



FOR IMMEDIATE RELEASE

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CHARTER HOMES & NEIGHBORHOODS SELECTS PITTSBURGH AS FIRST STEP IN NATIONAL EXPANSION

**CENTRAL PENNSYLVANIA BUILDER HAS 1,200 HOME SITES UNDERWAY IN THE PITTSBURGH REGION;
A NEW VISION FOR BUILDING NEIGHBORHOODS IN THE SUBURBS**

Sixteen years ago, Rob Bowman walked a parcel of land in Lancaster, Pennsylvania and realized there had to be a better way to build new places for people to live—a means to encourage people to engage with their neighbors and the land—instead of “subdividing” themselves from one another.

His vision resulted in the company he leads creating some of America’s most highly acclaimed new neighborhoods—first near Lancaster and then near Harrisburg, Pennsylvania. To do so, Bowman and his team literally reimagined the suburbs and how they should live and be experienced. That required them to work closely with communities and township officials on approvals to build places where people wanted to live and that would get better with time.

[Charter Homes & Neighborhoods](#) is now bringing that vision to the Pittsburgh region. The company has several neighborhoods in various stages of approval, totaling more than 1,200 home sites. Charter’s first neighborhood, [Elmhurst](#), in Sewickley, which opened for sales in August 2015, has only three of 26 homes left to sell to close out the neighborhood. The Woodside neighborhood in Cranberry opened in July and already has eight homes sold, while Summit in Mount Lebanon, the only new home neighborhood in the borough, will open in September. Neighborhoods in South Fayette and three other townships are also underway. All of them shatter the cookie-cutter notion of suburban development, with features unique to each, drawing elements from timeless neighborhoods of the past.

“We chose the Pittsburgh region as a springboard for national growth because of the resurgence and renewal it’s experiencing and willingness to build for the future,” begins Bowman, President of Charter Homes & Neighborhoods. “It provides us a perfect opportunity to demonstrate how to deconstruct the traditional, one house per half acre, sterile development and replace it with timeless neighborhoods that have the same character as the region’s other great addresses, like Squirrel Hill, Sewickley, or Shadyside, while providing an alternative to more of the same.”

Key to the vision is gaining approvals for zoning and land use requirements that are often based on formulas that focus purely on the legal and engineering requirements of development, but miss the art of creating places people want, and as a result continue to produce typical developments that don’t think about the future. Charter Homes & Neighborhood’s ability to work closely with local officials has made it easier to rethink rules here in Pittsburgh.

“The Borough has been very pleased with the working relationship we have built with Charter Home & Neighborhoods throughout the planning and approval process,” says Kevin M. Flannery, Sewickley Borough Manager and Secretary. “From the start, they have been upfront and transparent, listening closely to what’s important here in Sewickley. They did their homework on the history of the property transforming an overlooked, former site of The Elmhurst Inn into vibrant part of our community.”

Such is the power of Charter’s belief in what the future of the suburbs can live like. The company, which recently earned the 2014 Gold National Housing Quality Award (the homebuilding industry’s highest award) doesn’t espouse a single design philosophy.

Instead, it begins by taking into account the story of the land, its unique attributes, and how best to incorporate them. Each neighborhood includes preserved spaces, filled with trees, gathering places and parks, designed to get people outside to enjoy Life A Walk Away®.

Each neighborhood comes with its own story. That could include a green space rimmed with front porches that look upon the woods of tomorrow. Or TerraParks™ that replace pressure-treated or plastic playground equipment with undulating mounds of earth that give way to hidden slides and rock walls to be enjoyed by people of all ages. There are townhomes with two-story porches looking upon a tree-lined, Olmstead-inspired park. Curvy, winding roads, with Belgian-block, hand-laid curbs, rise and fall with the land to disrupt and enhance site lines. Walking trails are integrated into the neighborhood, rather than ringing some artificial outer boundary.

Those walks might lead to Crossroads, Charter’s take on the buy local, shop small movement that include locally owned businesses within the neighborhood. At Charter’s Hastings Neighborhood in South Fayette, Charter is currently in business discussions to select local businesses that will best fit the neighborhood. In other Charter neighborhoods in other regions, Crossroads include craft breweries, boutiques, yoga studios, fitness centers, cafes, coffee houses, and even daycares. Crossroads are built to the same design standards as the neighborhood as a whole and integrate so finely they appear to pre-date the neighborhood itself.



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“We call what we create The Great American Neighborhood®, one that is centered on enjoying the outdoors and offering different types of homes for generations of all ages to live on the same street, while being thoughtful about our impact on the land and townships,” says Bowman. “Pittsburgh is one of the country’s great stories of reinvention. The city is transforming and becoming a wonderful, walkable urban area. We’re creating those same opportunities in the suburbs by doing the unexpected and creating places unique to the region, and a proof case for national expansion.”

ABOUT CHARTER

Since 1990, the team at Charter Homes & Neighborhoods has created the most distinctive and sought after places to live that offer Life A Walk Away™. While each one is uniquely different, together each is an example of The Great American Neighborhood®, a way to create places that are a thoughtful alternative to more of the same, that engages people and leaves an endearing legacy, and is Reimagining America One Neighborhood at a Time.

As a result, Charter has delivered more than 4,500 homes and earned every major industry award, including the 2014 Gold National Housing Quality Award, the home building industry’s highest award, and the Best Neighborhood in the Country award. Charter currently has 20 neighborhoods open across Pennsylvania. Find out more at www.charterhomes.com.

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