

The Need to Plan:

With population soaring and continued growth and development pressures increasing, Cranberry Township Supervisors urgently began the process of updating the decade-old Comprehensive Plan.

- Cranberry is located in Butler County, Pennsylvania
- Population increased 20.5% between 2000 and 2007 and will see another 9.9% by 2012
- 71 building permits were issued in 2008 for new single family homes
- Non-residential construction valuation was \$167,453,932 in 2008
- Home to five of the top ten Butler County employers

The Funding:

A new Cranberry Plan would only come to fruition with the support of the Pennsylvania Department of Economic Development (DCED) grant program. While municipal officials were willing to commit a sizable local share, the need for the plan to address performance measurement standards, sustainable planning and development practices, and realistic implementation programs required additional funds.

- Cranberry applied for and received \$95,000 in LUPTAP funds through DCED
- Cranberry matched the grant with local funds totaling \$205,000

The Plan:

The Cranberry Plan received the state's **Daniel Burnham Award**, the most prestigious award of the Pennsylvania Chapter of the American Planning Association, for the best and brightest in Pennsylvania Planning in 2009.

The Bottom Line:

Sound planning results in millions of dollars in revenue for Cranberry Township and privately funded improvements:

- **\$13 million** in transportation impact fees
- **\$5.3 million** in roadway improvements
- **\$1.2 million** in recreation impact fees
- **\$3.2 million** of water infrastructure improvements
- **\$3.1 million** of sewer infrastructure improvements

The Investment:

Cranberry experienced an early success in 2007 with the decision by Westinghouse to relocate their corporate headquarters to Cranberry Woods. The corporation cited the high quality of life for its employees, attractive office space and numerous amenities as the reason it chose Cranberry and remained in Pennsylvania instead of relocating to North Carolina.



Westinghouse Corporate Complex: Source Cranberry

“Great communities don’t just happen. They require a guiding vision for the future and a sustained set of strategies for bringing that vision to reality.”

—Cranberry Township Comprehensive Plan, 2009

