

# LINFIELD VILLAGE

Master Plan

2021



Public Meeting 3 – November 17, 2021

# Agenda

- Welcome
- Introductions
- Analysis / Existing Conditions / Market Analysis
- Concepts
- Recommendations
- 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  
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- Geoff Creary  
*gcreary@simonecollins.com*



- **4Ward Planning**

- 267.480.7133
- Todd Poole  
*tpoole@landuseimpacts.com*



# 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 History / Schedule

- Committee Meeting 1 – Feb 12, 2020
- Public Meeting 1 - Feb 12, 2020
- Committee Meeting 2 – May 20, 2021
- Committee Meeting 3 – May 20, 2021
- Public Meeting 2 - March 3, 2021
- Committee Meeting 4 – May 20, 2021
- Committee Meeting 5 – June 16, 2021
- Committee Meeting 6 – Sept 8, 2021
- **Public Meeting 3 - Nov 17, 2021**
- Committee Meeting – Jan 19, 2022
- **Public Meeting 4 - March 16, 2022**



# 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



# Project Background Information



# Aerial 2019

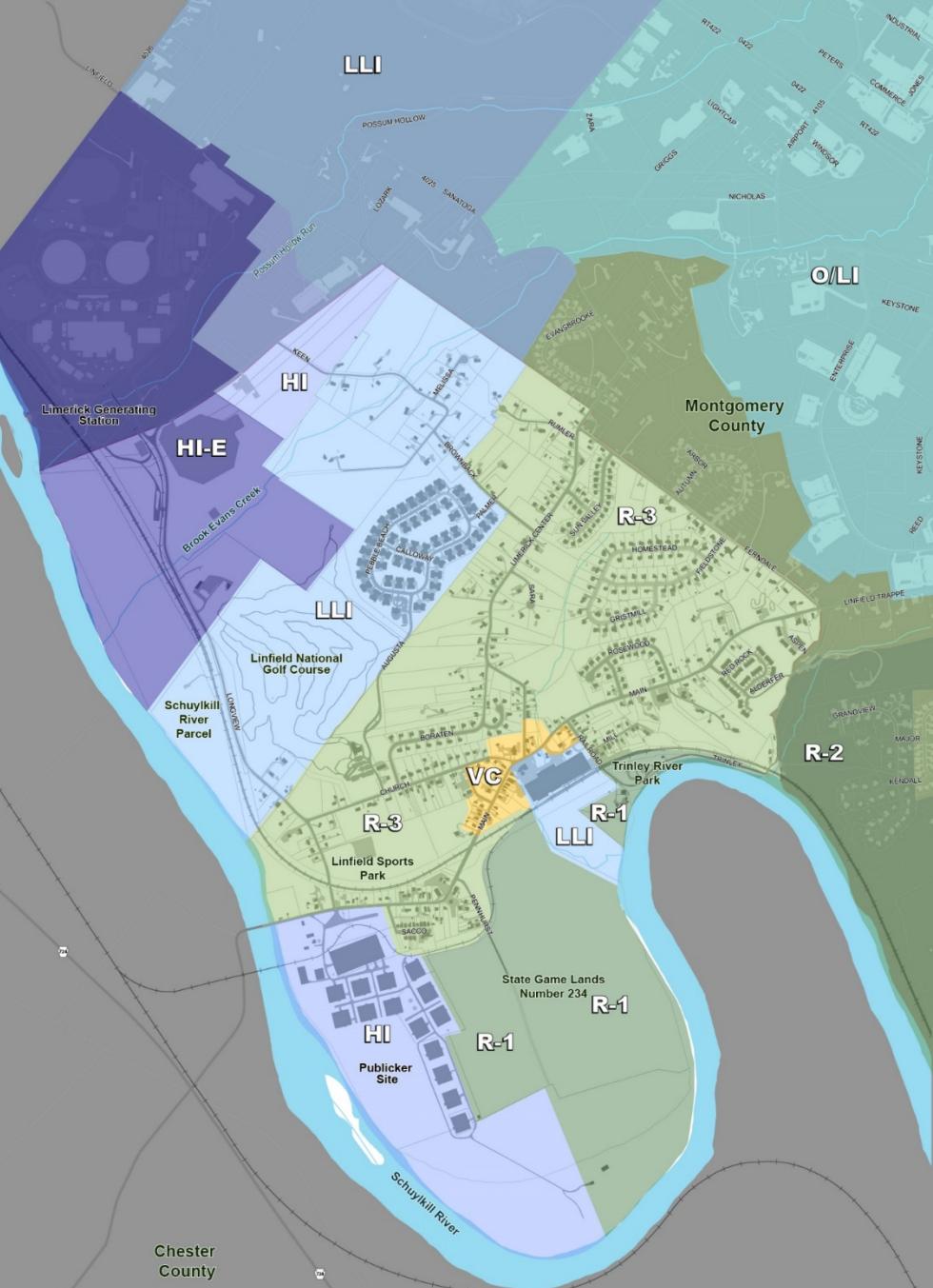
Lots of change in last  
20 years.



No change in last 20  
years.

# 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



# 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 - inefficient sprawl
- **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
- Schuylkill River Park
- **No Major Riverfront Park.**  
River access for Limerick Residents is VERY limited, especially given the 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 estimates only .*



# 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



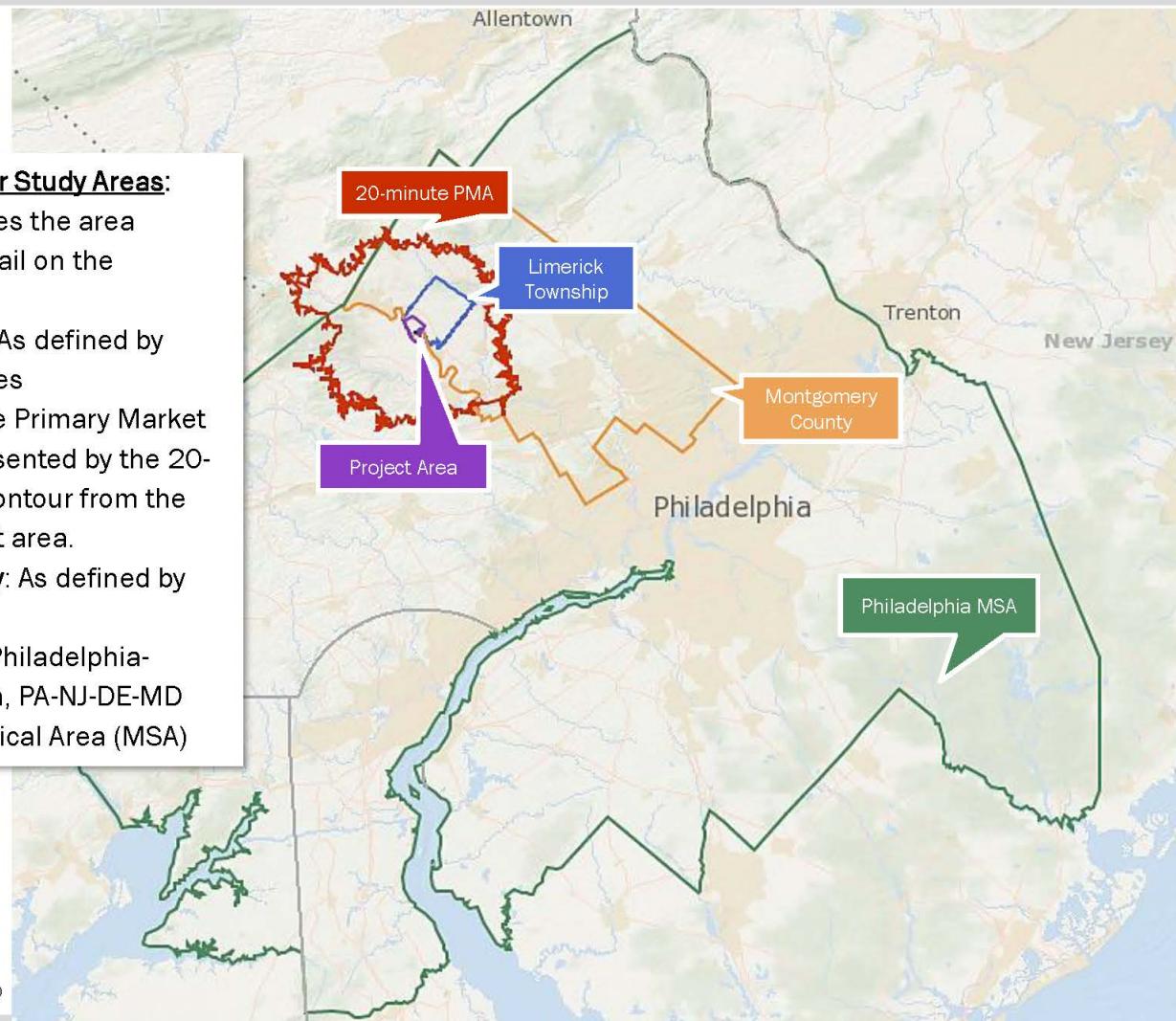
ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™

# 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

# Public Opinion Survey Update



# Public Opinion Survey:

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



- *845 responses  
as of November  
17, 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?

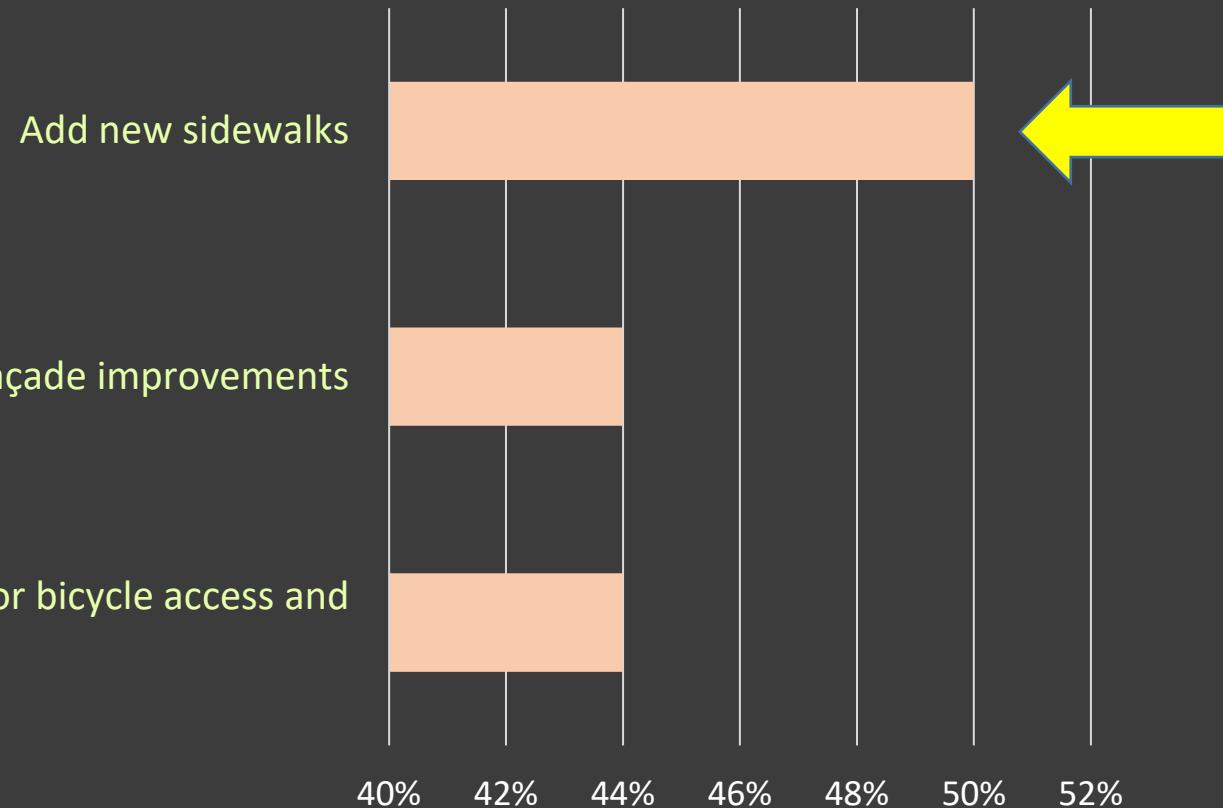
Linfield Village, Limerick Township  
 Elsewhere in Limerick Township  
 Lower Pottsgrove Township  
 Pottstown Borough  
 New Hanover Township  
 Upper Frederick Township  
 Lower Frederick Township  
 Pottsgrove Township  
 Pottstown Township

# Public Opinion Survey – Key Findings

- **35%** of respondents live in Linfield Village (39% live elsewhere in Limerick Township)
- **47%** are between the ages of 45-64; 34% are between 25-44
- **32%** 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*

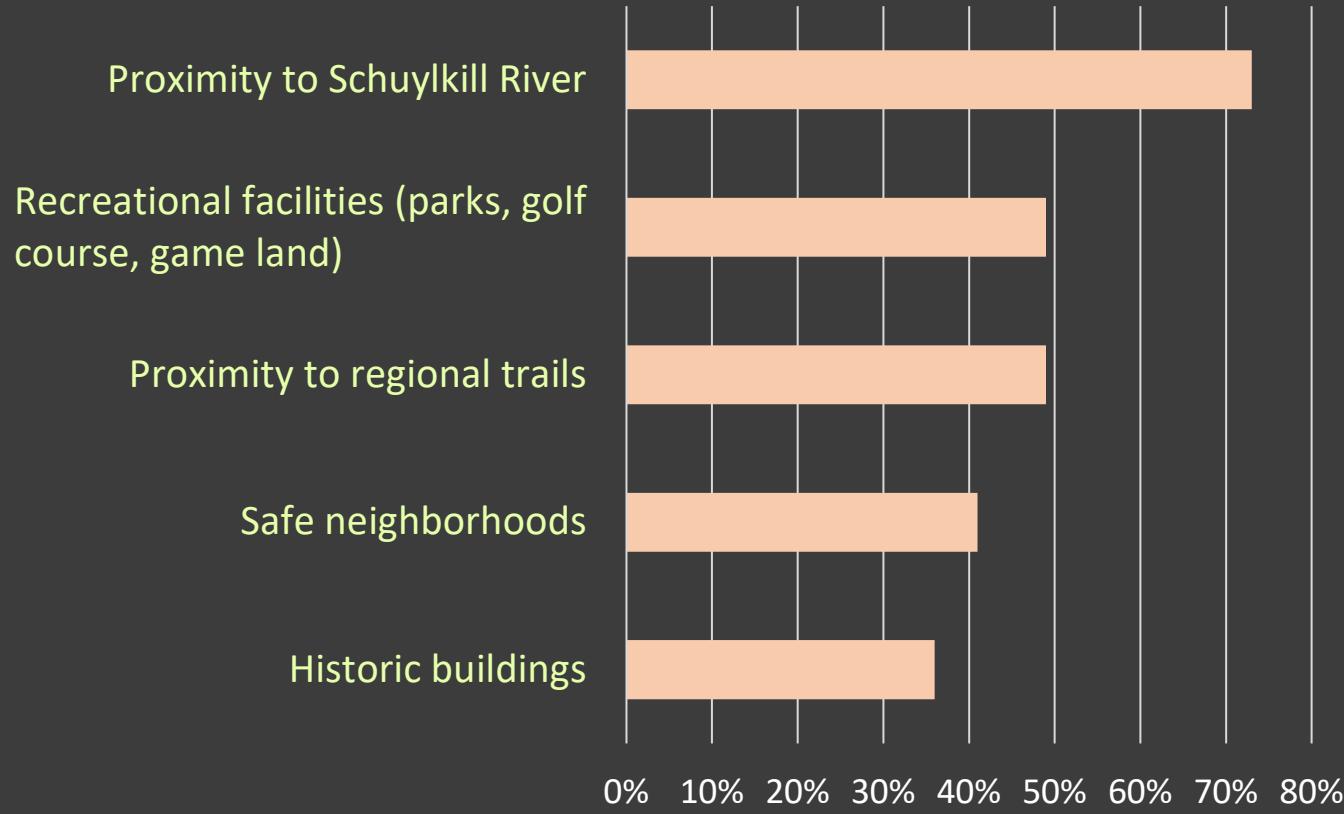
# Public Opinion Survey – Key Findings

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?**

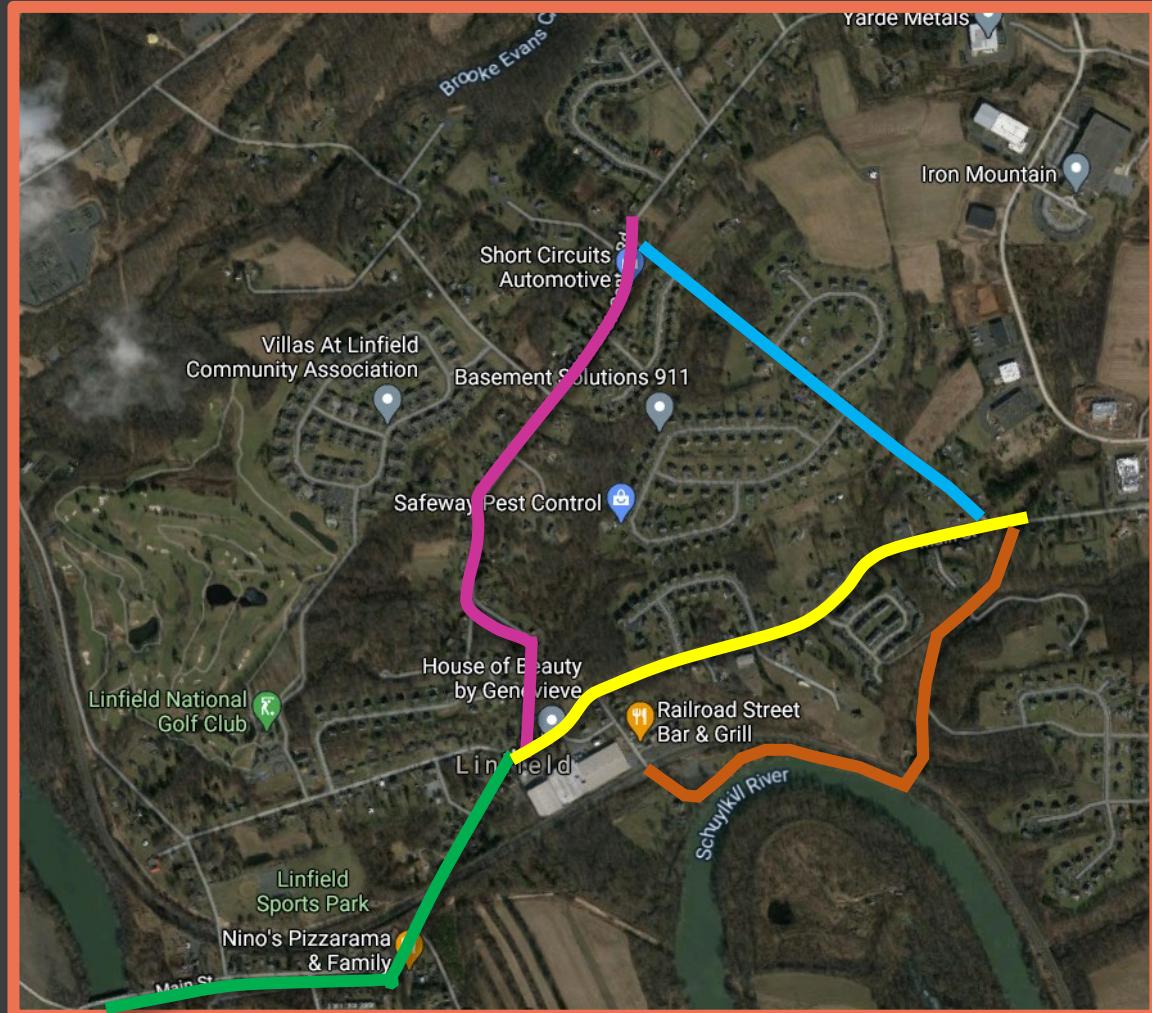
*(Please rank your top 5 from the options below)*

- *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.*

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?

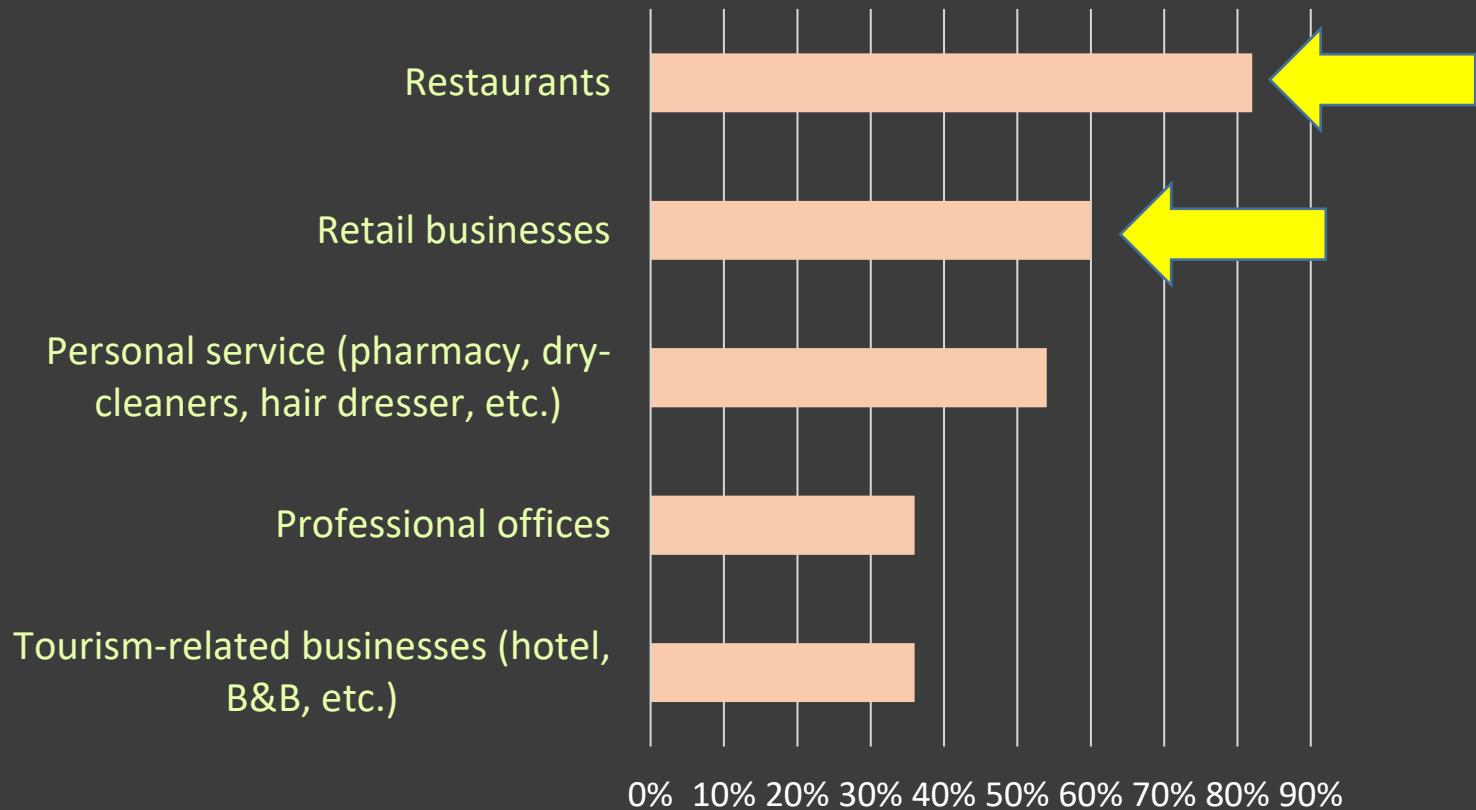
Results:

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.*



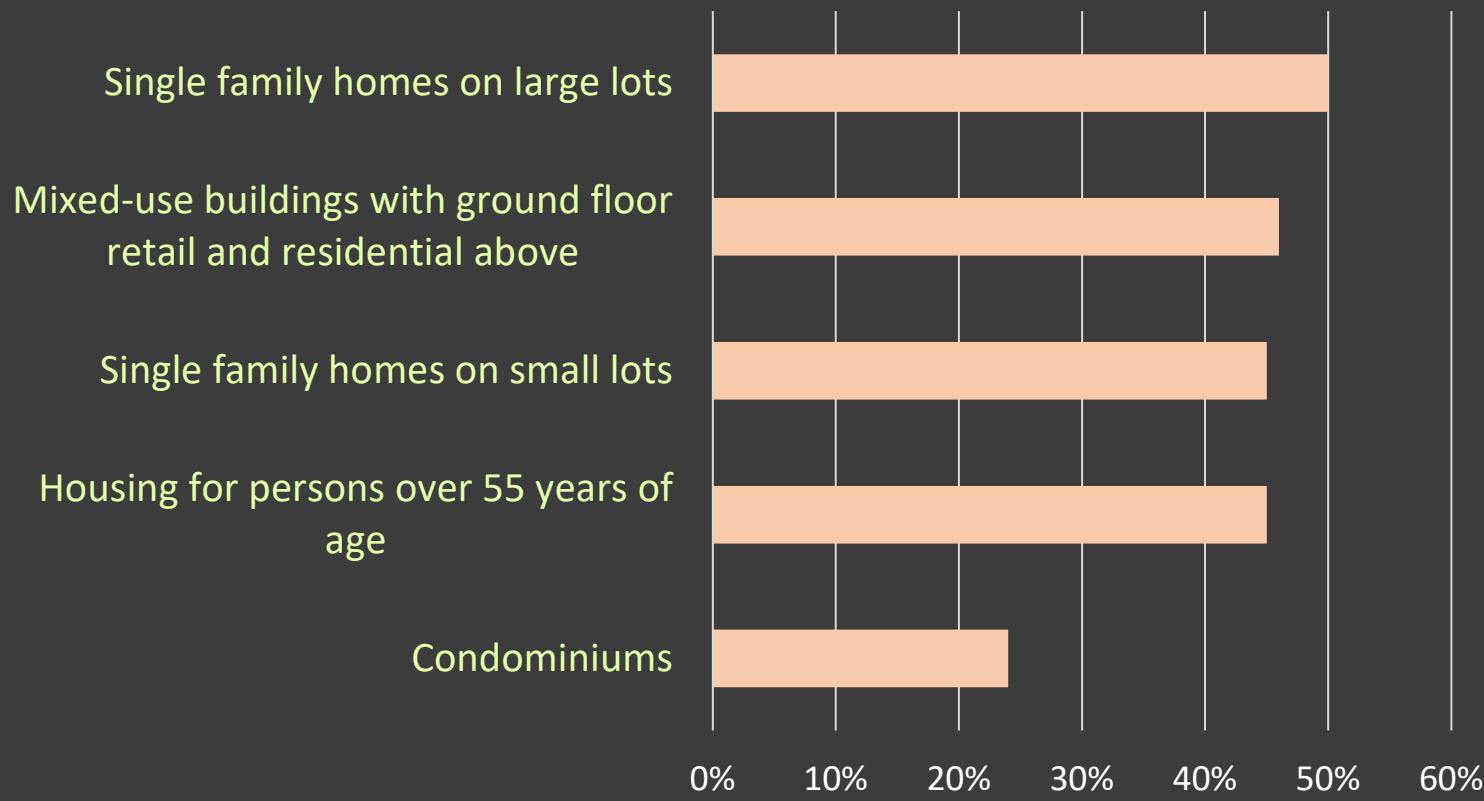
# Public Opinion Survey – Key Findings

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



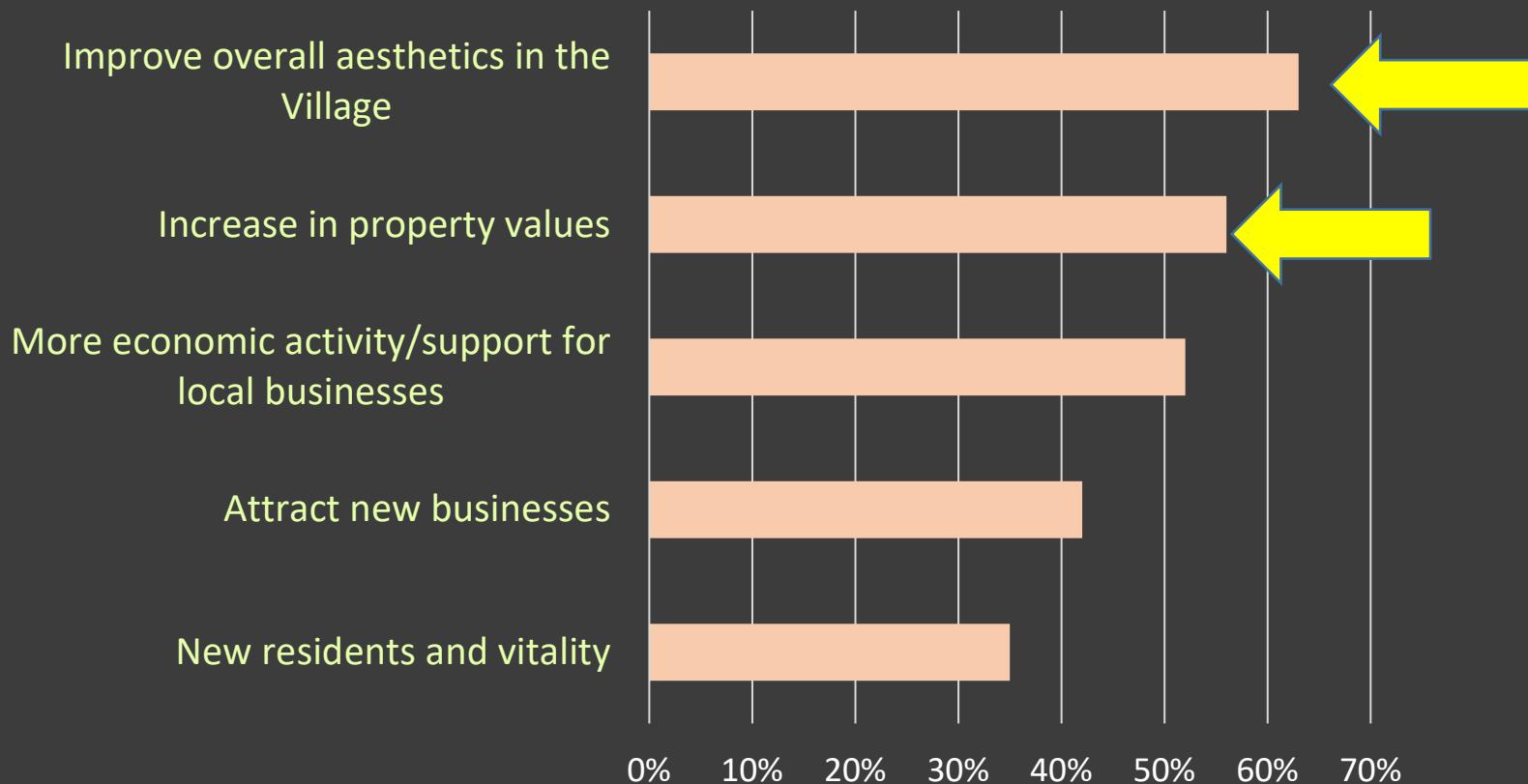
# Public Opinion Survey – Key Findings

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



# Public Opinion Survey – Key Findings

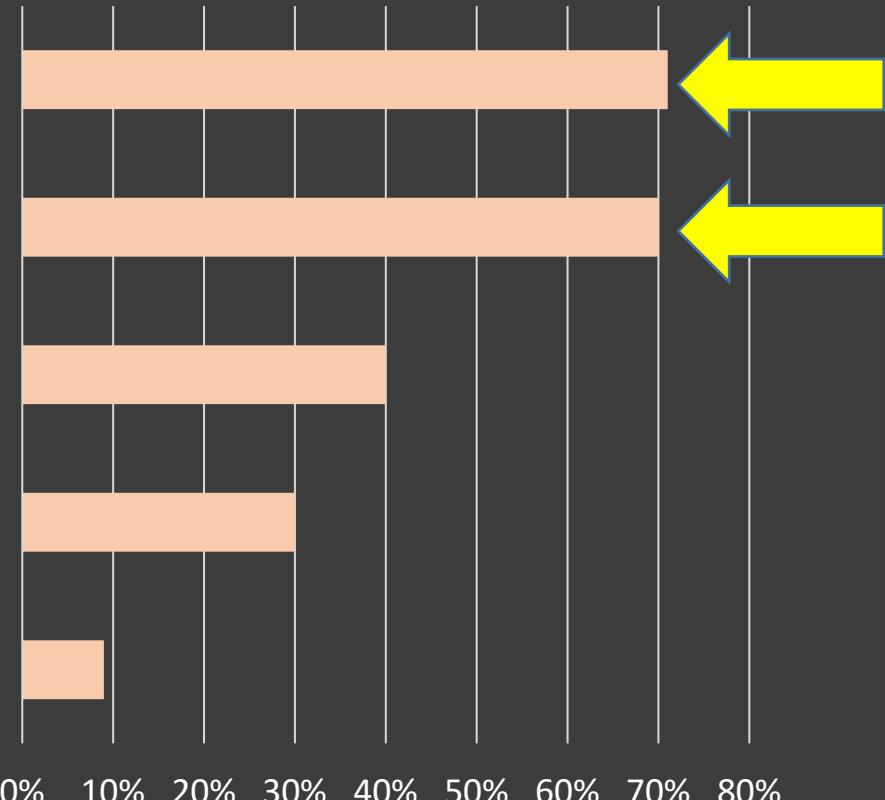
**Q25: What do you think are the major benefits to new development/redevelopment in Linfield Village?**



# Public Opinion Survey – Key Findings

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

Meet the needs of pedestrian traffic



Meet the needs of vehicular traffic

Attract new businesses / commercial growth

Attract new residents

Should not be planned

# What are the options?

## ZONING

- Leave existing zoning as is – see what happens

VS

- Modify zoning to be a catalyst for a new vision for Linfield

## ROADS

- Leave roads as they are .... Hope for the best!

VS

- Create a plan for enhanced roadway connectivity – and how to pay for it

# What are the options?

## OPEN SPACE & TRAILS

- Hope the community gets more / better open space & trails in Linfield – maybe on the river?

vs

- Plan for a substantial public riverfront park & trails

## LANDOWNERS

- Make landowners and developers follow THE plan / zoning

vs

- Give landowners & developers flexibility to react to a changing economy

# Direction Forward

- **Modify zoning to be a catalyst for a new vision for Linfield**
- **Create a plan for enhanced roadway connectivity – and how to pay for it.**
- **Plan for a substantial public riverfront park & trails**
- **Give landowners & developers flexibility to react to a changing economy**



# Concepts



# Project Area



# Conceptual Zoning Approach

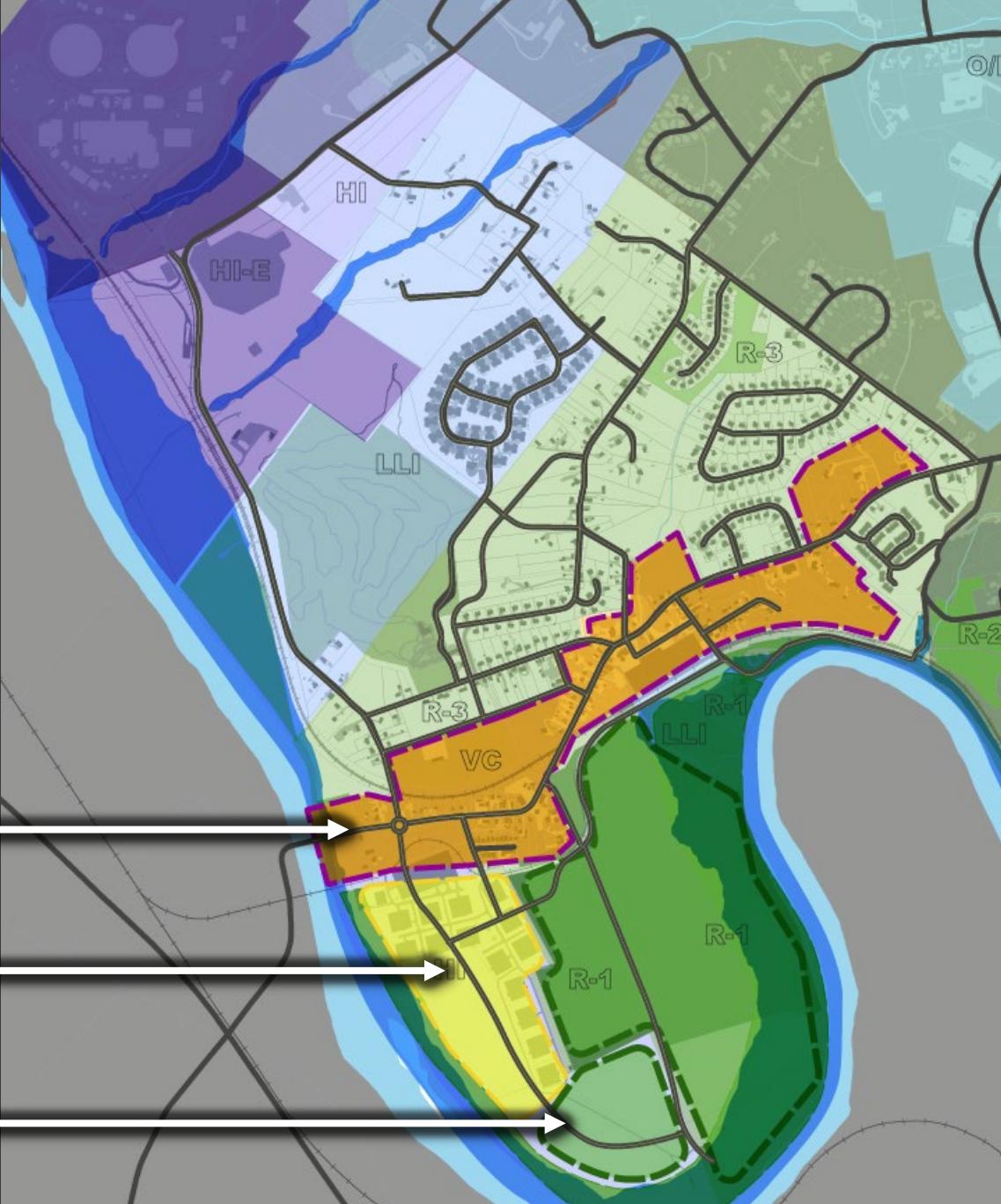
New zoning as “overlays”  
to existing zoning - **create flexibility**

Expanded Village Commercial

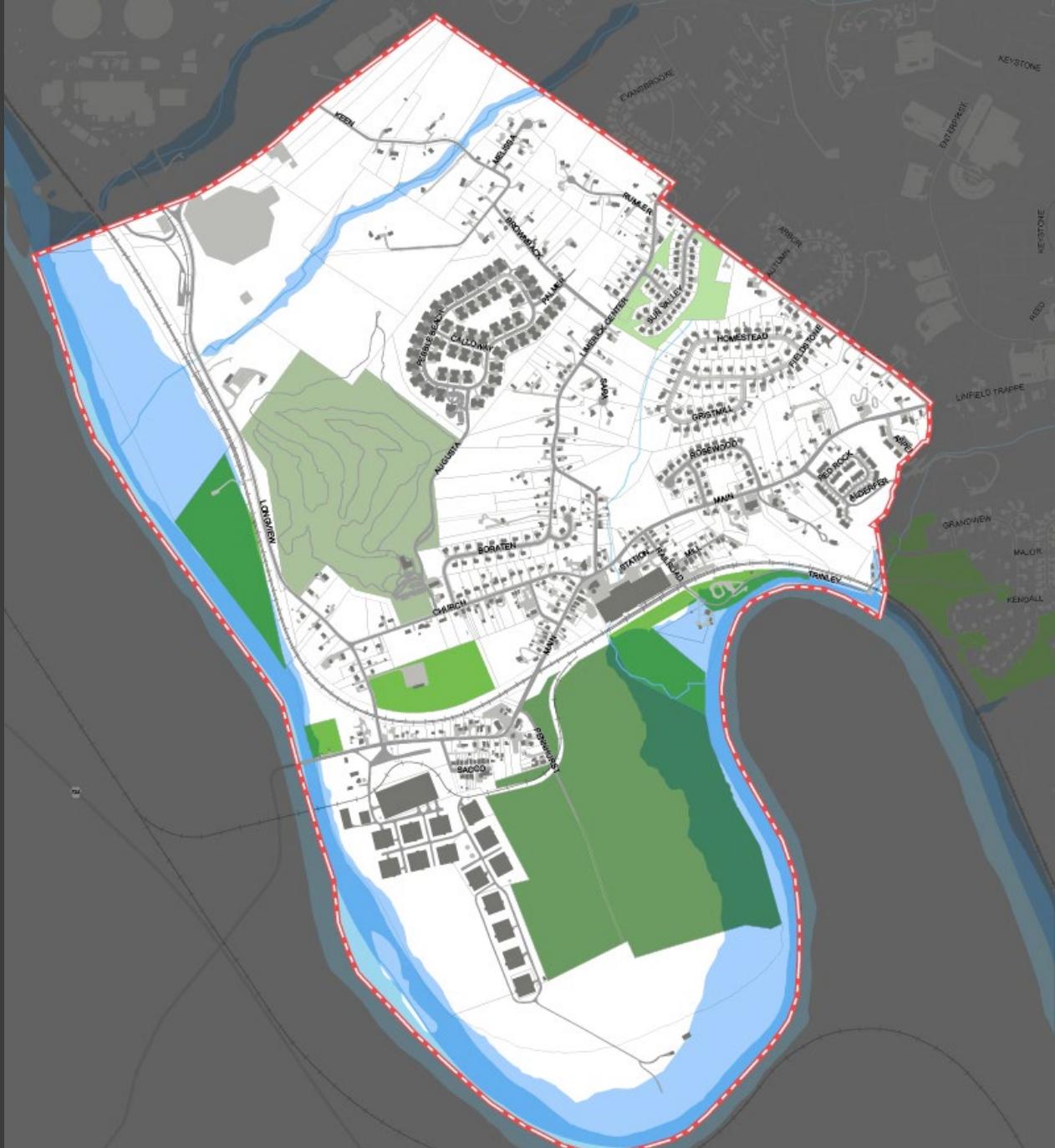
High Density Residential

Public Riverfront Park

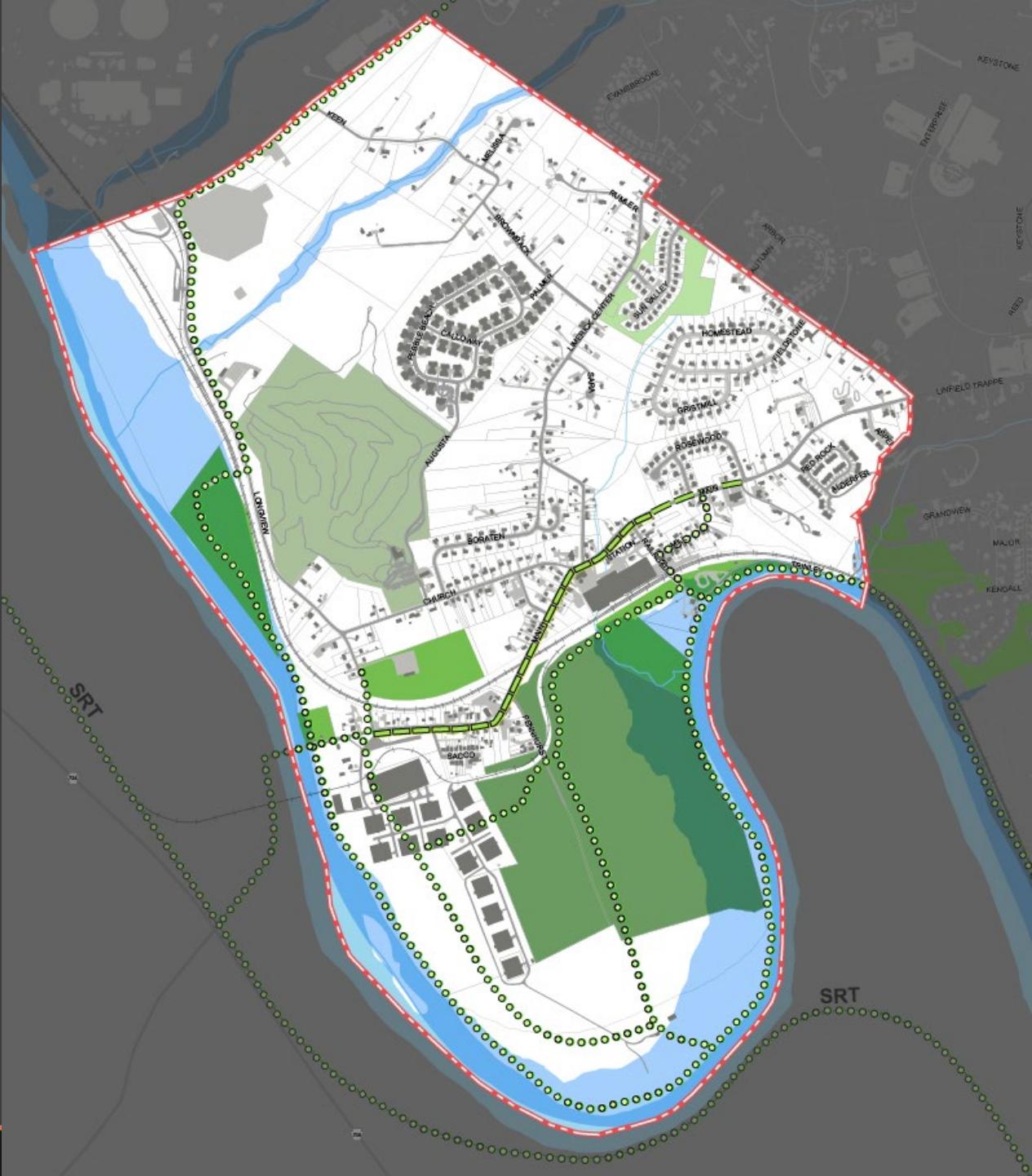
LINFIELD VILLAGE MASTER PLAN



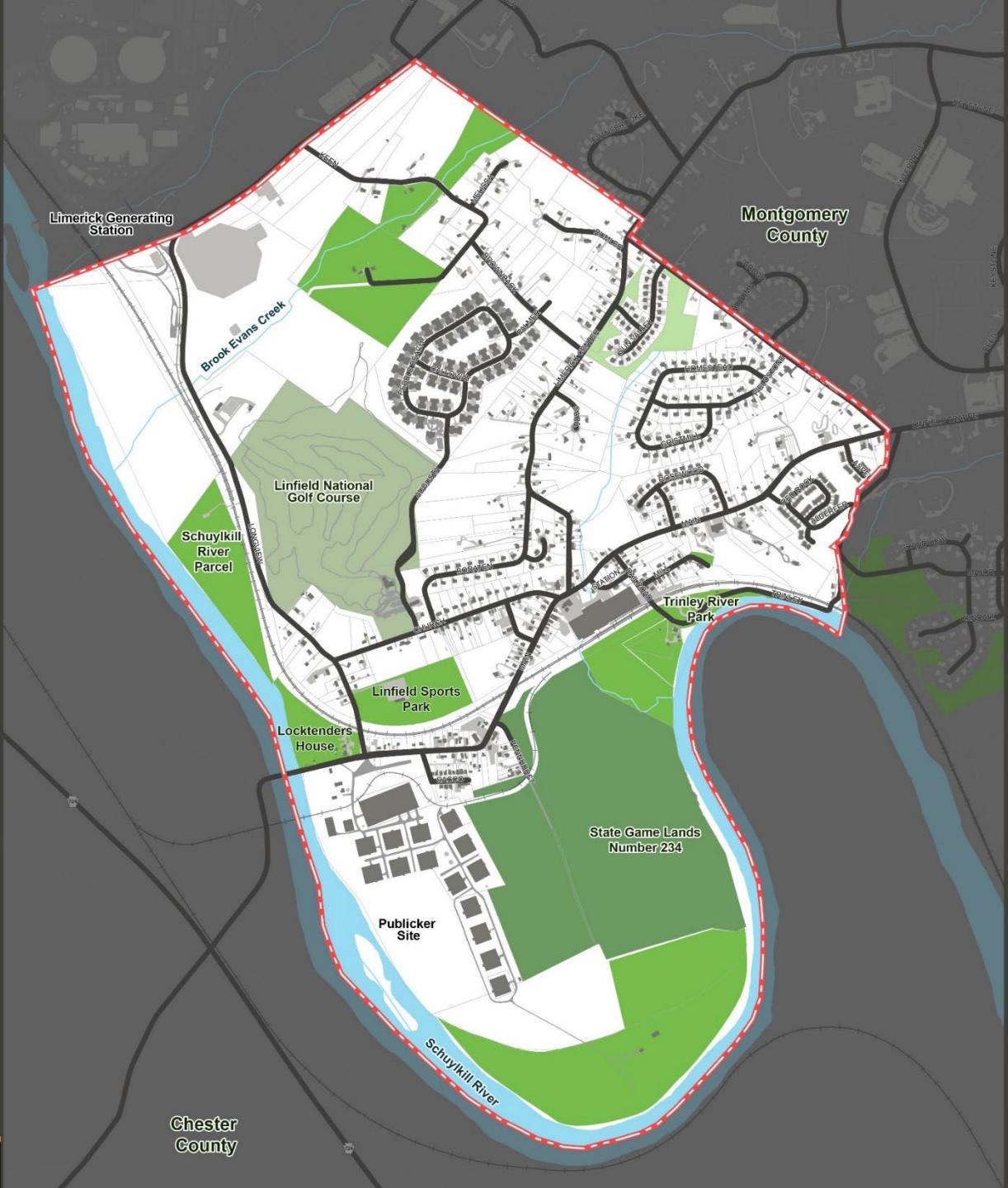
# Create a Plan for new Open Space



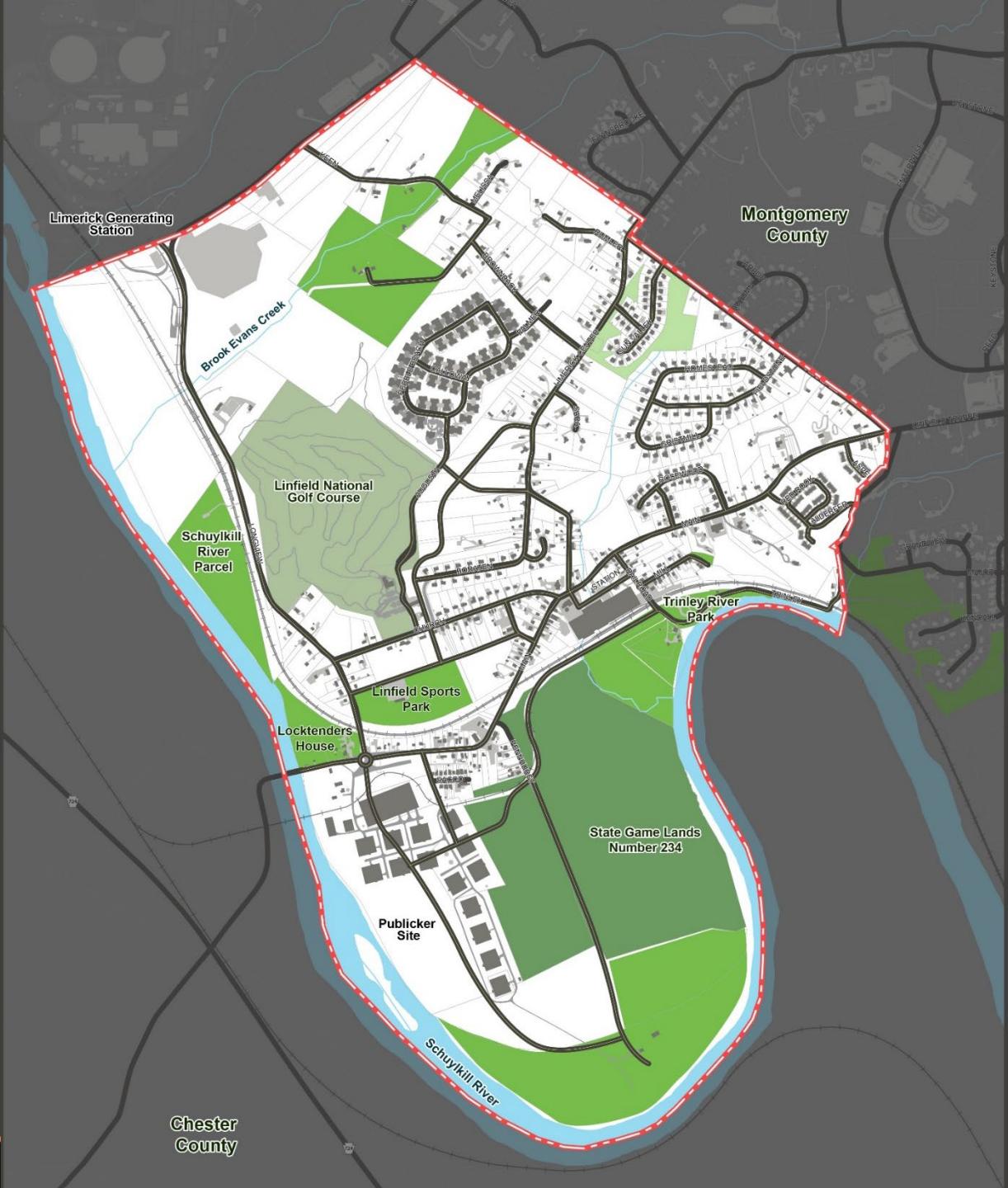
# Open Space with Conceptual Trails



# Existing Roads



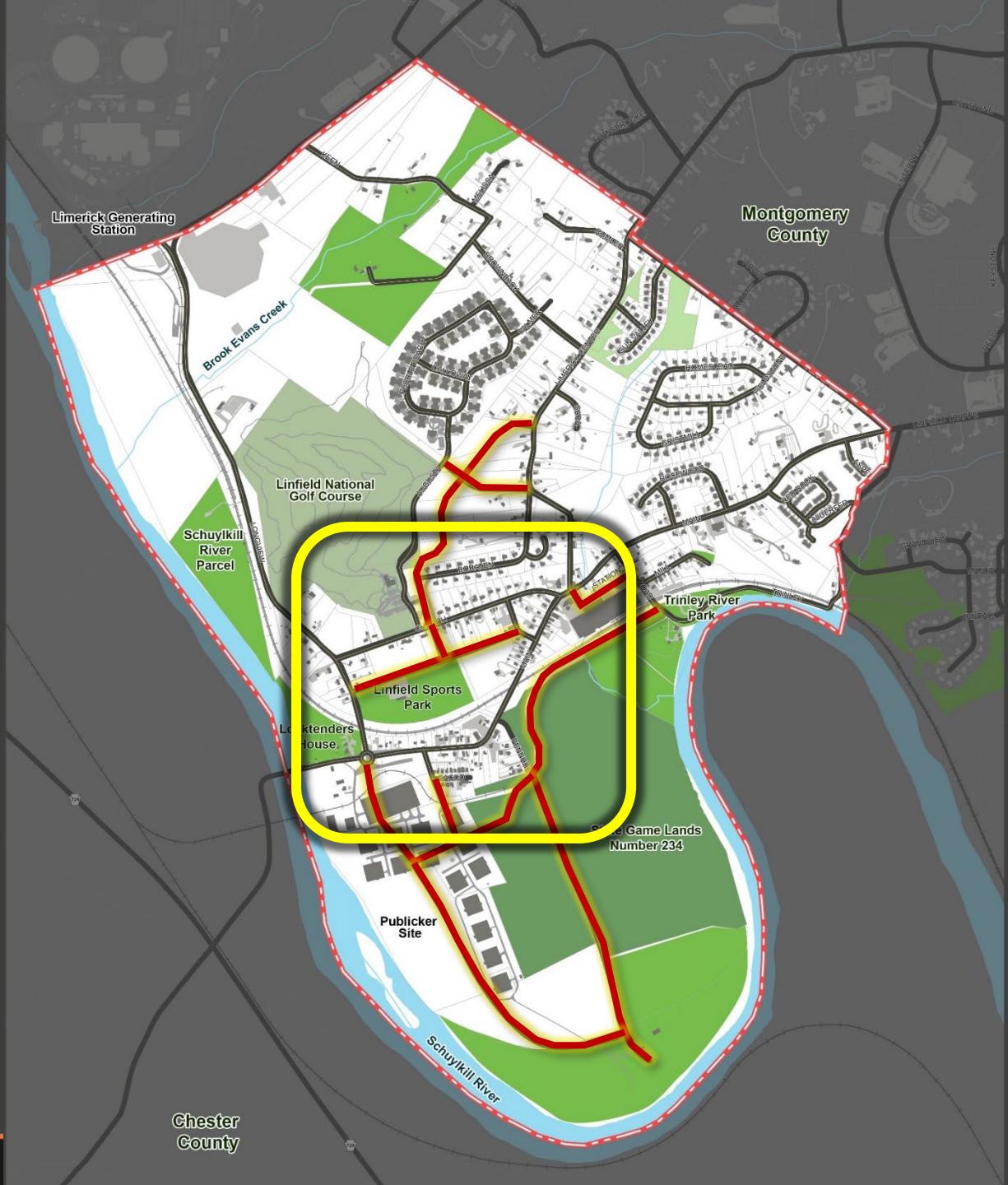
# Enhanced Roadway Connectivity



# Enhanced Roadway Connectivity



# Enhanced Roadway Connectivity



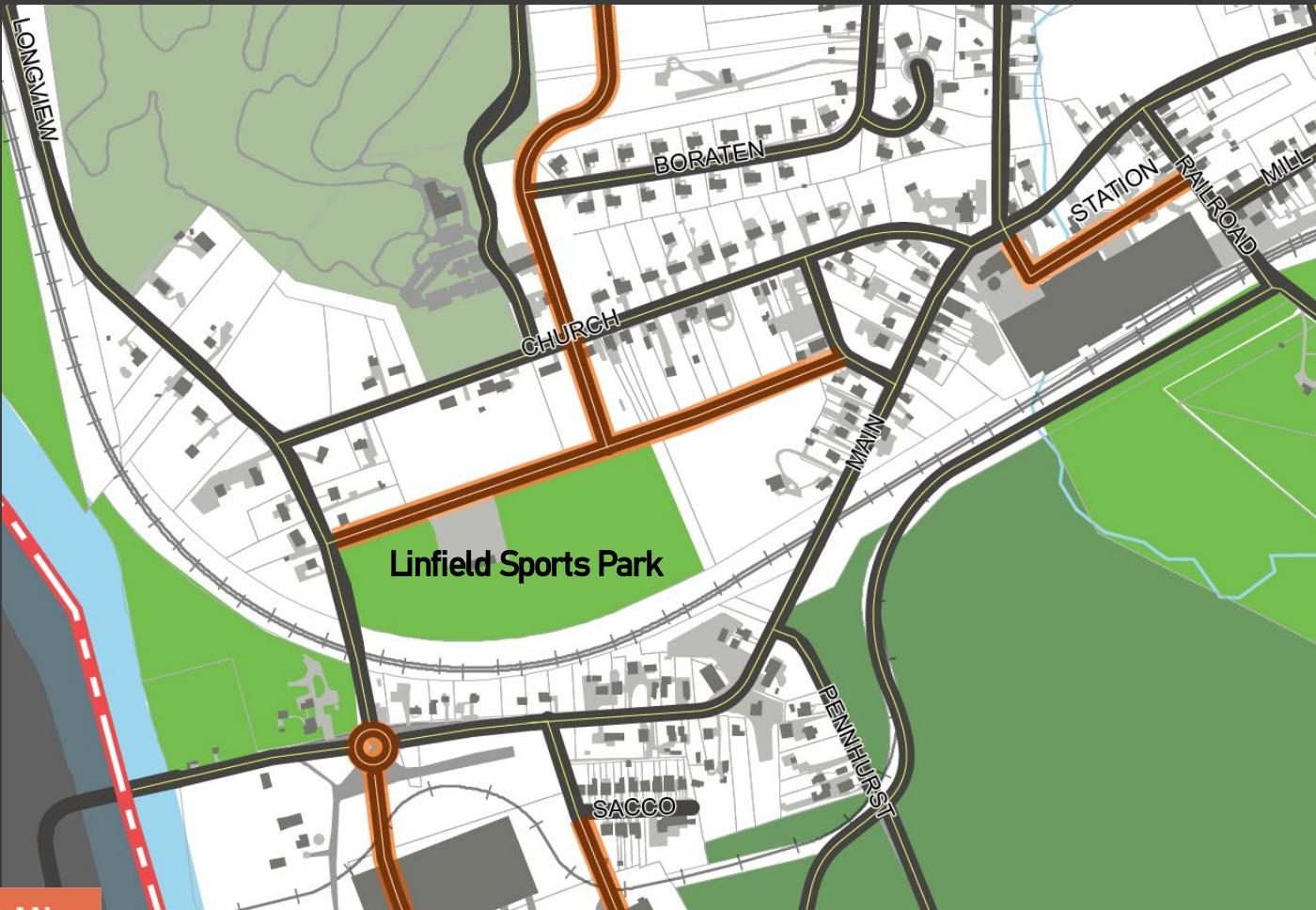
# Existing Roads



# Enhanced Roadway Connectivity



# Enhanced Roadway Connectivity

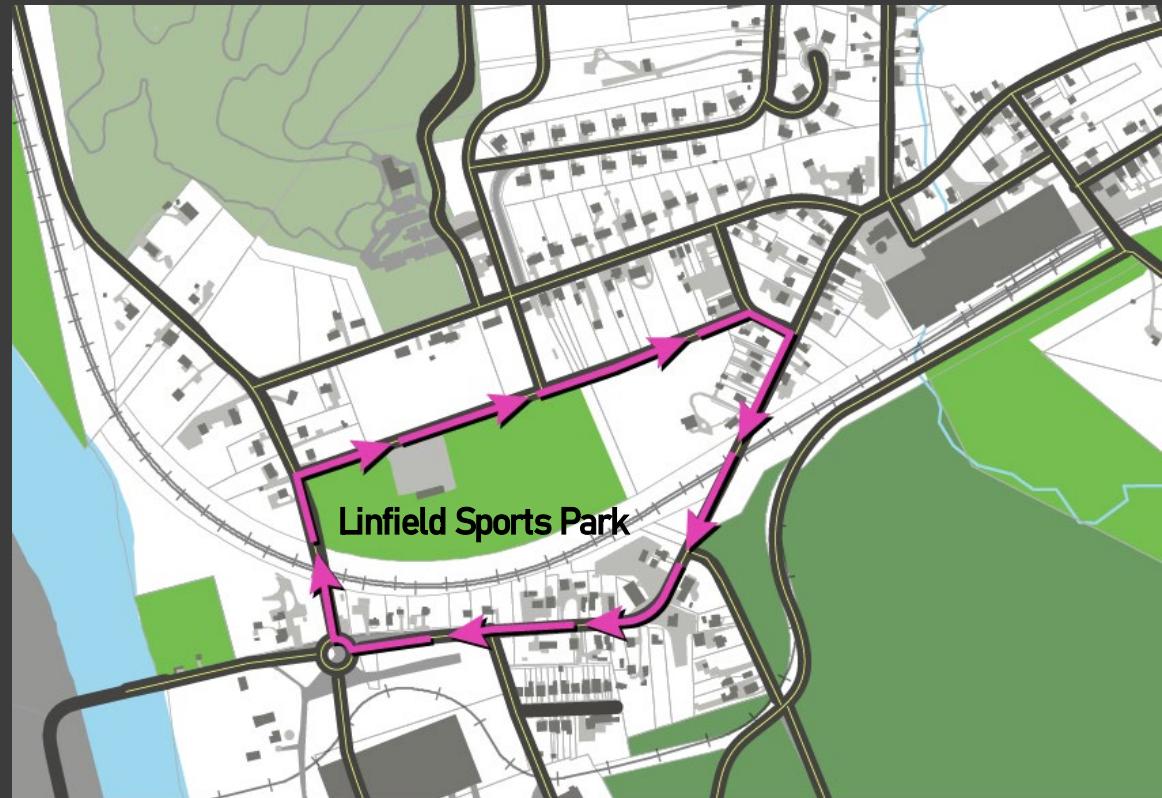


# Enhanced Roadway Connectivity - One Way Pair

Option A

## Opportunities

- Chester County eastbound traffic diverted away from Linfield Village, north to Longview Road
- One way system creates more room for streetscape elements such as sidewalks on Main Street

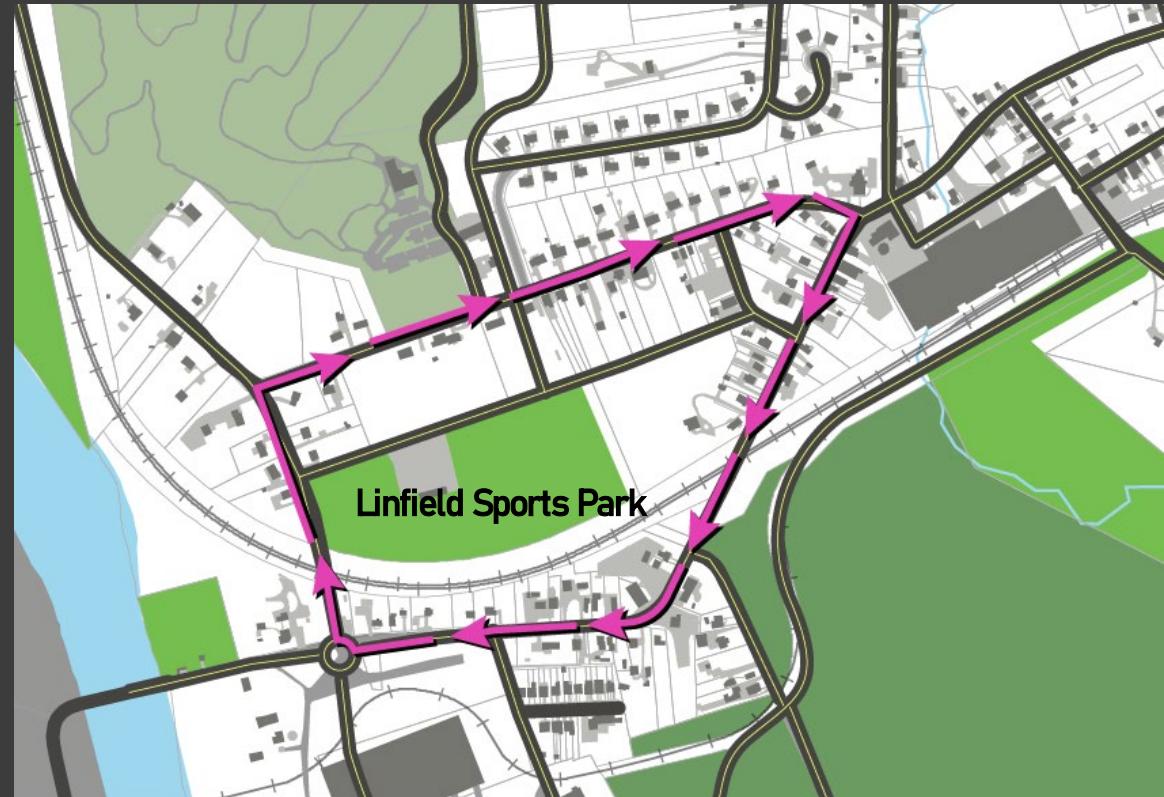


# Enhanced Roadway Connectivity - One Way Pair

Option B

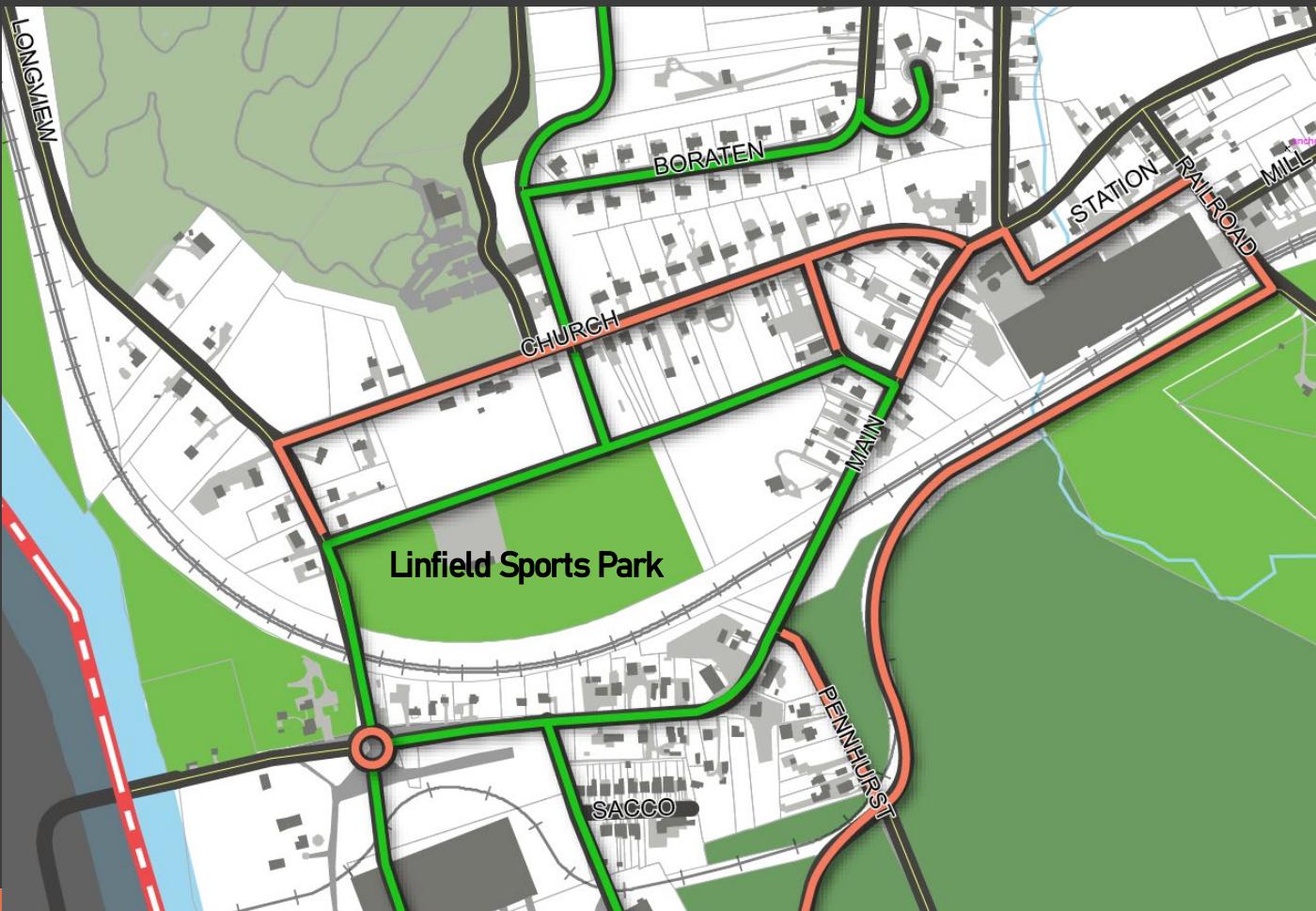
## Opportunities

- Chester County eastbound traffic diverted away from Linfield Village, north to Longview Road
- Church Street as a part of the one-way pairs system.



# Enhanced Connectivity Sidewalk Network

Sidewalks  
Both Sides of Street  
One Side of Street



# Conceptual Development Alternatives

## Alternative A

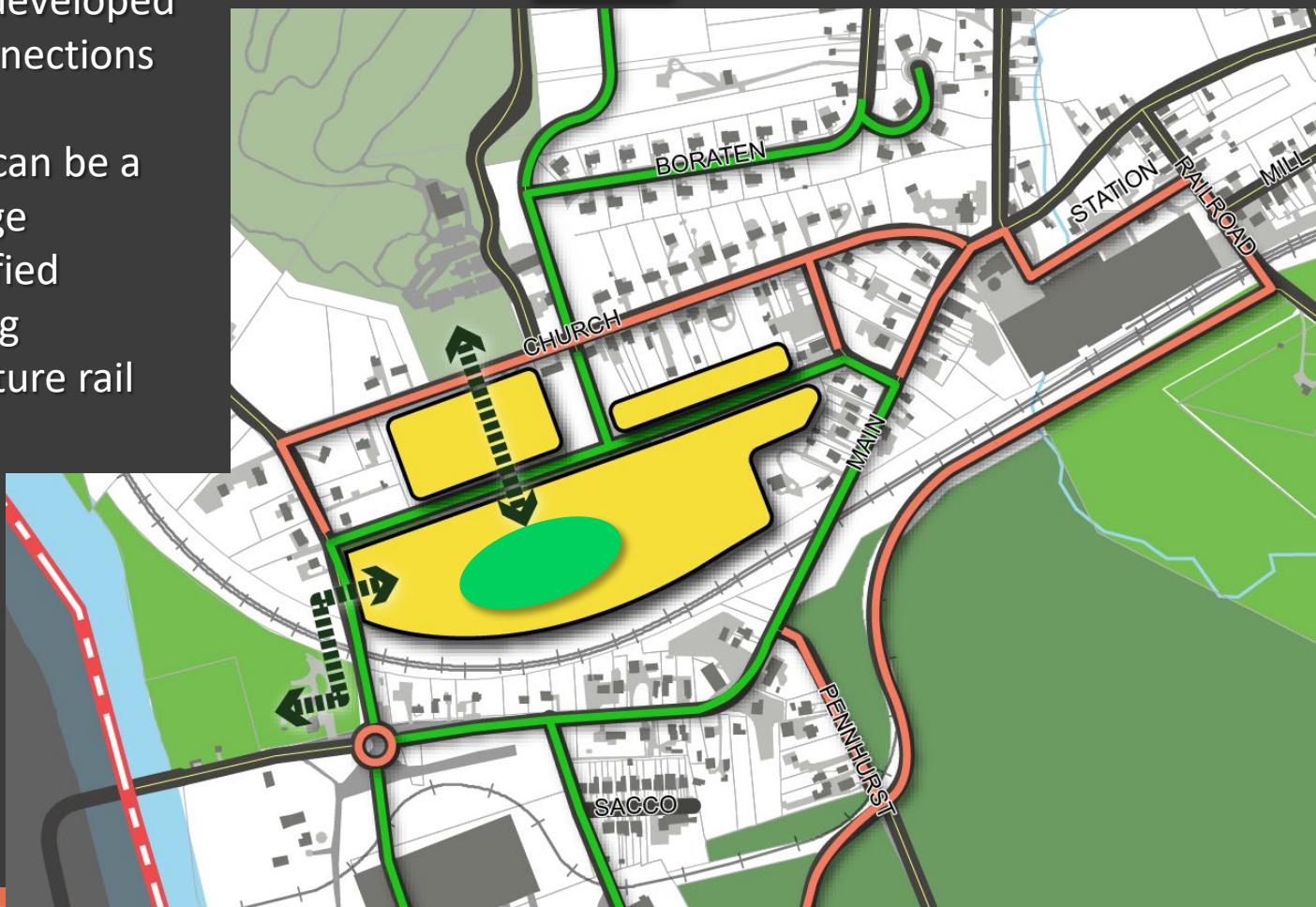
- Linfield Sports Park remains, development occurs along one-way road system
- Development areas can be a combination of village commercial or modified residential R-3 Zoning



# Conceptual Development Alternatives

## Alternative B

- Linfield Sports Park developed with open space connections north and west
- Development areas can be a combination of village commercial or modified residential R-3 Zoning
- Park could still be future rail station



# Village Green Case Study Images



# Village Green Case Study Images

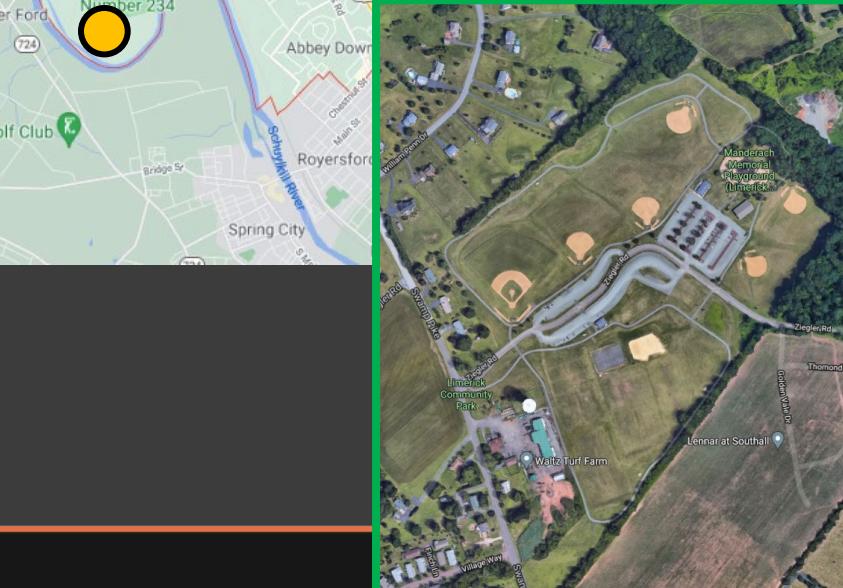
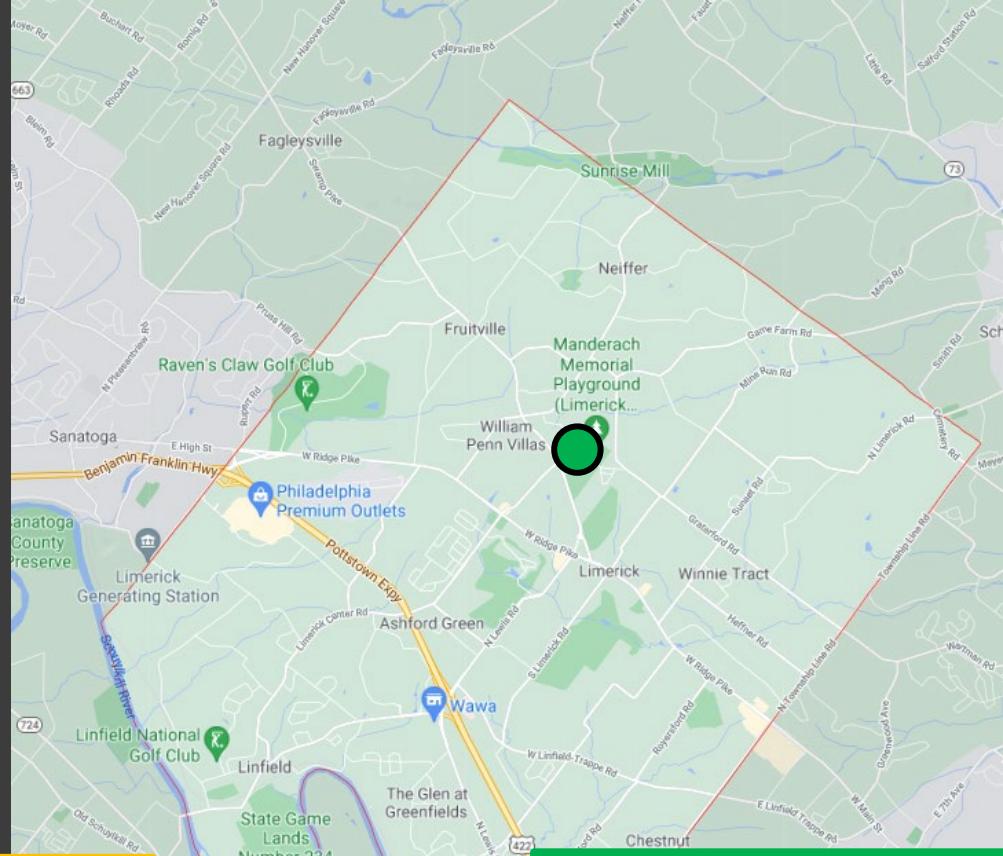


# Conceptual Development Alternatives

## Alternative B:

- Linfield Sports Park currently undersized for demand (softball, soccer, lacrosse)
- Programming needs can be met:

- A. **SHORT TERM:** Limerick Community Park (available 2022/2023)
- B. **LONG TERM:** Publicker Site Need 90' Baseball Field



# Traffic in Linfield Village



# Existing Traffic Issues

Traffic concerns in Linfield Village :

- NOT a roadway capacity or traffic volume issue (8,700 Trips Per Day)
- IS a speeding issue
  - Additional enforcement needed



# Conceptual Traffic Impacts

Level of Service: Level of service (LOS) is a term used to describe the service level (wait time) of a roadway intersection.

Level of Service – Levels A Through F:

**A**



**B**



**C**



**D**



**E**



**F**



Wait Time:  
None

Wait Time:  
None

Wait Time:  
Minimal

Wait Time:  
Noticeable

Wait Time:  
Irritating  
– delays

Wait Time:  
Very irritating  
– long delays

# Conceptual Traffic Impacts

Level of Service (LOS) and future development traffic impact analysis has been prepared, will be discussed over the following slides.

LOS shown for PM Peak Hour. AM Peak Hour will be similar.

Long term impacts of Covid and new “work at home” for many will likely not be determined for 5 + years.

Existing network and volumes	--	Green	Green	Yellow	Green	--	2019 Main Street ADT - 8700 vpd
Base 2040 network and volumes	--	Green	Green	Yellow	Green	--	2040 Main Street ADT (projected) - 9210 vpd
250 Homes: Applied to Base 2040 Network	1,188	Yellow	Green	Yellow	Yellow	11%	
250 Homes: one way pair and All way stop at Main/Longview	1,188	Yellow	Green	Yellow	Yellow	11%	
450 Homes: Applied to Base 2040 Network	2,138	Red	Green	Yellow	Yellow	19%	
450 Homes: one way pair and All way stop at Main/Longview	2,138	Yellow	Green	Yellow	Yellow	19%	**NB Main an E at 47.3 seconds of delay. Includes two egress lanes from the development site and a left turn lane into the development site.
650 Homes: Applied to Base 2040 Network with left turn lanes into development site	3,088	Red	Green	Yellow	Yellow	25%	Includes opposing left turn lanes on Main Street into development site
650 Homes: one way pair and All way stop at Main/Longview	3,088	Red	Green	Yellow	Yellow	25%	**NB Main an F at 67.8 seconds of delay.
650 Homes: one way pair and Roundabout at Main/Longview	3,088	Green	Green	Yellow	Yellow	25%	
850 Homes: Applied to Base 2040 Network with Signal at Main/Longview	4,038	Green	Green	Yellow	Yellow	30%	Includes opposing left turn lanes on Main Street into development site
850 Homes: one way pair and Roundabout at Main/Longview	4,038	Green	Green	Yellow	Yellow	30%	
1050 Homes: Applied to Base 2040 Network with Signal at Main/Longview	4,988	Green	Green	Red	Yellow	35%	Includes opposing left turn lanes on Main Street into development site
1050 Homes: one way pair and Roundabout at Main/Longview	4,988	Green	Green	Red	Yellow	35%	
1250 Homes: Applied to Base 2040 Network with Signal at Main/Longview	5,938	Green	Green	Red	Yellow	39%	**Eastbound approach (Church) remains an E with 41.2 seconds of delay
1250 Homes: Applied to Base Network with addition of signal at Main/Limerick Center	5,938	Green	Green	Green	Yellow	39%	
1250 Homes: one way pair and Roundabout at Main/Longview	5,938	Green	Green	Yellow	Yellow	39%	

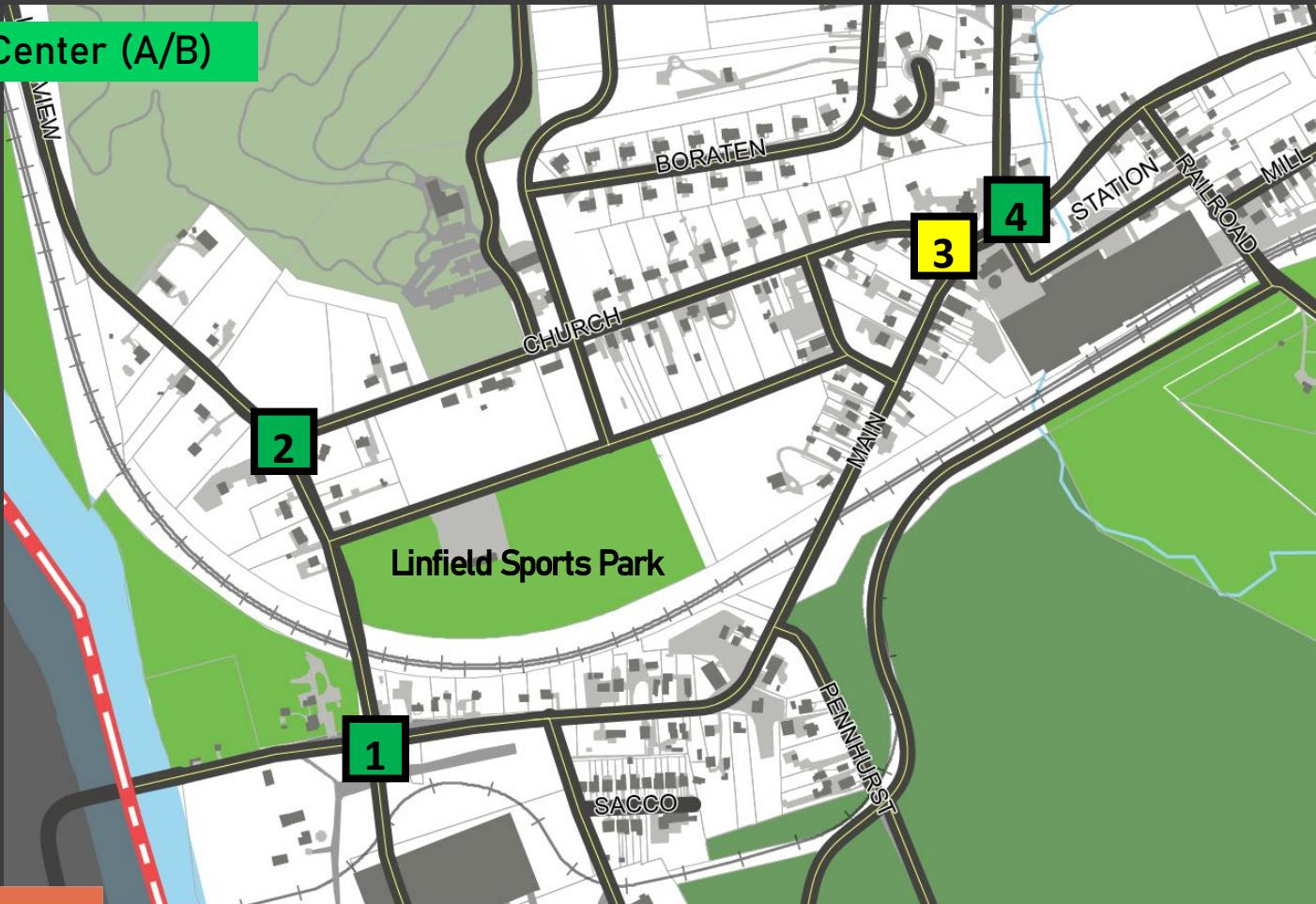
# Level of Service - Existing Traffic Conditions 2021 & 2040

1 Main at Longview (A/B)

2 Longview at Church (A/B)

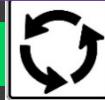
3 Main at Church (C/D)

4 Main at Limerick Center (A/B)



# Level of Service - 2040 Traffic Conditions + 650 Homes

1 Main at Longview with Roundabout (A/B)

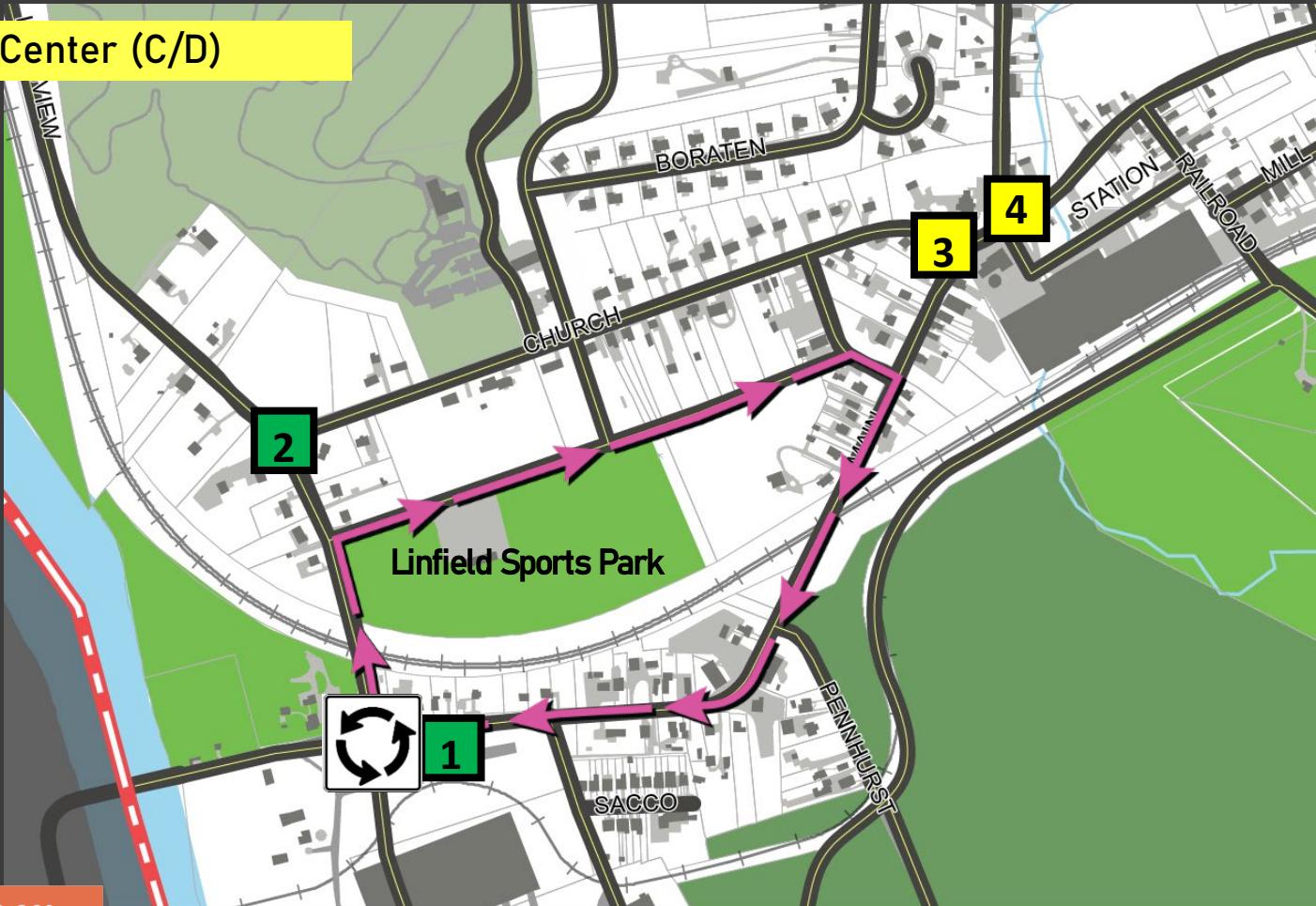


Includes One Way Pairs →

2 Longview at Church (A/B)

3 Main at Church (C/D)

4 Main at Limerick Center (C/D)



# Level of Service - 2040 Traffic Conditions + 850 Homes

1 Main at Longview with Roundabout (A/B)

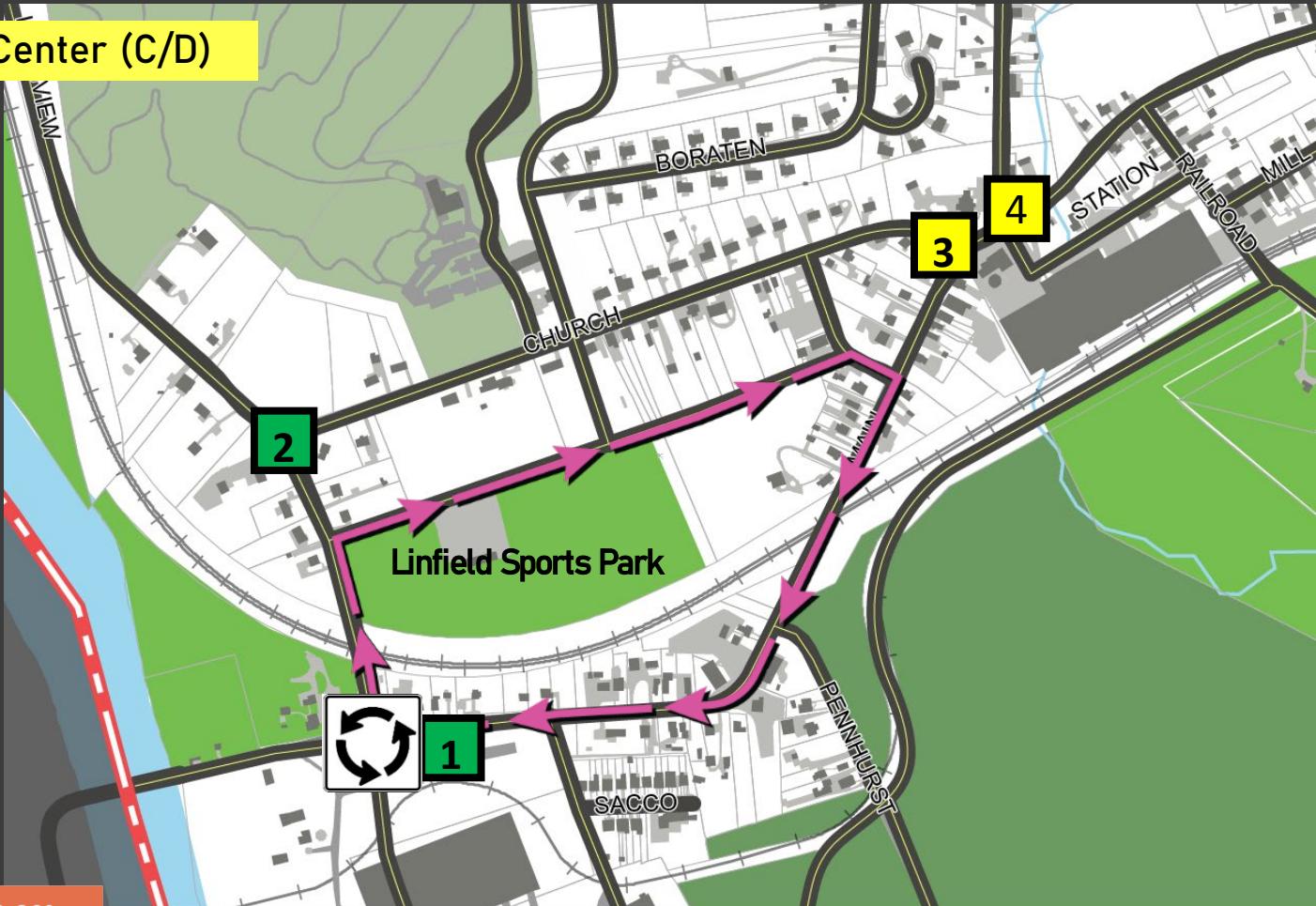


Includes One Way Pairs →

2 Longview at Church (A/B)

3 Main at Church (C/D)

4 Main at Limerick Center (C/D)



# Level of Service - 2040 Traffic Conditions + 1250 Homes

1 Main at Longview with Roundabout (A/B)

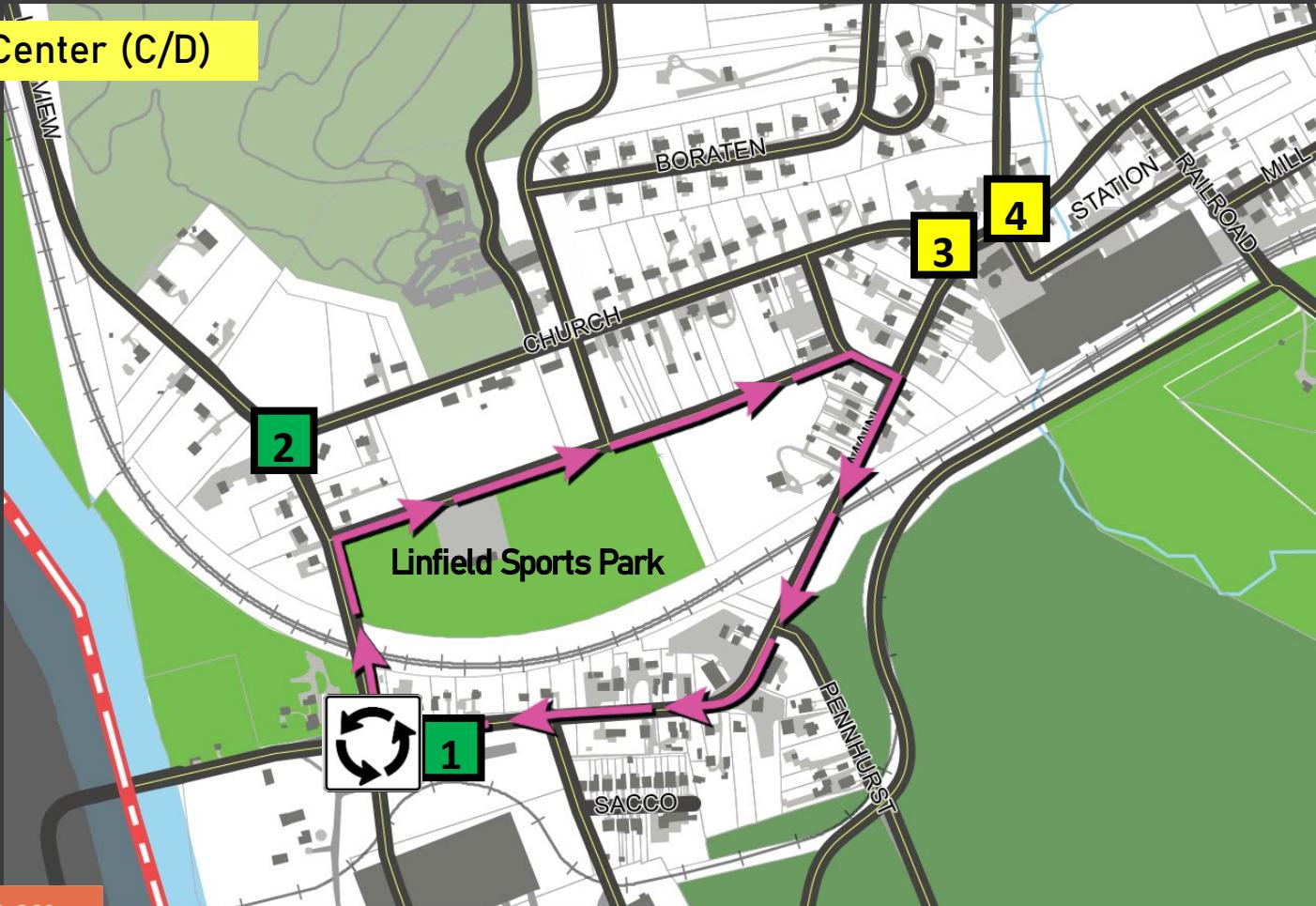


Includes One Way Pairs →

2 Longview at Church (A/B)

3 Main at Church (C/D)

4 Main at Limerick Center (C/D)



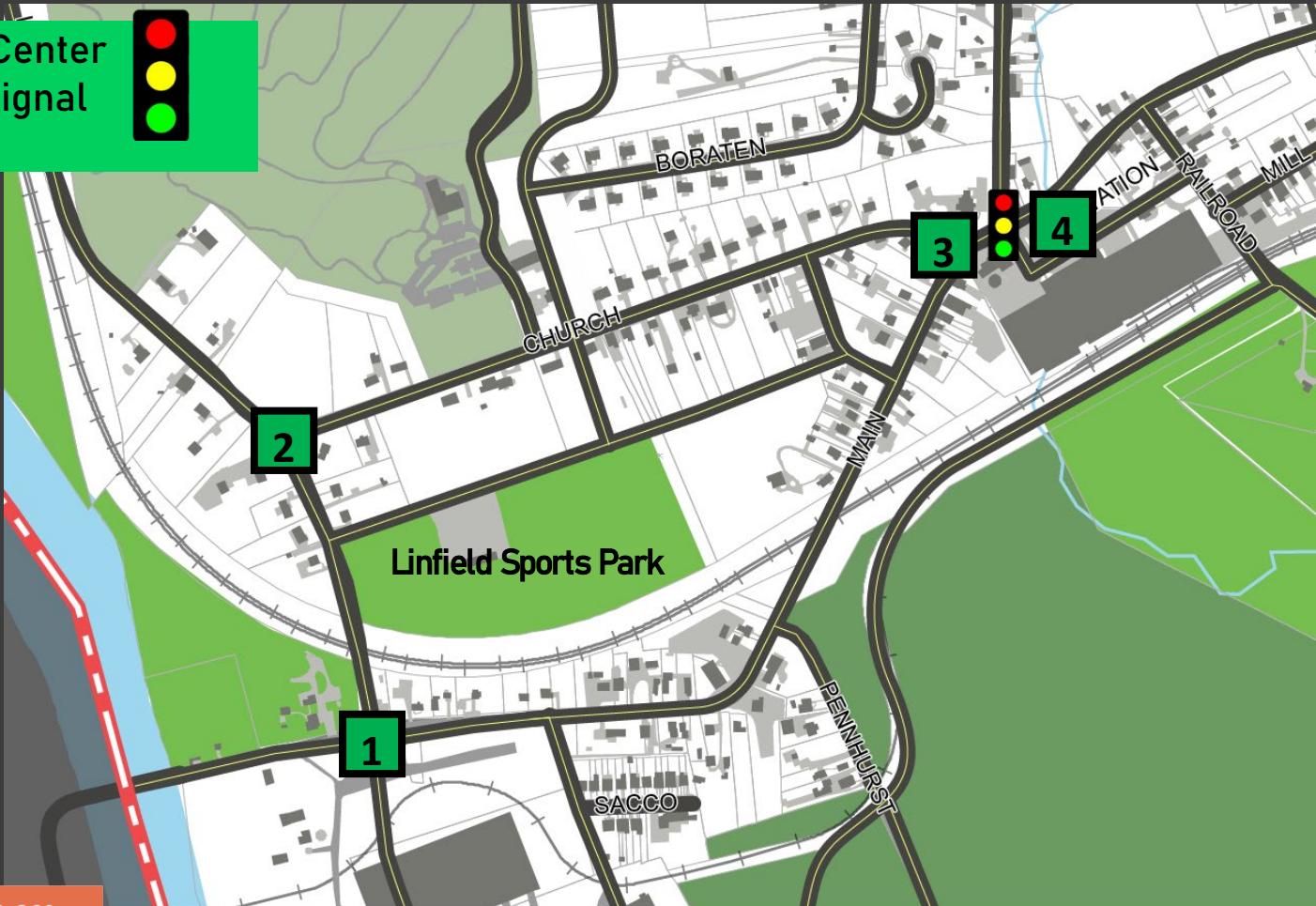
# Level of Service - 2040 Traffic Conditions + 1250 Homes

1 Main at Longview (A/B)

2 Longview at Church (A/B)

3 Main at Church (A/B)

4 Main at Limerick Center  
with new Traffic Signal  
(A/B)



# Conceptual Traffic Impacts

With addition of 1250 units existing levels of service can be maintained with a roundabout, one-way pairs, and traffic signal.

Likely that streetscape improvements will calm traffic and reduce speeds.



# Takeaways & Recommendations



# Recommendations

## Plan for a vibrant Linfield

- Create zoning overlays for flexible development options
- Create a plan for enhanced roadway connections
- Create a plan for a riverfront park and trails



# Recommendations

## What are the First Steps for Moving Forward ?

- Approve / Adopt this plan as finalized
- Add roads, trails and open space on the Official Map
- Create & Adopt Zoning Overlays

## What are the Next Steps for Moving Forward ?

- Possibly go out and recruit select developers to build the Township's vision
- Apply for funding for green & grey infrastructure



# Discussion



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**→ • Public Meeting 4 - March 16, 2022**

# Thank you!

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