



BOROUGH OF NORTH WALES

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PLANNING COMMISSION MEETING Wednesday, March 4, 2026 – 7:00 P.M.

Gregory J. D'Angelo, Chair
Lillian Higgins
Mark Tarlecki
Jocelyn Tenney

Call to Order, Date, and Time
Roll Call
Pledge of Allegiance

1. Public Comment

2. Consideration: Approval of Minutes: February 4, 2026

3. Discussion: Streetscape Plan Visioning

4. Old Business

Adjournment

All interested parties may participate on the date and time noted above and when called upon by the Chair. The public may also submit questions or comments prior to the meeting by e-mail to info@northwalesborough.org; these must be received no later than 12 Noon on the day of the meeting. Persons with disabilities who wish to attend the meeting and require auxiliary aid, service, or other accommodation to participate in the meeting should contact North Wales Borough at 215-699-4424 or by e-mail to info@northwalesborough.org.

**MONTGOMERY COUNTY
BOARD OF COMMISSIONERS**

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Planning Commission**

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Scott France, AICP
Executive Director

February 25, 2026

SUBJECT: North Wales Borough Streetscape Plan Visioning

TO: Christine Hart, Borough Manager;
Danielle Ervin, Assistant Manager;
North Wales Borough Planning Commission

FROM: Tim Konetchy, AICP, Senior Community Planner

Introduction

Before drafting the streetscape plan, the Planning Commission needs to assess current conditions in the study area and establish a realistic vision for future improvements. Identifying constraints will help to guide the design of the ideal streetscape and ensure that the vision can be feasibly attained. At the March meeting, the commission will participate in a handful of visioning exercises as described below. Other stages of the process will require long-term, strategic planning, and this is only the initial step in that process.

Streetscape Survey

Last month, the Planning Commission was asked to complete a brief survey of potential items for inclusion in the streetscape plan. The findings of this survey will be reviewed and discussed with the Planning Commission. The relative importance of each item in the survey will be used as specific guidance is drafted. The survey has been reproduced on page 3 of this document. Please send your completed survey to Tim Konetchy, AICP, MCPC Community Planner ahead of the meeting to expedite the review process.

Establishing Sub-Areas

MCPC will provide a large-format map of the potential study area for review. The Planning Commission will be asked to look at the potential study area and begin to discern where different streetscape treatments may be necessary. Please consider the mix of land uses, the scale/height of building, the width of existing sidewalk and ability to expand, and if there are any structural barriers that may get in the way of an idealized streetscape (e.g., poles, signs, buildings, etc.).

To aid in this process, an excerpt from East Greenville Borough's *Main Street Design Guidelines*, which MCPC prepared through the Community Planning Assistance Contract Program, is attached for your consideration. Please refer to pages 4-10 of the attached document to get inspiration on how the study area may be broken down into smaller sub-areas.

SWOT Exercise

A strengths-weaknesses-opportunities-threats or 'SWOT' exercise is a common tool that planners use when beginning a long-range planning process. This exercise involves the internal factors of strengths and weaknesses, as well as the external factors of opportunities and threats. This exercise will be done as a group; however, the Planning Commission should begin to consider the big picture items that could be relevant to this exercise.

An example strength may be the sense of community and sense of place that North Wales offers, while a related weakness may be the lack of strong branding throughout the corridor. An example opportunity may be the presence of underutilized properties that are ripe for redevelopment, while a related weakness is the fact that development is largely out of the community's control. This exercise does not require coupling of strengths with weaknesses or opportunities with threats; however, this can offer an intuitive way to think about specific concerns.

Please refer to pages 11-12 of the attached excerpt from East Greenville Borough's *Main Street Design Guidelines* for an example of how a SWOT analysis was used to inform a similar planning process.

Conclusion

The findings from these visioning exercises will help shape the vision statement for the streetscape plan, which will also incorporate numerous goals of *North Wales Borough 2040*. The next step in the process will be to draft the introduction: outlining the vision, summarizing previous planning, defining focus areas, and briefly describing the SWOT findings in narrative format. Afterward, we will set specific streetscape goals, propose an implementation plan, and develop guidelines for each streetscape element.

Design aspect	Priority level			Applies to...		
	High	Medium	Low	Main	Walnut	Other
Streetscape						
Benches						
Trash & recycling bins						
Bollards						
Fences						
Walls and fences						
Bicycle racks						
Tree pits and grates						
Sidewalk						
Curb bump-outs						
Pavers						
Planters						
Streetlamps						
Wayfinding signage						
Streets	High	Medium	Low	Main	Walnut	Other
Crosswalks						
Driveway apron						
Street signs						
Traffic signals						
Roadway cross sections						
Buildings & Related Uses	High	Medium	Low	Main	Walnut	Other
Storefront treatment						
Signage						
Awnings and entrances						
Parking areas	High	Medium	Low	Main	Walnut	Other
Surfacing						
Perimeter plantings						
Islands/green space						
Drainage						
Screening (walls, fences, etc.)						
Pedestrian walkways						
Lighting						
Dumpster enclosure screening						

NAME: _____

COMMENTS:

The Main Street Focus Area

Technical Description of Main Street

Main Street in East Greenville is roughly 7/10 of a mile running north-northwest between the municipal boundary with Pennsburg Borough to the south-southeast and Upper Hanover Township to the north-northwest. School Alley, south of Main Street, and Hickory Alley, north of Main Street, bound the core of the focus area; nearly all properties with primary frontages on Main Street also front on one of these alleys. Although not within the focus area, there are opportunities to enhance the connection between Main Street with the public parking lot and commercial area half a block north of Main Street at the intersection of Bank Street and 4th Street.

Main Street is approximately 36 feet wide, which accommodates two-way traffic and on-street parking on both sides of the roadway. It features sidewalks on both sides of the street between the border with Pennsburg and the intersection of 6th and Main Streets, near the boundary with Upper Hanover Township. Most blocks along Main Street have a uniform streetscape featuring a two-foot-wide band of brick pavers between the curb and the sidewalk, street trees, and ornamental street lamps. The south side of Main Street between 4th and 5th Streets and both sides of Main Street between 5th Street and the border with Upper Hanover Township lack these upgrades, and therefore limit the effectiveness of the streetscape as a “brand” for the borough.



Gateway signage greets visitors as they enter the borough

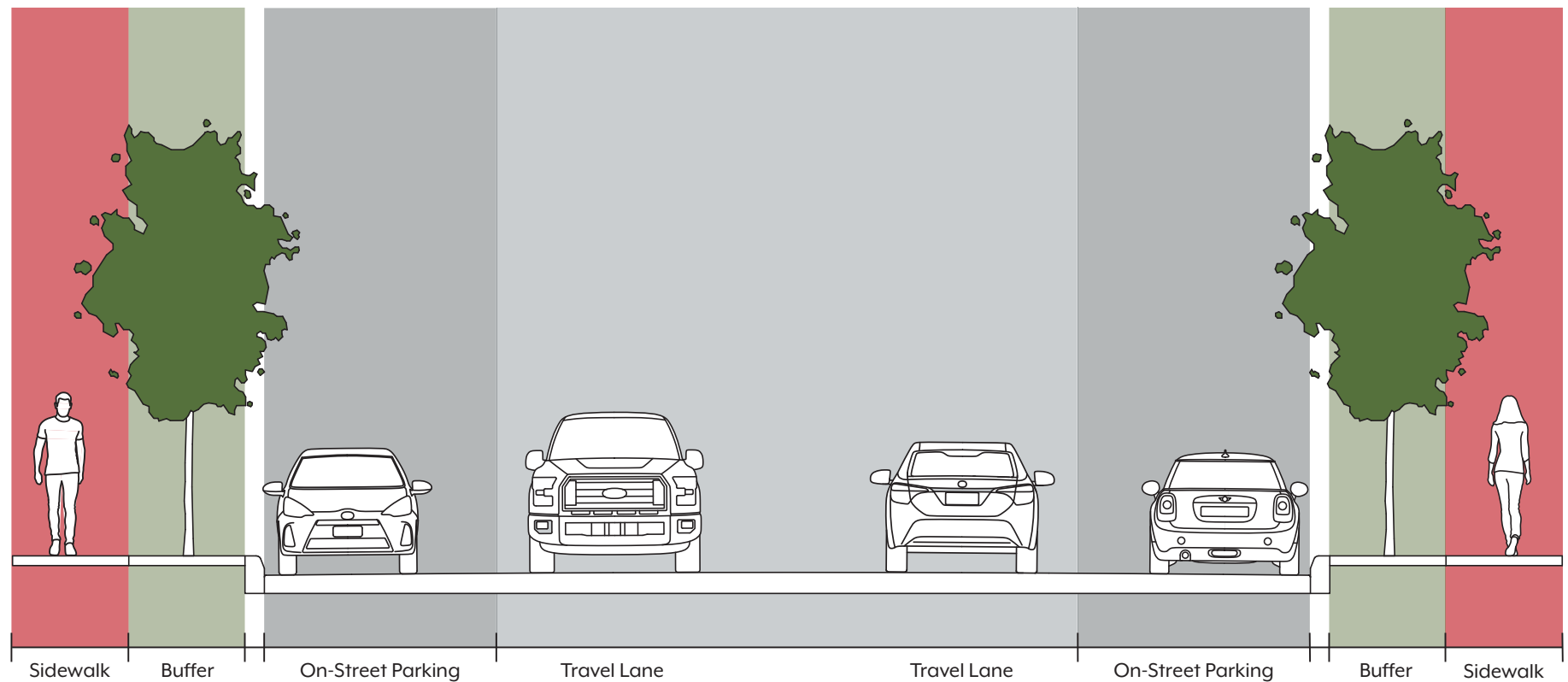
There are seven intersections along Main Street, of which three are four-way and four are three-way. The intersections of Main Street with 3rd Street and Bank Street each feature extended curb bump-outs. Land use within the focus area varies from residential to commercial, with many mixed-use buildings present. Land use within the focus area includes: 33

single-family detached homes, 75 attached homes, 18 multifamily buildings, 3 retail properties, 24 mixed use buildings, 6 institutional properties, one office building, one industrial building, and one undeveloped lot.

Buildings along Main Street are of various architectural styles but many prominently feature brick and stucco, which has created something of a regional

vernacular. With that said, Victorian (Queen Anne, mostly) and Colonial Revival are the most prevalent and easily recognizable architectural styles on Main Street. Although less common, there are also examples of Gothic Revival, Second Empire, Romanesque, Italianate, Beaux Arts, Bungalow Craftsman, and limited modern construction.

(Main Street) Arterial Road



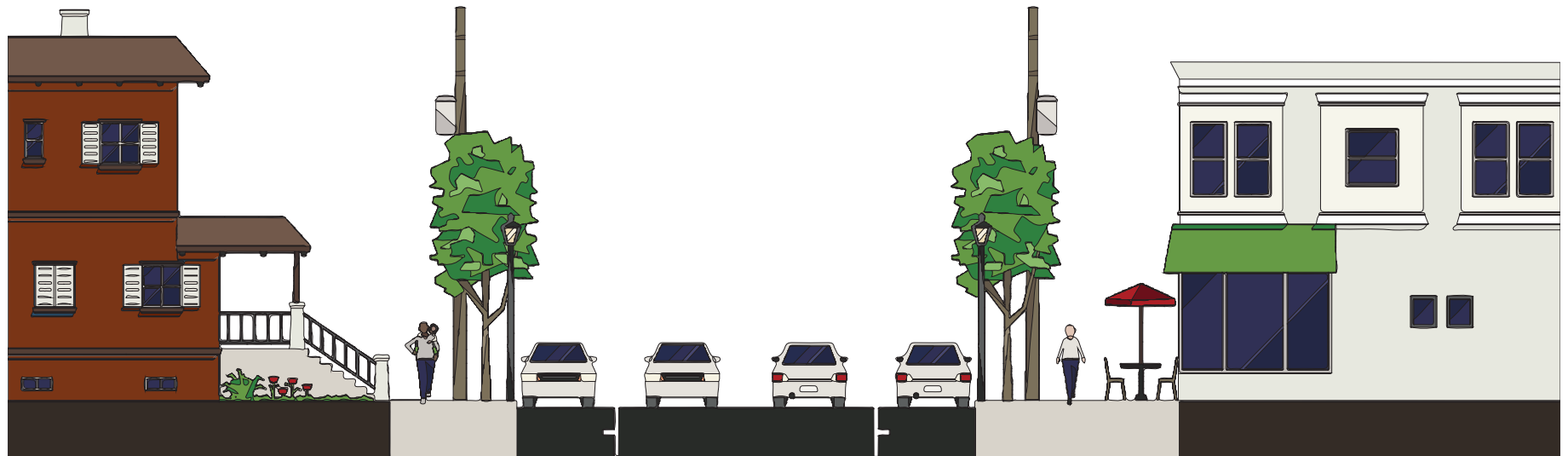
Anatomy of Main Street

The streetscape is a unifying and visually enhancing element of Main Street in East Greenville. Streetscape elements include all individual features from the curb to the building. These include the pieces that make up the transportation network for vehicles and pedestrians, street lighting, furnishings, café seating, benches, trash receptacles, street trees, planting borders, signage, public art, and other public safety or utility features (e.g., fire hydrants). These elements are in areas fronting on roadways and pedestrianways as part of the street scene. Each aspect of the streetscape has a place and a purpose.

Sidewalks and crosswalks constitute the designated pedestrian use zone where people of varying mobility should feel safe and welcome. The cartway and

on-street parking areas are essential aspects of the streetscape and provide an efficient vehicle use area. Street lighting, signalized intersections, and wayfinding signage helps to enhance the safety of the pedestrian and vehicle use areas, while contributing to the aesthetics of the streetscape and the experience of Main Street. A safe, accessible, and well-lit multimodal transportation network connects the community and demonstrates the borough's commitment to its resident's wellbeing.

Furnishings, located within the furnishing zone behind the sidewalk, provide amenities for pedestrians by adding functionality and vitality to the pedestrian realm. Furnishings provide streetscape continuity and may be adapted according to the character of



Demonstration of differing frontages occupied by residences (left) and commercial storefronts (right)



Example of the retaining walls, shallow front yards, and front porches that are ubiquitous on Main Street

each subarea, highlighting its unique qualities, provided they are cohesive throughout the corridor. Benches and seating areas improve the pedestrian experience and increase comfort by offering places to sit, rest, observe, and wait. Benches may encourage engagement and social interaction if adequately placed, particularly when co-located with other pedestrian amenities. Receptacles

for recycling, trash and other waste contribute to the streetscape's aesthetic, functionality, and environmental quality by limiting litter and promoting appropriate waste management, including waste diversion through recycling. Other features such as bike racks, water fountains, and public art, which are absent from the streetscape presently, may be introduced to further enhance the experience. Bicycle racks in particular are vital in promoting multi-modal transportation options and reduce streetscape clutter by providing the civic infrastructure required to park and secure bicycles and other micro-mobility vehicles (e.g., scooters). Streetscape elements such as these can contribute to the character of Main Street, support streetscape consistency, and provide many important functions.

Greenery is a hallmark of East Greenville and, fittingly, the borough's namesake. Street and yard trees not only add character, but they also provide numerous benefits

to pedestrians and property owners through the natural services provide (e.g., shade and stormwater management). The transition from the public to private realm and the interaction between the two is another key aspect of the streetscape, with front yard landscaping areas, fences, and walls acting as both a physical and symbolic separation between the public and private realms. These landscape areas are a key aspect of the sense of place and community.

Existing architecture is the pillar that defines the charm and character of Main Street, acting as a living reminder of East Greenville's legacy. New Construction that comes to Main Street will need to be considerate of the existing fabric and pattern of development. Any new additions to Main Street must be designed to complement the existing architecture rather than detract from it. Building facades set the outer limits of the streetscape and are an essential part of the Main Street experience.

Other pieces of infrastructure along the streetscape are not discussed in the guidelines, but these aspects are nonetheless fundamental pieces of the streetscape. Fire hydrants, utility poles, and street signs are ubiquitous on Main Street and provide for public needs. These features are necessary to the public safety and wellbeing, but they occupy much-needed space within the sidewalk. These aspects of the streetscape should contribute to the consistency of the streetscape and not impede the pedestrian pathway or overall experience for pedestrians.

In order to understand how a streetscape treatment may differ, three subareas have been identified based on the predominant uses and activities:



The central zone has a well-defined streetscape

CENTRAL ZONE

The Central Zone represents the core of East Greenville. This area features a more distinct and eclectic set of uses, including residences, commercial and food service establishments, personal service shops, and an entertainment venue. Due to the wide range of activities within this zone, the pedestrian zone should include various pedestrian amenities, including seating, waste receptacles, planters, bike racks, public art, and water stations to facilitate interactions between people while encouraging movement and travel. The provision of seating is essential to reinforce the concept that the Central Zone is a destination where people should spend time and money.

SOUTH ZONE

While primarily residential, the South Zone also features various uses, including institutional, commercial, and personal services. Because this area serves as an essential gateway to the Central Zone, efforts should focus on landscaping along the street and front yards and visually creating a cohesive streetscape. Signage for commercial uses should complement the landscaping and not be obtrusive. Amenity areas, which may include seating in specified key locations, can benefit residents in the immediate vicinity.

NORTH ZONE

The North Zone serves mainly as a residential corridor. Although some commercial uses exist, this subarea primarily features homes with relatively deep front yards. As with the South Zone, landscaping can help enhance and reinforce the character along this stretch of Main Street.

EXISTING CONDITIONS IN THE MAIN STREET STUDY AREA

Main Street & 6th Street

- Signalized intersection
- Standard crosswalks
- Curb ramps with detectable warning plates (DWP)
- Streetscape treatment completed to the north, west side only
- Wayfinding sign #1 is located northwest of the intersection, facing southbound traffic. Wayfinding sign #2 is located southeast of the intersection, facing northbound traffic. Signage details:
 - ↓ Upper Hanover Township Building
 - ↓ East Greenville Nature Meadow
 - ↓ UPMS Athletic Fields

Main Street & 4th Street

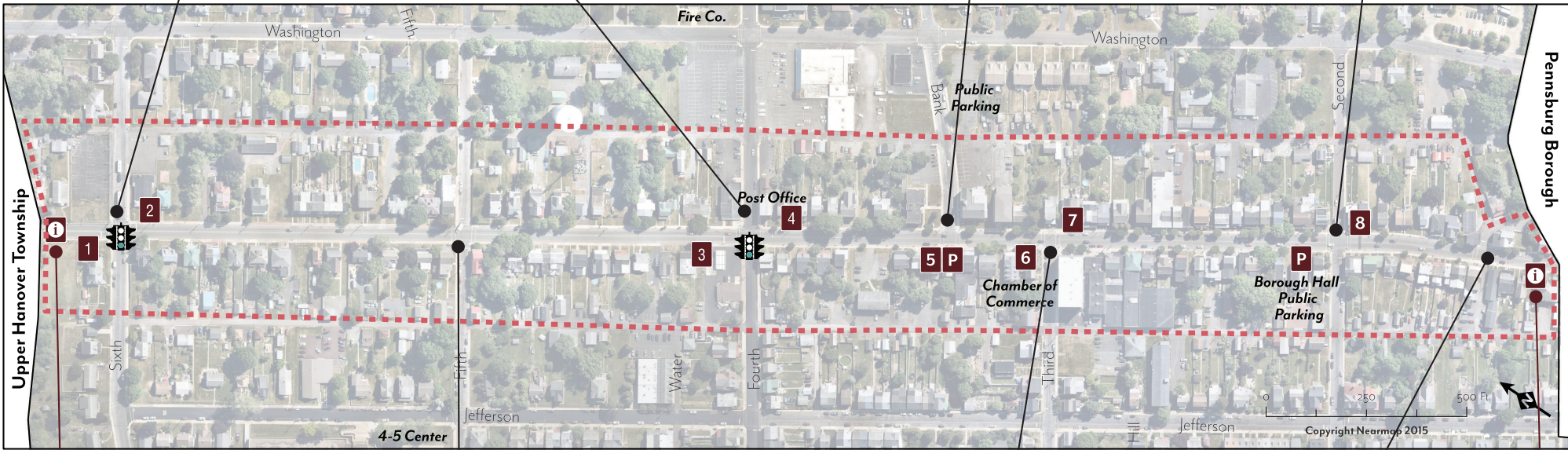
- Signalized intersection
- Standard crosswalks
- Curb ramps with DWPs
- Streetscape treatment completed to the south
- Wide curb openings
- Wayfinding sign #3 is located northwest of the intersection, facing southbound traffic. Wayfinding sign #4 is located southeast of the intersection, facing northbound traffic. Signage details:
 - ↓ East Greenville Fire Hall
 - ↓ Globe Inn

Main Street & Bank Street

- Bank Street is an eastbound one-way road
- Standard crosswalks
- Extended curb at crossings, which have curb ramps with DWPs
- Streetscape treatment completed in all directions
- Double-sided parking lot wayfinding sign located at the extended curb, indicating the location of the 32-space public parking lot at the intersection of Bank Street and Hickory Alley
- Wayfinding sign #5 is located at the extended curb, facing southbound traffic. Signage details:
 - ↓ Kistler-Bitting Park

Main Street & 2nd Street

- Two-way stop (2nd Street)
- Standard crosswalks
- Curb ramps with DWPs
- Streetscape treatment completed in all directions
- Double-sided parking lot wayfinding sign located in front of Borough Hall, just northwest of the intersection, indicating the location of the 14-space public parking lot behind Borough Hall
- Wayfinding sign #8 is located to the southeast of the intersection, facing northbound traffic. Signage details:
 - ↓ Kistler-Bitting Park
 - ↓ East Greenville Borough Hall



Main Street & 5th Street

- Two-way stop (5th Street)
- Standard crosswalks
- Curb ramps with DWPs
- Streetscape treatment completed to the south, east side only

Main Street & 3rd Street

- 3rd Street is a westbound one-way road
- Standard crosswalks
- Extended curb at crossings, which have curb ramps with DWPs
- Streetscape treatment completed in all directions
- Wayfinding sign #6 is located to the northwest of the intersection, facing southbound traffic. Wayfinding sign #7 is located to the southeast of the intersection, facing northbound traffic. Signage details:
 - ↓ Bieler Park
 - ↓ New Goshenhoppen Park

Main Street & Church Street

- Three-way intersection, with a stop control from Church Street
- Standard crosswalks
- Curb ramps with DWPs
- Streetscape treatment completed in all directions

EXISTING CONDITIONS IN THE CORE SUBAREA



The Owl's Nest occupies the historic Keely House, originally built as a hotel around 1852.



A multi-tenant commercial building on Main Street.



The Chamber of Commerce is prominently located in the core of East Greenville. Pedestrian infrastructure is particularly strong in the central zone, due to the high amount of pedestrian traffic in the area.



Two of the most iconic buildings on Main Street: the Grand Theater and the former Knights of Pythias Hall



Borough Hall is located within a historic church; note the parking wayfinding sign

Challenges & Opportunities

Perhaps the greatest challenges for the Main Street streetscape are the physical constraints that limit the width of the sidewalk, both at present and in the future. There are numerous objects present within and adjacent to the sidewalk that inhibit pedestrian traffic, such as utility poles and street signs. Many building façades, architectural features, and front yard landscaping features are set up against the sidewalk and set the outer boundary of the public realm. The “street wall” created by numerous connected buildings of similar architectural styles creates a strong sense of place by creating a cohesive architectural rhythm, but it also limits the potential for expanding sidewalks. The presence of low walls and fences along Main Street is another defining feature of East Greenville’s identity, and these set a relatively soft barrier between the public and private realms. And, lastly, overgrown front yard landscaping has had the effect of narrowing the sidewalk in some locations; however, this is an easily rectifiable issue.

Turning inward towards Main Street itself, the most obvious challenge is the narrow width of the roadway. The roadway is just wide enough to accommodate two-way traffic and parking on both sides of the street. The narrow roadway eliminates the potential for sidewalk expansion, with the notable exception of curb bump outs at intersections; these have been shown to slow the speed of vehicles,



Public parking is available behind Borough Hall. The wayfinding sign facing Main Street relays this.

which improves pedestrian safety. With a posted speed limit of 30 MPH along Main Street, stopping distances are anticipated at about 75 feet or six car lengths; lowering the speed limit further could shrink stopping distances even lower. The narrow width of the roadway combined with curb bumpouts, parked vehicles, and warning signage can improve stopping distances as drivers are more cognizant of the potential for pedestrian crossings. With limiting features on both sides of the street, the potential for widening the sidewalk is limited.

Following a 2014 *Parking Improvement Study*, the borough took steps to address identified deficiencies in available parking for the Main Street commercial corridor. Today, the borough offers two public parking areas that are available for use by the general public.



Main Street has been closed for pedestrian-only events, such as community day

Borough Hall, at 206 Main Street, has a 14-space parking lot that is constructed of permeable pavers; the lot not only offers a place to park, but also stands as an example of best practices for parking lot design. The borough also offers a much larger public parking lot on Bank Street, which features 32 parking spaces. The location of both parking areas are indicated with the regional wayfinding signs on Main Street, and both feature large marker signs in the same style. The regional wayfinding signage acts as a unified marketing strategy throughout the Upper Perkiomen Valley. The wayfinding signs are positioned strategically throughout the region to help travelers to locate key locations and communities. The borough

also has well-marked on-street parking on both sides of Main Street in addition to private driveways, private parking lots, and street parking on side streets.

An unseen challenge impacting the community is the lack of staff time and resources to address Main Street's maintenance and improvement needs. The borough has a public works staff of two who are responsible for the infrastructure needs of all 0.51 square miles of the borough. With their many other duties and as emergencies arise, pruning and watering street trees may not always be on the top of the to-do list. It will be increasingly important to instill a sense of ownership of the sidewalk, street trees, and street furnishings in property owners on Main Street.

Lastly, there is the “elephant in the room” that is the lack of funding for Main Street improvements. As noted previously, a grant award made construction of the streetscape improvements along Main Street possible in the 2010s. Regrettably, due to high price tag and lack of subsequent grant funding, the remaining few blocks have remained incomplete ever since. Moreover, after so many years, some of the improved sections of the streetscape are now in need of repair. The brick pavers have become uneven in some locations due to years of wear, and this has been exacerbated by the heave of the metal and plastic tree grates. Now, the borough has begun the process of removing the metal tree grates and installing permeable tree surrounds (perkEgrave) that are designed to do a better job of adapting to the growth of street trees and other natural conditions. Continued, targeted public and private injections of funding will be required in order to continue the necessary improvements and address ongoing maintenance concerns as they arise.



Main Street features well established street trees that provide shade, moderate temperatures, absorb stormwater, and are aesthetically pleasing.