

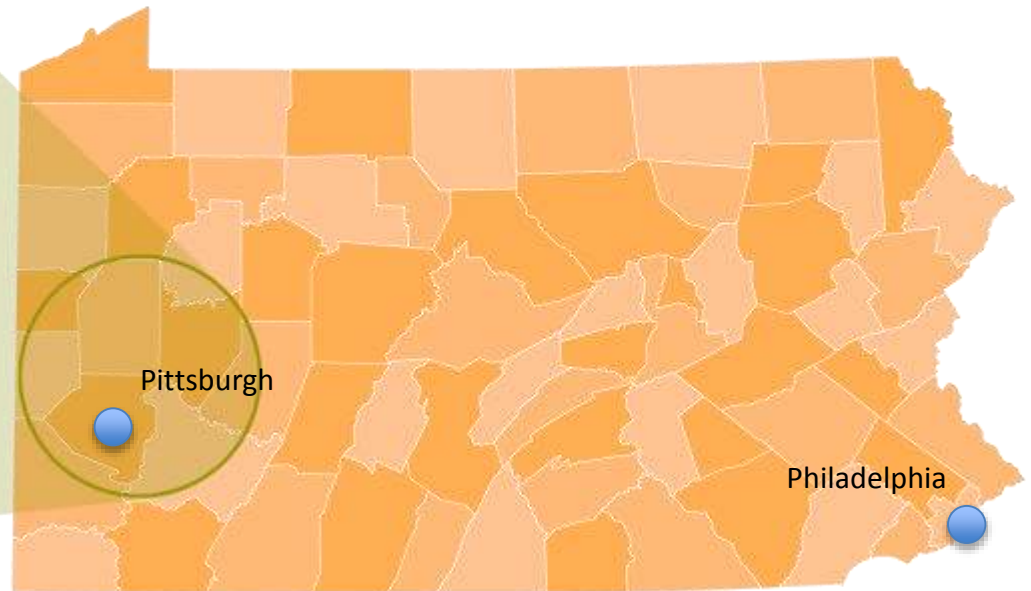
From Sprawling to Thriving

*Cranberry Township's growth spurt continues,
but it looks a whole lot different.*

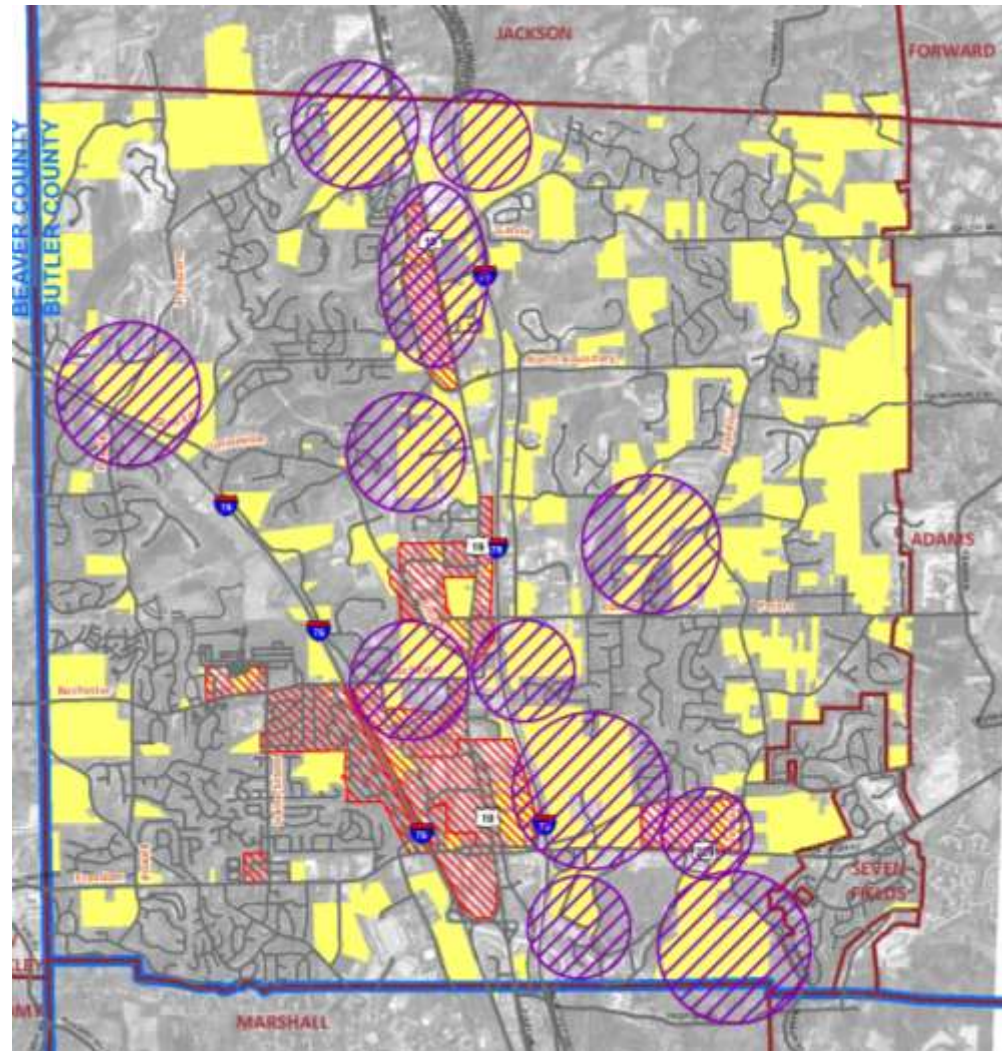
John Trant, Jr., AICP, Esq.
Ronald Henshaw, AICP
Thomas Comitta, AICP



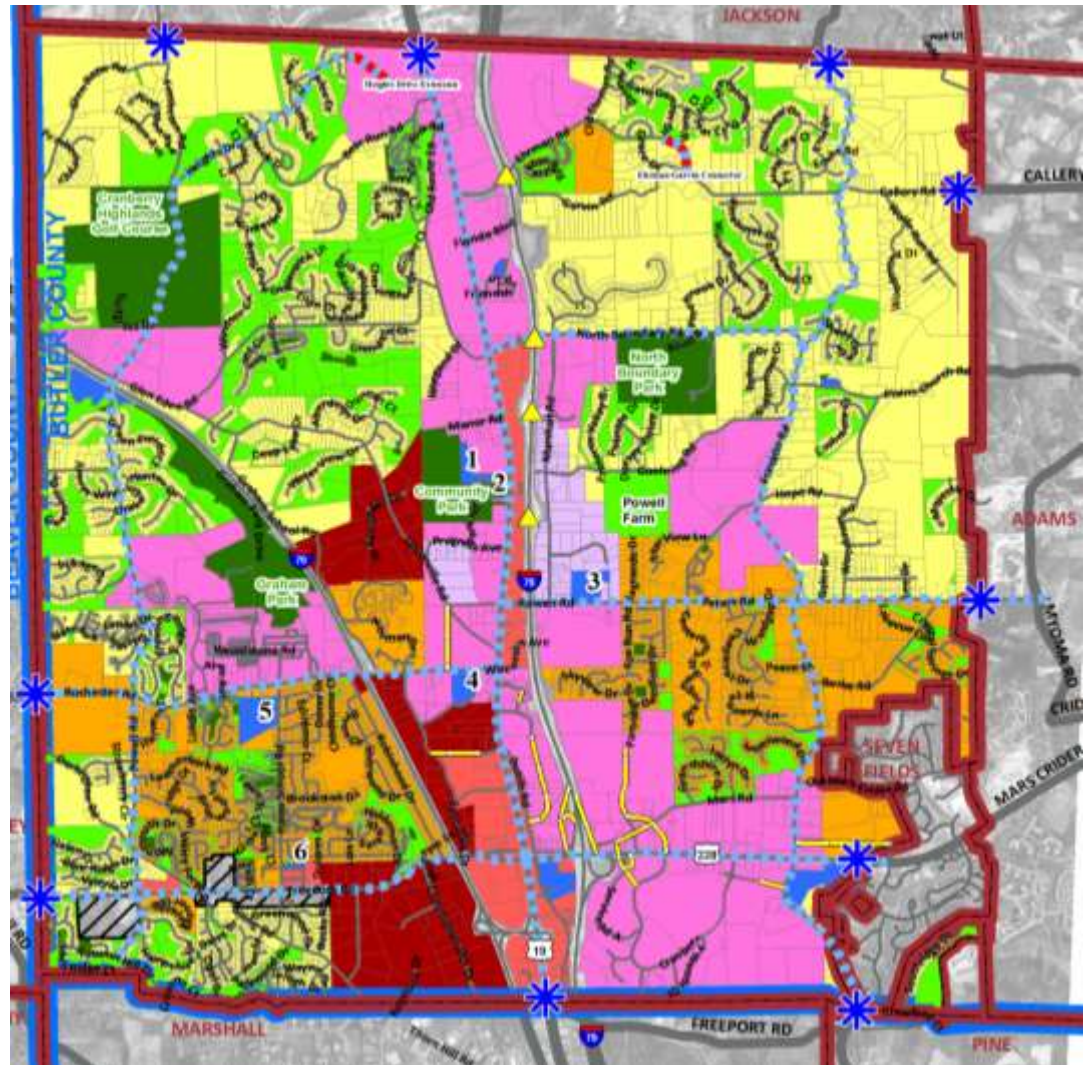
LOCATION | Cranberry



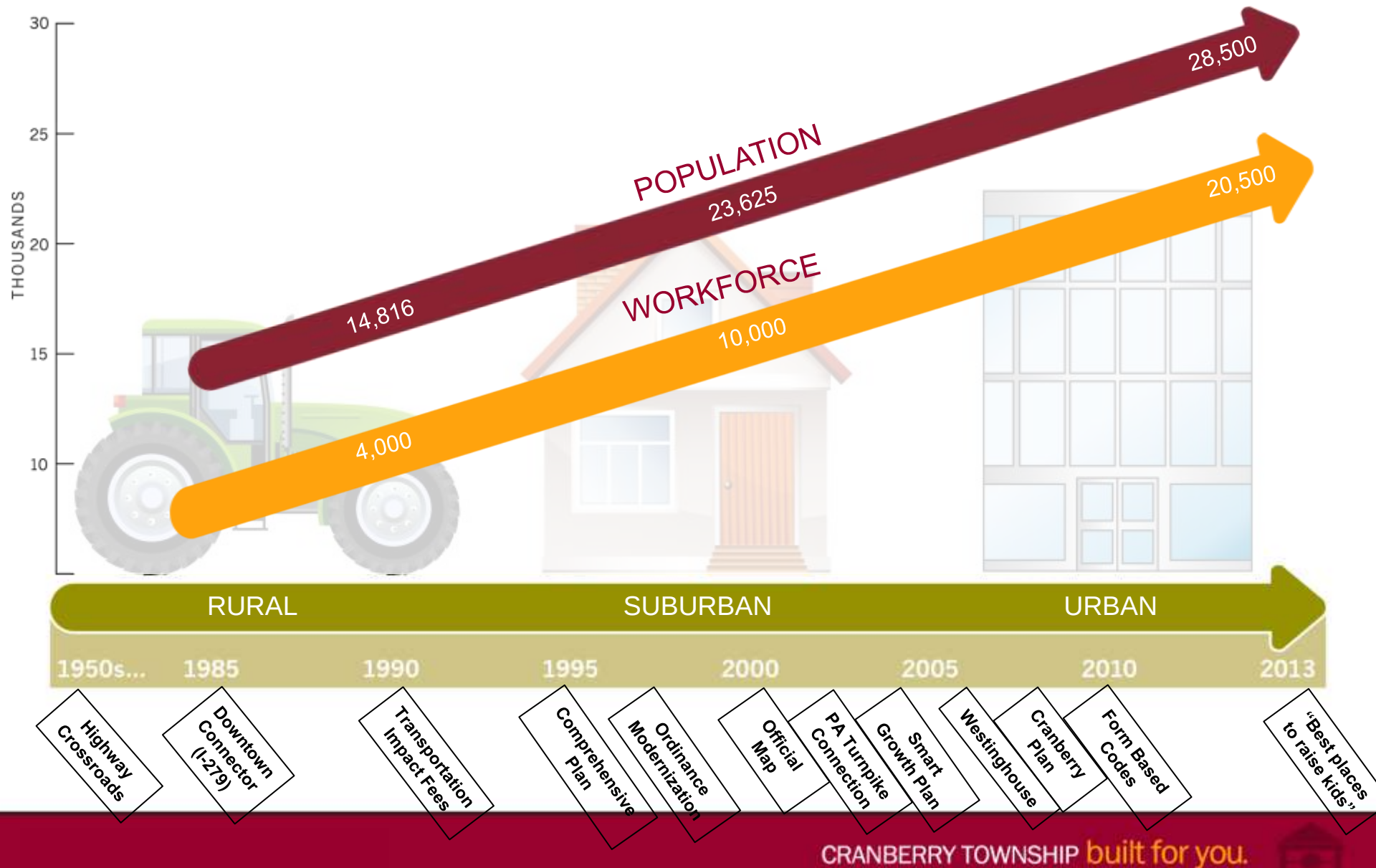
THE CRANBERRY PLAN Preferred Growth Scenario

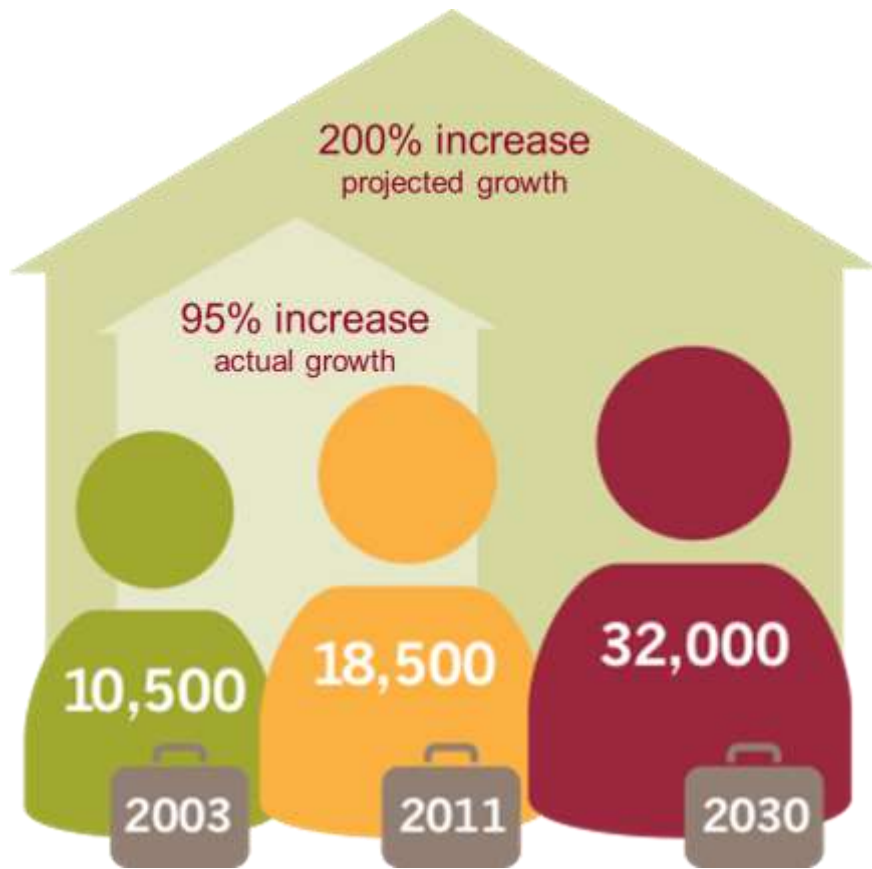


THE CRANBERRY PLAN | Future Land Use Map

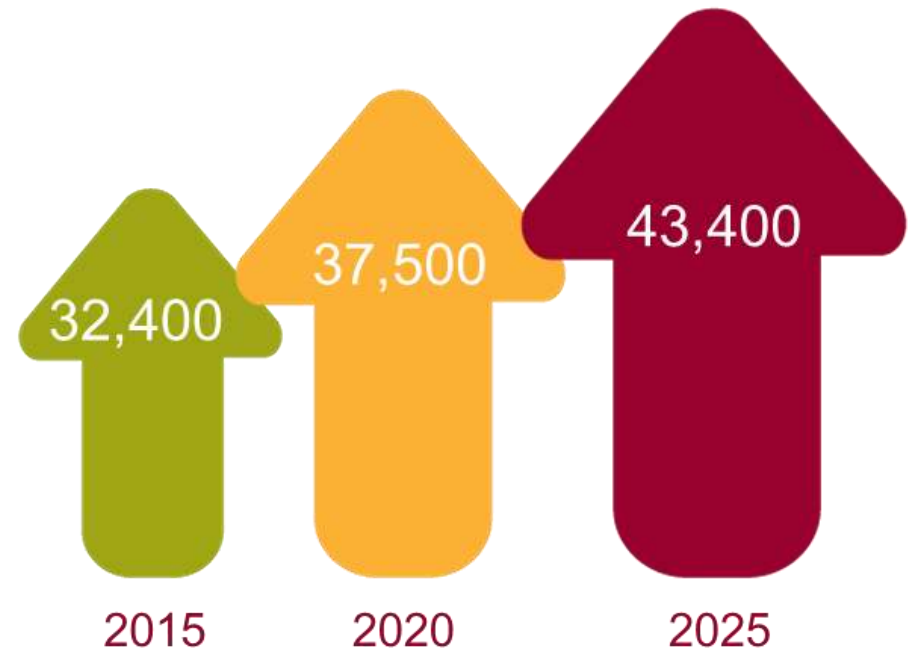


URBAN TRANSECT | Timeline





job growth



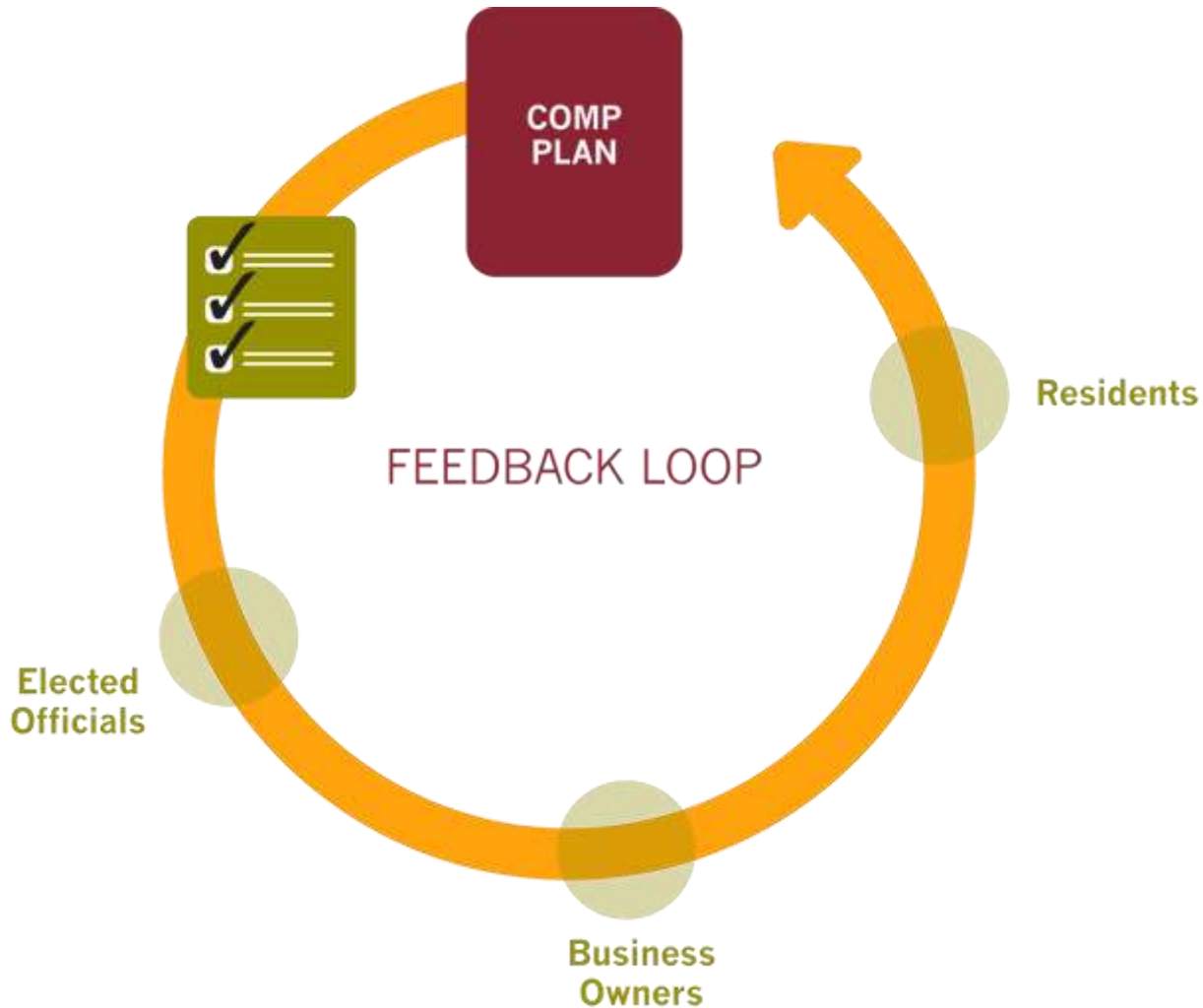
population growth



SUBURBAN TRANSFORMATION | Community Vision



SUBURBAN TRANSFORMATION | Cyclical Process



SUBURBAN TRANSFORMATION | Toolbox



SUBURBAN TRANSFORMATION | Staffing

DEPARTMENT OF COMMUNITY DEVELOPMENT

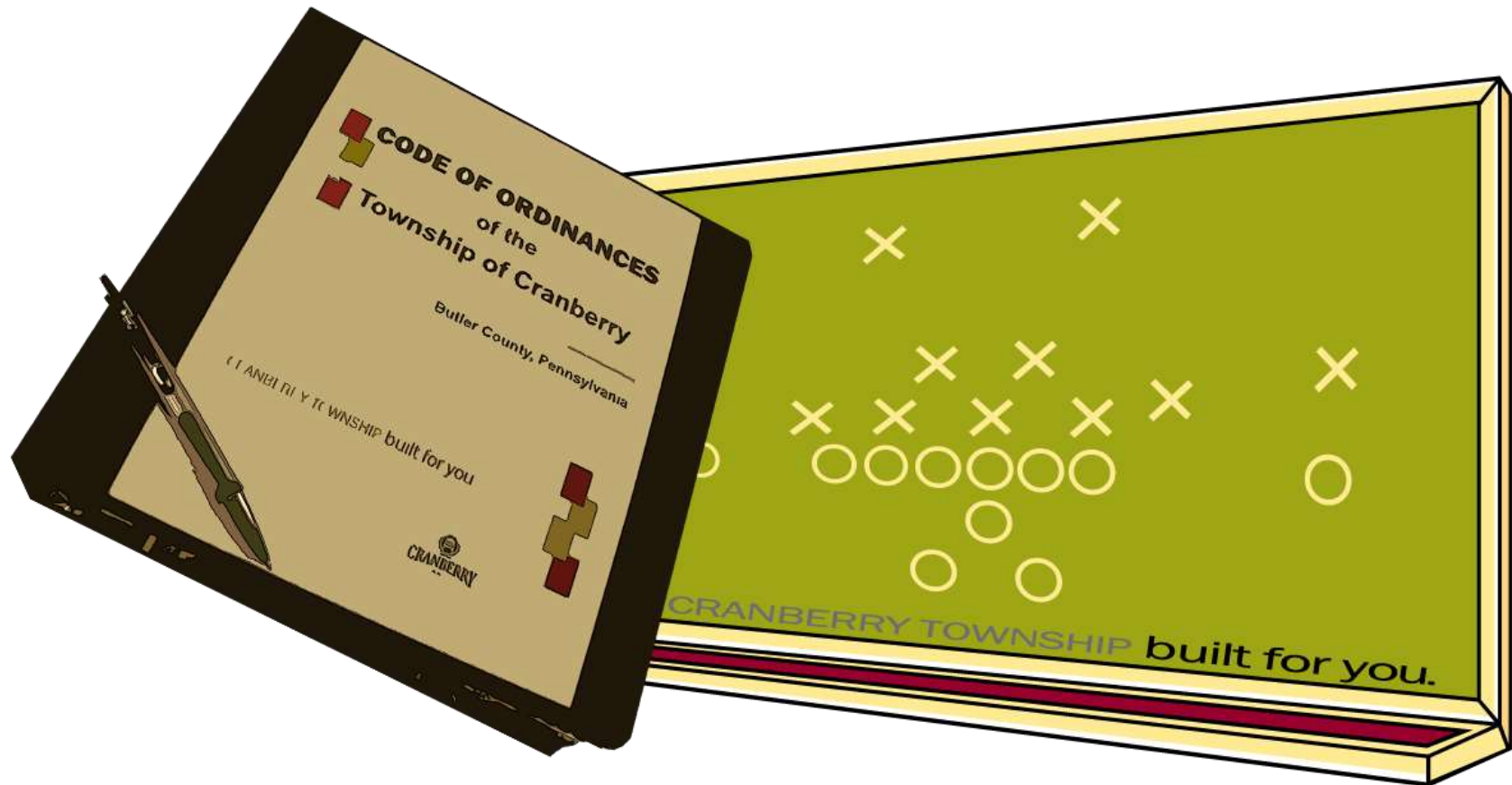
- **Director of Community Development – 1**
 - *Also serves as liaison to Public Safety*
- **Community Planner – 1**
- **Codes Manager - 1**
- **Code Administrators (Building Inspectors) - 2**
- **Building Plans Examiner - 1**
- **Administrative Assistants – 2**
 - *1 full time, 1 part-time*

DEPARTMENT OF ENGINEERING

- **Director of Engineering (Township Engineer) - 1**
- **Supervisor of Engineering Services (Sewer/Water) - 1**
- **Project Engineer (Traffic) – 1**
- **Waterworks Coordinator (Stormwater) - 1**



DEVELOPMENT | Predictable Playbook



PLACE MAKING | Commercial

Conventional



Denny's
• Lacking streetscape



Piazza Plaza
• Not pedestrian-oriented

Enhanced Character



Freedom Square
• Enhanced Streetscape
• Pedestrian-oriented
• Building architecture

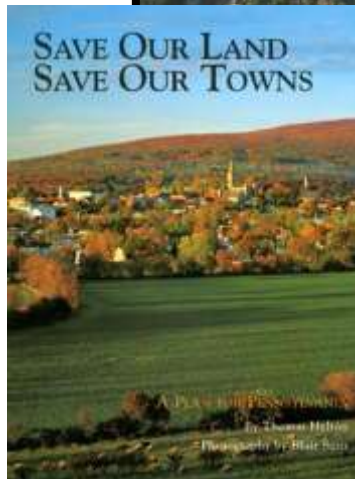


Streets of Cranberry
• Central Plaza
• Pedestrian-oriented
• Building relationship

PLACE MAKING | Residential

1980's/1990's

- Simple subdivisions
- PRD's



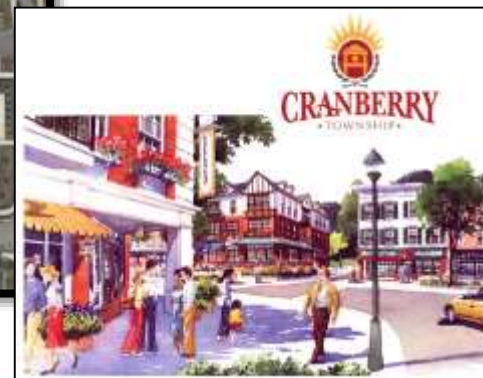
2000's

- Residential Mixed Use (RMU) district



2010's

- Form Based Code
- CCD



BEST PRACTICES | Park Place

Examples of mixed use in other communities



The work in Seaside, Pennsylvania



Three-story mixed-use buildings create a continuous fabric on this street in Seaside, Pennsylvania



Picturesque composition for a mixed-use building in Seaside, Pennsylvania



Mixed-use character in Seaside, Pennsylvania



Single mixed-use building with individual storefronts on the ground floor in Seaside, Pennsylvania



Village Center in Harmony, Pennsylvania

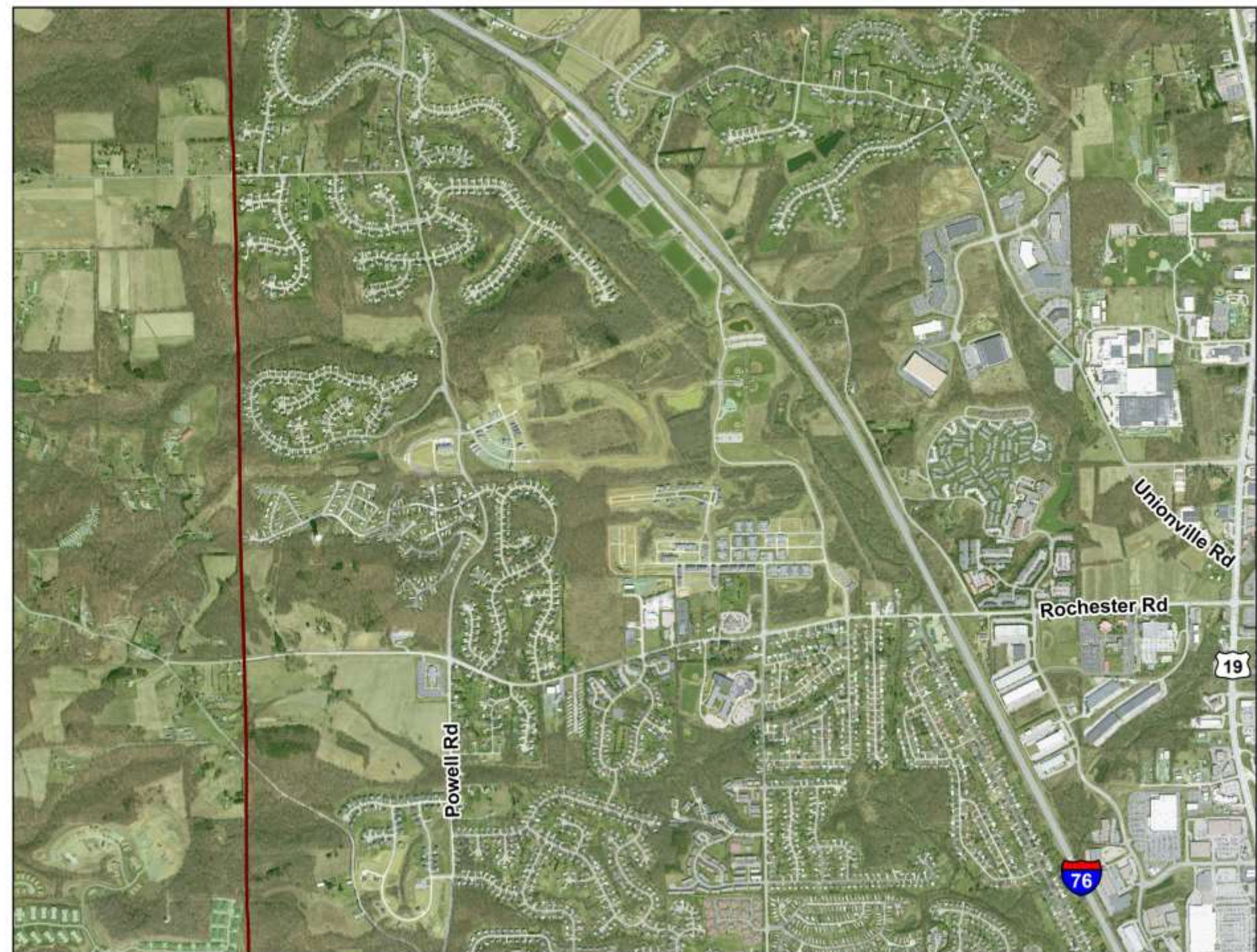
Design Guidelines



Architectural Patterns



Master Plan



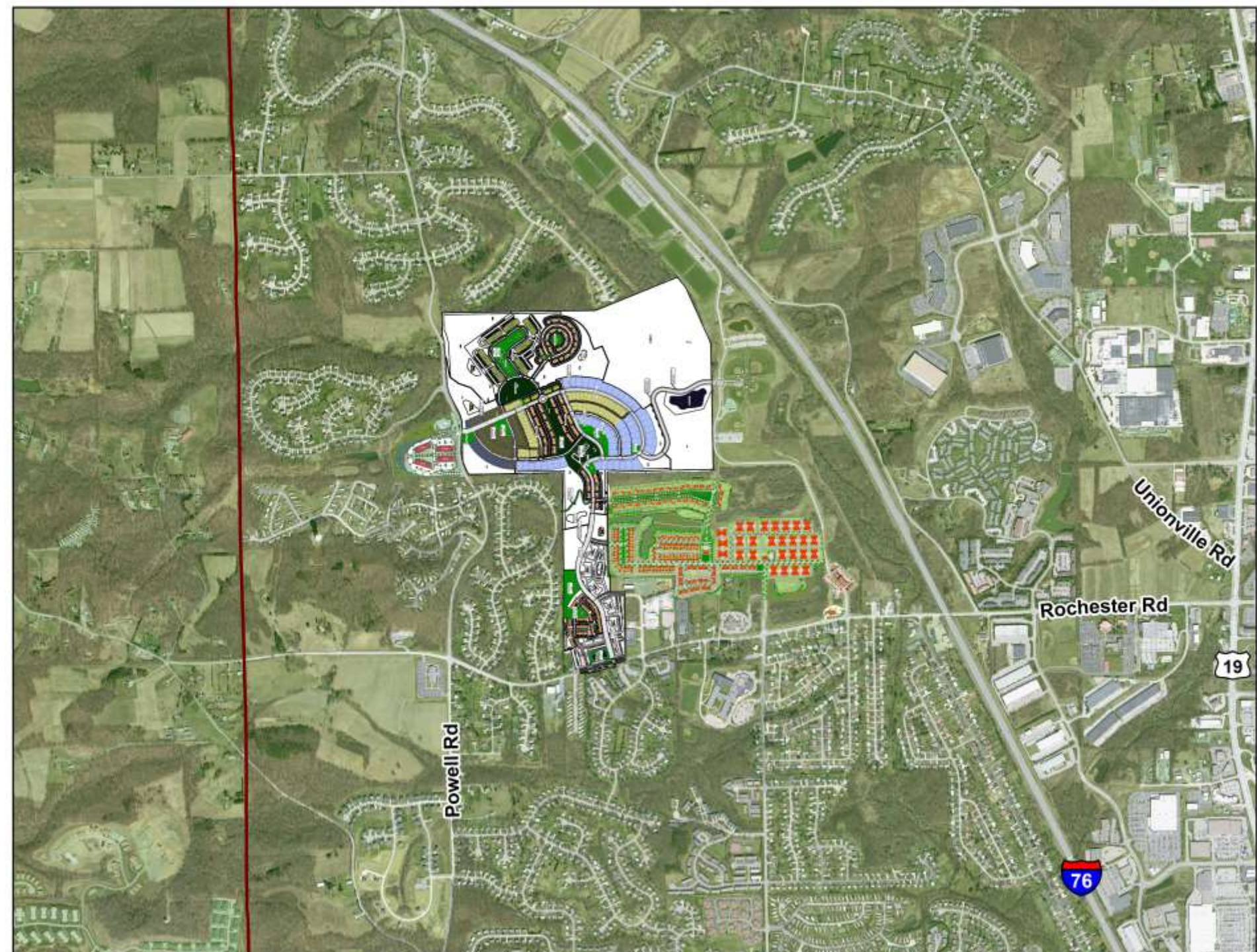
Powell Rd

Rochester Rd

Unionville Rd

76

19



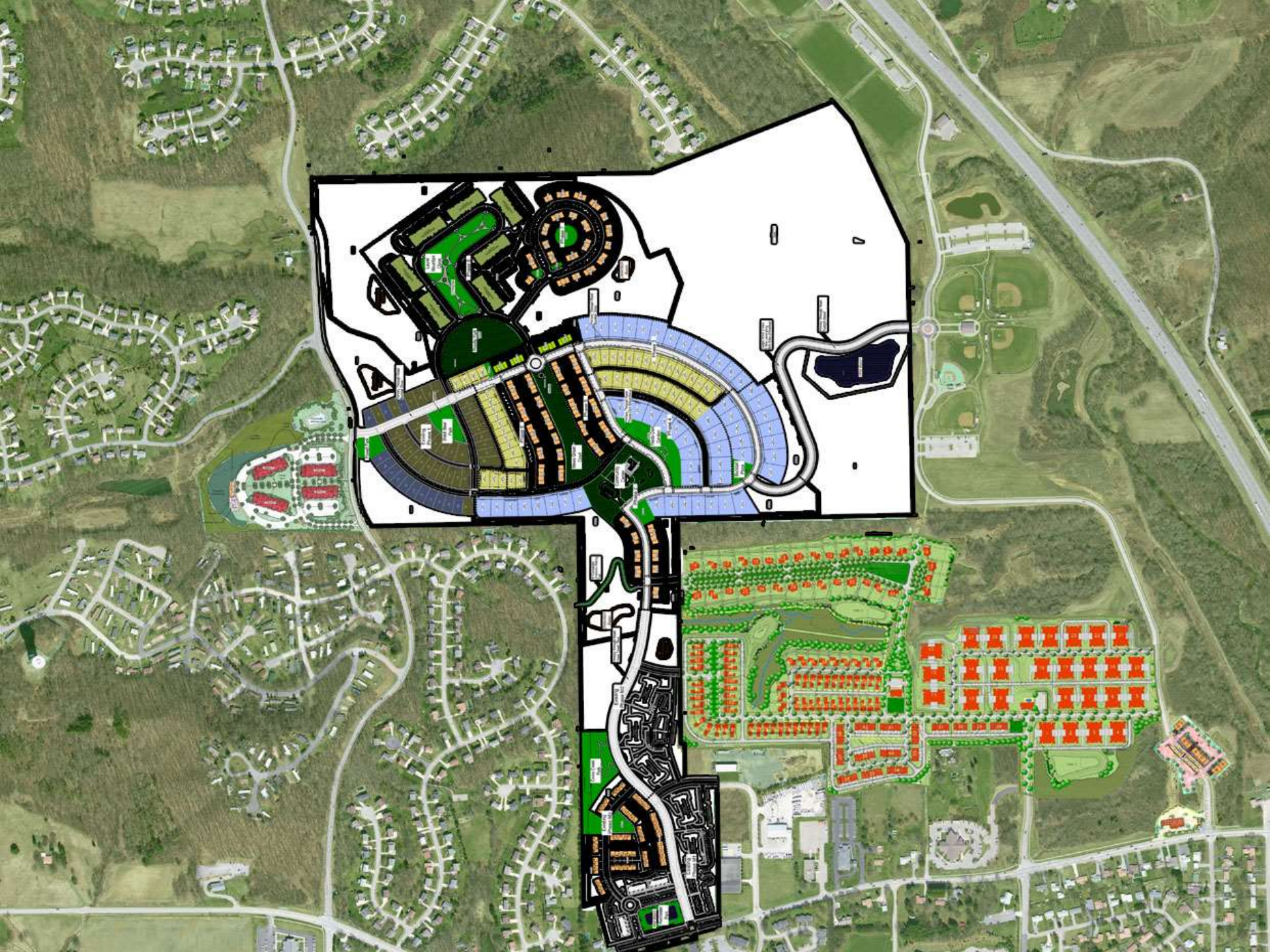
Powell Rd

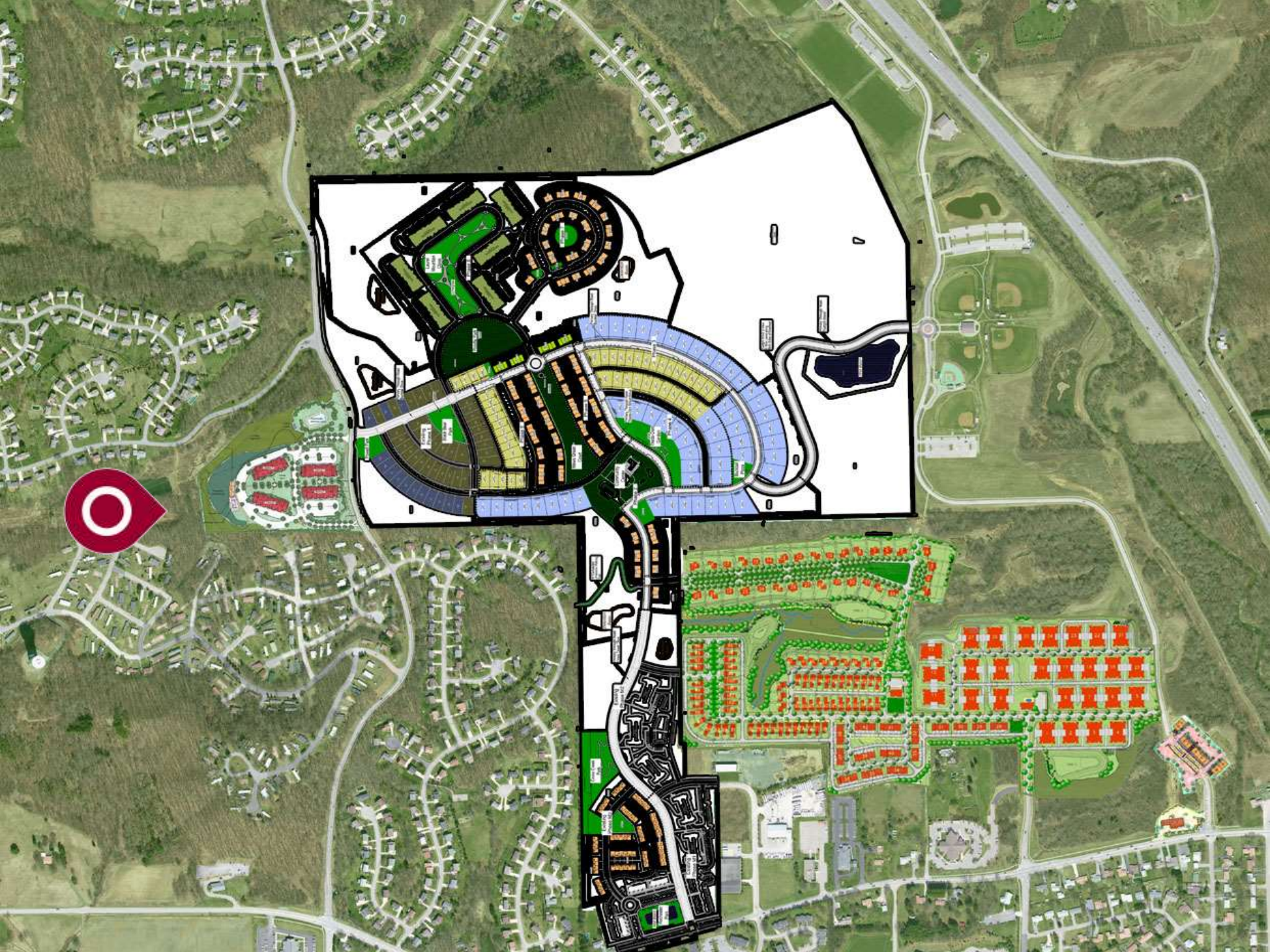
Rochester Rd

Unionville Rd

76

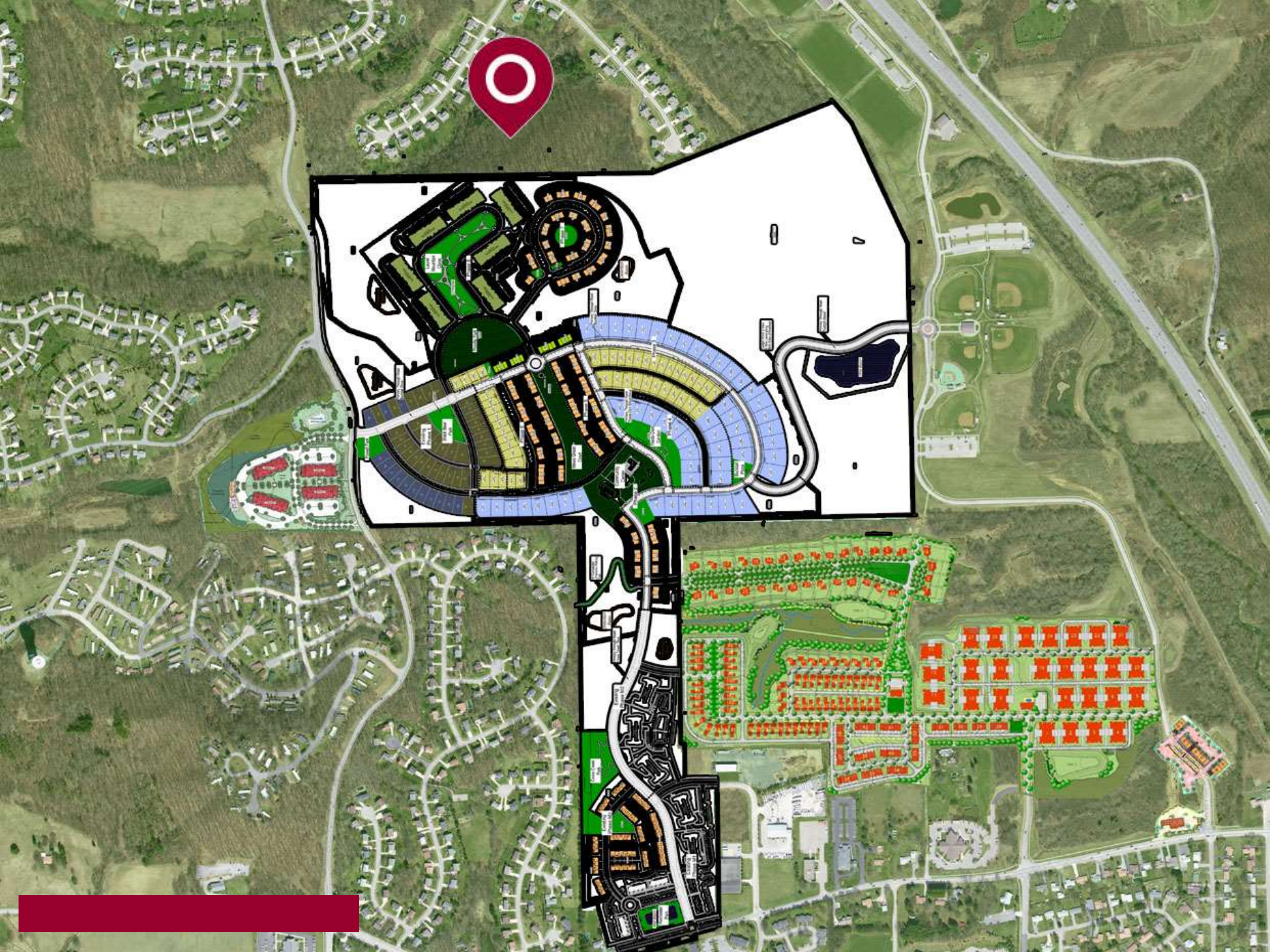
19



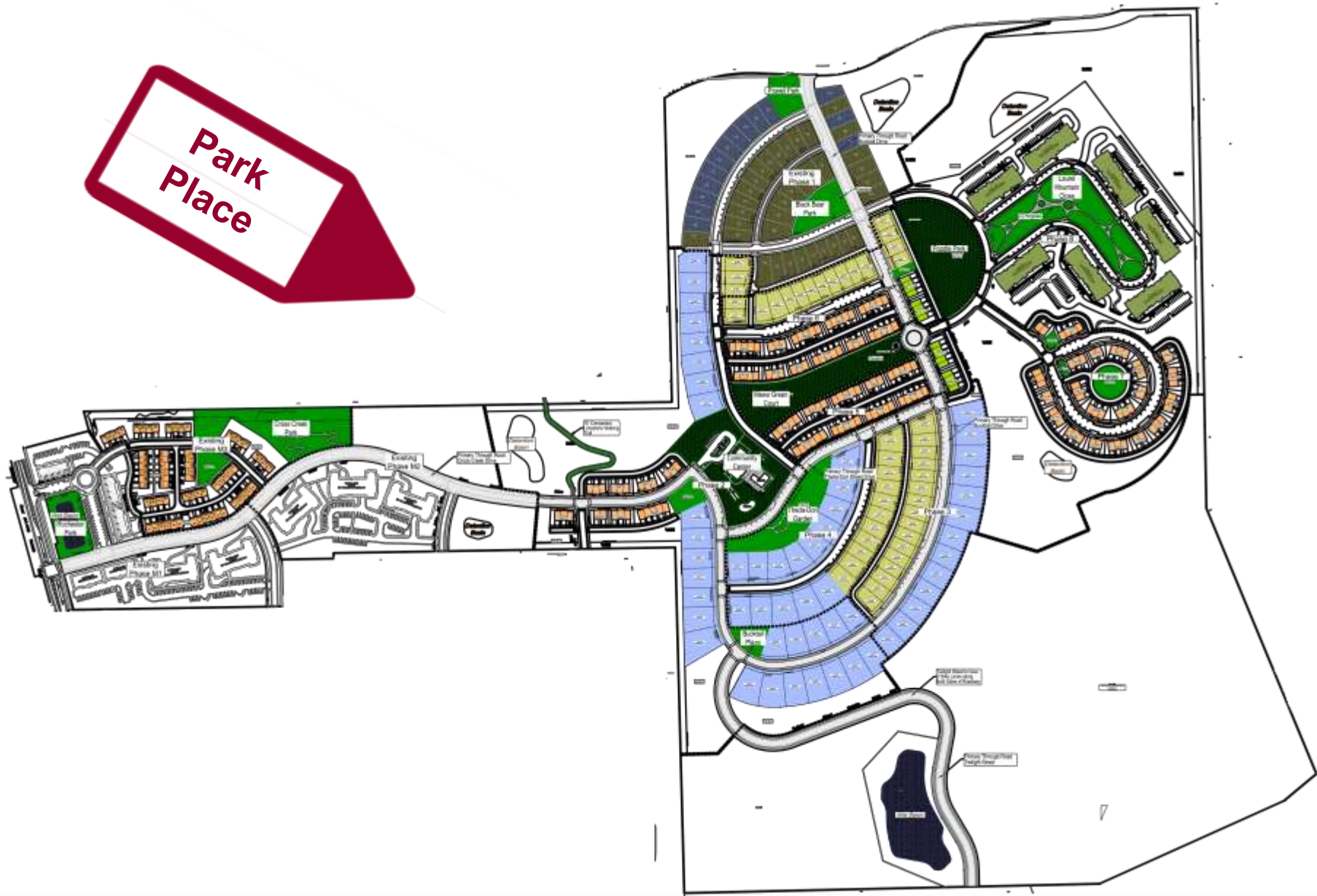


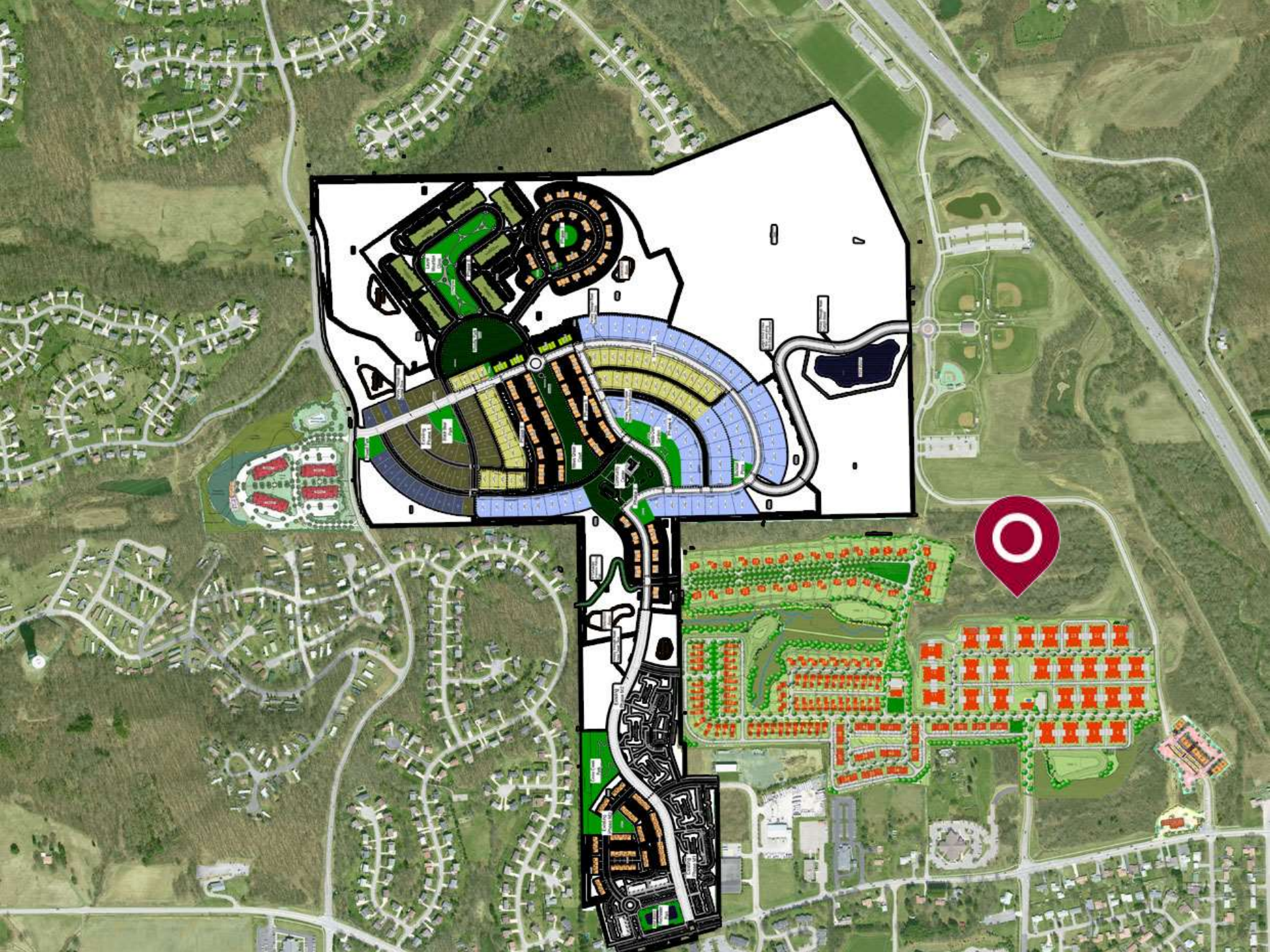
Chatham Commons





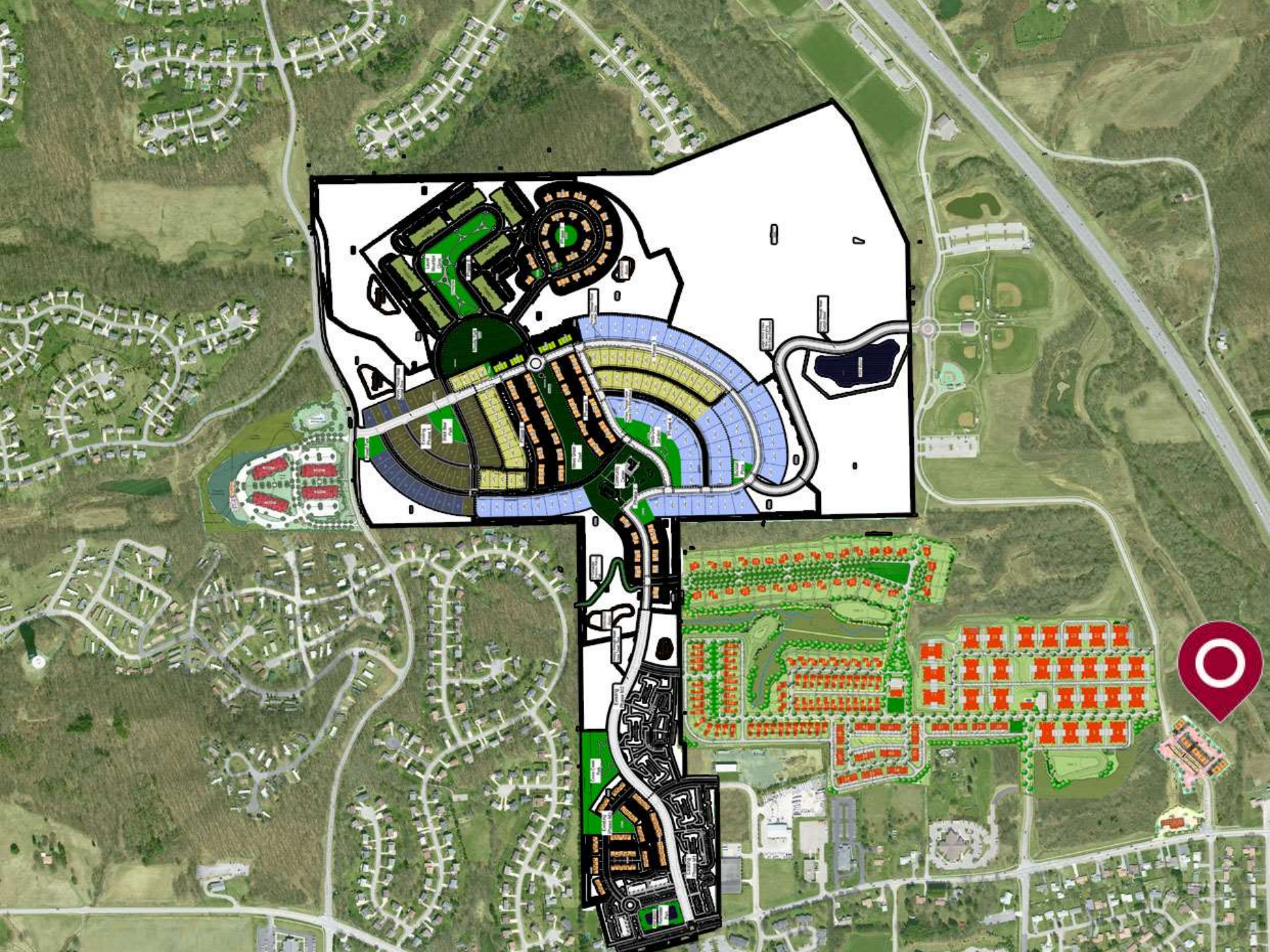
Park Place

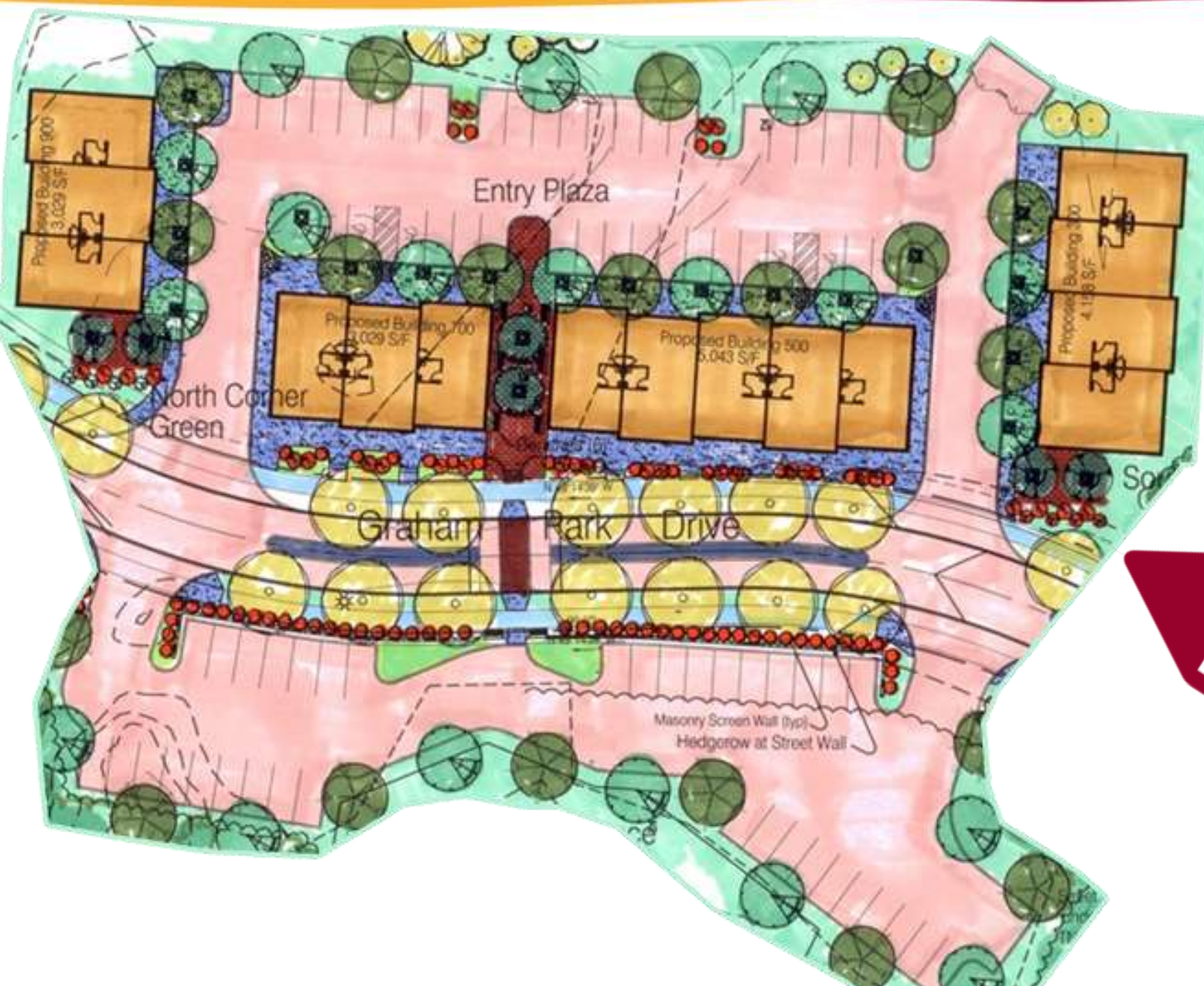




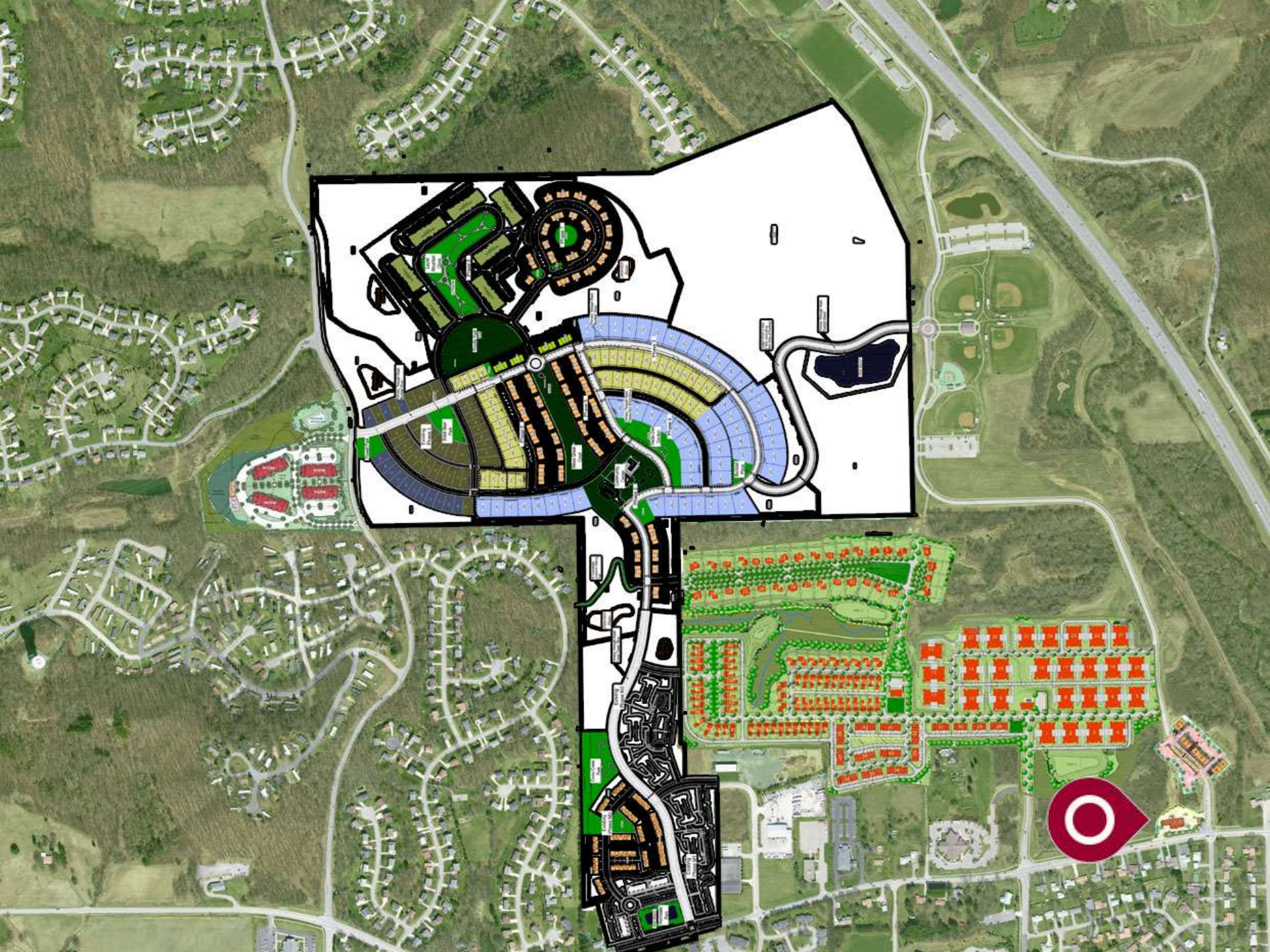
BelleVue Park







**BelleVue
Commons**

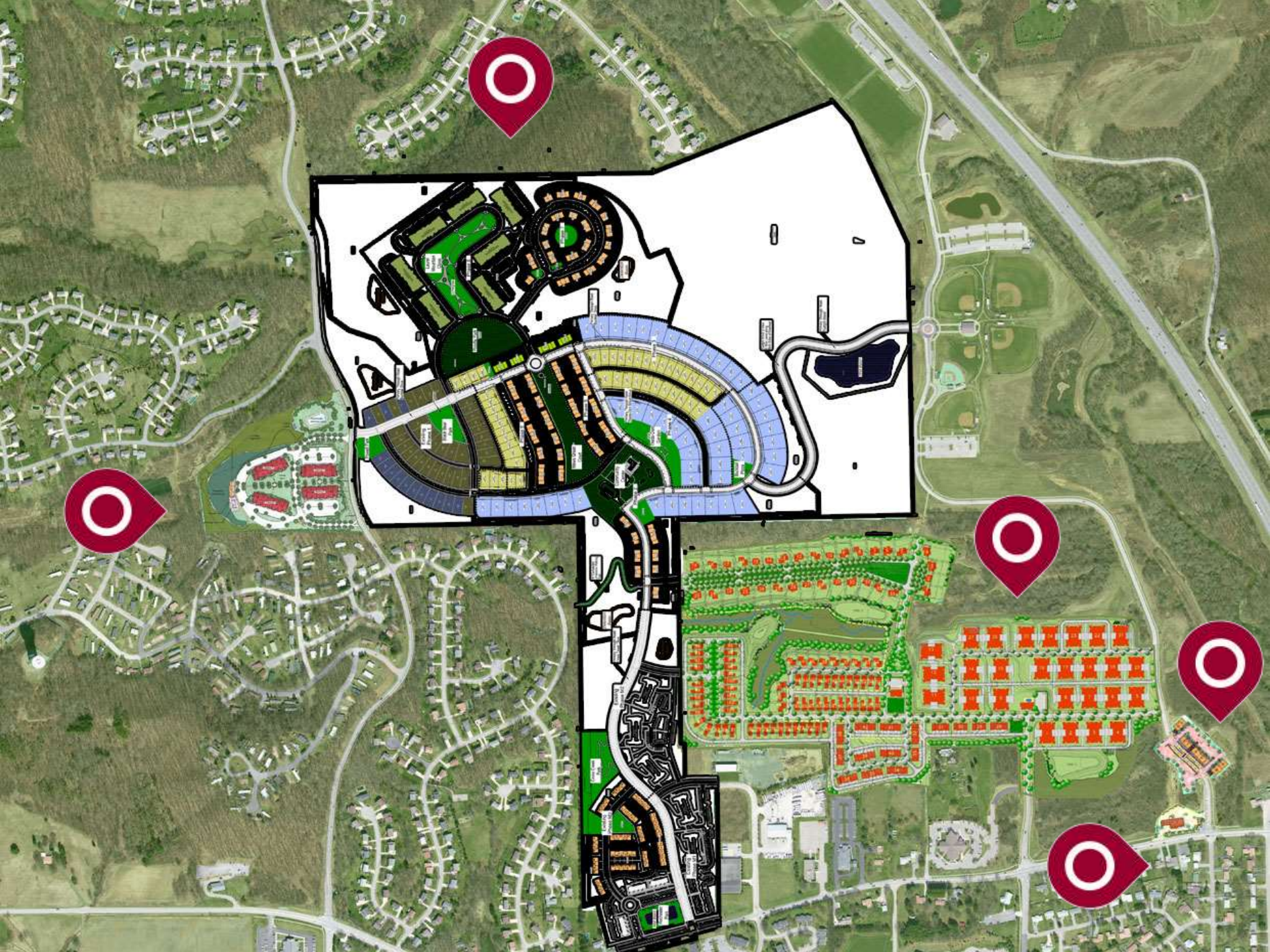






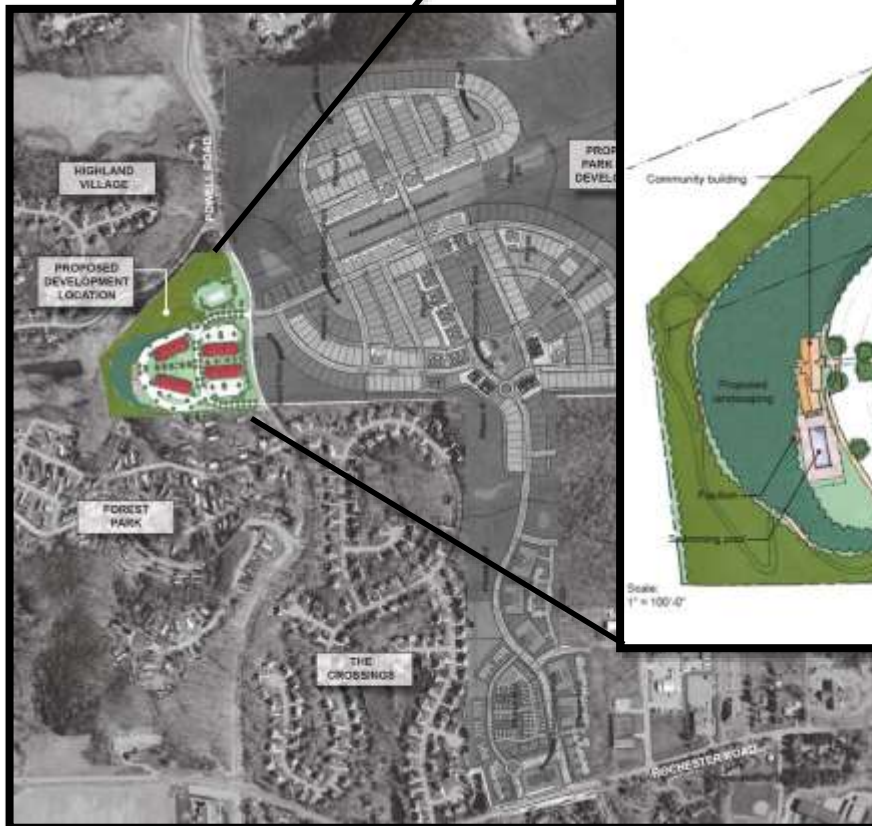
ESB Bank





PLACE MAKING | Chatham Commons

Context Sensitive
Infill



PLACE MAKING | Chatham Commons



BEST PRACTICES | BelleVue Park/ BelleVue Commons

BelleVue Commons

- Commercial uses mixed in with residential uses



BelleVue Park

- Connectivity to adjacent neighborhoods and park
- Mix of residential uses

PLACE MAKING | Bellevue / Bellevue Commons

Quad homes



Townhomes



Neo-Traditional homes



PLACE MAKING | Cranberry Woods Apartments



Existing Office Park

High Density Residential



BEST PRACTICES | Village of Cranberry Woods

Master Plan

- Large scale
- Mixed uses



BEST PRACTICES | Sheetz (Infill Development)



- Location of pumps
- Set back from road
 - Screened by building



BEST PRACTICES | Sheetz (Infill Development)



Streetscape

- Sidewalk
- Street walls
- Benches
- Waste receptacles
- Street lights
- Landscaping



BEST PRACTICES | Auto Zone (Infill Development)

Build-to-Line

- Building relationship to the street



BEST PRACTICES | Auto Zone (Infill Development)



Architectural Treatment

Streetscape

- Sidewalk
- Crosswalk
- Street wall
- Bench
- Waste receptacle
- Street light
- Landscaping



LESSONS LEARNED

- Placemaking adds real value
- Form-based zoning as a powerful tool
- Progression of Code refinements



KEY TAKE-AWAYS

1. Keep Improving the Code
2. Create Positive Examples
3. Identify New Practices
4. Provide Give-Get Incentives
5. Improve the Public Realm
6. Maintain Consistency with Reviews



SUBURBAN TRANSFORMATION | Community Vision

