



## STRATEGY NO. 1

### Committed to Preserving and Promoting the Village of Barrington's Character and Small-Town Feel

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**Key Words:** Charming. Quaintness. Pleasant. Attractive.

**Key Phrases:** Warm first impression. Attractive physical design. Everyone knows your name. Consistent planning and zoning. Low density. Transportation, parks and downtown are all easily accessible.

#### OUR VISION

The Village of Barrington is a community inspired by giving, sharing, history, families and doors that are always open. As leaders of Barrington's local government, we have helped create and protect Barrington's charm and "first-impression." This has been accomplished by maintaining its look and feel, providing excellent public services, making improvements, and providing an environment where people, businesses, visitors and other units of local government can prosper. In doing so, generations have built a community that feels right.

*Vision - Standing in the future*, the Village of Barrington has flourished while staying keenly focused on what created its unique sense of beauty and charm. Barrington has maintained the design standards and neighborhoods that made it a highly coveted place to live and visit. Barrington's small-town charm is evident in its walkability, residential and commercial design, cultural influences, citizen involvement, historic nature, downtown vibrancy, tree-lined streets and community events. People of all ages and backgrounds live and visit here because of the strong sense of shared values and opportunity.

#### OUR STRATEGY

##### Defining the Challenge:

While the idea of character and small-town feel can be elusive, we believe that Barrington's character can be demonstrated in such ways as:

- How we encourage community involvement
- How elected officials and staff respond to citizens
- How, as leaders, we act respectfully toward each other
- How decisions, consistent with community ideals and plans, are made

When different interpretations of this strategy come together, we believe Barrington has an intense attraction. It is a place we want to be and a destination for future generations. By defining our strategy in this way, decision-makers must thoughtfully work to identify and predict the effect of actions and decisions on Barrington's sense of community.

This challenge of maintaining our vision is on-going. From time-to-time, the village will feel pressure to change. Those pressures will be from various stakeholders who may have different ideas and plans for what actions are in Barrington's best interest. Some ideas will be embraced and others dismissed. Some ideas will be "nice" but not consistent with what Barrington wants. Other ideas will signal degrees of change that must be weighed and potentially voted on. The excitement regarding "feel" is that it must be continuously visited as part of the village's decision-making processes.



## GUIDING POLICY

As elected officials, we view Barrington's hometown feel as one of the most essential ingredients of our shared way of life. To maintain this feeling, we must, in all appropriate matters before the village board, align our decisions with our best understanding of what promotes and maintains Barrington's hometown feel. We do not equate hometown feel as being stuck in the past, resistant to change. Indeed, we understand that many changes over the past few decades have helped to maintain the charm we now embrace. We understand that to prosper, the concept of hometown feel is dynamic and we must breathe fresh analysis and ideas into our challenges.

## CREATING STRATEGIC ACTIONS

**As elected officials, we commit to** use resources, shape policies, and make maneuvers that cause us to strengthen our hometown feel.

Our expectation is that the village board, staff, and community members work together to continuously shape and maintain the feel of our community. To this end, we will examine and continuously focus on policies and practices that:

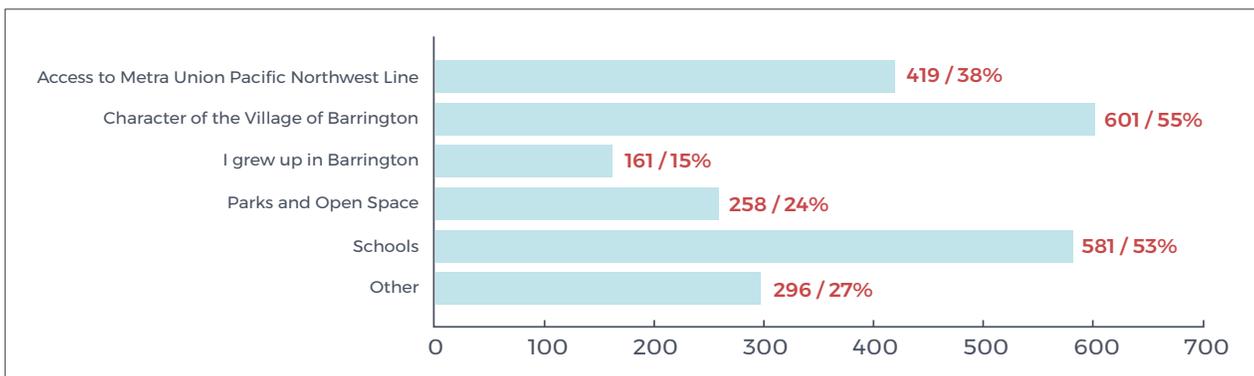
1. **Protect the ideals and standards that laid the ground-work for what we now have.**
  - Continue to understand and promote what created our current charm including zoning, design features, managed density, open space, neighborhoods, street features, and walkability.
  - Continue to weigh projects on whether they enhance the community.
2. **Maintain Barrington's brand - "Be Inspired"**
  - Continue to beautify our community to improve its charm and character.
  - Continue to enhance the look of parkways and greenspace.
  - Continue to support cultural and historic amenities, including Barrington's White House.
3. **Focus on what brings us together.**
  - Continue to make the downtown walkable.
  - Continue to promote a variety of restaurants and retail stores.
  - Continue to communicate about events and village services.
  - Continue to promote philanthropy.
4. **Enhance our livability.**
  - Continue to deliver high quality and effective public services to those who live, work, or visit the Village.
  - Continue to mitigate the negative impact of rail traffic.
  - Continue to increase citizen and business volunteerism.
  - Continue to work with other regional governments to improve quality of life.



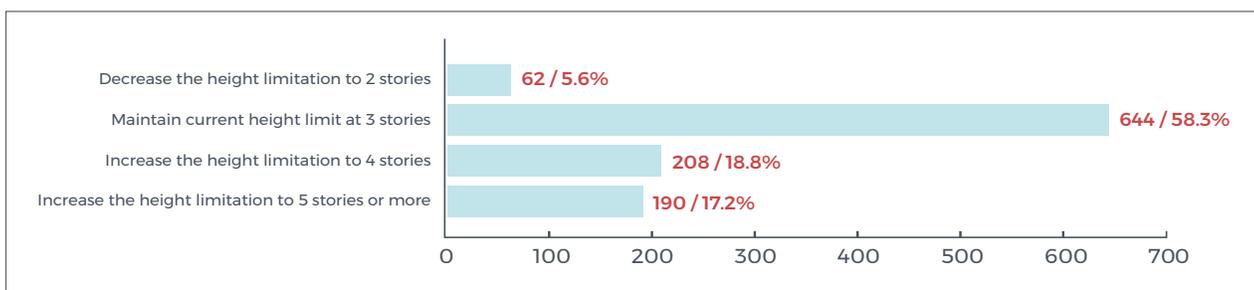
## RELEVANT DATA

- 83 percent of respondents to the 2019 Resident Survey, want to maintain a height limit of four stories or less, 63.9 percent want to maintain a height limit of three stories or less.
- 55 percent of respondents to the 2019 Resident Survey moved to Barrington because of its character surpassing the Metra line, school system, or any other reason.
- According to the 2019 ESRI Report, more than 70 percent of the housing units in the area are owner occupied.

**Why did you move to the Village of Barrington?** *Please select all that apply.*



**The Village currently has a three (3) story height limit in the Village Center. Should the Village maintain the height limitation in this area?**



## 2021 - 2025 ACTION PLAN

Each fiscal year, the Village Board and staff will develop annual tasks and goals that will align with the action plan. This Action Plan anticipates the village board and staff going deeper into what hometown feel is, how it can be learned and ways to align it with village policies and practices. Actions include:

- Align this Strategic Plan with the 2021 Comprehensive Plan by embedding references to the basic tenants that created the village's character and small-town feel.
- Create a checklist – a type of guide - that officials and employees should keep in mind when providing services and making decisions. This checklist/guide will attempt to represent what “hometown feel” looks and feels like – so that it is understood, maintained and enhanced.
- Potential revisiting and re-writing the Village's overall mission and vision.
- Make recommendations for changes and improvements to village policies and practices.
- Create measures and predictors of success.
- Create a process that recognizes policies, actions and maneuvers that promote/don't promote hometown feel.

