



# CONSULTANTS' UPDATE

AD-HOC COMMITTEE MEETING

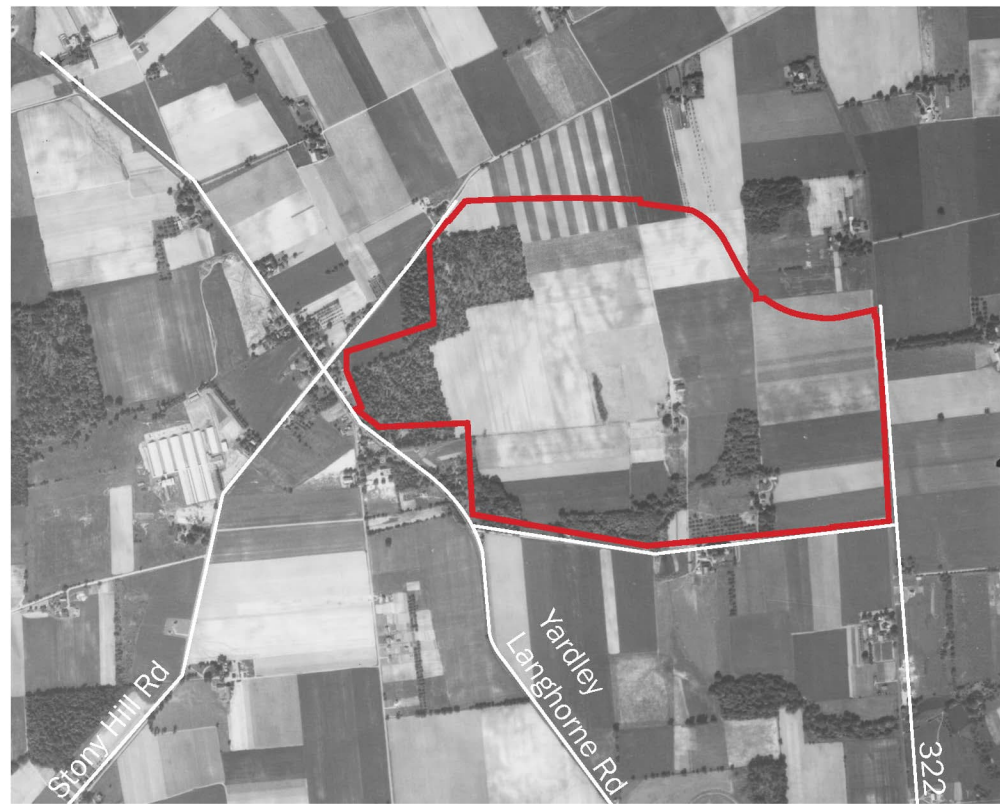
MAY 11 2023

**SIMONE-COLLINS**  
LANDSCAPE ARCHITECTURE



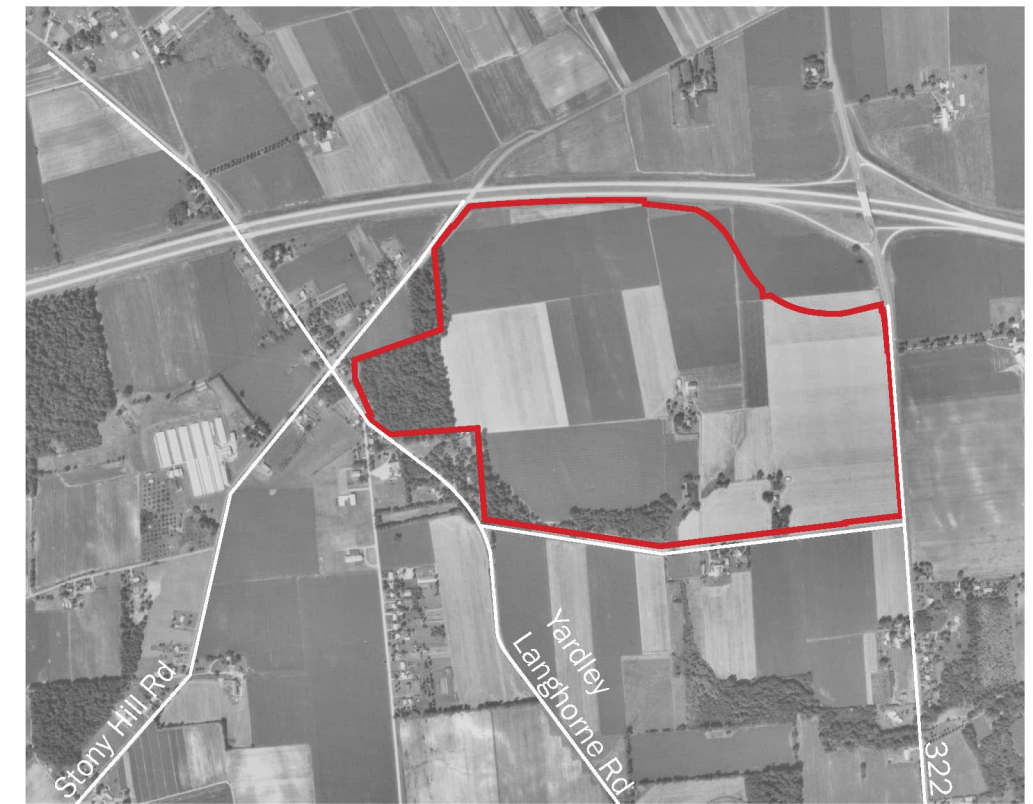
**1938**

Patterson & Satterthwaite Orchards, Riparian Buffer



**1950**

Satterthwaite Orchard, Riparian Buffer



**1967**

I-295



**1984**

17 →



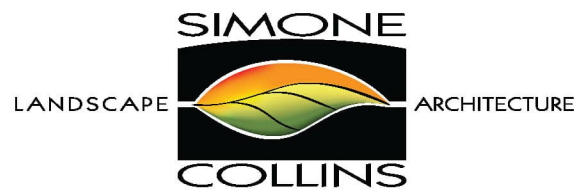
**1999**

15 →



**2022**

23 →



# Patterson Farm Historic Aerials

Lower Makefield Township, Bucks County, PA



05.11.23  
SC# 22021.10



### Legend

- Property Line
- Easement Line
- Parcels
- Roads
- Driveway
- Mown Farming Path
- Sidewalks
- Sidewalk Gaps
- Future Trail
- NW Winter Winds
- SW Summer Winds
- Noise from I-295
- HP+ High Point
- 5' Contours
- Sheet Flow
- Streams
- Water Bodies
- Farmed Area
- Forested Wetland
- Woodlands





# Legend

- Property Line
- - - Easement Line

## Internal Circulation Options

Separate/ Control Vehicular Access

### 1. Satterthwaite Complex

- New Entry Drive
- P Parking
- - - Convert Historic Drive to "Cultural" Lane/ Service

### 2. Patterson Complex

- Access Drive

### 3. Farming - Separate from Cultural Areas

- Primary Access Road
- - - Secondary Access Road

### 4. Perimeter Trail Loop

## Existing External Vehicular Circulation

- Interstate
- State Roads
- Local Roads

SEILER + DRURY  
ARCHITECTURE



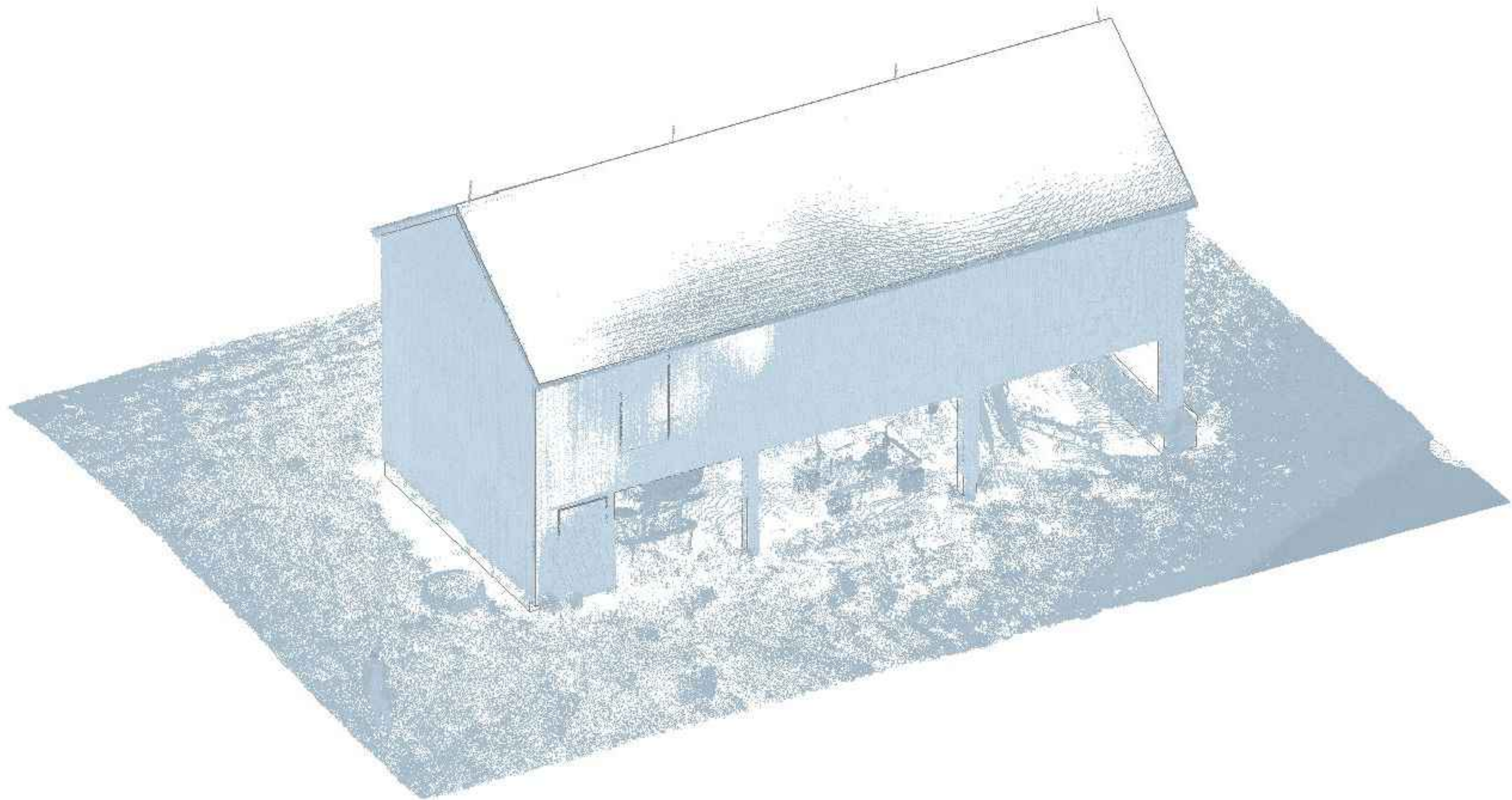
# PATTERSON FARMSTEAD MATTERPORT

PATTERSON FARM MASTER PLAN  
949 MIRROR LAKE RD, YARDLEY, PA 19067



# SATTERTHWAITE FARMSTEAD MATTERPORT

PATTERSON FARM MASTER PLAN  
949 MIRROR LAKE RD, YARDLEY, PA 19067



# PATTERSON EQUIPMENT BARN POINT CLOUD WITH DRAFTED OVERLAY

PATTERSON FARM MASTER PLAN  
949 MIRROR LAKE RD, YARDLEY, PA 19067



# JANNEY HOUSE POINT CLOUD MODEL

PATTERSON FARM MASTER PLAN

949 MIRROR LAKE RD, YARDLEY, PA 19067



## SATTERTHWAITE MAIN HOUSE POINT CLOUD WITH DRAFTED OVERLAY

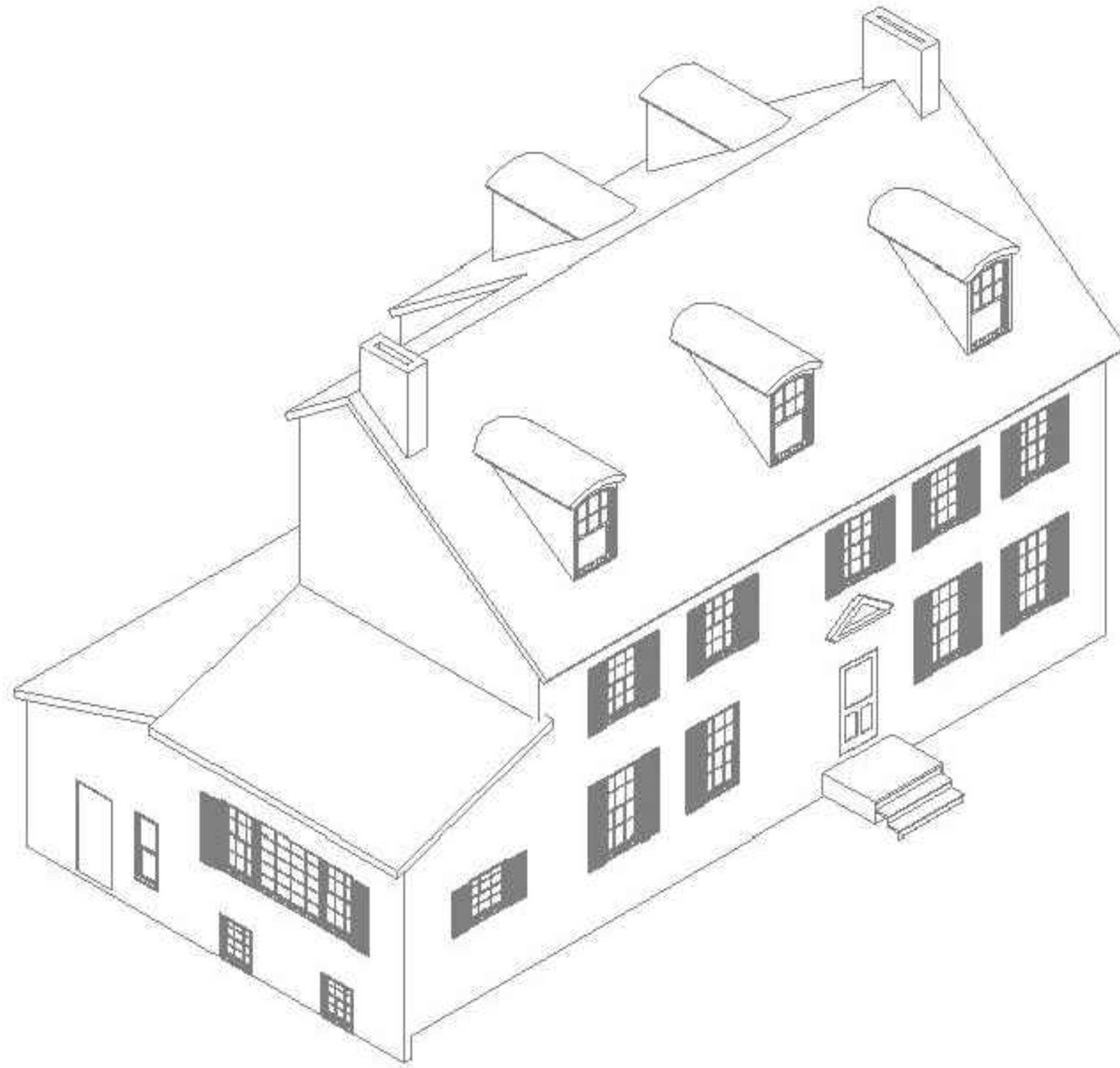
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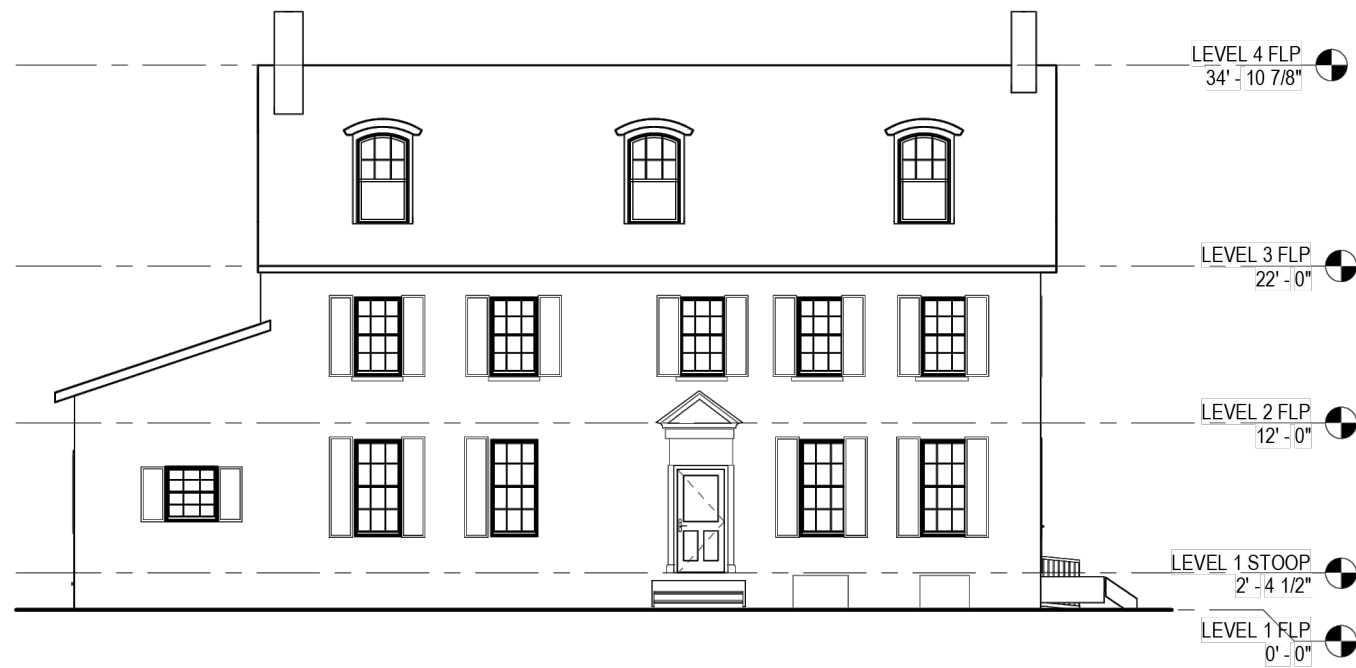
# JANNEY HOUSE POINT CLOUD WITH DRAFTED OVERLAY

PATTERSON FARM MASTER PLAN

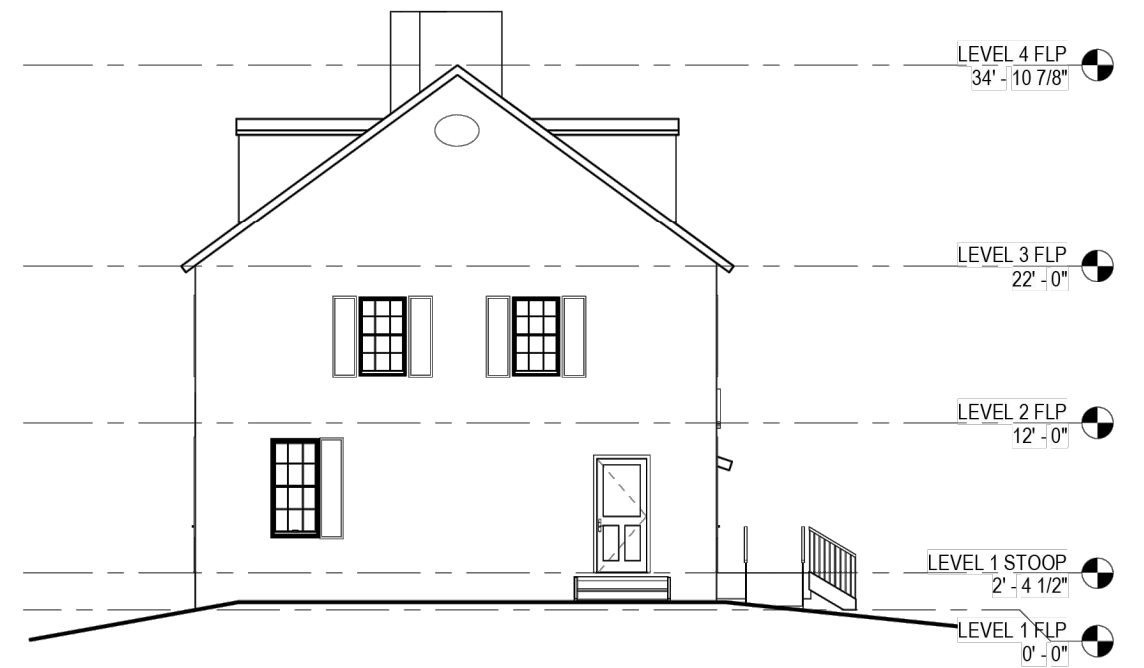
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**JANNEY HOUSE DRAFTED 3-D VIEW**  
PATTERSON FARM MASTER PLAN  
949 MIRROR LAKE RD, YARDLEY, PA 19067



1 EAST ELEVATION  
A201 SCALE: 1/8" = 1'-0"



2 NORTH ELEVATION  
A201 SCALE: 1/8" = 1'-0"



4 WEST ELEVATION

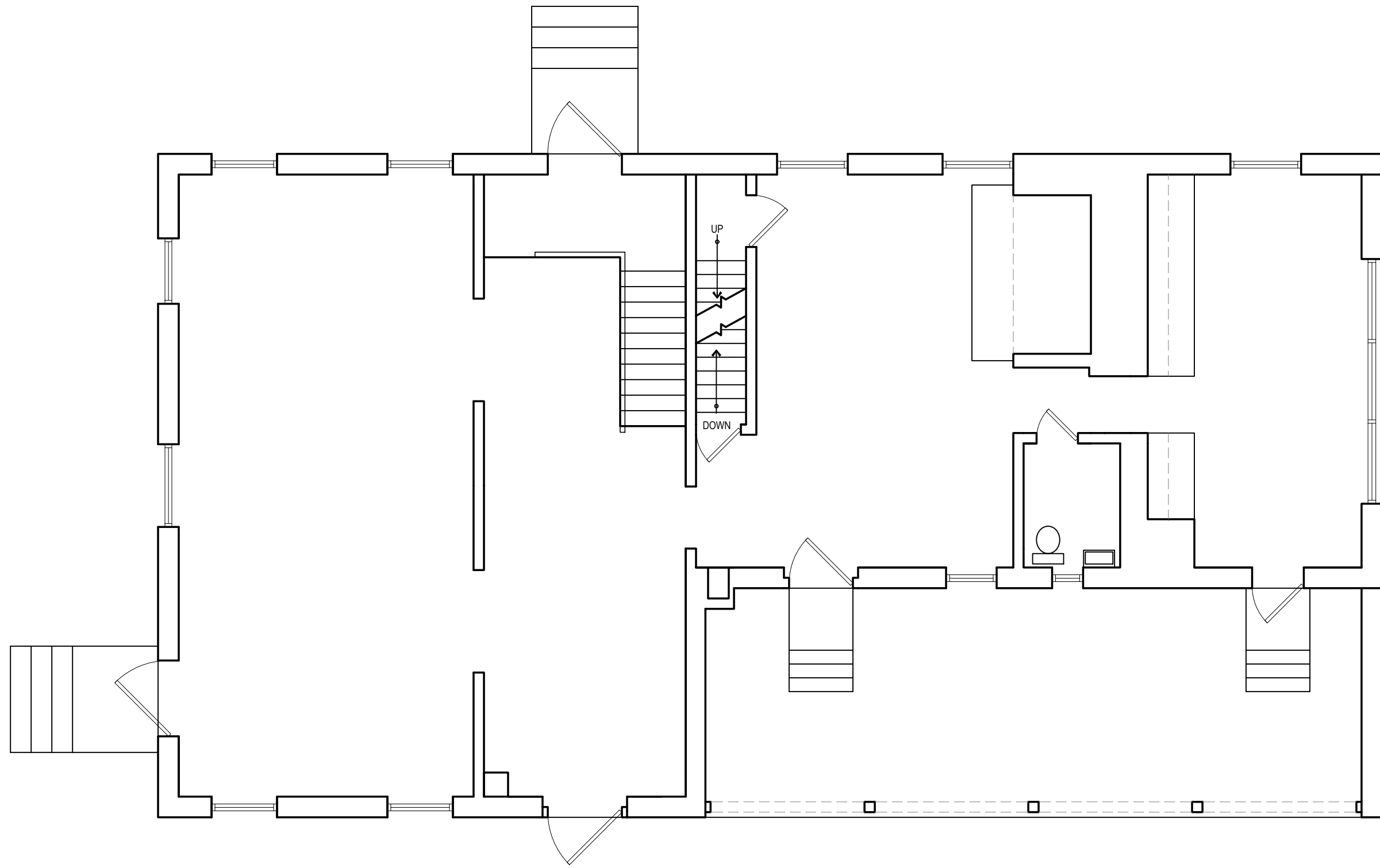


3 SOUTH ELEVATION

# JANNEY HOUSE SCALED ELVATIONS

## PATTERSON FARM MASTER PLAN

949 MIRROR LAKE RD, YARDLEY, PA 19067



# JANNEY HOUSE FIRST FLOOR PLAN

PATTERSON FARM MASTER PLAN

949 MIRROR LAKE RD, YARDLEY, PA 19067

A9

# 4WARD PLANNING

## LAND-USE ECONOMIST



# Patterson Farm Reuse Study

Makefield Township, Pennsylvania

May 11, 2023



Patterson Farm at sunset. Photo by Karen Klein-Schaffer

**ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™**

## Project Background: Scope of Work

### Market Analysis (Demand)

- Regional Visitor Profiles
- Socio-Economic Analysis



### Regional Offerings (Supply)

- Visual Art Organizations, Programs & Events
- Local Arts Interviews & National Program Models



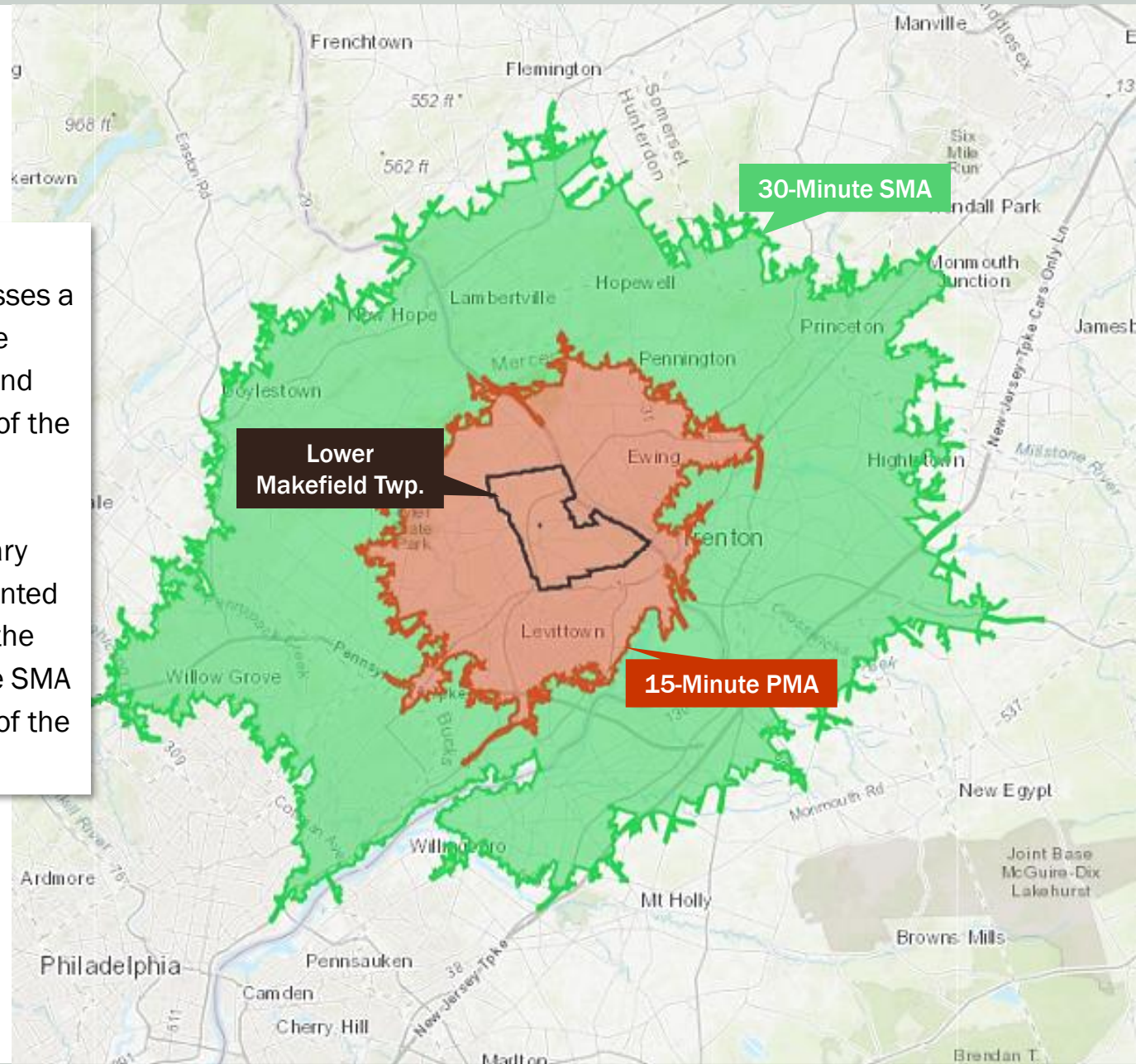
### Potential Revenue-Generating Opportunities & Synergies

- Revenue Potential
- Farm & Visual Art Synergies



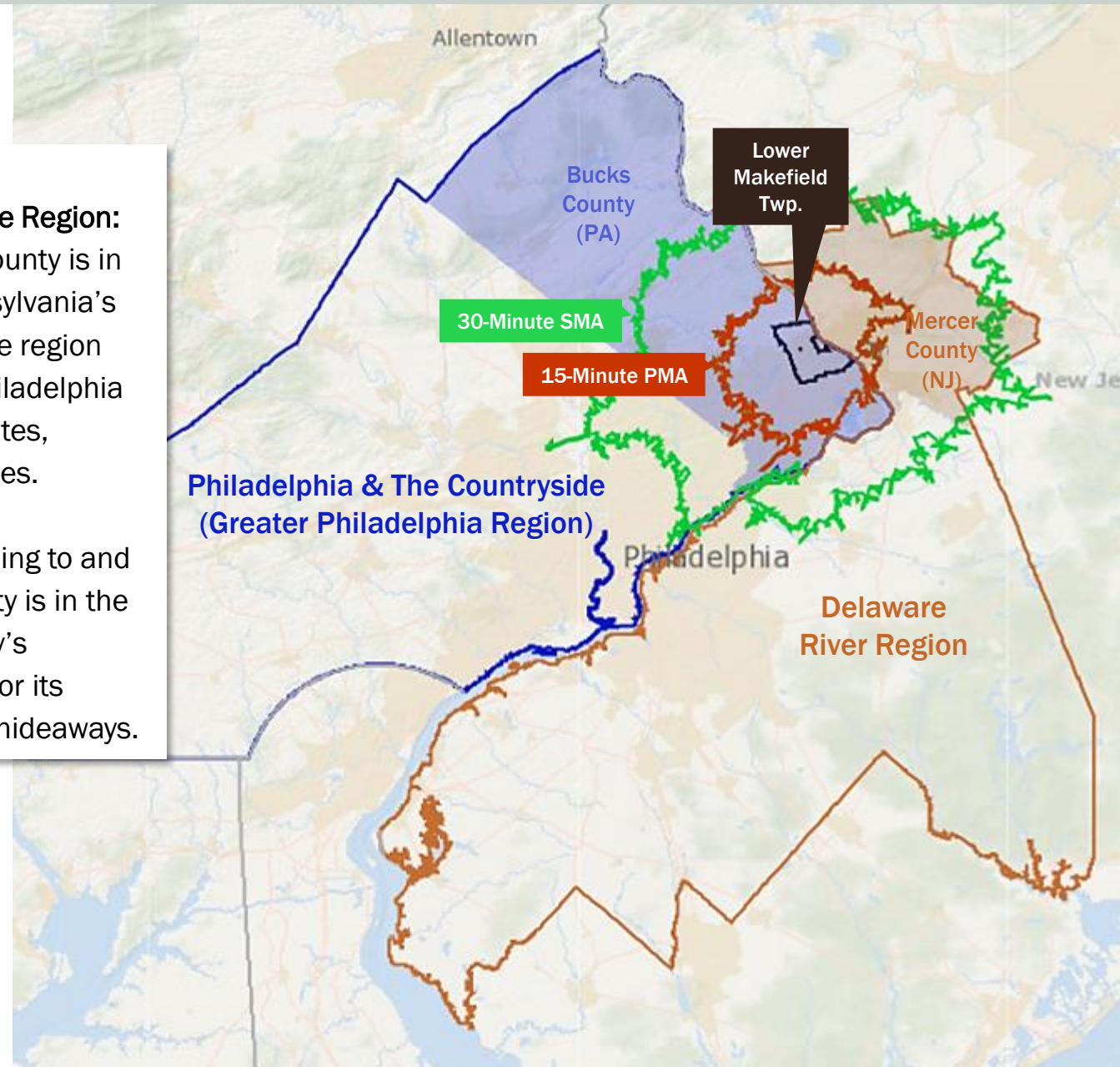
## Market Areas

- **15-Minute PMA:** The primary market area (PMA) encompasses a 15-minute drive time from the entrance to Patterson Farm and represents 70 to 80 percent of the likely annual patron base.
- **30-Minute SMA:** The secondary market area (SMA) is represented by a 30-mile drive time from the entrance to the farm site. The SMA represents 20 to 30 percent of the likely annual patron base.



## Tourism Regions

- Philadelphia & The Countryside Region:** According to *Visit PA*, Bucks County is in the northeast portion of Pennsylvania's Philadelphia & The Countryside region (also known as the Greater Philadelphia region) known for its historic sites, gardens, vineyards, and galleries.
- Delaware River Region:** According to and *Visit New Jersey*, Mercer County is in the northern portion of New Jersey's Delaware River region known for its historic sites and picturesque hideaways.



Sources: Visit PA, Visit New Jersey

## Key Findings: Regional Demand

### Market Area Residents

- **Residents**
  - 315,900 people within a 15-minute drive
  - 1.4 million people within a 30-minute drive
  - Large presence of baby boomers, Gen Xers, and millennials
  - PMA and SMA households have median household incomes of just over \$100,000

### Regional Visitors

- **Visitors**
  - Visitors to Mercer County spent \$872 million in 2021.
  - Visitors to Bucks County spent \$842 million in 2021.
  - Visitors to the Greater Philadelphia region have an average household income just over \$70,000.
  - Visitors are attracted to galleries, historic sites, restaurants, and festivals

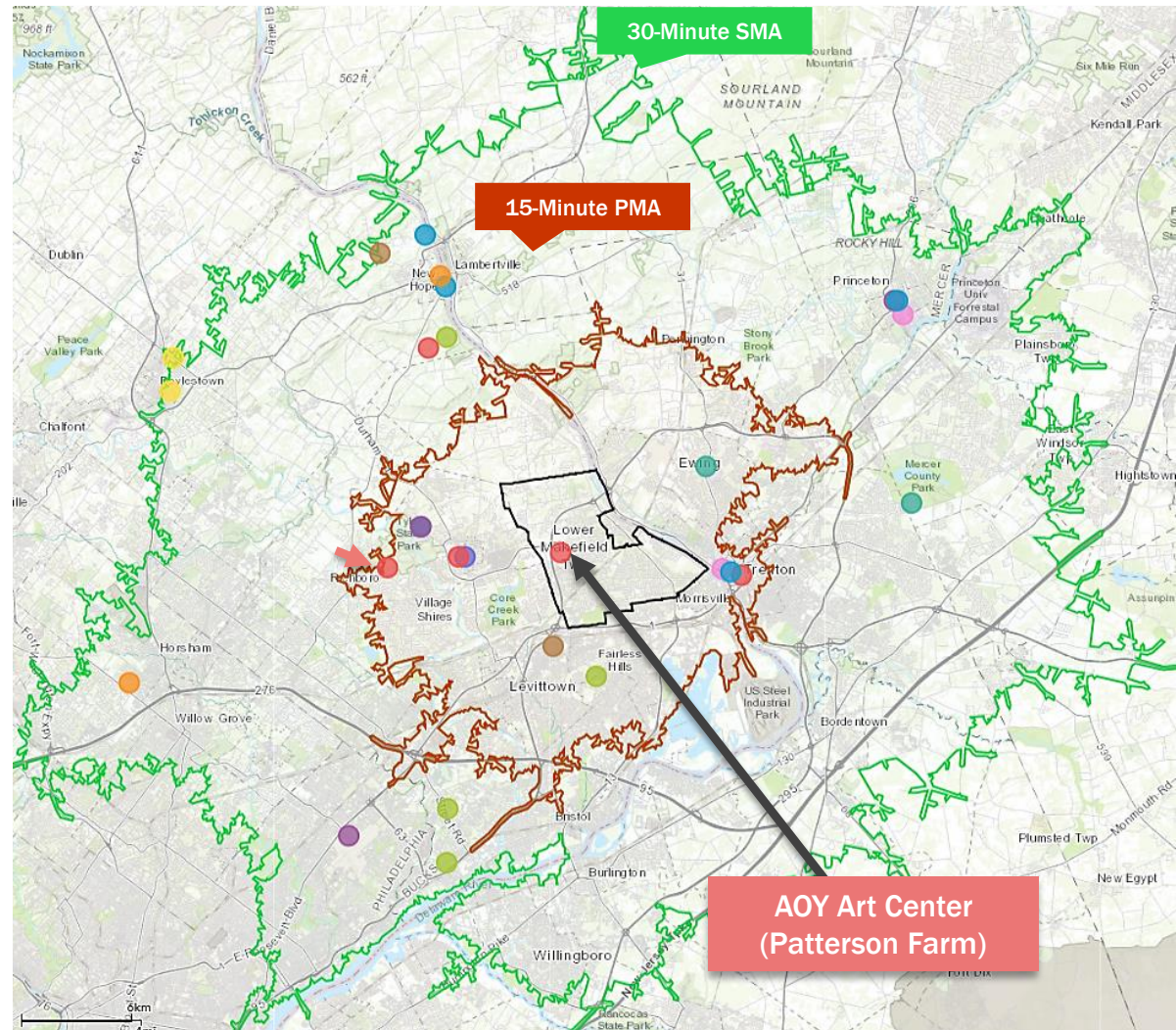
## Key Findings: Regional Supply

### Visual Art Participation & Regional Presence

- **Adult Participation**
  - Relatively high share of adults in the township, PMA, and SMA have gone to an art gallery in the past 12 months
- **Existing Inventory**
  - 28 existing visual arts organizations or businesses, and woodworking facilities identified within the SMA
  - Besides the AOY Art Center, most facilities are located further than a 10-minute drive from Patterson Farm.
  - Four annual visual art events and two fall-themed farm festivals in Bucks County

# Inventory of Visual Art Organizations & Programs

Type	No.
Arts Center	6
Art Studio	4
Arts Organization	4
Art Museum	4
Woodworking Class or Program	3
University Art Center	2
Ceramics Studio	2
Art Gallery	2
Art School for Kids	1
<b>Total/Average</b>	<b>28</b>



Source: Google, 4ward Planning, 2023

## Inventory of Visual Art Organizations

### Tyler Park Center for the Arts



**Site:** Art center in Tyler State Park in Richboro, PA

**Distance:** 16-mile drive

**Historic Features:** Barn and grounds

**Activities:** Workshops, camps and classes in pottery, fiber, glass, fine art

**Events:** Annual Crafts in the Meadow with 100 artisans, live music, performing arts, and drinks

### Raymond Farm Center for Living Arts & Design



• **Site:** Living arts and design center in New Hope, PA

• **Distance:** 22-mile drive

• **Historic Features:** 120-acre farm, bank barn, and Quaker farmhouse

• **Activities:** Workshops, lectures, open houses, and fundraisers for artists, historians, and researchers

• **Events:** House tours, workshop, and lectures

### Phillips' Mill Community Association



**Site:** Performing and visual arts center in New Hope, PA

**Distance:** 27-mile drive

**Historic Features:** Grist mill

**Activities:** Programs in art, theater, photography, and youth programs

**Events:** Art talk, exhibitions, and annual fundraising gala

Source: Google

## Annual Visual Art Events: Bucks County

### Tinicum Arts Festival at Tinicum Park



- 180 regional artists in the centerpiece Art Barn
- Erwinna, PA
- Early July weekend

### Pennridge Gallery of the Arts



- Streets filled with art and crafts, live music, and activities
- Sellersville, PA
- Day, mid-Sept

### Crafts in the Meadow at Tyler Park Center For The Arts



- 100 fine artisans, demonstrations, live music, food
- Richboro, PA
- Late October weekend

### Doylestown Arts Festival



- 150 independent artists, live music on five stages
- Doylestown, PA
- Early October weekend

Source: Visit Bucks County

## Annual Fall Farm Events: Bucks County

### Froehlich's Farm Fall Festival



- Pumpkin-themed fall festival with music, food, drinks, and kid activities
- Furlong, PA
- October weekends

### Perkasie Fall Festival



- Fall-themed fall festival with music, food, drinks, and kid activities
- Perkasie, PA
- Sunday, early Sept

Source: Visit Bucks County

## Local Arts Interviews & National Program Models

To date, the following individuals responded to our requests for interview, offering their experience and insights in support of the Patterson Farm Reuse Study. Interview outreach is ongoing.

- Colleen Attara, Owner & Artist, Colleen Attara Studio, Patterson Farm
- Kristin Müller, Executive Director, Peters Valley School of Craft, Layton, NJ
- Laura Womack, President, Phillips' Mill Community Association, New Hope, PA

### Peters Valley School of Craft, Layton, NJ



- Craft school within Delaware Water Gap Recreation Area
- 125+ in-person & online workshops, artist residences, custom retreats
- Limited on-site lodging, food plan

### Sanborn Mills Farm, Loudon, NH



- Craft workshops on working farm
- 70+ craft and traditional farming workshops, CSA, farm-to-table events
- Limited on-site lodging, free campsites, food plan

## Key Findings: Potential Opportunities & Synergies

### Revenue Potential

- Opportunity to leverage relatively high household spending in region
- Regional visitors attracted to galleries, historic sites, restaurants, and festivals

### Farm & Visual Art Synergies

- Annual Visual Arts & Farm Festival
- Artist Cottages for Residency Program





**For more information, please contact:**

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