

<b>1. Urban Form / Identity</b>			
<b>Goal 1.A</b>	<b>Revitalize downtown to become a pedestrian-friendly mixed-use area</b>	<b>12</b>	<b>%</b>
Action 1.A-1	Encourage businesses, restaurants/ bars and higher density residential uses	15	%
Action 1.A-4	Set building heights within downtown White Rock between 3 and 4 stories	3.9	%
Action 1.A-3	Set building heights within downtown White Rock between 3 and 4 stories	3.1	%
Action 1.A-2	Reduce the amount of pavement and surface parking areas	2.5	%
<b>Goal 1.B</b>	<b>Upgrade infrastructure, including streetscapes, green spaces and entrances to the County, to reflect civic pride in the community</b>	<b>9.5</b>	<b>%</b>
Action 1.B-1	Create a gateway to nearby tourism along State Hwy 4	6	%
Goal 1.C	Enrich the vibrancy of downtown through the integration of design, public art, public space, historic preservation and cultural spaces and programming	6.4	%
Action 1.C-2	Create a central family-centric gathering place	7.2	%
Action 1.C-1	Continue to implement streetscape improvements	6.4	%
Action 1.C-3	Create an attractive and unique resort town vibe	3.3	%
<b>Goal1.D</b>	<b>Keep small town suburban character of White Rock.</b>	<b>7.6</b>	<b>%</b>
Action 1.D-1	Ensure Downtown White Rock is family friendly	9.9	%
<b>Goal 1.E</b>	<b>Promote Los Alamos County as an “Outdoor Community”</b>	<b>7.6</b>	<b>%</b>
<b>2. Housing</b>			
<b>Goal 2.D</b>	<b>Protect existing White Rock neighborhoods</b>	<b>22</b>	<b>%</b>
<b>Goal 2.A</b>	<b>Promote attainable housing for seniors, students, and the workforce to support retention of spending and tax generation in the community</b>	<b>19</b>	<b>%</b>
Action 2.A-1	Allow apartments/condos, live/work and missing middle housing options	18	%
Action 2.A-2	Promote a variety of senior housing options for those looking to age in place	9.8	%
<b>Goal 2.B</b>	<b>Promote maintenance and enhancement of housing stock quality</b>	<b>15</b>	<b>%</b>
<b>Goal 2.C</b>	<b>Promote increased residential densities particularly in downtown</b>	<b>8</b>	<b>%</b>
Action 2.C-1	Promote / encourage infill development	8.7	%
<b>3. Transportation</b>			
<b>Goal3.A</b>	<b>Create an accessible, user-friendly, efficient, multi-modal system that connects LANL and downtown White Rock</b>	<b>5.9</b>	<b>%</b>
Action 3.A-3	Develop and expand trails connecting downtown, surrounding open space and the Los Alamos townsite	6.4	%
Action 3.A-5	Ensure fire evacuation routes are provided within White Rock	6	%
Action 3.A-2	Provide links between community assets such as the library, fire station, teen center and restaurants	3.1	%
Action 3.A-1	Support a “complete streets” policy for all new and rebuilt roadways	2.3	%
Action 3.A-4	Accommodate equestrian users in White Rock	2	%
<b>Goal3.B</b>	<b>Create convenient transit options to travel to and from downtown</b>	<b>4.1</b>	<b>%</b>
Action 3.B-1	Provide free bus transport to LANL	4.1	%
Action 3.B-2	Add a transit route from the Townsite to Bandelier National Monument and the Valles Caldera National Preserve	3.4	%
<b>Goal3.C</b>	<b>Maintain and improve transportation and mobility for pedestrians and cyclists</b>	<b>4.9</b>	<b>%</b>
Action 3.C-2	Provide safe routes for kids within downtown White Rock	5.3	%
Action 3.C-1	Prioritize walking and biking options within downtown White Rock	4.9	%
Action 3.C-3	Provide buffered bike and pedestrian paths along State Road 4	4.7	%
Action 3.C-4	Examine approaches for safe pedestrian crossings on State Road 4, including HAWK and pedestrian/ bike-activated	3.4	%
Action 3.C-5	Encourage bike share program within downtown White Rock	1	%
<b>Goal3.D</b>	<b>Study current and anticipated parking demand and develop alternative approaches to meet that demand</b>	<b>1.9</b>	<b>%</b>
Action 3.D-5	Provide RV parking	2.7	%
Action 3.D-2	Integrate parking with transit	1.9	%
Action 3.D-3	Consider parking structures for high density housing downtown	1.9	%
Action 3.D-1	Minimize surface parking lots in downtown White Rock	1.6	%
Action 3.D-4	Provide additional parking for tourists	1.4	%
<b>Goal 3.E</b>	<b>Develop strategies to address vehicular traffic along State Road 4</b>	<b>4.6</b>	<b>%</b>
Action 3.D-3	Improve the intersection of SR 4 and truck route	8.7	%
Action 3.D-2	Add an additional traffic lane northbound on SR 4 from White Rock to E Jemez traffic light to reduce rush hour congestion.	6.4	%
Action 3.D-5	Consider the creation of alternative routes to LANL	3.1	%
Action 3.D-4	Add a traffic light at Sherwood Blvd	2.6	%
Action 3.D-1	Provide a park and ride lot(s) for LANL workers	1.7	%

<b>4. Economic Vitality</b>		
<b>Goal4.A</b>	<b>Revitalize downtown White Rock</b>	<b>9.9 %</b>
Action 4.A-1	Develop strategies to fill vacant buildings within downtown White Rock	13 %
Action 4.A-2	Redevelop or replace aging buildings in downtown White Rock	11 %
Action 4.A-3	Plan for reasonable growth within downtown White Rock	7.6 %
<b>Goal4.B</b>	<b>Significantly improve the quantity and quality of retail business and diversify the community's economic base</b>	<b>9.5 %</b>
Action 4.B-2	Encourage a range of business, restaurant and bars opportunities within downtown White Rock	13 %
Action 4.B-1	Protect downtown real estate from becoming LANL office space	7.6 %
Action 4.B-3	Attract businesses geared toward teens and youth	4.5 %
Action 4.B-5	Support construction of new tech facilities to attract new tech businesses	2.8 %
Action 4.B-4	Built on the existing strengths of the community: technology, innovation and information	2.1 %
<b>Goal4.D</b>	<b>Support and retain LANL as the best wealth-producing employer</b>	<b>5 %</b>
<b>Goal4.C</b>	<b>Attract new tourism-related business</b>	<b>4 %</b>
Action 4.C-1	Create a resort town atmosphere within downtown White Rock that entices tourists to stay in the area	4 %
Action 4.C-2	Leverage tourism within downtown White Rock	3.8 %
Action 4.C-3	Provide lodging within downtown White Rock to support nearby tourism	3.5 %
<b>Goal4.C</b>	<b>Attract new tourism-related business</b>	<b>4 %</b>
<b>5 Public Space / Streets</b>		
<b>Goal5.A</b>	<b>Create a vibrant, pedestrian-friendly downtown that includes a central gathering space, nighttime entertainment and more retail stores and restaurants</b>	<b>18 %</b>
Action 5.A-1	Provide food truck hook up spaces within the central gathering space	17 %
Action 5.A-2	Consider the inclusion of misters to create a cool public space	3.1 %
<b>Goal 5.B</b>	<b>Provide a range of public space amenities within downtown White Rock</b>	<b>7.5 %</b>
Action 5.B-1	Provide a multi-use open air space for live performances, farmers' markets , etc. Similar to Ashley Pond near Rocket Park.	15 %
Action 5.B-4	Provide multi-use public spaces that meet the needs for both permanent residents and seasonal tourists	9 %
Action 5.B-5	Provide outdoor recreation opportunities	8.7 %
Action 5.B-2	Provide community garden spaces	8.1 %
Action 5.B-3	Provide pet-friendly spaces, such as a dog park	7.2 %
<b>Goal 5.C</b>	<b>Provide wayfinding signage within downtown White Rock</b>	<b>6.9 %</b>
<b>6. Infrastructure</b>		
<b>Goal 6.A</b>	<b>Promote access to broadband and better cellular coverage in downtown White Rock</b>	<b>22 %</b>
<b>Goal 6.C</b>	<b>Update existing utilities in White Rock</b>	<b>23 %</b>
Action 6.C-1	Upgrade existing, aging water and waste lines	22 %
Action 6.C-2	Provide underground utilities during new construction and move existing utilities underground when renovating	20 %
<b>Goal 6.B</b>	<b>Minimize construction impacts to small businesses</b>	<b>13 %</b>
<b>7. Sustainability</b>		
<b>Goal 7.B</b>	<b>Support green infrastructure and native species</b>	<b>7 %</b>
Action 7.B-1	Promote Xeriscaping	9.2 %
<b>Goal7.C</b>	<b>Protect and integrate natural habitats within downtown White Rock</b>	<b>7.2 %</b>
Action 7.C-4	Preserve natural open spaces, such as La Senda and Pajarito Acres	10 %
Action 7.C-1	Promote pollinator habitats	7.6 %
Action 7.C-2	Preserve habitats for local migratory bats	6.2 %
Action 7.C-3	Mitigate development impacts on bear habitats	5.5 %
<b>Goal 7.A</b>	<b>Foster and promote sustainability practices</b>	<b>6.2 %</b>
Action 7.A-5	Promote and encourage recycling and reuse within downtown White Rock	11 %
Action 7.A-1	Create development regulations for outdoor lighting fixtures that mitigate light pollution to maintain dark skies	10 %
Action 7.A-4	Ensure good stewardship of water resources	8.2 %
Action 7.A-3	Encourage renewable energy integration in new development and County facilities	7 %
Action 7.A-2	Incentivize sustainability resources, credits, zero-net carbon and stricter energy-efficient building code etc.	4.5 %