

# Preliminary Directions

Emerging principles have been prepared based on the community input and information from initial investigations of the study area. These principles will inform later phases of the study and include:

- **Community Identity**  
Investigate ways to strengthen Birchliff's identity as a lakeside community.
- **Unique Challenges**  
There are areas along Kingston Road with unique challenges that require individual solutions – “one size does not fit all”.
- **Key Sites & Nodes**  
Identify key sites & nodes where new development, infill or intensification is appropriate to strengthen the urban character.
- **Compatible Development**  
New development should be compatible and fit with the neighbourhoods to the north and south of Kingston Road.
- **Heritage Preservation**  
Existing heritage structures should be retained and new development should reflect the historic character where appropriate.

- **Cultural Opportunities**  
Investigate ways to promote and enhance the cultural opportunities in the community.
- **Fill the Gaps**  
Focus on strategic locations and sites to “fill in the gaps” rather than large scale redevelopment of the street.
- **Larger Sites**  
Where larger site redevelopment opportunities exist, a comprehensive framework to guide change should be developed.
- **Street Edge**  
Bring new buildings close to the street edge, to strengthen the main street character, but ensure there are opportunities for pedestrians and landscaping.
- **Streetscape Improvements**  
Explore opportunities through streetscape improvements to develop a consistent and unifying ‘image’ along the street.
- **Sustainable Development**  
Sustainable ‘green’ development principles should be promoted and reflected in new development.

- **Excellence in Design**  
High quality design should be promoted on all sites.
- **Public & Private Investment**  
Explore opportunities for public and private investment as a catalyst for change.
- **Connections**  
Explore opportunities to enhance connections between activity centres along the street and within the community.
- **Parking**  
Investigate opportunities for more parking within the area.
- **Improved Transit**  
Improvements to transit service along Kingston Road are needed.

### Next Steps

The Study Area Profile will inform the work in later phases of the study. It also identifies information gaps. Further assessment will be required in later phases of the study with respect to community services and facilities. The Environmental Assessment currently underway for Kingston Road will provide additional information with respect to transportation and transit within the study area.

Phase 2 of the study process is the development of a vision for Kingston Road. Building on the Phase 1 work, the emerging principles for revitalization will be further defined and expanded, key sites and areas will be identified where redevelopment or reinvestment should be promoted and approaches and actions that can be employed to promote revitalization will be identified. A design charrette will be conducted where issues such as height, building mass and scale, setbacks, site layout, parking and streetscape design will be explored. Phase 2 of the study will be conducted in consultation with the Advisory Committee and community meetings will be held to ensure that the broader community has input into this Phase of the study.