

Purpose of tonight's meeting is to engage in a broad discussion of the master plan for Linfield Village.

We have receive comments & suggestions from:

- William DeGideo
- D. Elaine DeWan
- Linda Irwin
- Alexandria Sasek
- Township Planning & Zoning Staff (Joe Antonelli)

Many comments and suggestions drill down into fine details. We need to keep discussion a relatively broad at this stage in the planning process until a direction is finalized.

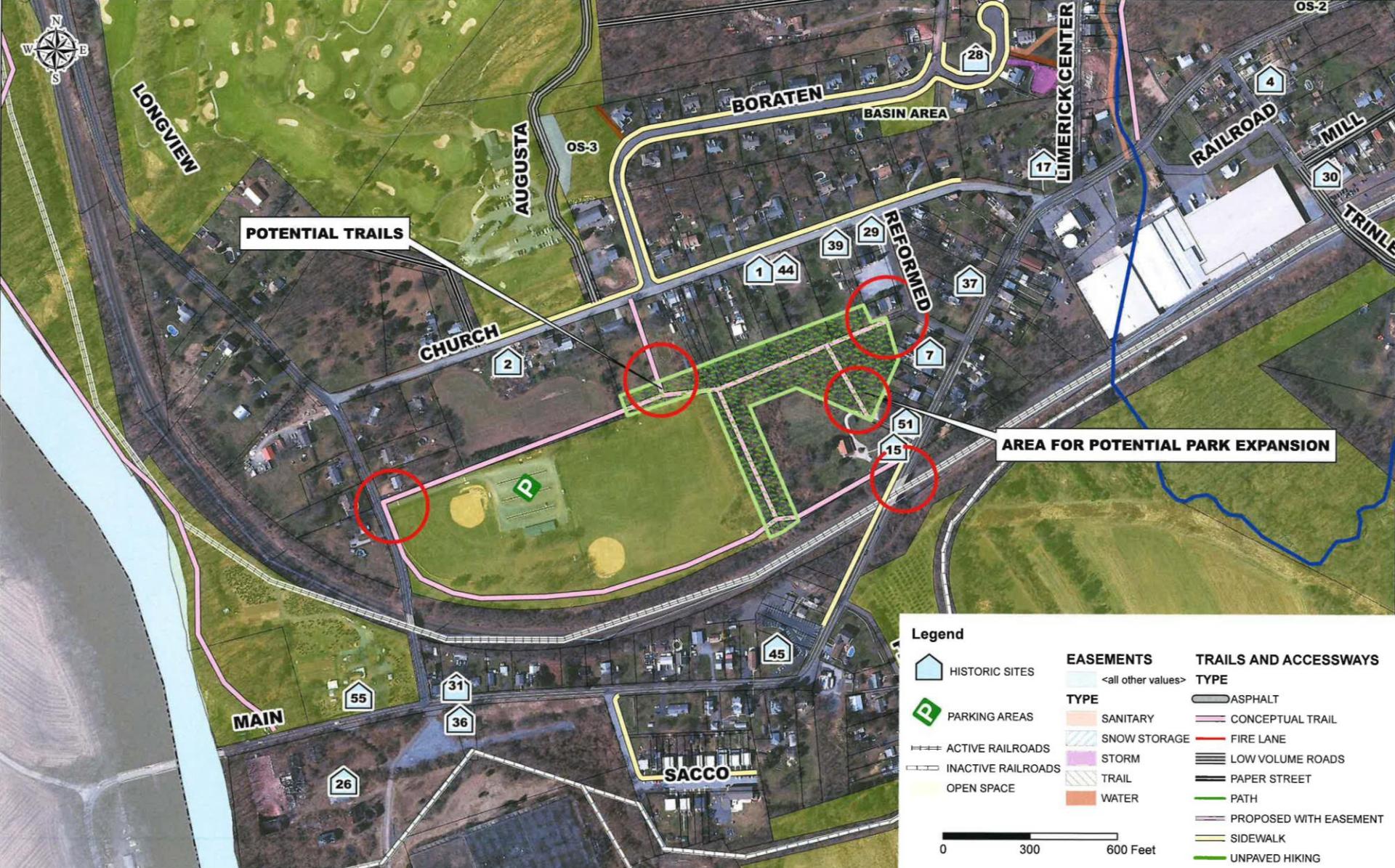
Appears to be general agreement with “village”

Focus on Village Rehabilitation First

- Sidewalks, Streetscape, Facades, Connectivity
- Expand Village Commercial Zoning
- Roadway Improvements as appropriate
- Utility improvements
- Better recreational / community facilities

Publicker Site Options

- No Action
- Redevelopment
 - 1. Private Sector
 - By-right uses not desirable (or viable?)
 - Large scape residential not wanted (traffic)
 - Some mix of “small” commercial or limited residential might be acceptable (if financially viable)
 - Should “entertainment” be explored? (market study)
 - 2. Township (purchase and re-purpose)
 - Redevelopment Authority?
 - Park / Open Space Use only?
 - Commercial / residential / open space?
 - Botanical Garden?



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
	Committee Meeting #4	Thursday, May 20		7PM-9PM
NEW	Web Based Survey - administer	Through November 1		online
NEW	Committee Meeting #5	Wednesday, September 8		7PM-9PM
NEW	Public Meeting #3 - Draft Plan (2 month review)	Tues Nov 9 or Weds Nov 17th		7PM-9PM
2022				
NEW	Committee Meeting #6	Wednesday, January 19, 2022		7PM-9PM
NEW	Public Meeting #4 - Final Plan	Wednesday March 16, 2022		7PM-9PM

Agenda

- **Introductions**
- **Project Schedule**
- **Scope of Work / Goals**
- **Review Previous Meetings**
 - **Public Meeting 1 – February 25th 2021**
 - **Public Meeting 2 – March 3rd 2021**
- **Public Opinion Survey Update**
- **Existing Conditions & Preliminary Concepts**
- **Discussion**
- **Next Steps**



Thank you Linfield Village Master Plan Committee

- 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
- Margie Schweitzer



Project Schedule

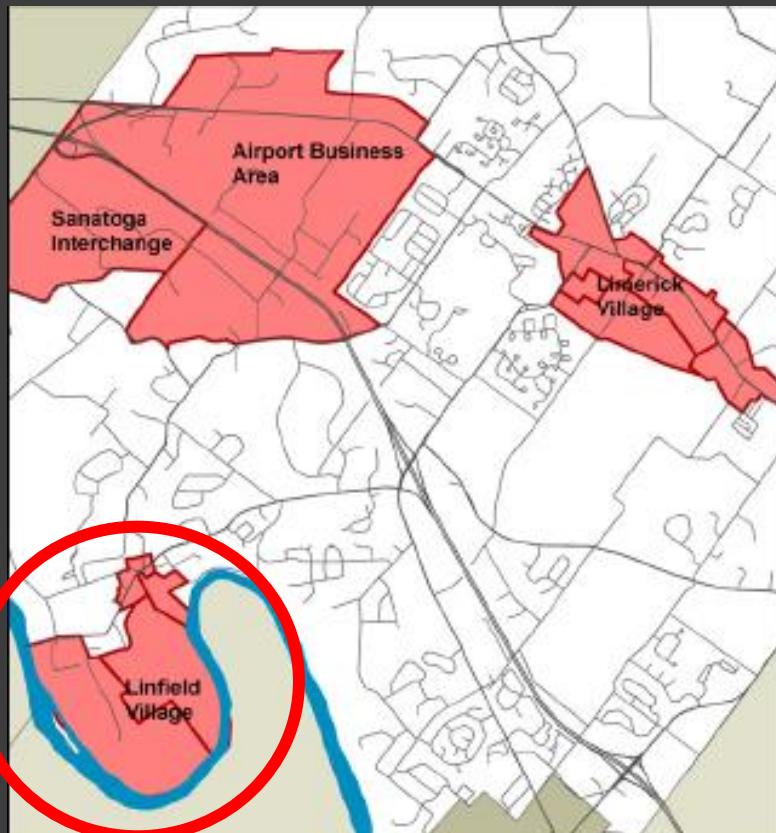
Linfield Village Master Plan

	Pre-2021	January	February	March	April	May	June	July	August	September	October	November
Notice to proceed												
Review existing conditions												
Review relevant planning documents												
Review existing Village zoning												
Site visit(s)												
Base mapping												
Composite analysis mapping												
Utility conditions analysis												
Roadway analysis & mapping												
Existing connectivity analysis												
Explore connections to open space												
Contact State Game Lands Commission												
Identify locations for infill / redevelopment												
Identify modifications to zoning												
Streetscape design recommendations												
Illustrative master plans (2 iterations)												
Identify photo simulations (4)												
Master Plan Narrative Draft Report												
Draft Master Plan												
Township & County Review												
60 Day Public Review of Draft Plan												
Executive summary (stand-alone brochure)												
Revisions as required												
Final Master Plan												
PUBLIC PARTICIPATION												
Committee Meeting #1 Held Feb 2020												
Committee Meeting #2					18th							
Committee Meeting #3						21st						
Committee Meeting #4										8th		
Public Meeting #1 - Held Feb 2020												
Public Meeting #2 - Preliminary Concepts					3rd							
Public Meeting #3 - Draft Plan									16th			
Public Meeting #4 - Final Plan											5th	
Online Public Opinion Survey												

Project Schedule

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	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

Project Area



2009 Limerick Township Comprehensive Plan noted Linfield Village as 1 of 4 suggested growth areas for directing economic development and for future planning

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)
- Mitigate 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 #2 – January 20, 2021

18 Attendees



Public Meeting #2 – March 3, 2021

35 Attendees

Good discussion of many issues

Public Opinion Survey Update 4/21/21



Public Opinion Survey:

www.surveymonkey.com/r/linfieldvillage



- **760 responses
as of April 21,
2021**

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?

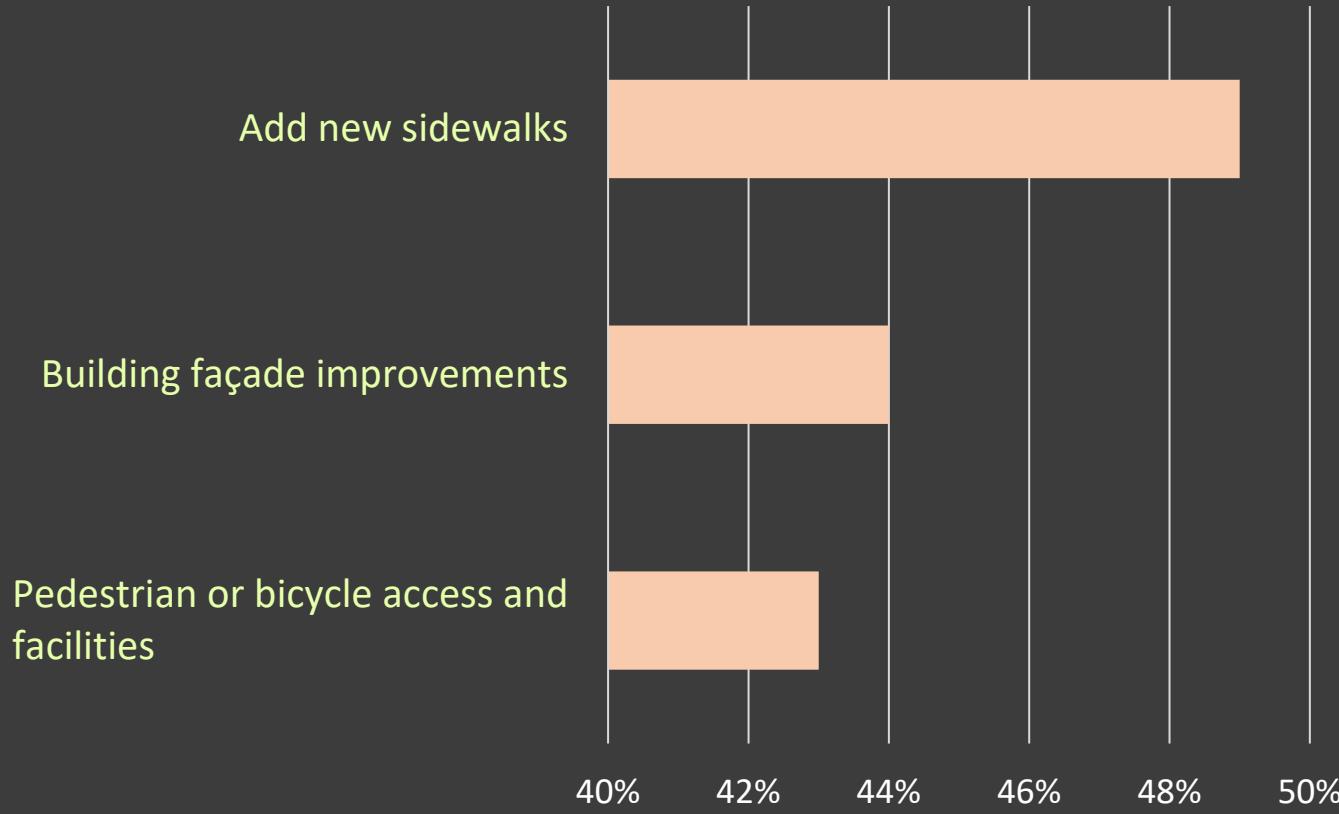
Linfield Village, Limerick Township
 Elsewhere in Limerick Township
 Lower Pottsgrove Township
 Pottstown Borough
 New Hanover Township
 Upper Frederick Township
 Lower Frederick Township
 Pottsgrove Township
 Pottstown Township

Public Opinion Survey – Key Findings

- **35%** of respondents live in Linfield Village (38% live elsewhere in Limerick Township)
- **47%** are between the ages of 45-64; 34% are between 25-44
- **33%** have lived at their current address for 21 or more years; 32% have lived at their current address for 11-20 years
- **34%** live in 2 person households; 24% live in 4 person households
- **43%** drive through Linfield Village daily; 33% drive through the Village weekly
- **97%** walk to work/school, to run errands or for recreation on a daily basis
- **41%** view the potential for new development/redevelopment at the Publicker site *very favorably*
- **67%** think that green spaces/recreational opportunities are *very important* issues facing Linfield Village today;
- 50% think the clean-up and redevelopment of the Publicker site is *very important*

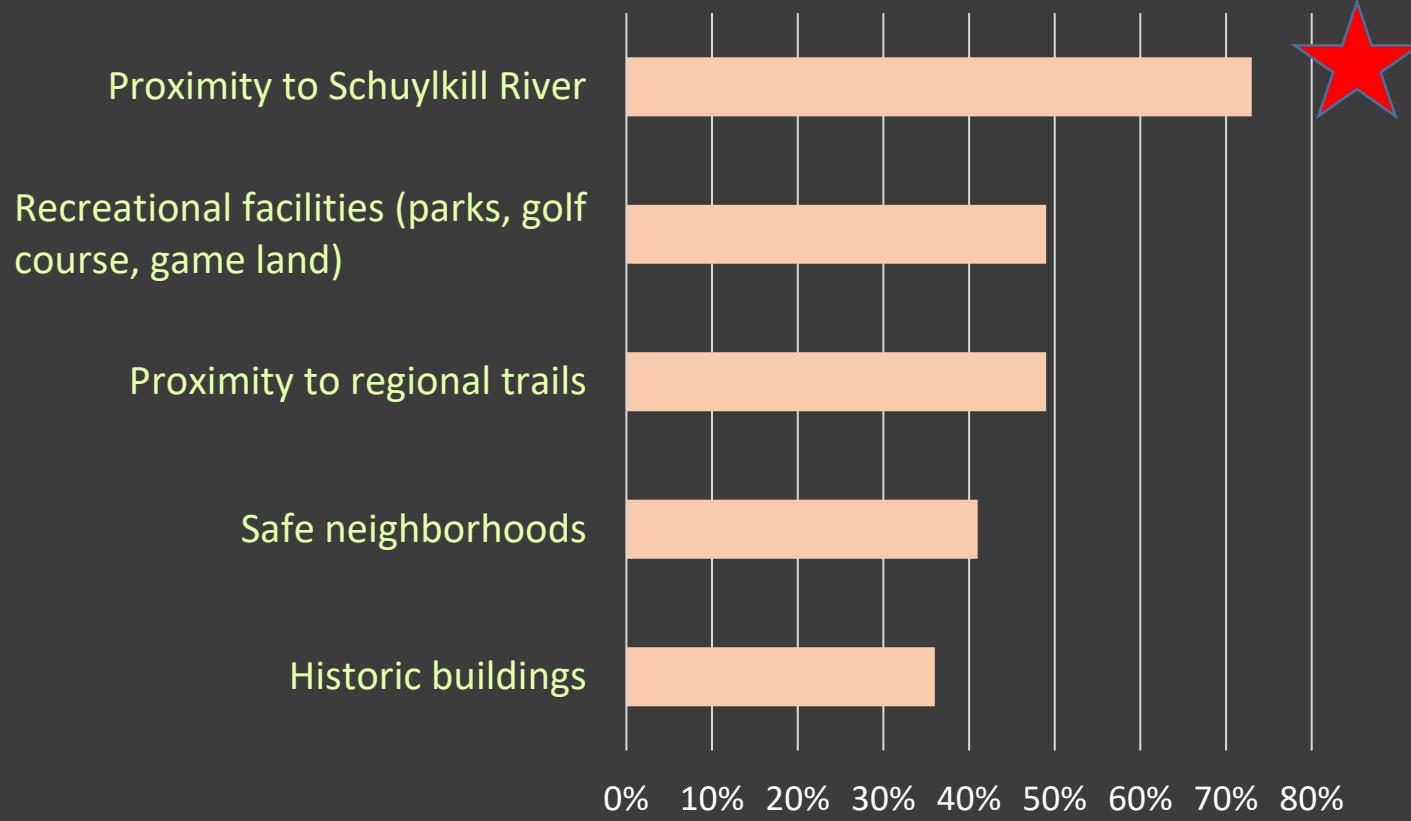
Public Opinion Survey – Key Findings

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



Public Opinion Survey – Key Findings

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?



Public Opinion Survey – Key Findings

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?

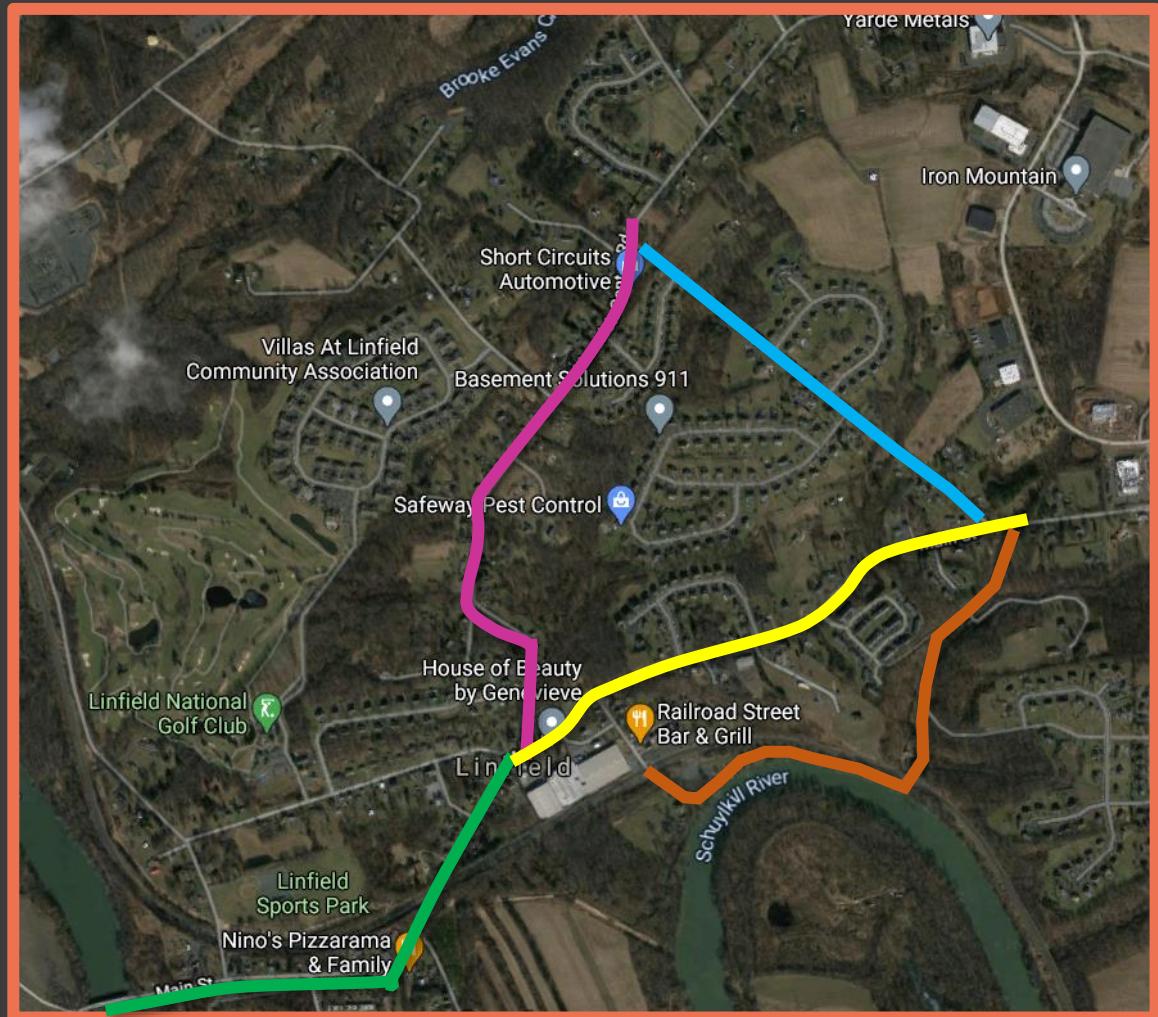
(Please rank your top 5 from the options below)

- *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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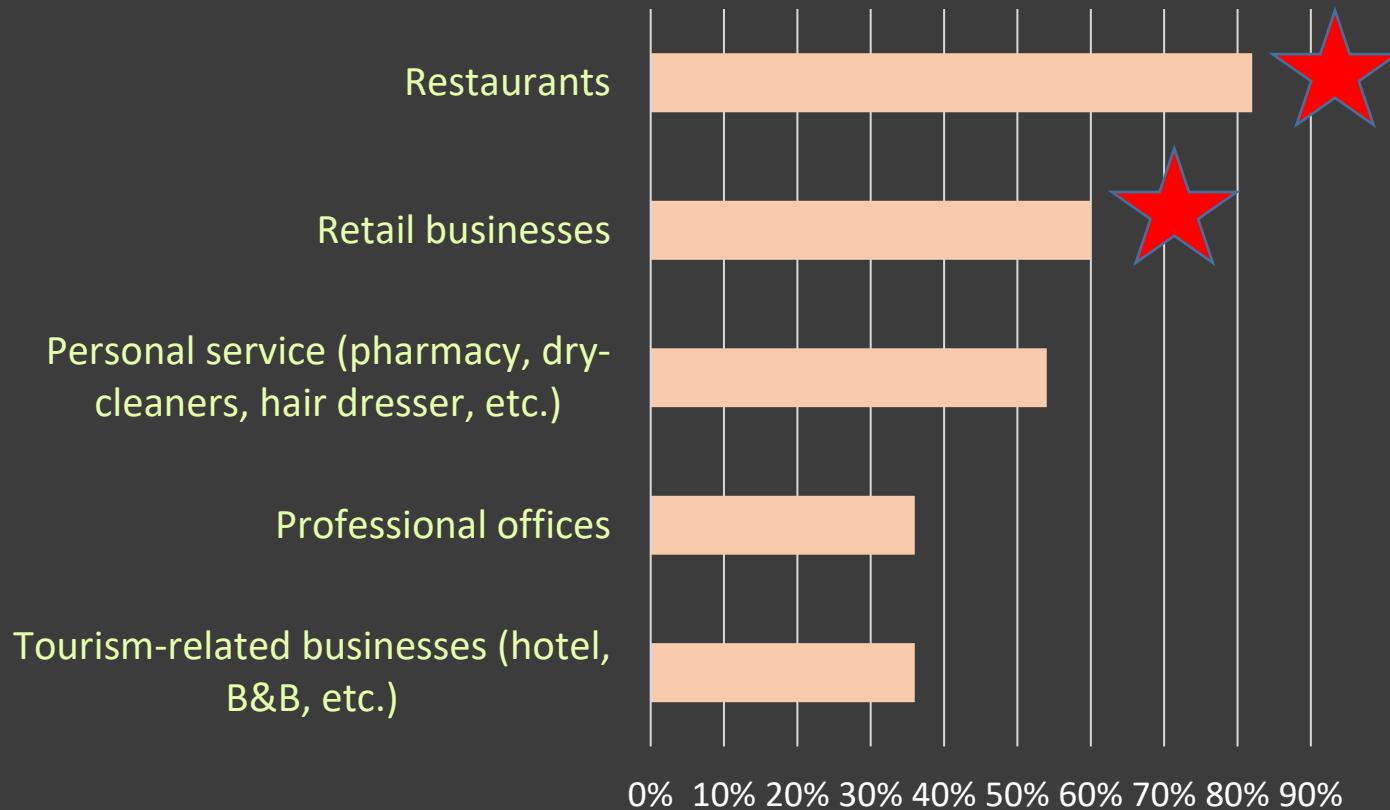
Results:

1. *Main St. between Linfield Bridge and Church Rd.*
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4. *Trinley Mill Rd.*
5. *Ferndale Ln.*



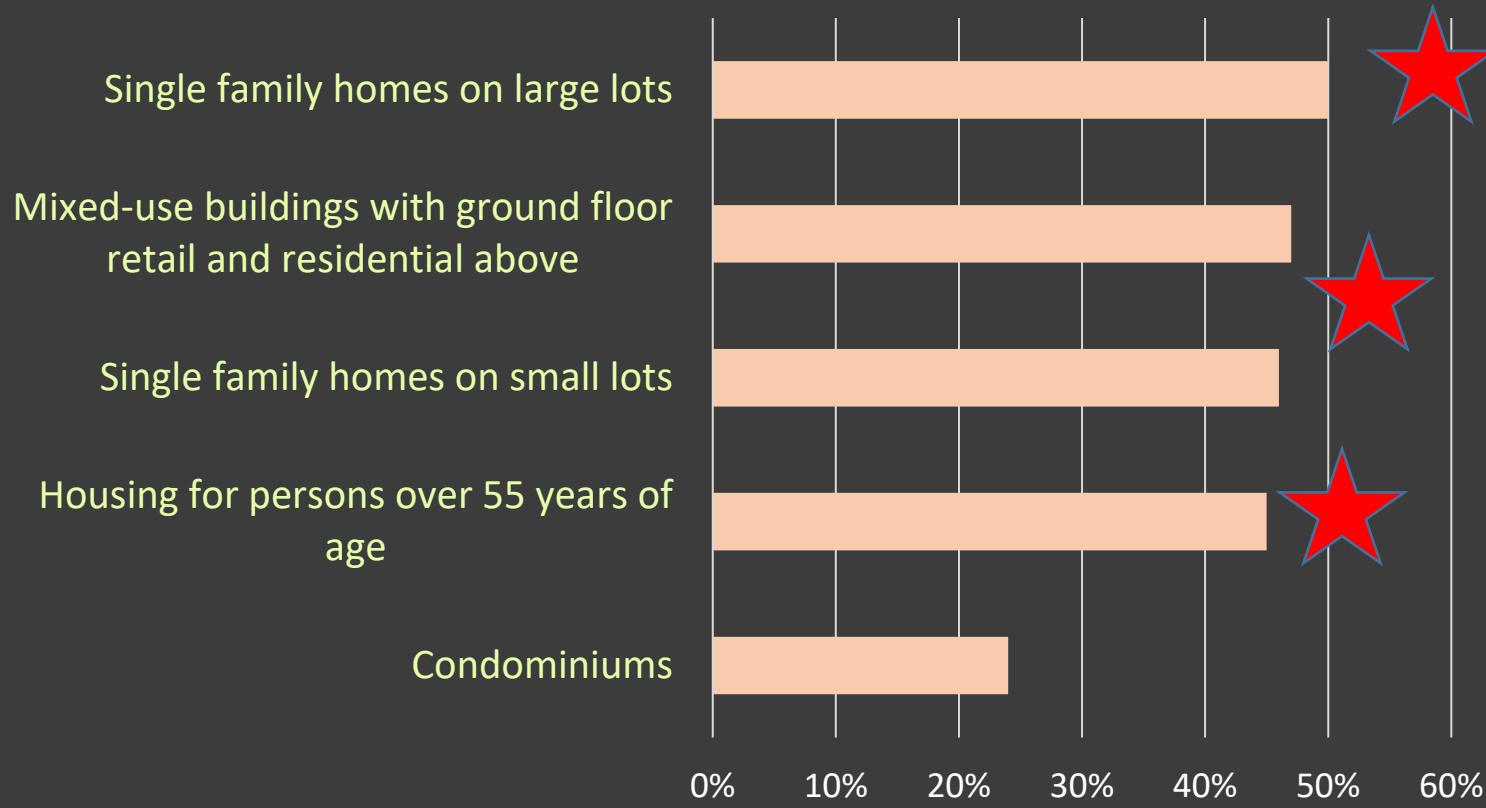
Public Opinion Survey – Key Findings

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



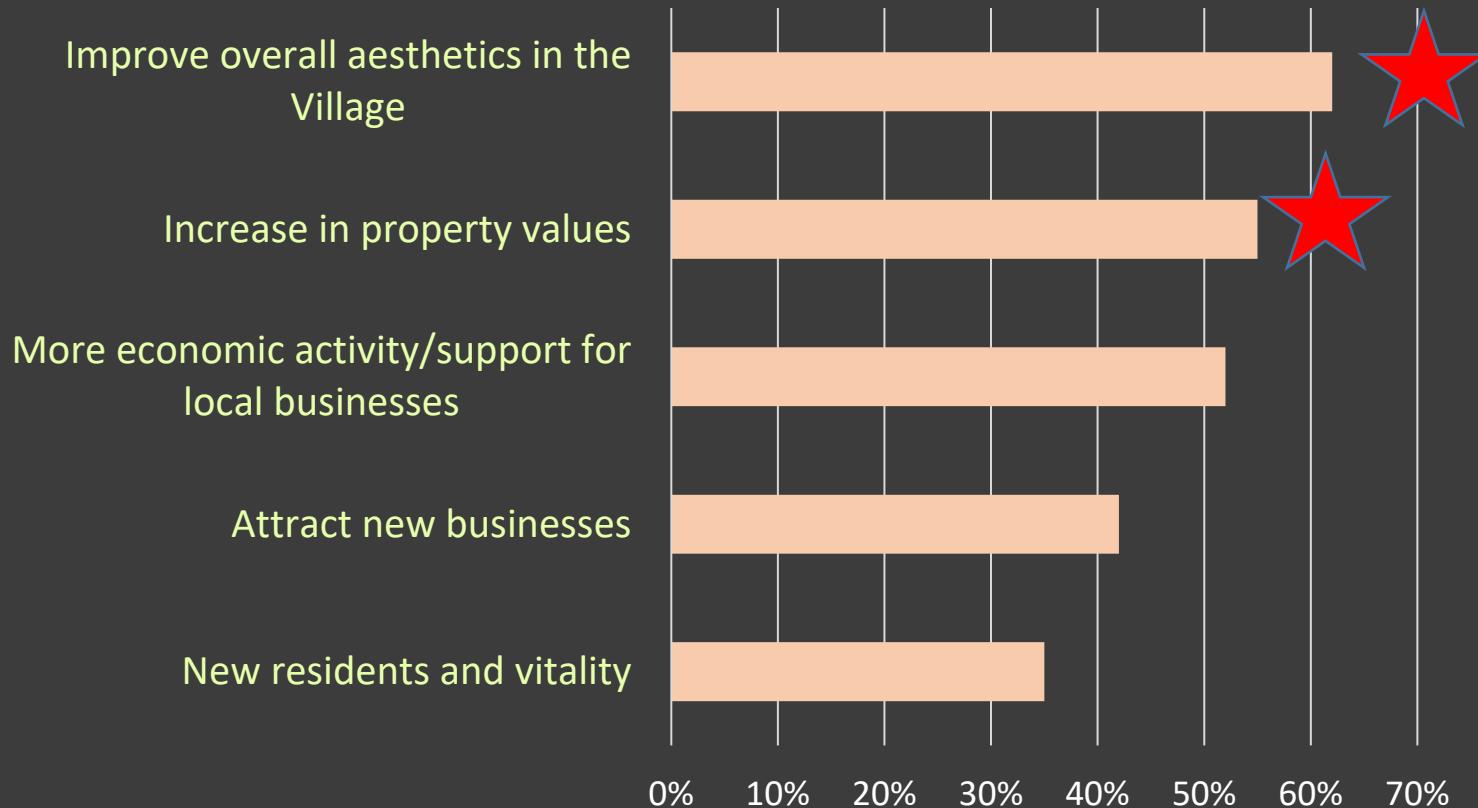
Public Opinion Survey – Key Findings

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



Public Opinion Survey – Key Findings

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



Existing Conditions



Aerial 2019

Lots of change in last
20 years.



No change in last 20
years.

Historic Architecture Human Scale

- Charming / Historic
- Old, tight street patterns
- Level areas developed first
- Was an industrial Village
- People like it & want it preserved



Circulation Challenging

- Few Sidewalks / No Trails
- Nowhere to safely walk
- Tight for vehicles
- Times of congestion
- Paper Mill Operations adds Special Challenges
- Ex. bridges & roads act as “valves”
- Lots of pass-thru traffic
- Improvements are needed and generally supported.



Recent Redevelopment

- Suburban Style Residential
- Residential infill
- Limited commercial / service
- Constrained by circulation – new development will need new local roads
- Major new development will need "area-wide" road improvements to accommodate increased traffic.



Lots of Open Space

- State Game Lands
- Limerick National Golf Course
- Trinley Park
- Limerick Sports Park
- Toll House Property
- Dinnocenti Park
- Schuylkill River Park
- However, No Major Riverfront Park. River access for Limerick Residents is **VERY** limited, especially given long Limerick riverfront.



Publicker Site

- 190-acre blighted site
- “READY’ for redevelopment for the last 20 years.
- Blighted property will continue to negatively impact area until redeveloped.
- Attractive Nuisance – almost impossible to make secure.
- Many Urban Archeologists and vandals risk injury and death to explore ruins.
- This land may be the LAST and BEST chance for the Township to have a substantial riverfront park



Publicker Site

- High “Penalty Costs” for Redevelopment
- Purchase \$15M
- Demolition - \$14M
- Utilities - \$2.5M?
- Off Site Roadway Costs (later)



Note: Purchase, demolition and other associated costs listed above are only estimates at this time.



State Game Lands

- Popular for nearby Philadelphia region hunters
- Game Commission mission clear – use not likely to change use in near future
- Ultimate disposition as permanently preserved open space almost totally dependent on what happens or does not happen on Publicker site.
- Use unlikely to change in the next 10-15 years (if ever).



Market Study



Linfield Village Master Plan MARKET STUDY

Limerick Township, PA

December 10, 2020



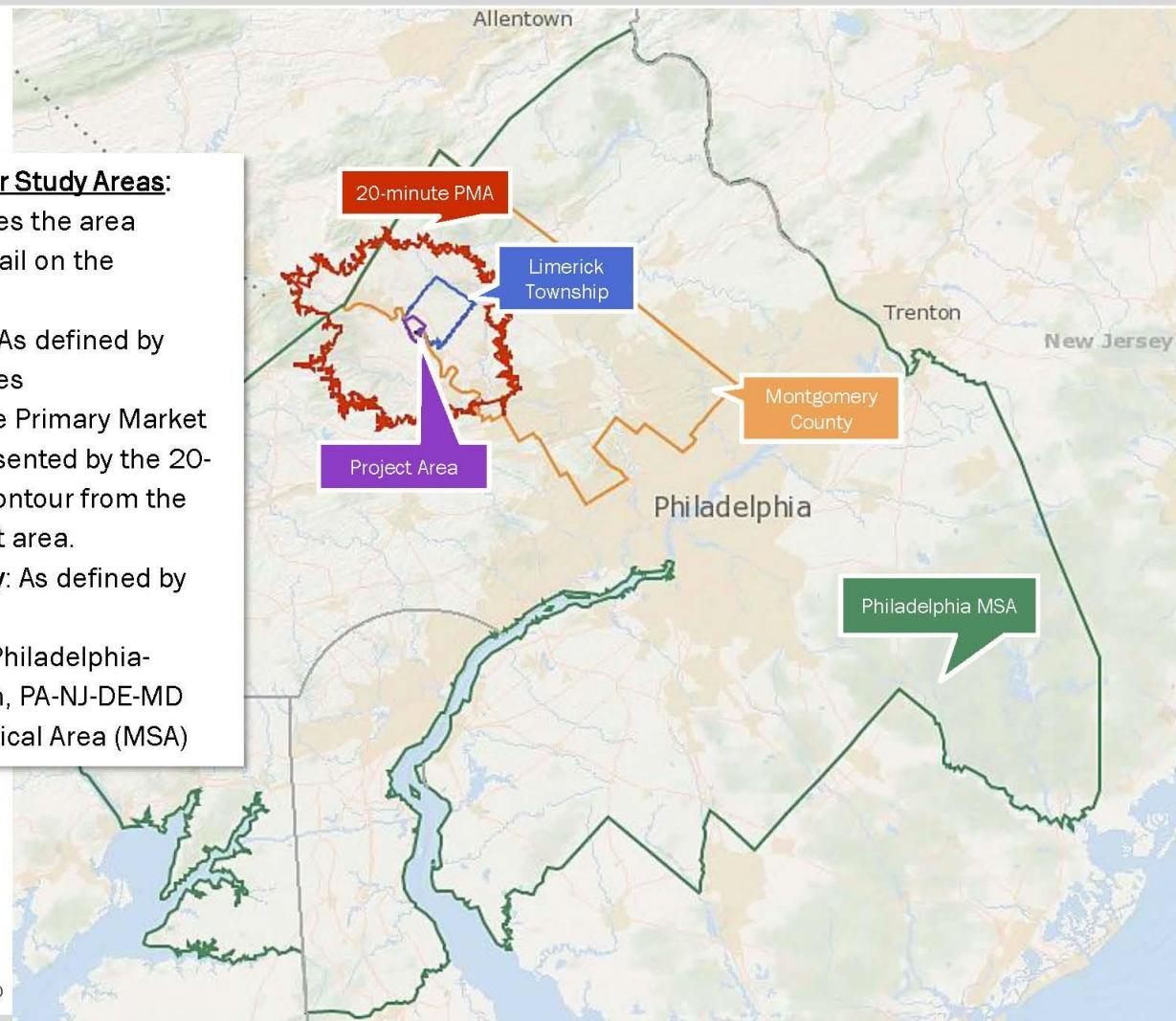
ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™

Market Study

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)



Source: Esri; 4ward Planning Inc., 2020

Market Study - Key Findings

Multi-Family Residential

PMA could support approx. 2,450 DUs by 2024. Linfield Village might capture between 240 and 490 of these units

Senior Housing Demand

21% of DUs built in County over last 20 years

Currently, may be an oversupply of Senior Housing

Office Demand

Current demand in PMA can be met by existing inventory of office space. COVID Pandemic has reduced this demand

Market Study - Key Findings

Major Retail

646,000 SF available in PMA for lease (Feb 2020). COVID Pandemic has further reduced this demand. Linfield not well located for major retail.

Entertainment

Village and Publicker has unique character for one-of-a kind businesses. Possible popular setting for pop-up events and festivals.

Market Study - Key Findings

Light Industrial

810,000 SF available (Feb 2020) in PMA. Constrained Arterial Road Access in Linfield not conducive to LI

Potential “Maker Space”

Small scale – artisanal manufacturing could work very well in existing structures Linfield and in the smaller structures on the Publicker site.

Market Study - Overall Conclusions

- Residential Development most feasible redevelopment use along with limited service / eatery / commercial / artisan space.
- Low to medium residential infill development will continue in Village
- Paper Mill likely to remain until nearby development (Publicker) becomes catalyst for increased value for other (residential / village commercial) uses.
- Publicker redevelopment “penalty” costs demand significant scale of redevelopment with accompanying traffic impacts
- Residential DU absorption rate likely to take a decade or more for full build-out

Linfield Village- Redevelopment Examples

Creamery

Kennett Square



Railroad Street Bar and Grill is the only funky, fun eatery in Linfield Village

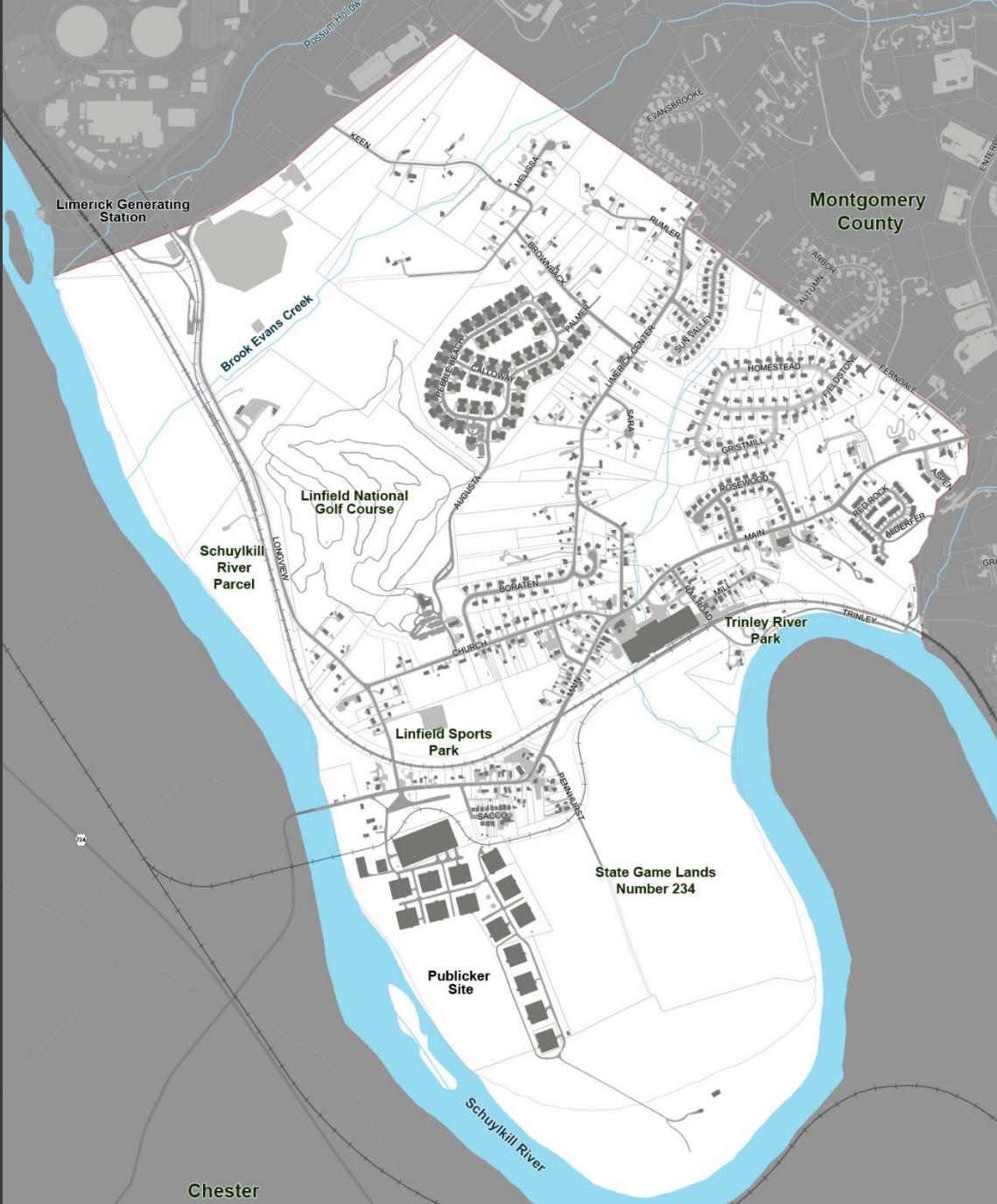
Preliminary Concepts



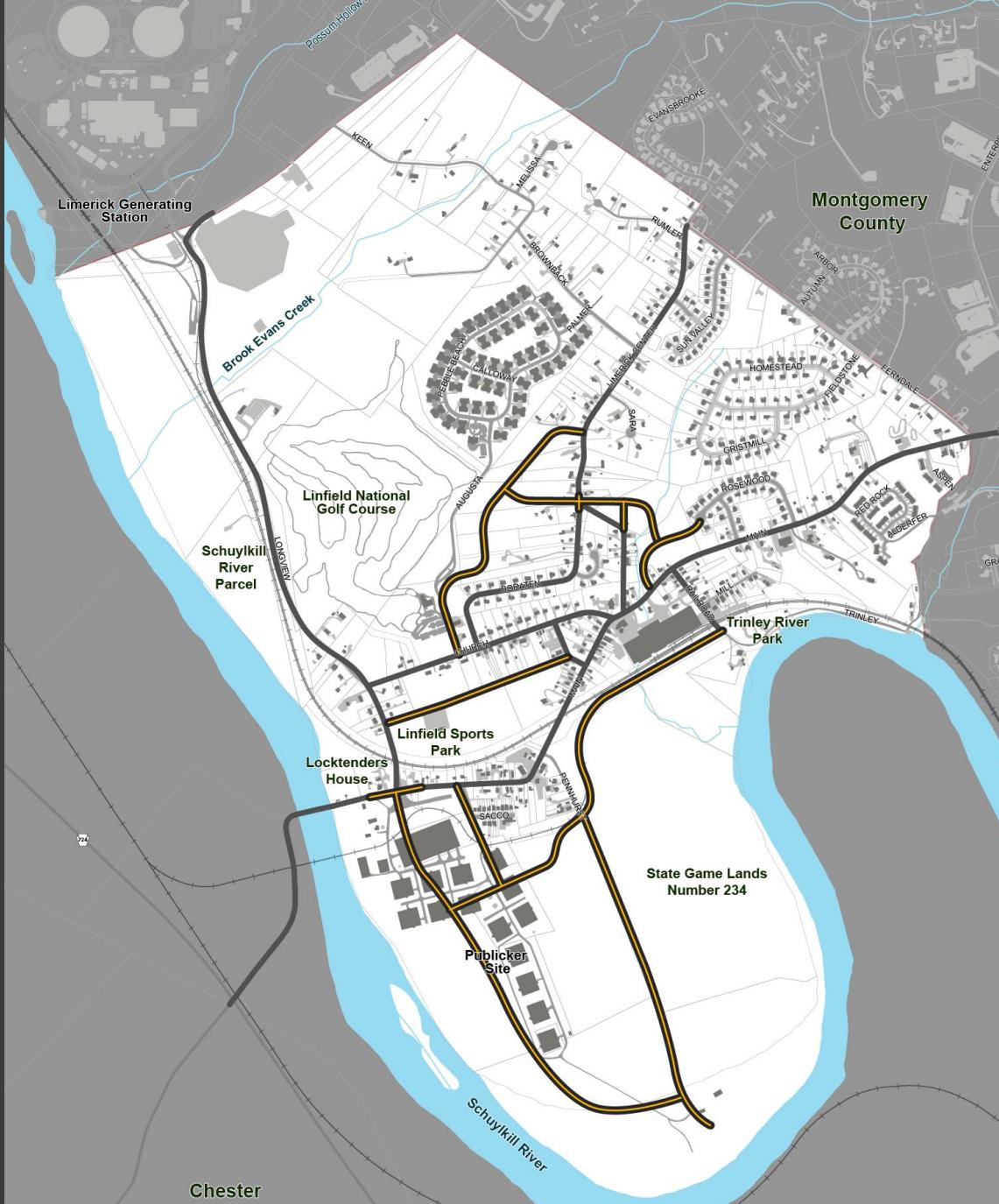
Project Aerial



Built Environment Buildings and Existing Roadways



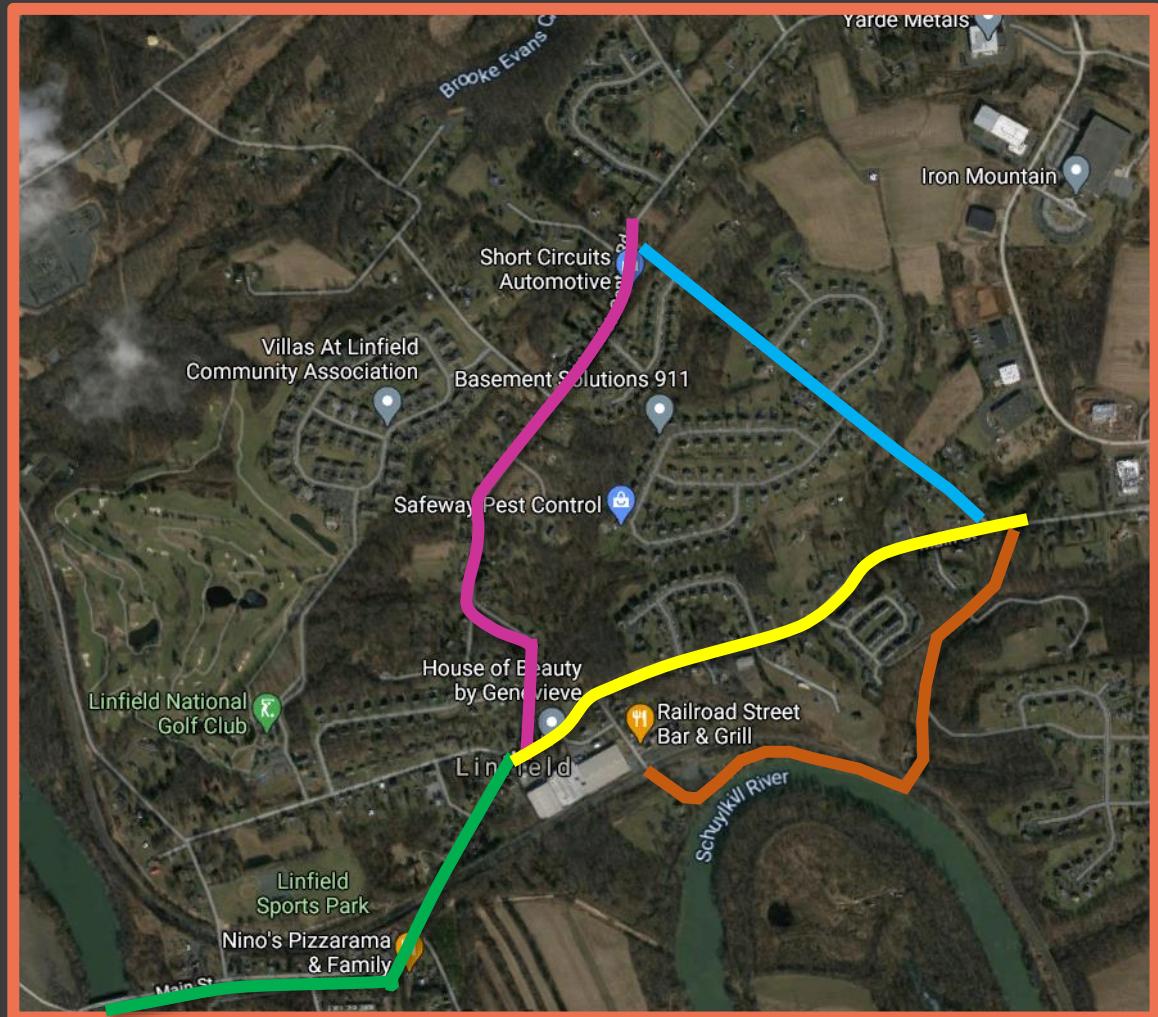
Proposed Roadways



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. *Limerick Center Rd.*
3. *Main St. between Church Rd. and Trinley Mill Rd.*
4. *Trinley Mill Rd.*
5. *Ferndale Ln.*



Area Roadway Improvement Cost Estimates

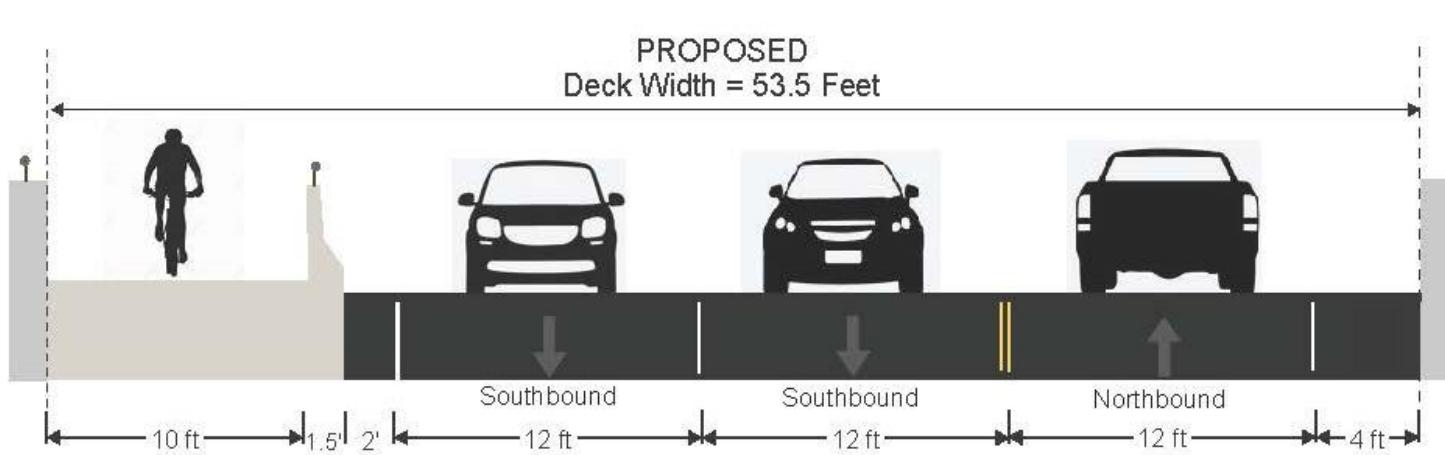
LOCAL: Frontage/Access improvements along the frontage of the Publicker Property/Linfield Road/Main Street. **\$2 Million**

AREA: Longview Road - approximately 2 miles of upgrades which would include a new bridge over the Norfolk Southern Railroad line. Make this the primary access to Rt. 422. **\$5 Million to \$7 Million**

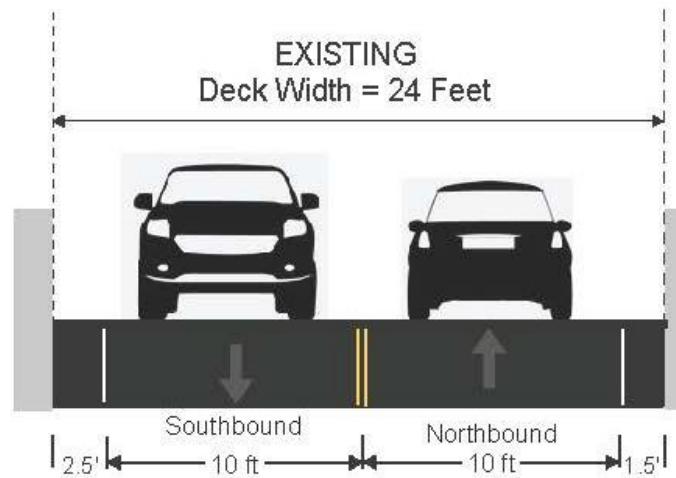
LOCAL: It is assumed that three (3) new traffic signals would be needed within close proximity of the Village. **\$1 million.**

AREA: Sanatoga/Possum Hollow Road - Improvements to Sanatoga Road, between Longview Road and Possum Hollow Rd, and along Possum Hollow Road, between Sanatoga Road and Lightcap Road. **\$2 Million**

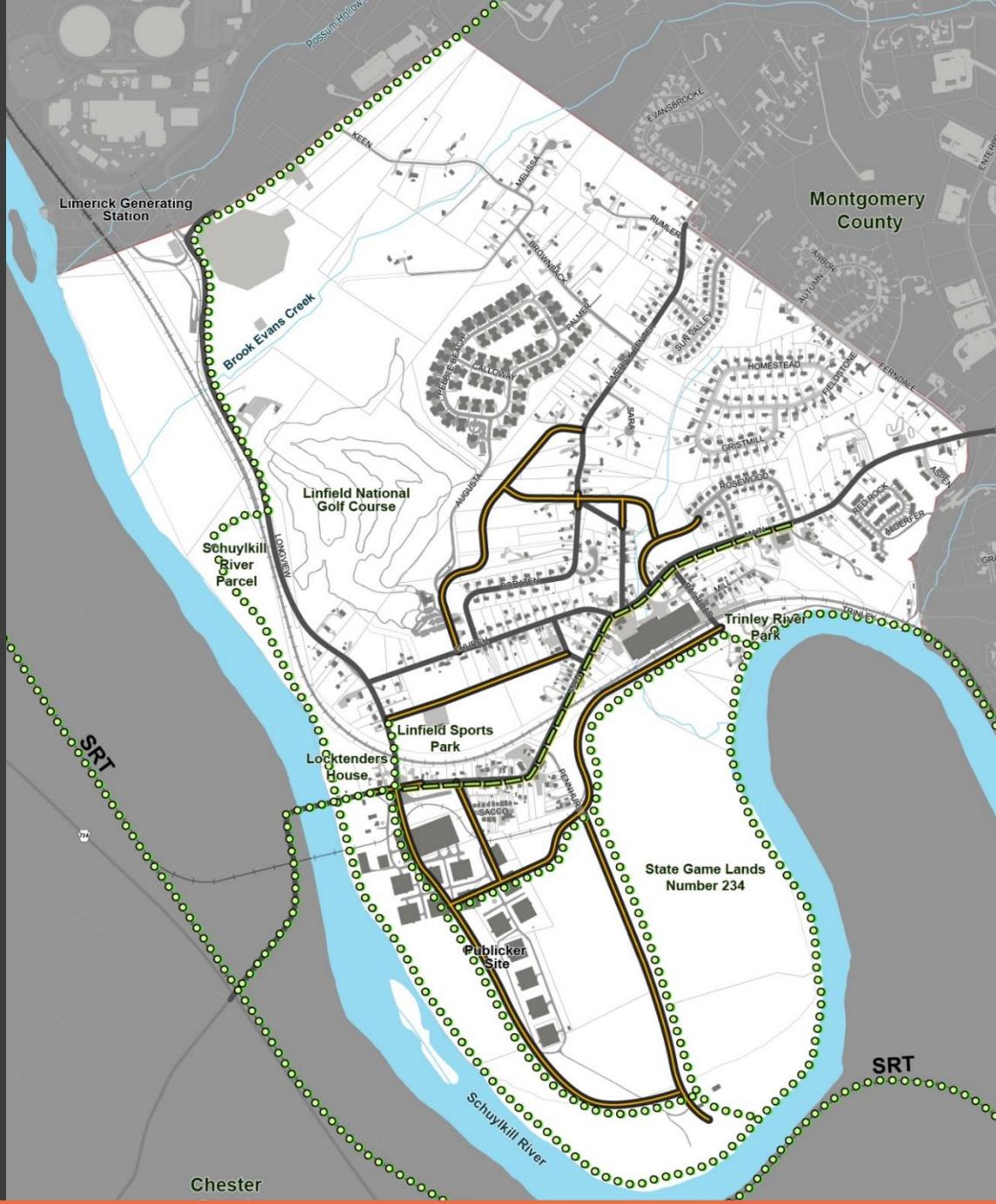
Area Roadway Improvements



Longview Road Bridge Improvements



Proposed Trails & Main St. Sidewalk (with Proposed Roadways)



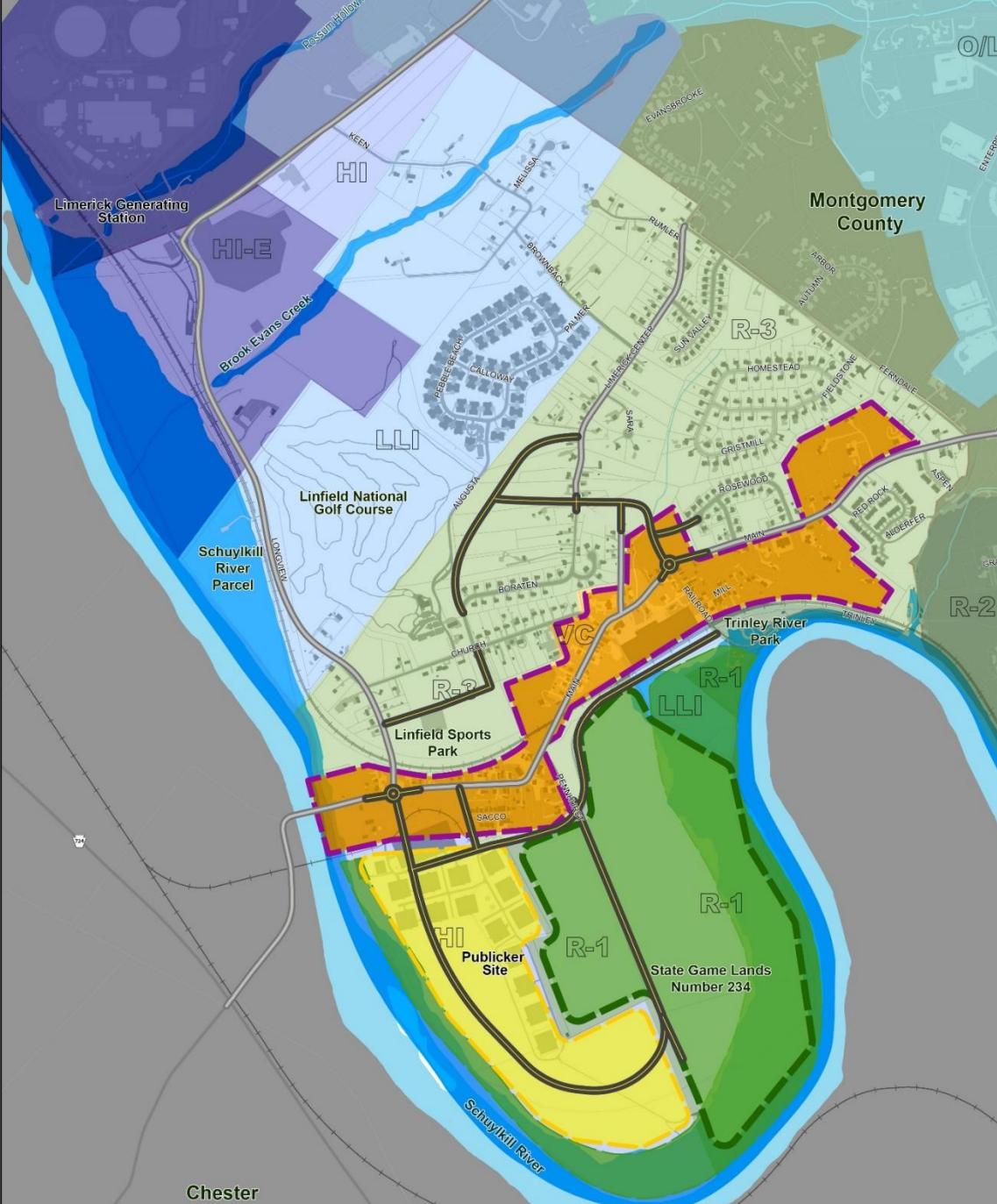
Existing Open Space



Proposed Open Space (with Proposed Roads & Proposed Trails)



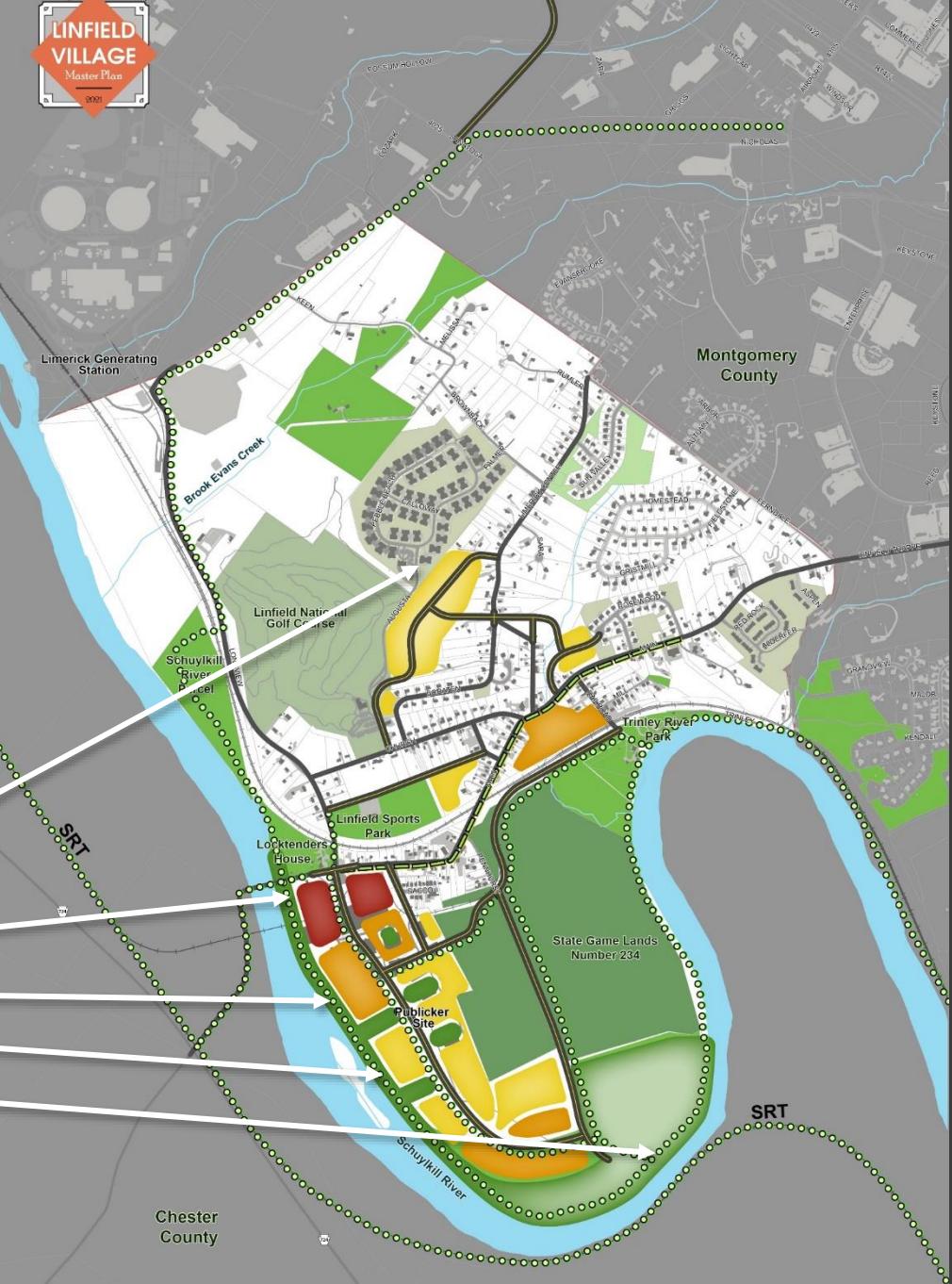
Conceptual Zoning Approach



Proposed Land Use (with Proposed Open Space, Roads & Trails)

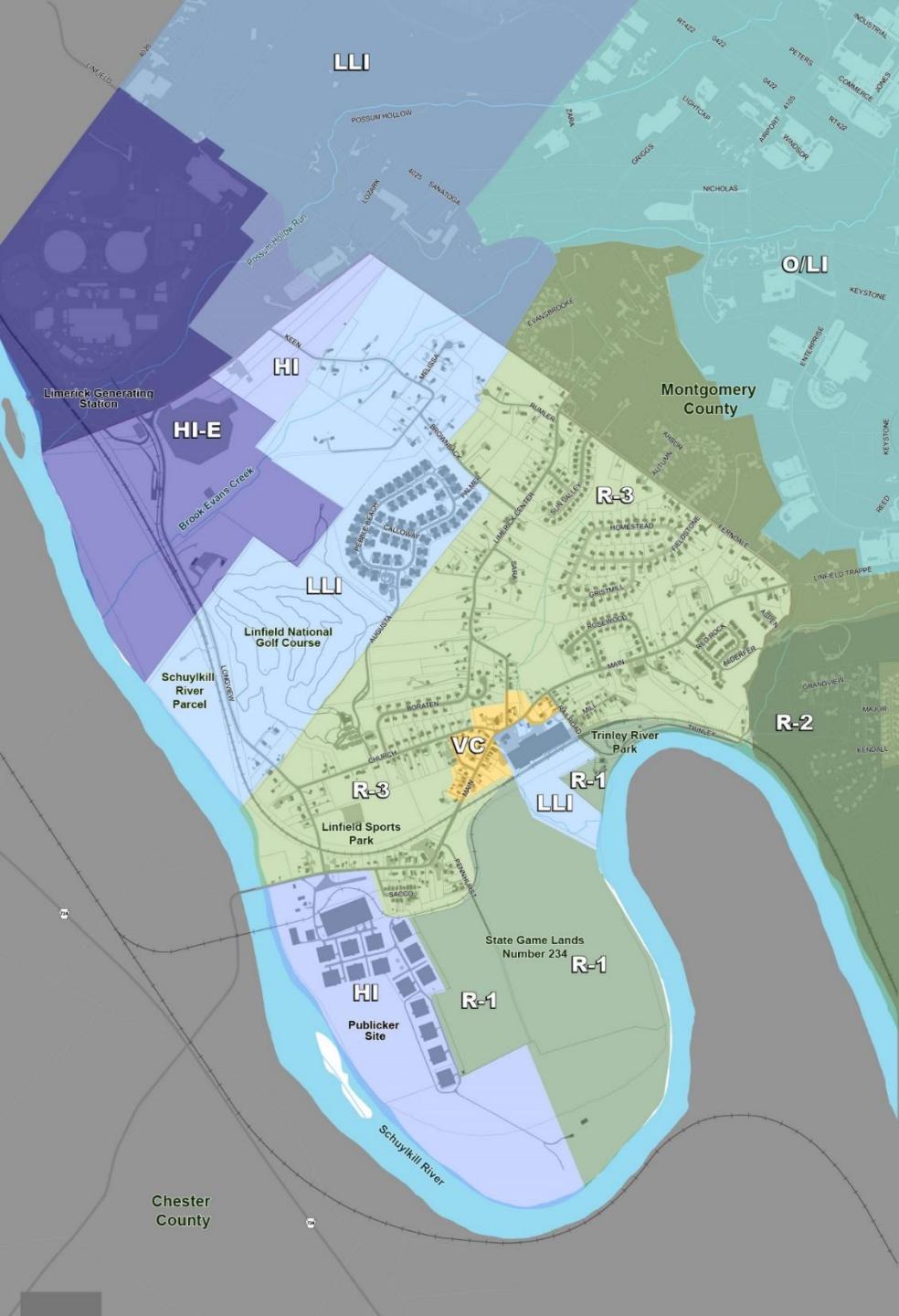
Traffic generation one of the
biggest negatives to large scale
residential development of
Publicker.

- Residential Infill
- Commercial / Entertainment
- High Density Residential
- Medium Density Residential
- Parks / Open Space



Or.... Some or all of the existing zoning could remain as is

- **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**



Publicker Site – Options for development

What is allowed by existing **HI (Heavy Industrial) Zoning?**

Intent of the HI Zoning District

- A. Provide for a reasonable amount of industrial development in areas of the Township already developed for such uses.
- B. Provide for industrial development that is free from offensive noise, vibrations, odors and other nuisances through use of strict performance standards.
- C. Protect industrial uses against congestion by limiting the bulk of buildings in relation to each other and to the land area around them.
- D. Encourage the development of unified and physically integrated industrial parks to accommodate a variety of individual uses.
- E. Permit solid waste disposal facilities subject to additional criteria intended to protect the public health, safety and welfare from any adverse effects of such facilities and operations.
- F. Effectively regulate the establishment and maintenance of outdoor storage buildings as defined herein.

Uses generally fall into two categories:

- Use permitted by right
- Uses permitted by special exception (by Zoning Hearing Board)

By Right uses typically require no special relief from the township and are permitted as long as they meet the area and bulk requirements of the Zoning and SALDO ordinances.

Publicker Site – Options for development

Permitted Uses

(3-acre min. lot size)

- Scientific, Industrial or research
- Manufacturing, fabrication, assembly, processing, ancillary storage
- Offices ancillary to another permitted use
- Motor vehicle repair, storage, maintenance including body repair and painting.
- Rail freight station
- Agriculture
- Veterinarian
- Outdoor plant nursery
- Game Farm, fish hatcher, hunting

Publicker Site – Options for development

Permitted Uses

(1-acre min. lot size)

- Contractor's headquarters and storage
- Retail stores
- Exercise clubs
- Indoor or outdoor recreation
- Meeting and Recreational facilities
- Offices
- Human or Animal cemetery
- Place of Worship
- Car Wash
- Funeral Home
- Personal Service
- Greenhouse / garden center / plant nursery
- Appliance and small equipment repair.

Conditional Use

(15-acre min. lot size)

Planned Industrial Park



Use permitted by right



Manufacturing, fabrication, assembly

Use permitted by right



Motor vehicle repair, maintenance

Use permitted by right



Motor vehicle storage

Use permitted by right



Motor vehicle storage

Use permitted by right



Contractor's headquarters and storage

Standards for Special Exceptions and Conditional Uses.

In addition to the other requirements of this chapter, a special exception or conditional use application shall only be approved if the applicant proves that the following standards will be met, as applicable:

- A. That the proposal will not significantly negatively impact the use of neighboring properties and/or the character of an existing or approved residential neighborhood.
- B. That the proposal includes adequate site design methods, such as plant screening, tree preservation, setbacks and berming, as needed to avoid significant negative impacts on nearby uses.
- C. That proposals to provide water service, sewage service and stormwater management are feasible and follow professionally sound methods. However, if such matters will be subject to professional review and approval under a separate Township ordinance, then the zoning approval may defer to such other approval.
- D. That the use will not create a significant hazard to the public health and safety, such as fire, toxic or explosive hazards.
- E. That the use will not result in or substantially add to a significant traffic safety hazard or significant traffic congestion.

Publicker Site – Options for development

Uses permitted by Special Exception

- A. Adult uses, in compliance with the requirements of § 184-76 herein.
- B. Manufacture, processing or storage of explosives, paint, petroleum or gas.
- C. Abattoirs, meat packing, tanning, curing or storage of leather, rawhides or skins, manufacture or processing of fertilizer, wood pulp, disinfectants or soap.
- D. Limekilns, flour mills or manufacture of cement.
- E. Any other use of the same general character as the above permitted uses, provided that the applicant shall demonstrate to the satisfaction of the Zoning Hearing Board that provision will be made to adequately reduce or minimize any noxious, offensive or hazardous features of such use.
- F. Treatment centers.
- G. Junkyard or auto salvage yard, provided that any such use shall be enclosed with a solid fence not less than six feet in height, in addition to required landscaping.
- H. Landfill, sanitary and/or industrial landfill or solid waste facility, when operated solely by the Township or municipal authority.
- I. Crematorium

Use permitted by special exception



Adult Uses

Use permitted by special exception



Cement Manufacturing



Use permitted by special exception



Junkyards / auto salvage

Use permitted by special exception



Landfill (operated by Township)

Township Purchase of Pubilcker as open space?



Township Purchase of Pubilcker as open space?

Purchase +- \$15M

Demo +- \$14M

+- \$30M

Park construction +- \$10M

\$40M park costs over ten years =

**\$200.00 per year per resident
for 10 years. (pop. 20,000)**

Local recent examples:

Whitpain Twp (pop. 19,500)

Mermaid Lake - 64 acres

\$8.2 purchase cost

W. Bradford Twp (pop. 13,500)

Embreeville State Hospital Site

225 acres for \$22.5M purchase cost



Conclusions (I think) To Date

Separate redevelopment foci – Village & Publicker

VILLAGE

- Village redevelopment will be infill (proceeding)
- Enhance Village (sidewalks & streetscape)
- Village Zoning revisions to encourage redevelopment
- Continue to pursue greater road & trail improvements
- Pursue utility upgrades in deficient areas
- Add to Village Open Space (Open Space Plan)



PUBLICKER

- Community needs to decide what is wants vs. what might happen! Set the agenda or it will be set for you.
- Any redevelopment will come with negative aspects (traffic, noise, costs to Township, changes to the Village)
- Any redevelopment will come with positive aspects (possible road improvements, utility upgrades, new open space)



Committee & SC Team Next Steps

- What questions do committee members have?
- What is the direction this committee wishes to recommend to the BOS?
- We request comments back by May 14th.
- Should we have another committee meeting prior to the June 16 public meeting? (5-17, 19 or 20)
- Do we need more time to consider options? (We can extend the project schedule if needed).

Schedule as it now stands:

- Public Mtg #3 – June 16 – DRAFT PLAN
- 60 Day Draft Plan Review
- Committee Mtg. #4 - Sept 8
- Public Mtg #4 – October 5 – FINAL PLAN

Discussion

