

Town of Luray
45 East Main Street
Luray, Virginia 22835

Planning Commission Agenda

January 13, 2010

7:00 p.m.

1. Call to Order

2. Pledge of Allegiance

3. Roll Call

4. Additions to Agenda (If necessary)

5. Public Hearings:

1. It is proposed that Appendix A (Zoning), Article II (Definitions), Section 202 (Specific Terms), be amended to include the follow term:

Arts and Cultural District: A zoning overlay district established as a mechanism to increase awareness and support for arts and culture activities within a defined geography of the Town. Luray's Arts and Cultural District does not supersede established use regulations enumerated in a particular zoning district. The Code of Virginia, specifically § 15.2-1129.1, provides municipalities with the legislative authority to create Arts and Cultural Districts as an instrument to support and enhance arts and cultural activities.

2. It is proposed that Appendix A (Zoning), Article III (Zoning Map & Zoning Districts), Section 302 (Zoning Districts), be amended to include the following term:

Arts and Cultural District

3. It is proposed that Appendix A (Zoning), Article IV (District Regulations), be amended to include sections 410 through 410.6 (Arts and Cultural District). The proposed amendments are as follows:

410. Arts and Cultural District

410.1 Statement of purpose: In accordance with Title 15.2, Chapter 11, of the Virginia Code, it is the purpose of this chapter to establish an arts and cultural district in order to increase awareness and support for the arts and culture in Luray, specifically within the area designated as Luray's Arts and Cultural District. The Town believes that the creation of an arts and cultural district will enable arts and cultural organizations within the district the ability to partner and build alliances to enable more effective promotion, cooperation, and collaboration. The Town further believes that the establishment of an arts and cultural district will encourage the growth of arts and cultural organizations as well as complementary businesses, thus increasing the overall economic activity of this geographic area and other neighboring areas of the Town which would, in turn, benefit the welfare of the citizens throughout Luray.

410.2 Boundaries and date established: The boundaries of Luray's Arts and Cultural District are as set forth on the map entitled "Luray's Arts and Cultural District", adopted as part of this district. The map is dated December 18, 2009 and is maintained and displayed in the Luray Town Office. The Arts and Cultural District encompasses approximately thirty (30) percent of the Town's land area, and its respective furthestmost eastern, western, northern, and southern points are as follows: Memorial Drive and West Main Street, East Main Street and Collins Avenue, North Broad Street and U.S. Highway 211, and South Court Street and Mill Creek Road.

410.3 Definition: For the purposes of this section, the phrase "Qualified Arts and Cultural Organization" shall have the following meaning, unless clearly indicated to the contrary: a business or nonprofit organization physically located within Luray's Arts and Cultural District that presents live performances of theatre, dance, music, or other imaginative work and/or produces or exhibits physical works created by an

artist or under her/his direction intended for unique production or limited reproduction. Museums or historic sites, the primary mission of which is education or historic preservation, also qualify as arts and cultural organizations.

410.4 Administration: The administrator of Luray's Arts and Cultural District shall be the Town Manager or their designee. The administrator shall determine the procedures for obtaining the benefits created by this chapter and for the administration of this chapter.

410.5 Validity: Provided adherence to section § 15.2-1129.1 of the Code of Virginia, the adoption and administration of a local Arts and Cultural District is a valid and lawful exercise by the Town of Luray.

410.6 District Incentives: As enumerated in section § 15.2-1129.1 (B) of the Code of Virginia, tax incentives may be provided for up to 10 years and may include, but not be limited to: (i) reduction of permit fees; (ii) reduction of user fees; and (iii) reduction of any type of gross receipts tax. The extent and duration of such incentive proposals shall conform to the requirements of the Constitutions of Virginia and of the United States. Any incentives associated with Luray's Arts and Cultural District shall be required to receive specific legislative approval by Luray's Town Council prior to being enacted. The adoption of this district does not require, or imply, the extension of incentives (monetary or otherwise) to qualified arts and cultural organizations.

6. Old Business

7. Items from the public

8. Adjournment