



Strategic Planning Case Study: Park Place HOA

CLIENT OVERVIEW

Park Place Homeowners Association
Cranberry Township, Pennsylvania

Park Place is a large, diverse, and growing residential community featuring **797 units** — including **424 townhomes**, **228 apartments**, and **145 single-family homes** — along with **12,485 sq. ft. of commercial retail**. When the final phase of development is completed in June 2026, the HOA will oversee a fully built-out neighborhood characterized by extensive private and public infrastructure, robust amenities, and shared spaces across both residential and retail uses.

The community boasts a wide range of physical assets: alleyways, underground infrastructure, streetlights, benches, sidewalks, garbage receptacles, mailboxes, retention ponds, roundabouts, walking trails, parks, and fully landscaped common areas. Its signature amenity is a **Clubhouse and Pool complex** offering fitness facilities, a golf simulator, billiards, bocce, and horseshoe courts, and event spaces. Plans for a **second recreation center** and additional **open space improvements** are underway.

Park Place HOA is governed by a **dedicated nine-member volunteer Board of Directors** and supported by multiple committees. A professional management company assists with day-to-day operations. Apartments within the community are managed separately but share in the use and costs of common amenities under the same governing documents.

CHALLENGE

Like many growing communities, Park Place HOA faced increasing operational complexity driven by development growth, leadership turnover, and rising infrastructure needs.

The HOA recognized critical challenges:

- Lack of centralized documentation of operating knowledge ("**tribal knowledge**") needed by new board members and managers
- No formal, complete **inventory of community assets**, leading to confusion over maintenance responsibility
- Difficulty tracking **contracts, terms, and renewal deadlines**
- Limited **long-term financial planning** capacity
- Outdated **reserve study (2020)** not reflecting post-pandemic cost increases

As new amenities neared completion and infrastructure aged, the HOA needed a more **sustainable, professional framework** to plan for long-term success.

“**Keystone Municipal Solutions’ comprehensive deliverables have been essential in enhancing our HOA’s long-term planning and operational clarity. Their documentation has reduced knowledge loss and leadership turnover, while their analysis of responsibilities and capital planning enables informed decision-making for current and future assets, ensuring sustainable management and financial stewardship for our community.**”

Amy Peterson, President
Cranberry Park Place HOA



SOLUTION PROVIDED BY KEYSTONE MUNICIPAL SOLUTIONS (KMS)

KMS partnered with Park Place HOA to deliver **Phase One** of a customized **Strategic Planning** engagement, providing a solid foundation for operational excellence and financial foresight.

Our Deliverables Included:

- Baseline Operational Documentation
- Comprehensive Asset Inventory
- Contract Management System
- Financial Account Mapping
- Five-Year Capital Improvement Planning
- Governance Risk Mitigation

Key Outcomes

- Developed a **complete asset inventory** and clarified ownership responsibilities
- Established **improved vendor management** and contract tracking systems
- Built a foundation for **budgeting, capital planning, and project prioritization**
- Enhanced **communication tools** for transparency with homeowners
- Strengthened **governance stability** and continuity across leadership transitions

WHY IT MATTERS

Most HOA management companies focus narrowly on day-to-day operations. Very few offer the **long-term strategic planning expertise** that communities like Park Place require to protect infrastructure investments, control homeowner fees, and enhance property values.

KMS fills this critical gap, providing communities with **professional-level operational, financial, and governance support** that secures their future sustainability.

A TRUSTED PARTNERSHIP AND ONGOING SERVICES

Through this engagement, KMS built a strong relationship of trust and reliability with Park Place HOA's Board and leadership team.

The success of our cooperative work has led the HOA to engage KMS for a broader range of ongoing services, including:

- New Board Member orientation programs
- Public education initiatives for residents
- Policy Formulation
- Annual budget preparation and public presentations
- Continuous updating of operational documents and financial models
- Development and maintenance of long-term Capital Improvement Plans
- Financial scenario planning and decision-support analysis

Importantly, the **depth and quality** of KMS's financial work **eliminate the need for third-party reserve studies** moving forward, providing a **durable, internally managed financial forecasting tool** built specifically for Park Place's evolving needs.

KMS is proud to continue supporting Park Place HOA's success, helping them build a stronger, more resilient community for today, tomorrow, and decades to come.