

Town of Luray

Planning Commission Agenda

March 13, 2019

7:00P.M.

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Review of Minutes Meeting February 13, 2019
5. Citizen Comments
6. Public Hearing
7. Updates & Discussions
 - A – Code Amendments Chapters 74, 302, & 303
8. Comprehensive Plan 2019
 - A – Public Input Meeting Summary
 - B – Public Hearing – April 10, 2019
9. **Chairman’s Announcements**
10. Adjournment

Town of Luray
PO Box 629
45 East Main Street
Luray, VA 22835
www.townofluray.com
540.743.5511



PLANNING COMMISSION

Chairman

Ronald Good

meado12@aol.com

Appointed By
Councilman Ron Vickers
Term Ends: 12-31-2022

Commission Members

Tracie Dickson

tdickson@bbandt.com

Appointed By
Councilman Jerry Dofflemyer
Term Ends: 12-31-2022

John Shaffer

john.shaffer@luraycaverns.com

Appointed By
Councilman Jerry Schiro
Term Ends: 12-31-2022

Bill Huffman

bill.huffman@luraycaverns.com

Appointed By
Council President Leroy Lancaster
Term Ends: 12-31-2020

Brian Sours

brian@richardsbus.com

Appointed By
Councilman Joey Sours
Term Ends: 12-31-2020

Frankie Seaward

frankieseaward@gmail.com

Appointed By
Councilwoman Leah Pence
Term Ends: 12-31-2020

Grace Nowak

gracenowak04@gmail.com

Appointed By
Mayor Barry Presgraves
Term Ends: 12-31-2020

Town Officials:

Town Manager – Steve Burke
Assistant Town Manager- Bryan Chrisman
Town Clerk/ Treasurer- Mary Broyles
Deputy Town Clerk/ Treasurer- Danielle Babb
Planning & Zoning Assistant – Dawn Shores
Chief of Police- Bow Cook
Superintendent of Public Works- Lynn Mathews
Parks & Recreation Director- Dakota McCoy
Parks & Rec Assistant Director- Morgan Housden
WTP Superintendent- Joey Haddock
WWTP Superintendent- Tom Brown

Commissions & Committees:

Luray Planning Commission
Luray-Page County Airport Commission
Luray Tree and Beautification Committee
Luray Board of Zoning Appeals
Luray Downtown Initiative
Luray-Page County Chamber of Commerce

**REGULAR MEETING OF
LURAY PLANNING COMMISSION
February 13, 2019**

The Luray Planning Commission met on Wednesday, February 13, 2019 at 7:00 p.m. in regular session. The meeting was held in the Luray Town Council Chambers at 45 East Main Street, Luray, Virginia at which time there were present the following:

Commissioners Present:

Ronald Good, Chairman
Grace Nowak
Brian Sours
Tracie Dickson
Bill Huffman
Frankie Seaward
John Shaffer

Absent:

Others Present:

Steve Burke, Town Manager
Dawn Shores, Planning & Zoning Assistant

The meeting was called to order by Chairman Ronald Good, at 7:00p.m. and everyone joined in the Pledge of Allegiance.

APPROVAL OF MINUTES:

Motion: Commissioner Nowak made the motion to accept the minutes as amended with 1) revising the date to January 16, 2019 and 2) correcting SVEC on page 2. Second was by Commissioner Sours.

YEA: Chairman Ronald Good, Commissioners Brian Sours, Tracie Dickson, Grace Nowak, John Shaffer, Bill Huffman, Frankie Seaward.

Approved 7-0

CITIZEN COMMENTS

There were no citizens who provided comment.

PUBLIC HEARINGS

A Hotel Laurance-Flag Special Use Permit

CITIZEN COMMENTS

Laura Hicks representing Hotel Laurance acknowledge that their insurance coverage would meet the requested requirements and that they will pursue appropriate brackets with the connections through the pole and into the bricks. She stated that the flags should more likely be up by the end of the summer.

Motion: Commissioner Nowak made the motion recommending approval of the Hotel Laurance Flag Special Use Permit with following conditions: 1) Applicant shall maintain Liability Insurance in excess in the amount of One Million Dollars coverage with the Town identified as an additional insured; 2) signage shall be maintained in a non-frayed condition and non-faded conditions; and 3) the flag support attachment shall be

anchored with sufficient redundancy to reduce risk of detachment and the brackets need to be with bolts that secure to the poles. Second was by Commissioner Dickson

Yea: Chairman Ronald Good, Commissioners Brian Sours, Tracie Dickson, Grace Nowak, John Shaffer, Bill Huffman, Frankie Seaward.

Approved 7-0

UPDATES & DISCUSSIONS

A 2018 Planning Commission Annual Report

Motion: Commissioner Sours made the motion to adopt the 2018 Commission Annual Report and provide it to Town Council. Second was by Commissioner Seaward.

Yea: Chairman Ronald Good, Commissioners Brian Sours, Tracie Dickson, Grace Nowak, John Shaffer, Bill Huffman, Frankie Seaward.

Approved 7-0

COMPREHENSIVE PLAN 2019

The Commission reviewed the updated draft of the Comprehensive Plan:

Steve Burke, meeting date is scheduled for Wednesday February 27, 2019 open to the public from at 7:00 p.m. to 8:30 p.m. at the Mimslyn Inn. There will be stations for various sections of the Comprehensive Plan. There will be approximately 10 boards.

UPDATES AND DISCUSSIONS

Steve Burke, the Town Survey results with 185 people taking part have been summarized and available on the website. One major issue is the lack of job opportunities in the Town and Page County. 97-98 response that they felt safe in the Town both day and night. Town services received a favorable remark the way they feel about the town, more specifically about the parks and the Greenway; as well as Arts and Cultural.

Commissioner Dickson asked about the Virginia Clean Cities, Harrisonburg VA. Steve, they will provide funds for new electric charging stations. Steve Burke, the charging station at the Depot is one of the fasting charging stations and Mimslyn has a couple of them with one being a charging station for the Telsa Electric Car.

CHAIRMAN'S ANNOUNCEMENTS

Chairman Good stated and that the Comprehensive Plan Public meeting is scheduled for February 27, 2019 from 7:00 p.m. to 8:30 p.m. and next Commission Meeting will be March 13, 2019.

ADJORNMENT

There being no further business, the meeting adjourned at 7:32 p.m. with Commission Group Photo to follow.

Steven Burke
Town Manager

ATTEST: _____
Dawn M. Shores
Planning/Zoning Assistant



Town of Luray, Virginia
Planning Commission Agenda Statement

Item No: VII-A

Meeting Date: March 13, 2019

Agenda Item: PLANNING COMMISSION DISCUSSION
Item VII – Code Amendments – Chapter 74, 302, & 303

Summary: The Planning Commission is requested to review the draft Code Amendments to Chapters 74, 302, and 303 of the Town Code.

Chapter 74 – Article IV House Numbering – Changes shall specify numbering assigned by the Page County Administrator

Chapter 302 – Amendment shall include Planned Neighborhood Development District and the Luray Enterprise Zone

Chapter 303 – Amendment shall specify that for parcels with two existing Zoning Districts, the controlling Zoning District shall be determined by the District with the greater area on the parcel.

Commission Review: N/A

Fiscal Impact: N/A

Suggested Motion: N/A – Public Hearing at April 10, 2019 Meeting

Article IV. – House Numbering

Sec. 74-111. - System of numbering established.

A uniform system of numbering properties and principal buildings, as described in the document entitled "Luray House Numbering System," is hereby established. This document and the supplemental map, which are on file in the office of the town manager, are hereby adopted and made part of this article.

(Code 1981, § 16-74; Ord. of 4-8-1991, § 16-64)

Sec. 74-112. - Administrative official.

The ~~town manager~~ Page County Administrator's Office, or ~~his~~ their agent, shall be responsible for implementing and maintaining the numbering system, in accordance with the provisions of this article.

(Code 1981, § 16-75; Ord. of 4-8-1991, § 16-65)

Sec. 74-113. - Identification of properties by reference to numbering system; assignment of numbers; conformance required.

- (a) All properties or parcels of land with the town to which a number is assigned ~~by the town manager, or his agent,~~ shall thereafter be identified by reference to the uniform numbering system adopted herein.
- (b) Properties and buildings shall be assigned numbers in accordance with a schedule determined by the ~~town manager~~ Page County Administrator's Office, and thereafter shall conform to the system adopted herein within 30 days from the date of notification by the office of the town manager or his agent.
- (c) Numbers will be assigned at intervals determined by ~~town manager~~ Page County Administrator's Office, or their agent. Direction of streets will also be determined by the town manager or his agent.

(Code 1981, § 16-76; Ord. of 4-8-1991, § 16-66)

Sec. 74-114. - Size and posting requirements.

Numerals of a minimum of four inches in height or larger, indicating the official numbers for each principal building or each front entrance to such building, shall be posted by the owner(s) in a manner as to be permanently visible and distinguishable from the street on which the property is located.

(Code 1981, § 16-77; Ord. of 4-8-1991, § 16-67; Ord. of 9-13-2010(2), § 1)

Sec. 74-115. - Assignment of numbers on preliminary subdivision plats.

Numbers will be assigned to each proposed lot or tract on the surveyor's and the planning commission's copies of preliminary subdivision plats by the ~~town manager~~ Page County Administrator's Office, or their agent.

(Code 1981, § 16-78; Ord. of 4-8-1991, § 16-68)

Sec. 74-116. - Number required prior to issuance of building permit.

No building permit shall be issued for any structure until the owner or developer has procured from ~~town manager~~ Page County Administrator's Office, or ~~his~~ their agent, the official house number for the premises.

(Code 1981, § 16-79; Ord. of 4-8-1991, § 16-69)

Sec. 74-117. - Record of assigned numbers.

The office of the town manager, or his agent, shall keep a record of all numbers assigned pursuant to this article.

(Code 1981, § 16-80; Ord. of 4-8-1991, § 16-70)

Sec. 74-118. - Official atlas; duplicate street names prohibited.

An official atlas of all street names shall be compiled by the office of the town manager. Duplication of street names shall be eliminated and new street names shall not duplicate or closely approximate street names already assigned.

(Code 1981, § 16-81; Ord. of 4-8-1991, § 16-71)

Sec. 74-119. - Violations and penalties.

Violation of this article shall constitute a misdemeanor, punishable by a fine of not more than \$100.00.

(Code 1981, § 16-82; Ord. of 4-8-1991, § 16-72)

Chapters 75—77 - RESERVED

Sec. 302. – Zoning Districts

For the purpose of this ordinance, the incorporated area of Luray, Virginia, is hereby classified into the following districts:

R-1	Low-Density Residential
-----	-------------------------

R-2	Medium-Density Residential
R-3	High-Density Residential
R-4	High-Density Residential (Boomfield)
R-5	Townhouse and Apartment Residential
B-1	Business
M-1	Limited Industrial
	Floodplain Conservation
PND	Planned Neighborhood Development District (PND)
	Arts and Cultural District
	Luray Enterprise Zone

303. - Interpretation of district boundaries.

Unless district boundary lines are fixed by dimensions or otherwise clearly shown or described, and where uncertainty exists with respect to the boundaries of any of the aforesaid districts as shown on the zoning map, the following rules shall apply:

303.1. Where district boundaries are indicated as approximately following or being at right angles to the center lines of streets, highways, alleys, or railroad tracks, existing lot lines, such center lines or lines at right angles to such center lines shall be construed to be such boundaries, as the case may be.

303.2. Where a district boundary is indicated to follow a river, creek, or branch or other body of water, said boundary shall be construed to follow the centerline at low water or at the limits of the jurisdiction, and in the event of change in the shoreline, such boundary shall be construed as moving with the actual shoreline.

303.3. If no distance, angle, curvature, description or other means is given to determine a boundary line accurately and the foregoing provisions do not apply, the same shall be determined by the use of the scale shown on said zoning map. In case of subsequent dispute, the matter shall be referred to the board of zoning appeals which shall determine the boundary.

303.4 If two Zoning Districts extend across one parcel, the Zoning District with the greater area over the property shall determine the district for the entire parcel. The Property Owner can appeal this Section to Town Council.



Town of Luray, Virginia
Planning Commission Agenda Statement

Item No: VIII-A

Meeting Date: March 13, 2019

Agenda Item: PLANNING COMMISSION DISCUSSION
Item VIII – 2019 Comprehensive Plan

Summary: The Planning Commission is requested to discuss public input received from the February 27th Public Input Meeting regarding the 2019 Comprehensive Plan update.

“Suggest investigate concept of “Tiny Houses” for providing affordable housing for specific populations, such as disabled, elderly, etc. And verify that existing zoning would not prohibit such types of development.”

“Support indoor pool facilities & other indoor sports complexes – gyms, basketball courts, rec center – any ideas being brought forward”

“PVAC has established a goal of creating a ‘School of Cultural Endeavor’ with the goal of providing ‘hands on’ arts experiences in the county year-round, which could definitely tie in to the goal of providing educational outreach to schools in terms of arts experiences in addition to those offered in school and connect young people with local artists and arts organizations”

“Appreciate completion of sidewalk crossings, signs, etc within vicinity of Luray Middle School to increase pedestrian safety of students”

“How does Arts/Cultural district goal for establishing a local events coordinator tie in with the PVAC goal to establish a ‘School of Cultural Endeavor’ to provide year-round arts education and experiences. If the Council could get admin support for the School from the Town, this concept could move more quickly from ‘idea’ to ‘reality’”

Commission Review: N/A

Fiscal Impact: N/A

Suggested Motion: N/A – Public Hearing April 10, 2019

TOWN OF LURAY, VIRGINIA COMPREHENSIVE PLAN 2019



FORWARD THINKING...

FOREWORD

PHILOSOPHY OF THE PLAN

Luray's Town Plan is intended to serve the purposes of evaluating community needs and addressing future development. It is a guiding document created to show the interrelationship of topics and advance important projects throughout the planning horizon.

PHILOSOPHY OF COMMUNITY DEVELOPMENT

Community development is a coordinated effort that builds on the synergy of overlapping goals. Through public involvement at public meetings and the use of social media to engage the community and encourage feedback, we can spark the readers creativity.

CREATION OF ATMOSPHERE

Luray strives to preserve its small-town charm while also providing some larger amenities and encouraging an environmentally friendly community.

VISION STATEMENT



Photo by Lara Ellis

Through Carefully Managed Growth, the Town of Luray will be....

A four-season community that maintains our small-town look and feel. Our local economy encourages and promotes a climate that fosters small business growth. Tourism remains the backbone of the local economy, and small cottage industries thrive in an atmosphere that encourages and rewards creativity, ingenuity and a sense of hometown pride.

A vital community that guarantees the prosperity of the Town and the future of all citizens. We value heritage, community pride, valley setting, recreational facilities, tourism attractions, historic character, desirable housing, and local shopping opportunities. As a safe and walkable community, our parks and greenways are well used, well maintained, and accessible.

A good community to move to, grow up in, remain a part of the community, and to retire where all residents continue to enjoy and sustain a high quality of life.

A recognizable community that values managing growth through proper planning and zoning and benefits from having a defined transition between the Town and the rural countryside. Enhanced community activities, including education opportunities, are available for all to enjoy. Our infrastructure is well-maintained and superior technology systems are provided.

An active community of historical and artistic activity, surrounded by carefully protected green spaces. Agricultural areas feature environmentally-sound management of our natural resources, and an unobstructed view of the mountains and their safeguarded ridgelines.

ACKNOWLEDGEMENTS



Photo by Brooke Newman

MAYOR

Barry Presgraves

TOWN COUNCIL

Leroy Lancaster

Joseph Sours

Jerry Schiro

Jerry Dofflemyer

Ron Vickers

Leah Pence



Town of Luray Photo

PLANNING COMMISSION

Ronald Good

Grace Nowak

John Shaffer

Bill Huffman

Gail Kyle (2018)

Frankie Seaward (2019)

Brian Sours

Tracie Dickson

TOWN MANAGER

Steve Burke

ASSISTANT TOWN MANAGER

Bryan Chrisman

INDIVIDUAL CONTRIBUTORS

Sara Levinson

CITIZEN OF LURAY

Thank you to all who participated in the development of this Plan.

FRONT COVER

Photo by C. King Photography

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Town of Luray Photo

PLAN CREATION & IMPLEMENTATION



Photo by C. King Photography

AUTHORITY FOR THE PLAN

A comprehensive plan is an instrument that is designated to give a local jurisdiction within the Commonwealth of Virginia responsibility for managing development, services, and public infrastructure. The legal basis for the plan is establishment in the Code of Virginia, Section 15.2-2223, which states:

The local planning commission shall prepare and recommend a comprehensive plan for the physical development of the territory within its jurisdiction to achieve a coordinated, adjusted and harmonious development of territory which will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity, and general welfare of the inhabitants.

PLANNING HORIZON

*Annual Review by Planning Commission, Staff
Update Every 5 Years as Required*

PLANNING PROCESS

The development of the Comprehensive Plan is a Community-Based Effort. The Planning Process Used to Compile the 2018 Luray Comprehensive Plan is Summarized Below:

PLANNING COMMISSION SESSIONS

Monthly Session Reviews

COMMUNITY SURVEYS

Letters

E-Surveys

Group Discussions

NORTHERN SHENANDOAH VALLEY REGIONAL COMMISSION INVOLVEMENT

New Plan Model, Data and Statistics, Overall Review and Comments, Review Transportation Plan to Ensure Compliance

COMMUNITY INPUT

Public input through survey of residents and businesses. Public meetings and hearing to solicit thoughts and ideas.

TOWN COUNCIL REVIEW & APPROVAL

*Council review on **xxxxx** meeting(s), and approval at their **xxxxx** meeting.*

IMPLEMENTATION

INSERT DATE OF ADOPTION

Implemented Over the Next 5, 10, or 20 Years

LAND USE & ZONING



Town of Luray Photo

INTRODUCTION

The Town of Luray shall ensure that the uses of land throughout the community are compatible, protected from non-compatible development, and encourage balanced development.

- Establish Development Requirements*
- Create Harmonious Transition Between Zoning Types*
- Provide for Good Development*
- Smart Growth in Appropriate Areas*

LAND USE

Use of Open Areas

Enhance and Provide Open Green Space in the Community
Require Commercial Developers to Provide Areas of Open Green Space in Site Plans

Aligning Land Use with Zoning

Change Zoning to match actual Land Use
Identify and Promote alignment by altering Zoning

Agricultural

Identify Current Use of Agricultural Land
Evaluate and Monitor – tall grass, chickens, care of animals, odors

Border Parcels with Page County - Corporate Limit Boundaries

Evaluate Compatible Uses for Parcels
Create Work Group Joining Members of Both the Town of Luray and Page County Planning Commissions

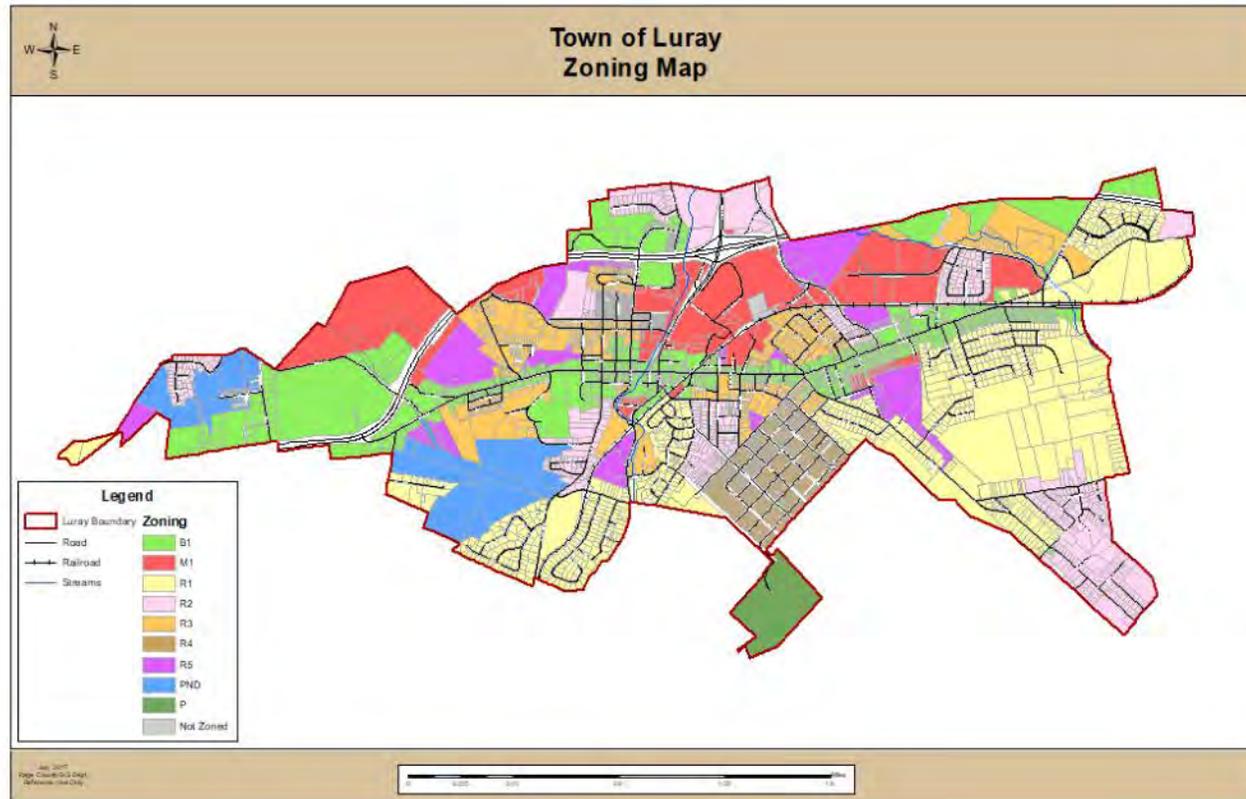
Urban Development Areas

Map Other Resources

Preferred Growth Areas

Map Other Resources

ZONING



Minimize or Eliminate “Spot” Zoning

Minimize or Eliminate Split Zoned Lots, Coordinate with Property Owners to Choose Zoning

Adapt Regulations to Fit Community Needs

Continued Assessment of Community Needs and Wants

Amend Ordinances

Landscaping Plan

*Use of Buffer Areas Between Zoning Types and Right-of-Ways
Create and Enhance Tree Canopy Requirements
Buffer Zones that are an Acceptable*

Dark Sky Initiative

*Enhance Current Light Plan Requirements
Encourage downward shielded LED lighting
Minimize Side Light*

Implement Floodplain Education & Assistance

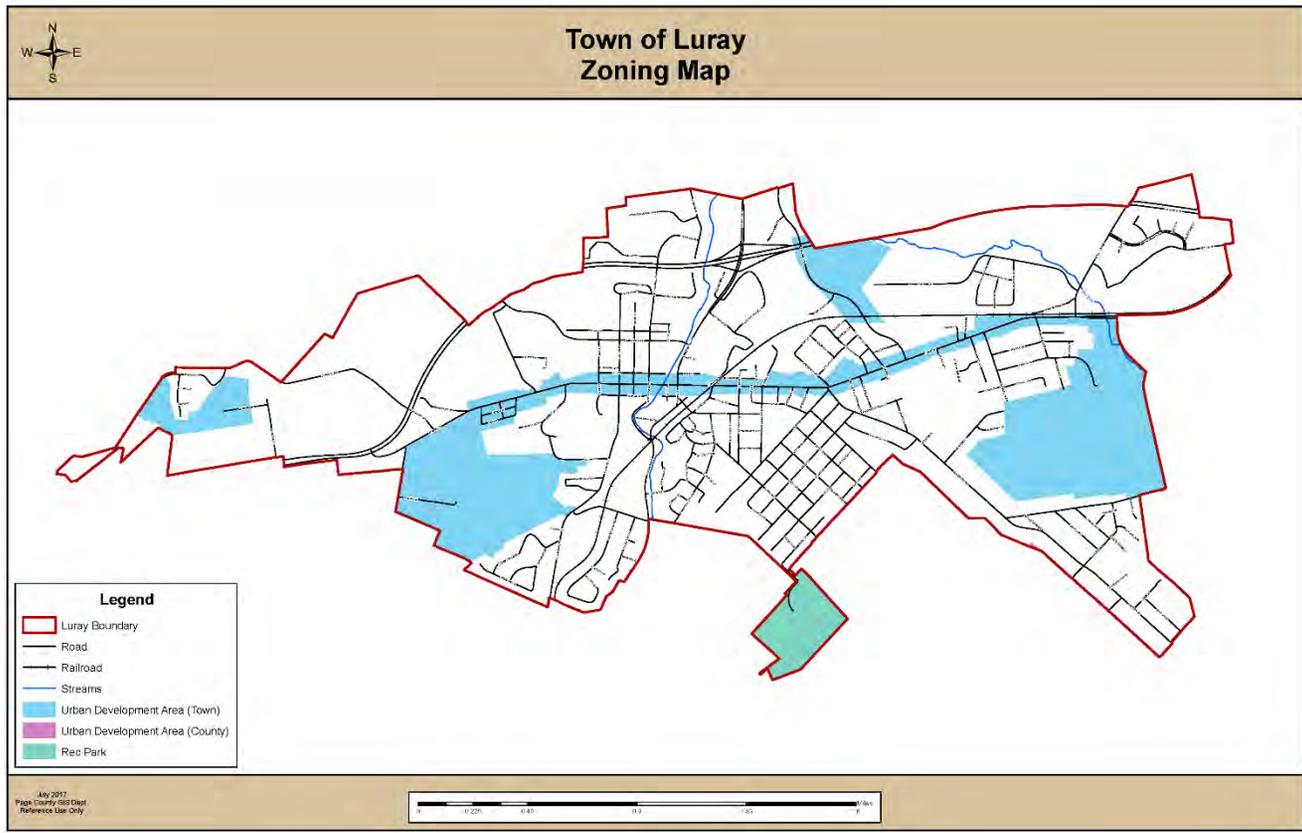
*Enhance Compliance with Flood Plain Ordinance
Flood Plain Certificates – Easier & Cheaper to Obtain*

Require Site Plan for all Special Use Permits, Community Development

*Enforce in All Areas of the Ordinance – Except Single Family Homes
Amend Section 515 to Include All Components*

URBAN DEVELOPMENT AREAS

In compliance with Virginia Code Section 15.2.2223.1, the Town Council established urban development areas within the Town limits in September 2015 to promote higher density development due to its proximity to transportation facilities and utilities. The Town's Zoning and Subdivision Ordinances provide mechanisms for traditional neighborhood design such as pedestrian friendly street design, interconnected streets, preservation of natural areas, mixed-use neighborhoods that include mixed housing types, shallow or no building setback requirements, and reduction of subdivision street widths.



Designated Urban Development Areas

HOUSING



Photo by Derek Horn

INTRODUCTION

The Town should pursue the provision of a large variety of housing types and affordable housing.

PERMANENT

Variety of Housing Types

Evaluate Zoning Map for Adequate Distribution of Zoning that Supports a Variety of Housing Types

Work with Developers to Provide a Variety of Housing

Work with Developers to Ensure Completion of Development

Planned Neighborhood Developments (PND's) – Development to provide a variety of housing types and possible commercial use that will incorporate multi-modal transportation at its heart.

Affordable Housing

The Town's Zoning requirements permit affordable housing conforming with the regulations in each of our Zoning Districts. The following developments were established as public/subsidized housing:

*Rugby Square
Village Place
Luray Meadows - People Inc.*

Active Adult/Senior Housing

*Develop Ordinance to Allow Age Restricted Housing
Pursue developments that enable active lifestyles for seniors*

Housing Compatible with Zoning

Evaluate Zoning regulations to ensure appropriate development in each Zoning District

Mixed-Use in B1

*Promote a Combination of Residential and Business Uses in Business District
Investigate Residential Use in Commercial Districts as a By Right Use*

More Opportunities for Leased Housing

*Update Ordinances to Allow for Leased Housing
Update Ordinances to Allow for Development of Apartments*

TEMPORARY

Hotel/Motel

Provide and Maintain True Transient Lodging Establishments - Work with Building Officials, Owners & Health Department to Ensure They Remain True Transient Lodging Establishments

Bed & Breakfast

*Encourage in Zoning Districts
Ensure Special Use Permit & Conditions*

Lodging Houses/Short Term Home Rentals

*Identify Special Use Permit, Correct Zoning
Collect Tourism Lodging Tax
Solicit public input to ensure appropriate Short-Term Rental locations*

GREAT NEIGHBORHOODS

Code Enforcement

The Town shall equitably enforce its Zoning Ordinance to ensure proper land use and promote increasing property values.

Virginia Maintenance Code

The Town should investigate the possible benefits of implementing the Virginia Maintenance Code.

SPECIAL DISTRICTS



Photo by Derek Horn

INTRODUCTION

Many areas of Luray offer specific uses such as art, historic, and business a welcome location. The Town shall highlight districts that promote work, provide incentives, and enhance opportunities.

DOWNTOWN MAINSTREET

Expansion

Work with Luray Downtown Initiative to Enhance Business District

Town Business Loan Pool

*Offer Finance Options to Help Kickstart Businesses
List of Advantages for Businesses in Business District*

HISTORIC DISTRICT

Provide Incentives to Property Owners
Historical District Tax Credits
Historic District Map
Link to Department of Historic Resources

ARTS & CULTURAL

Enhance Awareness
Promote Activities
Provide Arts & Cultural Map
Identify Artists
Provide Additional Incentives
Establish a Local Events Coordinator

ENTERPRISE ZONE

Maintain & Utilize by Informing Applicants
Enhance Mapping

FUTURE TOURISM ZONE

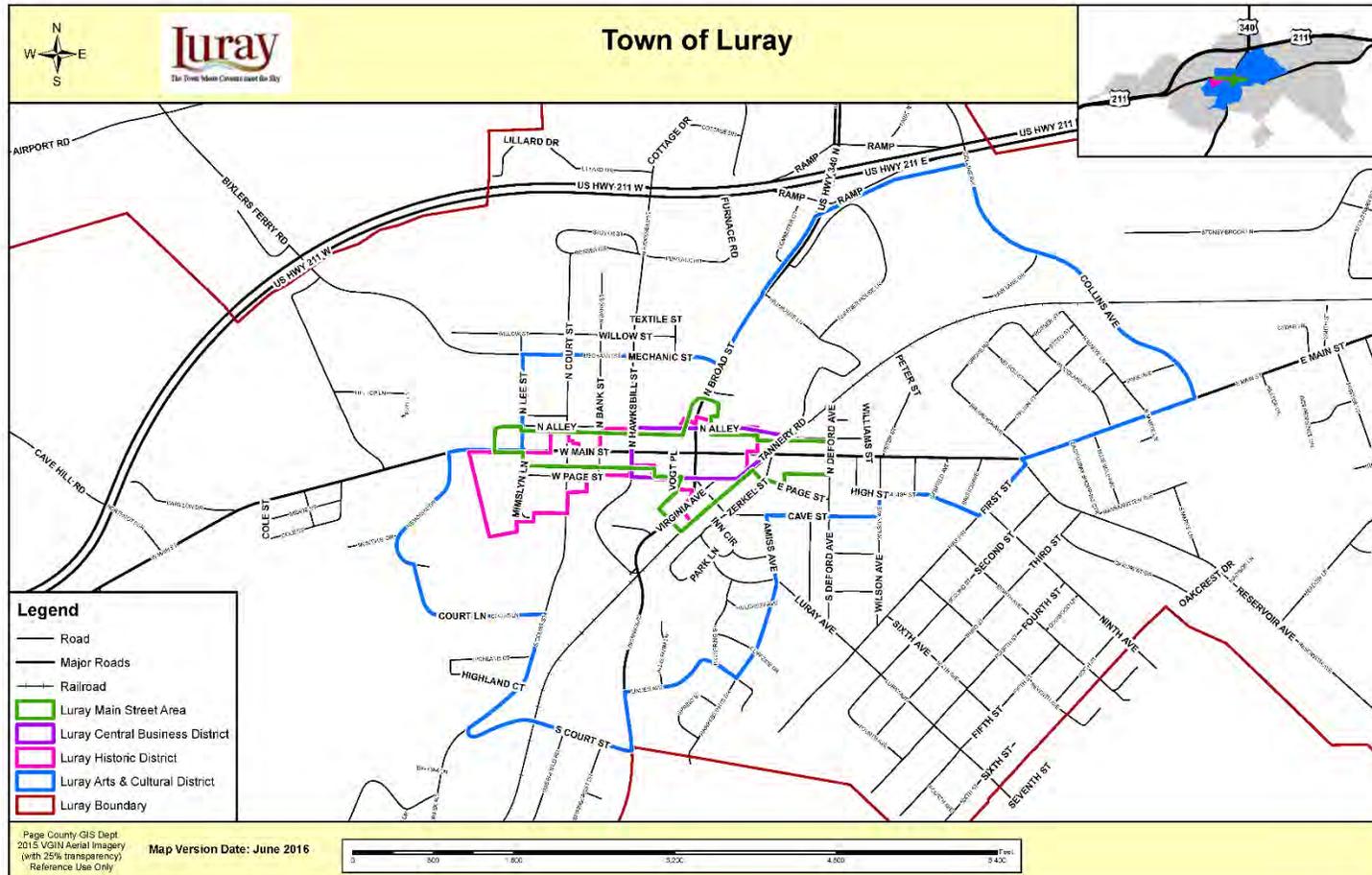
Work with LDI, Chamber, EDA to adopt

HUB ZONE

Maintain Luray's HUB Zone
Educate community about business opportunities and incentives

FLOOD PLAIN

- Encourage Owners About Requirements
- Flood Plain Map, FIRM Maps (Hawksbill Creek & Dry Run)
- Increase Flood Certificate Program Through Local Surveyors
- Initiate Flood Plain Review on Applications that are in a Flood Plain, Flood Plain Elevation



RECREATION

INTRODUCTION

Luray's vast park system and open spaces provide essential outdoor options for local families. These facilities enhance and maintain a wide variety of venues and activities to support Luray's citizens and the tourist economy.

GREENWAY

*Investigate Extension to Ralph H. Dean Recreational Park
Investigate Extension to West Side of Town
Engage Greenway Foundation to Provide Information to Council
Engage Property Owners
Maintain Linear Trail System to Provide for and Meet the
Community and Guest Needs*

POCKET PARKS

Enhance and Promote Locations to Citizens and Visitors

RUFFNER PLAZA

*Expand Events
Update & Enhance
Add Public Restrooms*

LAKE ARROWHEAD

*Add Additional Restrooms
Parking
Repair Existing Shelters
Implement More Recreational Activities*



Photo by Dakota Baker

RALPH H. DEAN RECREATION PARK

*Work on Implementing Master Plan Elements
Map
Implement More Recreational Activities*

MARKETING

*Promote Four Seasons of Adventure
Enhance Use of Social Media
Expand Use of Sports Fields and Event Venues
Coordination of Seasonal and Periodic Users
Create Event Planning Position in Parks & Recreation Department
Educate the Public with More Informational Rack Cards
Coordinate Events
Market Events*



Future Dean Park Concept

QUALITY OF LIFE

INTRODUCTION

The Town of Luray and its Comprehensive Plan shall endeavor to preserve and enhance the elements that contribute to the Town's Desirable Quality of Life as the Community Plans for the Future.

EDUCATION

- Lord Fairfax Community College*
- Page County Technical Center*
- Workforce Development & Training Options*
- Locate Small Business Development Center*
- Provide Training Program for Small Businesses*

HEALTHCARE

- Continue to Support Valley Health*
- Transportation Between Medical and Pharmacy Facilities*
- Encourage Expansion of Specialists*
- Drug Rehabilitation*
- Programs and Counseling Programs*

ENVIRONMENT

- Recycling/Reuse – Curbside Collection*
- Air Quality – Shenandoah National Park*
- Promote Replace a Tree Program*
- Clean Water – Riparian areas/Buffer/Trees, Hawksbill Creek*
- Promote Policies*
- Clean Soil - Identify Underground Storage Tanks & Industrial Sites*
- View Sheds*



Photo by LFCC



TOWN OF LURAY PHOTO

*Remain Cognizant During Planning, Special Use Permits and Rezoning
Include in Site Plan Process
Evaluate Construction Height Ordinances*

COMMUNITY ATMOSPHERE

*Adopting Philosophy of Small Community Living
Create Mindset of Cooperative Existence
Residential & Business Philosophies*

PUBLIC SAFETY & EMERGENCY SERVICES

INTRODUCTION

The Town shall ensure and promote the Safety of our citizens.

POLICE DEPARTMENT

*Enhance Presence and Outreach in the Community
Enhance Patrols
Enhance Safety Programs*

DRUG INTERDICTION

*Active Approach in the Community
Quba – Police Drug Canine
Training for Officers*

COMMUNITY SAFETY & SECURITY

*Expand Camera System
School Safety
Work with Luray Police Department to Enhance School Safety
Safe Routes of Access
Encourage and Promote the Use of Safe Routes to School*

CODE ENFORCEMENT

*Handling Complaints
Zoning Infractions*



Photo: Luray Police Department

EMERGENCY SERVICES

Incident Response

Enhance Annual Training for Department Heads, Staff, and Community Members

Disaster Response

Enhance and Educate

FIRE DEPARTMENT

Fire Programs Grant – continue

Hydrant Testing

GPS Hydrant Mapping

RESQUE SQUAD

Signalization of Memorial Drive for Better Access

Safe and Efficient Access for Rescue Squad

Widening Memorial Drive – Safety & Signs

Advanced Beacon Computer in Memorial Drive Intersection Cabinet



Photo by Luray Fire Department

ARTS & CULTURE



Town of Luray Photos

INTRODUCTION

Luray provides a Variety of Arts and Cultural Opportunities that promote Community and Tourism.

PERFORMING ARTS CENTER

Coordinate and Promote Activities

FREE CONCERTS FOR PUBLIC

Music – Evenings on Main



EXPANDING ARTS & CULTURE EVENTS IN LURAY

Arts Council

Participate in Other Town Events

PROMOTING ARTS & CULTURE IN EDUCATION FACILITIES

Educational Topics – Reach Out to Schools and Promote to Students

TOURS OF ARTS & CULTURE ASSETS

Artisans Trail – Encourage Membership

Local Musicians/Artists/Craftsman

Heritage Festivals

UNIQUE EVENT VENUES

Performing Arts Luray

Warehouse Art Gallery

Trackside Theater

Ruffner Plaza

Luray Singing Tower

Ralph Dean Park

Lake Arrowhead



Town of Luray Photo

COMMUNITY ENHANCEMENTS



Town of Luray Photo

INTRODUCTION

Luray offers our residents and visitors a number of facilities to enjoy life and to greet neighbors. From our recreational sites to our school properties, public space is abundant to enjoy in Luray.

COMMUNITY FACILITIES

Page County Public Library

Luray Singing Tower – 47 Bell Taylor Carillon

Ruffner Plaza

Investigate a Multi-Use/Multipurpose Facility with Meeting Rooms, Catering Area

PUBLIC POOL

Investigate an Indoor Pool Facility that Engages Swim/Dive Teams and Healthcare Aqua-Aerobics/Rehabilitation Groups, Dive Compatible, Separate Toddler Areas, Snack Bar

ENHANCED DOWNTOWN ACTIVITIES

*Luray Downtown Initiative
Community Events
Streetscape Planning
Downtown Beautification
Greenway Expansion
Dog Park*

EXPANDING COMMUNITY COMMUNICATION

*Citizen/Visitor/Government Interactions
Enhance Use of Social Media
Create Online Tools to Engage the Community*

AIRPORT

Continue Implementation of Capital Improvements Plan

OPEN AIR MARKET/VENUE

*Public/Private Partnership
Close to Downtown
Overhead Canopy, Lights, Electric, Parking, Bathrooms*



Mural Photo by Derek Horn

ECONOMIC DEVELOPMENT



Main Street Photo by Standout Arts, LLC

INTRODUCTION

Luray is a tourism destination due to its proximity to the Shenandoah National Park, Skyline Drive, Luray Caverns, and other recreational amenities. In addition, the Town is an Enterprise Zone, HUB Zone, and Opportunity Zone that offers numerous incentives to business development. Even further, the Town strives to work with businesses to promote new and expanded business opportunities.

TOURISM

Coordinating with Surrounding Attractions – Shenandoah National Park, Luray Caverns, George Washington & Jefferson National Forests, Shenandoah River

Promoting Tourism & Hospitality Services in Educational Facilities – Lord Fairfax Community College, Page County Technical Center

Create Tourism Zone

PROPERTY MARKETING

Chamber & Luray Downtown Initiative – Quarterly listings
Identify Properties and Zoning
Standard Fact Sheet – Searchable Online, Brochure
Realistic Valuations of Real Estate/Buildings

ECONOMIC DESIGNATIONS

Maintain and Enhance Incentive Zones and Adopt Policies that Support these Zones

Enterprise Zone
HUB Zone
Tourism Zone
Opportunity Zone
Technology Zone

COMMUNITY POLICIES

Small Business Development
Business Expansion
Business Retention
New Business Attraction

DOWNTOWN REDEVELOPMENT

Several incentives are available to encourage business development, as well as property improvements in our Downtown.

EDUCATION CONNECTION

The LFCC Luray Campus is working with local businesses and industries to develop education and training opportunities to further the skills necessary to meet business and industry needs in Luray and Page County.

TRANSPORTATION



Town of Luray Photo

INTRODUCTION

Luray strives to provide safe, efficient movement of vehicles, bicycles, and pedestrians throughout our community. Coordinating with the Virginia Department of Transportation and communicating future plans to our residents is essential to the success of our transportation networks.

PEDESTRIANS & BICYCLES

Improving Connectivity

*Between Neighborhoods & Downtown Business District
Connector Sidewalks & Trail Systems*

Safe & Efficient Crossings

Midblock Crossing Points that are Appropriately Signed to Direct Pedestrians to those Areas for Safe Crossing

ADA Accessibility

Major Sidewalk Connectors

Expand Opportunities

Greenway Expansion

Connectivity

Link Multi-Modal and Pedestrian Sidewalks with Trail Expansion

Interconnect Multimodal and Street Intersections

Safe & Effective Pedestrian Routes

Provide Routes Separated from Street Traffic

Provide Routes that Enable Multiple Users Simultaneously



Town of Luray Photos

VEHICULAR

Additional Electric Charging Stations (\$12,000)
Virginia Clean Cities (Harrisonburg)

West Main Bridge (2018-2019) (\$3.9 M) – V1
Replacement of West Main Street Bridge

Memorial Drive Intersection (2018) (\$550,000) – V2
Signalization
Pedestrian Efficiencies
Traffic Cabinet Beacon System

Memorial Drive Corridor (2020-2021) (\$1.8 M) – V3
Widening
Drainage

Roundabout (2020-2021) (\$2.3 M) – V4
Traffic Management at Intersection West Main & US HWY 211
Roundabout at Northcott Drive & West Main Street

Advanced Beacon Systems (\$50,000) – all 3 traffic cabinets

PUBLIC TRANSIT

Encourage and Promote Qualified Private Transit for Citizens

Park & Ride

Continue to Maintain – Lights, Safety, Trash, Restrooms

Ride Smart Program (\$6,000)

Improve & Relocate Signage

Educate & Promote on Website & Social Media

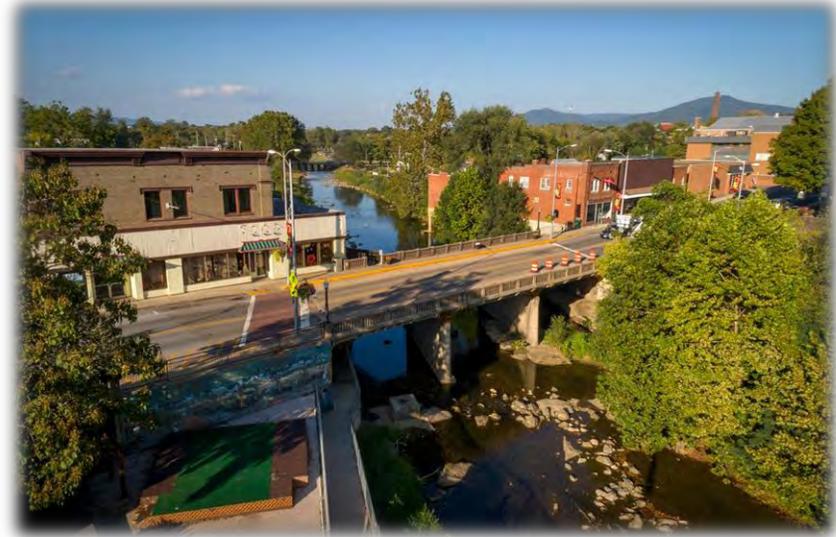


Photo by C. King Photography

WAYFINDINGS

Update Gateway Signs (\$130,000)
Retro Reflective

Add Directional Signs (\$25,000)
Enhance Navigation

FUTURE PROJECTS

SAFETY PROJECTS

Pedestrian Improvements on Cave Hill Road at Luray Caverns (\$500,000)

Turning Lane at Cave Hill Road and Luray Caverns (\$450,000) – V5

Extend Turning Lanes on 211 with VDOT Assistance (\$600,000)
At West Main – Northcott – North Hawksbill Street – Wallace Avenue Intersections

CULVERT PROJECTS

Replacement to better enhance storm water flow
West Main Street Bridge (West Bridge Project V1)
North Bank Street Culvert (\$185,000)
North Court Street Culvert (\$155,000)
North Hawksbill Street Culvert (\$175,000)
Eden Road Culvert (\$150,000)
Main Street (\$750,000)
Mechanic Street (\$130,000)



Town of Luray Photo

STREET PROJECTS

Canaan/Charles Intersection Project (\$65,000) – V6

Improve Intersections & Safety by Improving Line of Site for Motorists

South Court Street Retaining Wall (Wall Installed 2018; Sidewalk & Rail - \$65,000) – V7

Street Lighting – Minimize Light Pollution

PEDESTRIAN PROJECTS

Massanutten/South Marye Crosswalks & Walkways (\$75,000)

Connect Rugby Square Pedestrian on dedicated walkway along Massanutten Avenue to East Luray Shopping Center

Cave Street Sidewalk Extension & Crosswalk (\$45,000)

Lee Street Southwest Installation – West Main Street to Mechanic Street (\$85,000)

Widen Lee Street sidewalk on Mechanic Street, East Side

Mechanic Street Sidewalk Extension (\$45,000)

Boomfield Pedestrian Project (\$130,000)

Multi-Modal Travel Way Project Bisecting Several Areas of the Boomfield Residential Subdivision.

Connections to Existing Travel Way on Luray Avenue and First Street as well as East End Shopping Center on Reservoir

Safe Routes to Schools – Chamber of Commerce to Second Street

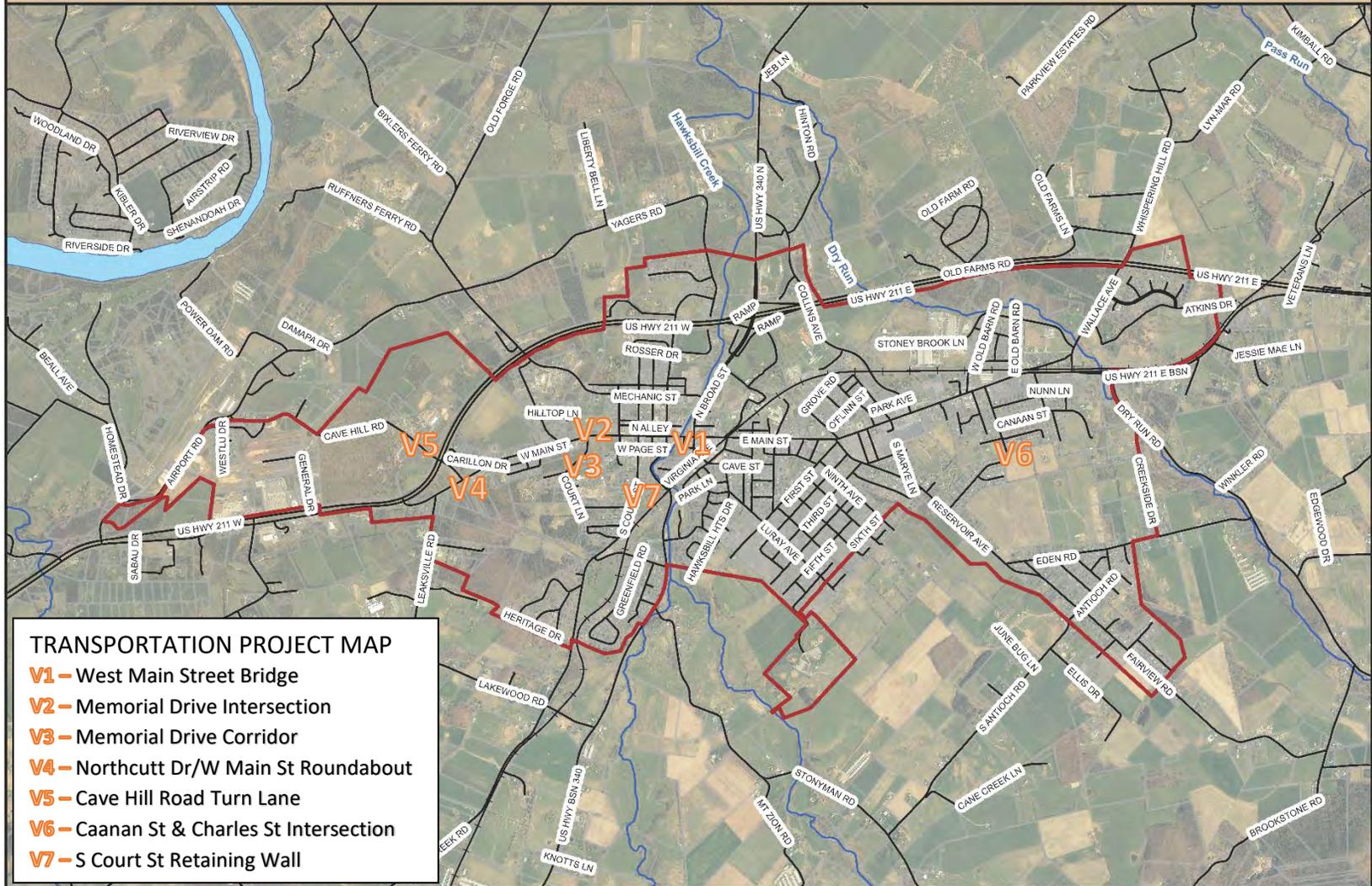
Blue Ridge Avenue Sidewalk Extension (Completed 2018)

Flashing Lights Luray Avenue (\$25,000)

School Crossings – Signs, Lights



Town of Luray



- TRANSPORTATION PROJECT MAP**
- V1** - West Main Street Bridge
 - V2** - Memorial Drive Intersection
 - V3** - Memorial Drive Corridor
 - V4** - Northcutt Dr/W Main St Roundabout
 - V5** - Cave Hill Road Turn Lane
 - V6** - Caanan St & Charles St Intersection
 - V7** - S Court St Retaining Wall

Map Generated on 11/29/2018
Reference Use Only



INFRASTRUCTURE

WATER PROJECTS

Water Storage – West End

Provide/Expand 1 Million Gallon Ground Mounted Tank with VFD Pumps

Larger Tanks/Pumps – West Main Street

Provide Larger Tank – 1 million Gallon Ground Mounted Tank & 2 sets of VFD Pumps – Cave Hill & Pressurize West Main Street

Larger Water Main – East to West

*East – Water Treatment Plant, Rosser Drive
West – Develop Larger Line from 8” to 12”,
US HWY 211 from Water Treatment Plant to 340 up Main Street, Northcott Connection*

New Water Treatment Plant – West End

Construct Treatment Works on West End

New Cover & Mixing Unit - Reservoir

Utilize Yager Spring – Extra Water Source

Raw Water Bottling Facility

Meter Replacement

Continue Water Meter Replacement Programs

Additional Control Valves

Install Additional Valves to Control Water Loss



Photo by Brooke Newman

Mapping/Maintenance of Fire Hydrants, Locator Maps

Additional Water Storage Tanks – Enhance Valve & Pressure System

*Airport Road
Springview
Charles Street
Forest Hills
Woodland Park
Bixlers Ferry/Mechanic Street*

Upsize West Main Water Line – Tower to Luray Landing
From West Tank Past High School on 211, McDonald's to PND

Water Line Loop at Tannery
Complete 4" Connector Line Approximately 200'

Water Line Loop at Mechanic Street/340
Complete 4' Connector Line, Provides Water Pressure, Pressurizes Hydrants



Photo by Brooke Newman

SEWER PROJECTS

Upgrades to Waste Water Treatment Plant – Pumps, Influent

Septage Receiving
*Provide Technology Based Septage Receiver with Flow Meters & 24-hour Access
Pump Improvements, Provide Efficiency for Waste Water Treatment Plant*

East Luray Sewer Project

- Upsize Sewer Collection Mains*
- Eliminate Bottlenecks*
- Create Larger Pump Station*
- Eliminate 3 Existing Pump Stations*
- Gravity Sewer to Stoneybrook Industrial Park*

Upgrade Sewer Main – Park and Ride to WWTP

- Eliminate Bottleneck of 18” – 24” Line*
- Eliminate 75% Inflow & Infiltration in Section*
- Enhance Capacity*

Inflow & Infiltration – Dry Run, Hawksbill Mains

- Inflow & Infiltration Testing, Locate Problems,*
- Complete Repairs to Prevent Inflow*
- Replace Old/Undersized Lines*
- Sewer Manhole Maintenance & Sealing*
- Addition of Cleanouts at Property Lines*

Upgrade Sewer Main - Mechanic Street to Waste Water Treatment Plant

Upgrade Sewer Main - Reservoir/Fairview to Main at Hawksbill Creek, South Court Street, Mill Creek Road to Hawksbill Creek

New Sewer Force Main - Airport Road/Yager’s Spring Road to Main Line North of Yager’s Spring



Photo by Page County GIS Aerials

STORMWATER

Hudson Subdivision (Greenfield, Springcrest)
Meadow Lane
Oakcrest Drive
6th Avenue & 6th Street
5th Street Project
West Main Street – Court Street to Hawksbill Street
West Page Street
Mechanic Street
South Court Street – Mill Creek to Highway 340

COMMUNICATION

Broadband Service: *Broadband Authority Information*
Vendors
Expand Backbone – Provide More Neighborhoods with Access

Phone/Cell:
Century Link (Rates, Service, Town Council Action)

TV/Data:
Comcast (Rates, Service, Town Council Action)
Enhance Options for Citizens



Town of Luray Photo

FLOOD CONTROL

Flood Elevation Control Surveying

Dams:

Lake Arrowhead

Lake Morningstar

Maintain Flood Control Dams

LIGHTING

Expand Lighting Criteria in Zoning Code

Reduce Light Pollution

Better Control Lighting



Photos by Brooke Newman

IMPORTANT DATA & STATISTICS

AGE DISTRIBUTION

Luray, VA – Comparison of Age Distribution 2016 & 2010

POPULATION TOTALS & DISTRIBUTION TRENDS

*Luray, VA General Population Trends
Page County Population, Historic & Projected*

DEMOGRAPHICS

*Race
Socio-Economic Factors
Median Household
Number of People Per Family Household*

ECONOMIC STATISTICS

*Luray
Page County*

EMPLOYMENT/UNEMPLOYMENT TRENDS

*Page County & Town of Luray – Labor Force Characteristics
Page County, Town of Luray & Virginia - Historic Unemployment Rates
Page County – Employment by Occupation
Luray – Employment by Sector*



Photo by Ken Weaverling

AFFORDABILITY INDEX – OVERALL LIVING

HOUSING TYPES, NUMBERS, YEAR BUILD, AFFORDABILITY INDEX

- Town of Luray – Types of Housing*
- Town of Luray – Year Structure Built*
- Town of Luray – Monthly Housing Costs*
- Town of Luray – Types of Heating*

PUBLIC PROPERTY

- Greenway*
- Ralph Dean Recreational Park –
625 6th Street, Luray, VA*
- Pocket Parks –*
 - Eugene Park*
 - Slye Pocket Park*
 - Inn Lawn Park*
 - Ruffner Plaza*
 - Cliffside Pocket Park*
- Lake Arrowhead –
265 Lake Arrowhead Road, Luray, VA*
- Park Master Use Plan*



Photo by Brooke Newman

OTHER RESOURCES



Photo of the Shenandoah River by Brooke Newman

RELEVANT WEBSITES

Town of Luray (www.townofluray.com)

Luray Downtown Initiative (www.downtownluray.com)

Luray-Page Chamber of Commerce (www.visitluraypage.com)

Page County Economic Development (www.pageforbusiness.com)

Virginia Department of Historical Resources (www.dhr.virginia.gov)

WATER PROTECTION PLAN

http://www.townofluray.com/assets/luray_swpp_draft_08_02_2018_public_version.pdf

REPORTS

HOTEL FEASIBILITY STUDY - <http://www.townofluray.com/assets/feasibility-study-luray%2c-virginia-by-section.pdf>

HOUSING STUDY

TRANSPORTATION PLAN - http://users.neo.registeredsite.com/5/4/9/18967945/assets/2035_rlrp.pdf

VIRGINIA RECREATION PLAN

NORTHERN SHENANDOAH VALLEY REGIONAL COMMISSION REPORTS - <http://nsvregion.org/>

ARTICLES

NEWS:

20 Best Small Towns 2018 Smithsonian.com

E-VERSIONS

MAPS

ZONING DISTRICT

BUSINESS DISTRICT

HISTORIC DISTRICT

ARTS & CULTURAL DISTRICT

DOWNTOWN DISTRICT

ENTERPRISE ZONE

OPPORTUNITY ZONE

URBAN DEVELOPMENT AREAS

PREFERRED GROWTH AREAS

FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA)

FLOOD INSURANCE RATE MAP (FIRM)

DEPARTMENT OF MINES MINERALS & ENERGY

LAKE ARROWHEAD DAM

LAKE MORNING STAR DAM

IMAGERY

*PARK MASTER LAND USE PLAN
BRIDGE*

PAGE COUNTY COMPREHENSIVE PLAN

STATE RESOURCES PLANNING DATA

FEDERAL WEBSITES