

An aerial photograph of an industrial site, likely a former power plant or manufacturing facility. The site features several large, rectangular brick buildings with flat roofs, some of which appear to be in various stages of demolition or disrepair. A paved road or path runs through the center of the site. To the right, there is a long, narrow strip of land with rows of young evergreen trees planted in a grid pattern. In the background, a large industrial facility with two prominent cooling towers emitting white steam is visible against a clear sky. The surrounding area is a mix of bare trees and some greenery, suggesting a late autumn or winter setting.

LINFIELD VILLAGE

Master Plan

2021

Board of Supervisors, March 15, 2022

Thank you, Linfield Village Master Plan Committee:

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

Former members

- Bob Arrowsmith
- Phyllis Cloak
- Susan Constantini
- Patrick Moroney



Thank you, Limerick Township Professional Staff:

- Dan Kerr – Township Manager
- Greta Martin Washington – Dir. Community Planning
- Tim Haas – Assistant to the Manager
- Joseph Antonelli – Assistant Zoning Officer
- Chris Volpe – Planning and GIS Administrator
- Marci Mancini –Administrative Assistant



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 7 – Jan 19, 2022
- **BOS Mtg / PM 4 - March 13, 2022**

25-month project duration



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

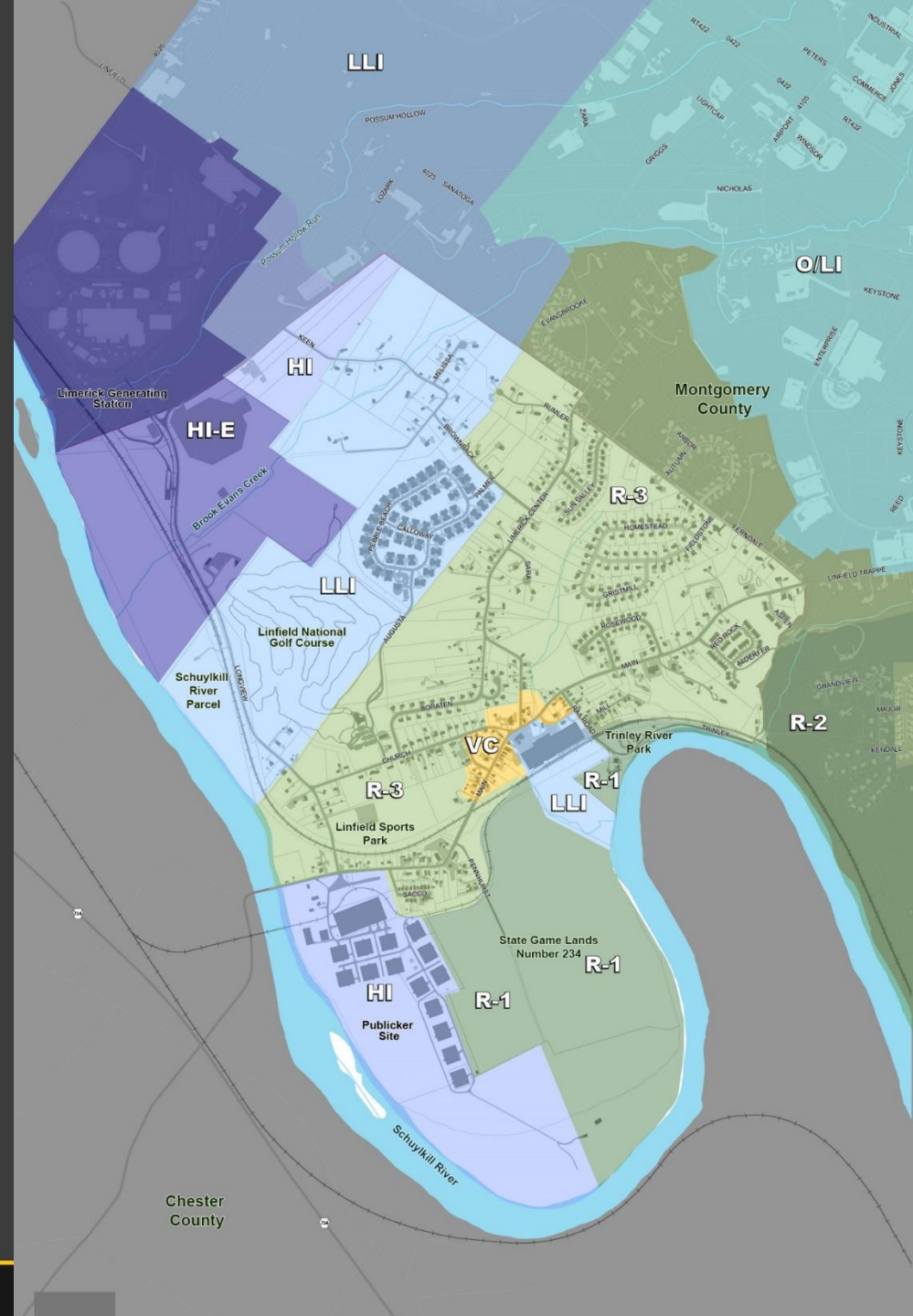
Lots of change in last
20 years.

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 \$17M ?
- Demolition - \$14.6M?
- Water S of RR - \$.8M
- Off Site Roadway Costs \$11-\$13M

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.



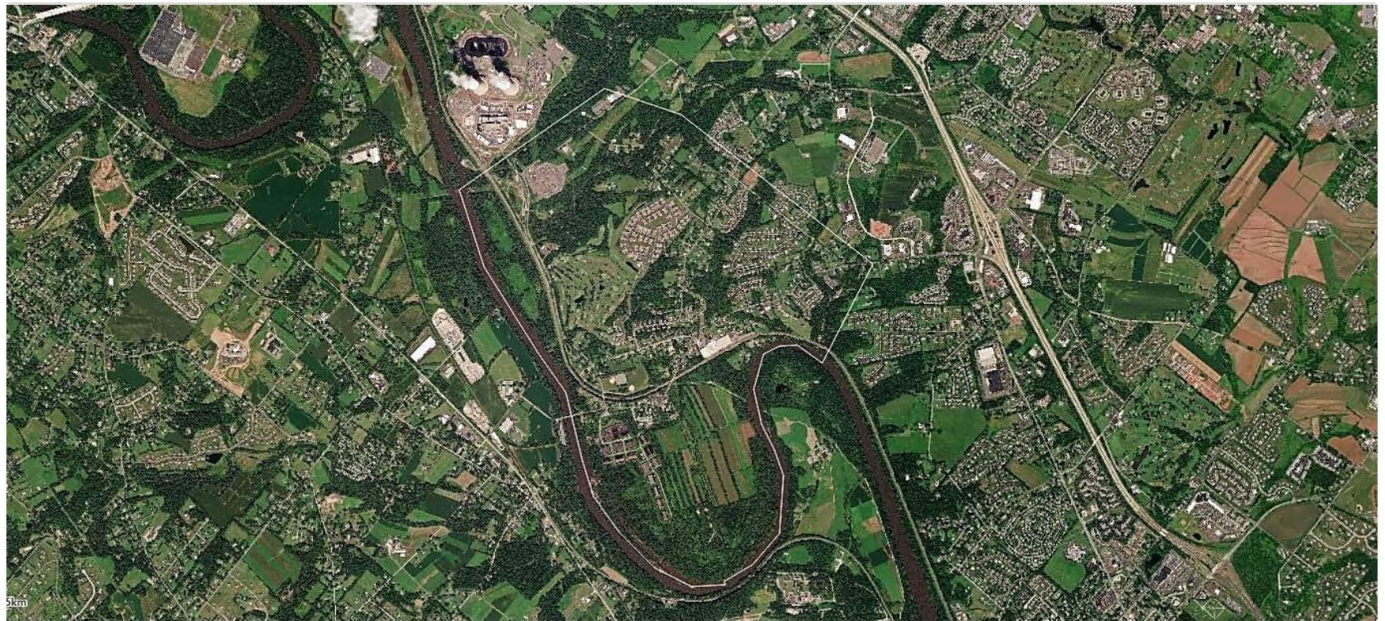
Market Study



Linfield Village Master Plan MARKET STUDY

Limerick Township, PA

December 10, 2020



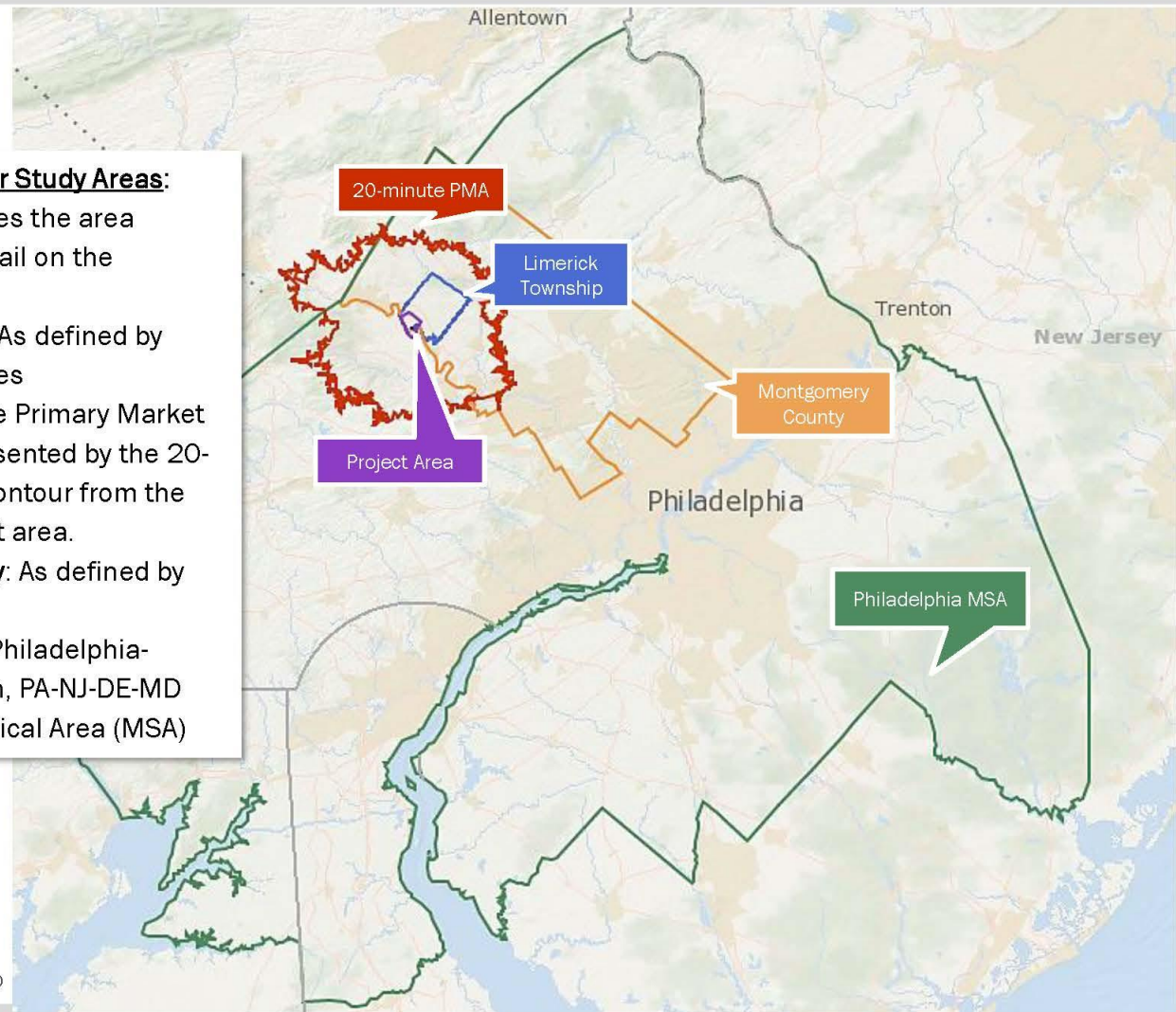
ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™

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

4WARD PLANNING INC.

Page 5

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 (pre-Covid)

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 Publiker 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

Public Opinion Survey – 845 responses

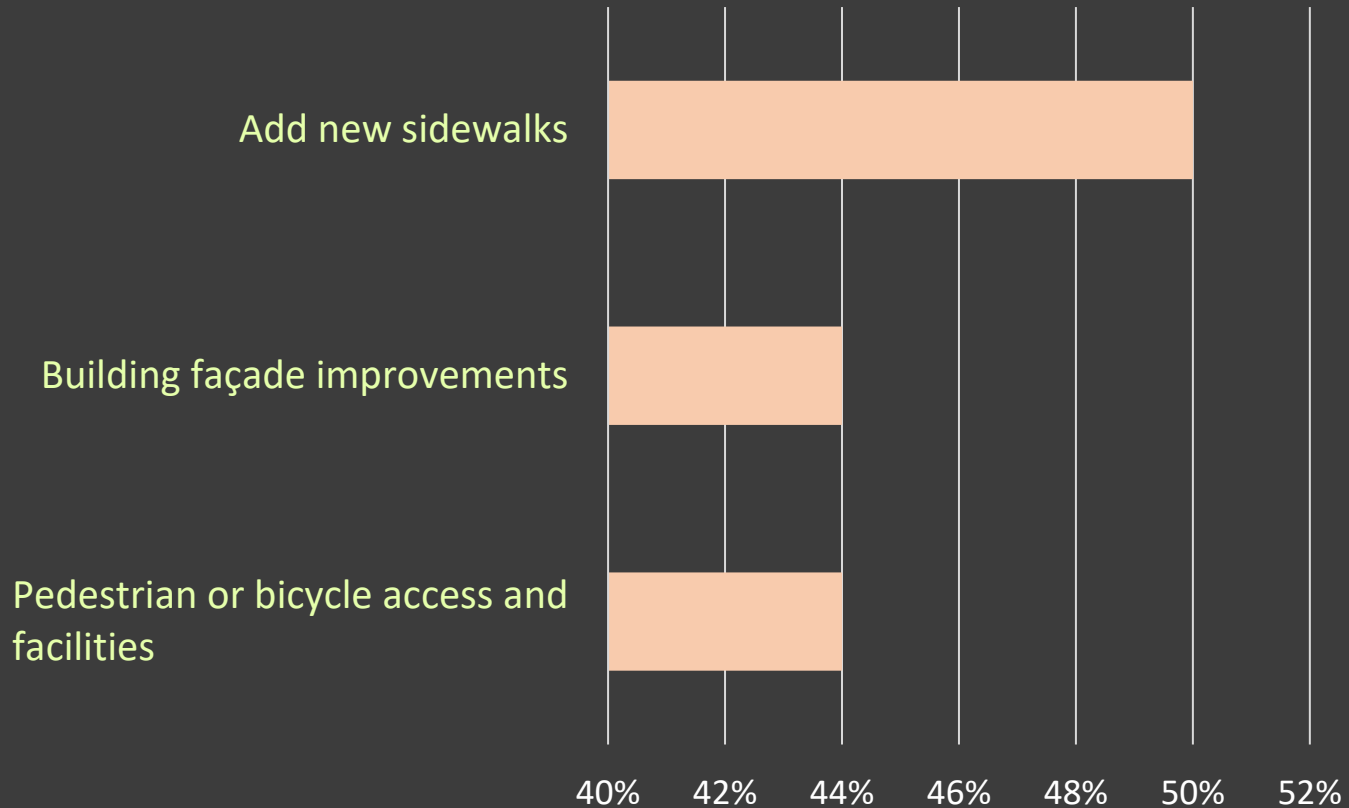


Public Opinion Survey – Key Findings

- **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

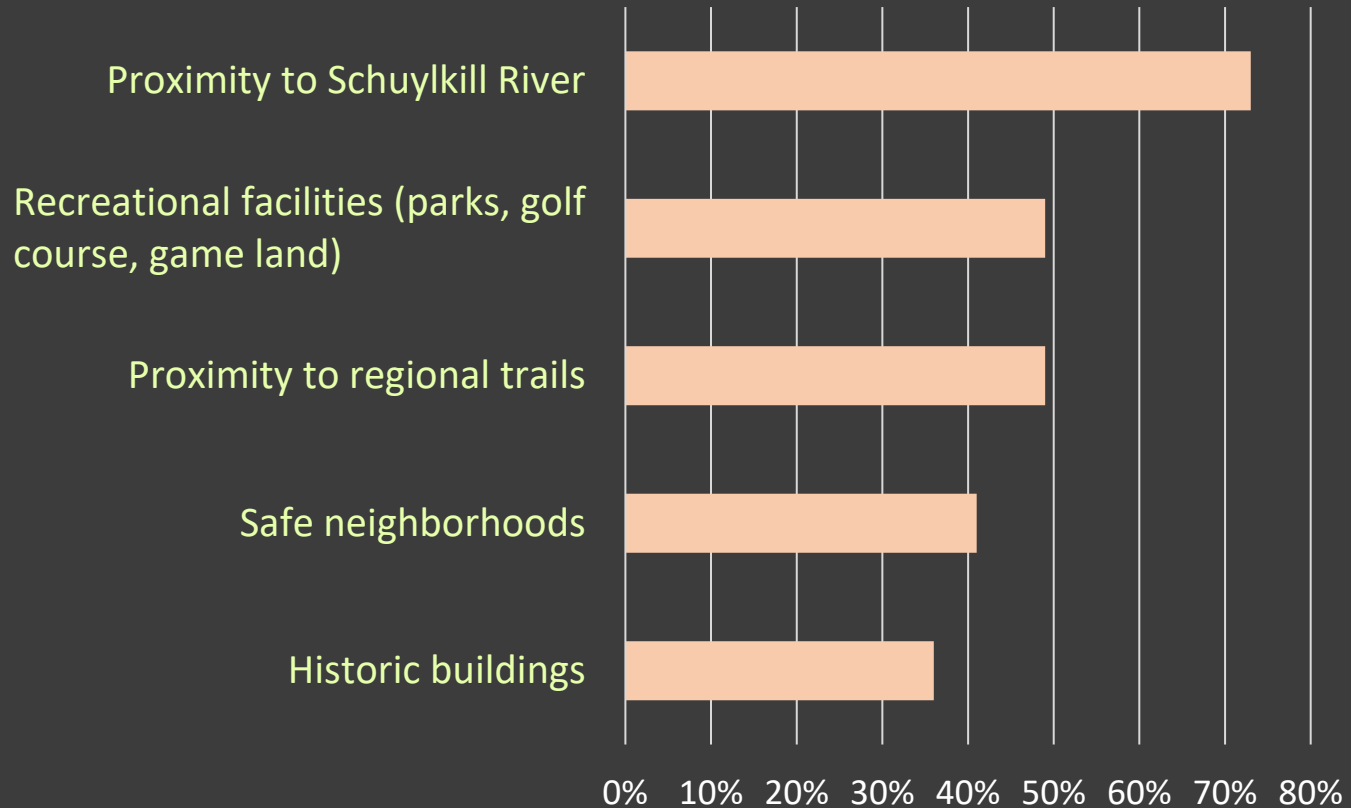
Public Opinion Survey – Key Findings

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?

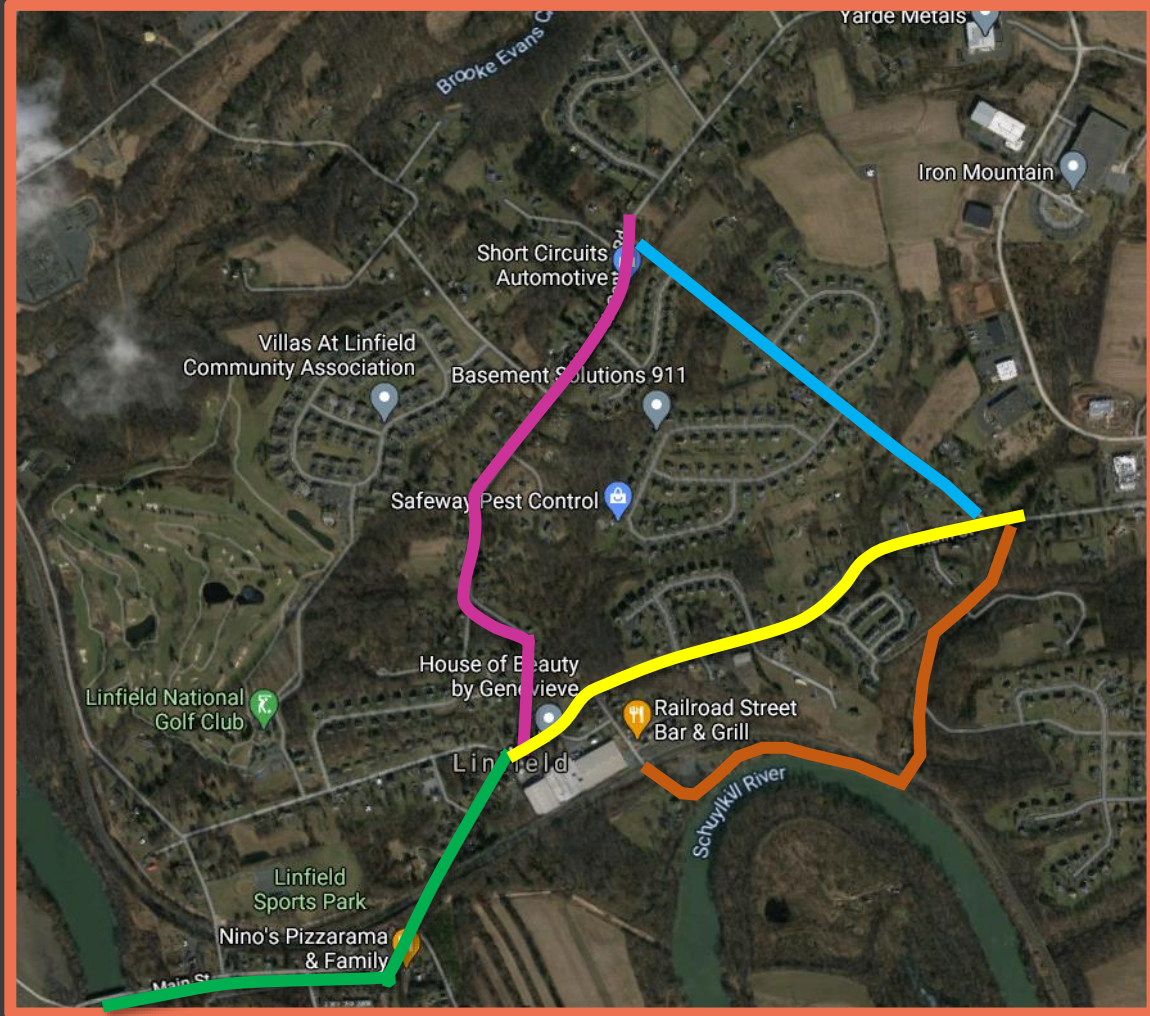
(Please rank your top 5 from the options below)

- *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.*

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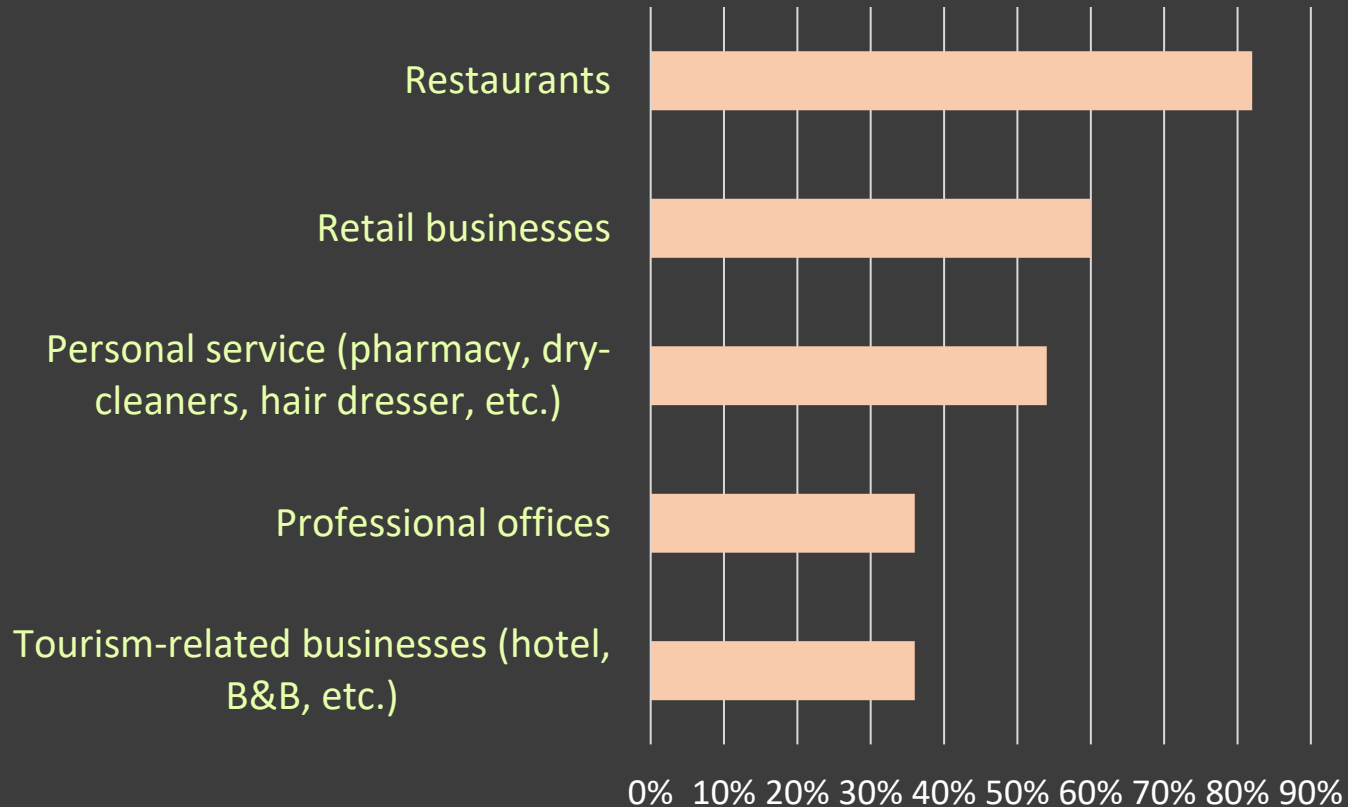
Results:

- 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.**



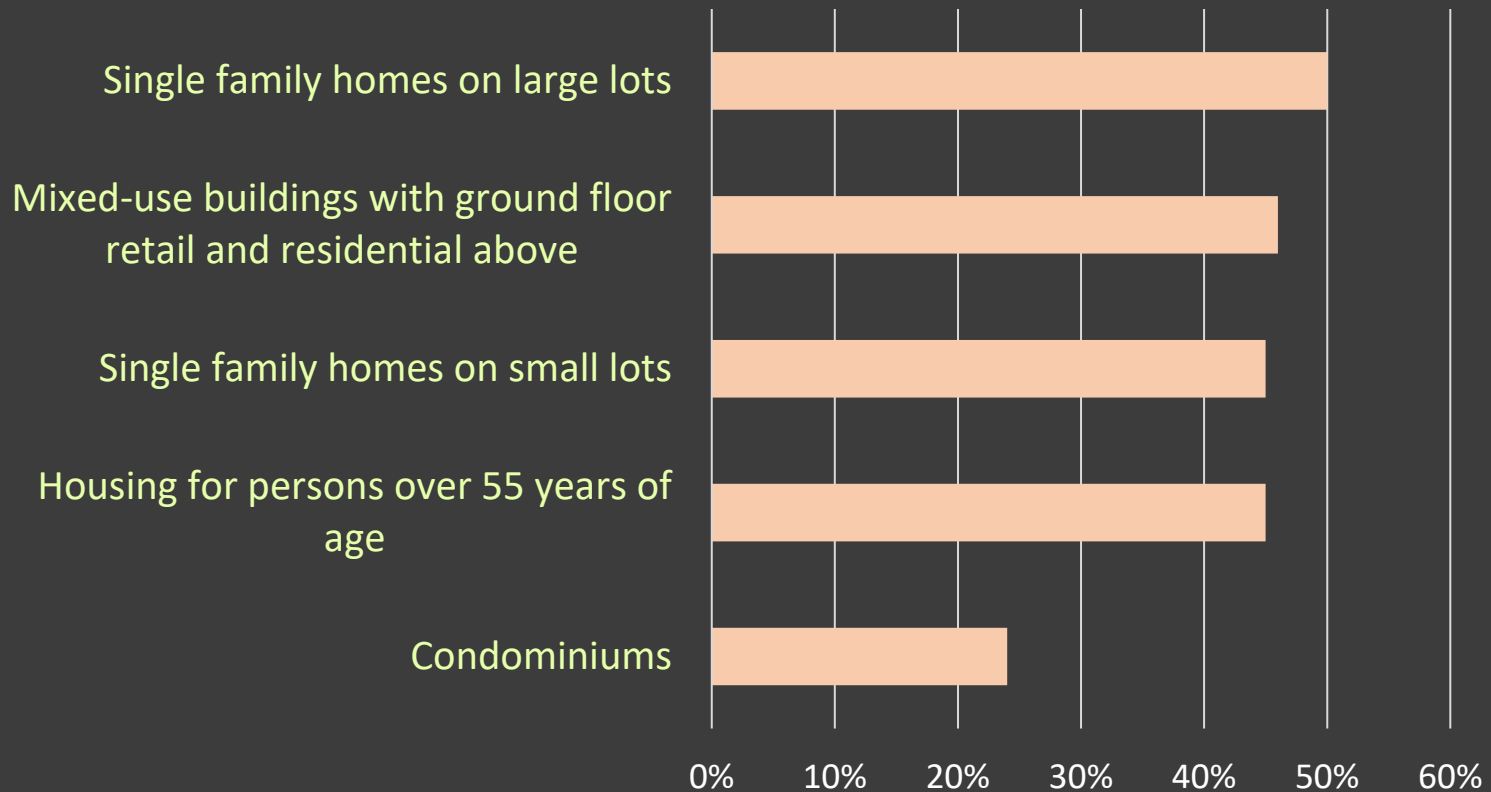
Public Opinion Survey – Key Findings

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



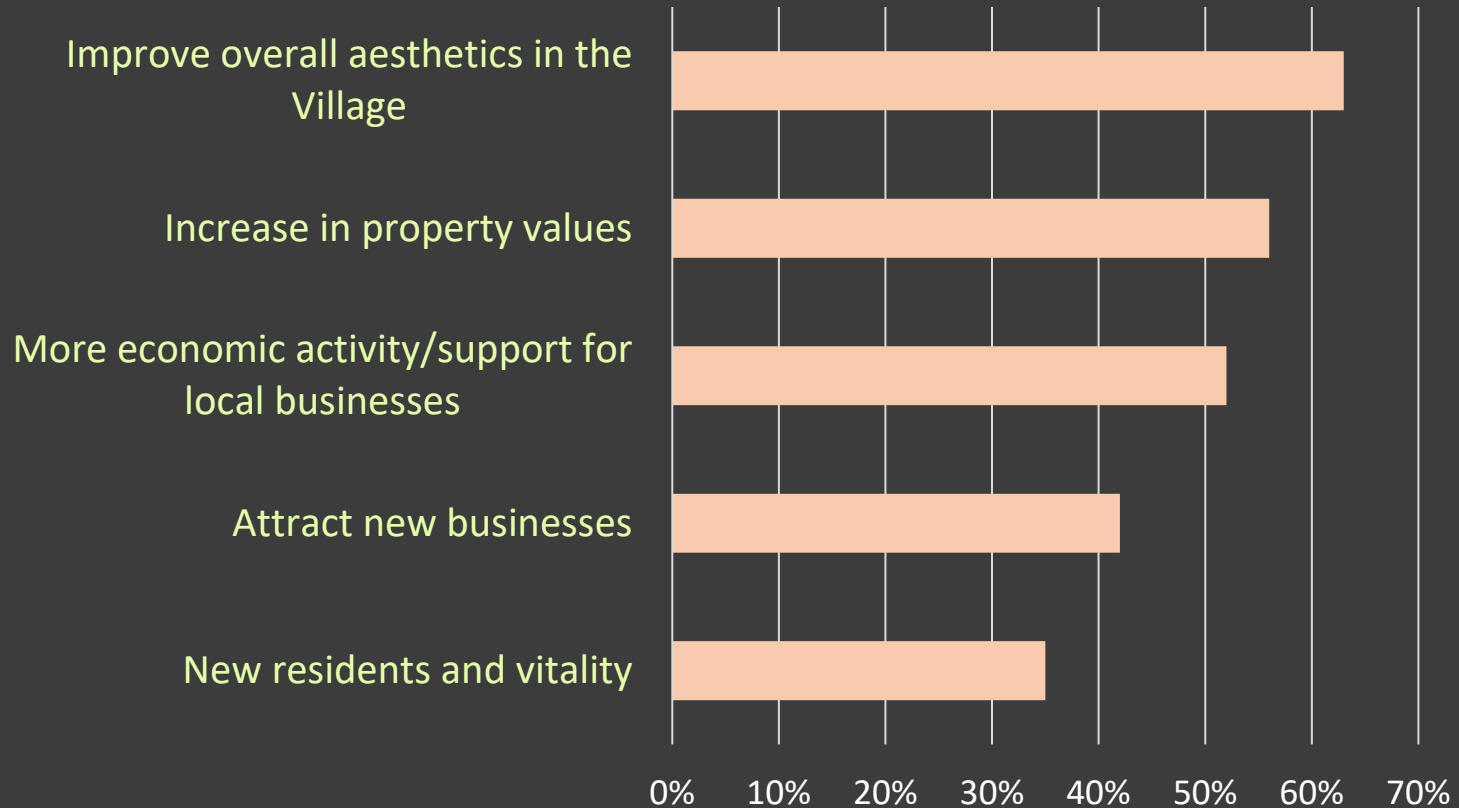
Public Opinion Survey – Key Findings

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



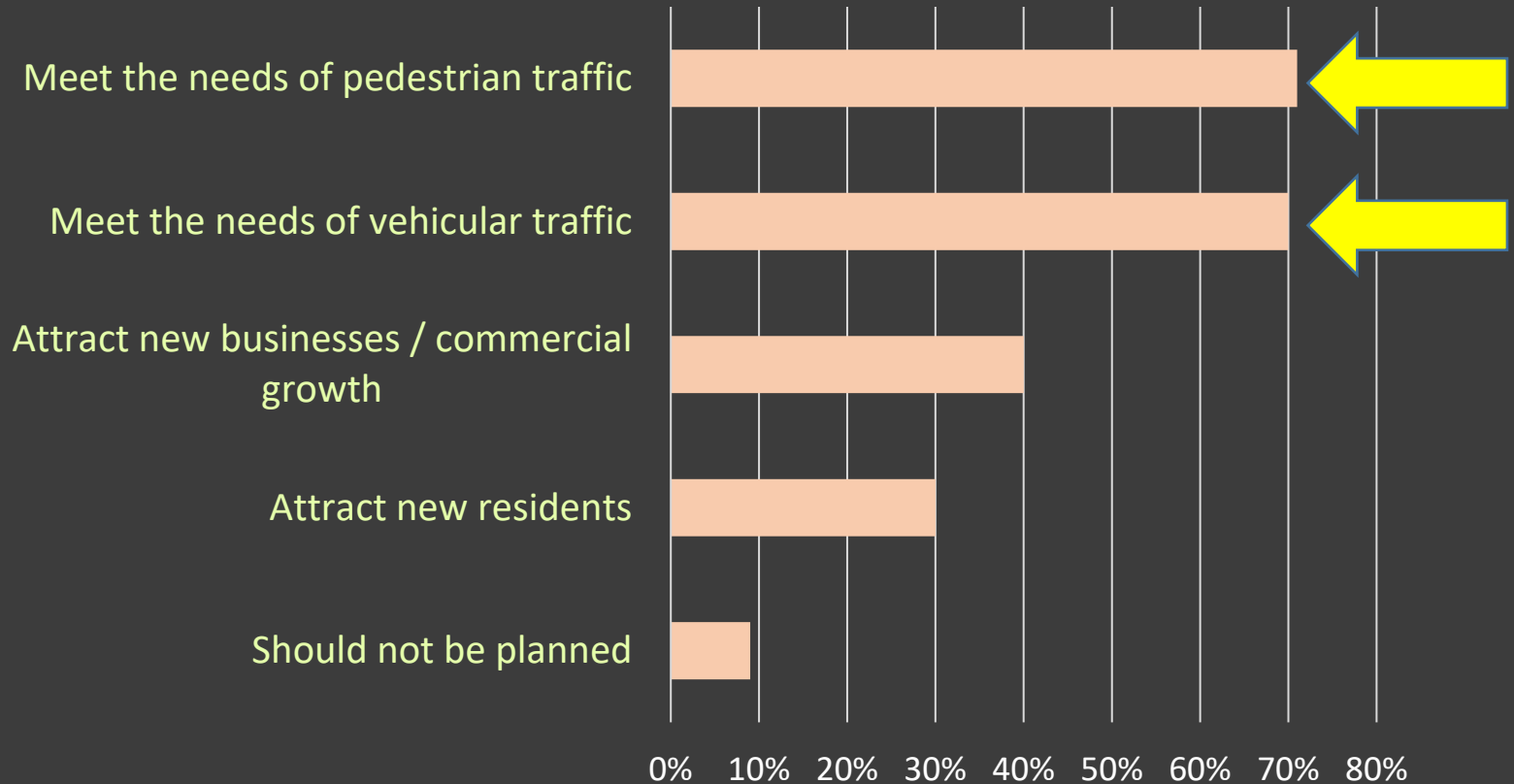
Public Opinion Survey – Key Findings

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:



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

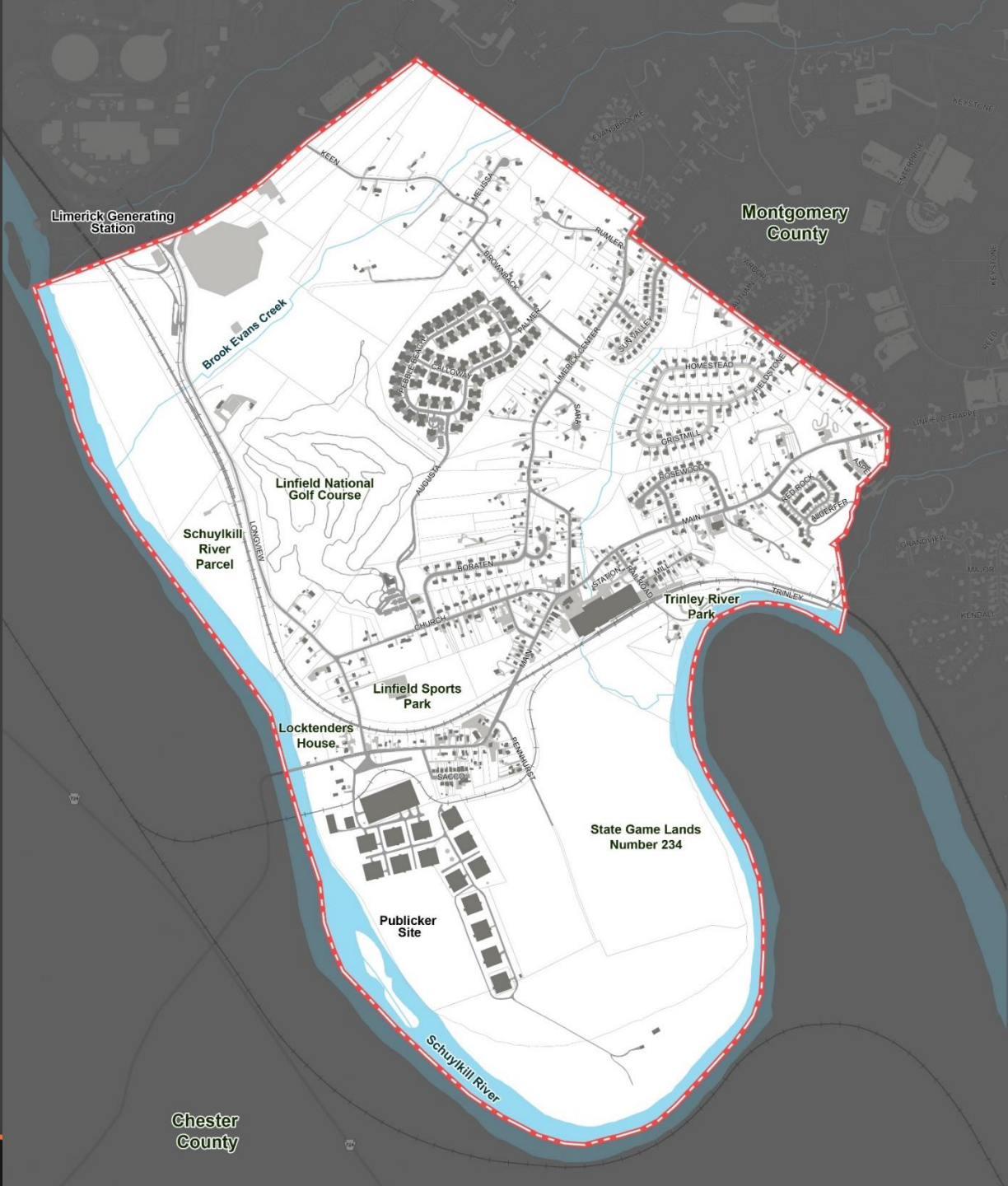
- **Modify zoning to be a catalyst for a new vision for Linfield**
- **Create a plan for enhanced roadway connectivity – and how to pay for it.**
- **Plan for a substantial public riverfront park & trails**
- **Give landowners & developers flexibility to react to a changing economy**



Concepts



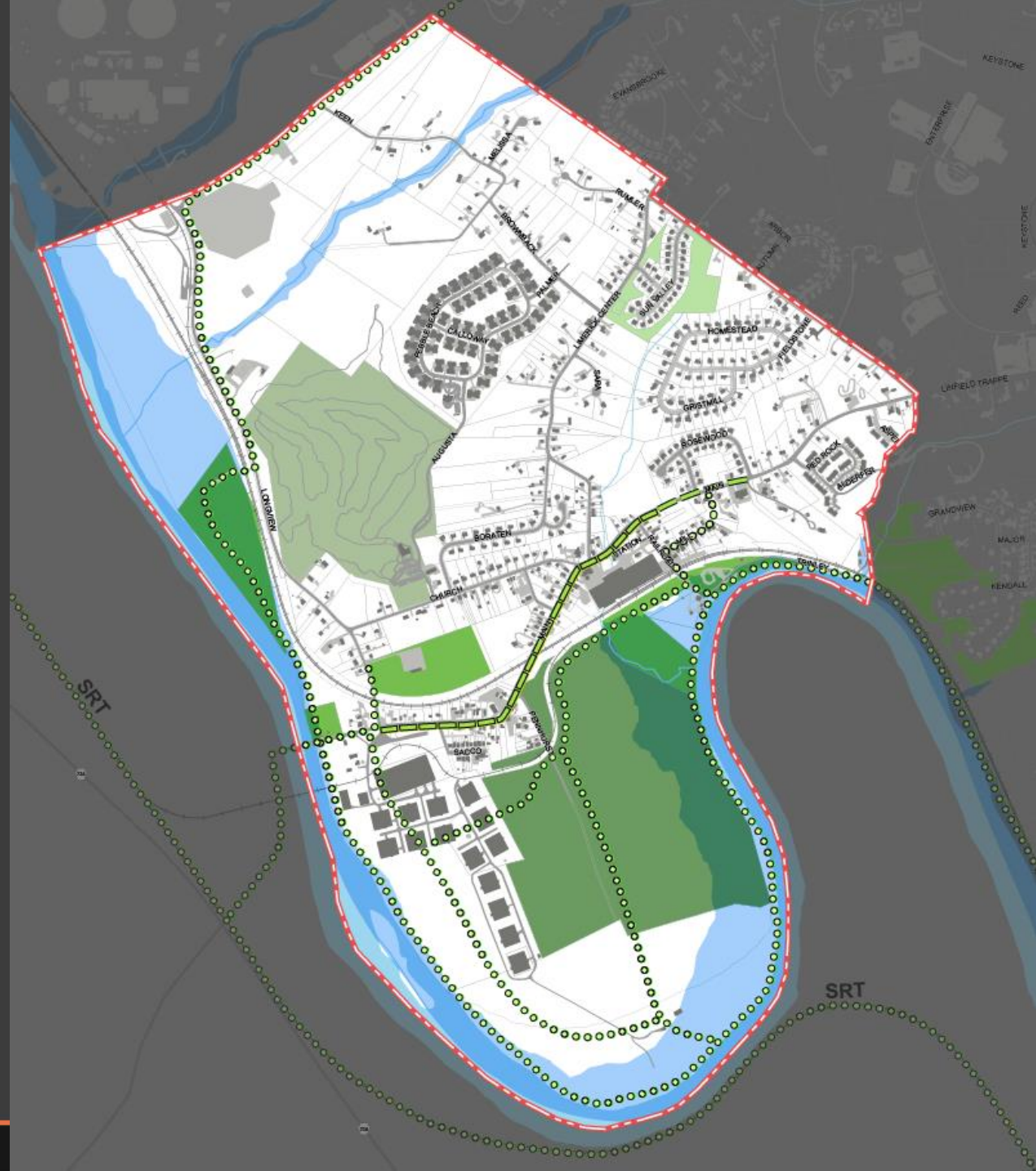
Project Area



Create a Plan for new Open Space



Open Space with Conceptual Trails



Conceptual Zoning Approach

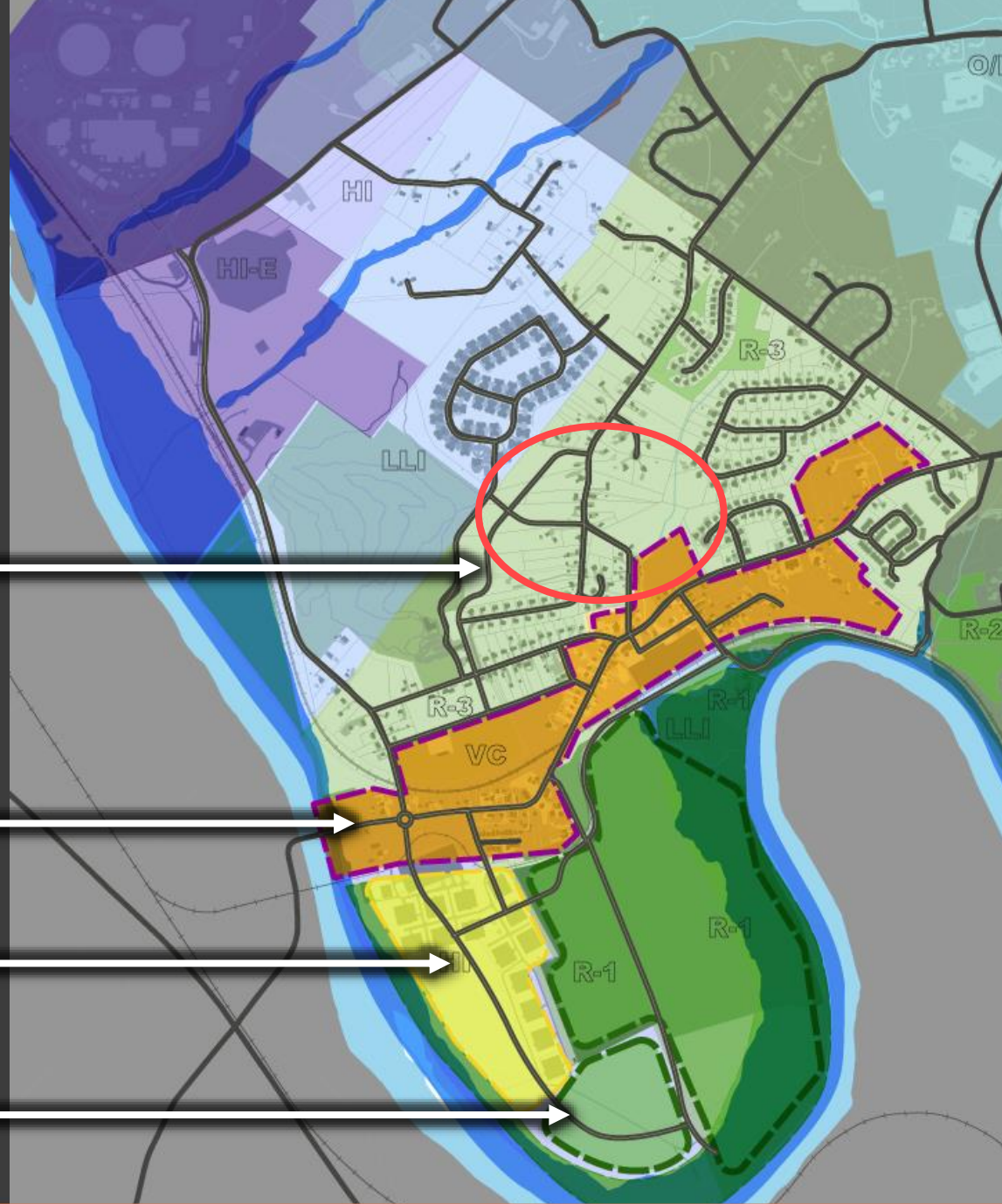
New zoning & “overlays”
to existing zoning - **create
flexibility**

**R-3 zoning (or modified) to
encourage infill / small lot singles**

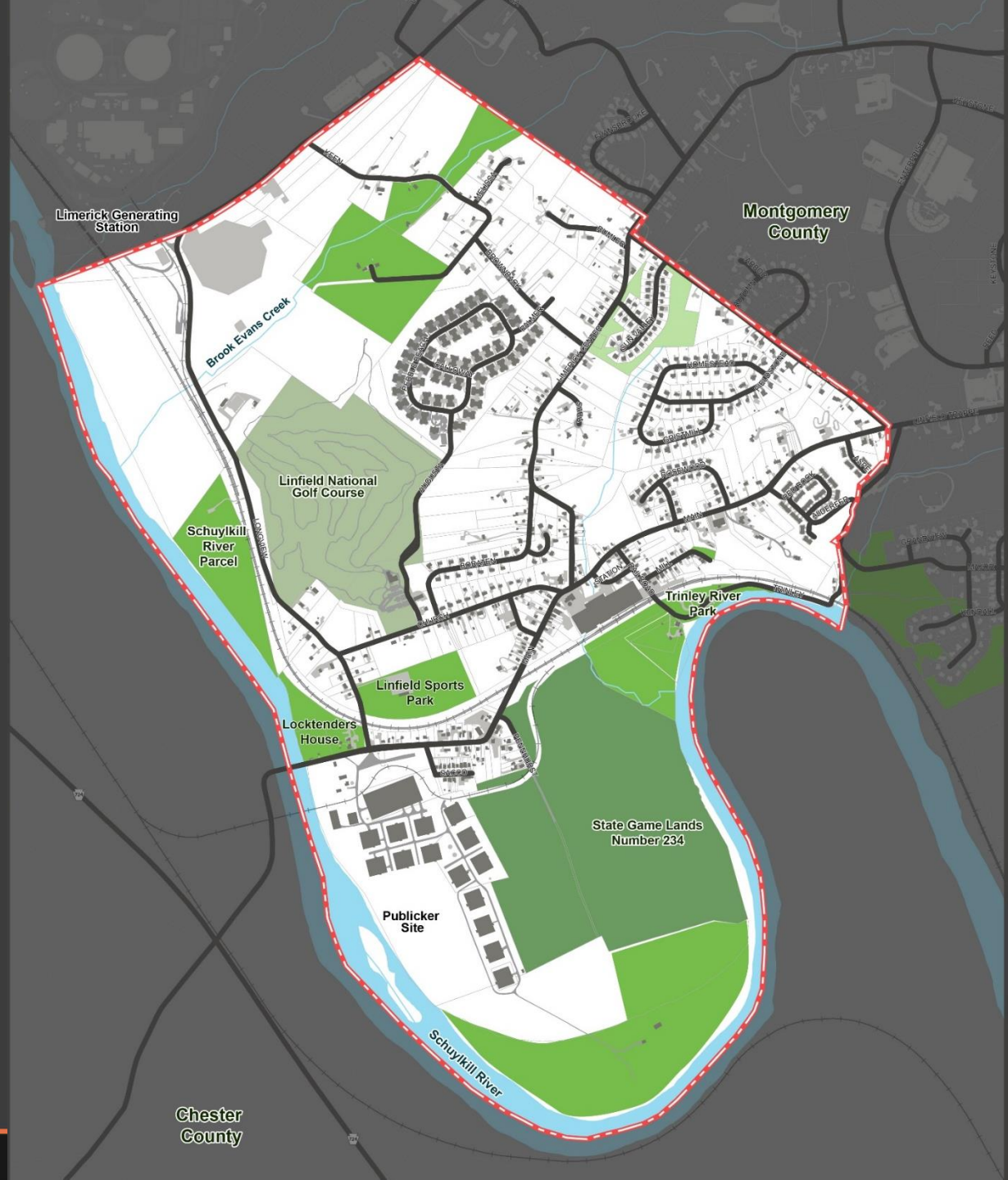
**Expanded Village
Commercial**

**High Density Residential
Zoning Overlay**

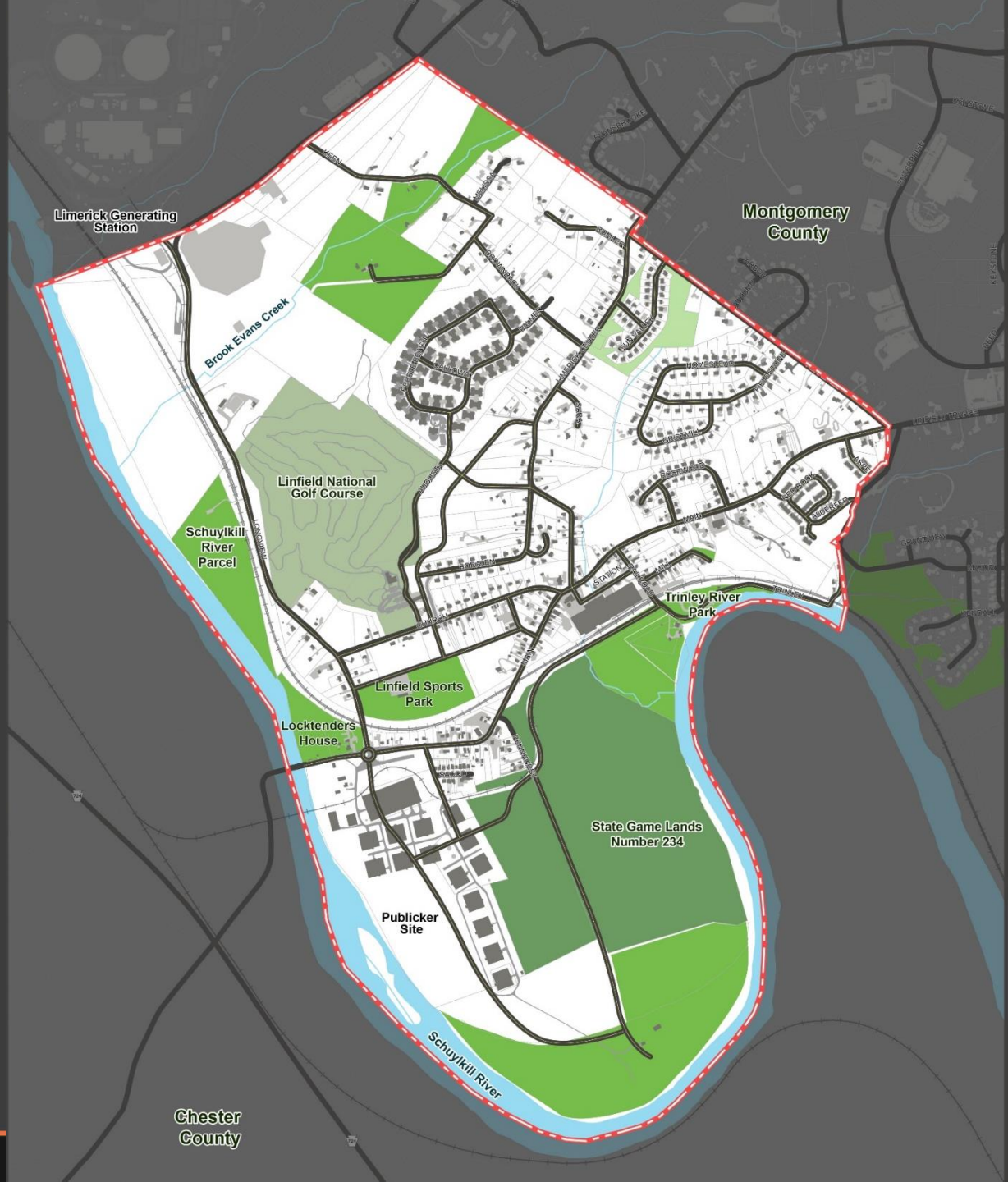
**Public Riverfront
Park**



Existing Roads



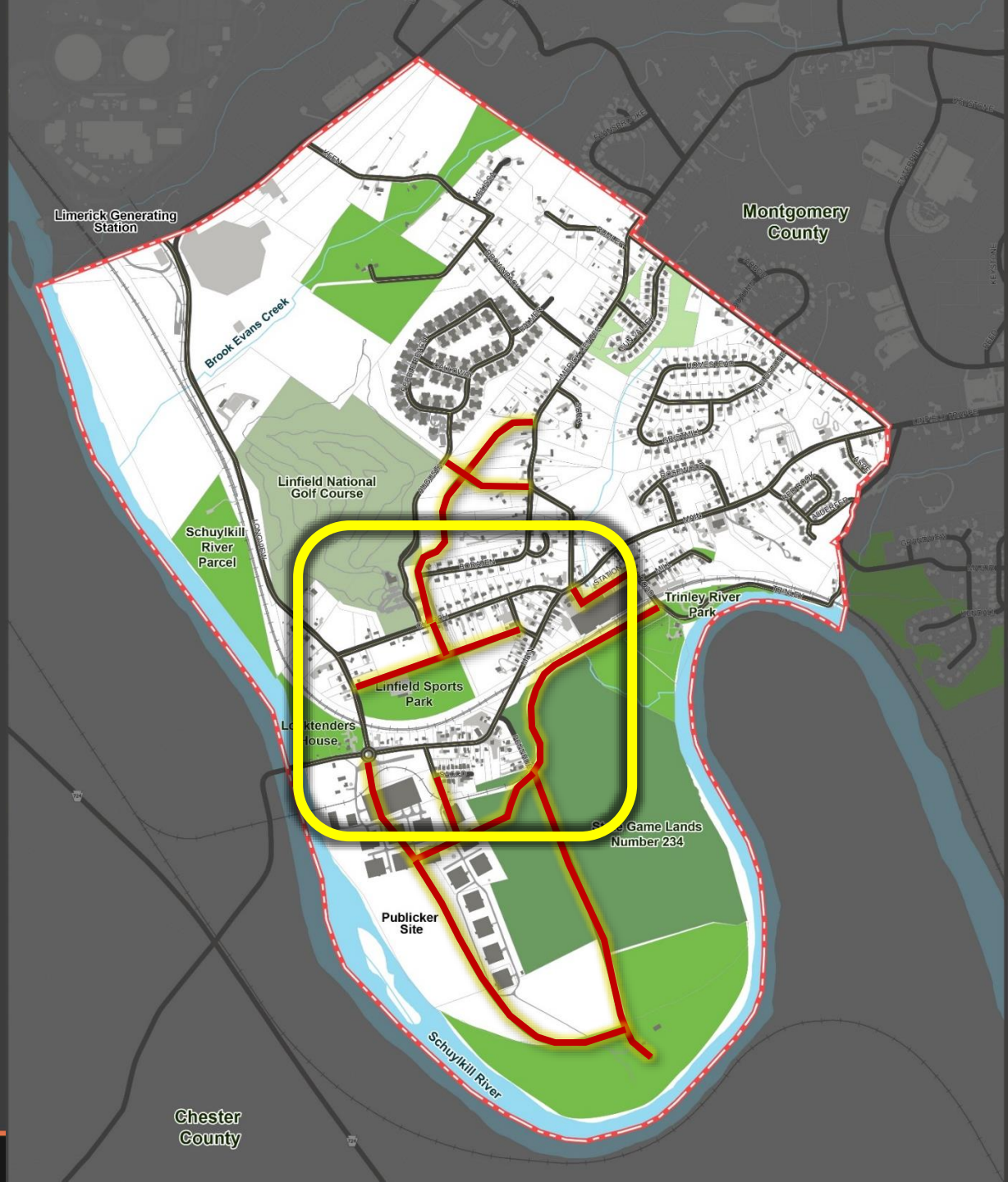
Enhanced Roadway Connectivity



Enhanced Roadway Connectivity



Enhanced Roadway Connectivity



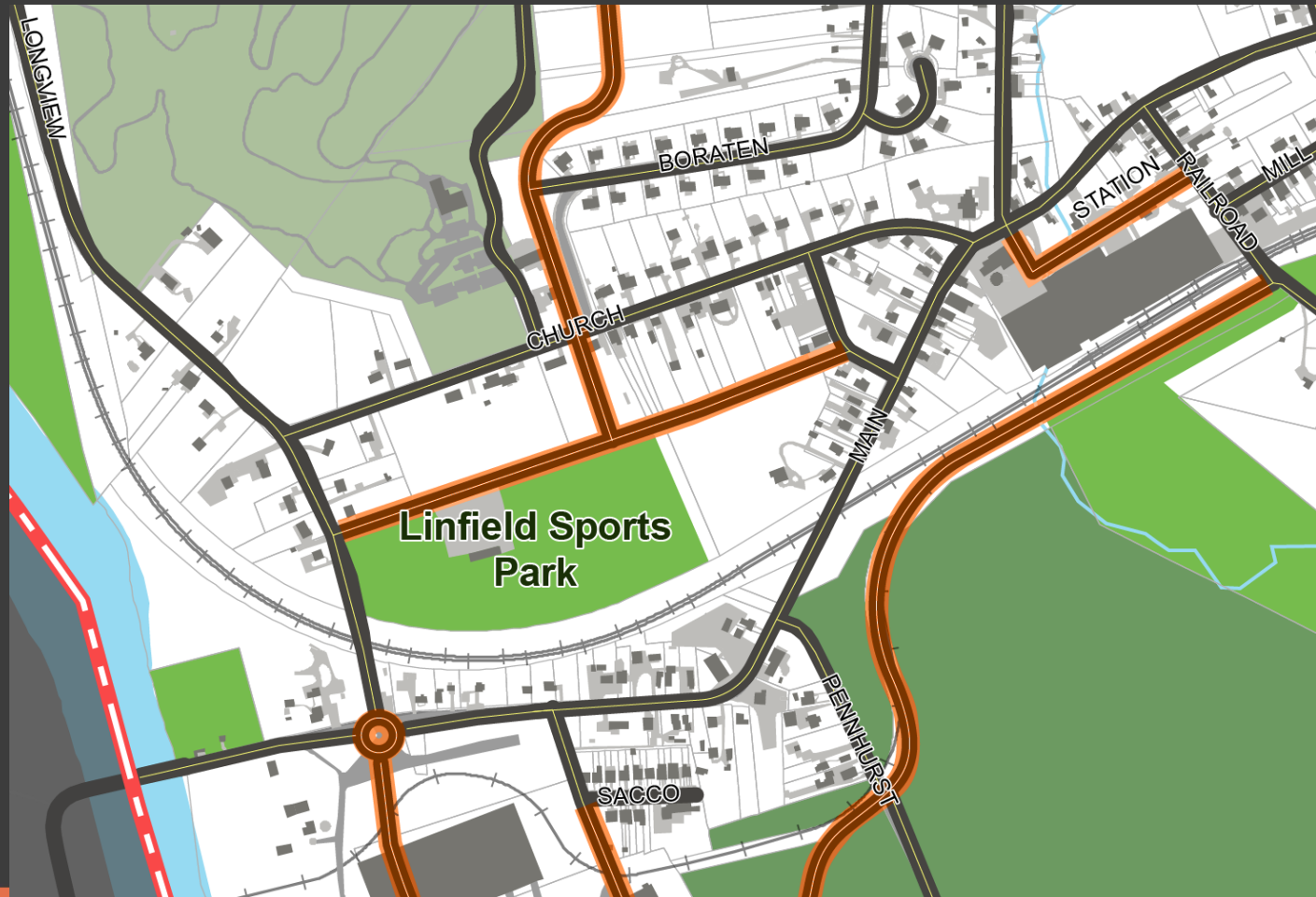
Existing Roads



Enhanced Roadway Connectivity



Enhanced Roadway Connectivity

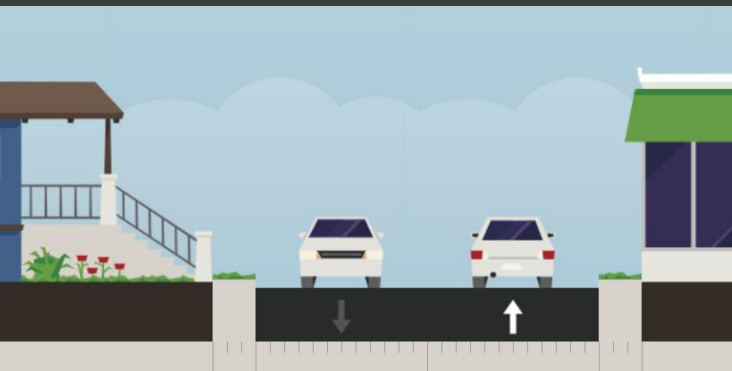


Enhanced Roadway Connectivity - One Way Pair

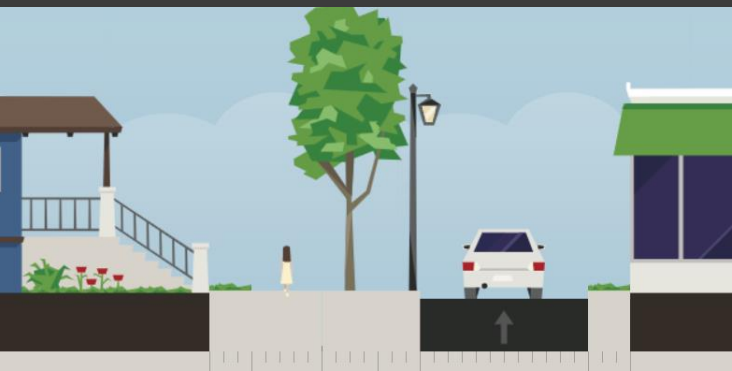
Option A

Opportunities

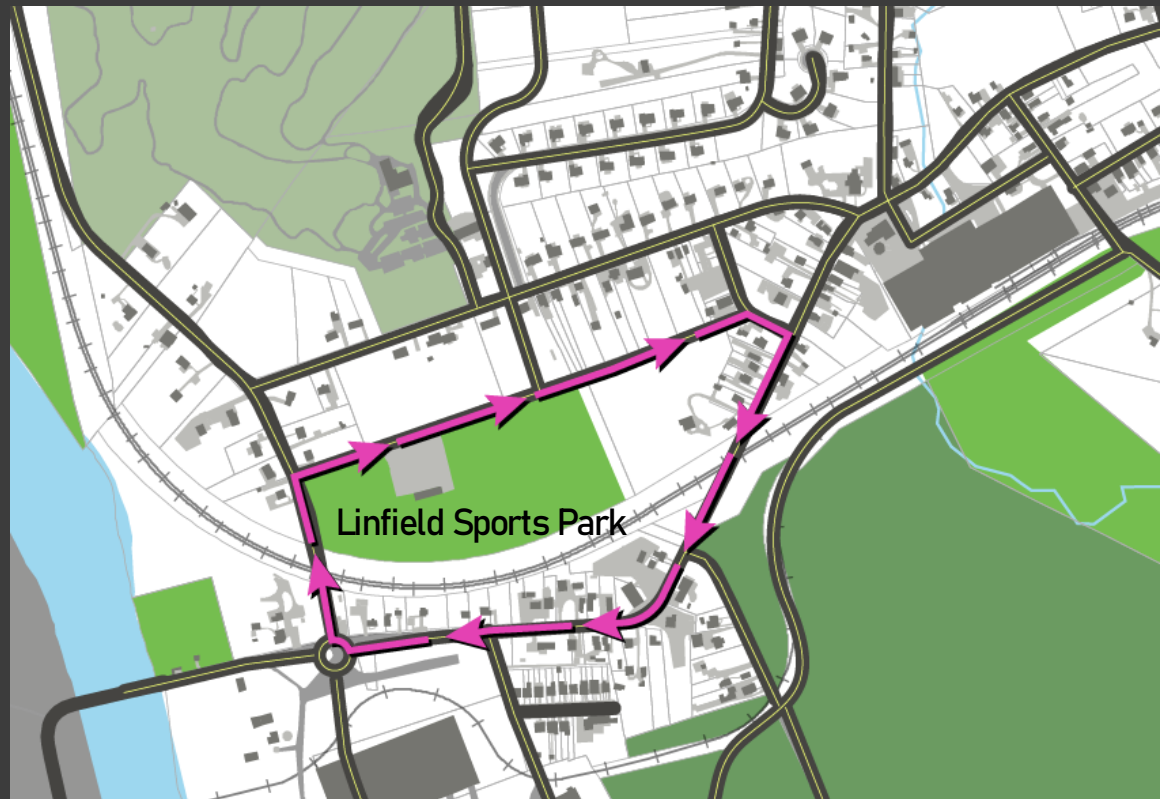
- Chester County eastbound traffic diverted away from Linfield Village, north to Longview Road
- One way system creates more room for streetscape elements such as sidewalks on Main Street



EXISTING

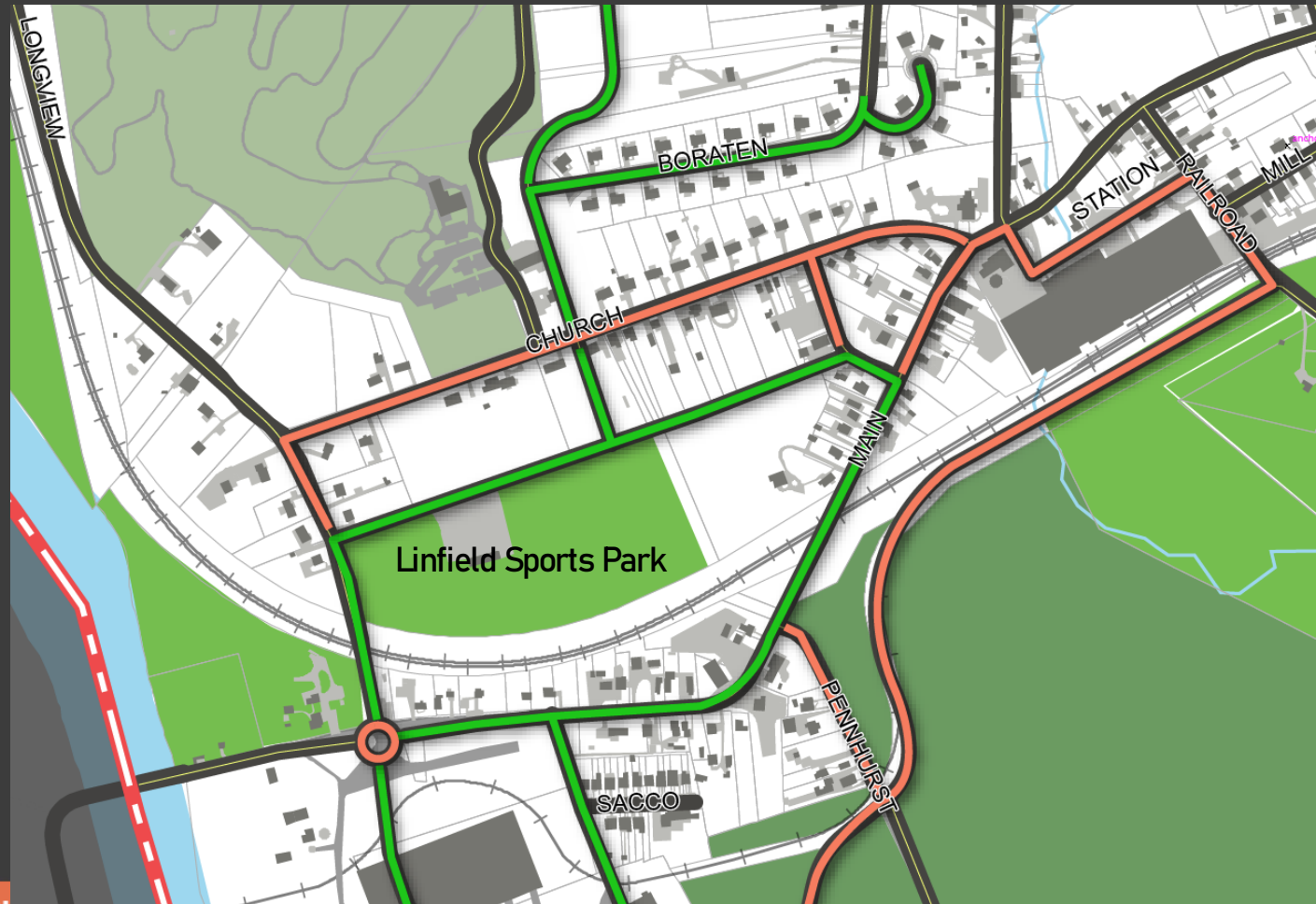


CONCEPTUAL WITH SIDEWALK



Enhanced Connectivity Sidewalk Network

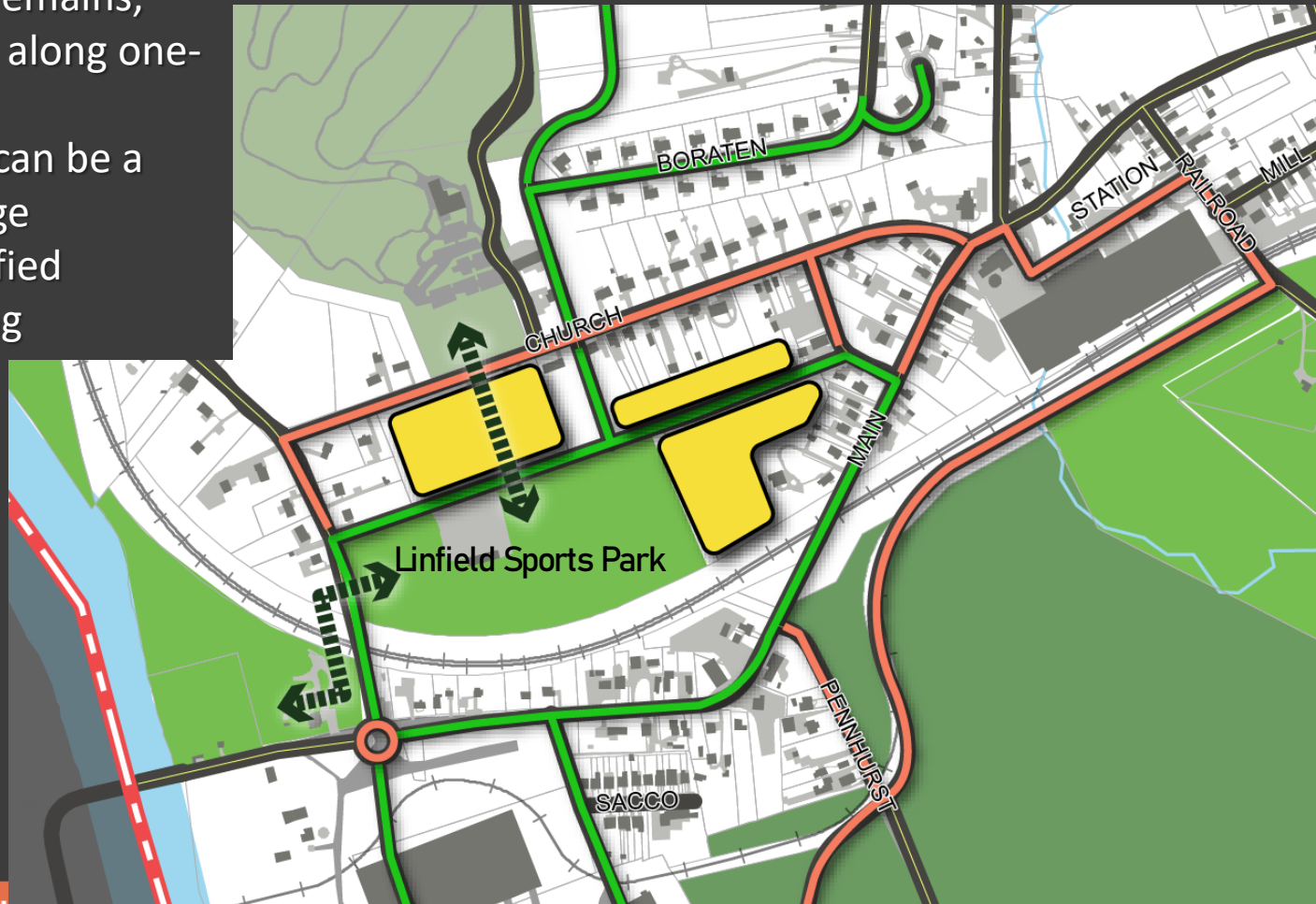
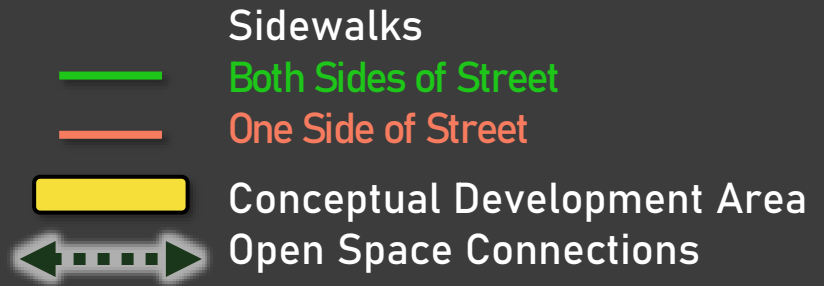
- Sidewalks
- Both Sides of Street
 - One Side of Street



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

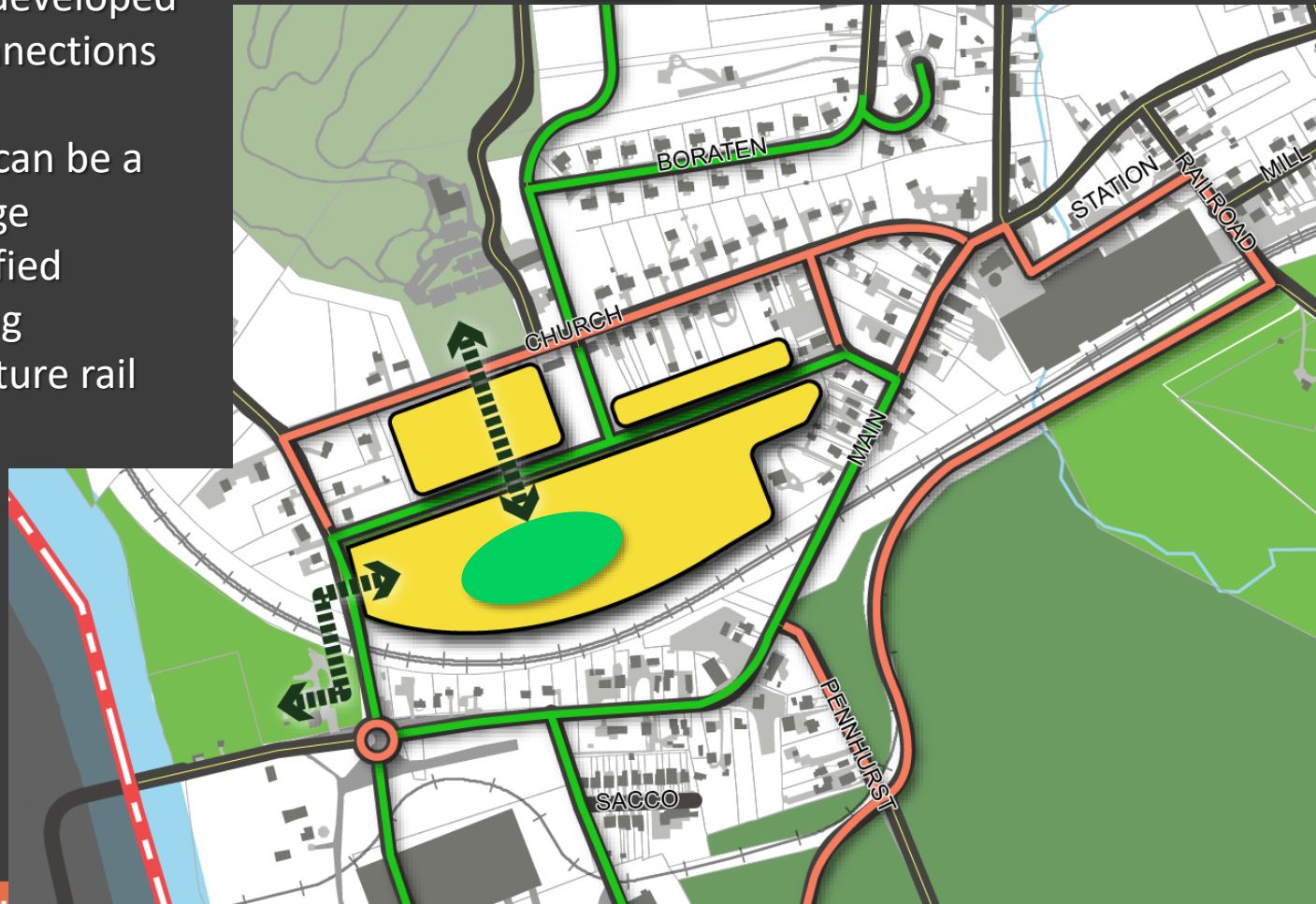


Conceptual Development Alternatives

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

- Sidewalks
- Both Sides of Street
- One Side of Street
- Conceptual Development Area
- Open Space Connections
- Conceptual Village Green



Village Green Case Study Images



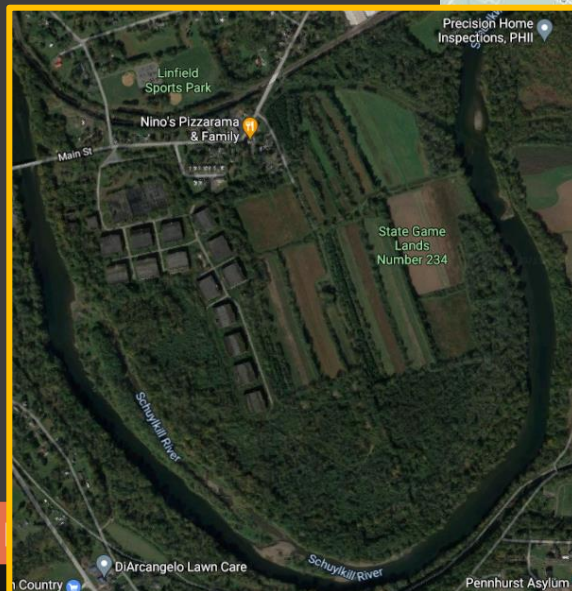
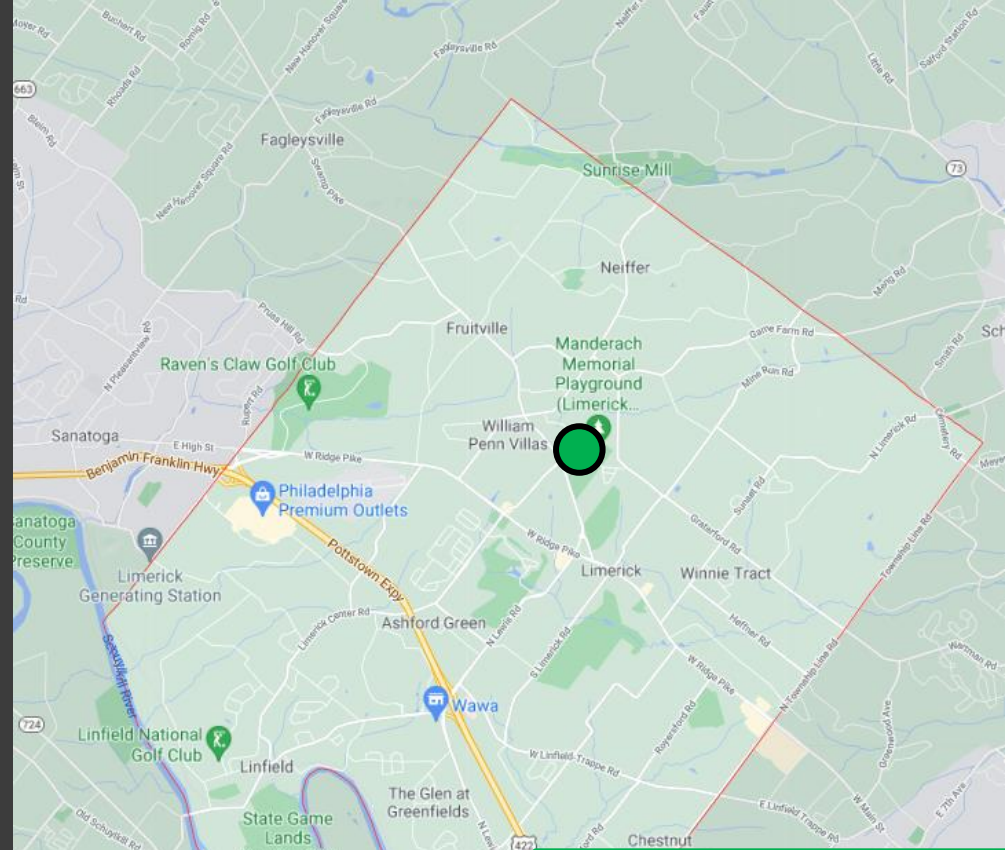
Conceptual Development Alternatives

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:** Publiker Site
Need 90' Baseball Field



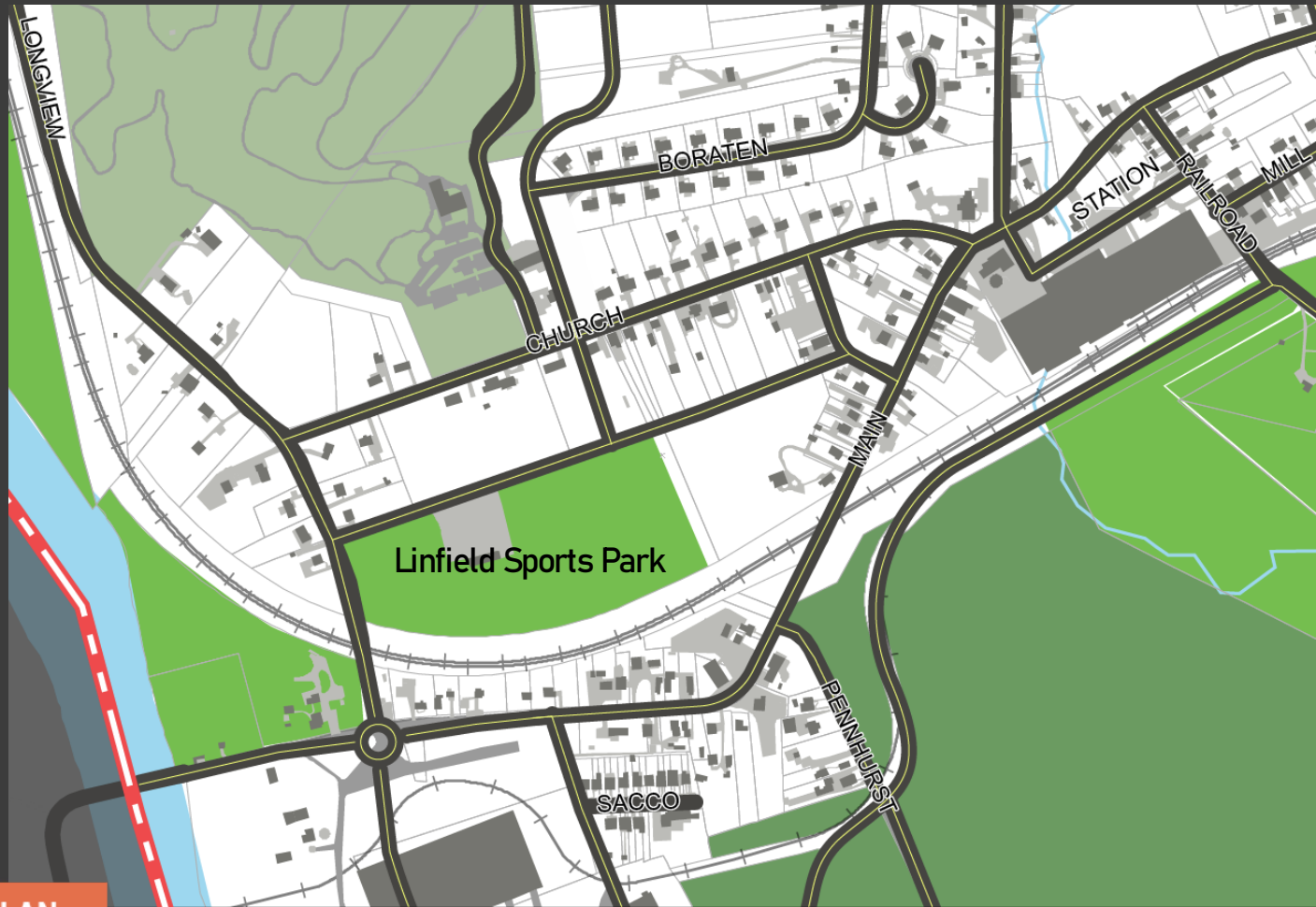
Traffic in Linfield Village



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	--					--	2019 Main Street ADT - 8700 vpd
Base 2040 network and volumes	--					--	2040 Main Street ADT (projected) - 9210 vpd
250 Homes: Applied to Base 2040 Network	1,188					11%	
250 Homes: one way pair and All way stop at Main/Longview	1,188					11%	
450 Homes: Applied to Base 2040 Network	2,138					19%	
450 Homes: one way pair and All way stop at Main/Longview	2,138					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					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					25%	**NB Main an F at 67.8 seconds of delay.
650 Homes: one way pair and Roundabout at Main/Longview	3,088					25%	
850 Homes: Applied to Base 2040 Network with Signal at Main/Longview	4,038					30%	Includes opposing left turn lanes on Main Street into development site
850 Homes: one way pair and Roundabout at Main/Longview	4,038					30%	
1050 Homes: Applied to Base 2040 Network with Signal at Main/Longview	4,988					35%	Includes opposing left turn lanes on Main Street into development site
1050 Homes: one way pair and Roundabout at Main/Longview	4,988					35%	
1250 Homes: Applied to Base 2040 Network with Signal at Main/Longview	5,938					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					39%	
1250 Homes: one way pair and Roundabout at Main/Longview	5,938					39%	

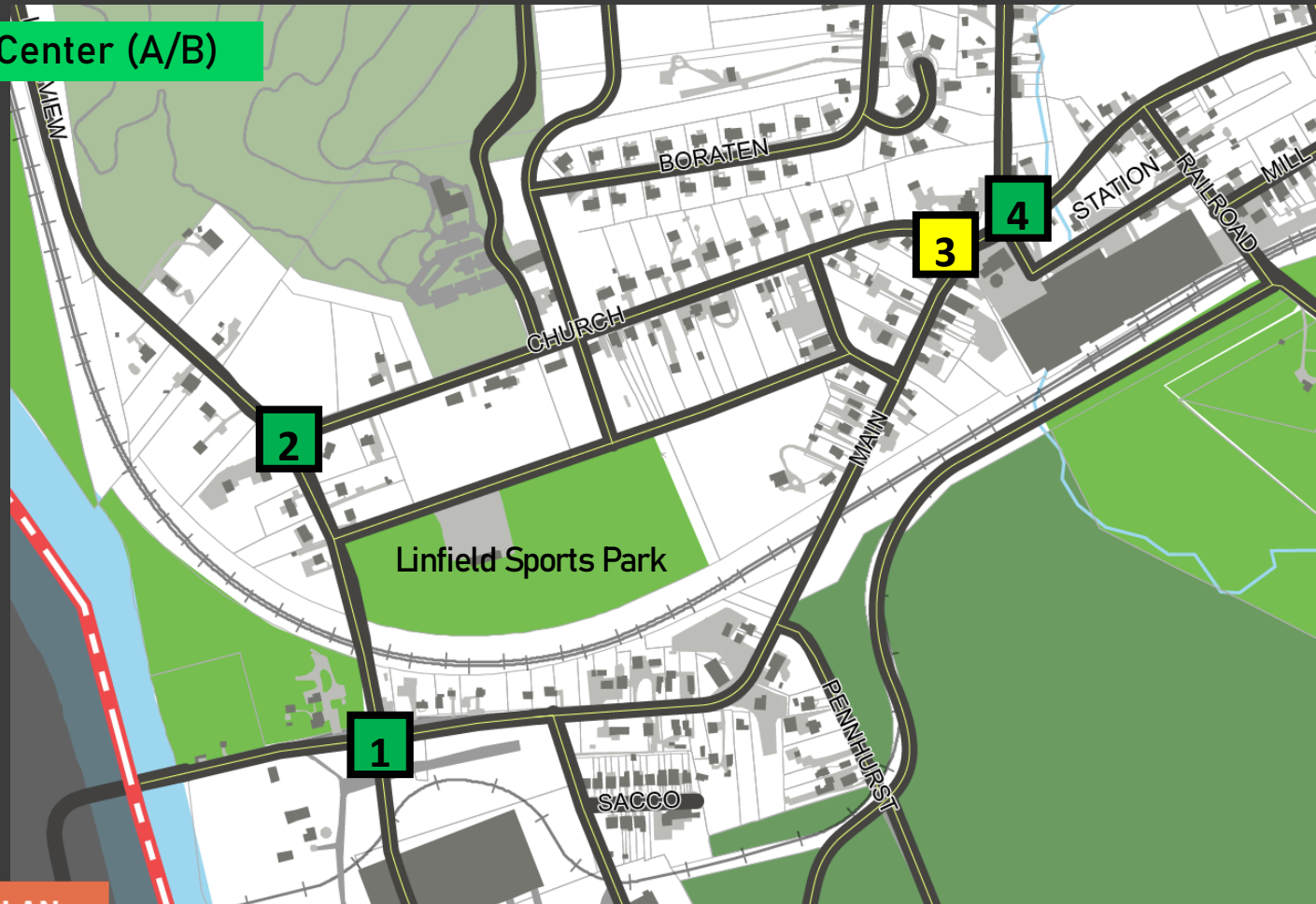
Level of Service - Existing Traffic Conditions 2021 & 2040

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)

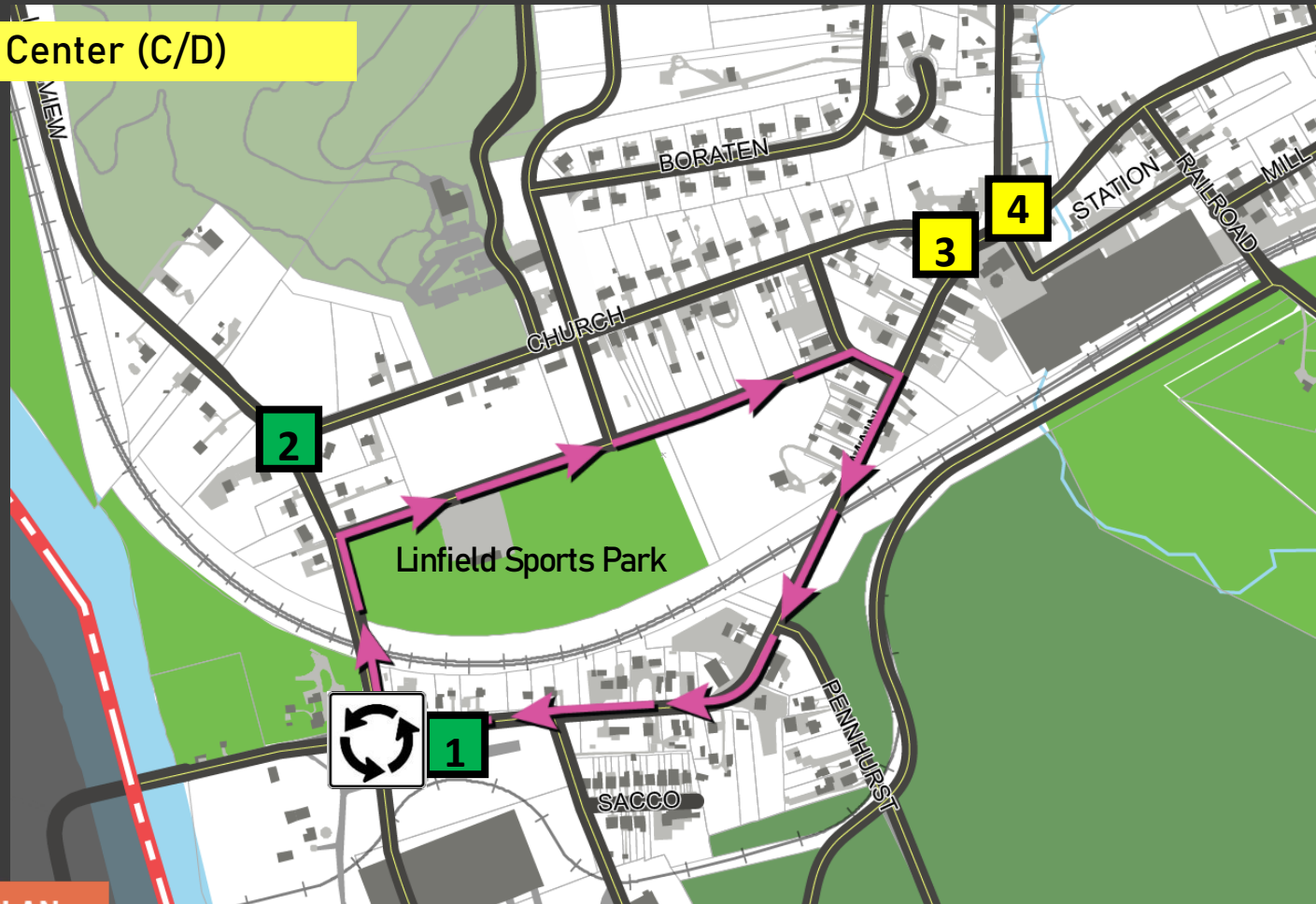


Includes One Way Pairs →

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)

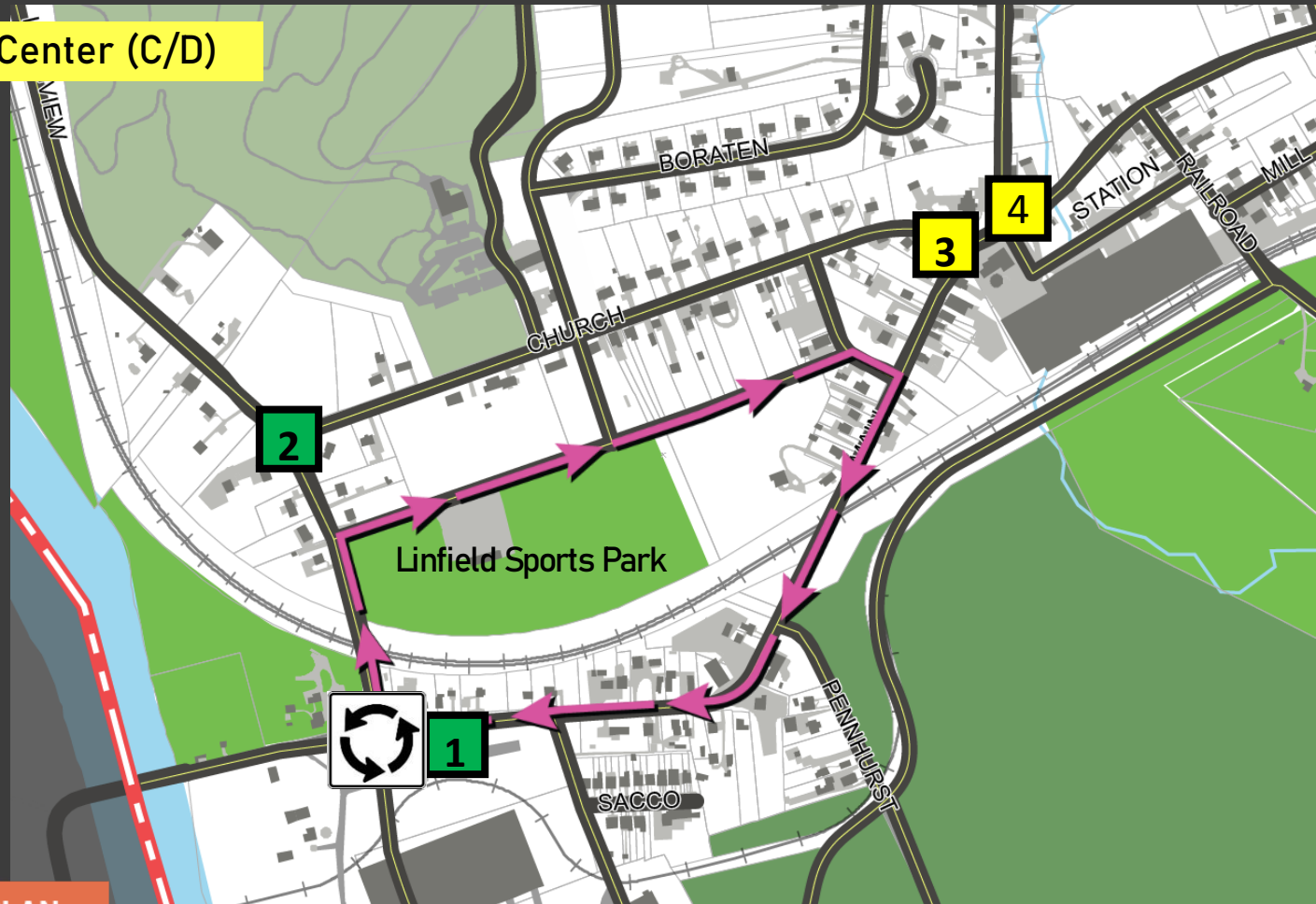


Includes One Way Pairs →

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)

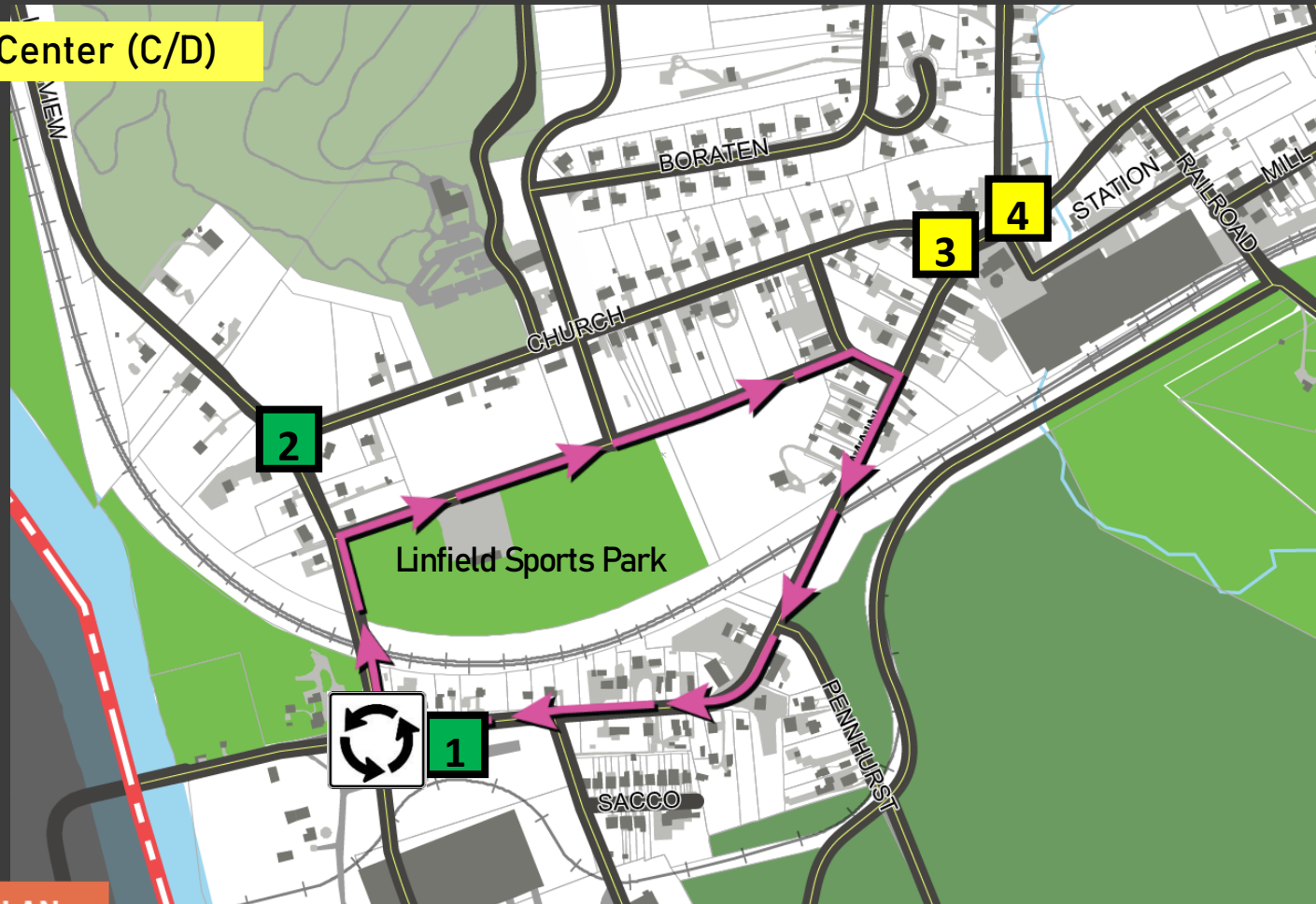


Includes One Way Pairs →

2 Longview at Church (A/B)

3 Main at Church (C/D)

4 Main at Limerick Center (C/D)



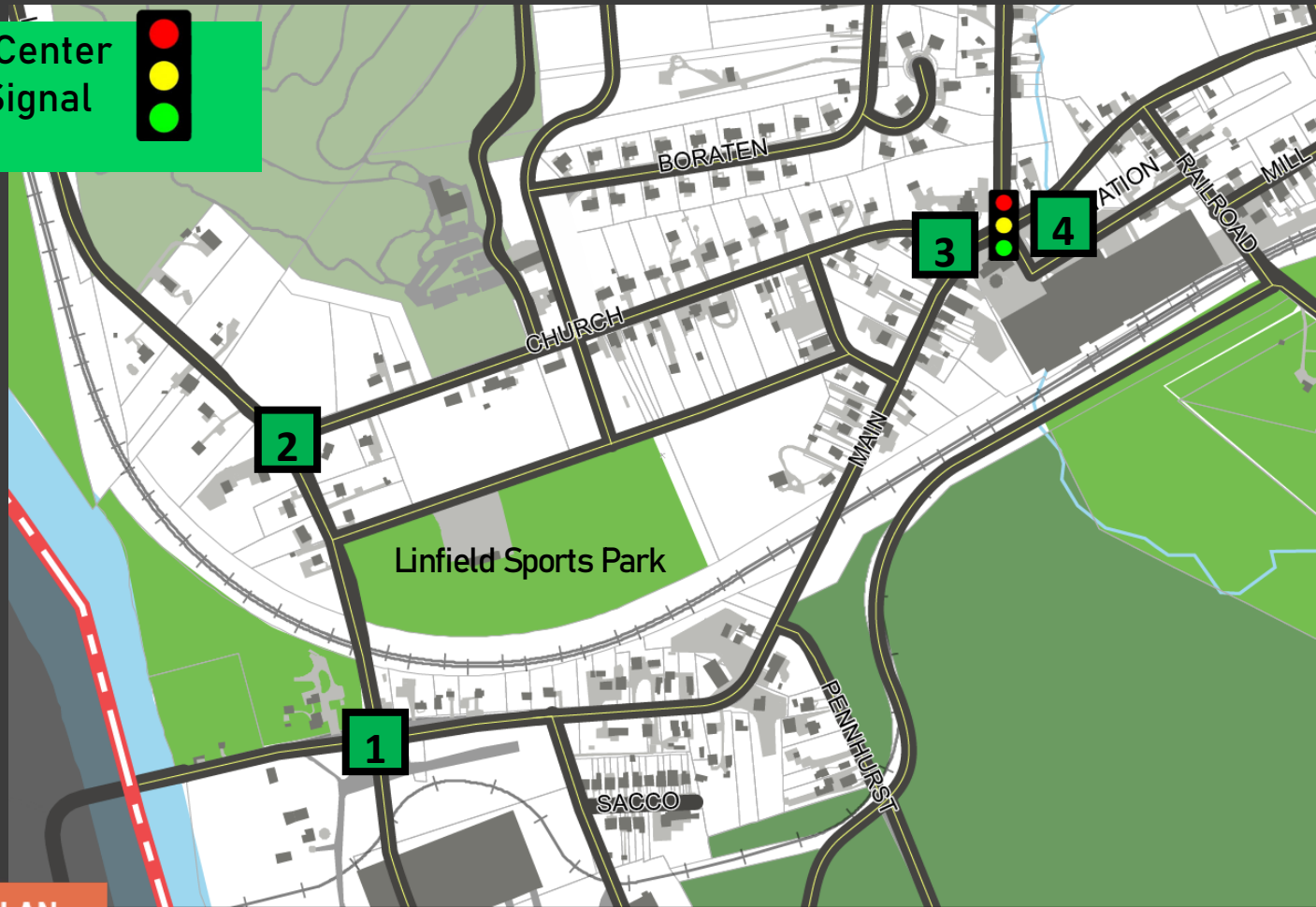
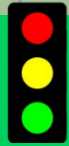
Level of Service - 2040 Traffic Conditions + 1250 Homes

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.

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Existing network and volumes	—					—	2040 Main Street ADT (projected) - 9210 vpd
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1250 Homes: one way pair and Roundabout at Main/Longview	5,938					39%	

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

- Adopt the Linfield Village Master Plan as an amendment to the 2009 Comprehensive Plan. This can also be a part of the Comprehensive Plan when the overall township-wide plan is updated in a few years.
- Place and adopt roadway, trail, and open space recommendations from Linfield Village Master Plan on the Township's Official Map. This action will help reserve these uses (at least temporarily) as the Township continues with other actions as recommended by this plan.



Recommendations

- Engage the Township Traffic Engineer to further study and refine the proposed new roadways and roadway improvements. Determine which roadway projects are best completed by developers as a part of off-site improvements. Pursue opportunities for engineering funding for Township-led connectivity projects.
- Write and adopt an amended VC district over a wider and longer segment of Main Street in Linfield. As a re-write may require a year or more, consider adopting an expanded VC district now, either as a new district or as an overlay district. Incorporate site development standards that ensure the preservation of village-like development patterns that make Linfield Village a special place.



Recommendations

- Amend the R-3 residential zoning district to better accommodate infill residential development in the Boraten Street area.
- Create new zoning (or overlay zoning) for the Publicker Site.
- Create a preliminary concept plan for the new riverfront park at the southern end of the Publicker site. This will be useful for negotiations during the Publicker land development negotiation process.
- Create a concept plan for the re-imagined Linfield Sports Park lands. Seek out appropriate developers to work with the Township on the plan. Issue an RFI to gauge developer interest in entering a public / private partnership to create a new part of the Village.



Thank you!

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Discussion

