

A photograph of Berkeley Lake with a large tree in the foreground on the right, its leaves partially obscuring the sun which creates a bright starburst effect. The lake is calm, reflecting the sky and the distant shoreline. A wooden dock and a metal fence are visible in the lower right corner.

# BERKELEY LAKE SMALL AREA PLAN

GEORGIA INSTITUTE OF TECHNOLOGY CITY PLANNING STUDIO





# ACKNOWLEDGEMENTS

GEORGIA INSTITUTE OF TECHNOLOGY CITY PLANNING STUDIO  
FALL 2025

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# ABOUT BERKELEY LAKE



# STUDY AREA & BACKGROUND

About Berkely Lake

## Study Area

The area outlined in yellow represents the study area for this corridor plan. It is primarily located along Peachtree Industrial Boulevard, where land use is predominantly industrial and commercial. Limited commercial and office developments are present west of Peachtree Industrial Boulevard and near key intersections. All research and analyses in this study will focus exclusively on this defined area.

While the planning team does not include the single-family residential area in the plan, we spoke with many residents and took all information into account while creating our recommendations for the study area.



## Background

Berkeley Lake was developed in the late 1940s by Frank Coggins, who built the dam that created its 88-acre lake in 1948. Initially a seasonal retreat, it became a year-round community and was incorporated in 1956.

The city has since emphasized environmental preservation and managed growth, with 2011 annexations along Peachtree Industrial Boulevard expanding its boundaries and connectivity.

Currently, it is the smallest yet one of the wealthiest cities where primarily older residents live.



# DEMOGRAPHICS

About Berkely Lake

## SUMMARY

In comparison with statewide trends, Berkeley Lake exhibits an older age profile, higher educational attainment, higher household incomes, and a greater share of owner-occupied housing. These demographic and socioeconomic characteristics reflect the city's development pattern, housing inventory, and the types of occupations held by its residents.

### Income, Employment, and Poverty

Household income levels in Berkeley Lake are substantially higher than statewide figures. The estimated median household income is approximately \$160,500, compared with a statewide median of about \$74,600. The city's poverty rate is under 2%, whereas Georgia's overall rate is approximately 13%. Employment among residents is concentrated in sectors such as professional, scientific, and technical services; health care; finance; and education. These sectors align with the city's higher educational attainment rates.

### Population

Berkeley Lake has an estimated population of just over 2,000 residents. Compared with the statewide age profile, the city has a notably older population. The median age is 55.6 years, significantly higher than Georgia's median of 38 years. This difference indicates a larger share of residents in older age groups and a smaller proportion of children and young adults. This age structure informs several other demographic patterns described below.

Source: 2020 U.S. Census Data

**The median age is 55, compared to the state median of 38.**

### Housing and Household Characteristics

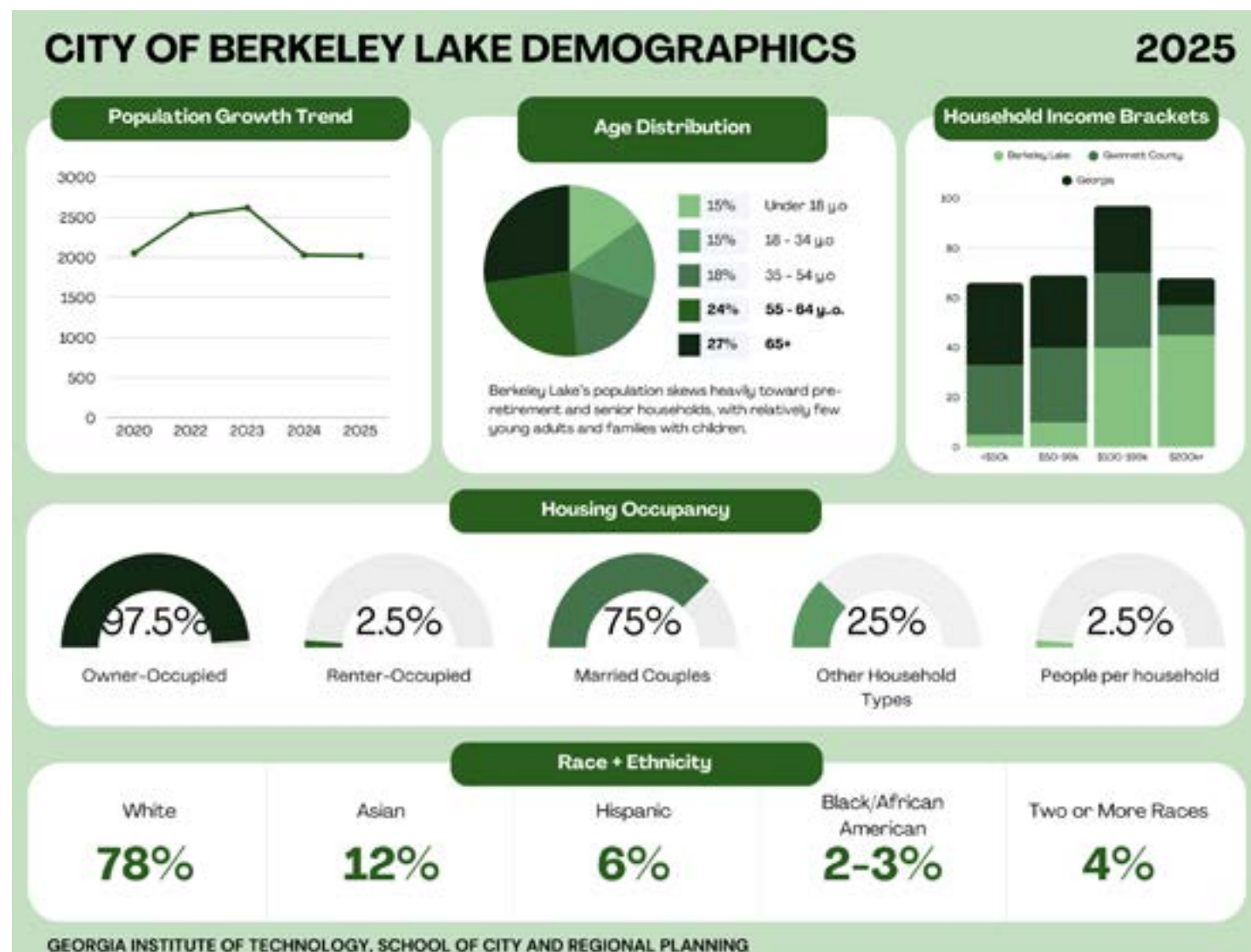
Housing conditions in Berkeley Lake are characterized by high rates of homeownership and predominantly single-family housing. Approximately 97.5% of occupied housing units are owner-occupied, which is substantially higher than the statewide homeownership rate. The median home value is about \$674,400, and most housing consists of detached single-family homes situated on wooded or lake-adjacent lots. Average household size is approximately 2.5 persons, and a majority of households are composed of married couples.

## Education

The racial and ethnic composition of Berkeley Lake differs from statewide distributions. Approximately 78% of residents identify as White (non-Hispanic), while about 12% identify as Asian, which is higher than the statewide share for that group. Black or African American residents make up roughly 2–3%, and Hispanic or Latino residents represent about 6% of the population. Approximately 15% of residents are foreign-born. Together, these figures reflect a demographic profile that is less diverse than Georgia overall, while showing a more pronounced Asian presence than is typical for the state.

## Race and Ethnicity

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# EXISTING CONDITIONS

## ENVIRONMENT

### Existing Conditions

The environment plays a vital role in the city's overall well-being. Within the study area, most parcels are connected to the sewer system, effectively managing wastewater. However, stormwater management remains a significant concern for residents.

The area's stormwater drains into a few retention ponds that ultimately discharge back into the lake, raising the risk of industrial runoff and pollution. This issue imposes substantial annual costs on the city and residents, requiring careful, long-term mitigation efforts.



## HOUSING

### Existing Conditions

Housing is a pressing issue for Berkeley Lake. In the comprehensive plan, the lack of housing for the aging population is cited extensively. It illustrates that cost-burdened homes in the city more than doubled from 2016 to 2021. Within the plan, accessory dwelling units (ADUs) are cited considerably as an option for residence to 'age-in-place' and remain a part of the community.

Also shown within the plan, residents placed different types of housing on a map where they believed it should go. Out of the options for townhomes, multifamily, senior housing, and affordable housing, participants only engaged with townhomes and senior housing. Senior housing, the type that showed up the most, was placed primarily in the commercial space on either side of South Berkeley Lake Road NW and on the west side of Peachtree Industrial Boulevard (PIB). Some identified townhomes on the south end of the city in Peachtree Corners Corporate Centre. No one engaged with "multifamily" or "affordable housing."





## HOUSING

Existing Conditions

This was reflected in interviews as well, with a lot of reservations expressed when other housing types were mentioned, such as apartments. Some of this trepidation seemed to extend from a misunderstanding of where the housing would be placed. For example, when asked for their opinions of apartments in the city, a few stated that homes on the lake should not be torn down to put in denser developments. As in the plan, ADUs were cited as a preferred option for senior housing. Though, when asked about denser senior-living in the commercial areas, many were open to the idea.

Interviews revealed other fears of apartment development. As mentioned before, many community members are concerned that more residences would put a strain on the lake and its amenities. Such concerns include too many boats and a crowded beach. The lake and amenities are managed by a voluntary organization called the Berkeley Lake Homeowners Association (BLHA) in which only members are allowed access to the lake. Interviewees also acknowledged, however, that previously admitted subdivisions into the BLHA have not created an overcrowding problem.

**“Whether it is a townhome or single family detached home, many residents are looking to downsize as they get older to a master on the main...”**

Aesthetics and the impact to community character also surfaced as a reoccurring concern. Many mention specifically that apartments need to cater to “higher income” and “luxury” clientele. Even when citing cities with mixed-use style developments they wish to emulate, interviewees can be wary of the scale. Others discussed adding measures such as regulating occupancy to ensure there weren’t “12 people to a unit.” Some expressed doubt that renters could contribute to a community at all.

Townhomes, however, were brought up many times. These seem to be a favored middle ground for older residents looking to downsize and for the city to attract young families while mitigating some of the worries voiced about apartments. Affordability, however, was mentioned as a concern for residents looking to downsize or have family move nearby, indicating a desire to balance up-scale living and financial needs.



## COMMERCIAL

Existing Conditions

### Previous Engagement

The comprehensive plan denotes a strong desire to revitalize the city’s Peachtree Industrial District. Though these spaces were annexed in 2011 to safeguard the city’s financial future, reimagining this district would give a necessary economic boost to the area. The plan specifically emphasizes mixed-used centers that are complementary to one another and to the stable businesses that already exist.



### Vacancies & Turnover

Of the businesses in Berkeley Lake, there’s a mix of historic industrial parcels, vacant or abandoned office parks, struggling small retail strip malls, and undeveloped land. Though many of the industrial businesses are stable, they don’t provide substantial revenue to the city and cause environmental concerns.

Many other commercial parcels struggle to keep occupied with high tenant-turnover, are half-empty centers or altogether vacant lots, such as the bank at the corner of South Berkeley Lake Road NW and Peachtree Industrial Boulevard. Some of these occupants moved to the city in the last 20 years as surrounding cities updated their zoning ordinances. There are, however, some stable office/industrial tenants who have grown and improved their properties.





# TRANSPORTATION & CONNECTIVITY

Existing Conditions

## Transportation

Berkeley Lake, like most suburbs in Atlanta Metro, is very car centric with only 1.7% of the population not owning a vehicle and about 49% of the population owning 3 or more vehicles. Peachtree Industrial Boulevard, a high-speed (45mph) principal arterial, handles almost all of the traffic in, out, and through the city. South Berkeley Lake Road and North Berkeley Lake Road serve as minor arterials or collectors connecting residents to Peachtree Industrial Boulevard, Buford Highway, or Pleasant Hill Road.



This commuting flow diagram shows that Berkeley Lake attracts more workers than it sends out, with 1,735 people commuting into the city and 1,012 commuting out, while only 16 people both live and work locally. This indicates that Berkeley Lake attracts a significant number jobs in the city in proportion to its residents.

Given this reliance on inbound commuting, improving transportation connectivity and accessibility remains critical for supporting local businesses. Enhancing roadway performance, pedestrian conditions, and regional access can help ensure that employees can reach the study area efficiently and sustain economic activity.

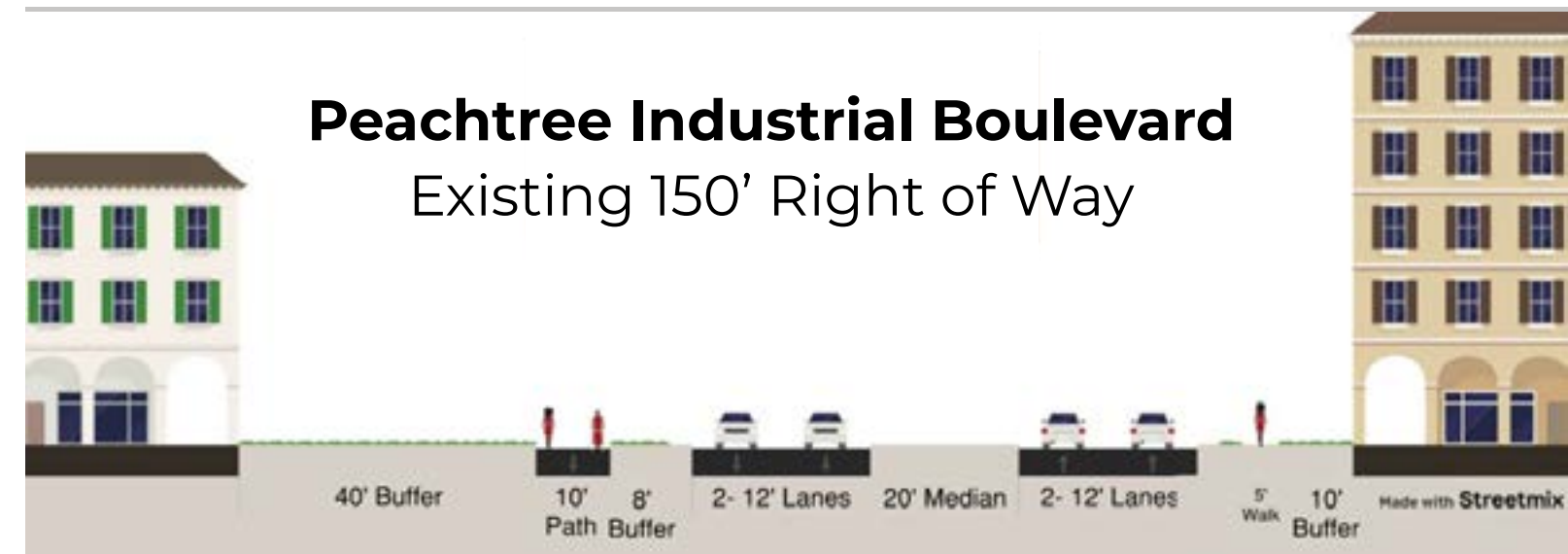


Source: U.S. Census Bureau, Decennial Census, 2023, On The Map

## Connectivity

The current industrial and commercial district for Berkeley Lake is all within a 15-minute walk radius. However, the current infrastructure in this district does not provide sufficient walkability or accessibility to commercial or recreational areas. South Berkeley Lake Road has sidewalks on one side or no sidewalk, which limits walkability to areas like Pinckneyville Park and West Gwinnett Park & Aquatic Center.

Although Peachtree Industrial Boulevard has a 10-foot shared-use path and a 5-foot sidewalk, the buffer between the high-speed roadway and the path needs to be increased to provide pedestrians with a sense of safety. Additionally, there is a need for safer crossings across all roadways.



### 01 Congestion & Capacity

Peachtree Industrial Boulevard is already operating under congested conditions during peak hours. Existing traffic volumes strain roadway capacity, raising concerns that additional development will further exacerbate congestion and delay, even with planned roadway widening by Gwinnett County.

### 02 Cut-Through Traffic

Drivers increasingly divert through Berkeley Lake's residential streets to bypass congestion along Peachtree Industrial Boulevard. This cut-through traffic threatens neighborhood safety, increases noise and intrusion, and undermines the community's small-town and residential character.

### 03 Speed & Safety

High operating speeds and a history of crashes along Peachtree Industrial Boulevard create a hazardous environment for pedestrians, cyclists, and other non-motorized users. Current roadway conditions prioritize vehicle throughput over safety, limiting walkability and access to active transportation options within and around Berkeley Lake.





## CURRENT ZONING

Existing Conditions

The non-residential area of Berkeley Lake predominantly consists of light-industrial zoning with a few office-institutional and commercial zones. These areas don't match the character of Berkeley Lake and are beginning to die out or have high tenant turnover. There is a need to revitalize this area by strategically introducing zoning changes to allow for a mix of new and different uses.

The zoning ordinance for Berkeley Lake needs to be updated to accommodate uses that are desired by the community and support uses that can improve the city's overall tax base. For example, the community has expressed strong interest in the development of a retirement community offering both assisted living and independent living options.

However, the current zoning ordinance does not permit this type of facility; it only allows assisted living group homes or nursing homes in areas zoned as office-institutional. The zoning ordinance also lacks provisions for infill development or missing-middle housing types. Missing-middle housing refers to housing types between large, single-family homes and apartment buildings, such as duplexes and townhomes, that are not as common as they once were.

Revisions to key development standards and ordinances would help strengthen the performance and viability of commercial businesses in Berkeley Lake. From a developer's perspective, this area has the potential to become a great amenity to the city with a mix of retail, residential, and recreational areas.

However, the current zoning ordinances present challenges to developers. For example, all uses besides residential are limited to a height maximum of two stories or 40 feet, whichever is less. This standard effectively caps all projects at two stories, which may not provide the density and flexibility needed to attract high-quality development.

Furthermore, all retail and business uses are concentrated along Peachtree Industrial Boulevard, which functions primarily as a thoroughfare for Gwinnett County. This limits opportunities for walkability, placemaking, and the creation of a cohesive commercial identity within the city.

It is also important to promote land uses that are mutually supportive; however, many of the city's commercially zoned areas are currently adjacent to industrial uses, which limits their compatibility. The proximity of industrial uses to residential neighborhoods raises further concerns.

### Key Concerns

- Predominance of light-industrial zoning in areas no longer suited for industrial activity
- Lack of commercial uses along Peachtree Industrial Boulevard with pedestrian orientation
- Limited zoning flexibility to accommodate senior housing, mixed-use, or neighborhood-serving development
- Height and development standards that constrain feasibility and design quality



# COMMUNITY FEEDBACK

Current Conditions



## TOWN HALL #1

### Housing

Residents at the first town hall emphasized Berkeley Lake's quiet, wooded character and expressed strong interest in preserving green space, environmental quality, and the city's low-density identity.

Many supported senior housing and downsizing options that allow aging in place, though there was broad concern about townhomes, apartments, and any higher-density housing, especially on the lake side of Peachtree Industrial Boulevard. Several residents noted that new development could increase pressure on lake access and HOA amenities.

### Commercial

Commercial improvements received more support, particularly small-scale, locally oriented uses such as cafés, delis, coffee shops, and boutiques.

Residents felt the Peachtree Industrial Boulevard corridor could benefit from revitalization, but stressed that commercial development should remain low-profile and consistent with the city's natural aesthetic.

### Environment

Environmental concerns were prominent, including stormwater runoff, aging septic systems, pollution risks, and impacts to natural habitats. Many residents favored green infrastructure and long-term infrastructure solutions to protect the lake and watershed.

### Transportation

Transportation comments focused on the need for sidewalks, safer crossings along Peachtree Industrial Boulevard, improved bike paths, and better connections to nearby parks. Traffic and cut-through driving were common concerns, especially if new development increases vehicle activity.

### Overall

Overall, the community supports enhanced connectivity, environmental protection, and selective commercial revitalization, while preferring modest, carefully located residential growth that preserves Berkeley Lake's natural and community character.

### Key Concerns

- Resistance to higher-density housing, including apartments and townhomes, especially near the lake
- Pressure on lake access, HOA amenities, and shared community resources from new development
- Preservation of Berkeley Lake's wooded character and lake environment
- Stormwater runoff, aging septic systems, and long-term infrastructure capacity

“People chose Berkeley Lake for its quiet, green character.”



# COMMUNITY FEEDBACK

## Current Conditions

Poster-session feedback reinforced the desire to preserve Berkeley Lake's natural character while adding more specific guidance on preferred locations and types of development. Residents showed the strongest support for small, locally oriented commercial uses such as cafés, restaurants, or a brewery, primarily at the S. Berkeley Lake Rd/PIB corner.

They emphasized improving and revitalizing existing commercial parcels rather than expanding retail elsewhere, and highlighted the importance of walkable access from neighborhoods.

## Housing

Housing comments shifted toward clearer limits. While senior housing and downsizing options remain generally acceptable, many residents expressed firm opposition to apartments, multifamily units, or subsidized/affordable housing, and asked that any new homes be owner-occupied, low-rise, and situated closer to PIB rather than within green corridors.

Concerns about short-term rentals, height, and lake HOA access also emerged more strongly than in the first session.

## Environmental

Environmental and infrastructure issues were described in greater detail, including worries about aging septic systems, stormwater impacts near commercial sites, power reliability, and the need to preserve the green buffer and tree canopy along PIB. Residents reiterated that development

footprints should remain minimal and environmentally sensitive.

## Connectivity

Connectivity concerns became more pronounced, with repeated requests for sidewalks on Lakeshore Drive, improved bike and golf cart access, and safer crossings on Peachtree Industrial Boulevard.

## Overall

Overall, this session sharpened community priorities: revitalize existing commercial areas, limit residential density, protect green space, and improve safe connectivity.

## Key Concerns

- Loss of Berkeley Lake's wooded character and green buffers, particularly along Peachtree Industrial Boulevard
- Expansion of residential density beyond what feels appropriate for a small, single-family community
- Introduction of apartment-style or subsidized housing not aligned with community expectations
- Safety and pedestrian issues along Peachtree Industrial Boulevard





# MARKET ANALYSIS

## OVERVIEW

Market Opportunities

Berkeley Lake’s development market operates within clear and realistic boundaries. This analysis looks at local spending patterns, development trends, infrastructure capacity, and existing regulations to understand what types of development are most likely to succeed, where new uses make the most sense, and what conditions need to be in place for projects to move forward.

This information is intended to support better decision-making. It helps the City and residents evaluate proposals, identify priorities, and focus resources on projects that align with community goals and market realities.

As interest in development emerges, through inquiries, applications, or redevelopment opportunities, this analysis and recommendations section provides a consistent basis for considering how well proposals fit Berkeley Lake’s vision.

Market conditions change over time. Population shifts, economic cycles, infrastructure investments, and regulatory updates all influence what is feasible. For this reason, the market analysis is designed to remain flexible and adaptable, ensuring that future decisions are grounded in current conditions rather than outdated assumptions.

01



02



03



04



05





# LUXURY APARTMENTS

## Market Opportunities

In pursuit of providing a warm and welcoming commercial space for residents in Berkeley Lake, we suggest a modest amount of apartments for rent at market-rate or luxury prices.

We suggest apartments because they are financially necessary to the developer and the city. First, apartments provide more revenue for the city than other forms of residential development, as they can be taxed at a commercial rate.

Second, it's necessary to make it financially feasible for any developer to add other amenities, such as retail or parks. Of those amenities, retail requires a significant number of households to support it (800-1,000 per retail space), which the current single-family homes of Berkeley Lake alone can't provide.

Therefore, we suggest any apartment building be placed in areas with the potential to provide more retail. The development would support young professionals and should therefore provide amenities and be located near attractions that would appeal to this demographic.

The use of these amenities would alleviate the strain on the lake, should the BLHA choose to admit these residences.

### Key Takeaways

- Market rate and luxury apartments are a fiscal tool. Apartments are able to generate higher tax revenues per acre than low-density residential uses, strengthening Berkeley Lake's financial future.
- A modest number of market-rate or luxury apartments helps generate the household base needed to sustain retail and amenities.



### No Low-Income Housing

Many in the community noted that they don't want low-income housing in Berkeley Lake, and we agree it's not a good fit. Further, we don't believe it necessary or plausible for land in the city to develop affordable housing apartments, or units leased below market rate (100% AMI). It's not necessary since a developer could likely lease the units at a luxury price. It's not plausible since no city property meets the criteria to receive federal or state funding, which is highly competitive and strictly awarded.

1

### CONCERN

Will higher-density development overburden public schools and other public services?

### ASSURANCE

Higher-density housing typically attracts fewer families with children, reducing the demand on schools and public services. Additionally, compact development requires less extensive infrastructure, saving costs. For example, mid-to high-rise apartments average only 19 school-age children per 100 units compared to 64 children in single-family homes.

2

### CONCERN

Do higher-density developments lower property values in surrounding areas?

### ASSURANCE

Studies show no negative impact on property values near higher-density developments. In some cases, property values increase due to the vibrancy and amenities provided by well-designed higher-density projects.

3

### CONCERN

Does higher-density development create more regional traffic congestion and parking problems than low-density development?

### ASSURANCE

Higher-density development reduces vehicle miles traveled and encourages walking and public transit use. Residents of higher-density housing make fewer car trips per day compared to those in low-density areas. Mixed-use developments also enable shared parking, reducing overall parking needs.

## COMMUNITY HOUSING CONCERNS

4

### CONCERN

Does higher-density development lead to higher crime rates?

### ASSURANCE

There is no significant link between density and crime rates. In fact, higher-density developments often improve safety by increasing pedestrian activity and "eyes on the street."

5

### CONCERN

Is higher-density development environmentally more destructive than lower-density development?

### ASSURANCE

Low-density sprawl consumes more land, increases air and water pollution, and destroys natural areas. Higher-density development minimizes impervious surfaces, reduces runoff, and preserves open spaces.

6

### CONCERN

Is higher-density housing only for lower-income households?

### ASSURANCE

Higher-density housing appeals to people across all income levels, including affluent individuals seeking convenience and luxury.



## SENIOR LIVING

Market Opportunities

Berkeley Lake is aging not in a negative way, but in a predictable, demographically-appropriate way. Longtime residents want to remain in the community they've invested in for decades, yet the city's current housing stock doesn't provide many options for those entering their next stage of life. The absence of smaller, accessible, maintenance-friendly homes means that residents who wish to age-in-place often have no choice but to leave the city altogether.

Creating senior housing provides a direct response to this gap. It gives established residents a chance to stay rooted in the community, strengthens intergenerational stability, and allows the city to diversify its housing choices without disrupting its existing character.

**Modern senior housing does not mean “institutional.” It means homes designed with foresight:**

- Single-level living or the ability to convert to single-level living
- Wider clearances, no-step entries, and accessible bathrooms
- Stacked closets that allow future installation of residential elevators
- Lower countertop heights, lever-style hardware, and smart-home integration
- Small private yards or shared garden courts for low-maintenance outdoor space

These features allow residents to remain independent longer, reduce household upkeep, and avoid the physical strain associated with typical single-family homes. Berkeley Lake can attract developers experienced in senior-forward design, particularly those comfortable integrating universal design elements from the start rather than retrofitting them later. For developers, units in the \$400,000–\$550,000 range are financially workable and align with market expectations in the North Gwinnett area. These homes also appeal to downsizing households who want quality but not excess.



## HOTEL

Market Opportunities

Although Berkeley Lake is small and primarily residential, the surrounding area creates strong demand for a hotel along the Peachtree Industrial Boulevard corridor. Local recreation facilities, Pinckneyville Park and the Community Recreation Center, and the West Gwinnett Aquatic Center, draw steady regional traffic for tournaments, events, and youth activities. Families currently stay in Duluth or Peachtree Corners, even when Berkeley Lake is closer and more convenient. A hotel would capture this existing demand without changing the city's residential character.

The corridor also serves nearby medical, professional, and service businesses that bring routine weekday visitors. These travelers often prefer familiar national hotel chains that offer predictable service, easy highway access, and business-friendly amenities. A chain hotel is the most viable option for this location; however, it can still reflect Berkeley Lake's identity. With design guidelines that require natural materials, generous landscaping, and low-scale architecture, a chain hotel can blend seamlessly with the community's wooded, low-intensity character.

A hotel also offers a low-impact economic benefit. It generates revenue without adding long-term population, does not increase demands on schools, and requires far fewer municipal services than new housing. Visitors staying in Berkeley Lake would support local cafés, restaurants, and small businesses, helping strengthen the commercial corridor.

If thoughtfully sited and designed, a hotel can serve as a quiet, well-screened anchor that brings new economic activity while respecting the natural, serene identity residents value.

### Key Takeaways

- A hotel would serve short-term visitors without adding permanent population or affecting neighborhoods.
- A national hotel chain is the most viable option given access, visibility, and business travel demand.
- With clear design standards, a hotel can use natural materials, landscaping, and low-scale forms that reflect Berkeley Lake's wooded identity.





# TOWNHOMES

Market Opportunities

As mentioned previously, the city has a housing shortage. Particularly a shortage in the types of housing stock. Townhomes provide an option that fit a variety of needs for current and future residents. Such needs include older residents looking to down-size but maintain an active lifestyle, young families wanting to move to the city, and returning residents.

For example, townhomes can be designed with current residents in mind who wish to age-in-place. Such design elements include stacking closets for a potential elevator shaft, wider doors, lower counters, and more. The city can invite developers who can and are willing to provide such features.

Townhomes are also cost effective for developers and buyers. Based on an estimated cost of \$500,000 per unit (though it's likely they could sell for more), developers could pay for the necessary land and provide neighborhood retail for residents to enjoy.

## Key Takeaways

- Townhomes expand housing options for downsizing residents and young families, easing the city's housing shortage without the need for a large number of multi-family developments.
- Supports aging-in-place thorough design flexibility.
- Financially viable for residents and developers.

## WHY CONDOS ARE UNLIKELY

Condo production is unlikely because of a variety of factors that make it a risky investment for developers. First, with more units (or households) to sell, it takes longer for the developer to recoup funds and pay investors. Multifamily, however, can be leased at a much faster rate. Second, many insurers only cover defects for the first couple of years, encouraging condominium associations to raise defect claims as soon as possible. The overall project is more expensive than a for-rent multifamily building due to higher insurance costs.



# RETAIL

Market Opportunities

Berkeley Lake's residents value convenience, community, and a high-quality, walkable environment. Small-scale, locally owned shops and cafés can meet daily needs while creating social hubs that reinforce neighborhood identity.

Limited competition from larger commercial centers nearby, combined with an affluent, engaged population, makes the market well-suited for curated retail that emphasizes local character, sustainability, and a personal customer experience.

## Key Takeaways

- Meets daily needs at a neighborhood scale.
- Reinforces community identity thorough place-based retail.
- Supports a curated, low-intensity retail model.





# RECOMMENDATIONS



## OVERVIEW

### Recommendations

The recommendations section translates community priorities, market realities, and existing conditions into clear, actionable guidance for Berkeley Lake's commercial corridor.

Rather than prescribing a single outcome, these recommendations establish a flexible framework to guide future development decisions, public investments, and zoning updates.

Collectively, the recommendations focus on strengthening the Peachtree Industrial Boulevard corridor as a functional, attractive gateway to Berkeley Lake while preserving the city's quiet, wooded identity.

Emphasis is placed on environmental stewardship, small-scale placemaking, safe connectivity, and development types that support long-term economic stability without introducing incompatible intensity.

### Goals

To ensure the recommendations continue to reflect community priorities and guide future decisions, Berkeley Lake seeks to advance the following goals:

- Foster a healthy and vibrant commercial corridor with occupied, well-maintained, and locally serving businesses.
- Create a connected network of walkable paths linking civic spaces, parks, and commercial areas.
- Protect and enhance greenspace throughout the corridor and along key gateways.
- Encourage new development that consistently reflects Berkeley Lake's design character and buffering expectations.
- Improve pedestrian comfort and safety through better crossings, traffic calming, and human-scaled streets.
- Support steady growth in commercial tax revenue while maintaining neighborhood stability and community character.



## PLACEMAKING

### Recommendations

Berkeley Lake's distinct identity, defined by its wooded landscape, small-town scale, and community stewardship, creates a strong foundation for placemaking strategies that reinforce its character while thoughtfully enhancing public life.

The following recommendations focus on creating inviting, connected spaces that respect the city's natural assets, respond to community priorities, and build a stronger sense of place around key nodes such as the PIB corridor, the Town Center concept, and the lake-adjacent civic area. Strengthen gateway identity with natural materials, subtle signage, and consistent branding.

### Recommendations

- Revitalize key PIB nodes (especially S. Berkeley Lake Rd/PIB) with small-scale local retail, outdoor seating, and upgraded streetscapes.
- Build a connected trail & greenway network with sidewalks, multi-use paths, and nature-based stormwater features.
- Create small plazas and community greens within future Town Center or existing civic areas.
- Preserve and enhance green buffers, native landscaping, and tree canopy across all development zones.
- Support local culture through public art, ecological signage, and spaces for community gathering.

## GREEN SPACE

### Recommendations

Berkeley Lake's greenspaces are central to the community's identity. These guidelines focus on strengthening and connecting the city's public and commercial-corridor natural areas while preserving the quiet, wooded character residents value.

### Recommendations

- Preserve the 73-acre Berkeley Lake Conservancy green space and maintain natural buffers from the streams and the lake watershed.
- Use native plants, bioswales, and nature-based stormwater features in city-managed and corridor projects.
- Restore degraded public areas and remove invasive species where needed.
- Expand sidewalks, trails, and multi-use paths connecting civic areas, the Berkeley Lake Conservancy green space, Pinckneyville Park, and the commercial corridor.
- Add low-impact amenities such as benches, overlooks, and wayfinding, without changing the natural character.
- Create a linear green corridor along PIB with shade trees, planted buffers, and safe pedestrian connections.
- Require greenspace buffers, preserved mature trees, and small public greens in future PIB redevelopment.
- Maintain long-term stewardship plans for public trails, vegetation, and stormwater systems.
- Partner with the HOA and volunteers for conservation activities and habitat enhancement.

## VISION & GOALS





# CONNECTIVITY & TRANSPORTATION

Recommendations

## Peachtree Industrial Boulevard is Expanding

There was a lot of concern from the community regarding increase in traffic in Berkeley Lake due to new developments. Peachtree Industrial Blvd is already overburdened during peak hours and is a high accident area due to its high speeds. Many community members voiced concern about drivers cutting through the residential area of Berkeley Lake to bypass the traffic along Peachtree Industrial Blvd., others discussed the need to reroute traffic to other roadways.

While Gwinnett County Department of Transportation has plans to increase capacity of Peachtree Industrial Blvd by expanding to three lanes in each direction, this studio focuses on recommendations to provide safer and more accessible connectivity to promote walkability and other active modes of transportation.

## Safer Intersections

Transform 3-legged intersections to 4-legged intersections at all 4-way intersections along Peachtree Industrial Blvd. 3-legged intersections at 4-way intersections promote jaywalking (unsafe crossing) and discourage walkability as pedestrians need to cross multiple times to get across Peachtree Industrial Blvd.

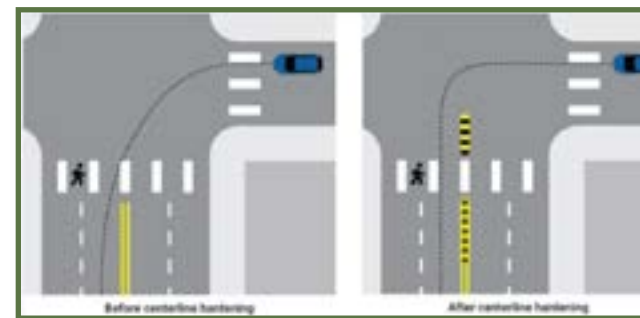
Whenever possible a pedestrian refuge island should be installed along Peachtree Industrial Blvd. and along South and North Berkeley Road.

Pedestrian refuge islands shorten the unprotected crossing of a pedestrian by providing a protected island in the middle of a long crosswalk, such as Peachtree Industrial Blvd. Additionally, the refuge island gives a narrowing effect that slows drivers down when approaching.



PEDESTRIAN ISLAND

Centerline hardening is a proven method that provides a buffer to the pedestrian crossing from left-turning vehicles. This safety device is recommended on roadways with an high volume of left-turn and when a pedestrian refuge island is unable to be implemented due to lane configuration.



CENTERLINE HARDENING

## Key Recommendations

- Convert 3-legged intersections at 4-way crossings into true 4-legged intersections
- Install pedestrian refuge islands on Peachtree Industrial Boulevard and Berkeley Lake Roads
- Use centerline hardening where refuge islands aren't feasible to protect pedestrians from left-turning vehicles.

## Pedestrian Bridges & Underpasses

Pedestrian bridges and underpasses are something that the community voiced as a possibility to cross Peachtree Industrial Blvd. Although the safest option for crossing, these projects are expensive, costing up to \$4+ million. Additionally, they need to be designed in a way that is convenient to pedestrians and cyclists or they will not be utilized.

Pedestrian bridges require ramps or elevators to be ADA accessible which can be costly and difficult to design depending on the topography. Underpasses seem more viable in Berkeley Lake given the topography surrounding Peachtree Industrial Blvd.

However, ideal locations are often at places that creeks are piped across Peachtree Industrial Blvd. Given this information there is a need to ensure under passings protect the existing creeks and don't cause any harmful runoff.

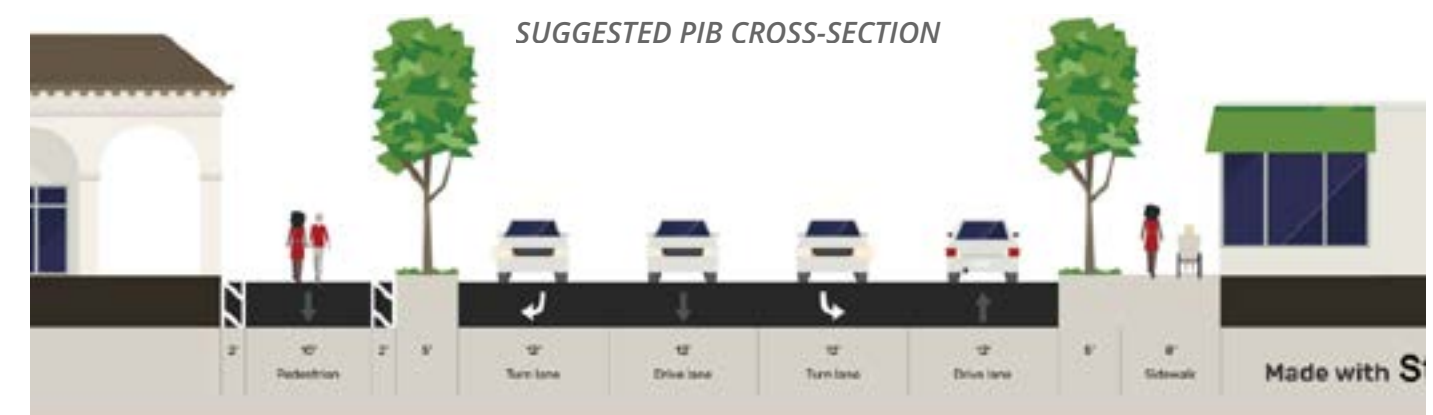
At town hall meetings, the community requested a multi-modal pathway connecting residential, commercial, and recreational aspects of Berkeley Lake. Although there currently exist a pathway, improvements need to be made to promote walkability and increase accessibility. Standards for

pathways should provide comfortable widths to accommodate pedestrians, bikes and golf carts.

The existing ROW's need to be reconfigured to accommodate a multi-modal pathway that is comfortable for all users. The recommended width for the multi-modal path is 12ft, but 14ft is preferred. However, if there are some ROW constraints, the pathway could consolidate to 8ft, but any motorized vehicles such as golf carts would not be able to be bi-directional requiring them to yield and pull over to allow for passing. Additionally, a 2ft shoulder on both sides with an additional 3ft clearance for signage is recommended.

One of the biggest concerns about the existing pathways is the physical separation or buffer from the roadway if built as a side path along a roadway. The recommended basic buffer for a pathway is 6.5ft, with a minimum of 5ft (which includes the 2ft shoulder and 3ft of clearance for signage). However, if the path is along a high-speed major roadway, such as Peachtree Industrial Blvd., a total buffer of 20 ft is recommended.

When conditions are constrained, a minimum of 5ft buffer is required. All other standards regarding slopes, overhead clearance and material should follow standards of ARC and AASHTO.





# ZONING RECOMMENDATIONS

## Recommendations

In order to accomplish some of the above placemaking while still protecting and addressing community needs and concerns. It is recommended that Mixed-Use zoning be adopted, such as Neighborhood Mixed-Use (MU-N) and Community Mixed-Use District (MU-C) from Gwinnett County's zoning, but with some modifications that align more with Berkeley Lake.

## CURRENT ZONING MODIFICATIONS

### MU-N

#### All non-residential uses in C-1 and O-I

Permitted uses for standalone brewery, restaurants and small-scale retail services such as nail salon, gym, or other services

#### Residential Uses

Residential uses should be constituted as residential in-fill. Residential infill is intended primarily for missing middle housing. Missing-middle housing refers to housing types between large, single-family homes and apartment buildings, such as duplexes and townhomes, that are not as common as they once were.

### MU-C

#### All non-residential uses within C-1 and O-I with a few permitted uses from C-2

Uses such as hotels, personal service establishments, retail sales, entertainment and recreation, and small-scale healthcare facilities.

#### Residential Uses

Residential uses shall be Infill housing and low-rise residential

Mid-rise residential shall be special use permitted.

Retirement assisted living, and independent living communities shall be permitted in this district.

## METRICS

| DISTRICT | MIN. AREA | ROAD   | MAX HEIGHT | MAX FAR | MIN OPEN SPACE | FONT SETBACK <sup>1</sup> | SIDE SETBACK <sup>2</sup> | REAR SETBACK <sup>2</sup> |
|----------|-----------|--------|------------|---------|----------------|---------------------------|---------------------------|---------------------------|
| MU-N     | NONE      | 50 FT. | 40 FT.     | 1       | 10%            | 10 FT.                    | 10 FT.                    | 25 FT.                    |
| MU-C     | 3 AC      | 50 FT. | 50 FT.     | 2       | 15%            | 10 FT.                    | 10 FT.                    | 25 FT.                    |

**NOTES:** (1) For detached, single-family, cottage and townhome lots. Zero (0) feet for all other uses.  
(2) Additional setbacks may be required for non-residential uses abutting to residential units, as determined by the city council.

## ADDITIONAL ZONING RECOMMENDATIONS

### PARKING LOTS

- Interior landscaping and exterior landscaping is required for all surface and structured parking.
- No parking lots or structure shall be between a building and a street.

### BUILDING FACADES

- 1st/Ground floor of buildings that face a public street and sidewalks shall maintain a minimum of 50% window fenestration for residential uses and 65% of window fenestration for non-residential uses.
- Primary pedestrian entrance must be located on such building facades.
- Building facades visible from public streets or pathways shall incorporate natural or natural-appearing materials (wood, stone, brick, or high-quality modern equivalents such as fiber cement, architectural metal, or glass).
- No single material shall dominate the building façade in a way that is visually monotonous.

### SIGNAGE

- Pedestrian wayfinding signs and warning signs are required along multimodal pathways. (See MUTCD for standards)
- Large shopping center signs are prohibited.
- Monument signs and building mounted signs shall be permitted.

### LARGE DEVELOPMENT

- Properties shall be broken up to be no longer than 500 ft. in length.
- Internal street circulation shall be provided for large developments with new public streets or private drives.
- When possible, a multimodal pathway shall also be provided for pedestrian accessibility.



Bike Route Sign - For use along high speed rural roadways



Custom Sign: Golf Carts use Ped Signal (R9-5 variant)



Path-scale (18 inch) MUTCD R1-1 Stop Sign - For use at 4-way intersections



Combined wayfinding route sign - low speed urban or suburban roadways



Custom combined pedestrian and bicycle warning sign - low speed urban or suburban roadways



# POTENTIAL PLAN



1

## HERON SQUARE

A compact civic greenspace and housing designed to host informal social activity and strengthen connections between nearby uses.

2

## COMMERCIAL

Low-intensity commercial development that supports local businesses and services, designed with strong landscaping, pedestrian access, and buffering from adjacent uses.

3

## ADAPTIVE REUSE

The reuse of an existing gas station to support new uses while reducing waste and maintaining corridor character.

4

## SOUTH TOWN CENTER

A small, walkable mixed-use area that provides neighborhood-serving retail, dining, and gathering spaces while creating a southern focal point for Berkeley Lake.

5

## THE COMMONS

A senior-focused development with senior living and gathering areas centered on preserved greenspace.

The following plan is one scenario based on the needs identified in the market analysis and recommendations.

Given community feedback about placing senior housing along Peachtree Industrial Boulevard or South Berkeley Lake Road for stronger park access, other site arrangements may be equally appropriate. As market conditions evolve or parcels change ownership, this framework can be adapted while maintaining the plan's underlying intent.

## SITE PLAN

- Housing
- Parking
- Retail
- Greenspace
- Hotel
- Buffer/Raw Land





# HERON SQUARE

Tucked just behind Peachtree Industrial Boulevard, Heron Square forms an inward-facing hub centered on daily life and includes retail, housing, and open space. This site is protected from traffic, shaped for connection, and grounded in Berkeley Lake's quiet character.



Palisades Village | Palisades, CA

- 1 TOWNHOMES**  
Medium-density housing
- 2 RETAIL**  
Single-story, small-scale retail
- 3 SURFACE PARKING**  
Parking courts with permeable paving and landscape buffers

## SUMMARY

TOWNHOMES  
50 UNITS  
2 FLOORS  
  
COMMERCIAL  
13,600 TOTAL SF  
1-2 FLOORS

## REFERENCE SITE PLAN

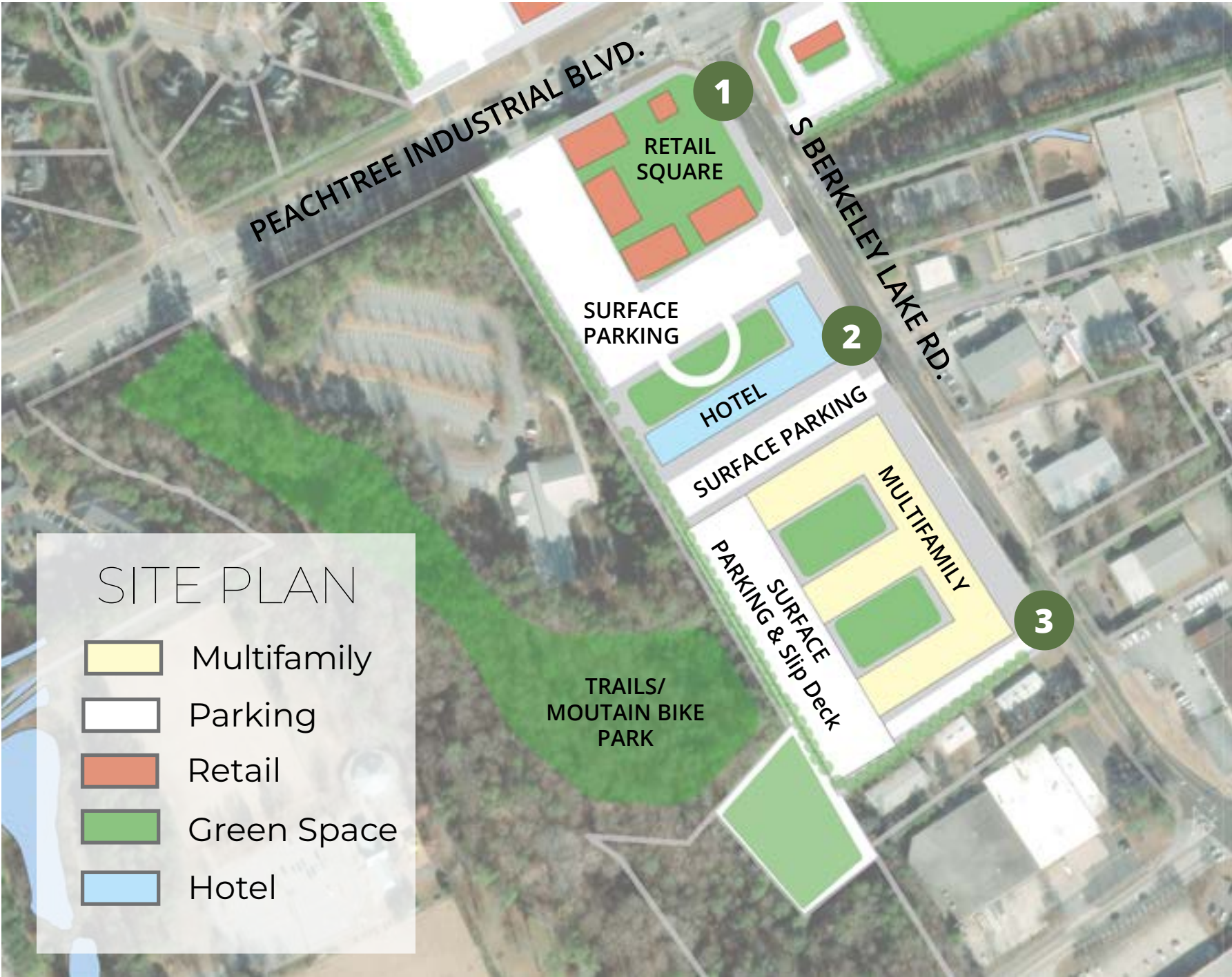


Ardmore Townhomes | Winston-Salem, NC



# SOUTH TOWN CENTER

Located along Peachtree Industrial Boulevard, South Town Center redefines a key frontage as a mixed-use district supporting retail, hospitality, and multifamily housing. The project reinforces the corridor's transition from auto-oriented development to a more walkable, civic environment.



- 1 RETAIL**  
Street-facing commercial bays, framing plaza
- 2 HOTEL**  
Mid-scale hotel, supporting weekend activity
- 3 MULTIFAMILY**  
Luxury Market-rate housing to support economic sustainability; 'E' shaped structure is one building, with 2 courtyards

**SUMMARY**

MULTIFAMILY  
300 UNITS  
5 FLOORS

COMMERCIAL  
25,600 TOTAL SF  
1 FLOOR



Beckert's Park | Washington, D.C.



Myrtle Beach Hotel | Myrtle Beach, SC



# COMMERCIAL

Positioned along Peachtree Industrial Boulevard, the site is envisioned as a flexible commercial anchor that activates the corridor and serves local demand.



Reformation Brewery | Woodstock, GA

**1 COMMERCIAL SPACE**  
Small-format retail pads,  
framing plaza

**2 GREEN SPACE**  
Tree-lined forecourt  
that buffers the street,  
serves as shaded plaza  
weekend activity

**3 SURFACE PARKING**  
Parking area designed  
for low-traffic retail and  
community event use

## SUMMARY

COMMERCIAL

21,600 SF

1 FLOOR

## REFERENCE SITE PLAN



Monday Night Brewery | Atlanta, GA



# ADAPTIVE REUSE

Once an underused gas station, the site is reimagined as a neighborhood-scale café and gathering space. By converting a piece of corridor infrastructure into a social node, the project activates a previously overlooked edge of Peachtree Industrial Boulevard and supports local business growth.



Brake Pad | College Park, GA



St. John's Signal Gas Station | Portland, OR

1

## ADAPTIVE REUSE

Structural retrofit + program conversion; Café or coffee shop

2

## GREEN SPACE

Permeable landscape + stormwater management zone; currently a community garden; potential for dog park, connecting path between South Town Center and Aquatic Center

## SUMMARY

COMMERCIAL  
EXISTING SF  
1 FLOOR

## REFERENCE SITE PLAN





# THE COMMONS

The Commons applies wellness-oriented design principles to create a continuum-of-care village organized to promote accessibility and daily interaction.



Danielson Grove | Kirkland, WA



Village West Cobb | Marietta, GA

1

## COTTAGES

Cluster of single-story independent cottages for 55+ residents; separate entrance from assisted living

2

## ASSISTED LIVING

Offering wellness, dining, memory care with a 3-story footprint (standard zoning height for single-family buildings)

3

## SURFACE PARKING

Permeable lots located behind primary buildings to reduce heat gain

## SUMMARY

COTTAGES

20 UNITS

1 FLOOR

ASSISTED LIVING

100,000 SF

2 FLOORS

## REFERENCE SITE PLAN





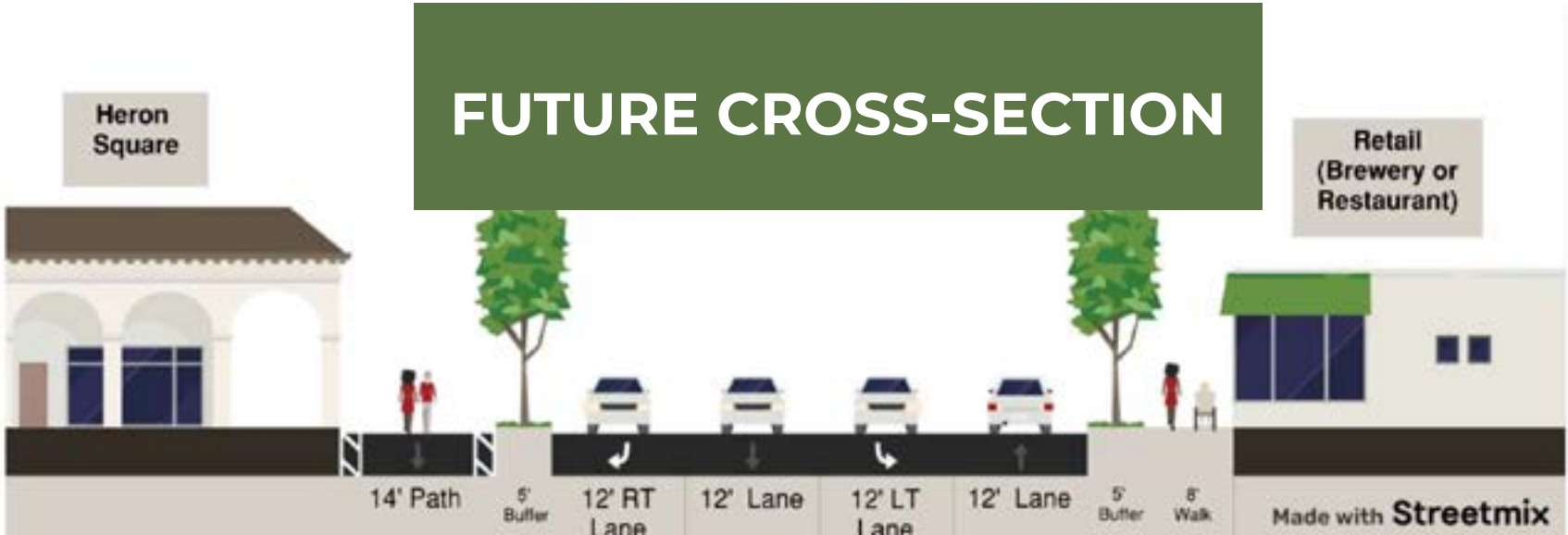
# CONNECTIVITY

A multimodal pathway connecting residential, commercial, and recreational aspects of Berkeley Lake runs through the study area. Needed safety improvements accompany the pathway, which provide buffers from Peachtree Industrial Boulevard and orients accessibility to the new sites.



## GENERAL RECOMMENDATIONS

- Transform existing right-of-ways to accomodate multimodal pathway
- Pathway standards to provide comfortable width to accomodate pedestrians, bikes, and golf carts.
- Wayfinding signs and warning signs along pathways.





The following recommendations summarize the key strategies identified through community engagement, market analysis, and site evaluation. Together, they provide a flexible framework to guide future decision-making, investment, and development within Berkeley Lake’s commercial corridor while preserving the community’s character and environmental priorities.

| PROJECT TYPE   | PROJECT DESCRIPTION  | TIME-FRAME | AGENCY                 |
|----------------|--|------------|------------------------|
| REGULATORY     | Establish a Berkeley Lake Small Area Plan Implementation Steering Committee.   | Ongoing    | None                   |
|                | Rewrite zoning code to support recommendation implementation.  | Short      | TSW, Consulting Agency |
| TRANSPORTATION | Install shared street markings (city standard) on designated streets.  | Medium     | OMP, DPW               |
|                | Install a neighborhood branded way-finding signage system.   | Medium     | OMP, DPW               |
|                | Reduce the speed limit on Piedmont (Industrial) Boulevard from 45 mph to 35 mph.   | Long       | GDOT, DPW              |
|                | Integrate bike path cut pass throughs, crosswalks, speed tables, and landscaping where possible.   | Ongoing    | OMP, DPW               |
| LAND USE       | Require developments along Piedmont Industrial Boulevard to provide a 25' front setback along the street to accommodate wide sidewalks, street furniture zones, and supplemental zones.  | Ongoing    | TSW, Consulting Agency |
|                | Expand sidewalks, trails, and multi-use paths connecting civic areas, the Berkeley Lake Conservancy green space, Pinckneyville Park, and the commercial corridor.  | Ongoing    | DPW                    |
|                | Rezone Peachtree Industrial Boulevard adjacent parcels to Neighborhood Mixed-Use (MU-N) and Community Mixed-Use District (MU-C) from Gwinnett County's zoning, but with some modifications that align more with Berkeley Lake. | Short      | TSW, Consulting Agency |
|                | Require properties to be broken up to be no longer than 500 ft. in length.   | Ongoing    | None                   |

DPW - City of Atlanta, Department of Public Works  
OMP - City of Atlanta, Office of Mobility Planning  
DWM - City of Atlanta, Department of Watershed Management  
GDOT - Georgia Department of Transportation  
TBD - To Be Determined

**\*Remaining Implementation Chart on following page**

# IMPLEMENTATION CHART



| PROJECT TYPE  | PROJECT DESCRIPTION   | TIME-FRAME | AGENCY             |
|---------------|---|------------|--------------------|
| ENVIRONMENTAL | Use native plants, bioswales, and nature-based stormwater features in city-managed and corridor projects.                               | Ongoing    | DWM, Trees Atlanta |
|               | Add low-impact amenities such as benches, overlooks, and wayfinding, without changing the natural character.                            | Ongoing    | DPW                |
|               | Create a linear green corridor along Peachtree Industrial Boulevard with shade trees, planted buffers, and safe pedestrian connections. | Medium     | DPW, OMP, GDOT     |
|               | Require greenspace buffers, preserved mature trees, and small public greens in future Peachtree Industrial Boulevard development.       | Ongoing    | DPW                |
|               | Maintain long-term stewardship plans for public trails, vegetation, and stormwater systems.   | Ongoing    | DPW, DWM           |
|               | Partner with local organizations and volunteers for conservation activities and habitat enhancement.                                    | Ongoing    | BLHA, TBD          |
|               | Require interior landscaping and exterior landscaping for all surface and structured parking.   | Ongoing    | None               |
|               | Preserve the 73-acre Berkeley Lake Conservancy green space and maintain natural buffers from the streams and the lake watershed.        | Ongoing    | None               |
|               | Restore degraded public areas and remove invasive species where needed.   | Short      | DPW, Trees Atlanta |

DPW - City of Atlanta, Department of Public Works  
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# APPENDIX



# **Town Hall #1**

Community Feedback



| Question 1: Is there anything you would like us to know about Berkeley Lake that we did not mention in the presentation?  | Question 2: Do the housing types we propose (townhomes, senior housing, mixed affordability) align with what you think would work in Berkeley Lake?                | Question 3: What part(s) of our development ideas are your favorite and why?  | Question 4: What part(s) of our development ideas are your LEAST favorite and why?  | Question 5: Do you have any ideas for Berkeley Lake that you would like to share with us?  | Other Notes                                      |
|---|--|---|---|--|--|
| -   | Some - a limited basis   | Townhouses & Sidewalks  | Taking land away from greenspace - townhouses on front of space should add traffic and order, area less quiet and rural   | -  | Presentation feedback = Text too small on slides |
| We love our greenspace - nothing should have a negative impact on it  | Yes - I think BL needs to diversify  | The Commons - I love the idea of having senior living in BL   | I'm unsure about townhouses on the Ryerson property. And I think the Pickneyville community center needs signage and entrance on PIB.                           | In addition to sidewalks on both sides, it would be great to expand/enhance the bike path. Need right turn lane from PIB south onto S. Berkeley Lake Rd. | -  |
| Berkeley Lake is made up of people who live on the lake and the rest of us. The people on the lake don't want to share. There is no place for a person who does not live on the lake to store a boat - so not likely for people in new housing to increase boat traffic. See fence around chapel and boat launch? Fence around beach? People want to keep people out. Lower income people who could afford townhomes or cottages would not be welcome. How to keep people on the lake feeling they are the elite? | I like all the housing options. But lots in BL want to keep the per capita income high. Want BL to be an elite place to live.                                      | Retail - restaurants especially senior home, combo of residential / park.   | Hard to see the cohesive plan? How each space comes together for a comprehensive plan?  | -  | You guys did a GREAT job.                        |
| -   | None would work  | Retail/Banks/Restaurants/P ickle Ball Courts  | Diverse housing, Town center, Townhouses in Greenspace (corridor)   | -  | -  |
| This is a solution looking for a problem.   | None!!   | No need   | Townhomes, Affordable options - increased population will negatively affect the character of the community, will overwhelm our limited recreational facilities. | No   | -  |
| Feedback from the owners of the land you are proposing to redevelop. Who are they and how many?   | I think the senior housing needs to be better understood. (ie- over 55 independent living, assisted living, etc)   | Redevelopment of the Commons  | Not least favorite, but more of a concern of the town center development on what retail is needed and what community center activities?                         | A better understanding of the financial ideas to get this funded.  | -  |
| -   | None of the above; traffic concerns through Berkeley Lake  | None  | All development   | -  | -  |
| Our lake is only 88 acres and is already busy so more people and homes will be challenging.   | Concern about more traffic. The cut through traffic has gotten so bad and dangerous. Our lake is not very big and more people will put too many boats on the lake. | Connecting parks and keeping the area as natural as possible. I liked the idea of easier living for seniors. Small cluster mixed use and safety issues. | More people and more cars. Making the lake more crowded.  | -  | -  |
| How many citizens said they are interested in providing housing for children that want to live here? I know of no one with that interest.   | Absolutely none of these. How did you get feedback from other BL citizens? This was new to us.   | -   | -   | -  | -  |



|   |  |  |   |   |  |
|---|--|--|---|---|--|
|   | Love having senior housing - not so much townhouses with lots of stairs - prefer single story. Could move the townhomes closer to PIB and keep greenspace close to houses.     | Linear park, very natural, leaving trees.  | Instead of townhouses at linear park put in pubs and restaurants?   | Would like to have pubs, restaurants, and green park-like gathering spaces. Parking for golf carts? I know it wouldn't be as big, but would be nice to have restaurants open to green space like Duluth.  | Thank you so much! Your work is great!                 |
| Need to address the concern about lake access. New residential areas do not automatically have the ability to join the lake HOA. This will be a concern to address.   | Needs to not be rental with high   | Berkeley Commons and Linear Park. But concerns about "advertising" our green space to people not living here and becoming a tax burden on our small town.                                  | Access to address. Improve golf carts and biking. What about tunnel to connect Gwinnett county west Gwinnett parkway to pinckneyville park and allow access with county taking share of cost. | What about ideas to improve existing businesses without displacing them. Ways to improve codes.   |  |
| I would like to see more attention to transportation. Any development and a basic level   | Seems like a good mix.   | I like the idea of the commons plus town centers. I think trying to stick townhomes next to the linear park is wonky. I would flip the location of the linear park and adjacent townhomes. | Townhome within/adjacent to the linear park seems wonky. I also would have liked more attention on the triangle at north Berkeley lake  | I like the idea of connecting the linear park to the green space.   |  |
| BL was originally created as a getaway from high populated Atlanta. It is a tuck away resort style neighborhood and the community has kept it well kept and loved.  | Townhomes seem out of character with the low vibe that BL currently offers on the lake side of PIB.  | I like the idea of the use where the vacant bank is and the commercial properties but any housing on the lake side of PIB is a big concern for the areas green feel.                       | The townhomes and green space on the lake side of PIB.  | Keep all new housing on the opposing side of PIB, and create only retail and senior living in the lake side.  |  |
| Population is separated by neighborhoods, Berkeley Estates (those on or across from the lake), and subdivisions. I live in Miramont. Opinions are different between those on the Lake and the rest of us. Lakers are elitists. We outnumber them, but the city has traditionally been run by Lakers for Lakers. Therefore, outrage when you suggest adding more non Lakers to the city! And lower income ones at that. What they fail to realize is that without a plan more projects like the poorly planned corner of N Berkeley Lake and PIB will happen | Yes  | Residential with green buffers, and retail to serve the residents  | Not sure how all the pieces we were shown fit together. How many new residents? How many new businesses? And how connected?   |   | Team did a great job. A good starting point. Thank you |
| Number of ppl on the lake. No apartments!!! We don't want to look like every other city around us. Yuck!  | No apartments, we don't need more worthless stores and restaurants. We are a hidden gem and want to stay that way. Senior living areas are all over... do we need another one? | We missed the town center presentation so we can't comment.  | Buildings around the lake... we are one of the richest cities in GA and we don't want to bring ppl here. We like it private.  | Make a private and exclusive club to those currently in Berkeley Lake. We moved here from Peachtree Corners and voted down apartments and townhouses 5 or more times and it still happened. No ugly bridge, again, we like living here and don't want more ppl than are already here...we appreciate the effort you all are doing and if we were grading you A+. However, there is a large population of people that have distinctly different ideas of what progress actually is. Until you live here, you cannot understand the tradition and history that makes Berkeley Lake special. |  |
| Need sidewalks on Lakeshore Dr.   | Yes  | Senior living facilities   | N/A   | Like the plans to be able to cross Peachtree BLVD SAFELY.   |  |



|  |   |   |  |  |   |
|--|---|---|--|--|---|
| As was mentioned tonight, demand for the amenities of the lake (beach, pavilion, Chapel) and the lake itself would be impacted by an increase in the population of the city. These are all available to all members of the Berkeley Lake Homeowners Asso. So this needs to be taken into account.  | I think so, but the total capacity needs to be factored in, per above.  | I really don't know   | I think I am most concerned about whether that kind of development will work along the Peachtree industrial Boulevard quarter at all, taking into account what is north and south of this area on that road  | It was mentioned this evening — easy access to the commercial features, including restaurants and shops, by golf carts from the rest of Berkeley Lake could be a great benefit to those establishments as well as another reason for those of us in Berkeley Lake to purchase and begin using golf carts!  |   |
| I would love to access the retail and housing you envision on the west side of PIBldv via footpaths from the neighborhood rather than having to get onto PIB. Many people like to walk here and accessing the new housing and retail this way would make them feel more a part of BL. Maybe have a cafe or restaurant that wraps from the PIB side of the building to the neighborhood side so people could walk right up.   | Any of these are possibilities could work, but I would not want to add more units than we could absorb into our community amenities (such as beach or pavilion access). | Thank you for all this hard work and thought on our behalf! So grateful for your efforts.<br>I love the idea of a town center. Love the idea of sidewalks on all the major streets. I also liked your efforts to provide connectivity between the residential areas and the Aquatic Center and Pinckneyville Park. We need to embrace these assets as our own! I think mixed use could really be a ticket to a vibrant, small commercial hub. | I can't say because I had a very hard time envisioning exactly where on PIB each of your focus areas was located. The maps were not easy for me to follow. It would be great if you could lead a walk along PIB and tell us exactly where all the suggested buildings and parks and green space would be situated. I'd love to do that before the Nov 6                  |  | No, but y'all came up with some good ones! Thank you.                                     |
| The center of the community has always been centered around the Chapel, pavilion, City Hall, and the Lake beach. How would we make the south end feel more a part of BL.   | Whether it is a townhome or single family detached home many residents are looking to downsize as they get older to a master on the main home.                          | Town Center. Would like to hear more about what that would include. The only place we have for a large BL crowd is the Chapel and or the Pavilion. The Chapel can only have approximately 90 people.  | Mixed affordability, more definition on what that could mean.  |  | A great neighborhood coffee shop. The Starbucks doesn't feel central to our neighborhood. |
| Resident are very protective of the lake, streams, ponds and overall ecosystem.<br><br>Additional comments are incorporated into the other to discuss;<br>- Storm Water Runoff / Future enhancements to existing systems (Retention Ponds & Culverts)<br>- Aging Septic Systems ... Gwinnett County has BL flagged as high risk given proximity to lake. City of BL created ordinances (~ 20 years ago) to require septic tanks be pumped & inspected every 5 years. This is a bandaid approach to the problem. Several residents have had to spend ~ \$60,000 to resolve septic failures.<br>- Positioning of new housing units<br>- Optimizing areas for Golf Carts, Bicycles and Walking activities<br>- Power Cables facilities to be placed underground (Lakeshore Drive experiences frequent outages. Many residents have had to expand \$10K to mitigate power outages. | Given the demographics of the residents, senior housing would be in very high demand with the objective to downsize and remain within Berkeley Lake.                    | The introduction of retail stores (Coffee & Sandwich Shops) to encourage walking, social gatherings is welcomed.  | The positioning of the townhouses adjacent to single family homes in the "Commons" and the area across from the aquatic center should be revisited. Consider locating townhouses closer to Peachtree Boulevard (PB) with either cottages or green spaces behind the taller structures.<br><br>This would reduce traffic noise from PB to the existing residential units. | Several residents in Berkeley Lake have been attempting (> 15 years) to get sewer facilities along Lakeshore Drive and other adjacent roads which are being served by aging (60+ years) septic systems.<br><br>It would be best to have a direct conversation with the community representative ( Steven Seitz 770.757.6887) who has championed these activities with Gwinnett County. |   |



|  |  |  |   |  |  |
|--|--|--|---|--|--|
| <p>We are a city of independence. Free thinkers. Diverse interests. We value individualism, freedom to create our individual lifestyles in our home and land design. Every home we go into is unique, beginning with the style of the home to development of our land. We value green living and our undeveloped green spaces. I, for one, do not see any value in protecting that by developing every parcel of land.</p> | <p>No. If it's necessary, consider low impact ideas, park development, one level buildings only.</p> | <p>Trying to come up with a plan to enhance our city.</p>  | <p>Not in any particular order:Maximum height development.<br/>Light pollution<br/>Noise pollution<br/>Air pollution<br/>Traffic increasing<br/>Wildlife displacement<br/>Poisoning of watershed<br/>Destroying the trees just because we can<br/>Anything done on PIB will impact our entire city.</p> | <p>Several residents in Berkeley Lake have been attempting (&gt; 15 years) to get sewer facilities along Lakeshore Drive and other adjacent roads which are being served by aging (60+ years) septic systems.</p> <p>It would be best to have a direct conversation with the community representative ( Steven Seitz 770.757.6887) who has championed these activities with Gwinnett County.</p>   |  |
| <p>You seemed to have researched our city very thoroughly which was clear during the presentation. I swim &amp; kayak on the lake and also can ride my bike to work. My office is in the commercial corridor you are targeting on PIB (see #5 below)</p>   | <p>Yes as long as it is low density and reflects &amp; integrates our nature-themed city</p>         | <p>I loved the ideas of the linear park along PIB. sidewalk/bike path access on both sides of PIB, and more connectivity between Pinckneyville Community Ctr &amp; the aquatic center</p>  | <p>Any high-density housing options would be a negative. It seems that our city having strong zoning rules in place, along with carefully selecting like-minded developers is key</p>   | <p>Yes I feel I have a unique perspective as I'm a 13- year business owner in the heart of the BL corridor @ 4720 PIB. I've felt this area has needed upgrades &amp; a "facelift" for many years. We are a very successful professional center of doctors, dentists, CPAs and therapists. Many Berkeley Lakers frequent my business &amp; docs &amp; dentists here. We would love to have a lunch/deli shop a/o coffee shop in the area. I believe all of us in the center, as well as our patients &amp; clients, would support these types of businesses. The entire corridor is under-utilized &amp; has lots of potential to be a vibrant part of our city. I also have a viable idea regarding transportation/connection between the lake &amp; yet commercial center which would minimize the need for</p> | <p>You are welcome to visit my office and get more of my perspective on your plans for the corridor.<br/>Linda Craig; 770-316-0583</p> |
| <p>No</p>  | <p>I think the senior housing is most important.</p>   | <p>The area of South Berkeley and PIB is exciting because it is ugly now and could bring a little life and useful shops like a sandwich or coffee shop closer to home. Also like the senior center area in Berkeley Commons because it would be a better use of the space and provide more Senior options.</p> | <p>The area adjacent to the green space along PIB because it draws more attention to our green space which could draw more foot and car traffic in the area. Would rather the green space stay quiet and undisturbed.</p>   |  |  |



# **Town Hall #2**

Community Feedback



# SHARE YOUR THOUGHTS:

Amy

- NO <sup>APARTMENTS</sup> GIFTS, + + + + + **STC**
- NO ADDITIONAL FOLKS USING LAKE + + + +
- ✓ - NO HOTEL + + + +
  - Multiple Hotels in a reasonable radius! +
  - EXISTING HOTELS ARE HI CRIME ZONES - NEAR Waffle House
- ✓ - NO APARTMENTS - School & Lake can't handle! + +
- \* NO to #2 NO to #4 NO to #3, NO to #5 Senior is OK + (1)
- No Apartments - danger to lake & school. +
- ✓ YES TO RETAIL / DINING CENTER HOTEL? SURE!
- No HUD, DCA, Affordable Zoons from Developers ✓ + + + +
- No multifamily Housing ✓ + + + +
- ✓ I would not mind a high end hotel (like Townsend Hotel) in Birmingham, MI
- Where apartments are, I may be open to high end condos but with <sup>no</sup> short term rentals allowed.
- NO WAY! +
- Increased cut thru traffic, increased traffic for school overcrowding school population (NO vote) +
- NO APARTMENTS + +
- What requires the hotel / Apartments to ~~be~~ upkeep their businesses and prevent it from becoming run-down in the future and attract problems like at the intersection of roadlock & P13? + +
- 'High end' condos OK PREMIUM Finishes large square footage + +
- I would like a space with pubs, restaurants, coffee shop + a green space for us to gather. This retail space has that potential Thank you! + + +
- NO multi Family and Hotel!
- Yes to 50+ Living / Neighborhood.
- Senior Multifamily homes are not a good idea for this area. This will increase traffic congestion. The location picked for the multifamily development is more appropriate for 50+ Living, since people will not be getting on directly on a busy street.

**STC** Amy

Housing - restricted to be middle class - brings business to retail & and diversifies the city?

great that the city is too homogenous

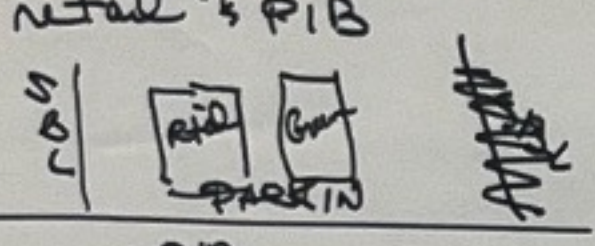
CONNECT RETAIL ETC TO CITY HALL, CHAPEL, TO CREATE "DOWNTOWN"

MAKE 'NATURE TRAIL' AREA A MTN BIKE TRAIL AREA

- Switch 'The Commons' w/ STC; Medical Center
- Small greenery; All Senior Living



# SHARE YOUR THOUGHTS: Yihan Li

- I don't want retail on this side of PIB - Agreed! +
- ✓ - I like the idea of the park & cafe on
- Seems MINIMAL concerns as long as ~~TRAFFIC~~ **The Corners** dumps to PB-not South
- ✓ - I like the Cafe - would be nice across the street when Amen's is (easier to walk to)
- ~~EXIST~~ Existing gas station by park is already having trouble staying profitable.
- WHAT ZONING CHANGES WOULD BE REQUIRED TO MAKE THIS VISION HAPPEN?
- ✓ - I like the idea of a corner Pub/Brewery w/ greenspace -  
Take the So Berkeley Lake/PIB corner and put it there - Not across the Street
- ✓ - Why is the Retirement Community across from Pickneyville Park? It should be on the same side of the Road - + Yes!
- TURN RETAIL @ SUNTRUST LOC. 90° to right - perpendicular to PIB
- and greenspace NORTH OF RETAIL ALSO perpendicular to PIB w/ parking between retail & PIB
- 
- SBL/PIB corner with shops + Restaurants + Brewery. YES, PLEASE
- ✓ - I like the ideas of coffee shop/retail/restaurants in this corridor  
Also the linear path across from aquatic ctr. to connect to greenspace.
- No More Retail, other than Coffee Shop where the Emissions is currently
- Switch the Senior Living to Retail / Hotel / Apartments
- Put Senior Living in spot 3. expand <sup>NO</sup> it. <sup>NO</sup> High end <sup>NO</sup> hotel is good for revenue + to support small retail. Do not put Apartments in Berkeley Lake. It would affect the BL atmosphere. Put single family homes in 2.
- Look at Alida hotel Savannah, GA - Scale

Commercial

Yihan Li

Please check on any state/county/city laws about Brewery's proximity to Berkeley Lake Elementary School

Love the idea of a brewery though!

The Corners



MADE WITH  
Scanner  
App





# SHARE YOUR THOUGHTS:

Walking trail for old folks?

- ✓ Like green buffer, LOVE Senior housing - Agreed! ✓✓✓ + / ✓
- ✓ + Why not put this where town homes (San Trust Area) so <sup>seniors</sup> residents can walk to areas of lake? ✓✓
- ✓ - I would like to see less units overall for this plan.  
250 units could bring a lot of traffic.
- ✓✓ - No DCA, HUD, Affordable Loans from Developers + / +
  - Stuck in area -- seniors need more access to activity
  - ✗ ONLY Senior housing - everything else NO! ✓✓✓
  - The Commons idea is the best of all ideas.
  - We will need a bridge.
  - No Bridge for Seniors - Dangerous. Put This FACILITY ON THE SAME SIDE AS THE PARK - Zone This for 2 STORY Town Homes A Limit The Number.
  - Why not create a Neighborhood of Villas - clustered, street level, one wall joins villas, they are staggered and can cover the land efficiently. 50+ Living for this Villa Complex.
  - hotel is a good revenue source (keep) - apartments should be replaced by the senior living - expand ~~the~~ the senior living area drop the Apartments. Single living homes go in the place of the depicted senior living area. Don't make seniors cross the ~~at~~ PIB to get to picking up & under park. + ✓ maybe more townhomes instead of Apartments?

The Commons

Empress



MADE WITH  
Scanner  
App





# The Commons

Empress

## The Commons

- Relocate the Senior Living to be where the retail / hotel / apartments ✓✓✓✓  
- Connectivity on same side of street between Pickeringville & Aquatic Center (No) (No) (No) ✓  
no crossing P/B
- Houses where the Senior Living is located - not townhomes not apartments

- I want a place to Live, not Die!  
(Yes) 50+ Living | Community.

- Suggestion: Take the cluster of Retail off S. Berkeley Lake corners and Develop the current Retail Space where Imperial Fez is now. That complex has Always struggled. If A Developer could use That footprint to make an open "walking mall" and expand out the back it would be more useable.

Senior Living  
Empress



MADE WITH  
Scanner  
App





Dylan

Connectivity

# SHARE YOUR THOUGHTS:

What can we do about the N. Berkeley Lake/Bush Rd. cut-through

Love the idea of the "Multipath" pathway for People/carts/Biker ✓✓

Would still like to see a bridge or tunnel over/under PIB maybe? +/  
NO BRIDGE!

Traffic patterns are already overburdened at peak hours, high accident area +/√+/+

Schools are not equipped for influx of new students +/+

Current retail areas along PIB experience high turnover +/1

Yes to Golf Carts! + No to Golf Carts +++

I like the wide paths w/buffer. But how do you safely mix carts, walkers, e-bikes and bike on the same path? ✓

Flip Townhomes & Senior Citizen housing!  
old SunTrust Bank

I agree with town homes switched with senior housing!

Don't make seniors cross PIB. Put on same side as Pickneyville  
Water Park → Potential → put in the place currently <sup>Id like</sup> apartments

✓ NO APARTMENTS... NONE +/

- Senior living where you propose Apts. ... Access to Pool & PICKLEBALL

These roads can't handle Pedestrians & Bikes... How we gonna handle Golf Carts?

Switch Townhomes + Senior living location

~~Make~~ Make sure Zoning allows for zero lot line Cottage court. Not to windhomes

- MAKE The Senior Living AREA ONLY TOWN Homes (limited numbers) TAKE The SE corner of S. Berkeley Lake - PIB - put other Senior Living There w/ a walking path to The Park. Crossing PIB is Dangerous and A Bridge is going to be expensive -

- Why is ALL This Rezoning and Construction ONLY Surrounding Berkeley Commons AND Not Anywhere else in Berkeley Lake??

- Keep Berkeley Lake our little secret place ☺

Connectivity  
♡



MADE WITH  
Scanner  
App





# SHARE YOUR THOUGHTS:

Heron sq 9

- ✓ - I do not want Retail here! Traffic would potentially be bad & it would bring too much awareness to our community. ++
- I would like to see a Berkeley Lake HOA building like a gym or community center there instead +
- Please ADD A "Noise" wall w/ SHRUBBERY facing existing homes  
Noise is going to be A FACTOR AS well as privacy. +++
- TOWNHOMES: AREA DOES NOT SUPPORT THIS DENSITY (TOO HIGH) ++
- These Townhomes Should be at North Berkeley Lake Rd.  
There is TOO MUCH congestion around So Berkeley Lake Rd and Berkeley Commons. Please Spread out these ideas to minimize the impact in one Area. ++++ + ✓
- Noise pollution & run off. we have many homes that are close to the Townhouses that have a creek running through their property +
- NO TOWNHOMES
- NO MORE TOWNHOUSES! +++
- \* NO Townhomes! In its place should be a community ctr. No to 2, 3, 4, 5! +/
- My backyard would now be a parking lot. Noise would be significant. Think about the homeowners! +
- As a person who loves Berkeley Lake but would like to affordably downsize, I think townhomes could be great. I also wouldn't mind higher end retail or restaurant space. As a resident of Berkeley Commons I am concerned with noise and traffic - but I don't consider these insurmountable problems. Thank you for all your work! ++
- Townhomes will not match the rest of the residential areas within Berkeley Lake which is predominantly single family homes. It will also impact the traffic to Berkeley Lake Elementary. ✓ +
- This looks beautiful, but what requires developers to build to this standard and keep it up.
- If the townhouses stay - must be high end

- WHAT ZONING CHANGES WOULD BE NEEDED TO ACHIEVE THIS VISION? ✓ Agree

Done well, housing supports business

Increase greenery at back (Berkeley walk) side of townhouses

We need 50+ Living Community