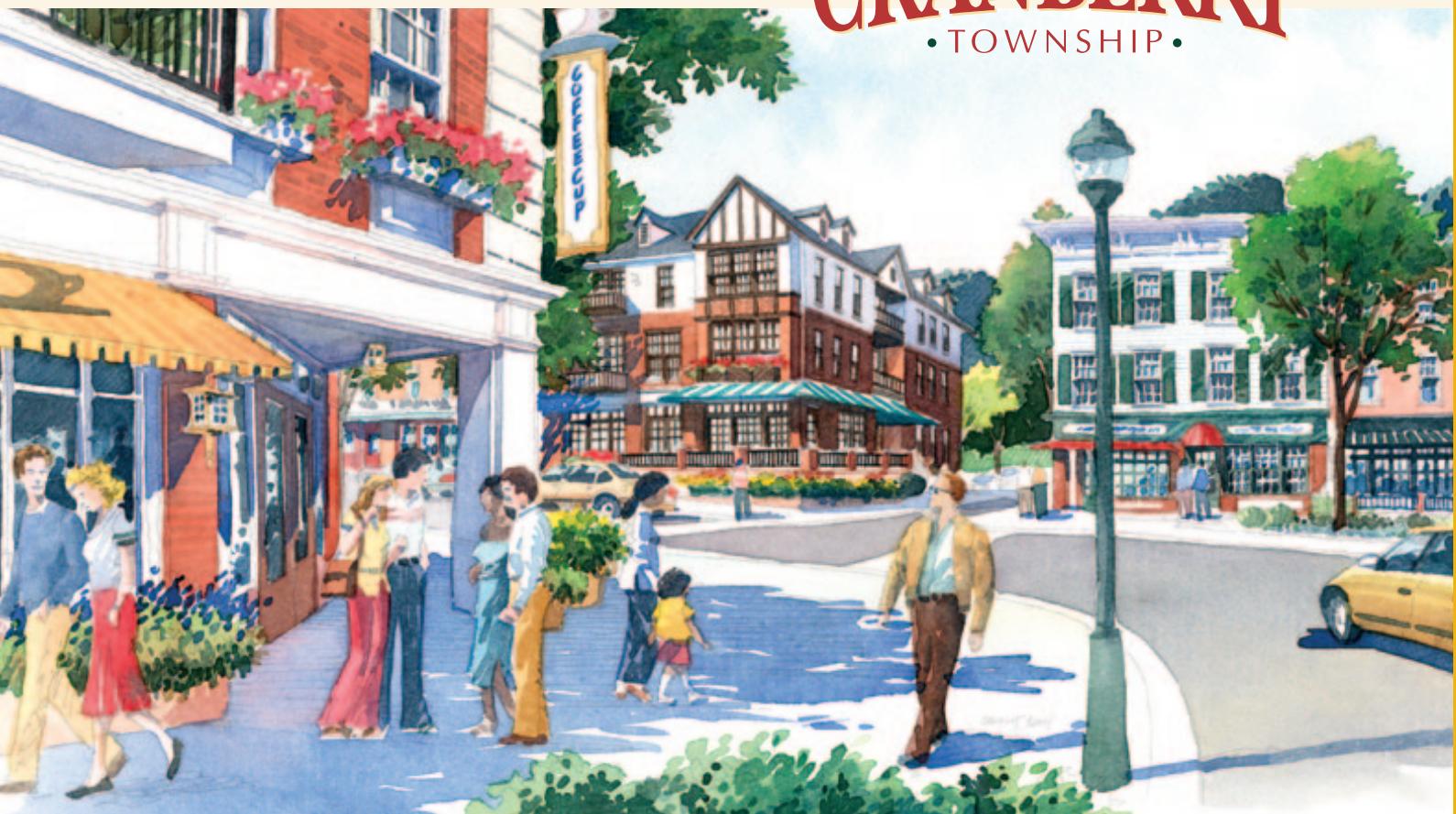




**CRANBERRY**  
• TOWNSHIP •



# THE VISION

**Building a  
Better Connected  
Place**



# WALK INTO THE FUTURE.

## Life in Cranberry, 2030

Here's what our residents told us they wanted to see in their community by 2030:

The Cranberry of 2030 is a place characterized by activity, history, culture and high-quality residential living. It will be a destination for employers and visitors, as well as a home to families, singles, people of all ages and incomes – a place for everyone.

Cranberry Township will boast a variety of amenities including three public parks, a network of interconnected greenways, bike trails and sidewalks, in addition to a mix of land uses in a community marked by ongoing development and a sense of place.

Residents and visitors will be seen enjoying an afternoon walk along the area's many tree-lined boulevards leading to Graham Park, or window shopping in the new Meeder Town Center. Other favorite destinations include eclectic neighborhood cafés, art galleries and village center shops in Cranberry's newest traditional-style neighborhood, Park Place, or at any of our public parks.

Housing options will have greatly increased over the years. In addition to the many well-kept and stately suburban neighborhoods catering to single family living, it will be common for families, singles and seniors to find homes suiting their lifestyles and income within the same neighborhood. In addition, many Brush Creek Area residents will work within a short walking or driving distance from home. Similarly, other residents will enjoy a short commute to the one of many employment centers in Cranberry Township or take public transit to other regional destinations, including Pittsburgh.

The Township's strategy of requiring connected streets lined with walkways and street trees will have transformed Cranberry into a completely walkable community. Sidewalks and street trees will afford pedestrians comfort, freedom and safety to stroll from place to place. Outdoor spaces which are welcoming to everyone will link its many developments. One example would be a

pathway along Rochester Road, with its signature cherry trees running the length of the corridor from Route 19 to Powell Road and providing a beautiful sight from spring through fall.

Outstanding shopping options will include an upscale regional open-air mall employing hundreds of people from the area as well as homes to many residents who find apartment living attractive. And, for those who find a downtown setting more appealing, it will be a short walk to Cranberry's central business and cultural district resulting from the redevelopment of the intersection of Route 19/Freedom Road area. Multi-story mixed-use buildings featuring offices, senior housing, apartments, first floor shops and restaurants, theaters, galleries and department stores, parking garages, public transit and pedestrian activity will typify activity in the district. And businesses will choose to locate here because of easy access to transportation.

Cranberry's superior quality of life will result from the commitment of local government officials together with the support of local residents, the development community, and private business leaders. The Cranberry community will continue to be proud of the public/private partnerships and leadership involved in promoting development and giving the Township a unique character and distinctive sense of place.



# What is a Long-Range Comprehensive Plan?

It is the result of an ongoing, state-supported process to define a local community's vision, opportunities, and priorities for the future. It follows four broad phases:

- I – Public Input.** Seeking input from residents and non-resident stakeholders about future direction.
- II – Professional Assessment.** Technical analysis of land use, open space, transportation, housing, etc.
- III – Definition.** Articulating key challenges and opportunities for the future.
- IV – Implementation.** Defining strategies for moving forward.

# CRANBERRY TOWNSHIP'S

## Goals

### What's the Plan?

In February of 2005, Cranberry's Board of Supervisors approved a process to revise Cranberry Township's 1995 Long-Range Plan. That plan addressed the community's collective needs as well as its aspirations for the future as they appeared at that time. Since then, most of the plan's major goals have become reality.

In authorizing a revision of the plan, the Board intended to create an updated tool to help guide their decisions involving land use, transportation, recreation, open space, and service delivery over the next decade – all within the bounds of fiscal reality. This new update is part of a continuous planning process designed to make sure vital community needs are being met.

### What drives it?

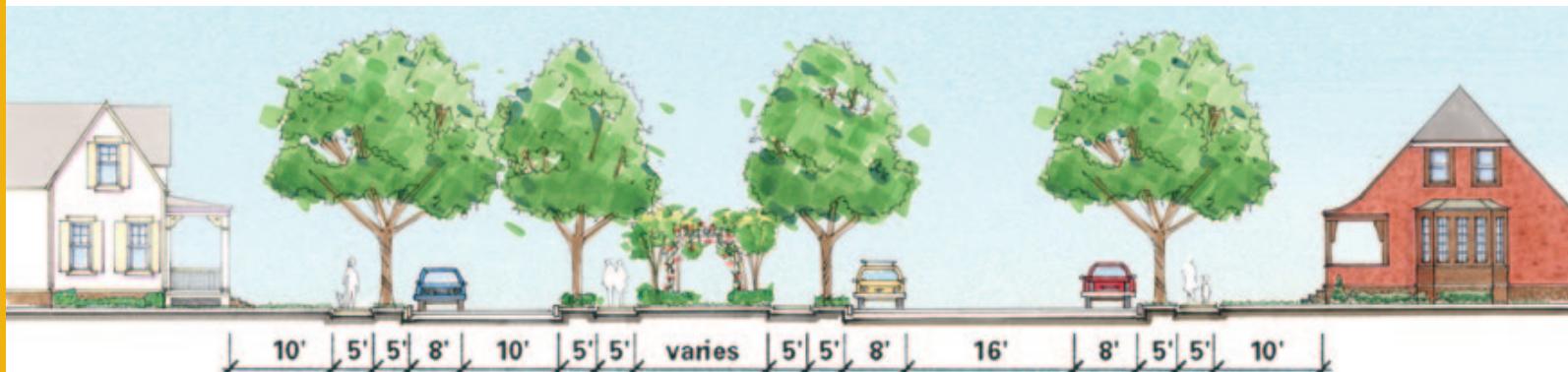
Ever since Cranberry's 1995 Comprehensive Plan was adopted, the Township has experienced rapid growth and constant development pressure. Much of this pressure results from Cranberry's convenient location at the crossroads of two major Interstate highways, as well as the outstanding quality of life enjoyed by its residents.

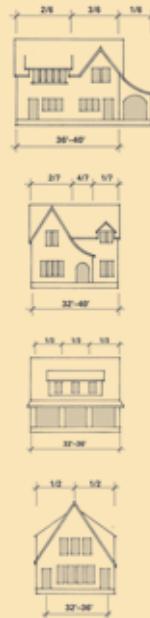
Over the coming decade, growth in the Township's residential population, as well as in its business sector, is expected to continue and to drive Cranberry toward becoming a full-service community. The Township's updated plan reflects that expectation.

### How do we determine our future?

The first step in revising our plan involved gathering information from every sector of the community. Its intention was to understand current needs as well as future challenges facing Cranberry Township. Between February and June 2005, hundreds of local residents and non-resident stakeholders responded to a survey and attended public meetings to offer their opinions, observations and ideas. The goals of Cranberry's revised plan are a direct outgrowth of those ideas.

The specific factors which emerged from the public input process in defining Cranberry Township's quality of life, as well as the vision and planning objectives which grow out of that input, are described here:





# LONG RANGE PLAN: 2005

## Plan Objectives Identified by Cranberry Residents:

Public input to the plan saw a number of recurring themes. Among them:



**Pedestrian-Friendly Streets & Developments.** Need for additional safe, interconnected sidewalks, bike lanes, and trails throughout the community to link neighborhoods and such community facilities as schools, parks, and government buildings with shopping and places of employment.



**Street Connections.** Need for improved north/south street connections as alternatives to Route 19, as well as additional east/west connections to Route 19. In general: creating a network of streets interconnected into a grid system.



**Balancing Protection of Open Space & Natural Environment with Development.** Need for a balance between open space and developed land as well as incentives to preserve slopes, mature tree stands, and other natural features.



**Creation of Destination Point – Town Center.** Need for a defined and compact area where people of all ages can safely gather to shop, play, eat, work and visit without driving to different locations.



**Enhanced Shopping Options.** Need for more upscale shopping with higher-end stores and a mall.



**Public Transit.** Need for a variety of public transportation options within and outside the community, as well as connections to key regional destinations and major employment sites.



**Additional Access to Interstate 79.** Need to provide additional access points to I-79.



### Expansion of Recreational and Cultural Offerings.

Need to enhance cultural amenities, programs, and activities geared toward adults such as theaters, concerts, public art, dancing, comedy clubs, etc.



**Diversify Park Facilities/Offerings.** Need areas for more lifetime fitness activities such as Frisbee, cross-country skiing, wall climbing, and opportunities for pick-up games.



**Additional Year-Round Indoor Recreation Options.** Need for additional indoor recreation opportunities such as swimming and skating, as well as a place for people under 21 to get together and socialize.



**Pet-Friendly Places.** Need for pet-friendly places such as dog parks and fenced-in areas for animals to run.



**Aesthetics of Commercial Development.** Need to enhance architectural and landscaping standards to create a community identity.



**Taxes Maintained at a Reasonable Rate.** Need to retain low taxes.



**School District Facilities.** Need school district facilities to keep pace with population growth in Cranberry and associated service areas.



**Municipal Services.** Provide customer service to residents, developers, builders and others in a consistently professional, reliable and predictable manner while maintaining the flexibility to adapt to changing environment.



# - 2030

## Elements of the Vision

Our residents' vision for the future of Cranberry has a number of components. They include:



**Destinations.** Cluster pedestrian-oriented developments and key community resources into clearly defined areas.



**Identity.** Create a visual identity for the Cranberry area that makes a clear statement as soon as someone enters the Township. That identity will project a sense of place through quality architecture and design in the construction of buildings, public spaces and streetscapes with attention to consistency in character, rhythm, architectural scale, and landscape treatments.



**Connectivity.** Create a grid network of streets, sidewalks, trails and buildings. Connect and expand the local street network to access key north/south and east/west arterial highways.



**Land Use.** Encourage a mix of land uses by permitting residences, offices, shops and services to locate closer together for ease of walking and efficient use of space.



**Recreation & Culture.** Expand indoor and outdoor recreational opportunities to meet the evolving needs of the community. Broaden offerings to include unstructured activities.



**Commercial Development.** Focus business development and mixed uses along main transportation corridors and at key intersections. Give special

attention to enhancing architectural aesthetics, pedestrian access and landscaping of commercial properties.



**Residential Development.** Use various strategies to increase housing options that include single family homes, apartments, townhouses, and condominiums. Locate housing for families, singles and seniors with different lifestyles and incomes in the same neighborhood.



**Environment.** Preserve sensitive areas such as steep slopes, mature tree stands, and stream corridors by incorporating these features into site design. Treat natural features as site amenities and create greenways linking parks across the community.



**Municipal Services.** Make sure Township facilities and services keep pace with public expectations for service delivery while maintaining efficient and professional operations.



**Public Transportation.** Create a variety of public transportation options for residents, employers and visitors.



**School District.** Ensure that public schools meet the demands of a growing population while maintaining fiscal responsibility.

**ABOVE:** Streets of Cranberry,  
Continental Real Estate Companies - Developer  
Illustration by POD Design

*All other images courtesy of Park Place Development.  
Illustration by Urban Design Associates.*

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• TOWNSHIP •

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