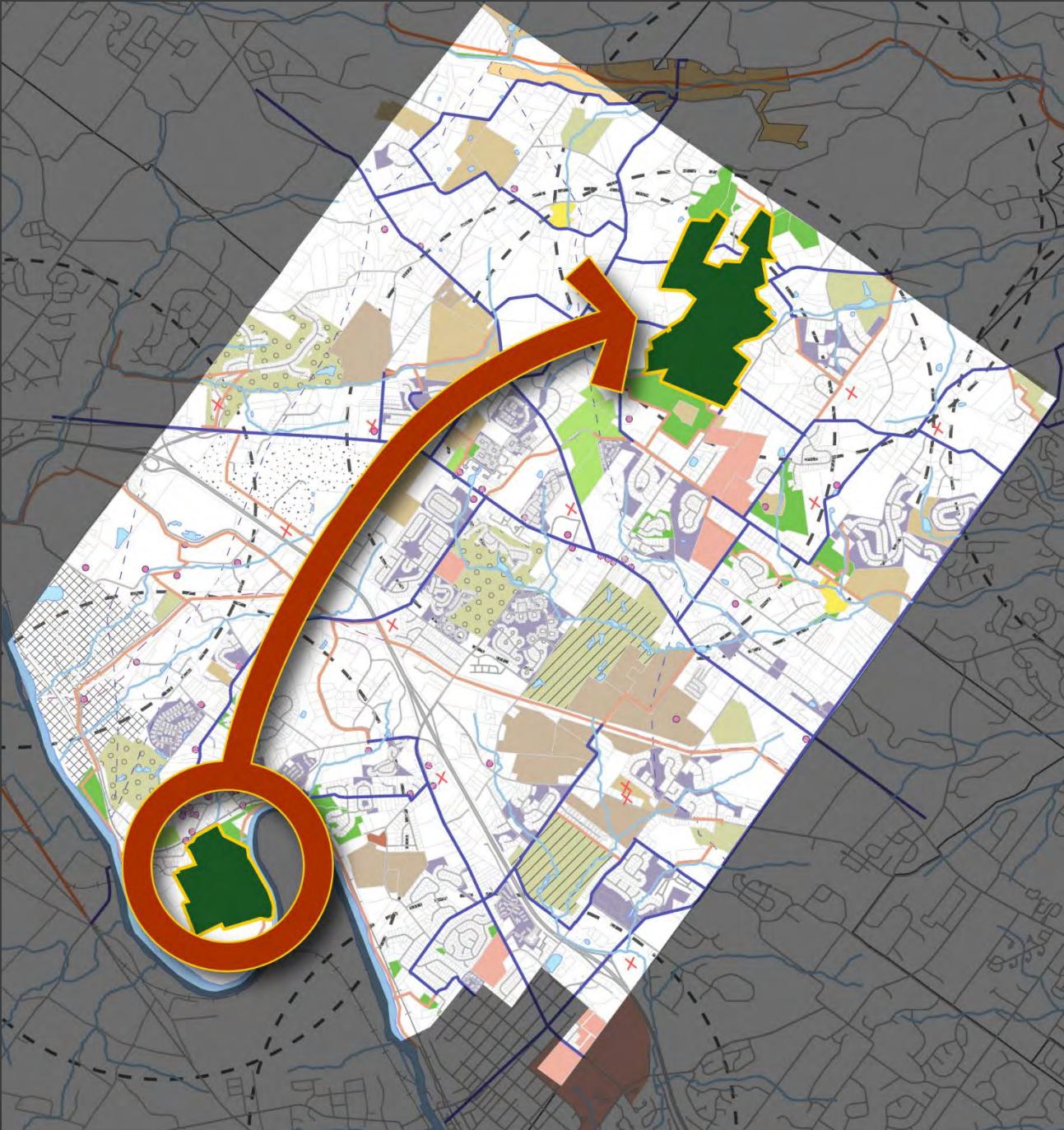


Conceptual Residential Development (B)



Conceptual State Game Land Swap

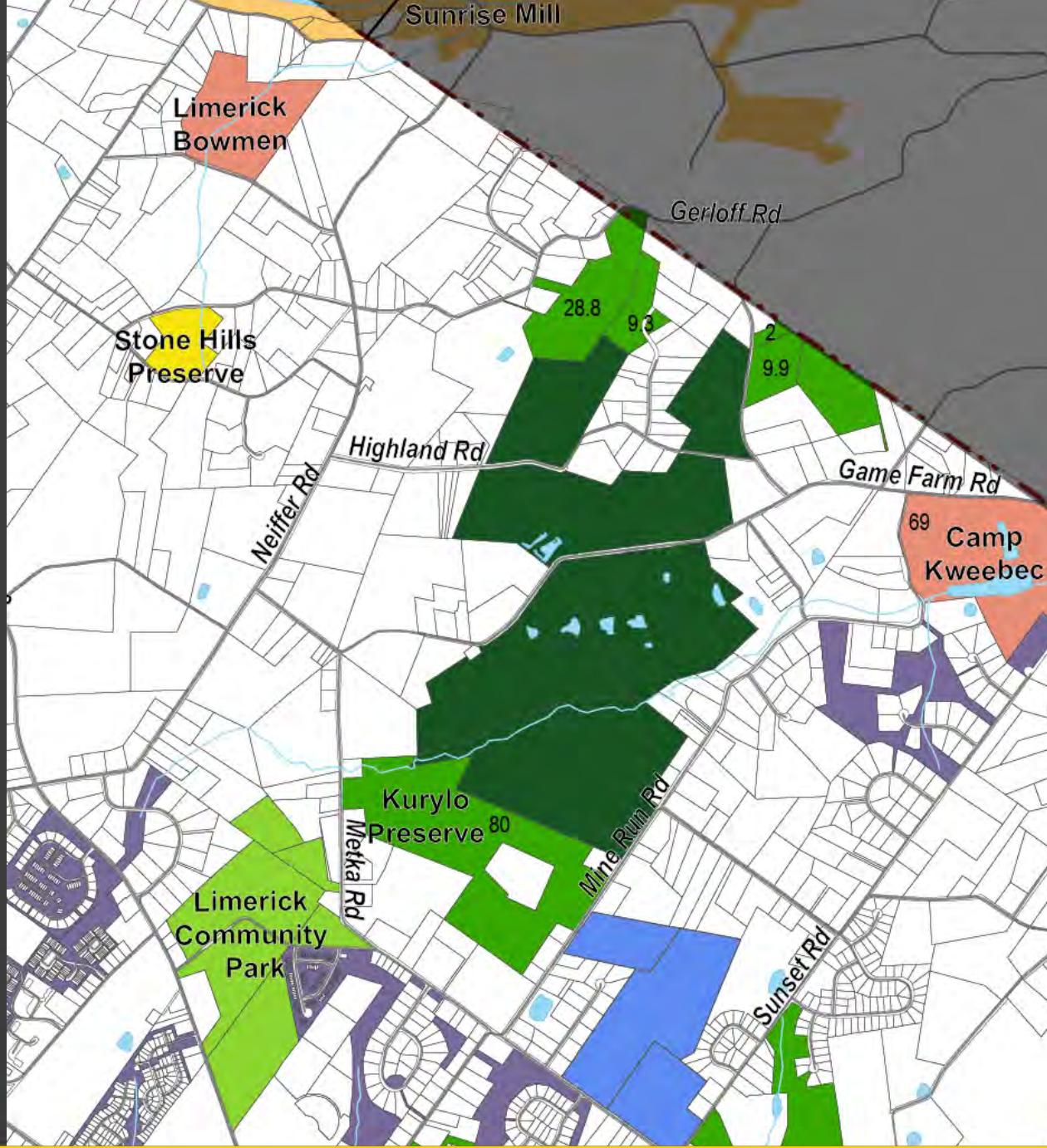
Shift State Game Lands 234 in Linfield to the north, adjacent to State Game Lands 234 off of Game Farm Rd.



Conceptual State Game Land Swap

 Existing State Game Land
328 Acres

 Township Property
130 Acres

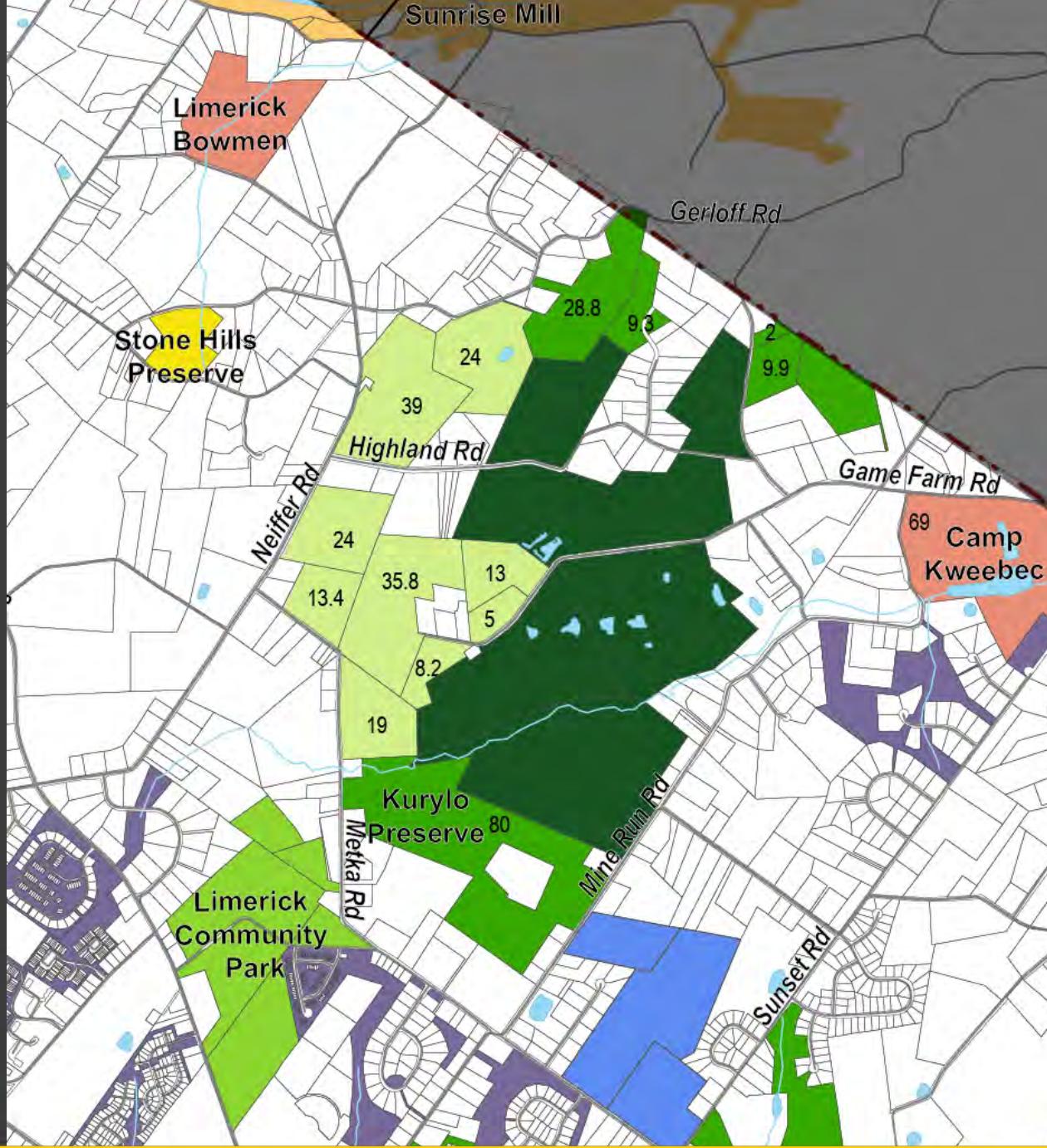


Conceptual State Game Land Swap

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***



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

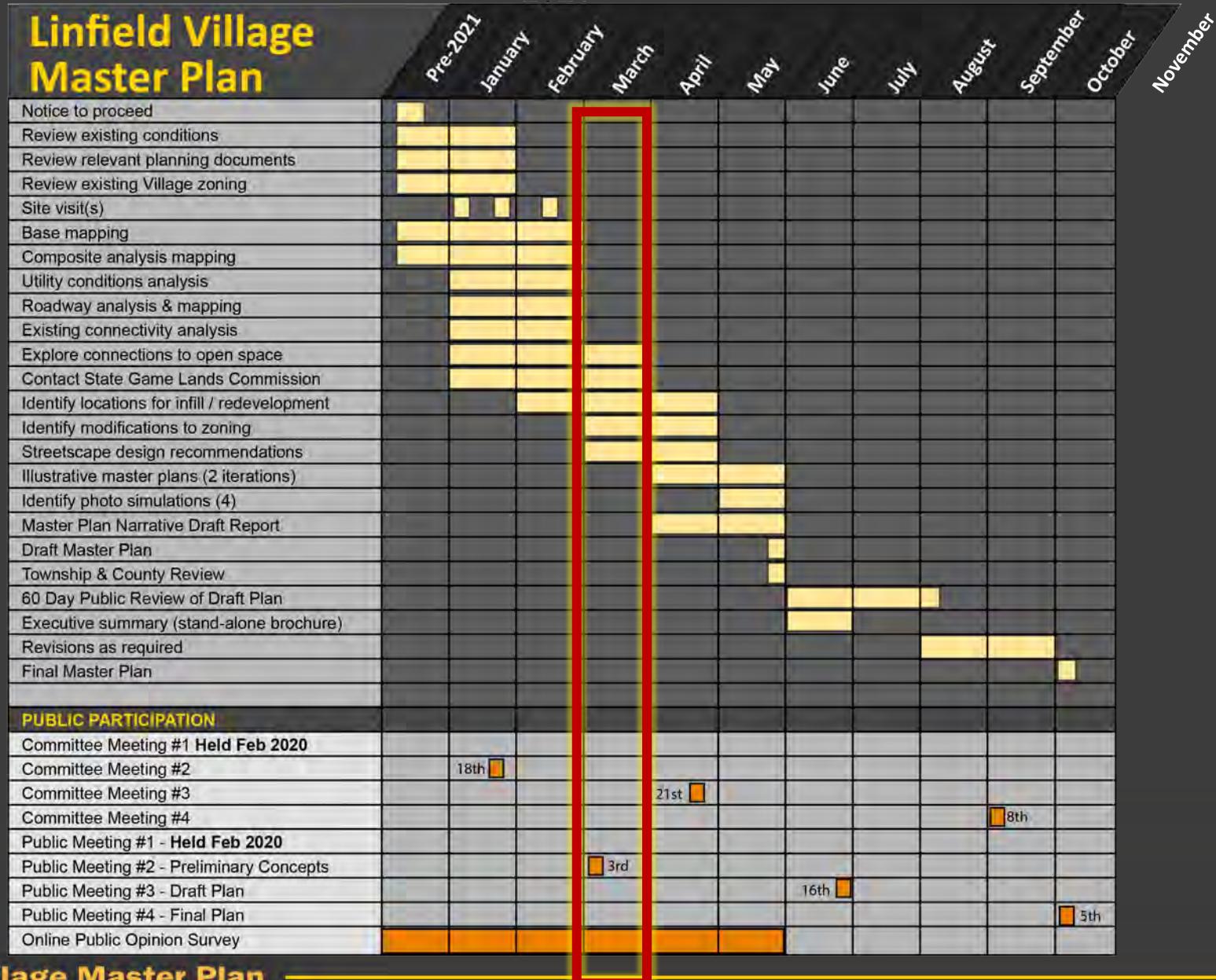
Public & Committee Next Steps

- Take Online Public Opinion Survey

www.surveymonkey.com/r/linfieldvillage

Next Public Meeting – March 3, 2021

Next Public Meeting – March 3, 2021



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Discussion

