From Sprawling to Thriving

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

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THE CRANBERRY PLAN | Preferred Growth Scenario
THE CRANBERRY PLAN | Future Land Use Map
URBAN TRANSECT | Timeline

- **Population**: 14,816 in 1950s, 23,625 in 2000, 28,500 in 2013
- **Workforce**: 4,000 in 1950s, 10,000 in 2000, 20,500 in 2013

**Timeline**:
- **1950s**: Highway Crossroads
- **1985**: Downtown Connector (I-279)
- **1990**: Transportation Impact Fees
- **1995**: Comprehensive Plan
- **2000**: Ordinances Modernization
- **2005**: Official Map
- **2010**: PA Turnpike Connection
- **2013**: Growth Plan, Smart Westinghouse Plan, Cranberry Plan, Form-Based Codes

**Cities to raise kids**
job growth

population growth

200% increase projected growth

95% increase actual growth

10,500 2003
18,500 2011
32,000 2030

10,500 2003
18,500 2011
32,000 2030

32,400 2015
37,500 2020
43,400 2025
SUBURBAN TRANSFORMATION | Community Vision

Leadership

1995
2009
2014
2019

Community Vision

Communication

Tools
SUBURBAN TRANSFORMATION | Cyclical Process

COMP PLAN

FEEDBACK LOOP

Residents

Elected Officials

Business Owners
SUBURBAN TRANSFORMATION | Toolbox

- Zoning Ordinance
- Subdivision and Land Development Ordinance
- Public and Private Improvements Code (PPIC)
- Community Character District Zoning Overlay (CCD)
- Planned Residential Development
- Streetscape Enhancement Ordinance
- Official Map
- Transportation Impact Fee
- Recreation Impact Fees in Lieu of Dedication
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
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

2010’s
- Form Based Code
- CCD

2000’s
- Residential Mixed Use (RMU) district

SAVE OUR LAND
SAVE OUR TOWNS

CRANBERRY TOWNSHIP built for you.
Examples of mixed use in other communities

- One store in Sewickley, Pennsylvania
- Three-bay mixed-use buildings: create a continuous facade on the street in Sewickley, Pennsylvania
- Pictoresque composition for a mixed-use building in Sewickley, Pennsylvania
- Mixed-use character in Sewickley, Pennsylvania
- Single retail-use building with individual storefronts on the ground floor in Sewickley, Pennsylvania

Architectural Patterns

Design Guidelines

Master Plan
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)

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

Architectural Treatment
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